



In collaboration with:
U saradnji sa:



Ministarstvo održivog
razvoja i turizma



Osna Goru
Ministarstvo poljoprivrede i
ruralnog razvoja



European Bank
for Reconstruction and Development

FAO-EBRD project- Montenegro: Promoting Sustainable Agrifood Value Chains through Linkages with Tourism

*National workshop on issues and prospects for the successful linkage of local gastronomy and rural tourism
18 April 2019,
Centreville Hotel, Podgorica*

Background

Under the EBRD/FAO cooperation, the project “Montenegro: Promoting sustainable agrifood value chains through linkages with tourism” has been designed to enhance food producers’ market connection with tourism and HORECA markets, building lessons learned from other EBRD-FAO projects related to promotion of sustainable value chains. The project is being implemented in collaboration with the Ministry of Sustainable Development and Tourism and Ministry of Agriculture and Rural Development.

With the adoption of the Programme for the Development of Rural Tourism until 2021, the Ministry of Tourism and the Ministry of Agriculture are seeking to create conditions for the development of rural tourism in Montenegro, a relatively new segment of the overall tourism offer that has strong ties to small-scale agricultural production and processing. Additionally, the new support measures in the 2019 Agrobudget have concretely linked traditional food production to tourism and rural development, and demonstrate the commitment to support small-scale producers.

Gastronomy and traditional food products play a major role in promoting a country’s national identity and culture, and has become an aspect of increasing importance in the quality of the tourist experience. Having an untapped local gastronomic culture and traditional food production that uses local resources in sustainable and practical ways, Montenegrin smallholders can exploit the high growth potential from linking the agriculture and tourism sectors through two avenues: rural hospitality activities and high-quality foods specific to Montenegro placed in hotels and restaurants. In this perspective, agrifood producers willing to engage in activities related to tourism and gastronomy have just established the Rural Tourism Association (RTA) to facilitate such development.

Objectives

In the frame of the series of workshops aiming at building a roadmap to link agriculture to tourism, the main objective of this third workshop is to address the issues and prospects in linking the sectors from the rural tourism and gastronomy perspective.

The specific objectives are to:

- Provide a clear picture of the issues and existing solutions, highlighting what remains to be done in the context of implementing the Rural Tourism Programme to 2021.
- Transfer knowledge to Montenegrin public authorities using successful experiences in EU countries with a similar context and the experience of Slow Food International
- Identify the activities to be included in the roadmap that can link agriculture and tourism and how these can be supported and promoted by the different sector stakeholders.

Participants

- Representatives of ministries in charge of agriculture and food, tourism
- International experience from relevant countries
- Rural Tourism Association and relevant member households
- Local institutions involved in the topic (municipalities, rural tourism working group, local tourism organizations)
- NGOs, rural development practitioners
- Travel agencies, hotels and restaurants

With the contribution of:
Uz doprinos:



REGIONALNA RAZVOJNA AGENCIJA
Bjelasica, Komovi & Prokletije

In collaboration with:
U saradnji sa:



Food and Agriculture
Organization of the
United Nations



Ministarstvo održivog
razvoja i turizma



Ona Gora
Ministarstvo poljoprivrede i
ruralnog razvoja



European Bank
for Reconstruction and Development

Agenda

8.30	Welcome coffee
9.00	Opening
	<ul style="list-style-type: none"> Mr Ćazim Hodžić, Director General of the Directorate for Development of Tourist Destination and Tourist Infrastructure, Ministry of Tourism and Sustainable Development (MTSD) Mr Darko Konjević, Director General of the Rural Development Directorate, Ministry of Agriculture and Rural Development (MARD) Mr Jaap Sprey, Head of the European Bank of Reconstruction and Development (EBRD) Resident Office, EBRD Ms Emilie Vandecandelaere, Agribusiness Economist and Project Coordinator, Food and Agriculture Organization of the United Nations (FAO)
9.30	Recent developments in support of rural tourism
	<ul style="list-style-type: none"> <i>The Program of Rural Tourism Development of Montenegro and Action Plan 2019-2021</i>, Mr Nikola Ilic, Advisor, MTSD <i>The 2019 Agrobudget</i>, Ms Milena Kotlica, Programming Advisor, MARD, <i>Introduction to the NGO Associated rural households—village tourism</i>, Vucko Pesic, President, NGO Udružena seoska domaćinstva—Turizam na selu Q&A
10.30	Coffee Break
11.00	Panel presentations and discussion on best practices in rural tourism from an international perspective
	<ul style="list-style-type: none"> Ms Doris Fertl, Director, Urlaub am Bauernhof in Lower Austria Ms Renata Kosi, Expert for tourism on farms, Chamber of Agriculture and Forestry of Slovenia, Agriculture and Forestry Institute Celje ; Agriculture Advisory Service Department Mr Robert Bacac, Founder of Rurals in Croatia and expert in rural tourism standards Mr Michele Rumiz, Programme Manager, Slow Food International Q&A
12.45	Buffet Lunch
14.00	Recent developments in support of local gastronomy
	<ul style="list-style-type: none"> <i>Early results of the “local gastronomy pilot” activities in the Northern mountain area</i>, Ms Jelena Krivcovic, Director, Regional Development Agency for Bjelasica, Komovi and Prokletije <i>Quality schemes to promote local gastronomy in Montenegro</i>, xxxx, MARD (TBC) Q&A
14.40	Panel presentations and discussion on making the connection: current initiatives and future synergies to link local food and tourism in Montenegro
	<ul style="list-style-type: none"> Mr/Ms XXX XXXXXX, National Tourism Organization (NTO) tbc Mr Vuckan Mitrovic National Cooks Association tbc Ms/Mr XXXXXX Montenegrin Tourist Association (CTU) tbc Mr Milan Kjjajic, Kuca Kljajica farmstay, organic farm and apiary Ms Gordana Dulovic, Lisnati Sir Association (Geographical indication candidate) Mr Danilo Skuric, Supply manager, Regent Porto Montenegro Q&A
16.30	Wrap up and way forward
	Ms Emilie Vandecandelaere, Agribusiness Economist and Project Coordinator, FAO

With the contribution of:
Uz doprinos:



REGIONALNA RAZVOJNA AGENCIJA
Bjelasica, Komovi & Prokletije