



Cultural Routes
of the Council of Europe

COUNTRY MAPPING DOCUMENT MONTENEGRO



December 2020

Commissioned by
the Enlarged Partial Agreement
on Cultural Routes
of the Council of Europe
(EPA)

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Prepared by Aleksandra Kapetanović
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Vineyards in the Zeta Plain

Executive Summary

The “Country Mapping report for Montenegro - with a view to identify potential for extension of existing Cultural Routes of the Council of Europe as well as emerging themes for new cultural routes” is **prepared in accordance with the Call for independent experts** announced by Enlarged Partial Agreement on Cultural Routes (EPA) Secretariat in June 2020. This report for EPA member State and Cultural Routes managers has a view to further develop the Cultural Routes of the Council of Europe programme in Montenegro. The Country Mapping report is prepared following the structure and the content, as well as guidelines for implementation, defined in the Call. The Country Mapping report is prepared in close consultation with the **Ministry of Education, Science, Culture and Sports of Montenegro**, which represents the **former Ministry of Culture of Montenegro**¹.

Montenegro has been a Member State of the Council of Europe since 2007. In **2011** Montenegro became a **Member State** of the **Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA)**. The EPA Representative for Montenegro has been the Ministry of Culture of Montenegro, recently transformed into the Ministry of Education, Science, Culture and Sports of Montenegro.

The Cultural Routes of the Council of Europe programme was launched in 1987 to demonstrate, via journeys through space and time, how the heritage of the different countries in Europe contributes to a shared cultural heritage. The programme acts as a channel for intercultural dialogue and promotes better knowledge and understanding of European

¹ 2020, the Parliament of Montenegro elected, on December 4, 2020, a new, 42nd Government of Montenegro, in which the former Ministry of Culture was merged with three other ministries, forming thus the new Ministry of Education, Science, Culture and Sports.

cultural identity while preserving and enhancing natural and cultural heritage. Currently, there are **40 certified Cultural Routes of the Council of Europe**.

Montenegro is currently a **formal member of just one Cultural Route** of the Council of Europe - the Iter Vitis Route. In addition Montenegro has **already taken some initiative towards joining four more routes** :

- ▶ Two routes the process of joining of which has been undertaken, but still needs to be formalized (Roman Emperors and Danube Wine Route, Routes of the Olive Tree)
- ▶ Two routes in which Montenegrin sites have already been included in some way, but the process of official joining has not been initiated yet (European Cemeteries Route, European Route of Industrial Heritage)

Regarding the **University Network for Cultural Routes Studies**, rectors of the University of Montenegro and the University of Donja Gorica, signed a letter of intent expressing an interest in joining the network, with the aim of promoting and encouraging the research in the field of cultural tourism. None of the Universities has become an official member of the University Network, although there are plans for activities towards that aim.

Activities related to Cultural Routes of the Council of Europe

Since Montenegro became a Member State of the EPA **certain activities and initiatives related to Cultural Routes of Council of Europe** were conducted by Ministries, Universities and Cultural Routes members.

There are also different activities, projects and initiatives that have been or are being conducted in Montenegro by different actors, not necessarily connected with the Cultural Routes of Council of Europe but with **Cultural Routes in general**.

Preparation of the Country Mapping report for Montenegro included an **analysis of potentials of cultural heritage of Montenegro for joining the existing certified Cultural Routes**. Taking into account all the different types of cultural heritage resources in Montenegro and their values, the country has **substan-**

tial potential to join 13 Cultural Routes of Council of Europe out of a total of 40 certified routes. Those 13 routes include the five routes the process of joining of which has already been initiated in some way.

Cultural Routes of the Council of Europe that Montenegro has substantial potential to join can be divided into following categories:

- ▶ Routes in which Montenegro is already included, and for which the Ministry of Culture has already recognized great potential as far as the presence of cultural heritage is concerned, so that future activity should focus on expanding the network of sites and members (Iter Vitis Route, Routes of the Olive Tree);
- ▶ A route in which Montenegro is already included and needs to work on identifying and expanding its members (Illyricum Trail as a branch of the Roman Emperors and Danube Wine Route);
- ▶ Routes in which some sites in Montenegro are included in some way, and the process of official joining should be initiated, together with identifying and considering possibilities for involving other sites that certainly exist (European Cemeteries Route, European Route of Industrial Heritage);
- ▶ A route in which Montenegro is not a member, but, given the number, importance and state of research of the monuments, has great potential to become part of (TRANSROMANICA);
- ▶ Routes Montenegro has great potential to join, given the type and number of cultural heritage sites, but needs to check at the regional level whether these can be separate routes (Via Habsburg, Liberation Route Europe);
- ▶ Routes for joining of which Montenegro has segments of cultural heritage, though to a lesser extent than other countries, and needs to consider possibilities for the involvement and carry out additional researches where necessary (Phoenicians' Route, European Route of Jewish Heritage, Prehistoric Rock Art Trails, Destination Napoleon, European Route of Historic Gardens).

In addition to those 13 routes, some routes require **more detailed researches** in order to establish whether Montenegro has basis to join them: European

¹ Following the Parliamentary elections held in Montenegro on August 30,

Route of Ceramics, Réseau Art Nouveau Network and Impressionisms Routes. When the route ATRIUM - Architecture of Totalitarian Regimes of the 20th century In Europe's Urban Memory is concerned, it should be examined at the regional level whether that category can include the Architecture in Yugoslavia between 1948 and 1980, whose special value has been recognised.

In Montenegro there are also potentials for joining some of the **emerging initiatives** for Cultural Routes of the Council of Europe, like:

- ▶ Cyril and Methodius Route, that is in the application process for the certification
- ▶ Possible initiative for Salt Route
- ▶ Possible initiatives for Drystone Constructions Route

In addition to that certain themes have been identified in Montenegro that could have **potential for new Cultural Routes**, not only at national but also a wider regional, i.e. European level. Taking into account some segments of cultural heritage that possess particular values, as well as important initiatives already undertaken in certain fields, several themes have come to the fore in this moment that we believe could have special potential for creating new routes. These are:

- ▶ The World War II monuments,
- ▶ Stećci - medieval tombstones and
- ▶ Seasonal mountain settlements - "katuni"

During the development of Country Mapping report for Montenegro a field mission was carried out in period October-December 2020. The aim of the field mission was to identify and contact the key stakeholders/actors, the ones that had already had experience with the Cultural Routes of the Council of Europe or cultural routes in general, and potential ones, in order to:

- Find out if they are informed about Cultural Routes of the Council of Europe;
- Obtain information about the already implemented activities related to cultural routes;

- Find out if they believe Montenegro has potential to develop cultural routes and whether the involvement in Cultural Routes of the Council of Europe programme can be useful for Montenegrin tourism, and if so, in what ways;
- Find out how they see further development of cultural routes in Montenegro and in what ways they could be involved in them;
- Find out if there are any challenges or problems related to this topic, and obtain some concrete proposals and suggestions.

During the field mission different key stakeholders from national and local level, including also regional/ European level were contacted. Due to the pandemic of coronavirus disease (COVID-19) that began in March 2020 the field mission was carried out under specific conditions, respecting the measures defined by the Government of Montenegro. Therefore, just few meetings were organised in a classic way, and the most of them were established through online meetings, e-mail correspondence and telephone correspondence.

Conclusions

Based on analysis carried out when preparing the Country Mapping report for Montenegro, including consultations with all the stakeholders during the field mission, the following can be concluded.

- Cultural Routes of the Council of Europe are not sufficiently developed in Montenegro, given that Montenegro is an official member of only one route, out of 40 certified routes, while certain initiatives and activities have been undertaken in relation to four more certified routes.
- Taking into account the diversity, value and presence of cultural heritage in Montenegro, the country has substantial potential to join a larger number of Cultural Routes of Council of Europe, at least 13 of them, while for joining additional four routes possibilities should be examined.
- In Montenegro there are also potentials for joining some of the emerging initiatives for Cultural Routes of the Council of Europe, and in addition to that three themes have been identified that could have potential for new cultural routes.

- Since Montenegro became a Member State of the EPA certain activities and initiatives related to Cultural Routes of Council of Europe were conducted by Ministries, Universities and Cultural Routes members. Despite the lack of important activities related to Cultural Routes of Council of Europe recently, a large number of activities, projects and initiatives has been identified in Montenegro related to cultural routes in general, conducted both by state and local institutions, as well as non-governmental organisations.
- It turned out that, except for the institutions and organisations involved in some way in the activities related to Cultural Routes, many local stakeholders, like tourism organisations, non-governmental organisations or private actors do not have information about Cultural Routes of the Council of Europe programme.
- The consultations carried out during the field mission showed that almost all stakeholders believe that Montenegro has multilayered potentials for developing cultural routes, both at national and local level, as well as for joining the Cultural Routes of Council of Europe. In general, all stakeholders express great interest in cultural routes and in joining the Cultural Routes of Council of Europe programme, which, they believe, could contribute to developing tourism, promoting cultural heritage and assist in community development.
- All the above stated indicates great potential for further development of Cultural Routes of the Council of Europe in Montenegro.

Recommendations

Recommendations for further development of Cultural Routes of the Council of Europe in Montenegro addressed to you the key actors are the following:

EPA Secretariat and the European Cultural Routes Institute

- In the coming period Montenegro needs help in intensifying activities related to developing the Cultural Routes of Council of Europe.

- In the coming period, in cooperation with representatives of the EPA member State, a wider presentation of the Cultural Routes of Council of Europe programme should be organised in Montenegro, separately for one or several individual routes.
- Assistance of an expert/ consultant with experience in cultural routes would be useful in connection with the coming processes in Montenegro, especially when it comes to attracting members, creating and maintaining cultural routes.
- Possibility for enabling participation of Montenegrin stakeholders in the Training for candidate routes applying for the Cultural Routes of the Council of Europe certification should be considered.

Representatives of Cultural Routes of Council of Europe that Montenegro has potential to join

- To consider conclusions and recommendations contained in this report related to their Cultural Route.
- To plan, in the coming period, in cooperation with the EPA member State, presentation of the Cultural Route in Montenegro, accompanied by a meeting and workshop with potential members.

EPA representative for Montenegro - Ministry of Education, Science, Culture and Sports of Montenegro and other institutions

- Activities related to Cultural Routes of the Council of Europe should be intensified.
- A person should be appointed to actively deal with cultural routes, within the Ministry of Education, Science, Culture and Sports of Montenegro or some other institution, to act as a contact person between the members in Montenegro, the EPA Secretariat and the European Cultural Routes Institute.
- Cooperation between the ministries responsible for culture and tourism should be initiated in relation to further development of cultural routes (currently Ministry of Education, Science, Culture and Sports and Ministry of Economic Development).

- According to the Programme of Development of Cultural Tourism in Montenegro with an Action Plan 2019 – 2021, a Working group for cultural tourism development has been established, composed of a members from: the Ministry of Sustainable Development and Tourism (currently Ministry of Economic Development), the Ministry of Culture (currently Ministry of Education, Science, Culture and Sports), the National Tourism Organisation and three members responsible for coastal, central and northern regions. This Working group is a good platform for further activities related to cultural routes in Montenegro.
- A database should be created and regularly updated of all the stakeholders related to Cultural Routes at the national level, starting from those already consulted in the process of preparation of this report, together with identification of other key stakeholders. Private sector and the media should also be included.
- The Country Mapping report for Montenegro should be distributed/ presented to both all the stakeholders already consulted during the process of its preparation, and other key stakeholders, as well as be made available to the public.
- In the coming period, in cooperation with the EPA Secretariat and the European Cultural Routes Institute, a wider presentation of the Cultural Routes of Council of Europe programme should be organised in Montenegro. Organising of separate events for one or several individual routes would be desirable. The events should be attended by representatives of the Cultural Route's manager, while inviting all the key stakeholders from Montenegro that have been recognised as possible members for a certain route to participate. The presentation should be intended as an initial meeting to undertake activities related to the route. A part of presentation could be a workshop with all the key actors, in order to jointly consider the potentials, directions of activity, further steps, and identify possible members and potential coordinators of the route at the national level.
- These processes should be used for possible forming of networks/routes with a coordinator at the national level who would maintain cooperation with the routes at the European level.
- Through all these processes the possibility for connecting different Cultural Routes should be considered.
- It would be a good idea to translate the key documents and information on Cultural Routes of the Council of Europe in Montenegrin language and make them available to possible members, as well as to a wider public on the Internet (creating a separate web page on the website of the Ministry), in informative brochures, etc.
- Possibility for supporting Montenegrin members in paying membership fees for Cultural Routes should be considered, because they are quite high for Montenegrin standard of living.
- The existing programmes supporting cultural heritage and development of tourism at the national level should also treat cultural routes as one of priority areas.
- Initiatives for creating new Cultural Routes should be supported. It would be desirable to organise meetings for potential new cultural routes (it can be done online, as well), with the participation of identified stakeholders and representatives of the EPA Secretariat or the European Cultural Routes Institute, in order to jointly consider possibilities for initiating the process of application for the route.
- A model should be found for ensuring sustainability of the already conducted and current activities that are important for cultural routes.
- It is necessary to continuously follow processes related to cultural routes, to monitor the realisation of activities and regularly follow the process of certification of new Cultural Routes of Council of Europe, and analyse, in cooperation with relevant experts and institutions, potentials for joining new routes.

Local governments and other institutions, including tourist organisations

- Possibilities for joining some Cultural Routes should be considered.
- Contact with representatives of the EPA member State (Ministry) related to this programme should be established.

- Local stakeholders should be encouraged and supported in joining cultural routes.
- The programmes funding cultural heritage and development of tourism at the local level should also treat cultural routes as one of priority areas.
- Possibilities of EU funding of the activities related to cultural routes should be considered, especially the Cross- Border Cooperation programmes.

Current members of the Cultural Routes of Council of Europe in Montenegro and future potential members

- Conclusions and proposals contained in this report should be considered as they provide an overview of situation and possible further steps.
- The EPA member State representative (in Ministry) should be regularly informed about new activities related to cultural routes.
- Possibilities for financing activities related to cultural routes (national and local, as well as EU funds, especially the Cross-Border Cooperation programme) should be considered.

Current members of the Cultural Routes of Council of Europe in Montenegro and future potential members

- Conclusions and proposals contained in this report should be considered as they provide an overview of situation and possible further steps.
- The EPA member State representative (in Ministry) should be regularly informed about new activities related to cultural routes.
- Possibilities for financing activities related to cultural routes (national and local, as well as EU funds, especially the Cross-Border Cooperation programme) should be considered.

Universities

- The University of Montenegro and the University of Donja Gorica, on the basis of a signed letter of intent, should continue activities in order to become official members of the University Network for Cultural Routes Studies.

- Using the internship opportunities through the University Network for Cultural Routes Studies for students from Montenegro.
- Encouraging the research in the field of cultural tourism and cultural routes related issues at Universities.
- Encouraging more active involvement of Universities in Cultural Routes in which they are already members. Possibilities for joining specific Cultural Routes should be considered.
- Encouraging collaboration with other stakeholders at national level regarding the cultural routes issues.
- Considering possibilities for joint application for the European Grants with the European Institute of Cultural Routes (EICR) and other stakeholders.

Some general recommendations

- Activation of cultural routes should be primarily considered as an opportunity to support the local community, revitalize certain areas, improve the quality of offer at sites, an opportunity for networking, etc.
- When including cultural heritage sites in cultural routes a care should be taken to treat intangible heritage alongside tangible heritage.
- All the activities should be realised in close cooperation with experts in the field of cultural heritage and tourism. Although storytelling is quite important for promoting a certain site, the used facts should be true and scientifically confirmed, preventing thus the risk of invented information use and wrong interpretation.
- A more intense use of digital context is an opportunity for promoting cultural routes.
- It would be very useful to collect in one place and make publicly available the results of successful activities realised so far, because they are often unavailable (e.g. information found on the websites of finished projects, distributed maps or brochures containing valuable information could be published in pdf format on the website).



Framing and context of the report

Background/ the aim of the Country Mapping report for Montenegro

The "Country Mapping report for Montenegro with a view to identify potential for extension of existing Cultural Routes of the Council of Europe as well as emerging themes for new cultural routes" is **prepared in accordance with the Call for independent experts** announced by Enlarged Partial Agreement on Cultural Routes (EPA) Secretariat in June 2020. This report for EPA member State and Cultural Routes managers has a view to further develop the Cultural Routes of the Council of Europe programme in Montenegro.

The **geographical scope** of the study includes Montenegro.

The Country Mapping report is prepared in close consultation with the **Ministry of Education, Science, Culture and Sports of Montenegro**, which represents the **former Ministry of Culture of Montenegro**¹.

The Country Mapping report is prepared following **the structure and the content**, as well as guidelines for implementation, defined in the Call.

During the Country Mapping development a **field mission** was carried out in order to establish contacts with the key stakeholders and consider potentials for the further development of cultural routes in Montenegro. Due to the pandemic of coronavirus disease (COVID-19) that began in March 2020 the field mission was carried out under specific conditions, respecting the measures defined by the Government of Montenegro, with the most of meetings being held through e-mail correspondence and telephone correspondence.

¹ Following the Parliamentary elections held in Montenegro on August 30, 2020, the Parliament of Montenegro elected, on December 4, 2020, a new, 42nd Government of Montenegro, in which the former Ministry of Culture was merged with three other ministries, forming thus the new Ministry of Education, Science, Culture and Sports.

Cultural Routes of the Council of Europe

The Council of Europe is the continent's leading organisation in the protection of human rights, democracy and rule of law. It was founded in 1949 in order to promote greater unity between its members and now includes 47 member states, all having signed up to the European Convention on Human Rights.

The Cultural Routes of the Council of Europe programme was launched in 1987 to demonstrate, via journeys through space and time, how the heritage of the different countries in Europe contributes to a shared cultural heritage. The programme acts as a channel for intercultural dialogue and promotes better knowledge and understanding of European cultural identity while preserving and enhancing natural and cultural heritage.

According to the Council of Europe's definition, a **Cultural Route** is a cultural, educational heritage and tourism co-operation network aiming at the development and promotion of an itinerary or a series of itineraries based on a historic route, a cultural concept, figure or phenomenon with a transnational importance and significance for the understanding and respect of common European values.

In 2010, **the Enlarged Partial Agreement on Cultural Routes (EPA)** of the Council of Europe was established in order to strengthen the programme politically and financially. The EPA, based on criteria established by the Committee of Ministers Resolution CM/Res(2013)67, awards the certification "Cultural Route of the Council of Europe" during the meetings of its Governing Board.

The **Governing Board** of the EPA is composed of one representative appointed by each member of the EPA. Representatives from each member State of the EPA (Ministries of Culture and/or Tourism) take part in the decision-making process. Each year in April the Governing Board of the Enlarged Partial Agreement on Cultural Routes meets to issue the **certification "Cultural Route of the Council of Europe"** to the Cultural Routes under regular evaluation as

well as networks seeking certification. The **Statutory Committee** of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA), that meet each year in October, adopts the budget of the EPA for the implementation of its programme of activities. Each year in autumn, during an **Annual Advisory Forum**, EPA member states and Cultural Routes, as well as international organisations, non-governmental organisations and international experts meet to discuss current issues and trends and explore best practices.

The **European Institute of Cultural Routes (EICR)** was set up in 1998 as part of a political agreement between the Council of Europe and the Grand-Duchy of Luxembourg (Ministry of Culture, Higher Education and Research) and is located in the Centre Culturel de Rencontre - Abbaye de Neumünster in Luxembourg. Upon the entry into force of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA) in 2010, an agreement establishing the seat of the EPA at the Institute was signed between the Ministry of Foreign Affairs of the Grand-Duchy of Luxembourg and the Secretary General of the Council of Europe.

The Institute assists the EPA on Cultural Routes of the Council of Europe in the evaluation cycles of certified Cultural Routes and candidate networks to the "Cultural Route of the Council of Europe" certification. The Institute also gives advice to candidate networks to the "Cultural Route of the Council of Europe" certification and houses the documentary resources on the Cultural Routes of the Council of Europe programme. It provides advice and assistance to routes networks and hosts visits by project managers, researchers and students. The European Institute of Cultural Routes also implements European projects promoting greater awareness of the existing links between cultural heritage, tourism, regional development and the environment, and coordinates a University Network. The Institute gives visibility to and disseminates information on the certified Cultural Routes of the Council of Europe crisscrossing the 50 signatory countries of the European Cultural Convention and beyond.

The **University Network for Cultural Routes Studies** is a network of Universities interested in the study of Cultural Routes of the Council of Europe. The Network aims to encourage the conduct of research on Cultural Routes of the Council of Europe related issues, encourage students to undertake

their academic research on Cultural Routes, jointly apply for European Grants with the European Institute of Cultural Routes (EICR), participate in the annual programme of activities of the EICR and offer scientific advice where required. Currently there are 15 Universities and Research Centers that are members of the University Network for Cultural Routes Studies.

The University Network for Cultural Routes Studies is also a platform of exchanges and mobility for students and researchers, ensuring a permanent interaction between the EICR, Universities and certified Cultural Routes. In the framework of the University Network for Cultural Routes Studies, the Institute created an internship programme for students of the member Universities.

Currently there are **40 certified Cultural Routes of the Council of Europe** (a complete list is provided in the Annex).

Conditions for obtaining the "Cultural Route of the Council of Europe" certification

The criteria that must be met by postulants in order to be considered as candidates for the "Cultural Route of the Council of Europe" certification awarded by the Governing Board of the EPA.

- ▶ Defining a **theme** representative of European values and common to at least 3 countries of Europe. It must be illustrative of European memory, history and heritage and contribute to an interpretation of the diversity of present-day Europe;
- ▶ Identifying **heritage elements** shaped by the geographical as well as cultural, historical and natural features of the different regions. It must be illustrative of European memory, history and heritage and contribute to an interpretation of the diversity of present-day Europe;
- ▶ Creating a **European network with legal status** bringing together the sites and the stakeholders which are part of the Route. The network can be either in the form of an association or a federation of associations, with members in at least three Council of Europe member states.

Each network has to work in a democratic and participatory way with respect to its management, research and programme of activities. The Route's initiators must ensure that the association responsible for managing the cultural route is organisationally and financially viable;

- ▶ Co-ordinating **common actions** to encourage different kinds of cultural co-operation, also the scientific level stimulating social debate on its theme, propose to European citizens an interpretation of their common history and shared heritage and provoke a series of coherent activities for young Europeans coming from different cultures and backgrounds and finally encourage cultural tourism and sustainable cultural development;
- ▶ Creating **common visibility** to allow the identification of the items part of the Route, ensuring recognisability and coherence across Europe. Following certification, both the "Cultural Route of the Council of Europe" logo and the Cultural Route's own logo designed for the route must appear on all of its signs and communication materials².

In order to be eligible for certification, candidate networks must follow the criteria described in *CM/Res(2013)67 revising the rules for the award of the Cultural Route of the Council of Europe certification*³. Project initiators shall form **multidisciplinary networks** located in several Council of Europe member States. Prior submission of application it is strongly encouraged to network to attend the **Training for candidate routes** applying for the "Cultural Routes of the Council of Europe" certification.

Certified "Cultural Routes of the Council of Europe" are required to have **regular 3-year evaluation**. Every three years, certified Cultural Routes are required to submit a report enabling the Governing Board of the EPA to evaluate their activities in order to ascertain whether they continue to satisfy with the list of eligibility criteria for themes, list of priority fields of action, list of criteria for networks as well as visibility criteria.

² <https://www.coe.int/en/web/cultural-routes/applications-certification> and [https://www.coe.int/en/web/cultural-routes/how-to-be-certified#%2269640501%22:\[4\]](https://www.coe.int/en/web/cultural-routes/how-to-be-certified#%2269640501%22:[4])

³ https://search.coe.int/cm/Pages/result_details.aspx?ObjectId=09000016805c69fe

Montenegro as a member of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA)

Montenegro has been a Member State of the **Council of Europe** since 2007.

In **2011** Montenegro became a **Member State of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA)**.

The **EPA Representative** for Montenegro has been the Ministry of Culture of Montenegro, recently transformed into the **Ministry of Education, Science, Culture and Sports of Montenegro**. In the initial period, recognising the importance of Cultural Routes of the Council of Europe, as well as the cultural potential of Montenegro, the Ministry of Culture was working on establishing communication with the *Iter Vitis* and Routes of the Olive Tree Cultural Routes.

In **2014**, delegates of the **Iter Vitis Route** visited Montenegro, met the actors interested in joining the route and organised an annual General Assembly in Podgorica.

Presentation and official Launching of the Cultural Routes of the Council of Europe programme in Montenegro was organised on **March 13, 2018**, in Podgorica. Minister of Culture of Montenegro, Mr. Aleksandar Bogdanović spoke at the opening of the event. The Cultural Routes were presented by Mr. Aleksandar Dajković, Director General of the Directorate for Cultural Heritage within the Ministry of Culture, Mr. Stefano Dominioni, director of the European Institute of Cultural Routes and executive secretary of the Enlarged Partial Agreement on Cultural Routes, Ms. Emanuela Panke, Cultural Route "Inter Vitis", Mr. Vladan Đuričković, "13. jul Plantaže" and Ms. Olga Mezeridou, Routes of the Olive Tree. In his opening speech, Mr. Aleksandar Bogdanović, Minister of Culture of Montenegro, provided an overview of cultural policies in Montenegro and Cultural Routes latest development. Mr. Aleksandar Dajković, Director General of the Directorate for Cultural Heritage of Montenegro, presented the activities implemented by the Ministry and future plans, including the extension of new cultural routes in Montenegro. The event included the presentations by two Cultural Routes of the Council of Europe crossing Monte-

negro: Iter Vitis represented by Ms. Emanuela Panke and the Olive Tree Routes represented by Ms. Olga Mezeridou. Mr. Veselin Vukotić, Rector of the University of Donja Gorica, and Mr. Danilo Nikolić, Rector of the University of Montenegro also took part in the meeting in view of their future collaboration in the Network of Universities Studies on Cultural Routes⁴.

