

EUSAIR TSG2 (TRANSPORT) AND TSG4 (TOURISM)
BACK-TO-BACK WITH EUSDR PA3

CYCLING TOURISM AND CULTURAL ROUTES

WORKSHOP

CYCLETOURISM IN MONTENEGRO:
YESTERDAY, TODAY, TOMORROW 😊

- The CoolCyclist Lodge at River Zeta Valley, Danilovgrad MNE



About me, Nebojsa Crnogorac, MD, MS



- a crab hunter (breast cancer surgeon) who pedals all over the world and enjoys the Zeta river valley the most!



We take care on bicycles in Montenegro, the first one that arrived 121 years ago is still in use!



- Ljubo Petrović Njegoš, the son of Duke Šako, brought his first bicycle to Montenegro after returning from Paris, where he studied diplomatic school.
- the people of Nikšić looked with amazement at the "iron horse", as they called it.
- Today, sometimes his granddaughter Ana Petrović Njegoš rides that bicycle.
- Here we see her in the old capital Cetinje, she is the President of the Perun Cycling Club from Nikšić....

Analysis of the European tourism market:

- In Europe there are 64 million cyclists who spend around € 40 billion a year.
- The cyclist wants a good hotel, outside the board he spends an average of 64 euros, which is twice as much as the average tourist.
- Cyclotourism should be offered as a new opportunity to improve the tourist offer of Montenegro and contribute to sustainable development

In our tourist national plans there are no word: CYCLETOURISM

- Master plan for tourism development in Montenegro from 2001. up to 2020,
- Measure 3.2: Development and improvement of specific tourist products cycling is mentioned as one of the measures for improving the tourist offer of Montenegro, narrowly through mountain biking... But all other?
- The narrower segment of cycling tourism is a form of tourist travel in which cycling is the main activity or the bicycle is the main means of transport.
- There are also excursions, sports and recreational cycling offer during your stay

We have beautiful country with some regions ideal for cycling and tourism in general

- South, Central and North parts of MNE
- Adriatic sea coast about 140 km, with Boka Kotorska
- Scadar Lake region with Ring around lake 180 km for one day ride
- Njegusi, Cetinje, Čevo, Niksić
- Durmitor ring that is fantastic!
- Valley of river Zeta with Ostrog Monastery
- Bijelo Polje, Berane, Plevlja, Plav, Rozaje

About roads

- In perspective two motor road (Adriatic IONIAN) and Bar Boljare will leave many small roads for cycling
- Rute Dubrovnik- Shkodra that is part of Euro Velo 8 correspond with two good solution as we can learn from history: Old Roman roads
- One South one that is close to Adriatic is obvious sea but North with Trebinje, Nikšić, Danilovgrad Podgorica Božaj, open Durmitor region



Main problems & chances for cycletourism (SWOT analysis)

Strenghts:

- Beautiful nature and relative preserved eco environment
- Great network of local roads especially for mountain biking
- Personal safety
- A great variety of extremely interesting environments in a relatively small space
- An exceptional number of historical and cultural monuments that need to be presented to guests ...

Weaknesses:

- Very few roads that only cyclists can use
- Small number of cycling paths and lanes
- Lack of adequate accommodation facilities dedicated to cyclists
- Lack of perception among many motorists that cyclists are participants in traffic with the same rights and that they are even human beings
- inability to transport bicycles to other traffic systems by plane, bus or train
- The historical and cultural monuments that exist are not adequately presented
- Lack of publications and brochures of written or electronic material as well as insufficient marking of the monument

OPPORTUNITIES

- Status of Montenegro as new cyclotourist destination inspite of moment of corona pandemia
- to present Montenegro as a part of the Euro Velo 8 Mediterranean route (11 countries, from Spain to Cypres)
- Opportunities for the use of European funds in the phase of accession to the European Union

THREATS

- A very difficult and delicate moment for the construction of cycling infrastructure and significant investments in tourism
- The continuation of the COVID 19 pandemia and the uncertainty of the next tourist seasons
- The fear that the increase in the number of cyclists on the roads will result in a larger number of traffic accidents
- Uncertainty of the use of European funds
- Conflicts between public and private interests and low level of partnership culture
- Lack of staff who can be cycling guides with knowledge of foreign languages and the ability to go on bike tours

What to do in the moment? To make Action Plan...

