



UNIVERSITY OF DONJA GORICA



ASSOCIATION OF ECONOMISTS AND MANAGERS OF MONTENEGRO¹
IN COOPERATION WITH
UNIVERSITY OF DONJA GORICA AND
BALTIC MANAGEMENT DEVELOPMENT ASSOCIATION

**ORGANIZES XXIII REGIONAL
MILOCER DEVELOPMENT FORUM**

Dates: 20th and 21th of September 2018
Venue: Hotel "Grand", Cetinje

**TOPIC: ECONOMIC DEVELOPMENT MODEL BASED ON TOURISM –
CHALLENGES AND THREATS**

- **AGENDA** -

Thursday, September 20, 2018

14:30 Assembly of AEM ME

16.30 – 18.00 Panel 1: **Montenegrin Cultural Heritage and Education for Tourism – interaction with students**

Moderator: *Ms. Ines Pajović*, Faculty for Culture and Tourism, UDG

Panelists:

1. *Mr. Aleksandar Dajković*, Directorate for Cultural heritage, Ministry of Culture – Policies in the field of Cultural Heritage in Montenegro
2. *Ms. Marija Martić*, Ministry of Foreign Affairs, Montenegro – How to introduce Montenegrin cultural heritage to Chinese tourists?
3. *Ms. Lidija Radulović Cvijetinović*, Architect – Cultural heritage of Montenegro in the function of tourism
4. *Mr. Branko Banović*, Homeland Museum, Pljevlja – Anthropology and cultural heritage of Montenegro
5. *Mr. Filip Ivanović*, Center for Hellenic Studies, Podgorica – Philosophical aspects of cultural heritage

18.00 – 19.00 **Presentation of Chinese Culture and Chinese Philosophy – Confucius Institute**

19.00 – 20.30 **Dinner**

20.30 – 23.00 **Socializing**

¹ **AEM ME** HAS BEEN CHERISHING THE TRADITION OF FIRST ASSOCIATION OF ECONOMISTS OF MONTENEGRO EVER SINCE 1954, ALLIANCE OF ECONOMISTS OF MONTENEGRO (1963-2002) AND ALLIANCE OF ECONOMISTS 2002-2012.

MISSION OF THIS ASSOCIATION IS DEVELOPMENT OF ECONOMIC THOUGHT AND PRACTICE IN MONTENEGRO AND THE REGION IN THE LIGHT OF GLOBAL MEGATRENDS OF ECONOMIC AND SOCIAL DEVELOPMENT.

Friday, 21th September 2018

08:00 – 08:30 Accreditation

08:30 – 08:35 **Opening of Milocer Development Forum**, *Mr. Zoran Đikanović, PhD*, Vice-president of AEM ME, CMA and Professor at UDG

08:35 – 08:50 **Introductory words**: *Mr. Veselin Vukotić, PhD*, President of Association of Economists and Managers of Montenegro, Rector of UDG

Topic: **Model of Economic Development Based on Tourism - Challenges and Threats**

08:50 – 10:05 Panel 2: **Challenges and Threats of Economic Development Based on Tourism**

Moderator: *Mr. Petar Ivanović, PhD*, President of the Committee on Tourism, Agriculture, Ecology and Spatial Planning, The Parliament of Montenegro

Panelists:

1. *Mr. Vlastimir Golubović*, President, Chamber of Economy of Montenegro – Tourism in the Development Policy of Montenegro
2. *Mr. Zvonimir Savić, PhD*, Croatian Chamber of Economy – Misapprehensions of the Development Based on Tourism
3. *Mr. Žarko Radulović*, Director Splendid, Budva – Does Montenegro Makes Necessary Efforts to Develop Tourism? (the look of the entrepreneur)
4. *Mr. Mohamed AbouArab*, CFO Lustica Development, Tivat – Model of Tourism Development of Lustica in the Model of Tourist Economic Development of Montenegro
5. *Ms. Amaal Rezk, PhD*, Founder and CEO Miss Eco International pageant – Cultural Aspects of Tourism – Example of Egypt
6. *Mr. Vojin Golubović*, ISSP, Podgorica – The Importance of tourism in Macro Model of Montenegro