In order to promote the Cultural Routes initiative, the Ministry of Culture submitted a **request for Country mapping for Montenegro in 2019**.

In the meantime certain activities related to other Cultural Routes, from different actors, were established (described in the chapter 2.4.).

Current Cultural Routes of the Council of Europe in Montenegro

Montenegro is currently a **formal member of just one Cultural Route of the Council of Europe - the Iter Vitis Route**⁵. In addition, during 2019, joining the Illyricum Trail of the Roman Emperors and Danube Wine Route was accomplished, while in September 2020, a membership of the Routes of the Olive Tree was achieved, which jet needs to be formalized and presented on the official website of the Cultural Routes of the Council of Europe. During 2020, activities related to the European Cemeteries Route were realised. Furthermore, sites from Montenegro are presented on the website of the European Route of Industrial Heritage.

Formal membership of the Iter Vitis Route

About the Route

Iter Vitis Route is certified as Cultural Route of the Council of Europe in 2009.

Wine production has always been a European symbol of identity. The technical knowledge, which underlies this production, has greatly contributed over the centuries to the construction of a European citizenship, common to the regions and peoples, and of national identities. Several countries of the Mediterranean region share the same common denominator: their cultural landscape. One of the main aims of the route is to safeguard wine biodiversity, highlighting its uniqueness in a globalised world.

Association responsible for managing the Cultural Route

Federazione Internazionale "Iter Vitis", Sambuca di Sicilia (ITALY).

Official Website

www.itervitis.eu

Membership in Montenegro

The University of Donja Gorica has been an Individual member of the Iter Vitis Route since 2014 (<https://itervitis.eu/members>). During the official visit of delegates of the Iter Vitis Route to Montenegro, an annual General Assembly of the Iter Vitis Route was held on December 14, 2014, at the University of Donja Gorica, which from the very beginning expressed an interest in participating in the Cultural Routes of the Council of Europe programme. On that occasion, the University of Donja Gorica signed an agreement on joining the Route.

The Company "13. Jul – Plantaže" has also been connected with the Iter Vitis Route since 2014, and has taken part in some of its activities, although it is not a formal member.

In 2014, delegates of the Iter Vitis Route visited Montenegro. On that occasion, on December 13, 2014, in Podgorica, on the premises of the wine cellar Šipčanik belonging to the company "13. Jul – Plantaže", a tour of the facility and a working dinner were organised, during which the company Plantaže received an invitation from the president of Iter Vitis Route to become the route's member. Representatives of the company, Ms. Dijana Dukaj and Ms. Jelena expressed an interest in joining the route.

Representatives of the Company "13. Jul – Plantaže" **participated in the conference** of Iter Vitis Route in Motovun, Croatia in 2019. In addition, at the beginning of 2020, they sent an itinerary for the catalogue on Adriatic and Balkan Iter Vitis countries, in which the **Wine Route of Montenegro** was presented (<https://itervitis.eu/wine-route-of-montenegro>).

⁴ <https://www.coe.int/en/web/cultural-routes/-/montenegro-official-launching-of-the-cultural-routes-of-the-council-of-europe-programme>

⁵ <https://www.coe.int/en/web/cultural-routes/montenegro>



Map of Iter Vitis Routes member countries (<https://itervitis.eu/members>)

Joining the Routes of the Olive Tree

About the Route

Routes of the Olive Tree is certified as Cultural Route of the Council of Europe in 2005.

The presence of the olive tree has marked not only the landscape but also the everyday lives of the Mediterranean peoples. As a mythical and sacred tree, it is associated with their rites and customs and has influenced their lifestyles, creating a specific ancient civilisation, the "Olive Tree Civilisation": the Routes of the Olive Tree follow in the footsteps of this civilisation, from Greece towards the Euro-Mediterranean countries.

The Routes of the Olive Tree are itineraries of intercultural discovery and dialogue based on the theme of the olive tree, a universal symbol of peace. These routes are a gateway to new cooperation between remote areas that would otherwise be condemned to isolation, since they bring together all the players involved in the economic exploitation of the olive tree (artists, small producers and farmers, young entrepreneurs, etc.) that are threatened by the current crisis. In our difficult time this is a way to defend the fundamental value of the right to work.

Association responsible for managing the Cultural Route

"The Routes of the Olive Tree" Cultural Foundation, Verga Kalamata (GREECE).

Official Website

www.olivetreeroute.gr

Membership in Montenegro

Contact with the Routes of the Olive Tree was established in 2018 during the Official Launching of the Cultural Routes of the Council of Europe programme. On that occasion, the Routes of the Olive Tree were presented by Ms. Olga Mezeridou. The presentation was attended by representatives of the Association of Olive Producers from Bar, who expressed their interest in joining this cultural route. However, they have not joined the Route yet.

The University of Donja Gorica became an associated member of the Routes of the Olive Tree in September 2020 (https://olivetreeroute.gr/main_page-en/institutions-en). Associate members are structures concerned with the olive tree and Mediterranean culture in general. Referenced on the various supports by the Cultural Foundation, these structures are points of interest and reference of the Route for the general public.

Through membership of the University of Donja Gorica in this cultural route Montenegro joined the existing members (Greece, Croatia, France, Algeria, Morocco, Portugal, Spain, etc.) that cherish the olive tree as an indispensable part of their historical, cultural, religious and gastronomic heritage. At the University of Donja Gorica they see the membership of this route as an additional opportunity for the networking of culture, science, tourism and economy.

Joining the Roman Emperors and Danube Wine Route

About the Route

The Roman Emperors and Danube Wine Route is certified as Cultural Route of the Council of Europe in 2015.

The Roman Empire and the deeds of the emperors laid the foundations of urbanism, administration, law and citizenship rights for the subsequent medieval and modern European societies. Concepts such as religious tolerance and the preservation of ethnic identity were also practised at the time. This means that some of Europe's most fundamental values date back to the Roman Empire, values which were revived during the Renaissance, laying the foundation of current European societies.

Association responsible for managing the Cultural Route

Danube Competence Center, Belgrade (SERBIA)

Official Website

www.romanemperorsroute.org

Membership in Montenegro

In **April 2019** Danube Competence Center launched Western Balkans branch of the Roman Emperors and Danube Wine Route's called the **Illyricum Trail** (<https://romanemperorsroute.org>). The trail based on the Roman archeologic sites is set to bring more tourism to the region and contribute to cultural heritage preservation and to the employment and higher revenues in the tourism industry. The trail developed through the Regional Cooperation Council (RCC) Tourism Development and Promotion Project's grant scheme, funded by the European Union (<https://www.rcc.int/news/513/rcc-grant-recipient-introduces-new-regional-cultural-tourism-product-the-illyricum-trail>) In the initial stage, the Illyricum Trail is made up of eight archeologic sites located in Albania, Bosnia and Herzegovina, Montenegro and Republic of North Macedonia.

In Montenegro there are two archeologic sites that are part of Illyricum Trail: **Doclea in Podgorica** (<https://romanemperorsroute.org/podgorica-montenegro>) and **Risinium in Risan** (<https://romanemperorsroute.org/risinium-kotor-montenegro>). For Risan contact is Tourist Organisation of Kotor and for Doclea contact is Tourist Organisation of Podgorica – TOP.



Roman Emperors and Danube Wine Route (<https://romanemperorsroute.org>)

Activities related to the European Cemeteries Route

About the Route

The European Cemeteries Route is certified as Cultural Route of the Council of Europe in 2010.

Throughout history, cemeteries have been an essential part of our civilisation. These sacred and emotional spaces are concomitantly time witnesses of local history for cities and towns. They are common to all cities and towns in Europe and they clearly reveal their cultural and religious identity. It is therefore important to see cemeteries as places of life!

Memories and symbols written in the stones of cemeteries are a reflection of customs, values and life in the city. By visiting a cemetery, one can get a feeling of how diverse the life and culture of the surrounding area is, and also better understand how important this diversity is in a democratic world.

Association responsible for managing the Cultural Route

Association of Significant Cemeteries in Europe (ASCE), Bologna (ITALY)

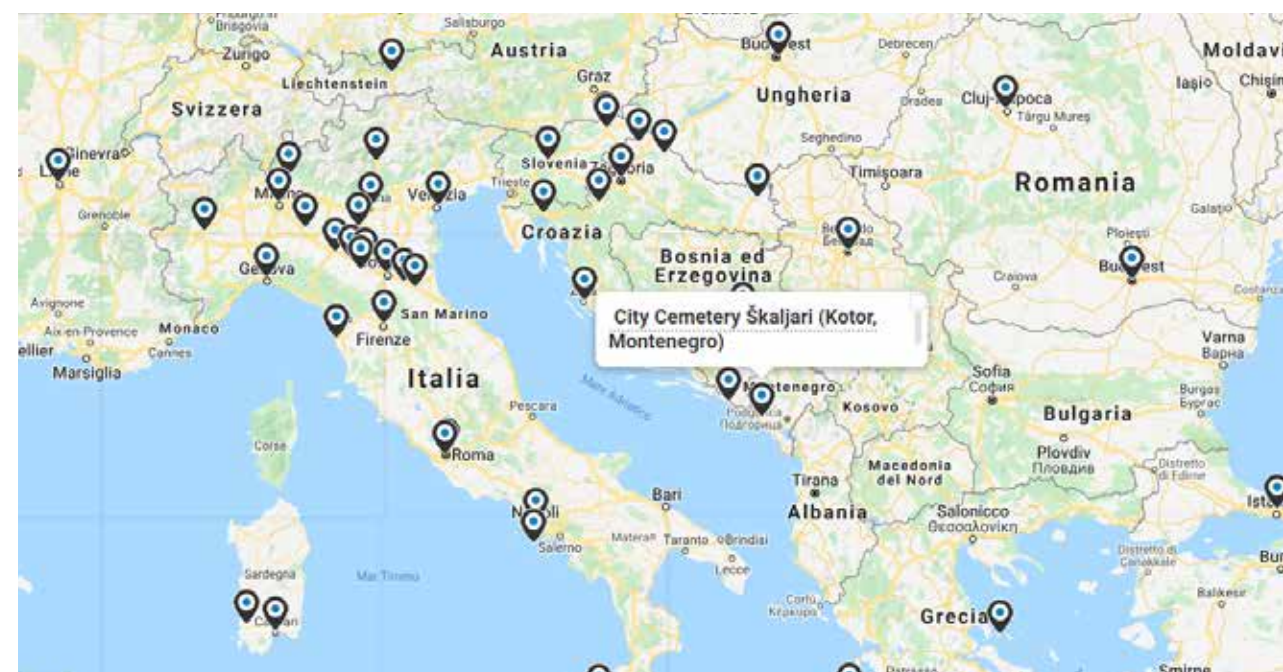
The Association of Significant Cemeteries in Europe (ASCE) is the European network comprising those public and private organisations which care for cemeteries considered to be of historical or artistic importance (<https://cemeteriesroute.eu/european-cemeteries-route.aspx>). Association committee has approved more than 150 significant cemeteries across Europe in past decade. Many of these amazing cemeteries are also included in the European Cemeteries Route - a tourist route across cemeteries of Europe.

Official Website

www.cemeteriesroute.eu

Activities in Montenegro

The City Cemetery Škaljari in Kotor was accepted into the Association of Significant Cemeteries in Europe (ASCE) on July 24, 2020 (<http://www.significantcemeteries.org/2020/07/city-cemetery-skaljari.html>). Although the City Cemetery Škaljari has not yet been formally included in the European Cemeteries Route managed by the ASCE, the plan is to do it in the coming period.



Map of significant cemeteries in Europe (<http://www.significantcemeteries.org/p/significant-cemeteries.html>)

Sites of the European Route of Industrial Heritage

About the Route

Starting around the middle of the 18th Century with the advent of the Industrial Revolution, new technology spread rapidly across Europe. Manufacturers built factories, thousands of workers migrated to the emerging urban industrial areas and throughout Europe trade unions fought for social progress. Today, industrialisation plants open to visitors and modern technology museums tell the exciting story of European industrialisation and its cultural, social and economics legacies.

With over 1,800 locations in all European countries, the European Route of Industrial Heritage invites visitors to explore the milestones of European industrial history. As places of a common European memory, they bear witness to scientific discoveries, technological innovation and workers' life histories. A total of 14 Theme Routes highlight the European context of industrialisation.

Association responsible for managing the Cultural Route

European Route of Industrial Heritage e.V. (ERIH), Meerbusch (GERMANY)

Official Website

www.erih.net

Membership in Montenegro

Even though Montenegro is not a formal member of the European Route of Industrial Heritage, on the website of the ERIH, among over 2,000 sites presented from all European countries there are two sites from Montenegro: Maritime Museum of Montenegro and Mala Rijeka Viaduct. In addition, the text on the industrial history of Montenegro has been published on this website.



Stećci in Žabljak



Map of the sites from Montenegro along the European Route of Industrial Heritage (<https://www.erih.net>)

Activities in order to join the University Network for Cultural Routes Studies

The presentation of the Cultural Routes of the Council of Europe programme, which was organised in Podgorica in March 2018, also included presentation of the University Network for Cultural Routes Studies, the work of which is coordinated by the European Institute of Cultural Routes. On that occasion, Rector of the **University of Montenegro**, Mr. Danilo Nikolić and Rector of the **University of Donja Gorica**, Mr.

Veselin Vukotić, **signed a letter of intent** expressing an interest in joining the mentioned network, with the aim of promoting and encouraging the research in the field of cultural tourism.

None of the Universities has become an official member of the University Network for Cultural Routes Studies, although there are plans for activities towards that aim.

National Heritage Policies and Legislation

Cultural heritage of Montenegro

Montenegro, characterised by an exceptional variety of landscapes present in a small area and the diversity of cultures superseding each other on its territory from prehistoric times to the present, has a very rich and diverse cultural heritage. Relatively small in terms of territory, the cultural space of Montenegro has been formed throughout history under the influences of the Mediterranean, central and eastern European, and oriental civilisations and cultures. The diversity of architectural features of immovable cultural properties and the wealth of museum, archive and library holdings are the material evidence of the specific cultural milieu of Montenegro.

Bearing in mind a wider understanding of heritage which "includes all aspects of the environment resul-

ting from the interaction between people and places through time", cultural heritage is composed of different layers of immovable, movable and intangible heritage, including cultural landscape as the widest and most comprehensive category of cultural heritage. Cultural properties, as a valorised part of cultural heritage of general interest, are just one segment of the total cultural heritage that the state undertakes to protect through the process of valorisation.

Following the adoption of the new Law on Cultural Property (2010), the process of revalorisation of cultural properties in the whole territory of Montenegro has been undertaken. In accordance with this Law, a Register of Cultural Property is a public record everybody has the right to have a look into. According to the information provided by the Ministry of Culture in 2013, in Montenegro there were 800 immovable

cultural properties, 571 out of which commemorative monuments subject to a protection regime¹.

Unfortunately, the Register of Cultural Property of Montenegro is not publicly available on the Internet. According to the data provided by the Administration for the Protection of Cultural Property in 2019 in Montenegro² there were: 817 immovable cultural properties, 579 commemorative monuments subject to a protection regime, 630 movable cultural properties and 19 intangible cultural properties. In addition, in Montenegro there are cultural properties for the protection of which initiatives have been submitted, as well as numerous immovable cultural properties believed to possess definite cultural values.

Although the understanding of the concept of cultural heritage has widened, not all the segments of cultural heritage have been adequately represented among the officially registered properties in Montenegro. They usually did not include at all or included just few examples of vernacular architecture, industrial heritage or 20th-century architecture.

There are four properties in Montenegro that are inscribed on the UNESCO World Heritage List. One is natural, Durmitor National Park, and three are cultural heritage sites: Natural and Cultural-Historical Region of Kotor and two that are part of transboundary serial sites Stećci Medieval Tombstone Graveyards and Venetian Works of Defence between the 16th and 17th Centuries: Stato da Terra – Western Stato da Mar.

Legal framework for cultural heritage protection and management in Montenegro

Montenegro has ratified nearly all important **international conventions**, which refer to cultural heritage, including the Council of Europe conventions: European Cultural Convention (Paris, 19 December 1954); European Convention on the Protection of the Archaeological Heritage (London, May 6, 1969); Convention on the Protection of Architectural Heritage of Europe (Granada, 3 October 1985.); European

¹ Heritage Assessment Report Montenegro (draft), Council of Europe, Strasbourg AT(2013)127, 2013

² Annex 2: Resources for cultural tourism, in the Programme of Development of Cultural Tourism in Montenegro, with an Action Plan 2019 – 2021

Convention on the Protection of the Archaeological Heritage (revised) (Valletta, 17 January 1992); European Charter for Regional or Minority Languages (Strasbourg, 5 November 1992.) including also the most recent ones: the European Landscape Convention (Florence, 20 October 2000) in 2009 and the Council of Europe Framework Convention on the Value of Cultural Heritage for Society (Faro, 27 October 2005) in 2011.

Key **governing laws** for cultural heritage protection and management in Montenegro on national level are:

- ▶ Law on Culture, 2008, 2012
- ▶ Law on Cultural Property, 2010, 2019
- ▶ Law on Archives, 2010, 2011
- ▶ Law on Museums, 2010
- ▶ Law on Libraries, 2010, 2011
- ▶ Law on Memorial Cultural Monuments, 2008, 2017

In addition to the governing laws, the field of cultural heritage is regulated by a set of secondary legislation passed mainly during 2011, referring to conditions for carrying out conservation activities, issuing conditions for conservation licenses, conditions for issuing research permits, organising examination for conservation professionals, etc.

Furthermore, in addition to laws and secondary legislation regulating directly the area of cultural heritage protection, there is a set of laws in other areas which also have an important impact on culture heritage, especially: Spatial and urban planning and strategic environmental assessment; Construction, Building, Development and Infrastructure provision; Natural Heritage and Environmental Protection.

The field of tourism in Montenegro is governed by a set of legal frameworks, the most important among which is the Law on Tourism and Hospitality adopted in 2018.

Institutional framework for cultural heritage protection in Montenegro

Institutions responsible for implementing laws and strategies in the field of cultural heritage protection in Montenegro are: the Ministry of Education,

Science, Culture and Sports of Montenegro which represents the former Ministry of Culture of Montenegro, Administration for the Protection of Cultural Properties, Centre for Conservation and Archaeology, National Archive, National Museum of Montenegro, Natural Museum of Montenegro, Maritime Museum, National Library "Đurđe Crnojević", Library for the Blind, and Film Archives of Montenegro.

The main administrative entity responsible for the protection of cultural heritage is the Administration for the Protection of Cultural Properties, with its main office in Cetinje, and a current regional offices in Kotor and Mojkovac and one planned office in Podgorica. Some of the main Administration's responsibilities are: determining cultural value and the status of cultural property, establishment of cultural property records and registers, issuing conservation conditions and approval of conservation projects, producing studies of cultural property for the needs of planning documents and giving opinions on the planning documents. The Centre for Conservation and Archaeology of Montenegro, with its main office in Cetinje, and a regional office in Kotor, is responsible for developing programmes, organising and conducting conservation and archaeological researches of cultural properties, conducting laboratory testing and providing expertise, as well as for implementing concrete conservation measures for cultural properties.

In addition to these institutions dealing primarily with immovable cultural heritage, the protection, preservation and promotion of movable and intangible heritage is entrusted to the institutions engaged in the museum, archive and library activities.

Significant role in the research of cultural heritage is also played by the Historical Institute of Montenegro, as a part of University of Montenegro.

Besides the national institutions, **local authorities** should play an important role in the protection of cultural heritage on their territories. The local government system of Montenegro consists of 24 municipalities. Some municipalities, including the Capital City Podgorica and the Old Royal Capital Cetinje, have, within their structures, departments dealing with culture. Within the municipalities, cultural heritage issues are mainly addressed by the departments for culture, if they exist, or the departments for social affairs. Only the Municipality of Kotor has a separate Department for the Protection of Natu-

ral and Cultural Heritage, primarily due to the fact that big part of municipality's territory encompass Natural and Cultural-Historical Region of Kotor, that is inscribed on UNESCO World Heritage List in 1979.

An important element in the process of heritage protection, besides an institutional system, is the participation of **civil society organisations – non-governmental organisations**. Even though not big number of NGOs deal solely with cultural heritage, some of them have developed the capacity for a serious activity in this field, at local, national or regional level. The NGOs are conducting concrete activities with a view of enhancing and promoting cultural heritage and they are active in drawing attention to problems of cultural heritage protection (through appeals, reactions, comments to spatial plans). Furthermore, members of NGOs are often involved in the work of various working groups, in the processes of management plans drafting, etc.

Policy framework for cultural heritage protection and management, sustainable development and tourism in Montenegro

Montenegro still do not have national strategy for protection of cultural heritage. In May 2020 the UNESCO Regional Bureau for Science and Culture in Europe, in collaboration with the Government of Montenegro and in particular the Ministry of Culture, announced the call in order to Support the preparation of the *Strategy for development of Cultural Heritage for the period 2020-2025*, and of the *National Strategy for the safeguarding and sustainable use of cultural heritage*. This activity is currently in the phase of implementation.

But there are other documents, in the fields of culture, sustainable development, tourism, etc., that make also part of the policy framework for cultural heritage. Especially important for cultural routes are the documents treating the protection of cultural properties, as well as those treating cultural tourism.

The Programme for the Development of Culture 2016-2020

The Law on Culture, adopted in 2008, gave the legal framework for the National Programme for the Development of Culture. After the first National Pro-

gramme for the Development of Culture 2011-2015, the second one was developed for period 2016-2020. The new National Programme for the Development of Culture for the next period need to be developed.

According to the Law on Culture (2008), all local governments are under the obligation to develop their respective **Local Culture Development Programme**, which should be consistent with the National Programme. There are more municipalities that developed those programs, among which are Kotor, Tivat and Herceg Novi.

The Programme for Protection and Preservation of Cultural Property

The Programme for Protection and Preservation of Cultural Property is adopted annually, in accordance with the National Programme for the Development of Culture 2011-2015 and the Programme of the Government of Montenegro. The Programme provides annual planning of the support to projects at national and local level that are important for the achievement of the public interest in the field of cultural heritage. Since 2019 Ministry of culture announce Call for proposals for projects of Programme for Protection and Preservation of Cultural Property.

The National Strategy for Sustainable Development by 2030

One of the key strategic documents in Montenegro is the National Strategy for Sustainable Development by 2030. The strategy was developed in 2016, just a year after the UN 2030 Agenda for Sustainable Development, so that its strategic goals are based on the goals of sustainable development established in the UN Agenda.

The National Strategy for Sustainable Development by 2030 recognizes cultural heritage as one of the social assets of the state and gives it a significant place. One of the strategic goals of the NSSD by 2030, within the Priority theme Support to values, norms and behavior patterns which are important for the sustainability of the society, is to "Establish an efficient and modern system of integrated protection, management and sustainable use of cultural heritage and landscape". Within this strategic goal, the following priority measures have been proposed:

- ▶ Improve an efficient protection system of cultural heritage at all levels,

- ▶ Improve cultural heritage protection at all levels,
- ▶ Improve sustainable use and management of cultural heritage.

Tourism Masterplan to 2020

Under the Stability Pact for South-East Europe, the German Federal Ministry for Economic Cooperation and Development (BMZ) commissioned the German Development Finance Agency, the Deutsche Investitions- und Entwicklungsgesellschaft mbH (DEG), in 2000 to draft an integrated Tourism Development Masterplan in close cooperation with the Government of Montenegro, its authorities and experts. This was to make a contribution to sustained economic recovery, applying economic, ecological and social criteria. It was adopted by the government in November 2001. Among other things, the Masterplan recommended developing 5 regional strategies to highlight typical regional features and, with that, initiate the diversification of 'Montenegro' as an overall product.

The document set as its goal the creation of a sustainable, high quality and diverse tourism product to enable the growth of revenues and arrivals, at the same time generating new jobs and increasing the standards of living. It places emphasis on sustainability, so particularly important in tourism sector since Montenegrin tourism product needs to be based on exclusive natural and cultural attractions implying the natural surrounding and diverse historic and cultural heritage concentrated over a small area.

Montenegro Tourism Development Strategy to 2020

Montenegro's Tourism Development Strategy to 2020 was developed in 2008 by the Ministry of Tourism and Environment.

The strategic goal of tourism development by 2020 is: *By applying sustainable development principles and objectives Montenegro will create a strong position of a global high quality destination; Tourism will provide to Montenegrin citizens enough jobs and increasing living standards, and the government will have stable and reliable revenues.* The strategic goal of tourism development is planned to be attained through a set of objectives:

- ▶ Create the required tourism and accompanying infrastructure to attain the strategic goal
- ▶ Montenegro, one product, one USP (Unique Selling Point)
- ▶ Montenegro known and recognised as an all-year-round destination
- ▶ Institutional and legal framework suitable to demands of successful and sustainable tourism
- ▶ Local population increasingly involved in tourism industry ('internal marketing')

Within the measure of Development and enhancement of specific products, for cultural and religious tourism four principles are highlighted:

- ▶ The products must be designed for locals and tourists. This makes the products offered to tourists more authentic, but it also raises their capacity utilization.
- ▶ Cultural tourism should impart specifically local, genuine experience – culture should be a 'live' event at the holiday location.
- ▶ To preserve cultural resources in the long run, they must be put to sustainable use but they must also be organized to meet environmental and social standards.
- ▶ Products in cultural tourism must stand out for their high degree of expertise, meticulousness and imaginativeness.

Programme of Development of Cultural Tourism in Montenegro, with an Action Plan 2019 – 2021

The Programme of Development of Cultural Tourism in Montenegro, with an Action Plan 2019 – 2021³, developed by the Ministry of Sustainable Development and Tourism, in cooperation with CAU - Centre for Architecture and Urbanism, was adopted in March 2019.

