

UNWTO Statistics Capacity Building Program

WORKSHOP II

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INBOUND TOURISM



MONTENEGRO

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ISSUE

Developments since Workshop I and future plans

RESPONSE

New surveys

- Ministry of tourism and environment (NTA) with MONSTAT (NSO) started implementation of new research and survey
- Survey includes questions on:
 - Nationality
 - Year of birth and occupation
 - Date of arrival to and departure from Montenegro
 - Number of overnights in specific community and accommodation
 - Type and category of accommodation
 - Purpose of trip
 - Mode of transport
 - Expenses (in total, for transportation, accommodation, package tour, other...)
 - Satisfaction

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- Pilot research will be held during next year
- Survey will be distributed to the chosen hotels and complement accommodation (sample)
- After (successful) pilot research, survey will be distributed to the sample which includes accommodation, travel agencies / tour operators, places of interest for excursionists (national parks, museums, pilgrimage sites...) and border crossings

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- Special research on expenditure for whole tourism industry will be done by GTZ (Memorandum of cooperation between MoTE and GTZ)
- First results (pilot research) will be announced in January
- During next year special software will be created, using and connecting different databases (MONSTAT, CB, other institutions, other researches...)

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- - Special research "Guest survey" for tourist satisfaction, by The Institute for Leisure Economics (IFF), Munich, for NTO of Montenegro
- - First results will be announced in January