10:10 – 10:35 **Mr. Ahemt Erentok, President of the Board, Azmont Investments**

Moderator: *Ms. Ines Pajović*, Faculty for Culture and Tourism, UDG

Topic: **The need for joint actions in touristic branding of Montenegro**

10:40 - 11:50 Panel 3: **Chinese Market as a Challenge for Tourism in Montenegro and the Region**

Moderator: *Mr. Zoran Đikanović, PhD, CMA, FIEFB UDG*

Panelists:

1. *Ms. Lin Yan*, Vice president of the U-Tour Group, Co. Ltd, China – Chinese Tourist Market as a New Challenge for Tourism
2. *Mr. Vatroslav Belan*, Advisor to the Deputy Prime Minister for Economic Policy and Financial System – Chinese Tourism and The Belt and Road Initiative
3. *Ms. Renata Pindžo, PhD*, Deputy Minister for Tourism, Serbia – Tourism Development Policy in Serbia
4. *Ms. Ana Marojević*, FLY Montenegro, Podgorica – How to Prepare a Montenegrin Offer for the Demand of Chinese Tourists
5. *Mr. Enver Mehmeti*, CEO Albtours D, Albania – Albanian Experience in facilitating Asian markets
6. *Ms. Luo Chun Xia*, Confucius Institute, Podgorica – Importance of Understanding Chinese Culture and Learning Chinese Language

11:50 – 12:15 **Coffee break**

12:15 – 12:55 **H.E. Liu Jin, Ambassador of PR China to Montenegro**

Moderator: *Mr. Ivan Jovetić*, President of the Council RTCG, FSM UDG

Tema: **The Belt and Road Initiative – in the Field of Tourism and Education**

13:00 - 14:10 Panel 4: **Montenegrin Tourism: A Look from the Future - New Ideas in Tourism**

Moderator: *Ms. Željka Radak Kukavičić*, Director of National Tourism Organization of Montenegro

Panelists:

1. *Mr. Velibor Zolak*, Director „AMC Communications“, Budva – The Importance of Digital Marketing in Creating Tourism Demand
2. *Mr. Stefano Dominiononi*, Director, European Institute of Cultural Routes, Luxembourg – Cultural Routes of Europe and Development of Tourism
3. *Mr. Mladen Krekić*, BusinessArt, Italy – Contemporary Architecture and Tourism Challenges
4. *Mr. Veselin Đurišić*, sales and Marketing Director „Plantaže 13. Jul“ – Wine tourism - a view from the company
5. *Mr. Milika Mirković*, ISSP Podgorica – Tourism in the Long-Term Forecasts of Economic Development of Montenegro
6. *Ms. Irena Lagator Pejović*, FDM, UDG – Contemporary Art as an Element in Development of Tourism

14:15 – 15:15 **Traditional meeting: Mr. Duško Marković, Prime Minister of Montenegro**

Moderator: *Ms. Milica Vukotić, PhD*, Dean of FIST and professor at UDG

Topic: **Model of Economic Development Based on Tourism - Challenges and Threats**

15:20 – 16:30 Panel 5: **Education for Tourism**

Moderator: *Mr. Milorad Katnić, PhD*, SOGE Montenegro

Panelists:

1. *Ms. Aleksandra Martinović, PhD*, UDG – Vatel Studeis at UDG
2. *Ms. Olga Verdenhofs, PhD*, ISMA University, Latvia - Perspectives of the Development of Cruise Tourism Education in the Baltic Region. Experience of ISMA University
3. *Mr. Aleksandar Vujović, FDM, UDG*, - Creative Industries and Tourism
4. *Mr. Stevan Milić, Director*, Portonovi Resort Management Company – New Investment in Tourism and Demand for Staff
5. *Mr. Tapa Tibble, GM Aman Resorts* – Staff as a barrier to business in high tourism – Experience of Aman Resorts
6. *Mr. Predrag Leković, Board Member Adriatic Properties* - Staff as a barrier to business in high tourism – Experience of Porto Montenegro

16:30 – 16:45 **Closing Remarks - Mr. Veselin Vukotić, PhD**, President of Association of Economists and Managers of Montenegro

16:45 – 18:00 **Cocktail**

ACCREDITATION IS MANDATORY.

REGISTRATION FROM 5TH TO 17TH SEPTEMBER, BY SENDING E-MAIL TO: DEMCG@T-COM.ME

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