Montenegro which opted for tourism as a priority economy branch, with its rich and diverse cultural heritage can develop cultural tourism and become

³ <https://mrt.gov.me/ministarstvo/207050/Program-razvoja-kulturnog-turizma-Crne-Gore-s-Akcionim-planom-2019-2021-godine.html?alphabet=lat>

a high-quality tourism destination. To achieve the main strategic aim to develop cultural tourism in Montenegro set in the Programme entails achieving the following operational goals:

- ▶ Increasing the market recognizability as a cultural tourism destination;
- ▶ Enriching the destination chain with cultural heritage values, especially in central and northern regions, as well as developing infrastructure for cultural tourism, public tourism infrastructure and traffic infrastructure;
- ▶ Improving destination management in cultural tourism, through managing processes, human resources development, the quality and investment policy.

The SWOT analysis carried out within the Programme has recognised among opportunities an increasing importance of cultural tourism, as well as cultural routes.

Annex 1 of the Programme, presenting Analysis of the current state, within Chapter 2 entitled Good Practice Examples, recognises Touristic routes and roads (chapter 2.2.), including Cultural Routes of the Council of Europe.

In the Action Plan for Cultural Tourism Development 2019-2021, within operational goal 3. Improving destination management, in the segment Education for tourism sector (chapter 10.3.1.) it is stated that "employees in the sector of tourism" create cultural routes, among other things.

The Programme proposes forming a Working team to follow the development of cultural tourism, in order to establish cooperation between the sectors of culture and tourism. It is proposed that the Working team should be formed by the Ministry of Culture and Ministry of Sustainable Development and Tourism, as part of the Ministry of Sustainable Development and Tourism, composed of a member from the National Tourism Organisation and three members responsible for coastal, central and northern regions and direct cooperation with local governments bodies and tourism organisations. The team is led by an expert in cultural tourism.

Within the Ministry of Sustainable Development and Tourism a Working group for cultural tourism deve-

lopment has been established and it is operating.

The Program of Development of Rural Tourism with the Action Plan until 2021

The Program of Rural Tourism Development of Montenegro with The Action Plan 2019-2021 was developed by Ministry of Sustainable Development and Tourism and National Tourism Organisation in 2019.

The strategic objective of rural tourism development is directed toward the development of diversified and authentic rural tourism offer of Montenegro that will create a basis for the improvement of population's standard of living in rural area and cease the depopulation of rural areas.

The objectives of the rural tourism development are defined through a set of operational goals, priorities and measures that result from them. The key operational goals are related to:

- ▶ Improvement of the system of tourist experience and integration of the offer in order to establish an integrated value chain in rural tourism on the territory of Montenegro.
- ▶ Raising tourists' awareness and knowledge about the offer in the area of rural tourism of Montenegro in order to position rural tourism on the market, i.e. recognizing a new brand and positioning of Montenegro as a new rural destination.
- ▶ Training and mobilizing rural communities, entrepreneurs and enterprises to enhance rural product value through an active participation in sustainable development management of their destinations which means specific know-how and synergy in terms of creation of a tourism product.

The products which initiate the rural tourism development in Montenegro can be divided into three key categories: agritourism, tourism based on the activities in nature, as well as products related to rural cultural heritage. Under Priority products of rural tourism in Montenegro products related to rural cultural heritage are:

- ▶ Wine tourism, gastronomic tourism and products tasting
- ▶ Visits to historical sites and local museums

- ▶ Theme routes related to cultural and historical heritage



Durmitor National Park

International/European heritage labels and initiatives in Montenegro

Beside the Cultural Routes of the Council of Europe in Montenegro that are described more in detail in the chapter 2.4., there are other international and European heritage labels and initiatives in Montenegro.

World Heritage List

Montenegro is the State Party to the UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage from 1972.

There are **four properties** in Montenegro that are inscribed on the World Heritage List.

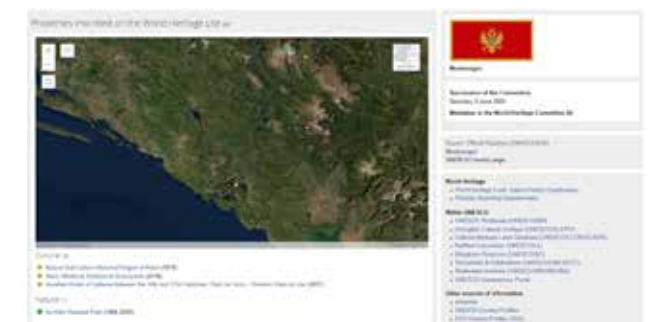
Cultural:

- ▶ Natural and Culturo-Historical Region of Kotor (inscribed on World Heritage List in 1979)
- ▶ Three Tombstone Graveyards in Žabljak and Plužine municipality as part of transboundary property of Bosnia and Herzegovina, Croatia, Montenegro and Serbia: Stećci Medieval Tombstone Graveyards (inscribed on World Heritage List in 2016)
- ▶ Kotor fortress as part of transboundary property

of Croatia, Italy and Montenegro: Venetian Works of Defence between the 16th and 17th Centuries: Stato da Terra – Western Stato da Mar (inscribed on World Heritage List in 2017)

Natural:

- ▶ Durmitor National Park (inscribed on World Heritage List in 1980)



World Heritage Sites in Montenegro (<http://whc.unesco.org/en/statesparties/me>)

It is important to point out that two World Heritage properties are serial **transboundary properties**, Stećci Medieval Tombstone Graveyards and Venetian Works of Defence between the 16th and 17th Centuries: Stato da Terra – Western Stato da Mar. Those properties have regional component, and therefore sites in Montenegro are

part of **network of World Heritage Sites** that is spread in few countries.

Sites on the Tentative List, an inventory of those properties which State Party intends to consider for nomination, are:

- ▶ Cetinje Historic Core
- ▶ Old Town of Bar
- ▶ Doclea
- ▶ 'Biogradska gora' National Park
- ▶ Ulcinj Old town
- ▶ Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe



Prirodno i kulturno-istorijsko područje Kotora



Nacionalni park Durmitor



Nekropole stećaka, Grčko Groblje, Novakovići



Kotorska tvrđava, dio Venecijanskog odbrambenog sistema

World Heritage Sites in Montenegro (https://issuu.com/expeditiokotor/docs/prirodno_i_kulturno-istorijsko_podrucje_kotora-scr)

EuroVelo8 and Cultural Route initiative

EuroVelo is a network of 17 long distance cycle routes connecting and uniting the whole European continent¹. The routes can be used by cycle tourists as well as by local people making daily journeys. EuroVelo currently comprises of 17 routes totaling over 90,000km of cycling itineraries. The European Cyclists' Federation (ECF) owns the trademark for EuroVelo and coordinates its development at the European level.

The objectives the EuroVelo initiative are:

- To ensure the implementation of very high quality European-grade cycle routes in all countries of Europe, carrying the best European practice across borders and harmonising standards;

1 <https://en.eurovelo.com/about-us>

- To communicate the existence of these routes to decision makers and potential users, promote and market their use, and provide an important port of call for information about cycling in Europe;
- In this way, to encourage large numbers of European citizens to give cycling a try, and so to promote a shift to healthy and sustainable travel – for daily trips and as cycling tourism.

EuroVelo 8 Mediterranean Route² runs from the Andalusia to the Cyprus, and on its way links Spain, France, Italy, Slovenia, Croatia, Montenegro, Albania, Greece, Turkey and Cyprus. It is 7,500 km long.



Map of EuroVelo 8 Mediterranean Route (<https://en.eurovelo.com/ev8>)

The route EuroVelo 8 passes through Montenegro at the length of around 175-195 km. It begins at Debeli Brijeg, the border crossing between Croatia and Montenegro. Passing through the Bay of Boka Kotorska, it continues, via Trojica and Njegusi, to Cetinje. From there, passing through Rijeka Crnojevića, Virpazar and Ostros, it reaches Sukobin, the border crossing with Albania³. On the territory of Montenegro, the route EuroVelo 8 passes through very attractive and diverse areas, connecting cultural heritage sites, with the possibility of relatively convenient ride, although some sections require the handling of considerable slopes. The route EuroVelo 8 passes through the Natural and Culturo-Historical Region of Kotor, a UNESCO World Heritage Site and the two National Parks, those of Lovcen Mountain and Skadar Lake.

The Route in Montenegro is still under construction.

United Nations Development Programme (UNDP) in Montenegro is involved as a contact for this ini-

2 <https://en.eurovelo.com/ev8>

3 <https://www.culture.co.me/me/eurovelo>

tiative in Montenegro. On the EuroVelo8 web site a contact for tourism in Montenegro is the National Tourism Organisation of Montenegro.



Map of EuroVelo 8 Route in Montenegro (<https://en.eurovelo.com/ev8/montenegro>)

EuroVelo8 and Cultural route initiative in the framework of Creative Montenegro project: Creative Montenegro - Economic Valorization and Creative Industries 2019-2021

EuroVelo8 and Cultural route initiative in the framework of Creative Montenegro project: Creative Montenegro - Economic Valorization and Creative Industries 2019-2021 is implemented by **United Nations Development Programme (UNDP)** in partnership with the **Ministry of Culture of Montenegro**.

Main project's components are:

- Economic valorisation of cultural heritage and its sustainable use;
- Development of creative industries and contemporary creativity ideas and infrastructure;
- Popularization and presentation of the natural and cultural heritage of Montenegro through the implementation of the European cycling EuroVelo8 route and Cultural Route of Council of Europe.

Through the planned project, development of EuroVelo 8 route in Montenegro will cover the following activities:

- ▶ Analysis of the legal framework concerning cycling
- ▶ Analysis of the current site situation on site analysis of the entire route

- ▶ Multi criteria analysis
- ▶ Conceptual design of the most advantageous section
- ▶ Action plan for the implementation of proposed investment scheme

Regional initiatives – activities of Regional Cooperation Council (RCC)

The Regional Cooperation Council (RCC) is an all-inclusive, regionally owned and led cooperation framework. This framework engages RCC participants from the South East Europe (SEE), members of the international community and donors on subjects which are important and of interest to the SEE, with a view to promoting and advancing the European and Euro-Atlantic integration of the region. Participants from South East Europe are: Albania, Bulgaria, Greece, Moldova, Romania, Slovenia, Turkey, Bosnia and Herzegovina, Croatia, Kosovo*, Montenegro, Republic of North Macedonia and Serbia.

The **Tourism Development and Promotion project** is the EU funded and RCC implemented project that works to create joint and internationally competitive cultural and adventure tourism offers in the six Western Balkans (WB6) economies which will attract more tourists to the region, lengthen their stay, increase revenues and contribute to growth and employment.

Objectives of the Tourism Development and Promotion project are:

- ▶ Development of joint regional tourism routes in six Western Balkans economies
- ▶ Consolidation of tourism offer along the joint routes
- ▶ Improved tourism infrastructure
- ▶ Global promotion of regional tourism offers
- ▶ Removal of administrative obstacles to free flow of tourists
- ▶ Increase in tourist inflow, length of stay and revenues

- ▶ Development of workforce skills and increased employment in tourism

The Tourism Development and Promotion project works to consolidate what is now a fragmented tourism offer in the six Western Balkan economies - Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia and Serbia – through the **creation of joint regional tourism routes** and offers which would attract more international tourists, lengthen their stay in the region, increase revenues and contribute to the employment in the industry. The project focuses on developing joint and internationally competitive tourism offers in cultural and adventure tourism niches and their global promotion, thus contributing to the branding of the region as a desirable tourism destination.

Through the Tourism Development and Promotion project the following regional cultural routes were set up:

- ▶ **Balkan Monumental Trail** – art and design of the World War II monuments
- ▶ **The Western Balkans Crossroads of Civilisations** - as the regional umbrella identity
- ▶ **Illyricum Trail** – as a part of the Roman Emperors and Danube Wine Route focusing on archaeological sites

Balkan Monumental Trail

One of the themes of the RCC Triple P Tourism project is development of a cultural tourism route, the Balkan Monumental Trail, dedicated to the post WWII monuments. The objective is to create a pathway which highlights and explores the often forgotten and marginalised heritage of the abstract and modernist WWII monuments of the Western Balkans 6 economies of Albania, Bosnia and Herzegovina, Kosovo, Montenegro, Republic of North Macedonia and Serbia. The justification for this cultural tourism route is that not only has this heritage, history and culture been little exposed to people outside this region, but also because numerous recent publications and artistic events have proven that there is great international (as well as domestic) interest in the topic of modernist monumental art and architecture across the WB6 region.

This monumental heritage is a distinct and unique European resource in how it communicates the universal ideas of the region's anti-fascist WWII history which is often little known internationally. Most importantly, while these ambitious and architecturally/artistically sophisticated monuments are often marginalised as tourism resources within the region they reside in, interest in them worldwide has been exponentially increasing over the last decade.

The entire proposed route is comprised of 40 monument sites spread across the WB economies: 7 in Albania, 11 in Bosnia and Herzegovina, 4 in Kosovo*, 5 in Montenegro, 5 in Republic of North Macedonia and 8 in Serbia.

The following five monuments sites from Montenegro are selected for the proposed route:

For the Balkan Monumental Trail the following is produced:

- ▶ Concept and Selection of Monuments



A tentative map of the tourist route (Balkan Monumental Trail Overview, prepared by RCC)



Dola

Berane

Barutana



Kolašin



Nikšić

Monuments sites from Montenegro on the proposed route (Balkan Monumental Trail Overview, prepared by RCC)

- ▶ Historical and Cultural Background
- ▶ Business Model
- ▶ Marketing Strategy (5yrs) and Marketing Action Plan (2yrs)
- ▶ BMT Brand
- ▶ BMT Brand Manual
- ▶ Organisational Structure Proposal
- ▶ Impact Assessment Study

The Western Balkans Crossroads of Civilisations

The concept of the Western Balkans Crossroads of Civilisations (WBCoC) regional umbrella identity was conceived with the aim to define the framework for development of an overarching shared regional umbrella identity. The main aim of this regional identity is threefold: to promote the rich and diverse cultural heritage of the WB6 region; to spearhead the repositioning of the region in international travel market; and to support development of high quality services, products and essential tourism infrastructure at tourist destinations.

By developing unique cultural tourism products/ itineraries, provided through cooperation among the key stakeholders from culture, tourism and related industries, the WBCoC aims to attract tourists to the region, to extend stay of the travellers in the region and contribute to the increased spending at locations. This will positively contribute to economic development, growth and jobs creation.

The concept identified core points of historic intertwining that can justify the selection of sites that communicate the heritage of the WBCoC. The tentative list of 40 sites and locations throughout WB6 has been identified and represents the starting point for creating tourism products and itineraries.

Main products of the WBCoC are regional cultural itineraries which will provide high quality and authentic cultural experience for visitors. The core of each cultural experience is storytelling.

Five main storylines of the WBCoC umbrella are:

- ▶ Where it all started. A route depicting the an-

tique (Bronze Age, Greek, Hellenic, Roman and Byzantine) cultures.

- ▶ The Balkan Cultural Renaissance. A route depicting the Medieval period of the Western Balkans.
- ▶ Sultans Rumelia. A route depicting the Ottoman period cultural heritage in the Western Balkans.
- ▶ The Dream of Emperors. A route depicting the Austria-Hungarian cultural heritage in the Western Balkans.
- ▶ The Vibrant Capitals of the Western Balkans. A route of the capital cities of the WB6 economies.

The route includes sites of cultural heritage which depict the most prominent cultural elements of the Bronze Age, first Illyrian states, Greek colonies, Greece-Illyrian fusion, Roman Empire and early Byzantine Empire.

Economy	Site
ALBANIA	Apollonia, Butrint, Antigonia
BOSNIA & HERZEGOVINA	Daorson/ Stolac
KOSOVO*	Ulpiana
MONTENEGRO	Doclea, Rasat, Budva
REPUBLIC OF NORTH MACEDONIA	Heraclea Lyncestis, Stobi, Kokino
SERBIA	Gamzigrad, Viminacium, Justiniana prima-Caričin grad, Lepenski vir

The route shows the main sites created by the Medieval states in the region. The route is designated to show the influences of Latin Catholic West and Greek Orthodox East in the formation of the Medieval Slavic and Albanian states, as well as their eventual fall under the Ottoman Empire. The role of the Venetian Republic will also be represented.

Economy	Site
ALBANIA	Berat, Gjirokastra, Kruje
BOSNIA & HERZEGOVINA	Jajce, Travnik
KOSOVO*	Prizren, Vushtri/Vučitrn, Peja/Pec
MONTENEGRO	Kotor, Bar, Svač
REPUBLIC OF NORTH MACEDONIA	Ohrid, Skopje
SERBIA	Bar, Stari Ras, Smederevo

The Ottomans were present in the region from the late 14th until the early 20th century. During that time the Ottoman Empire went from one of the most important world powers to being the "Sick man" of Europe. Still, the Ottoman Empire had a profound influence on the development of culture in the region. The title comes from the fact that in the Ottoman administrative division the Western Balkan region was for a long time under Rumelia Eyalet (Beylerbeylik of Rumelias the highest administrative division). The name Rumelia comes from the Turkish (lands of the Romans) meaning they took it from the Romans (Byzantium) or it was a part of Rome.

Economy	Site
ALBANIA	Berat, Shkoder, Gjirokastra
BOSNIA & HERZEGOVINA	Visegrad, Mostar, Travnik, Sarajevo
KOSOVO*	Prishtina/Prishtina, Pruzen, Vushtri/Vučitrn
MONTENEGRO	Podgorica, Pjervlja, Bar
REPUBLIC OF NORTH MACEDONIA	Ohrid, Skopje
SERBIA	Belgrade, Nis

In its expansion the Hapsburg monarchy reached the shores of river Sava and Danube by the beginning of 18th century. They tried to create a permanent presence in the region south of these two rivers, but besides some short-term victories, they only succeeded after 1878 and the occupation and later Annexation of Bosnia and Herzegovina. By this time the Empire changed its name to Austro-Hungarian Empire. This region was a goal to conquer (a dream) for many Emperors and Empires. They considered it vital for further expansions (in Austro-Hungarian case to the East). The tensions and competitiveness over this region were one of the reasons WWI started here.

Economy	Site
BOSNIA & HERZEGOVINA	Trebinje (Forts around Trebinje), Mostar, Sarajevo
MONTENEGRO	Kotor
SERBIA	Subotica, Novi Sad (Petrovaradin)

The capitals of regional economies are a perfect example of crossroads of civilisations as all the cultural elements in the mentioned economies or even the region can be seen in the architecture, culture and atmosphere of these cities.

Economy	Site
ALBANIA	Tirana
BOSNIA & HERZEGOVINA	Sarajevo
KOSOVO*	Prishtina/Prishtina
MONTENEGRO	Podgorica or Cetinje
REPUBLIC OF NORTH MACEDONIA	Skopje
SERBIA	Belgrade

Five main storylines of the WBCoC regional cultural itineraries and list of monuments from Montenegro (WBCoC Overview, prepared by RCC)

Tentative list of monuments from Montenegro:

- ▶ Podgorica/Doclea
- ▶ Old Town of Bar
- ▶ Kotor
- ▶ Cetinje
- ▶ Šas/Svač
- ▶ Pljevlja (Husein Pasha Mosque)

and natural assets:

- ▶ Durmitor/Žabljak stećci
- ▶ Lovćen
- ▶ Biogradska gora
- ▶ Skadar lake

For the Western Balkans Crossroads of Civilisations the following is produced:

- Concept of the umbrella identity
- Historical Background and selection of sites
- Business Model and Regional Governance Structure
- Marketing Strategy (5yrs) and Marketing Plan (2yrs)
- Brand development Strategy with Labelling Model
- Five Key Storylines
- Visual system – main logo, sub-logos, Book of Standards

Illyricum Trail

One of the priority themes of the RCC Triple P Tourism project is development of a branch of European Cultural Route Roman Emperors and Danube Wine Route – Illyricum Trail.

The Roman Emperors and Danube Wine Route is

listed among 38 Cultural Routes created to appeal to travellers curious to find and experience something unexpected in a relatively less known region of the Balkan area. Linking the two themes from different aspects of cultural life, archaeology and wine, which have common points in the Roman era, has since been supported by this key motive - a call to travel.

The progress of the route and its consistent marketing and positioning depend on how much curiosity it will evoke with visitors and encourage their desire to travel and enjoy a unique cultural and gastronomic experience focused on the Roman legacy of the Empire during the 2nd and 4th century, and sometimes the 6th century, of the new era.

Illyricum is a geographical term that was used by the Romans in the late 1st century BC and early 1st century AD to describe the new Balkan territory which they were conquering to annex to the Roman Empire. It included the lands which extended from the western boundary of modern Greece to the Alps on the west and from the Danube River on the north to the Adriatic Sea.

Today the term Illyricum is used to designate the modern countries proposed for the Western Balkans extension of the Roman Emperors and Danube Wine Route.

The sites of Illyricum Trail in Montenegro are Doclea, Podgorica and Risinium, Risan.



Illyricum Trail (<https://romanemperorsroute.org/illyricum-trail>)

Other initiatives

Via Dinarica

The Via Dinarica is a mega trail that extends from Albania to Slovenia.

Via Dinarica is a platform that serves to promote and develop the local communities and small businesses active on local, national, and international level in the field of hospitality, service and tourism, as well as agriculture and cultural heritage. Its purpose is to connect the countries and communities of Dinaric Alps by creating a unique and diversified tourist offer.

Via Dinarica promotes tourism for the purpose of economic development of the region, while preserving the environment and respecting the sociocultural diversity and authenticity of local communities.

The final goal of Via Dinarica is to make connections between cities and rural communities in the region, raise awareness on good business practices and environment protection, create a tourist offer which relies on natural beauties, traditional products and the unique cultural heritage, as well as to link stakeholders in the region for the purpose of jump starting sustainable economic development. Beginning in 2010, the first micro pilot project was implemented to test and develop the Via Dinarica idea through the cross-border project between Bosnia and Herzegovina and Montenegro supported by the European Union.

Via Dinarica is now in phase II. This current project, supported by UNDP and USAID will serve as the basis for the development of similar smaller and larger-scale projects throughout the region.

The Via Dinarica trail encompasses the largest karst field on earth. White Trail is the main trail along the entire length of the Via Dinarica that follows the natural flow of the highest peaks of the Dinaric Alps, then there is the Blue Trail that veers towards the coastline and the Green Trail.



Via Dinarica (<https://trail.viadinarica.com/en/tour/long-distance-hiking/via-dinarica-white-trail/17291189/#dm=1>)



The Old Olive Tree in Bar

Inventory of Cultural Routes related activities at national level

Activities related to Cultural Routes of Council of Europe

Montenegro became a Member State of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA) in 2011. Since that time certain activities and initiatives related to Cultural Routes were conducted by Ministries, Universities and Cultural Routes members. Some of the most relevant activities and initiatives will be described.

General activities of governmental bodies

Ministry of Education, Science, Culture and Sports of Montenegro, which represents the former Ministry of Culture of Montenegro is **contact point** for Montenegro of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA).

On **13 March 2018**, the Ministry of Culture organized, in cooperation with the Council of Europe and the European Institute of Cultural Routes, **presentation of the "Cultural Routes of the Council of Europe" programme**. The event, opened by the Minister of Culture, Mr. Aleksandar Bogdanović, included presentations on cultural tourism, as well as on individual cultural routes certified by the

Council of Europe that were given by Mr. Aleksandar Dajković, Director General of the Directorate for Cultural Heritage of the Ministry of Culture, Mr. Stefano Dominioni, Director of the European Institute of Cultural Routes and Executive Secretary of the Enlarged Partial Agreement on Cultural Routes, Ms. Emanuela Panke, Cultural Route "Iter Vitis", Mr. Vladan Đuričković and Mr. Bojan Bracanović, "13. jul Plantaže", Ms. Olga Mezeridou, the Routes of the Olive Tree. This gathering in Podgorica was of special importance, because it resulted in creating a **platform for the communication with Montenegrin associations of wine producers and olive growers**, within which it was recognized that some places in the areas of Old Bar, Skadar Lake and Crmnica have great potential.

"Through cooperating with stakeholders at the local and international level the Ministry of Culture has **recognized that the local communities in Montenegro have the greatest potential to join the Routes of the Olive Tree and the Wine Route**, believing that the symbiosis of cultural landscape, tradition, skills and knowledge in these fields provides a sound basis for cooperation at international level".

During the event, letters of intent for partnership

were signed between the European Institute of Cultural Routes, **University of Donja Gorica and the University of Montenegro**, with the aim to strengthen cooperation in the field of cultural tourism and cultural heritage management.

Montenegro became included in the Iter Vitis Route, while the olive growers from Bar expressed their interest in joining the Routes of the Olive Tree. In addition, the Ministry of Culture established contact with representatives of the "Prehistoric Rock Art Trails", on the occasion of which it was suggested that the site of Lipci in Kotor could be included in this route provided the accompanying tourist infrastructure was created and safety provided for the visitors. The Ministry forwarded this initiative to the Municipality of Kotor. After Minister Bogdanović's visit to the Council of Europe, representatives of the Ministry established contact with representatives of the Via Habsburg Route in order to consider the possibility of including Austro-Hungarian fortifications in Montenegro in this route.

In **September 2017**, the Ministry of Sustainable Development and Tourism joined in marking the European Heritage Day, a joint programme of the European Commission and the Council of Europe, as well as the **30th anniversary of the founding of the Cultural Routes of the Council of Europe programme**. The Ministry organised a tour along the panoramic route "The Circuit around Korita". The Circuit around Korita is the first fully signposted panoramic road of Montenegro, which starting from Podgorica leads to the Mountains of Kuči and reaches the very edge of the stunning Cijevna Canyon. This route is a splendid combination of the area's natural, cultural and historical sights. The tour along the route was participated in by representatives of diplomatic missions in Montenegro, the Ministry of Culture, Administration for the Protection of Cultural Heritage, Public Institution Museums and Galleries of Podgorica, the Capital City and Tourism Organisation of Podgorica, as well as students at the Faculty for Culture and Tourism within the University of Donja Gorica and students of the Secondary Vocational School „Sergije Stanić“, Department for Tourism.

