



Regional Tourism Organization Bjelasica & Komovi (RTO B&K)

5 Municipalities of the region found RTO B&K in July 2006

The Regional Tourism Strategy of Bjelasica and Komovi region (drafted in May 2005) stated as an important objective to improve the regional co-ordination and co-operation in tourism relevant issues. The foundation of a Regional Tourism Organization (RTO) covering the entire region of Bjelasica and Komovi was envisaged.

Early in 2006 the five municipalities of the Bjelasica and Komovi region (Bijelo Polje, Berane, Andrijevica, Kolašin, Mojkovac) decided officially to set-up the RTO Bjelasica & Komovi and to provide necessary financial means for running such an organization sustainably and professionally. The Austrian Government, which supported all these efforts the past two years, decided to continue with the cooperation for tourism and regional development in the north of Montenegro for another three years.

The tasks of the RTO

The main tasks of the Regional Tourism Organization Bjelasica & Komovi are:

- Further development of the regional tourism strategy, supporting its implementation and monitoring the results
- Implementation of region wide co-coordinated marketing and communication activities,
- Providing support to develop professional visitor information at the local level and for the region,
- Initiating and supporting the development of attractive tourism offers in the region,
- To ensure continuous involvement of the relevant stakeholders in the region, and to join the development of an open and cooperative culture in the region.

Structure and management of the RTO

The members of the RTO are the five municipalities of the B&K region as well as all profit and non-profit entities involved in the tourism business on the territory of the five municipalities. These members have seats and votes in the General Assembly of the RTO.

The General Assembly of the RTO appoints an Executive Board with a President ahead, and a Supervisory Board.

These bodies are in charge for steering and supervising operational activities of the RTO management.

Upcoming activities

- The development of a regional marketing strategy in close cooperation with the local tourism offices and stakeholders – as basis for a competition drafting the regional logo.
- Initiating the development of attractive soft winter offers in all five municipalities.
- Initiating a support project for private tourism businesses in the region in cooperation with other international donors – aimed to successfully come into market.
- To provide various visitor information material in cooperation with all five Local Tourism Organizations.
- Again during this winter, guest censuses and a guest survey in the region will be conducted.



Austrian support for the Bjelasica & Komovi RTO premises

The Austrian Government supports sustainable tourism development in the Bjelasica and Komovi region already more than four years. Actually, a modern RTO building in Kolašin is under construction with a special focus on energy efficiency supported by the Austrian Development Agency

During the next three years, coaching services and tourism expertise provided to the RTO management on demand will be a major part of the comprehensive Austrian-Montenegrin cooperation program.

Furthermore, projects and activities for the development and marketing of the tourism in the region Bjelasica and Komovi will find the support of the Small Project Fund.



Importance of cooperation

- In order to achieve the objectives of successful tourism development in the region of Bjelasica and Komovi, the cooperation and coordination of the RTO with all relevant stakeholders both at the local level and national level is important.
- The Regional Tourism Organization needs to be very much linked with the Local Tourism Organizations in the municipalities, the tourism enterprises and tourism relevant NGOs in the region, the National Park Biogradska Gora, the National Tourism Organization and national and international initiatives, which support tourism development in Montenegro.
- To be successful, RTO depends very much on the cooperation with all these stakeholders. Only concerted activities can achieve fruitful development of tourism in the region of Bjelasica and Komovi.

The Team of the RTO



Tatjana Drakula-Medenica

In Summer 2006, Mrs. Tatjana Drakula-Medenica has been appointed in a public tender as RTO Director. Mrs. Drakula-Medenica has been involved in regional tourism activities for the last ten years, both as representative of the National Tourism Organization and national project manager for the Austrian-Montenegrin cooperation project in the Bjelasica and Komovi region.



Manfred Kojan

Consultant of OEAR Regionalberatung; long-term professional experiences as consultant and coach in tourism development; project director of the first phase of the Austrian Montenegrin partnership program for Bjelasica & Komovi 2004 – 2006.