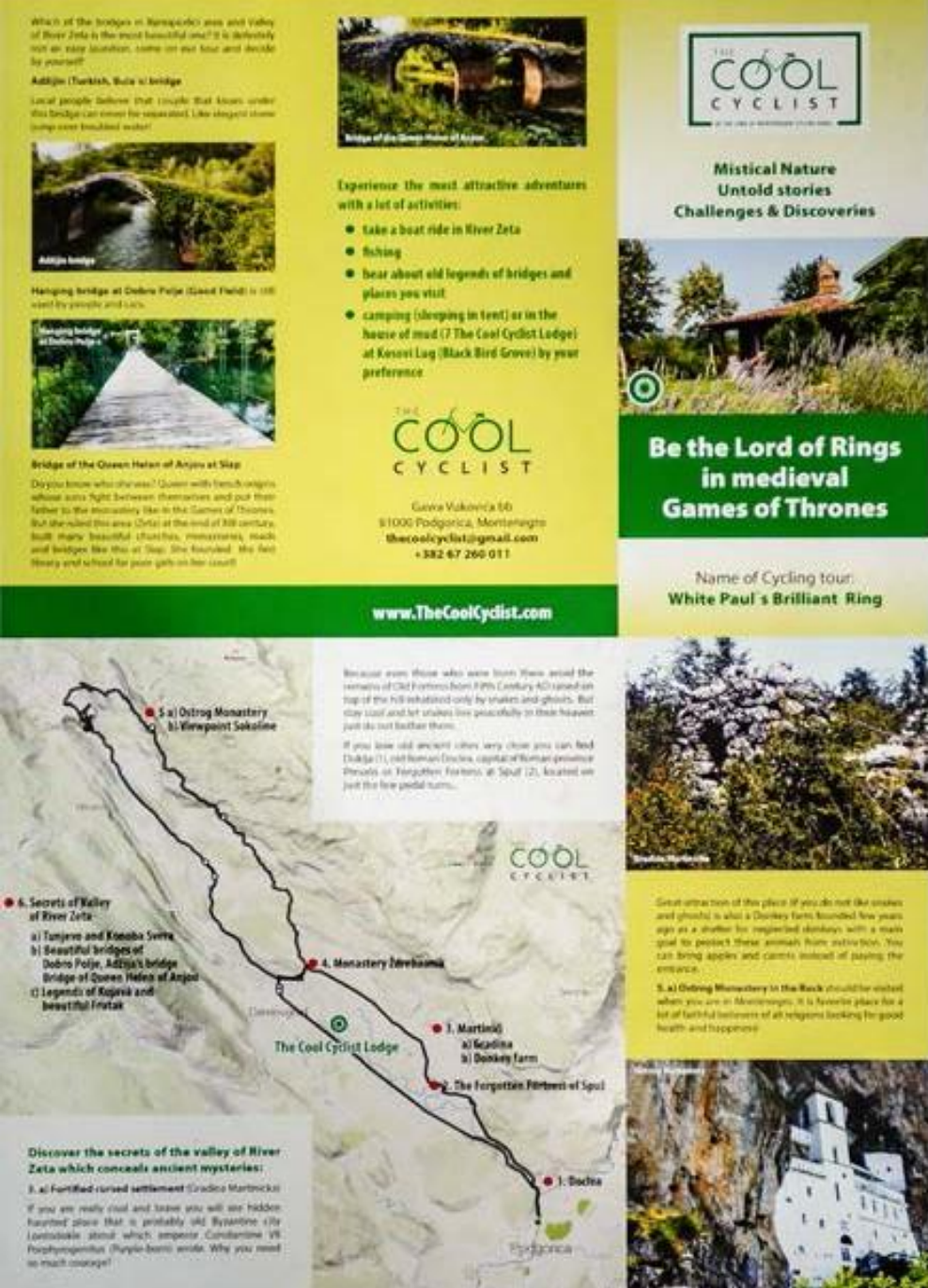
- Define stakeholders (Government, Tourist organizations, Associations of Cyclist)
- National Coordination Body and Coordinator
- Define routes (national, regional and local) and make signalization on route
- Access to financial funds that can help with infrastructure and to develop business for cyclotourism
- Promotion of cycling activities and MNE as ecological country

Example of our activities: TheCoolCyclist



THE
COOL
CYCLIST





Sustainable Tourism
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One brochure on Valley Zeta POI!



Classic Casablanca scene:

Major Strasser: What is your nationality?

Rick: I'm a drunkard.

Captain Renault: That makes Rick a citizen of the world. [all laugh]

Casablanca I'm a drunkard



If someone ask you about your nationality is it ok to say: I'm a cyclist?
That makes you a citizen of the world...

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***Are all cyclists
brothers
and
sisters?***

It is nice to be
our guest in MNE😊