A **round table discussion on the topic "Tourism and Culture"** was organised in Podgorica, on **April 4, 2019**. The event was held under the auspices of Montenegrin presidency of the Adriatic-Ionian Initiative, in cooperation with the Ministry of Sustainable Development and Tourism and the Ministry of

Culture. During the round table, it was emphasized that a joint regional activity of countries sharing a geographic area, history and culture is a segment very important for developing each tourism destination in the Adriatic-Ionian region. One of the common priorities of the countries of this region is the rich cultural heritage and its sustainable valorisation through use in tourism. At the event, it was concluded that cultural tourism represents a big development chance of Montenegro and countries in the Adriatic-Ionian region. Furthermore, in the following period attention needs to be devoted to projects aimed at the valorisation of cultural properties, while taking care of cultural heritage protection. It was emphasized there is a need to work on promoting and educating local people and tourism workers about this type of tourism

Activities related to individual Cultural Routes of Council of Europe

Activities related to individual Cultural Routes of Council of Europe are already described in the **chapter 2** (Formal membership of the Iter Vitis Route). In addition to that, here there will be described some additional activities realized till now related to **Iter Vitis Route**.



Wine route of Montenegro (https://itervitis.eu/wine-route-of-montenegro)

The University of Donja Gorica, that is member of the Route, till now implement certain activities in collaboration with the Company "13. Jul – Plantaže", that is not a formal member but that has taken part in some of its activities. Company "13. Jul – Plantaže" is a positive example of connecting business, science and tourism. Company is licensed to perform scientific research in the field of agriculture, and the Company's Development Department has implemented more than 20 national and international projects, that also aims to contribute to the development of wine tourism. Representatives of the Company "13. Jul – Plantaže" participated in the conference of Iter Vitis Route in Motovun, Croatia in 2019. In addition, at the beginning of 2020, they sent an iti-

nerary for the catalogue on Adriatic and Balkan Iter Vitis countries, in which the Wine route of Montenegro was presented. Representatives of the Company also took part on the online conference "Iter Vitis - competitive and safe: From rural to urban wine tour" that was organized on December 9th 2020 by Croatian network of Iter Vitis Route.

Activities related to the University Network for Cultural Routes Studies

Although the University of Montenegro and the University of Donja Gorica signed a letter of intent expressing an interest in joining the University Network for Cultural Routes Studies none of the Universities has become an official member, but there are plans for activities towards that aim.

The **University of Montenegro** considers this initiative to be very important both for the University itself and Montenegro. In the coming period, a meeting of the University's departments is foreseen, including:

- ▶ Faculty of Tourism and Hotel Management,
- ▶ Faculty of Architecture,
- ▶ Historical Institute,
- ▶ Faculty of Philosophy and
- ▶ Faculty of Fine Arts (which will have accredited the programme of Conservation and Restoration the next year)

in order to discuss possible further activities in this field.

The **University of Donja Gorica** is interested in becoming a member of the University Network for Cultural Routes Studies, believing this membership can be useful in the domain of research, utilisation of results and good practices in teaching, as well as cooperation between the university teams and incubators. The University held talks with the European Institute of Cultural Routes and they are planning to hold a working meeting at the end of January 2021.

Selection of activities related to cultural routes in general

There are different activities, projects and initiatives that have been or are being conducted in Montene-

gro by different actors, not necessarily connected with the Cultural Routes of Council of Europe but with cultural routes in general. This chapter provides an overview of some of those projects, the information on which has been available or which are the most relevant for the topic, although there are more of them. The projects are presented in chronological order, stating the name of the project first, followed by the name of organisation implementing it and the year of implementation.

Medieval Towns of Montenegro, EXPEDITIO, 2004

In 2004 EXPEDITIO conducted the campaign "Medieval Towns of Montenegro" aimed at presenting and promoting the medieval towns of Montenegro as an insufficiently known cultural-historical segment of the Montenegrin past and culture, and recognizing these localities as unique and attractive cultural itineraries which could attract a considerable number of tourists. Donors of the project were UNDP-United Nations Development Programme and Rockefeller Brothers Fund, USA.

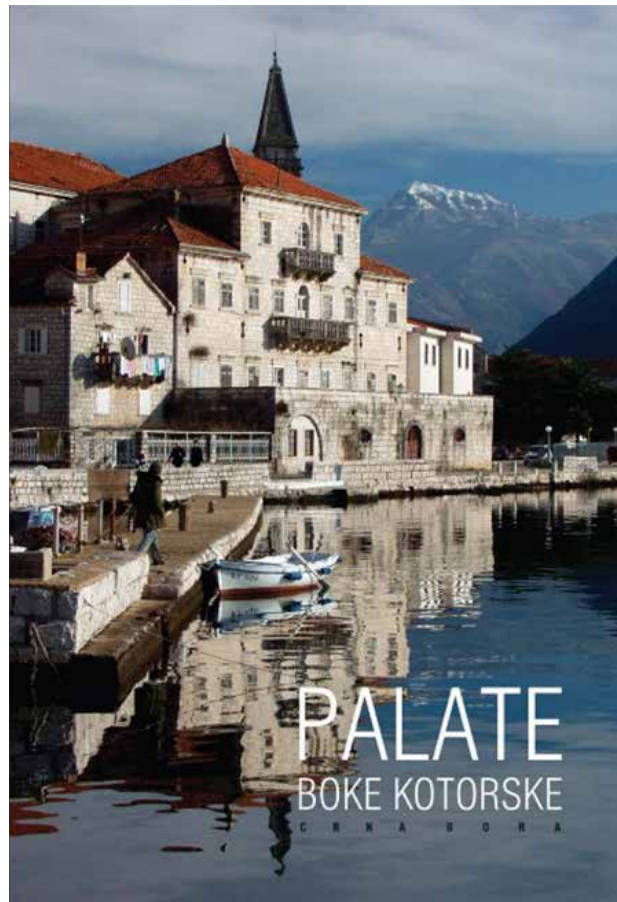
The project has made a first big step towards including these localities, as a unique thematic whole, into the modern life of Montenegro and acquainting citizens with this part of their heritage, and tourists with an interesting offer of the Montenegrin tourism.



Map of medieval towns of Montenegro, EXPEDITIO

Results of the project were: publication "Medieval Towns of Montenegro"; poster/map of medieval towns; web site and exhibition that was presented in different towns in Montenegro: Kotor, Podgorica, Kolašin, Žabljak and Nikšić, and in Sarajevo, Bosnia and Hercegovina.

After the first edition of publication "Medieval Towns of Montenegro" in Montenegrin language, the edition in English was published in 2009. The second edition in English was published in 2019, within the "Cultural Routes of Montenegro" edition, with the support of Ministry of Culture.



Cover page of the publication Palaces of Boka Kotorska

Cultural Itineraries – The Palaces of Boka Kotorska, EXPEDITIO, 2006-2007

In period 2006 -2007 EXPEDITIO realised project "Cultural Itineraries – The Palaces of Boka Kotorska". The project was aimed at presenting the palaces of Boka Kotorska and including them into the official tourist offer, as one of the possible cultural itineraries, in order to contribute to recognizing the value of heritage and improving cultural tourism of Montenegro, enhancing at the same time economic and

social development of the country. Donors of the project were Ministry of Tourism of Montenegro and Municipality of Kotor.

Key result of the project was a book "Palaces of Boka Kotorska" in Montenegrin language¹. The edition of the publication in English was published in 2009. The second edition in English was published in 2019, within the "Cultural Routes of Montenegro" edition, with the support of Ministry of Culture.

Activities related to Wine Routes, from 2007

The development of wine tourism in Montenegro officially began in the middle of 2007 through projects and initiatives launched by the GTZ - German Agency for Technical Cooperation, and later on by the National Association of Growers and Winemakers of Montenegro². Although some forms of wine tourism existed to a lesser extent in this area even before, this was the first time that serious projects and a systematic development of wine tourism were undertaken. In 2008, the project "The Wine Road of Montenegro" began, which initiated the process of identification and promotion of Montenegrin wine areas and regions. It included publishing of tourist and information brochure and organising of festivals aimed at promoting the national wine production and wine tourism. During 2010 and 2011, in cooperation with the National Tourism Organisation, the Wine Roads/Routes of Montenegro were marked and fully signposted, together with the placing of tourist info display boards and traffic signs, and production of a tourist map of wine routes.

This was followed by other initiatives and activities related to wine routes, realised mainly through different projects within the framework of which individual local wine routes were established.

The project "WiNE- Wine Tourist Network"³ was implemented in the frame of IPA CBC Croatia-Montenegro, in period 2013-2015, by Regional Development Agency of Dubrovnik-Neretva County, DUNEA from Croatia and Tourist Organization of Cetinje with partners in Montenegro – Old Royal Capital Cetinje

¹ <https://issuu.com/expeditiokotor/docs/palate-boke-kotorske>

² http://www.crnogorskavina.com/50-Novosti/775-PUT_VINA_-_WINE_ROUTE

³ <https://www.eu.me/en/press/press-releases/press-ipa/item/780-completed-implementation-of-the-wine-tourist-network-wine-project>

and National Association of winegrowers and wine-makers of Montenegro. In the frame of this project thematic wine routes were formed and in the area of Cetinje and 27 wineries were marked with signposts, as well as four large info tables at the entrances to the city.

The project "Enhancing the Competitiveness of local Small and medium-sized enterprises in Montenegro through Cluster Development"⁴, supported by the Association of Growers and Winemakers of Montenegro, is financed by the European Union and implemented by the United Nations Industrial Development Organization (UNIDO) in collaboration with the United Nations Development Programme (UNDP) for the Ministry of Economy of Montenegro. Its goal is to enhance the competitiveness and market access of four selected clusters of firms. On the project website Wines of Montenegro there are wine producers, as well as two proposed wine routes: Crmnica wine route and Ancient Dolce wine route.



Examples of activities related to Wine Routes in Montenegro

Cultural Routes, Regional Development Agency for Bjelasica, Komovi and Prokletije, 2012

Regional Development Agency for Bjelasica, Komovi and Prokletije during 2012 has prepared cultural routes for 6 towns in the north of Montenegro: Kolašin, Mojkovac, Bijelo Polje, Berane, Andrijevica and Plav, with defined cultural points along the routes. Within this project brochures have been prepared, info boards set up on the points, and capacity building provided to local guides. The aim of this project was to enrich the tourism offer of the region, and to provide an interesting and simple information for tourists and visitors about most important historical events of the region, as well as local customs, traditions and legends.

⁴ <https://winesofmontenegro.me>



Cultural Route of Andrijevica (<http://www.bjelasica-komovi.me/turisticke-publikacije/> and <http://www.bjelasica-komovi.me/en/cultural-routes>)

Panoramic roads around Montenegro, Ministry of Tourism and Sustainable Development and National Tourism Organisation of Montenegro, 2015-2020

Panoramic roads around Montenegro is a project of Ministry of Tourism and Sustainable Development implemented in collaboration with the National Tourism Organisation of Montenegro in continuity since 2015. The aim of this project is to connect the tourist offer of the south and north of Montenegro, through promoting areas of exceptional tourist potential, sites of natural and cultural significance.

Panoramic roads consist of network of 2,000 km of roads through the whole of Montenegro, between the Adriatic coast and the mountains of the north. They are passing through the varied landscapes, connecting areas of most important cultural and natural value. There are four different routes:

- ▶ Durmitor Ring
- ▶ The Crown of Montenegro

- ▶ Sea and heights
- ▶ The Circuit around Korita

Connecting routes also make it possible to take shortcuts or connect several panoramic roads.



The Circuit around Korita (<https://www.montenegro.travel/multimedija/brosure>)

All panoramic roads are fully signposted and free maps are available at the local tourist organisations. Panoramic roads "Durmitor Ring" and "The Circuit around Korita" can be discovered also with a free audio guide on smartphone⁵.



Map of all four panoramic roads (https://www.montenegro.travel/files/multimedija/Panoramski_putevi-2020-DE-web.pdf)

⁵ <https://www.montenegro.travel/en/info/panoramic-roads-around-montenegro>

Katun Roads - Rural tourism for the economic development of the border region, Regional Development agency for Bjelasica, Komovi and Prokletije, 2016-2017

Thematic trails called Katun Roads have been developed through the project „Rural tourism for the economic development of the border region“ implemented in period 2016-2017 by Regional Development Agency for Bjelasica, Komovi and Prokletije from Montenegro and Initiative for Agriculture Development in Kosovo (IADK), through EU – IPA CBC MNE-KS.

The overall objective of the project is the economic development of the area through cooperation and joint initiatives, and the specific objective is to promote economic development through economic, sustainable valorization of tourism, forestry and agricultural potentials.

The aim of this project is tourism valorization of cross-border area of Kosovo and Montenegro, mountainous zone that has numerous natural attractions, but lacks tourism products and services. What is also very significant for this mountainous area is presence of many farmers in 'katuns' – temporary farmers' settlements high up in the mountains, where they take their cattle in summer for pastures. Katuns have specific, traditional architecture, and represent unique cultural heritage of both Kosovo and Montenegro. However, katuns are rarely incorporated in tourism offer, and rural population in katuns do not generate any incomes from tourism.

To ensure that this zone is properly included in tourism offer, and all available resources are properly engaged, thematic trails have been designed called Katun Roads, connecting many katuns in this area.

One of the key activities in this project has been dedicated to provision of solar systems to families along these trails. The reason is that majority of katuns have no electricity, and farmers live in very poor conditions, which is one of the reasons why this centuries old tradition is slowly dying in Balkans. The goal is to improve living conditions for farmers, and also create conditions for them to offer their services to others. In summer 2016 on both Kosovo and Montenegro side a call has been announced inviting katun residents to apply for solar system. The results of this call is 54 solar systems being delivered and installed to 54 families in cross-border area

who have never benefited from EU funded project in past.

In this manner, marginalized, rural population of Kosovo and Montenegro has been involved in creating tourism offer, local culture has been promoted, green energy made available in areas that have never been connected to electrical grids, and EU funds engaged to benefit those who are the most neglected in both countries, who share similar resources and traditions, and who have never heard of cross-border cooperation before.

Other activities in this project include setting up of rural camps in katuns, resting points, signalization along the trail, as well as cross-border capacity building and promotional activities that should ensure that potential visitors are informed about services offered in this zone and that this offer is uniformly developed and promoted on both sides of the border.

Web site of the project is www.katunroads.me.



Katun Roads (<http://www.katunroads.me>)

Thematic Routes of Medieval Herceg Lands – Theme MEDIEVAL, Centre for Sustainable Tourism Initiatives - CSTI, 2015-2017

New tourism product „Thematic routes of medieval Herceg Stjepan Land – THEME MEDIEVAL“⁶, as unique tourism offer of the cross-border area between Montenegro and Bosnia and Herzegovina was established in period 2015-2017 by the Centre for Sustainable Tourism Initiatives (CSTI) and Ministry of Sustainable Development and Tourism from Montenegro in cooperation with Public Institution Development agency for West Herzegovina County (HERAG), Tourism community of West Herzegovina County, Municipality of Ljubuški and Public Institution for tourism development and protection of

⁶ <http://medieval.ethnogastro-balkan.net>

cultural – historical and natural heritage "Radimlja" from Bosnia and Herzegovina.

Complementary offer of thematic trails and rich cultural and historical monuments, combined with a diverse range of domestic products and services within households that cherish traditional values, will be created as unique tourism offer. It is intended to be interesting to an average lover of history, a traveller, or tourist who, with particular interest, wants to discover the layers and meanings of the history of the destination he is visiting. Among other things, by establishing this thematic route, intended for tourists seeking an authentic experience and ambiance, the socio-economic development of the cross-border area between Bosnia and Herzegovina and Montenegro will be encouraged.



Thematic Routes of Medieval Herceg Lands (<http://medieval.ethnogastro-balkan.net>)

WWII-MONUMENTSEE - Assessment of post-World War II monuments in South East Europe in order to develop a new regional tourism product/cultural route, EXPEDITIO, 2018-2019

The project "WWII-MONUMENTSEE - Assessment of post-World War II monuments in South East Europe in order to develop a new regional tourism product/cultural route" implemented by EXPEDITIO from November 2018 to June 2019, and financed through a grant provided by the Regional Cooperation Council's Tourism Development and Promotion Project. Through the project six individual "Assessments of post-World War II monuments in South East Europe for developing new SEE regional tourism product/ cultural route" (for Albania, Bosnia and Herzegovina, Kosovo, Montenegro, Serbia and the Republic of North Macedonia) were produced. Besides that, "Guidelines for developing a cultural route dedicated to post-World War II monuments in South East Europe" were produced, which also included recommendations for the integration of those monuments in the existing certified Council

of Europe Cultural Routes⁷.

In the assessments that were carried out for countries individually, total of 125 monuments were identified and analyzed, among which 67 of them in detail, with all information about: history, artists, heritage value, current state, tourism infrastructure and plans for use. The monuments were selected according to the criteria applied: visual and aesthetic qualities, historical and cultural significance, natural beauty, tourism potentials, condition and accessibility. Taking into consideration that for Balkan Monumental Trail developed by RCC, 40 monuments are selected, this material present valuable source for further development of possible cultural route in the Western Balkans.

WWII-MONUMENTSEE



Assessment of post-World War II monuments in Montenegro for developing new SEE regional tourism product/ cultural route⁸



WWII-MONUMENTSEE (https://issuu.com/expeditiokotor/docs/individual_assessment-crna_gora-eng)

Through the Assessment of post-World War II monuments in Montenegro⁸ out of 23 monuments identified,

⁷ All materials produced within the project can be found at: http://www.expeditio.org/index.php?option=com_content&view=article&id=2008:assessments-for-developing-a-new-regional-tourism-product-cultural-route-of-post-world-war-ii-monuments-in-see&catid=234&Itemid=422&lang=sr

⁸ https://issuu.com/expeditiokotor/docs/individual_assessment-crna_gora-eng

11 were selected for which a detailed analysis was made.

PATHS OF HERITAGE - The potential of cultural heritage for creating cultural routes in Montenegro, EXPEDITIO, 2019

The project "PATHS OF HERITAGE - The potential of cultural heritage for creating cultural routes in Montenegro", was carried out during 2019 by EXPEDITIO and funded by the Ministry of Culture of Montenegro. The project was aimed at enhancing the presentation of immovable cultural heritage and improving the tourist offer in Montenegro by asserting cultural heritage as the potential for creating the national cultural routes, as well as for joining the European Cultural Routes. The project included realization of the following activities: developing "The study of potentials of the cultural heritage in Montenegro for crating cultural routes"; creating an Internet presentation in Montenegrin language⁹; organizing a round table "Potentials of cultural heritage for creating cultural routes in Montenegro"; printing five publications within the edition Cultural Routes of Montenegro. All these activities had the Council of Europe cultural routes as a starting point. In addition, "The study of potentials of the cultural heritage in Montenegro for crating cultural routes" contains a preliminary analysis of potentials for joining the existing certified routes of the Council of Europe, and identifies some potential cultural routes in Montenegro¹⁰.

For potential cultural routes in Montenegro, the following topics were identified:

- ▶ Medieval towns in Montenegro
- ▶ Palace of Boka Kotorska Bay
- ▶ Villages/rural architecture of Montenegro
- ▶ Seasonal mountain settlements „Katuni“
- ▶ Stećci - medieval tombstones
- ▶ Monuments of the National Liberation War / WWII

⁹ <https://www.culturalroutes.me>

¹⁰ https://www.culturalroutes.me/wp-content/uploads/2020/01/Studija_fina_l_septembar-2019.pdf

- ▶ Drystone constructions
- ▶ Austro-Hungarian fortresses and roads
- ▶ Towers
- ▶ Saline
- ▶ "Krajodrazi"
- ▶ Agricultural landscapes



Publications within the edition Cultural Routes of Montenegro (<https://www.culturalroutes.me>)

Valorisation of the cultural heritage of the tourist destinations Mostar and Podgorica, Tourism organisation of Podgorica, 2019-2020

Project Valorisation of the cultural heritage of the tourist destinations Mostar and Podgorica¹¹ was implemented by Tourism Board of Hercegovina-Neretva Canton from Mostar, Bosnia and Herzegovina and Tourism organisation of Podgorica from Montenegro. Project was developed in the frame of RCC's Tourism Development and Promotion Project, related to cultural tourism and already developed routes Crossroads of Civilisations (described in the chapter 4, The Western Balkans Crossroads of Civilisations).

¹¹ <http://www.podgorica.travel/aktuelnost.php?id=352>

The aim of the project was development of new cultural tourism route (heritage and gastronomy) connecting Mostar and Podgorica and promotion of those localities through an event, video and online, in order to contribute to lengthening stay of tourists in Mostar and Podgorica.

Three joint regional routes of cultural tourism have been created in the frame of this project: the Sunny side of the world heritage - old towns, rivers and bridges, the Regional monumental route and the Regional religious-cultural route¹².



Cultural Route Mostar-Podgorica (https://www.youtube.com/watch?v=dWfM3f_B8w)

FORT NET project, Centre for Sustainable Tourism Initiatives (CSTI), 2019-2021

FORT NET project is implemented by Centre for Sustainable Tourism Initiatives (CSTI), financed by European Union and co-financed by the Ministry of Public Administration in Montenegro in period October 2019 - October 2021.

FORT NET project¹³ of cross-border cooperation has an aim to promote and partly arrange valuable medieval fortresses in Bosnia and Herzegovina and Austro-Hungarian fortresses in Montenegro. Another project aim is creating final tourist product and improving the area of tourism, as well as improving overall economic development of these areas. Project is implemented by municipality of Ljubuški, Public Enterprise Development Agency ŽZH – HERAG, Centre for Sustainable Tourism Initiatives (CSTI) and National Tourist Organization of Montenegro (NTO).

¹² https://www.youtube.com/watch?v=dWfM3f_B8w and <https://www.youtube.com/watch?v=3WdIESYnyMc>

¹³ http://www.cstimontenegro.org/CSTI-FORT_NET___Oct_2019___Oct_2021-g-639

The project has an aim to improve conditions for creating sustainable tourist offer which is based on cultural heritage located on the outskirts of urban centres and in rural areas of Bosnia and Herzegovina and Montenegro. Through the envisaged project activities such as mapping and interpretation of tourist offer, preparation of study documentation for identification of key trails, arrangement of access trails, archaeological research, conservation and restoration works, educational activities etc. an improvement in the quality and diversity of cultural heritage based tourism offer will happen.

Given that during the implementation of project cultural and natural heritage will be systematically listed and new tourist offer created and promoted, all this will contribute to strengthening the awareness of tourists about the offer of the cross-border area and its recognition as a tourist destination. Also, there will be an improvement of cross-border cooperation among the stakeholders in this region and raising the awareness of the local population about the importance of versatile cross-border exchange. This will help to recognize the potential of the cross-border region of Bosnia and Herzegovina and Montenegro as part of the economic development strategy.



FORT NET project (http://www.cstimontenegro.org/CSTI-FORT_NET___Oct_2019___Oct_2021-g-639)

BEST MED - Beyond European Sustainable Tourism MED Path, National Tourism Organisation of Montenegro, 2019-2022

BEST MED is one of the two PANORAMED's Strategic Projects on Coastal and Maritime Tourism, funded by the Interreg MED Programme and led by the Spanish Public Foundation "El Legado Andalusi". BEST

MED project¹⁴ is being implemented in nine Mediterranean countries (Spain, Portugal, France, Italy, Croatia, Slovenia, Greece and Montenegro) with the general objective of enhancing Mediterranean Governance, being the main challenges to fight against seasonality and lack of effective cooperation among main tourism actors, including the citizen active participation on the policies design. It aims to have a new integrated and sustainable touristic planning aiming at the mitigation of seasonality in the MED area.

BEST MED will follow a strategy of previous approaches and outputs, testing an updated toolkit of data and indicators, contributing to the design of a new Green model, focusing on integration of tourism planning into wider development strategies, together with mobilizing key players both at local and specifically at transnational level, creating synergies across MED countries and promoting the awareness of the MED area. The partnership will work on a more balanced distribution of tourists between the coastal and inland areas. This will be done by implementing, the "MED Sustainable Path and Cultural Routes Model" (MED S&C Path) method.

National Tourism Organisation of Montenegro is one of 10 partners in this project.



Ongoing activities related to katun roads, Regional Development agency for Bjelasica, Komovi and Prokletije, 2020-2022

Currently Regional Development agency for Bjelasica, Komovi and Prokletije is implementing two projects related to katun roads, through CBC programmes Bosnia and Herzegovina - Montenegro and Montenegro - Kosovo.

¹⁴ <https://best-med.interreg-med.eu>

Project "Katun Roads of Bosnia and Herzegovina and Montenegro"¹⁵ will be implemented in period June 2020 – June 2022. Implementing partners in Montenegro are Regional Development Agency for Bjelasica, Komovi and Prokletije and National Tourism Organisation of Montenegro, and in Bosnia and Herzegovina Sarajevo Regional Development Agency and Fojnica municipality.

The aim of the project is to connect important and valuable cultural, agricultural and natural heritage represented in transhumance and katuns, with developing outdoor offer in Bosnia and Herzegovina and Montenegro through creation of thematic katun trails and involvement of katun farmers in provision of tourism services. Therefore the overall objective of this action is to diversify tourism offer of cross-border area building on natural and cultural heritage, while specific objective is to valorise cultural and natural heritage of less developed tourism areas through rural tourism development.

The activities are grouped around three outcomes that they intend to achieve:

- Outcome 1: Improved infrastructure for tourism development in 50 katuns in cross border area; activities include instalment of at least 90 solar systems in katuns, set up of signalization for thematic katun trails, set up of signs for katuns, signs and infrastructure for water springs and 20 viewpoints, set up of 15 resting points for tourists where meals and artisanal products can be served to them, set up of 8 camping sites near katuns.
- Outcome 2: Increased capacities of rural population (approximately 100 households) for tourism services in katuns – activities within this result involve capacity building activities and trainings dedicated to tourism – hospitality, traditional elements in the offer, proper marketing, pricing policy, food safety standards. In these activities, particular emphasis will be given to gender aspect, as women are providers of most services in tourism and will be especially targeted through capacity building. At least 100 people will be trained. Also, a study trip to successful katun in MNE for about 20 participants will be organized.

¹⁵ Information about the project obtained from Regional Development Agency for Bjelasica, Komovi and Prokletije

- Outcome 3: Unique values of 50 katuns as drivers for agriculture and tourism development promoted. There are numerous activities designed to ensure achievement of this outcome, and they are related to set up of at least 30 info boards (MNE and BiH), design and print of trail map, production and broadcast of promotional video, study tour for tour agencies and journalists, development of marketing web platform.



Project "Transhumance - new tourism offer of Kosovo and Montenegro" (<http://www.bjelasica-komovi.me/javni-poziv-dodjele-solarnih-sistema-katunima-radi-pruzanja-turistickih-usluga-2>)

Project "Transhumance - new tourism offer of Kosovo and Montenegro"¹⁶ will be implemented in period September 2020 – September 2022. Implementing partner in Montenegro is Regional Development Agency for Bjelasica, Komovi and Prokletije and in Kosovo: NGO IADK and Municipality Istok.

The overall objective of this action is to improve the volume, quality and visibility of tourism related to valorization of cultural and natural heritage and values, while specific objective is to include transhumance in the tourism offer of Kosovo and Montenegro. These objectives will be met through implementation of series of activities that have been carefully chosen to satisfy the needs of the targeted area in order to develop tourism services in katuns and tourism products such as thematic katun trails. The activities are grouped around three outcomes that they intend to achieve:

- Outcome 1: Katuns mobilized for provision of services in tourism; activities include conducting a thorough assessment in target territory with the aim do achieve several goals. One will be to collect baseline data regarding the tourist

¹⁶ Information about the project obtained from Regional Development Agency for Bjelasica, Komovi and Prokletije

visits in this territory. Then to collect information about strengths and weaknesses of each family from the perspective of tourism services provision. Also, this research will serve to provide the families with information about their opportunities in tourism sector and get them motivated to get engaged and this will be done through organisation of focus group meetings in each settlement. With completion of this activity the list will be developed of all the potential service providers in targeted zone.

- Outcome 2: Tourism products and services developed around katuns – activities within this result involve set up of 15 resting points for tourists where meals and artisanal products can be served to them, set up of 8 camping sites near katuns, instalment of at least 90 solar systems in katuns, set up of signalization for thematic katun trails, set up of signs for katuns, capacity building activities and trainings dedicated to tourism – hospitality, traditional elements in the offer, proper marketing, pricing policy, food safety standards. In these activities, particular emphasis will be given to gender aspect, as women are providers of most services in tourism and will be especially targeted through capacity building. At least 100 people will be trained.
- Outcome 3: Cultural, natural and agricultural values of katuns promoted. There are numerous activities designed to ensure achievement of this outcome, and they are related to set up of at least 30 info boards (MNE and Kosovo), design and print of trail map and brochure, study tour for tour agencies and journalists, development of marketing web platform.



Tivat Saline

SWOT Analysis of the potential of the Cultural Routes of the Council of Europe programme in Montenegro

General SWOT Analysis of the potential of the Cultural Routes of the Council of Europe programme in Montenegro

In order to analyse the potential of the Cultural Routes of the Council of Europe programme in Montenegro, the SWOT analysis was conducted to identify Strengths, Weaknesses, Opportunities and Threats.

STRENGTHS

- Richness and diversity of cultural heritage in Montenegro.
- A significant number of cultural heritage layers in Montenegro that can be added to already certified Cultural Routes of the Council of Europe.
- Certain initiatives that already took place in Montenegro related to certified Cultural Routes of the Council of Europe.
- Large number of initiatives and projects that

already took place in Montenegro related to cultural routes in general (activities of institutions and NGOs, on national and regional level).

- Experience of different actors in regional cooperation projects and networking.
- Already established regional networks for some topics (WWII monuments, stećci, etc.).

WEAKNESSES

- Insufficient activities related to certified Cultural Routes of the Council of Europe.
- There is not enough information about Cultural Routes of the Council of Europe.
- Lack of capacities, related to small number of people in institutions and organisations, as well as lack of certain specific expertise.
- Lack of cooperation between actors in the field of tourism and field of cultural heritage protection.

- Weak institutional system of protection of cultural heritage (no even publicly available data base of cultural heritage).
- Uneven level of developed touristic infrastructure in different parts of Montenegro.
- There are data missing, even for some successful projects implemented in previous period. For example web sites of the projects are not active anymore; maps and brochures that have valuable information also cannot be found.
- Due to development trends in recent period there is no sustainable use of resources, including cultural heritage.. lot of devastations.
- Before COVID 19 pandemic there was a big problem with mass tourism on the coast.

OPPORTUNITIES

- Increased interest in cultural tourism in general.
- Positive experience of existing cultural routes in the region.
- Good geographic position of Montenegro.
- Significant number of opportunities for regional and cross-border projects, especially through EU IPA CBC programs.
- Strategy for development of Cultural Heritage is in the process of preparation.
- Tourism in Montenegro is considered to be a priority and strategic economy branch that has a potential in its individual segments for further development.
- On the global level there is a new opportunity in linking cultural routes and rural tourism.
- Situation after COVID 19 pandemic will be opportunity for cultural routes, because it is alternative to mass tourism, and trends tourism will be shifting from mass towards individual tourism.

THREATS

- Global crisis in tourism and economy, due to

COVID 19 pandemic.

- Changes in the institutional level in Montenegro, due to Government change, that may slow down some processes.
- The duration of EU projects that is too short to create a product, establish the market and achieve a self-sustainable management of the route.

Analysis of the potentials for joining the existing certified Cultural Routes of the Council of Europe

Currently, there are 40 certified Cultural Routes of the Council of Europe. Montenegro has **already joined or taken some initiative towards joining five** of those 40 certified routes:

- ▶ One route in which Montenegro is an official member (Iter Vitis Route)
- ▶ Two routes the process of joining of which has been undertaken, but still needs to be formalized (Roman Emperors and Danube Wine Route, Routes of the Olive Tree)
- ▶ Two routes in which Montenegrin sites have already been included in some way, but the process of official joining has not been initiated yet (European Cemeteries Route, European Route of Industrial Heritage)

Preparation of the Country Mapping report for Montenegro included **an analysis of potentials of cultural heritage of Montenegro for joining the existing certified Cultural Routes**. During the process, a preliminary identification was first carried out, followed by consultations with experts in certain fields, such as art historians and archaeologists¹, in order to confirm whether the identification of some themes is justified or not.

Taking into account all the different types of cultural heritage resources in Montenegro and their values, the country has **substantial potential to join 13 Cultural Routes of Council of Europe** out of a

¹ Special thanks to Tatjana Koprivica PhD art historian, Miloš Petričević M.A. archaeologist and Marija Nikolić architect for their help

total of 40 certified routes. Those 13 routes include the five routes the process of joining of which has already been initiated in some way.

In addition, some routes required more detailed researches in order to establish whether Montenegro can join them. The research identifies four such routes.

It has been concluded that, as far as their themes are concerned, Montenegro has no basis to join 24 Cultural Routes of the Council of Europe.

That analysis is presented in the table below (pages 49-50).

Certified Cultural Routes of the Council of Europe	Current		Potential			
	Members	In the process	Sites recognized	+	+/-	-
Santiago de Compostela Pilgrim Routes, 1987						-
The Hansa, 1991						-
Viking Route, 1993						-
Via Francigena, 1994						-
Routes of El legado andalusí, 1997						-
Phoenicians' Route, 2003				+		
Iron Route in the Pyrenees, 2003						-
European Mozart Ways, 2004						-
European Route of Jewish Heritage, 2004				+		
Saint Martin of Tours Route, 2005						-
Cluniac Sites in Europe, 2005						-
Routes of the Olive Tree, 2005		+		+		
VIA REGIA, 2005						-
TRANSROMANICA, 2007				+		
Iter Vitis Route, 2009	+			+		
European Route of Cistercian Abbeys, 2010						-
European Cemeteries Route, 2010			+	+		
Prehistoric Rock Art Trails, 2010				+		
European Route of Historic Thermal Towns, 2010						-
Route of Saint Olav Ways, 2010						-
European Route of Ceramics, 2012					+/-	
European Route of Megalithic Culture, 2013						-
Huguenot and Waldensian Trail, 2013					+/-	
ATRIUM, 2014					+/-	
Réseau Art Nouveau Network, 2014						-
Via Habsburg, 2014				+		
Roman Emperors and Danube Wine Route, 2015		+		+		
European Routes of Emperor Charles V, 2015						-
Destination Napoleon, 2015				+		
In the Footsteps of Robert Louis Stevenson, 2015						-

Certified Cultural Routes of the Council of Europe	Current			Potential		
	Members	In process	Sites recog.	+	+/-	-
Fortified towns of the Grande Region, 2016						-
Impressionisms Routes, 2018					+/-	
Via Charlemagne, 2018						-
European Route of Industrial Heritage, 2019			+	+		
Iron Curtain Trail, 2019						-
Le Corbusier Destinations, 2019						-
Liberation Route Europe, 2019				+		
Routes of Reformation, 2019						-
European Route of Historic Gardens, 2020				+		
Via Romea Germanica, 2020						-
TOTAL	1	2	2	13	4	24

Cultural Routes of the Council of Europe that Montenegro has substantial potential to join can be divided into following categories:

Routes in which Montenegro is already included, and for which the Ministry of Culture has already recognized great potential as far as the presence of cultural heritage is concerned, so that future activity should focus on expanding the network of sites and members (Iter Vitis Route, Routes of the Olive Tree);

A route in which Montenegro is already included and needs to work on identifying and expanding its members (Illyricum Trail as a branch of the Roman Emperors and Danube Wine Route);

Routes in which some sites in Montenegro are included in some way, and the process of official joining should be initiated, together with identifying and considering possibilities for involving other sites that certainly exist (European Cemeteries Route, European Route of Industrial Heritage);

A route in which Montenegro is not a member, but, given the number, importance and state of research of the monuments, has great potential to become part of (TRANSROMANICA);

Routes Montenegro has great potential to join, given the type and number of cultural heritage sites, but needs to check at the regional level whether these can be separate routes (Via Habsburg, Liberation Route Europe);

Routes for joining of which Montenegro has segments of cultural heritage, though to a lesser extent than other countries, and needs to consider possibilities for the involvement and carry out addition researches where necessary (Phoenicians' Route, European Route of Jewish Heritage, Prehistoric Rock Art Trails, Destination Napoleon, European Route of Historic Gardens).

Analysis of potentials for joining the existing Cultural Routes of Council of Europe, with the indication of possible sites, i.e. towns (described in more detail in Chapter 7, Potential for new Cultural Routes initiatives emerging at national level) is provided in the table below (page 51).

In addition to those 13 Cultural Routes of Council of Europe that Montenegro has potential to join, some routes require more detailed researches in order to establish whether Montenegro has basis to join them: European Route of Ceramics, 2012; Réseau Art Nouveau Network, 2014 and Impressionisms Routes, 2018. When the route ATRIUM - Architecture of Totalitarian Regimes of the 20th century In Europe's Urban Memory is concerned, it should be examined at the regional level whether that category can include the Architecture in Yugoslavia between 1948 and 1980, whose special value has been recognised.

In addition to those 13 Cultural Routes of Council of Europe that Montenegro has potential to join, some routes require more detailed researches in order to establish whether Montenegro has basis to join

them: European Route of Ceramics, 2012; Réseau Art Nouveau Network, 2014 and Impressionisms Routes, 2018. When the route ATRIUM - Architecture of Totalitarian Regimes of the 20th century In Europe's Urban Memory is concerned, it should be examined at the regional level whether that category can include the Architecture in Yugoslavia between 1948 and 1980, whose special value has been recognised¹.

	Certified Cultural Routes of the Council of Europe	Potential	Potential sites, towns
1	Phoenicians' Route	F. There are segments of heritage; possibilities for joining should be considered	Budva, Risan
2	European Route of Jewish Heritage	F. There are segments of heritage; possibilities for joining should be considered	Kotor, Cetinje, ..
3	Routes of the Olive Tree	A. Already included; great potential; membership should be expanded	Bar, Luštica, ..
4	TRANSROMANICA	D. Great potential of heritage; involvement is needed	Kotor, Morača, Berane, Bijelo Polje
5	Iter Vitis Route	A. Already included; great potential; membership should be expanded	Plantaže, Crmnica, Skadar Lake, Bjelopavlići, ..
6	European Cemeteries Route	C. Some sites have been recognised; involvement is needed and identification of other sites	Škaljari (Kotor),..
7	Prehistoric Rock Art Trails	F. There are segments of heritage; possibilities for involvement should be considered	Lipci, two archeological sites in Prokletije
8	Via Habsburg	E. Great potential of heritage; possibility of individual route should be considered at the regional level	Fortresses in Boka Kotorska
9	Roman Emperors and Danube Wine Route (Illyricum Trail)	B. Already included; membership should be expanded	Doclea (Podgorica), Risinium(Risan)
10	Destination Napoleon	F. There are segments of heritage; possibilities for inclusion should be considered	Kotor
11	European Route of Industrial Heritage	C. Some sites have been recognised; inclusion is needed and identification of other sites	Podgorica, Nikšić, Berane, Plužine, ..
12	Liberation Route Europe	E. Great potential of heritage; possibility of individual route should be considered at the regional level	WWII Monuments in different parts of MNE
13	European Route of Historic Gardens	F. There are segments of heritage; possibilities of inclusion should be considered	Tivat, Cetinje, Podgorica, Herceg Novi, ..

¹ Toward a Concrete Utopia: Architecture in Yugoslavia, 1948–1980, <https://www.moma.org/calendar/exhibitions/3931>



Katuns in the Kuči Mountain

Potential for new Cultural Routes initiatives emerging at national level

Potentials for extension of existing Cultural Routes of the Council of Europe at national level

European Route of Jewish Heritage

Very important for the possibility of joining the European Route of Jewish Heritage is the project currently implemented, in which the Municipality of Kotor is involved. It is the project REDISCOVER - Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region¹ that has been carried out within the framework of the Interreg Danube Transnational Programme from June 2018 until May 2021. The main objective of the project is to explore, revive and present the hidden intellectual heritage along with locally available Jewish cultural heritage of project partner cities. That can create a jointly presented, synergistic tourism tool/service that is accessible to the wide audience as well.

It is very important that the project included the creation of local portfolios of potential tourism products related to Jewish cultural heritage, contain-

ing case studies and project idea profiles (identifying partners, development process and potential connections to other local/partnership level initiatives). The Core Local Portfolio for Kotor² created by the Kotor Municipality includes Jewish heritage found not only in Kotor but also in other parts of Montenegro. That's why this report can make a very important basis for establishing the Route of Jewish Heritage in Montenegro and its possible inclusion in the European route.

In addition, it is significant that the project in Kotor included concrete activities related to Jewish cemetery, situated within the City Cemetery Škaljari³, which was included in the Association of Significant Cemeteries in Europe (ASCE) in July 2020. In connection with the Jewish cemetery, architectural researches were carried out, as well as conservation and restoration activities, while, during January 2021, preparations for an exhibition will be taking place and will include creation of a catalogue and placing of an information display board.

² http://www.interreg-danube.eu/uploads/media/approved_project_public/0001/38/61b4d7f6e7d7a6b4b7a5d11fa6e78a6d0991ba67.pdf

³ <http://www.significantcemeteries.org/2020/07/city-cemetery-skaljari.html>

¹ <http://www.interreg-danube.eu/approved-projects/rediscover>



Panel from the exhibition about Jewish cemetery in Škaljari

Routes of the Olive Tree

Alongside some initial activities at the national level related to this route, there is great potential for this route in Montenegro, and activities should be undertaken to activate the route and enlarge its membership.

The Ministry of Culture has already recognized that the local communities in Montenegro have the greatest potential to join the Routes of the Olive Tree and the Wine Route, believing that the symbiosis of cultural landscape, tradition, skills and knowledge in these fields provides a sound basis for cooperation at international level.

The University of Donja Gorica became an associated member of the Routes of the Olive Tree in September 2020.

The Association of Olive Producers from Bar⁴ expressed their interest in joining this Route in 2018, during the presentation of the Cultural Routes of the Council of Europe programme in Podgorica. However, they have not joined the Route yet. The Association carries out very important activities related to the Olive Tree Routes at the local level and believes it would be very useful to connect all the local routes into a unique network of Montenegrin routes, as well as to join the European route. Besides the Association, there are other stakeholders at the national level that could join this route, such as the

⁴ <http://www.maslinaribar.org>

Olive Growers Association "Boka" - Boka Kotorska⁵. In addition, there is a large number of owners of olive groves who are very important for a network like this one, such as the Organic Olive Farm Moric from Luštica Peninsula.



The Association of Olive Producers from Bar (<http://www.maslinaribar.org/index.html>)



Olive Growers Association "Boka", Boka Kotorska (<http://maslinaboka.org>)

TRANSROMANICA

Montenegro has great potential for joining the TRANSROMANICA Cultural Route, bearing in mind a considerable number of sacred buildings with Romanesque characteristics built between the 11th and the 13th centuries. Special feature of these monuments on the territory of Montenegro is that they have been influenced by both Byzantine and Western Romanesque styles. Among Romanesque churches that are found in different parts of Montenegro, the six churches in Kotor stand out. They represent one of the most important artistic aspects of the Natural and Culturo-Historical Region of Kotor that has been included on the World Heritage List since 1979⁶. The cathedral of St. Tryphon, built in 1166 on the site of an earlier church from the 9th century is especially significant. In addition, some of the most important and monumental churches in the north of Montenegro bear Romanesque characteristics, including the church of the Morača Monastery, Đurđevi Stupovi in Berane and St. Peter's church in Bijelo Polje.

Given the above mentioned potential, the next

⁵ <http://maslinaboka.org>

⁶ <http://whc.unesco.org/en/list/125>, <http://www.kotorunesco.info>

phase should include activity towards joining the TRANSROMANICA Cultural Route.



Romanesque churches in Kotor: St. Tryphon, St. Luke, St. Mary Collegiate (photo Stevan Kordić and EXPEDITIO)

Iter Vitis Route

As already mentioned, the only formally active Cultural Route of Council of Europe in Montenegro is Iter Vitis Route.

A considerable part of Montenegrin territory is a winegrowing area. In accordance with the 2017 Viticultural Zoning in Montenegro⁷, four wine growing regions have been identified in Montenegro:

- ▶ The basin of Skadar Lake
- ▶ Montenegrin littoral
- ▶ Nudo
- ▶ The north of Montenegro

The total surface area of those regions is around 183.285 ha.

Montenegrin tradition of viticulture and wine making is thousand years long, with autochthonous grape varieties and authentic wine, reflecting Montenegrin culture and spirit of the unique area, located between the sea and mountains. It is still living tradition, with a significant number of families producing local wines on their smaller scale vineyards⁸. Beside that, associations of wine growers are active, including the National Association of Growers and

⁷ <https://www.facebook.com/Nova-rejonizacija-vinogradarskih-podru%C4%8Dja-Crne-Gore-582443128589595>

⁸ Example: <https://www.winerygarnet.com>, https://winesofmontenegro.me/?page_id=129, http://www.crnogorskavina.com/50-Novosti/776-KONTAKT_-_CONTACT

Winemakers of Montenegro⁹ with over 200 grape growers and 50 wine producers and some regional ones, like those from Paštrovići and Crmnica region¹⁰.



An example of a family-owned traditional winery (www.winerygarnet.com)

The Montenegrin company "13.jul-Plantaže"¹¹, established in the 1960s represents one of the biggest and most important producers of grapes, wines and grape brandy in Southeastern Europe. It owns a unique vineyard - Ćemovsko polje, the largest vineyard in Europe in a single complex covering an area of 2,310 hectares, with around 11.5 million grapevines. Nowadays, Plantaže produces cc. 22 million kilos of grapes annually, selling more than 16 million bottled products in over 40 countries in the world.

The Company "13. Jul – Plantaže" has also been connected with the Iter Vitis Route since 2014, and has taken part in some of its activities, although it is not a formal member. It was recognized that the local communities, including local producers and wineries, in Montenegro have the great potential to join the Iter Vitis Route.

Over the last decade and a half there were many initiatives and projects related to wine tourism and dealing with local wine roads/ routes or trails. Important activities in that field were carried out by "13. Jul – Plantaže"¹², as well as by associations of winegrowers and winemakers and local producers and wineries (described in the Chapter 5.2, Valorisation of the cultural heritage of the tourist destinations Mostar and Podgorica, Tourism organisation of Podgorica, 2019-2020).

Bearing in mind all the mentioned potentials and activities, there is obviously great potential in Montenegro for a greater involvement of different

⁹ https://winesofmontenegro.me/?page_id=26

¹⁰ <http://www.vinocip.me>

¹¹ <https://www.plantaze.com>

¹² <https://www.plantaze.com/en/visit-us>

stakeholders and more activities within the Iter Vitis Route. In the next period, activity should be aimed towards that goal.



An example of wine tourism (https://www.plantaze.com/en/visit-us)

European Cemeteries Route

The City Cemetery Škaljari¹³ in Kotor was accepted into the Association of Significant Cemeteries in Europe (ASCE) in July 2020. Although the City Cemetery Škaljari has not yet been formally included in the European Cemeteries Route managed by the ASCE, which is managed by the Association of Significant Cemeteries in Europe (ASCE), the plan is to do it in the coming period.

The Administration of the City Cemetery Škaljari has identified some activities that still need to be done on the site before applying for the European Cemeteries Route.



City Cemetery Škaljari in Kotor (<http://www.significantcemeteries.org/2020/07/city-cemetery-skaljari.html>)

Besides this cemetery in Kotor, there are other historic cemeteries in different parts of Montenegro that could be part of the Association of Significant Cemeteries in Europe (ASCE), i.e. the European Cemeteries

¹³ <http://www.significantcemeteries.org/2020/07/city-cemetery-skaljari.html>

Route. However, given that this topic has not been researched yet, the next phase should include a deeper preliminary analysis and identification of sites that could join the Association and the Cultural Route.

Prehistoric Rock Art Trails

For the Prehistoric Rock Art sites in Europe, quite important among which are large archaeological sites, as well as those on the UNESCO World Heritage List, in Montenegro there are only few smaller prehistoric sites featuring rock art. Although small and containing perhaps modest rock art, it is precisely because of that specific feature of theirs that the possibility for including these sites in the Prehistoric Rock Art Trail should be considered.

In the area of Boka Kotorska, within the World Heritage Site of Natural and Culturo-Historical Region of Kotor, there is the Lipci site, a rock on which, in two groups of drawings, the scenes of deer hunting and several swastikas, as well as a sailing ship with its sails wide spread are depicted. The drawings date either from the Bronze Age, between 1600 and 1200 BC or from the Iron Age, around 800 BC.



The archaeological site Lipci "The Great Mother" in the Prokletije Mountains (photo EXPEDITIO)

In the northern area of Montenegro, in the Prokletije Mountains massive, two archaeological sites are found. The archaeological site at Vezirova brada consists of prehistoric drawings in white colour, depicting hunters painted on the rock. An important composition engraved in a stone block, dating from the Middle Bronze Age, called "The Great Mother", is located on Maja Popadija Mountain at 1.7000 m above sea level. Almost all archaeological researches at this site revealed very important new findings.

Via Hasburg

From 1797 to 1918, with a short interruption between 1806 and 1814, the coastal area of Monte-

negro was part of the Austrian Empire, i.e. Austro-Hungarian or Habsburg Monarchy as it was called since 1867¹⁴. Given that Montenegro comprised the southern border of the Austro-Hungarian Monarchy, the most important building activity from that period relates to a very developed defensive network of different types of fortifications, more than 100 of them, with a widespread network of roads.

Over more than a decade, there have been significant activities related to researching of Austro-Hungarian fortifications in Boka Kotorska. Important researches were carried out by the colleagues from Austria, especially by Volker K. Pachauer, an engineer from the Graz University of Technology and a member of the Austrian Society for Fortification Research – OeGF¹⁵. He has been researching the 19th and 20th-century fortifications for many years, with his 2008 diploma-thesis focusing on the fortifications in Boka Kotorska. Very important for this topic is the book “Werk – The Austro-Hungarian Fortresses in Montenegro” by Radojica Pavičević, published in 2012, with the second supplemented edition issued in 2019. In addition, “The Austro-Hungarian Fortresses of Montenegro: A Hiker’s Guide” was published in 2013¹⁶.



“Werk – The Austro-Hungarian Fortresses in Montenegro” by Radojica Pavičević

Unfortunately, despite important researches in this field, the majority of Austro-Hungarian fortresses in Montenegro have not been formally protected yet. In addition to researches, over the last years, there have been certain activities aimed at preserving and

14 <https://www.habsburger.net/en/map>

15 www.kuk-fortification.net

16 <https://www.amazon.com/Austro-Hungarian-Fortresses-Montenegro-Hikers-Guide/dp/1491273275>

promoting this heritage, including the project FOR-NET (described in the Chapter 5.2, FORT NET project, Centre for Sustainable Tourism Initiatives (CSTI), 2019-2021).



Austro-Hungarian roads and fortifications in Boka Kotorska (photo EXPEDITIO)

Austro-Hungarian fortresses and roads in Montenegro represent an important segment of the country's cultural heritage, while due to their relatively good state of preservation and exceptional positions where they are situated, these fortresses represent exceptionally important touristic potential.

In addition, other European countries, including those neighbouring Montenegro, have the system of Austro-Hungarian fortifications, so that, in addition to exceptional potential in Montenegro, this network has the potential to develop into a wider European route.

Considering the characteristics of Via Habsburg Route, and themes identified within it so far, including the Power centers of the Habsburgs and Habsburg castles¹⁷, in the next phase it is necessary to check if the network of Austro-Hungarian fortifications could be included in the Via Habsburg Route, or, because of its specific theme, it could make a separate route. This should be checked with both representatives of the Via Habsburg Route and stakeholders from other countries that have this kind of heritage.

European Route of Industrial Heritage

Montenegro is not a formal member of the European Route of Industrial Heritage, Cultural Route of the Council of Europe¹⁸. On the website of the

17 <https://www.viahabsburg.online>

18 <https://www.coe.int/en/web/cultural-routes/european-route-of-industrial-heritage>

European Route of Industrial Heritage - ERIH¹⁹, the tourism information network of industrial heritage in Europe run by the ERIH association, there are over 2,000 sites presented worth visiting from all European countries. They include two sites in Montenegro: Maritime Museum of Montenegro and Mala Rijeka Viaduct²⁰. In addition, the text On the industrial history of Montenegro²¹ has been published on this website.



Map of the sites from Montenegro along the European Route of Industrial Heritage (<https://www.erih.net>)

Montenegro certainly has the potential to formally join this important route.

Although the industrial heritage in Montenegro has not been sufficiently researched, nor protected to the greatest part, some activities in that field have been initiated.

Currently, the Historical Institute of the University of Montenegro is implementing the project “Montenegro on the Political and Cultural Map of Europe – CLIO MAP”²². The main goals of the CLIO MAP project are to further increase and enrich the knowledge base on historical, social and cultural processes resulting in currently present heritage of Montenegro, determine its characteristics and current incarnations, as well as to develop the new, digital tool (commercial mobile application) for their further valorisation. It is envisaged to have c.ca 500 monuments and artefacts of cultural and historical heritage on the territory of Montenegro covered and relevant data processed. They will be selected according to chro-

19 <https://www.erih.net>

20 https://www.erih.net/i-want-to-go-there/site/maritime-museum-of-montenegro?tx_erihsites_erihmap%5BgetVars%5D%5Bcountry%5D=46&cHash=7e5646a491c757d5a13d8e641221abb3

21 <https://www.erih.net/how-it-started/industrial-history-of-european-countries/montenegro>

22 <http://www.cliomap.me>

nological (from ancient until modern times), thematic, problem and territorial dimension, taking care of their balanced disposition among each of the categories.

The project will include a detailed analysis of more than 10 industrial heritage sites, including the preserved factories in Podgorica, Nikšić and Berane, dams and hydroelectric power plants in Piva and Zeta, as well as part of the Adriatic Highway and railway road.

The project CLIO MAP is expected to end during 2021, so that the obtained results regarding industrial heritage will form a very important basis for the further study of this segment of heritage, as well as for the possible steps towards formal joining of the European Route of Industrial Heritage.



Factory in Berane, the photo gallery of CLIO MAP project (<http://www.cliomap.me>)

Liberation Route Europe

Starting from the fact that the Liberation Route Europe is remembrance network that aim to contribute to the memory and understanding of the Second World War, liberation from Nazi occupation as well as the conflict's long-lasting impact on Europe and its people, there is possibility for the WWII monuments to become part of this route.

Taking into account all the recent activities implemented in connection with the post WWII monuments in Montenegro and other neighbouring counties, especially the Regional Cooperation Council initiatives in developing the Balkan Monumental Trail (described in Chapters 4.3, Balkan Monumental Trail and 5.2 Thematic Routes of Medieval Herceg Lands – Theme MEDIEVAL, Centre for Sustainable Tourism Initiatives - CSTI, 2015-2017), there is big potential for the creation of that regional route.

There is an open question whether the monuments

already identified within the Balkan Monumental Trail, but also others, could join the Liberation Route Europe or whether they could even function as a new route. What makes the post WWII monuments specific compared to the Liberation Route sites is their exceptional artistic value, given they represent the works of modernist monumental art and architecture. Bearing the above stated in mind, the possibilities for establishing a new route should be considered.



Monuments in Barutana, near Podgorica and Pljevlja (photo EXPEDITIO)

European Route of Historic Gardens

According to the Florence Charter, a historic garden is an architectural and horticultural composition of interest to the public from the historical or artistic point of view. As such, it is to be considered as a monument, and it is equally applicable to small gardens and to large parks. Taking this into account, in Montenegro there are historic gardens that could become part of the European Route of Historic Gardens.



Big City Park in Tivat in an old postcard (<https://www.bokanews.me/featured/tivat-veliki-gradski-park-kroz-istoriju>)

These are mainly parks formed at the end of the 19th or beginning of the 20th century. Two city parks stand out among them, the Court and City Park, created between 1891 and 1894 in the immediate

vicinity of King Nikola's Court in Cetinje and the Big City Park in Tivat, established in 1892 by the Austro-Hungarian Navy. There are also a Forrest Park surrounding the Petrović Court in Podgorica, formed in 1891, a park of the former "Boka" Hotel in Herceg Novi dating from the beginning of the 20th century, and the City Park in Nikšić. Certainly, there is a need to carry out detailed research in order to identify and analyse all the historic gardens in Montenegro.



Cetinje in an old postcard (<https://pdfslide.net/documents/njegosev-park-thi-park-13-jul-cetinje-crna-gora-beau-slikarskih-radionica-duz.html>)

Potentials for joining some of the emerging initiatives for Cultural Routes of the Council of Europe

Cyril and Methodius Route, in the application process for the certification

During the summer of 2020, the University of Donja Gorica in Podgorica became part of the consortium for establishing the Cyril and Methodius Route²³. This initiative was started in the Czech Republic by the European Cultural Route of Saints Cyril and Methodius (ECRCM). Application for the Cultural Routes of the Council of Europe has been prepared and now the phase of evaluation for obtaining a certificate is under way.

Since 2013, the development of the Cultural Route has been managed by the Interest Association of Legal Entities European Cultural Route of Saints Cyril and Methodius with the Permanent Secretariat based in Zlín, Czech Republic. The Association has 19 members and 3 observers from 7 countries (CZ, SK, GR, SI, HU, BG, SRB) and is looking for other members and partners, especially in the Danube and the Adriatic-Ionian region. During the summer of 2020, the number of partners was enlarged, when the Uni-

²³ <https://www.cyril-methodius.cz/en>

versity of Donja Gorica joined the initiative, as well.

Through its activities, the network promotes a living Cyril and Methodius legacy and values based on respect and dialogue between people of different cultures and religions. The Route develops as a set of linear trails as well as an atomized network of points of interest. The Association is responsible for its management and marketing, supports cultural heritage research and thematic events. The Cyril and Methodius Route is a umbrella brand for various ECRCM activities, for example creating a transnational tourism offer such as the marked Cyril and Methodius trails.

In case the application is successful, Montenegro certainly has potential for new members joining this Cultural Route.

Possible initiative for Salt Route

According to information provided by the European Institute of Cultural Routes there is an initiative for preparing an application for the Salt Route for Cultural Routes of the Council of Europe. Within the framework of the cross-border project between France and Italy (ALPIMED) three cross-border routes on the theme of the Salt Roads will be developed. Partners in the project, Métropole Nice Côte d'Azur, have a plan to prepare, in the next stage of the project, an application for Cultural Routes of the Council of Europe.

We hope this initiative will be expanded in order to include other Mediterranean countries.

Montenegro has potentials to join this possible route with two salinas:

- Ulcinj Salina²⁴, situated in a natural lagoon nearby Ulcinj, close to the border with Albania. It is the largest salina (saltpan) in the Adriatic. It was built in 1935, and salt production stopped in 2013. Ulcinj salina has been a Wetland of International Importance - Ramsar Site since 2019. Ulcinj Salina is the most important wintering, nesting and feeding site for birds on the eastern coast of the Adriatic and a key stopover site for birds migrating on the Adriatic Flyway. Overall,

²⁴ <https://www.ulcinjsalina.me/en/>, <https://www.ramsar.org/news/montenegro-names-ulcinj-salina-as-a-ramsar-site>

252 bird species have been recorded in the Site, 20 of them globally threatened.

- Tivat Salina²⁵ is situated in the Bay of Boka Kotorska, within the buffer zone of the Natural and Culturo-Historical Region of Kotor that has been included on the World Heritage List since 1979. Tivat Salina contains the remains of the old mediaeval salina supposed to have been established in the 13th century, possibly even earlier, which stopped its operation probably during the 18th century, as well as the remains of attempts to restore the salina in the 1960s. Tivat Salina has been protected as the Special Nature Reserve in Montenegro and a Wetland of International Importance - Ramsar Site since 2013.



Tivat Saline (photo EXPEDITIO)

Possible initiatives for Drystone Constructions Route

According to information obtained from the European Institute of Cultural Routes at the beginning of the 2000s there was an initiative to prepare an application for the drystone constructions route. Considering the importance and a wide distribution of drystone heritage in Europe, as well as initiatives and protection that have occurred over the last decades, we believe this could be a very interesting theme. Montenegro, given its quite important cultural heritage that includes drystone structures, could be a member of this network.

It is very important that in 2018 the Art of dry stone walling, knowledge and techniques was inscribed on the UNESCO list of the Intangible Cultural Heritage of Humanity.

In Europe there is a large number of associations active in this field, including the International scientific

²⁵ Facebook page Tivatska solila/Tivat salina: https://www.facebook.com/Tivatska-solilaTivat-salina-1743401355881253/?ref=page_internal, <https://rsis.ramsar.org/ris/2135>

society for dry stone interdisciplinary study S.D.S²⁶. The Society brings together scientists, amateurs and institutions who work for the survey, the protection and the conservation of constructions in dry stone. Very active in Croatia is the civil society organisation DRAGODID²⁷ which was cooperated with by different organisations from Montenegro that deal with this type of heritage. The 17th International Congress on dry stone organised by S.D.S. and DRAGODID is planned to be held in Konalvli in the autumn of 2021.

In Montenegro, like in other Mediterranean countries, drystone construction has been widely used. Being a predominantly mountainous country, with numerous karst areas, stone has been a dominant building material in traditional architecture of Montenegro. Drystone constructions are present in the coastal and central – karst parts of Montenegro, but they can be found also in the northern, mountainous part of Montenegro.

Although drystone structures have not been yet officially recognized in Montenegro as the segment of cultural heritage, in the last decade and a half there have been initiatives to draw attention to these constructions and their importance, as well as techniques used to build them.

The Cultural Heritage Association NAPREDAK Gornja Lastva organised in the village of Gornja Lastva a number of activities of both concrete restoration of drystone structures and the preservation of drystone masonry technique, including a 15-day long stone masonry school back in 2004.

The first workshop on drystone construction technique, during which all interested stakeholders could learn how to restore drystone walls, was organised on Luštica Peninsula in 2012 by the non-governmental organisation EXPEDITIO, in cooperation with the colleagues from Dragodid, Croatia. The second workshop of the same kind was organised in cooperation with Dragodid and experts from Slovenia, in the village of Gornja Lastva, within the framework of the project “Heritage – Driver of Development” implemented until 2015 by the Municipality of Tivat, Cultural Heritage Association NAPRE-

²⁶ <http://pierreseche-international.org>

²⁷ <http://www.dragodid.org>

DAK Gornja Lastva and EXPEDITIO.

Several voluntary workshops focusing on drystone construction technique were held in the hinterland of Herceg Novi, mainly in the area of Orjen Mount, organised by individuals, Hiking Club Subra and the Agency for the Development and Protection of Orjena. Each year since 2016, a Montenegrin Championship in the construction of drystone walls is held on Orjen, as an event aimed at preserving and reviving this ancient craft of drystone construction, participated in by local teams.

All the mentioned organisations plan to initiate the process of protection of drystone structures at the local level and to take part in the 17th International Congress on dry stone in 2021, which will make a solid basis for joining possible initiatives aimed at establishing cultural routes at the European level.

Beside this, in 2016 the Center for Conservation and Archeology of Montenegro prepared within the framework of the EX.PO AUS project, IPA Adriatic CBC programme, a brochure “Drystones in Montenegro”²⁸.



Brochure “Drystones in Montenegro”, Center for Conservation and Archeology of Montenegro

Potentials and emerging themes for new Cultural Routes

In addition to already identified potentials for joining the existing Cultural Routes of the Council of Europe and already emerging initiatives at the European level, certain themes have been identified in Montenegro that could have potential for new cultural routes, not only at national but also a wider regional, i.e. European level.

Taking into account some segments of cultural heritage that possess particular values, as well as

²⁸ <https://www.expoaus.org>

important initiatives already undertaken in certain fields, several themes have come to the fore in this moment that we believe could have special potential for creating new routes. These are: the World War II monuments, stećci - medieval tombstones and seasonal mountain settlements - “katuni”.

Monuments of the World War II

Post World War II monuments in South East Europe possess exceptional artistic and architectural value, as well as historic value for promoting the basic values forming the foundations of a modern European society. Furthermore, over the last years, there has been an increasing interest in this segment of cultural heritage, and a larger number of activities related to its research and promotion. Bearing in mind especially the activities carried out by the Regional Cooperation Council – RCC in connection with the Balkan Monumental Trail (described in Chapters 4.3.1. and 5.2.7.) these monuments have great potential to develop into a regional route, either as a segment of the Liberation Route Europe (as stated in Chapter 7.1.9.) or a separate new route. Considering the exceptional artistic value of these works of modernist monumental art and architecture, they should definitely have special treatment.

The Balkan Monumental Trail identifies 40 monuments, while the Assessments of post-World War II monuments, implemented within the framework of the same RCC programme, identified and analyzed a total of 125 potential monuments, 67 out of which in more detail. This material presents a valuable source for further development of a possible cultural route in the Western Balkans.

Very important resources for developing this route are all the activities carried out so far, abundant input material that has been prepared, as well as different stakeholders that have been acquainted with the theme and involved in the processes. All of this represents an important starting point and great potential for further development of the route.

It is uncertain how the activities in this field are going to continue given that a possible coordinator or manager of the potential cultural route has not been identified yet, and the fact that the RCC grant, within which the activities have been conducted so far, ends during 2021.

Certainly, an effort should be made in order to conti-

nue activities in this field. It should be aimed towards establishing cooperation between the European Institute of Cultural Routes, RCC and countries participating in this route, so that together they consider possibilities for further activity.



The post-World War II monuments in South East Europe (www.expeditio.org)

Stećci - medieval tombstone graveyards

Stećci are monolithic stone tombstones being created from the second half of the 12th century to the 16th century, although most intensively during the 14th and 15th centuries. The stećci are exceptional testimony to the spiritual, artistic and historical aspects of the medieval cultures of South East Europe, an area where traditions and influences of the European west, east and south entwined with earlier traditions. The stećci are notable for their inter-confessionality. The characteristics that distinguish stećci from the overall corpus of Europe’s medieval heritage and sepulchral art, include the vast number of preserved monuments (over 70,000 located within over 3,300 sites), the diversity of forms and motifs, the richness of reliefs, epigraphy and the richness of the intangible cultural heritage.

In 2016, the serial transboundary property “Stećci Medieval Tombstone Graveyards” that combines 28 sites, located on the territory of four states: Bosnia and Herzegovina, the Republic of Croatia, Monte-

negro and the Republic of Serbia, was inscribed on UNESCO World Heritage List²⁹. On the territory of Montenegro, this World Heritage Site includes three necropoli of stećci: the Greek cemetery and Bare Žugića in Novakovići, the Municipality of Žabljak and the Greek cemetery in Šćepan Polje, the Municipality of Plužine.



Grčko groblje, Žabljak, Durmirtor mauntain, World Heritage Site (photo EXPEDITIO)

Considering the distinctiveness and value of stećci, their extremely large number, frequent landscape values and diversity of locations where they are situated across South East Europe, they certainly have great potential for creating a cultural route.

The UNESCO World Heritage List features only 28 stećci sites that certainly represent the most valuable and best preserved areas. However, it should be taken into account that the territory of four mentioned countries comprises around 3.300 sites, with over 70,000 monuments. That definitely represents great potential for establishing a wider route that would include a greater number of stećci, and would present to a considerable degree the diversity and wealth of these monuments, and also provide the basis for a better connection with exceptional natural landscapes and the local community in the area.

It is important that during the process of application to include stećci on the UNESCO World Heritage List cooperation was established between four countries that, among other things, jointly prepared a management plan for the sites. That cooperation will form an important basis for creating a potential Cultural Route.

29 <http://whc.unesco.org/en/list/1504>

Traditional seasonal mountain settlements "katuni"

Traditional seasonal settlements, intended for summer cattle grazing on mountain pastures, are widespread in the Mediterranean basin. In Montenegro and Western Balkans they are called "katuni" – katuns. In the mountainous area of the Balkans cattle breeding has been the most significant economic activity throughout history, and included transhumance - the seasonal droving of livestock along migratory routes. This long lasting-tradition continues up to present-day, although not so intensely as until the middle of the 20th century.

It is important that in 2019 "Transhumance, the seasonal droving of livestock along migratory routes in the Mediterranean and in the Alps" was inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity³⁰. The countries that jointly inscribed this intangible heritage are Austria, Greece and Italy. However, there is potential for expanding this route in the future.



Stećci in Piva region, not on the World Heritage List

In addition to the fact that transhumance represents intangible heritage, katuns – settlements with cottages, corrals, outbuildings, roads and other elements, are significant part of cultural heritage and cultural landscape of the mountain areas.

Over the last years, significant activities have been undertaken in Montenegro related to researching of katuns, their protection and inclusion in the tourist offer.

30 <https://ich.unesco.org/en/RL/transhumance-the-seasonal-droving-of-livestock-along-migratory-routes-in-the-mediterranean-and-in-the-alps-01470>

In the period 2015-2017, the Historic Institute, Biotechnical Faculty and Faculty of Tourism of University of Montenegro, conducted the scientific-research project "Valorization of Montenegrin pasture settlements through the sustainable development of agriculture and tourism – KATUN"³¹, funded by the Ministry of Science within the grant project of the World Bank "Higher Education and Research for Competitiveness - INGO". This project comprised conducting significant researches of katuns in the Kuči Mountain area focusing on their identification, mapping, creation of database and analysis that provides basis for the evaluation of this segment of cultural heritage. The project also included analyses of natural values and agricultural practices in katuns. The research resulted in publishing the monograph on katuns in Kuči Mountain, as well as several scientific papers³².

Scientific research was paralleled with the creation of thematic katun trails and involvement of katun farmers in the provision of tourism services.

In the period 2016-2017, the Regional Development Agency for Bjelasica, Komovi and Prokletije developed a thematic trail Katun Roads³³ within the framework of the IPA CBC Montenegro - Kosovo (described in Chapter 5.2, Cultural Routes, Regional Development Agency for Bjelasica, Komovi and Prokletije, 2012). This project was very successful, assisting in raising awareness of the importance of katuns, and also helping the local community to start providing basic tourism services in those mountainous areas, which are more and more in demand. Currently, the Regional Development Agency for Bjelasica, Komovi and Prokletije is using this successful example in implementing other two projects related to katun roads, again within the CBC programmes with Bosnia and Herzegovina and Kosovo (described in Chapter 5.2, FORT NET project, Centre for Sustainable Tourism Initiatives (CSTI), 2019-2021).

Taking into account an exceptionally large number of katuns in the mountainous areas of Montenegro

31 <https://www.heretic.me/en/grant-katun/grant-katun>

32 Examples: Laković, I.; Kapetanović, A.; Pelcer-Vujačić, O.; Koprivica, T. (2020) Endangered Mediterranean Mountain Heritage—Case Study of katuns at the Kuči Mountain in Montenegro. Land 2020, 9, 248. (<https://www.mdpi.com/2073-445X/9/8/248>)

33 <http://www.katunroads.me/en>

and the value they possess as cultural heritage, as well as previously mentioned successful activities conducted in different fields with the involvement of various stakeholders, we believe there is great potential for creating a very attractive cultural route of katuns.

Furthermore, bearing in mind that katuns are also found in other countries and that transhumance is present as intangible heritage both in the countries of the region (Albania, Kosovo, Bosnia and Herzegovina, etc.) and a wider area (Austria, Greece, Italy, France, Spain, etc.), we believe this route could have great potential to be developed at the European level. Montenegro, together with stakeholders already active in that field, could actively join such a route or even initiate one.



Remains of the katuns in the Prokletije Mountain (photo EXPEDITIO)



Cetinje

Review of national financing instruments

Concerning the national financing instruments for the activities related to cultural routes in general and Cultural Routes of Council of Europe in particular there are several possibilities that can be mentioned.

According to Article 128 of the Law on Protection of Cultural Property and Programme of Work of the Government of Montenegro, the **Programme for Protection and Preservation of Cultural Property** has been adopted annually and continuously since 2012. The main goal of the Programme for Protection and Preservation is to provide comprehensive and balanced treatment of the cultural heritage in Montenegro. Individual goals include, among others: sustainable management of cultural properties; touristic valorisation of cultural heritage; popularization and presentation of cultural heritage. The Programme is adopted in accordance with

the annual List of Priority Interventions prepared by the relevant national and local institutions in the field of cultural heritage. The amendments to the Law on Protection of Cultural Property adopted in 2019 prescribe that the allocation of funding for the protection and preservation of cultural property is to be based on the **competition launched by the Ministry of Culture**. The applicants can be the state and local government bodies, public institutions dealing with cultural heritage and other legal bodies, as well as cultural properties' owners. The competition was first launched in 2019, for funding projects within the Programme for Protection and Preservation of Cultural Property in 2020. The total amount of funds allocated to this Programme was EUR 1,142,114.50. It included 87 projects, 28 out of which in the area of popularization and presentation of cultural heritage, with an average amount per project of about EUR 8,000.00.

According to Article 32 of the Law on Non-Governmental Organisations, the Commission within the Ministry of Culture announces an annual and **Public competition for funding projects/programmes by non-governmental organizations in the fields of arts and culture**. The competition, depending on strategic goals, also includes the funding of NGO projects in the field of cultural heritage, together with presentation and popularization of cultural heritage.

In accordance with the Law on Tourism and Hospitality, the Government of Montenegro adopts, at the proposal of the Ministry of Sustainable Development and Tourism, an annual **Programme of incentive measures in the field of tourism** in order to ensure high quality of tourism in accordance with strategic documents. The programme includes six measures of support, including the Development of innovative tourism products that enrich the tourist offer. Some of possible activities identified within this measure are opening of new thematic or educational trails (archaeological, cultural, religious, etc.) or activation of unused tourism resources. Incentive measures funding is obtained through a public call launched by the Ministry of Sustainable Development and Tourism and the National Tourism Organisation of Montenegro.

In addition, Montenegrin regulation establishes **other sources** of financing and co-financing of programmes and projects which are important for increasing public interest in the cultural heritage of Montenegro, for example: funds from municipal budgets, dedicated sources of revenue for culture, sponsorships, donations, own income of entities dealing with culture and other sources in accordance with law.

At the **local level**, strategies for financing cultural heritage protection differ from municipality to municipality. We will take the Municipality of Kotor as an example. The Municipality of Kotor, like most other municipalities in Montenegro, launches an **annual Public competition for allocating budget funding to non-governmental organisations active on the territory of the municipality**. Priority areas for funding are defined every year and usually include, at least in Kotor Municipality, protection and presentation of cultural heritage. What is characteristic of the Municipality of Kotor is that its territory includes the Natural and Culturo-Historical Region of Kotor featured on the UNESCO World

Heritage List. In accordance with the Law on Protection of the Natural and Culturo-Historical Region of Kotor, the Municipal Assembly of Kotor prescribes an obligation to all legal and physical entities to pay a fee for the economic use of cultural properties within the protected region. The collected fees are used in accordance with the **Programme of Protection and Preservation of Kotor Region**, adopted by the Kotor Municipal Assembly at the proposal of the Secretariat for the Protection of Natural and Cultural Heritage. The programme, which is discussed at a public hearing, can contain different types of projects aimed at protection and preservation of certain segments of cultural heritage.

The **international financial support** for cultural heritage in Montenegro is present, through the aid from a number of foreign governments (including Germany, USA, etc.), as well as international organisations like the UNDP, UNESCO, the World Bank, European Commission, etc.

The **Instrument of Pre-accession Assistance (IPA)** is designed to provide financial, technical, and expert assistance to **EU** candidate countries and potential candidate countries. Montenegro has been using the IPA funds since 2007. Under the IPA II 2014-2020: Cross-Border Cooperation Programmes there were four CBC Programmes: Montenegro-Albania, Montenegro-Kosovo, Bosnia and Herzegovina-Montenegro and Serbia-Montenegro. When it comes to IPA CBC Programmes as sources of external funding, over the last years, there has been an increasing number of projects dealing with cultural heritage, as well as several projects dealing with cultural routes, using that funding, described in Chapter 5.2, Activities related to Cultural Routes in general.



Saint George Island (Perast) in Kotor Bay

Field mission report and analysis

During the development of Country Mapping report for Montenegro a field mission was carried out in period October-December 2020. The aim of the field mission was to identify and contact the key stakeholders/actors, the ones that had already had experience with the Cultural Routes of the Council of Europe or cultural routes in general, and potential ones, in order to:

- ▶ Find out if they are informed about Cultural Routes of the Council of Europe;
- ▶ Obtain information about the already implemented activities related to cultural routes;
- ▶ Find out if they believe Montenegro has potential to develop cultural routes and whether the involvement in Cultural Routes of the Council of Europe programme can be useful for Montenegrin tourism, and if so, in what ways;
- ▶ Find out how they see further development of cultural routes in Montenegro and in what ways they could be involved in them;
- ▶ Find out if there are any challenges or problems related to this topic, and obtain some concrete proposals and suggestions.

Activities implemented during the field mission

had the final aim to check out and verify with the key stakeholders potentials for extension of existing Cultural Routes of the Council of Europe, and identify emerging themes for new cultural routes.

Due to the pandemic of coronavirus disease (COVID-19) that began in March 2020 the field mission was carried out under specific conditions, respecting the measures defined by the Government of Montenegro. Therefore, just few meetings were organised in a classic way, and the most of them were established through online meetings, e-mail correspondence and telephone correspondence.

During the field mission different key stakeholders from national and local level, including also regional/ European level were contacted. Contacts were established with:

- Contact for Cultural Routes of the Council of Europe
- Current Cultural Routes of the Council of Europe members/ potential members in Montenegro
- Associations managing certified Cultural Routes of the Council of Europe
- Governmental bodies, institutions/ organisations, universities

- Local Tourist Organizations
- Non-governmental organisations, associations
- Business
- Organisations at regional/ international level

A Complete List and contacts of key stakeholders contacted during the field mission is in the Annex (13.2.).

Some of the key issues identified during the field mission include:

- ▶ It turned out that, except for the institutions and organisations involved in some way in the activities related to Cultural Routes, many local stakeholders, like tourism organisations or private actors do not have information about Cultural Routes of the Council of Europe programme.
- ▶ Even those actors that have basic information about Cultural Routes of the Council of Europe are not clear about the benefits of joining the routes or the ways in which they can join them.
- ▶ Almost all stakeholders agree that the presentation of Cultural Routes of Council of Europe and individual cultural routes should be organised, and that it would be useful to hear about good practice examples (e.g. how routes function in other countries).
- ▶ Almost all stakeholders believe that Montenegro has multilayered potentials for developing cultural routes, both at national and local level, as well as for joining the Cultural Routes of Council of Europe
- ▶ In general, all stakeholders express great interest in cultural routes and in joining the Cultural Routes of Council of Europe programme, which, they believe, could contribute to developing tourism, promoting cultural heritage and assist in community development
- ▶ A large number of stakeholders have expectations that some other actor should initiate or coordinate activities at the national level (e.g. contact institutions in the country or Ministries).
- ▶ Tourism organisations, both local and national,

see their role primarily in promoting cultural routes.

- ▶ Bearing in mind limited capacity at almost all levels in Montenegro (e.g. a small number of good organisations dealing with certain topics, a small number of competent professionals), it would be extremely important to find, for each route, an actor that would be ready and have interest in coordinating activities in Montenegro.
- ▶ In the first phase, technical and financial support in joining the routes or creating the new ones would be welcome (e.g. a consultant who could help with the creation of new routes). An opportunity to obtain financial support for developing cultural routes are EU projects, especially cross-border ones, although special attention should be devoted to sustainability of routes.
- ▶ Tourism operators, both at regional and European level, should be included in the activities related to cultural routes. It would also be very important to connect the public and private sectors.
- ▶ In order to include as many actors as possible, clear and inspiring information about the route should be provided, which would include service providers along the route.
- ▶ According to the Programme of Development of Cultural Tourism in Montenegro with an Action Plan 2019 – 2021, a Working group for cultural tourism development has been established, composed of a members from:the Ministry of Sustainable Development and Tourism(currently Ministry of Economic Development), the Ministry of Culture(currently Ministry of Education, Science, Culture and Sports), the National Tourism Organisation and three members responsible for coastal, central and northern regions. This Working group is a good platform for further activities related to cultural routes in Montenegro.

The Annex contains detailed description of the key issues identified by stakeholders (13.3.).



Karuć Bay on Lake Skadar

Recommendations

Recommendations for further development of Cultural Routes of the Council of Europe in Montenegro addressed to you the key actors are the following:

EPA Secretariat and the European Cultural Routes Institute

- ▶ In the coming period Montenegro needs help in intensifying activities related to developing the Cultural Routes of Council of Europe.
- ▶ In the coming period, in cooperation with representatives of the EPA member State, a wider presentation of the Cultural Routes of Council of Europe programme should be organised in Montenegro, separately for one or several individual routes.
- ▶ Assistance of an expert/ consultant with experience in cultural routes would be useful in connection with the coming processes in Montenegro, especially when it comes to attracting members, creating and maintaining cultural routes.
- ▶ Possibility for enabling participation of Montenegrin stakeholders in the *Training for candidate routes applying for the Cultural Routes of the Council of Europe certification* should be considered.

◀ Ostrog Monastery

Representatives of Cultural Routes of Council of Europe that Montenegro has potential to join

- ▶ To consider conclusions and recommendations contained in this report related to their Cultural Route.
- ▶ To plan, in the coming period, in cooperation with the EPA member State, presentation of the Cultural Route in Montenegro, accompanied by a meeting and workshop with potential members.

EPA representative for Montenegro - Ministry of Education, Science, Culture and Sports of Montenegro and other institutions

- ▶ Activities related to Cultural Routes of the Council of Europe should be intensified.
- ▶ A person should be appointed to actively deal with cultural routes, within the Ministry of Education, Science, Culture and Sports of Montenegro or some other institution, to act as a contact person between the members in Montenegro, the EPA Secretariat and the European Cultural Routes Institute.
- ▶ Cooperation between the ministries responsible for culture and tourism should be initiated in relation to further development of cultural

routes (currently Ministry of Education, Science, Culture and Sports and Ministry of Economic Development).

- ▶ According to the Programme of Development of Cultural Tourism in Montenegro with an Action Plan 2019 – 2021, a Working group for cultural tourism development has been established, composed of a members from: the Ministry of Sustainable Development and Tourism (currently Ministry of Economic Development), the Ministry of Culture (currently Ministry of Education, Science, Culture and Sports), the National Tourism Organisation and three members responsible for coastal, central and northern regions. This Working group is a good platform for further activities related to cultural routes in Montenegro.
- ▶ A database should be created and regularly updated of all the stakeholders related to Cultural Routes at the national level, starting from those already consulted in the process of preparation of this report, together with identification of other key stakeholders. Private sector and the media should also be included.
- ▶ The Country Mapping report for Montenegro should be distributed/ presented to both all the stakeholders already consulted during the process of its preparation, and other key stakeholders, as well as be made available to the public.
- ▶ In the coming period, in cooperation with the EPA Secretariat and the European Cultural Routes Institute, a wider presentation of the Cultural Routes of Council of Europe programme should be organised in Montenegro. Organising of separate events for one or several individual routes would be desirable. The events should be attended by representatives of the Cultural Route's manager, while inviting all the key stakeholders from Montenegro that have been recognised as possible members for a certain route to participate. The presentation should be intended as an initial meeting to undertake activities related to the route. A part of presentation could be a workshop with all the key actors, in order to jointly consider the potentials, directions of activity, further steps, and identify possible members and potential coordinators of the route at the national level.
- ▶ These processes should be used for possible for-

ming of networks/routes with a coordinator at the national level who would maintain cooperation with the routes at the European level.

- ▶ Through all these processes the possibility for connecting different Cultural Routes should be considered.
- ▶ It would be a good idea to translate the key documents and information on Cultural Routes of the Council of Europe in Montenegrin language and make them available to possible members, as well as to a wider public on the Internet (creating a separate web page on the website of the Ministry), in informative brochures, etc.
- ▶ Possibility for supporting Montenegrin members in paying membership fees for Cultural Routes should be considered, because they are quite high for Montenegrin standard of living.
- ▶ The existing programmes supporting cultural heritage and development of tourism at the national level should also treat cultural routes as one of priority areas.
- ▶ Initiatives for creating new Cultural Routes should be supported. It would be desirable to organise meetings for potential new cultural routes (it can be done online, as well), with the participation of identified stakeholders and representatives of the EPA Secretariat or the European Cultural Routes Institute, in order to jointly consider possibilities for initiating the process of application for the route.
- ▶ A model should be found for ensuring sustainability of the already conducted and current activities that are important for cultural routes.
- ▶ It is necessary to continuously follow processes related to cultural routes, to monitor the realisation of activities and regularly follow the process of certification of new Cultural Routes of Council of Europe, and analyse, in cooperation with relevant experts and institutions, potentials for joining new routes.
- ▶ Possibilities for joining some Cultural Routes should be considered.

Local governments and other institutions, including tourist organisations

- ▶ Contact with representatives of the EPA member State (Ministry) related to this programme should be established.
- ▶ Local stakeholders should be encouraged and supported in joining cultural routes.
- ▶ The programmes funding cultural heritage and development of tourism at the local level should also treat cultural routes as one of priority areas.
- ▶ Possibilities of EU funding of the activities related to cultural routes should be considered, especially the Cross- Border Cooperation programmes.

Current members of the Cultural Routes of Council of Europe in Montenegro and future potential members

- ▶ Conclusions and proposals contained in this report should be considered as they provide an overview of situation and possible further steps.
- ▶ The EPA member State representative (in the Ministry) should be regularly informed about new activities related to cultural routes.
- ▶ Possibilities for financing activities related to cultural routes (national and local, as well as EU funds, especially the Cross-Border Cooperation programme) should be considered.

Universities

- ▶ The University of Montenegro and the University of Donja Gorica, on the basis of a signed letter of intent, should continue activities in order to become official members of the University Network for Cultural Routes Studies.
- ▶ Using the internship opportunities through the University Network for Cultural Routes Studies for students from Montenegro.
- ▶ Encouraging the research in the field of cultural tourism and cultural routes related issues at Universities.
- ▶ Encouraging more active involvement of Universities in Cultural Routes in which they are already members. Possibilities for joining specific Cultural Routes should be considered.

- ▶ Encouraging collaboration with other stakeholders at national level regarding the cultural routes issues.
- ▶ Considering possibilities for joint application for the European Grants with the European Institute of Cultural Routes (EICR) and other stakeholders.

SOME GENERAL RECOMMENDATIONS

- ▶ Activation of cultural routes should be primarily considered as an opportunity to support the local community, revitalize certain areas, improve the quality of offer at sites, an opportunity for networking, etc.
- ▶ When including cultural heritage sites in cultural routes a care should be taken to treat intangible heritage alongside tangible heritage.
- ▶ All the activities should be realised in close cooperation with experts in the field of cultural heritage and tourism. Although storytelling is quite important for promoting a certain site, the used facts should be true and scientifically confirmed, preventing thus the risk of invented information use and wrong interpretation.
- ▶ A more intense use of digital context is an opportunity for promoting cultural routes.
- ▶ It would be very useful to collect in one place and make publicly available the results of successful activities realised so far, because they are often unavailable (e.g. information found on the websites of finished projects, distributed maps or brochures containing valuable information could be published in pdf format on the website).
- ▶ The focus should be on networking different stakeholders at the national level, while using experiences from other countries (e.g. Slovenian experience in Iter Vitis Route). The networking of stakeholders is crucial for the successful and sustainable functioning of routes. Especially encouraged should be the networking and partnerships between the public and private sectors.



Saint John's Fortress in Kotor

Conclusions

Based on analysis carried out when preparing the Country Mapping report for Montenegro, including consultations with all the stakeholders during the field mission, the following can be concluded:

- ▶ Cultural Routes of the Council of Europe are not sufficiently developed in Montenegro, given that Montenegro is an official member of only one route, out of 40 certified routes, while certain initiatives and activities have been undertaken in relation to four more certified routes.
- ▶ Taking into account the diversity, value and presence of cultural heritage in Montenegro, the country has substantial potential to join a larger number of Cultural Routes of Council of Europe, at least 13 of them, while for joining additional four routes possibilities should be examined.
- ▶ In Montenegro there are also potentials for join-

ning some of the emerging initiatives for Cultural Routes of the Council of Europe, and in addition to that three themes have been identified that could have potential for new cultural routes.

- ▶ Since Montenegro became a Member State of the EPA certain activities and initiatives related to Cultural Routes of Council of Europe were conducted by Ministries, Universities and Cultural Routes members. Despite the lack of important activities related to Cultural Routes of Council of Europe recently, a large number of activities, projects and initiatives has been identified in Montenegro related to cultural routes in general, conducted both by state and local institutions, as well as non-governmental organisations.
- ▶ It turned out that, except for the institutions and organisations involved in some way in the activities related to Cultural Routes, many local

stakeholders, like tourism organisations, non-governmental organisations or private actors do not have information about Cultural Routes of the Council of Europe programme.

- ▶ The consultations carried out during the field mission showed that almost all stakeholders believe that Montenegro has multilayered potentials for developing cultural routes, both at national and local level, as well as for joining the Cultural Routes of Council of Europe. In general, all stakeholders express great interest in cultural routes and in joining the Cultural Routes of Council of Europe programme, which, they believe, could contribute to developing tourism, promoting cultural heritage and assist in community development.
- ▶ All the above stated indicates great potential for further development of Cultural Routes of the Council of Europe in Montenegro.

Some of the key conclusions and proposals related to next steps for further development of Cultural Routes in Montenegro include:

- ▶ In the coming period activities related to Cultural Routes of the Council of Europe in Montenegro should be intensified.
- ▶ A person should be appointed to actively deal with cultural routes, within the Ministry of Education, Science, Culture and Sports of Montenegro or some other institution, to act as a contact person between the members in Montenegro, the EPA Secretariat and the European Cultural Routes Institute. Cooperation between the ministries responsible for culture and tourism should be initiated in relation to further development of cultural routes (currently Ministry of Education, Science, Culture and Sports and Ministry of Economic Development). According to the Programme of Development of Cultural Tourism in Montenegro with an Action Plan 2019 – 2021, a Working group for cultural tourism development has been established. This Working group is a good platform for further activities related to cultural routes in Montenegro.
- ▶ In the coming period, in cooperation with the EPA Secretariat and the European Cultural Routes Institute, a wider presentation of the Cultural Routes of Council of Europe pro-

gramme with good practice examples should be organised in Montenegro, separately for one or several individual routes.

- ▶ A database should be created and regularly updated of all the stakeholders related to Cultural Routes at the national level.
- ▶ Local stakeholders should be encouraged and supported in joining cultural routes.
- ▶ In order to include as many actors as possible, clear and inspiring information about the route should be provided, which would include service providers along the route.
- ▶ Tourism organisations, both local and national, can be involved in promoting cultural routes. Tourism operators, both at regional and European level, should be included in the activities related to cultural routes. It would also be very important to connect the public and private sectors.
- ▶ In the first phase, technical and financial support in joining the routes or creating the new ones would be welcome. An opportunity to obtain financial support for developing cultural routes are EU projects, especially cross-border ones, although special attention should be devoted to sustainability of routes.
- ▶ Encouraging more active involvement of the Universities in the the University Network for Cultural Routes Studies, and scientific projects related to cultural routes issues.

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- Fostering regional development through Cultural Routes - Routes4U Project - <https://pjp-eu.coe.int/en/web/cultural-routes-and-regional-development/home>
- Roman Emperors and Danube Wine Route – Illyricum Trail - <https://romanemperorsroute.org>
- Iter Vitis Route - www.itervitis.eu
- The Association of Significant Cemeteries in Europe (ASCE) - <http://www.significantcemeteries.org>
- European Route of Industrial Heritage - www.erih.net

International/European heritage labels

- World Heritage Sites in Montenegro - <http://whc.unesco.org/en/statesparties/me>
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Institutions/organisations

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- Ministry of Economic Development - <https://mek.gov.me/ministarstvo>, the former Ministry of Sustainable Development and Tourism - <https://mrt.gov.me/ministarstvo>

- National Tourism Organisation of Montenegro - <https://www.montenegro.travel/en>
- University of Montenegro - <https://www.ucg.ac.me>
- University of Donja Gorica (UDG) - www.udg.edu.me/en
- University of Montenegro, Historical Institute - <https://www.ucg.ac.me/ii>
- United Nations Development Programm (UNDP) - <http://www.me.undp.org>
- "13.Jul – Plantaže"- <https://www.plantaze.com>
- Tourism Organisation of Kotor - <http://kotor.travel>
- Tourism Organisation of Podgorica - <http://www.podgorica.travel>
- The Olive Growers Association Bar - www.maslinaribar.org
- The Olive Growers Association "Boka" - Boka Kotorska - <http://maslinaboka.org>
- Winery Garnet - <https://www.winerygarnet.com>
- Centre for Sustainable Tourism Initiatives - www.cstimontenegro.org
- Regional Development Agency for Bjelasica, Komovi and Prokletije - <http://www.bjelasica-komovi.me>
- EXPEDITIO Center for Sustainable Spatial Development - www.expeditio.org

Projects/initiatives

- Panoramic roads around Montenegro - <https://www.montenegro.travel/en/info/panoramic-roads-around-Montenegro>
- Valorization of Montenegrin pasture settlements through the sustainable development of agriculture and Tourism – KATUN - <https://www.herice.me/en/grant-katun/grant-katun>
- Katun Roads - www.katunroads.me
- Thematic Routes of Medieval Herceg Lands – Theme MEDIEVAL - <http://medieval.ethnogastro-balkan.net>
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- WiNE - Wine Tourist Network - <https://www.eu.me/en/press/press-releases/press-ipa/item/780-completed-implementation-of-the-wine-tourist-network-wine-project>
- Wines of Montenegro - <https://winesofmontenegro.me>
- Ulcinj salina - <https://www.ulcinjsalina.me/en>
- Tivat salina - https://www.facebook.com/Tivatska-solilaTivat-salina-1743401355881253/?ref=page_internal

Regional level

- Regional Cooperation Council (RCC) - <https://www.rcc.int/tourism>
- Via Dinarica - <https://www.viadinarica.com/index.php/en>
- Austrian Society for Fortification Research (OeGF) - <http://www.kuk-fortification.net>
- Danube Competence Center - <http://danubecc.org>

Annexes

Certified Cultural Routes of the Council of Europe

1. Santiago de Compostela Pilgrim Routes, 1987
2. The Hansa, 1991
3. Viking Route, 1993
4. Via Francigena, 1994
5. Routes of El legado andalusí, 1997
6. Phoenicians' Route, 2003
7. Iron Route in the Pyrenees, 2003
8. European Mozart Ways, 2004
9. European Route of Jewish Heritage, 2004
10. Saint Martin of Tours Route, 2005
11. Cluniac Sites in Europe, 2005
12. Routes of the Olive Tree, 2005
13. VIA REGIA, 2005
14. TRANSROMANICA - The Romanesque Routes of European Heritage, 2007
15. Iter Vitis Route, 2009
16. European Route of Cistercian Abbeys, 2010
17. European Cemeteries Route, 2010
18. Prehistoric Rock Art Trails, 2010
19. European Route of Historic Thermal Towns, 2010
20. Route of Saint Olav Ways, 2010
21. European Route of Ceramics, 2012
22. European Route of Megalithic Culture, 2013
23. Huguenot and Waldensian Trail, 2013
24. ATRIUM - Architecture of Totalitarian Regimes of the 20th century In Europe's Urban Memory, 2014
25. Réseau Art Nouveau Network, 2014
26. Via Habsburg, 2014
27. Roman Emperors and Danube Wine Route, 2015
28. European Routes of Emperor Charles V, 2015
29. Destination Napoleon, 2015
30. In the Footsteps of Robert Louis Stevenson, 2015
31. Fortified Towns of the Grande Region, 2016
32. Impressionisms Routes, 2018
33. Via Charlemagne, 2018
34. European Route of Industrial Heritage, 2019
35. Iron Curtain Trail, 2019
36. Le Corbusier Destinations: Architectural Promenades, 2019
37. Liberation Route Europe, 2019
38. Routes of Reformation, 2019
39. European Route of Historic Gardens, 2020
40. Via Romea Germanica, 2020

List and contacts of key stakeholders contacted during the field mission

Institution/organisation	Contact person	Contact information
Contact for Cultural Routes of the Council of Europe		
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University of Donja Gorica UDG, Faculty of Culture and Tourism	Dr. Filip Ivanović, Assistant Professor	Oktoih 1, 81000 Podgorica +382 (0)20 410 777 filip.ivanovic2@udg.edu.me
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Tourism Organisation of Kotor	Dragana Samardžić, Promotion Manager Ivana Krivokapić, Promotion and Project Management Director	Stari grad 315, 85330 Kotor + 382 32 325 947 tokotor@t-com.me ivana.krivokapic@tokotor.me www.kotor.travel
Associations managing certified Cultural Routes of the Council of Europe		
Danube Competence Center, Roman Emperors and Danube Wine Route	Danko Čosić, Director of Programmes	Čika-Ljubina 8, 11000 Belgrade, Serbia +381 11 6557 114, +381 63 26 67 32 danko.cosic@danubecc.org www.danubecc.org
Federazione Internazionale "Iter Vitis", Iter Vitis Route	Emanuela Panke, President	Sambuca Di Sicilia (AG), Italy +972539905339 info@itervitis.eu www.itervitis.eu
Governmental bodies, institutions/organisations, universities		
Ministry of Economic Development of Montenegro / the former Ministry of Sustainable Development and Tourism of Montenegro	Anka Kujović and Tamara Đukić, Advisors	Rimski trg 46, 81000 Podgorica, Crna Gora +382 20 446 352 anka.kujovic@mrt.gov.me tamara.djukic@mrt.gov.me www.mrt.gov.me
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University of Montenegro Faculty of Architecture, Podgorica	PhD Slavica Stamatovic Vuckovic, Architect, Associate Professor, Vice-dean for International Cooperation	Bul. Džordža Vašingtona bb, 81000 Podgorica + 382 69 07 62 64 slavicasv@ac.me slavicas@t-com.me www.ucg.ac.me/af
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Local Tourist Organizations		
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Tourism Organisation of Kolašin	Ivana Bulatović	Mirka Vešovića bb, 81210 Kolašin + 382 (0)20/864-254 tokolasin@t-com.me info@kolasin.travel www.kolasin.me
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Tourism Organisation of Budva	Aleksandar Armenko, Director	Meditranska 8/6, Budva +382 (0)33 402 814 info@budva.travel www.budva.travel
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PRATTO Consulting d.o.o.	Kirsi Hyvaerinen, Managing Director, Partner of ITB Advisory	Biokovine bb, Pošćenje, 81450 Šavnik +382 67 288 776 k.hyvaerinen@pratto.eu.com www.pratto.eu.com

Non-governmental organisations, associations and individuals		
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EXPEDITIO Center for Sustainable Spatial Development	Tatjana Rajić, Biljana Gligorić, Aleksandra Kapetanović, Founders	Rakite IV Lamela I, Škaljari 85330 Kotor +382 69 454 982 office@expeditio.org www.expeditio.org
Cultural Heritage Association NAPREDAK Gornja Lastva	Marija Nikolić, Architect	Dom kulture "Ilija Markovic", Gornja Lastva, 85322 Donja Lastva, Tivat +382 67 457 469 gornja_lastva@t-com.me www.gornjalastva.org
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Organisations at regional/international level		
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United Nations Development Programm (UNDP)	Slađana Lazarević, MSc.Arch, Programme Manager for Urban Development and Infrastructure	UN Eco House, B. Stanka Dragojevića bb, Podgorica, Montenegro +382 20 67 56 62, +382 67 66 13 86 sladjana.lazarevic@undp.org www.me.undp.org
Austrian Society for Fortification Research (OeGF)	Volker Pachauer, Dipl.-Ing.	Lazarettgasse 6/2A/5, 1090 Wien, Austria pachauer_volker@hotmail.com vp@kuk-fortification.net www.kuk-fortification.net

Notes from the field mission –the key issues recognised by different stakeholders

Organisation/institution, town	Ministry of Education, Science, Culture and Sports of Montenegro / the former Ministry of Culture of Montenegro, Cetinje
Contact person, position	Aleksandar Dajković, Former Director of Directorate for Cultural Heritage in Ministry of Culture of Montenegro
Type of communication	E-mail correspondence
Key issues	<p>In 2011 Montenegro became a Member State of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA). The EPA Representative for Montenegro has been the Ministry of Culture of Montenegro, recently transformed into the Ministry of Education, Science, Culture and Sports of Montenegro. Information about activities of the Ministry of Culture related to the Cultural Routes are described in the chapters 2.3. and 5.1.</p> <p>Further activities should be proposed in order to motivate local communities, universities, NGOs, institutions, companies, etc. and join certain cultural routes. The state should not be an official member of cultural routes, but it can financially support the participation of Montenegrin representatives in them and provide logistic support, etc.</p> <p>An increased effort should be invested in order to undertake the following activities in a short/medium term:</p> <ul style="list-style-type: none"> • Appointing a person to deal, on behalf of the state, with Cultural Routes of the Council of Europe, and allocating certain budget. • The appointed person should be acquainted with all the initiatives and projects of the Institute for Cultural Routes of the Council of Europe, and focus on attracting available funding for developing cultural routes in Montenegro; Contacts with representatives of cultural routes should be renewed/established. • The appointed person should create a preliminary list of potential partners at national level for certain cultural routes and organise presentation of the programme. He/she should target local governments, universities, institutions, associations, companies, NGOs... in order to establish contacts with Cultural Routes of the Council of Europe. To that aim, workshops, round table discussions, thematic visits, exchanges of experience should be organised, clearly presenting the advantages of joining Cultural Routes of the Council of Europe. A database of email addresses should be created in order to periodically distribute the necessary material. A care should be taking to make the participants feel part of the process. The public and relevant state bodies should be informed about all the activities. • Considering/proposing/supporting a regional idea for a new cultural route developed in accordance with the Council of Europe propositions. • Encouraging scientific projects by universities/institutes/NGOs related to these topics. • Creating conditions for schoolchildren/students/employees to become part, in accordance with previously defined conditions, of one of cultural routes, by giving them a chance to directly experience the destination. All the activities must receive media coverage.

Organisation/institution, town	University of Donja Gorica UDG, Faculty of Culture and Tourism, Podgorica
Contact person, position	Dr. Filip Ivanović, Assistant Professor
Type of communication	E-mail correspondence
Key issues	<p>The University of Donja Gorica has been an Individual member of the Iter Vitis Route since 2014. During the official visit of delegates of the Iter Vitis Route to Montenegro, an annual General Assembly of the Iter Vitis Route was held on December 14, 2014, at the UDG. On that occasion, the UDG signed an agreement on joining the Route. The UDG participated in a large research project focused on mapping the genome of 'vranac' grapevine, which can be regarded as a contribution to the route and joint projects.</p> <p>The UDG became an associated member of the Routes of the Olive Tree in September 2020. At the UDG they see the membership of this route as an additional opportunity for the networking of culture, science, tourism and economy.</p> <p>During the presentation of the Cultural Routes of the Council of Europe programme, in March 2018, Rector of the UDG signed a letter of intent expressing an interest in joining the University Network for Cultural Routes Studies, with the aim of promoting and encouraging the research in the field of cultural tourism. The UDG is interested in becoming a member of the University Network for Cultural Routes Studies, believing this membership can be useful in the domain of research, utilisation of results and good practices in teaching, as well as cooperation between the university teams and incubators. The University held talks with the European Institute of Cultural Routes and they are planning to hold a working meeting at the end of January 2021.</p> <p>During the summer of 2020, the UDG became part of the consortium for establishing the Cyril and Methodius Route. This initiative was started in the Czech Republic by the European Cultural Route of Saints Cyril and Methodius (ECRCM). Application for the Cultural Routes of the Council of Europe has been prepared and now the phase of evaluation for obtaining a certificate is under way.</p> <p>Membership in cultural routes can be useful for the UDG primarily in the domain of analysis of good practices, exchange and gaining of experience between students, expanding an entrepreneurial context of existence and operation of cultural routes. In addition, experiences of operation of cultural routes can be directly applied in teaching within model equation.</p> <p>The University can contribute to cultural routes by providing expertise in different fields, creating and encouraging students' start-ups that promote and use the basic elements and potentials of each individual route. In addition, the University's research network is an important factor of contribution to national and/or transnational projects.</p> <p>The University's further involvement in cultural routes can be in the domain of good practices exchange, joint application for the EU and national projects, regional promotion of the route, as well as in serious networking with the entrepreneurial community.</p>

Organisation/institution, town	Tourism Organization of Bar, Bar
Contact person, position	Emil Kukalj, Director
Type of communication	Telephone correspondence
Key Issues	<p>The Tourism Organization of Bar is interested in cooperation and willing to participate in cultural routes initiatives.</p> <p>Current state: Cultural routes have not been sufficiently promoted in Montenegro, but they can be beneficial for tourism sector.</p> <p>Challenges: Involving cultural routes in tourism flows.</p> <p>Proposals: It would be good to have an experienced consultant who could help with creating cultural routes. Additional focus should be placed on storytelling. Tour operators, especially from abroad (from European market) should be involved.</p>

Organisation/institution, town	"13. Jul – Plantaže", Podgorica
Contact person, position	Dijana Milošević, Manager of the Wine Tourism Service Anita Martić, an Expert Collaborator for Wine and Fruit Production in the Development Sector Vladan Đuričković - an officer in the Wine Tourism Service
Type of communication	Meeting
Key issues	<p>The Company "13. Jul – Plantaže" has been connected with the Iter Vitis Route since 2014, and has taken part in some of its activities, although it is not a formal member.</p> <p>In 2014, delegates of the Iter Vitis Route visited Montenegro. On that occasion, on December 13, 2014, in Podgorica, on the premises of the wine cellar Šipčanik belonging to the company "13. Jul – Plantaže", a tour of the facility and a working dinner were organised, during which the company Plantaže received an invitation from the president of Iter Vitis Route to become the route's member.</p> <p>Company "13. Jul – Plantaže" is a positive example of connecting business, science and tourism. Company is licensed to perform scientific research in the field of agriculture, and the Company's Development Department has implemented more than 20 national and international projects, that also aims to contribute to the development of wine tourism.</p> <p>Representatives of the Company "13. Jul – Plantaže" participated in the conference of Iter Vitis Route in Motovun, Croatia in 2019. In addition, at the beginning of 2020, they sent an itinerary for the catalogue on Adriatic and Balkan Iter Vitis countries, in which the Wine route of Montenegro was presented. Representatives of the Company also took part on the online conference "Iter Vitis - competitive and safe: From rural to urban wine tour" that was organized on December 9th 2020 by Croatian network of Iter Vitis Route.</p> <p>At the Company "13. Jul – Plantaže" they believe there is great potential for the activation of a wine cultural route in Montenegro, while it is necessary to identify a coordinator at the national level who would be responsible for stakeholders networking and represent a main contact with managers of the Iter Vitis Route. That would enable better exchange of information between stakeholders, which is currently non-existent. It would be useful if the Iter Vitis Route network organised some concrete activities in Montenegro. In addition, networking within other themes/routes would be useful for the activation of all potentials.</p> <p>Beside the activities in the field of wine tourism, Company is licensed to perform scientific research in the field of agriculture, and that can be significant contribution to the development of wine cultural routes. Activities of the Company related to Iter Vitis Route are described in Chapters 2.4.1. 5.1.2. and 7.1.4.</p>

Organisation/institution, town	DOO "Komunalno Kotor", Kotor
Contact person, position	Nenad Peraš, an officer at the City Cemetery Škaljari
Type of communication	Meeting
Key Issues	<p>DOO "Komunalno Kotor" is managing the City Cemetery Škaljari in Kotor. They prepared the application for the Significant Cemeteries in Europe, and the City Cemetery Škaljari was accepted into the Association of Significant Cemeteries in Europe (ASCE) on July 24, 2020.</p> <p>Although the City Cemetery Škaljari has not yet been formally included in the European Cemeteries Route managed by the ASCE, the plan is to do it in the coming period.</p> <p>At the City Cemetery Škaljari they believe the joining of the route is very important, given the value of the cemetery and all the implemented activities, including those at the Jewish cemetery situated within the City Cemetery Škaljari. However, additional activities need to be conducted at the cemetery in the next few years, before applying to join the European Cemeteries Route.</p>

Organisation/institution, town	Tourism Organization of Kotor, Kotor
Contact person, position	Dragana Samardžić, Promotion Manager Ivana Krivokapić, Promotion and Project Management Director
Type of communication	E-mail correspondence
Key issues	<p>There are projects related to cultural routes that Tourism organisation of Kotor was already involved in:</p> <ul style="list-style-type: none"> Illyricum Trail, a branch of European Cultural Route Roman Emperors and Danube Wine Route, since the archaeological site Risinium in Risan, which is on the trail, is managed by the Tourism organisation of Kotor. The Western Balkans Crossroads of Civilisations, implemented by the Regional Cooperation Council (RCC). The project included a round table discussion and seminar for tourist guides and publishing of an interesting book about sites in this route, including those in Kotor that consist of the old Montenegrin market site, old Montenegrin road, and some other sites. Unfortunately, nothing else has been done towards full activation of the route. FORT NET project implemented by the Centre for Sustainable Tourism Initiatives (CSTI). <p>The TO Kotor is in contact with representatives of the ECCOFORT - European Cooperation Centre of Fortified Heritage from Berlin, in cooperation with whom they plan to organise, during 2021, a conference on Austro-Hungarian fortresses in Boka Kotorska as one of the potential cultural routes.</p> <p>Furthermore, the TO Kotor had talks with the colleagues from Croatia in connection with the Destination Napoleon cultural route.</p> <p>At the TO Kotor they regard it as a good initiative that Montenegro is joining cultural routes. The territory of Kotor Municipality has plenty of potential for cultural routes, including the mentioned ones, and, for example, caravan roads. Joining the Cultural Routes programme would probably contribute to obtaining EU funding for the implementation of mapped projects, and thus to creating new tourism products. The TO Kotor is ready to help, primarily in promoting and participating in some projects. In addition, they believe the Municipality of Kotor should be involved in the activities, including those aimed at raising awareness of architectural heritage through digital marketing, and creating local thematic routes.</p>

Organisation/institution, town	Municipality of Kotor
Contact person, position	Nađa Radulović, Head of Office - International Projects
Type of communication	Telephone correspondence
Key Issues	<p>The Municipality of Kotor is involved in the project REDISCOVER - Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region (described in the chapter 7.1.1). This project in Kotor included concrete activities related to Jewish cemetery, situated within the City Cemetery Škaljari, which was included in the Association of Significant Cemeteries in Europe (ASCE) in 2020. In connection with the Jewish cemetery, architectural researches were carried out, as well as conservation and restoration activities, while, during January 2021, preparations for an exhibition will be taking place and will include creation of a catalogue and placing of an information display board.</p> <p>The Municipality of Kotor is interested in future activities related to cultural routes, given its territory includes numerous and diverse layers of cultural heritage forming the basis for developing a larger number of cultural routes. At the Municipality they believe that certain segments of intangible heritage can be important resource for creating cultural routes. So, for example, the skill of making Dobrota lace, which is protected as an intangible cultural property, might have potential to become part of a regional route, given it represents a variety of Venetian netlike lace called "reticella" that can probably be found in other Mediterranean countries.</p>

Organisation/institution, town	National Tourism Organisation of Montenegro, Podgorica
Contact person, position	Biljana Božović, Manager, International and Branch Office Cooperation
Type of communication	E-mail correspondence
Key Issues	<p>The NTO is involved in several IPA projects that can be connected with cultural routes: BEST MED, FORT NET, Katun Roads (all described in Chapter 5.2.) and Due Mari – a project aimed at identifying cultural and natural sites that will serve for creating international itineraries in Montenegro, Albania and Italy.</p> <p>Joining the Cultural Routes of the Council of Europe programme can be beneficial for tourism in Montenegro, because it increases the visibility of Montenegro as destination that has much to offer. Given all the routes have their hosts, it makes it easier to manage, monitor and communicate promotional or other activities.</p> <p>Essential for further development of Cultural Routes in Montenegro is the involvement of local governments in routes management. Furthermore, conditions should be created so that the private sector can recognise the routes as a business opportunity and provide active offer along the routes. It is of key importance that the Ministry of Culture or Tourism acts as a contact for certified routes for several years.</p> <p>Through IPA projects, in cooperation with the relevant stakeholders, the NTO can contribute to developing cultural routes, but its primary task is promotion.</p> <p>Challenges: In order for the promotion to be productive and cultural routes active a body should be appointed to manage the routes. The NTO can be part of a working group, but the primary responsibility for developing cultural routes lies with local governments, in cooperation with the Ministry of Culture and Ministry of Tourism.</p> <p>Proposals and suggestions: clear criteria for national cultural routes should be define in accordance with the principles of Cultural Routes certified by the Council of Europe. Clear criteria should be developed defining who can manage the route, what the route manager's obligations are; clear indicators should be set in order to monitor sustainability of the route; clear criteria should be set explaining how companies can join the routes. When branding a route care should be taken to harmonize the brand with the NTO's marketing strategy.</p>

Organisation/institution, town	Ministry of Economic Development of Montenegro / the former Ministry of Sustainable Development and Tourism of Montenegro, Podgorica
Contact person, position	Anka Kujović, Tamara Đukić, Advisors
Type of communication	Telephone and e-mail correspondence
Key Issues	<p>At the Ministry of Sustainable Development and Tourism it is recognised that cultural tourism represents a big development chance of Montenegro and countries in the Adriatic-Ionian region. That was one of the conclusions of the round table "Tourism and Culture" organised in Podgorica in April 2019.</p> <p>The Ministry has not had any concrete activities related to cultural routes, but they recognise their importance and agree that tourism products of this kind should be created given they include a great part of cultural heritage recognised as most important.</p> <p>Panoramic roads around Montenegro is a project of Ministry of Tourism and Sustainable Development implemented in collaboration with the National Tourism Organisation of Montenegro in continuity since 2015. The aim of this project is to connect the tourist offer of the south and north of Montenegro, through promoting areas of exceptional tourist potential, sites of natural and cultural significance. In September 2017, the Ministry of Sustainable Development and Tourism joined in marking the European Heritage Day as well as the 30th anniversary of the founding of the Cultural Routes of the Council of Europe programme. The Ministry organised a tour along the panoramic route "The Circuit around Korita". The Circuit around Korita is the first fully signposted panoramic road of Montenegro.</p> <p>Furthermore, in accordance with the Programme of Development of Cultural Tourism in Montenegro, with an Action Plan 2019 – 2021, a Working group for cultural tourism development was formed, which recognised the importance of cultural routes and can be an important actor in their further development.</p>

Organisation/institution, town	University of Montenegro, Podgorica
Contact person, position	PhD Slavica Stamatovic Vuckovic, Associate Professor, Vice-dean for International Cooperation, Faculty of Architecture PhD Sanja Peković, Vice-rector, Associate professor at Faculty of Tourism and Hospitality
Type of communication	E-mail and telephone correspondence
Key Issues	<p>During the presentation of the Cultural Routes of the Council of Europe programme, in March 2018, Rector of the University of Montenegro signed a letter of intent expressing an interest in joining the University Network for Cultural Routes Studies, with the aim of promoting and encouraging the research in the field of cultural tourism.</p> <p>The University of Montenegro considers this initiative to be very important both for the University itself and Montenegro.</p> <p>In the coming period, a meeting of the University's departments is foreseen, including:</p> <ul style="list-style-type: none"> • Faculty of Tourism and Hotel Management, • Faculty of Architecture, • Historical Institute, • Faculty of Philosophy and • Faculty of Fine Arts (which will have accredited the programme of Conservation and Restoration the next year) <p>in order to discuss possible further activities in this field.</p>

Organisation/institution, town	Tourism Organization of Kolašin, Kolašin
Contact person, position	Ivana Bulatović
Type of communication	E-mail correspondence
Key Issues	<p>The Tourism Organization of Kolašin actively promotes all tourism potentials of the Municipality, including cultural and historical monuments, quite numerous among which are WWII monuments.</p> <p>Participation in the cultural routes programme can certainly contribute to valorisation of cultural heritage in municipality, given that the potential of cultural heritage has not been sufficiently used in the tourist offer.</p> <p>In Tourism organization they believe that technological possibilities are insufficiently used in order to promote culture, and the towns are not sufficiently promoted as cultural tourism destinations, placing attention to other tourist potentials. Cultural heritage, unfortunately, is not accompanied by adequate services, which is something that attention needs to be paid to.</p>

Organisation/institution, town	Tourism Organization of Herceg Novi, Herceg Novi
Contact person, position	Dalibor Vuković
Type of communication	E-mail and telephone correspondence
Key Issues	<p>At the Tourism Organization of Herceg Novi they believe that Herceg Novi and Montenegro in general have valid elements for joining certain cultural routes. As for Herceg Novi, potentials for joining the Fortification Architecture Route, Routes of the Olive Tree, and Via Habsburg have been identified. Different organisations and individuals that can be significant actors in that process realised important activities in that field at the local level. These include activities of Radojica Pavićević, author of a book on Austro-Hungarian fortresses in Boka Kotorska, and those implemented by the Agency for the Development and Protection of Orjena focused on promoting different segments of cultural heritage.</p> <p>The TO Herceg Novi is interested in cooperation related to Cultural Routes.</p>

Organisation/institution, town	Tourism Organization of Cetinje, Cetinje
Contact person, position	Marko Vujanović
Type of communication	E-mail correspondence
Key Issues	<p>In the previous period, the Tourism Organization of Cetinje carried out the project "Thematic Trails" (funded by the GIZ) which encompassed all important cultural and historical attractions in the town and included placing of info tables with pictograms and bilingual description, as well as creating a unique map. They also conducted projects "Wine Roads", "Honey Roads and Stories", "Dried Ham Roads", also funded by GIZ. The projects entailed logistic and financial support to registered producers of wine, dried ham and honey products. All of these were featured in a joint catalogue; bilingual flyers and maps were produced; road signposts pointing to their estates were placed.</p> <p>The TO Cetinje was involved in the project "WiNE- Wine Tourist Network", within the framework of which thematic wine routes were formed and 27 wineries were marked with signposts, as well as four info tables (described in Chapter 5.2.3.).</p> <p>At the TO Cetinje they believe the joining of Cultural Routes of the Council of Europe programme can be useful for tourism development in Montenegro. Especially the towns like Cetinje that contain high percentage of cultural heritage have great potential.</p> <p>The TO Cetinje can be involved and contribute by providing logistic support in defining a cultural route on the territory of Cetinje, supporting experts in the field of culture and history, and later on in promoting tourism products through digital channels of communication, while in some foreseeable perspective, it can contribute in a direct way, by participating in tourism fairs, presentations, etc.</p> <p>At the TO Cetinje they believe an interesting thematic cultural route including coastal area with its old towns and Cetinje could be created.</p>

Organisation/institution, town	Tourism Organization of Gusinje, Gusinje
Contact person, position	Irfan Radončić, Director
Type of communication	E-mail correspondence
Key Issues	The Tourism Organization of Gusinje is interested in cooperation and they would like to learn more about Cultural routes of Council of Europe.

Organisation/institution, town	Tourism Organization of Budva, Budva
Contact person, position	Aleksandar Armenko, Director
Type of communication	Telephone and e-mail correspondence
Key Issues	Although the Tourism Organization of Budva has not had any activities related to cultural routes, they believe that joining the programme can contribute to developing tourism in Montenegro. The TO Budva is ready to take part in promotion and production of promotional material. Some of the themes recognised as possible routes are: Old Town of Budva, monasteries of Budva, and Austro-Hungarian roads and fortresses. Furthermore, the Public Institution Museums and Galleries of Budva should be included in further activities related to cultural routes in the area of Budva.

Organisation/institution, town	Winery Garnet, Godinje
Contact person, position	Miodrag Leković, Owner
Type of communication	E-mail and telephone correspondence
Key Issues	The Winery Garnet has not been informed about Cultural Routes of the Council of Europe programme. Considering activities they deal with, and those they already implemented in the field of tourism, they are very interested in joining the Iter Vitis Route. They believe it would be useful to organise presentation of the programme and gather, i.e. involve all stakeholders important for this theme, both big companies and local producers, who first started with winemaking in Montenegro. Furthermore, in order for activities to start it is necessary to have the support from the state, while for their further functioning it is important to find people, i.e. organizations ready to coordinate the activities.

Organisation/institution, town	Organic Olive Farm Moric, Tići, Luštica
Contact person, position	PhD Ilija Moric, Owner
Type of communication	E-mail and telephone correspondence
Key Issues	At the Organic Olive Farm Moric they have heard about initiatives in Montenegro related to Cultural Routes of the Council of Europe programme. Considering what they do and activities they already realised in the field of tourism, they are very interested in joining the Routes of the Olive Tree. Furthermore, given they possess a traditional estate with drystone structures, they are interested in taking part in activities related to that theme.

Organisation/institution, town	The Olive Growers Association Bar
Contact person, position	Čazim Alković, President
Type of communication	E-mail correspondence
Key Issues	<p>They believe that olive-cultural-historical-touristic routes are useful for the society in general, as well as the olive producers and stakeholders in tourism and culture.</p> <p>The Association is working individually on establishing local olive-tourism-cultural routes, believing that joining the Routes of the Olive Tree would be very useful. They believe that connecting all the local routes into a common network of Montenegrin routes would be useful and joint marketing much more effective. Mutual exchange of experience would contribute to improving the quality of all the routes and to their better presentation.</p> <p>At the Association they believe that the routes promoting olive growing contribute to better promotion of this activity and other tourism potentials of Bar. In addition, they contribute to better sale of olive oil and to organising expertly guided outdoor tasting of olive oil. They also contribute to educating consumers of olive oil and other products made of olives.</p>

Organisation/institution, town	The Olive Growers Association "Boka" - Boka Kotorska
Contact person, position	Vesna Đukić, Executive Director
Type of communication	E-mail and telephone correspondence
Key Issues	At the Olive Growers Association "Boka" they have not been acquainted with the Cultural Routes programme. Bearing in mind their field activity and activities implemented so far, they are ready to join the Routes of the Olive Tree. They believe that clear information about Cultural Routes programme should be provided. The Association can act as a link between their members and the route.

Organisation/institution, town	PRÁTTO Consulting d.o.o.
Contact person, position	Kirsi Hyvaerinen, Managing Director
Type of communication	E-mail correspondence
Key Issues	<p>There are some positive examples of initiatives/activities in Montenegro that are related to cultural routes, but they are neither well marketed nor managed.</p> <ul style="list-style-type: none"> The UNESCO site of Kotor, destination management missing - not respected for its value, only serving in the past years an explosion of volume – mass tourists and destroying the basics for the opposite. The “Stecci” in the North – with a cross border UNESCO site with BiH, two National Parks (Durmitor and Sutjeska) and Nature Parks Piva + Dragisnica-Komarnica – no connections developed. The Panorama Roads deliver a “backbone” but experiential product concepts – themes - towards nature and culture are missing. Brochures don’t do the job, people would. In rural areas, there are cornerstones to develop also rural-cultural experiences (www.katunroads.me, https://www.ruralholiday.me/) also Cycling & Hiking trails are the way to access cultural experiences Lot of EU IPA projects (some 80 in tourism) go in vain after the project runtime is over. Brochures and maps produced – one time. Thematic Trails developed 2015 for all 5 National Parks have in two cases (Skadar Lake & Lovcen) local stories and architecture as a very suitable theme. The JPNPCG would only have to realise them as projects. <p>Within the Green Destinations, The Global Sustainable Tourism Council (GSTC) Criteria for Destinations there are sections built around culture, so all municipalities in Montenegro can start the process the way Tivat is doing as a pilot.</p> <p>Some specific issues that it is necessary to have in mind while developing cultural routes: Institutional memory is missing, strategies and papers are in place for many years and knowledge is not passed further when there are changes in governance; So far, too many jobs are a result of political nepotism, corruption in many (procurement related) processes; Ownership and responsibility of local people for their own surroundings; Conception wise, overlapping action to avoid when many projects follow each other without a clear strategy and execution.</p> <p>In order to enhance development of Cultural Routes in Montenegro it will be necessary to: Involve qualified people to define priorities for measurable change and put sustainability in all its dimensions as a must-frame, not “nice to have”; Use other countries experience; Make proper interpretation (with reference to Interpret Europe), not only for tourists. Education, also in schools.</p>

Organisation/institution, town	Centre for Sustainable Tourism Initiatives, Podgorica
Contact person, position	Svetlana Vujičić, Executive Director
Type of communication	E-mail correspondence
Key Issues	<p>CSTI has implemented several projects, mainly within the framework of cross-border programme, the focus of which was on cultural routes: Thematic Routes of Medieval Herceg Lands – Theme MEDIEVAL (described in Chapter 5.2.7.) and FORT NET project (described in Chapter 5.2.11.).</p> <p>Furthermore, it can be said that the projects Honey Route through Durmitor and Herzegovina (Dec 2014 - Oct 2016) and The Valorisation of an Ethno-Gastronomic Heritage Route of the Skadarsko Lake (Jan 2011 - Jul 2012) deal with the topic of cultural routes.</p> <p>They announce the beginning of a new project with Serbia – Creative Twinning (Mar 2021-Mar 2023) that will match eight thematic routes in Montenegro and Serbia.</p> <p>Based on the experience so far the main observations are the following: The project deadline poses the biggest problem for achieving the sustainability of thematic routes. A two-year period is really too short to create a product, establish the market and achieve a self-sustainable management of the route.</p>

Organisation/institution, town	Regional Development Agency for Bjelasica, Komovi and Prokletije, Berane
Contact person, position	Jelena Krivčević, Executive Director
Type of communication	E-mail and telephone correspondence
Key Issues	<p>Regional Development Agency for Bjelasica, Komovi and Prokletije during 2012 has prepared cultural routes for 6 towns in the north of Montenegro: Kolašin, Mojkovac, Bijelo Polje, Berane, Andrijevica and Plav, with defined cultural points along the routes (described in the Chapter 5.2.4.).</p> <p>They also implemented project Katun Roads - Rural tourism for the economic development of the border region (described in the Chapter 5.2.6.), about traditional seasonal settlements – katuns. This project was very successful, assisting in raising awareness of the importance of katuns, and also helping the local community to start providing basic tourism services in those mountainous areas, which are more and more in demand.</p> <p>Recognising katuns as very important theme and big resource for the development of northern and mountainous areas of Montenegro, and given very successful results of previous projects, the Regional Development Agency is currently implementing two projects related to katun roads, through CBC programmes: “Katun Roads of Bosnia and Herzegovina and Montenegro” and “Transhumance - new tourism offer of Kosovo and Montenegro” (described in the chapter 5.2.12.).</p> <p>Taking into account an exceptionally large number of katuns in the mountainous areas of Montenegro and the value they possess as cultural heritage, as well as previously mentioned successful activities conducted in different fields with the involvement of various stakeholders, there is great potential for creating a very attractive cultural route of katuns. Montenegro, together with stakeholders already very active in that field, could even initiate creating of such a route.</p>

Organisation/institution, town	Austrian Society for Fortification Research – OeGF, Graz
Contact person, position	Volker Pachauer, Dipl.-Ing.
Type of communication	E-mail correspondence
Key Issues	<p>Over more than a decade, there have been significant activities related to researching of Austro-Hungarian fortifications in Boka Kotorska. Important researches were carried out by a member of the Austrian Society for Fortification Research – OeGF, Volker K. Pachauer, an engineer from the Graz University of Technology. He has been researching the 19th and 20th-century fortifications for many years, with his 2008 diploma-thesis focusing on the fortifications in Boka Kotorska.</p> <p>The idea to extend Via Habsburg by the many remains of fortifications built in that era sounds logical. Two thematic roads “Castles and imperial life” and “Centres of power” would include somehow fortification, but they do not cover elements from 19th and 20th century.</p> <p>In general, a thematic road dealing with Austro-Hungarian fortification would link 11 countries in nowadays Europe, as the Habsburg Empire was almost encircled by fortifications.</p> <p>There were two attempts to bring the Austro-Hungarian fortification network on the UNESCO World Heritage List (Trento province/Italy and the Przemysl region/Poland-Ukraine), but they failed.</p> <p>The network of military roads could even be a thematic road of “connecting infrastructure” - roads and railway lines built for (mainly military) purpose and the military architecture would be the most visible highlights along.</p> <p>At the Austrian Society for Fortification Research they believe all the elements related to Austro-Hungarian fortresses have great potential for developing cultural routes. Considering their activities and capacity they are very willing to contribute to and take part in those processes.</p>

In partnership with



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