



CLUSTER
INITIATIVE

Datum : 01.05.2023.

Broj 15/23

Godišnji izvještaj o implementaciji Strateškog i operativnog plana za 2022. Godinu

**Dostaviti: Skupština NVO Klasterska Inicijativa
na odobrenje**

U toku 2022. godine NVO klasterska inicijativa je prateći smjernice i prioritete definisane Strateškim i operativnim planom organizacije usvojenim na dvanaestoj sjednici skupštine 22. februara 2020. godine implementirala ili započela sa implementacijom sledeće projekte:

1. Digitalization 1.0 – Full digitalization of tourist products – vrijednosti 39.000,00 dolara
2. Green Kolasin – 24.990,00 eura

Projekat “Digitalization 1.0 – Full digitalization of tourist products” je finansijski podržan od strane fonda “Norveška za Vas – Crna Gora” iza kojeg u finansijskom i operativnom smislu stoje ambasada kraljevine Norveške u Beogradu i kancelarija UNOPS-a u Podgorici. Projekat je kao opšti cilj imao za cilj punu digitalizacija turističkog proizvoda opštine Kolašin dok su specifični ciljevi projekta bili:

- Digitalizacija ponude turističkih poslenika kroz kreiranje specijalizovanog turističke platforme;
- Obogaćanje turističke ponude izdavaoca privatnog smještaja;
- Otvaranje novih kanala prodaje za pružaoce turističkih usluga i poljoprivredne proizvođače;
- Prikupljanje podataka o stanju turističke ponude u Kolašinu.

Projekat je rađen u saradnji sa Udruženjem izdavaoca privatnog smještaja i njihovim predsjednimo Duškom Raketićem i lokalnom Turističkom organizacijom opštine Kolašin. Partnerstvo sa dvije reprezentativne organizacije doprinijelo je kreiranju platforme pod nazivom lokalno.me – Vaš vodič kroz lokalnu turističku ponudu koja je objedinila preko 40% kapaciteta turističke ponude opštine do kraja 2022. godine sa nastavkom sličnog trenda u 2023. godini. Platforma lokalno.me je dostupna i u obliku telefonske aplikacije na Google Play i App Store prodavnici za Android i iOS operativne sisteme. U prilogu ovog izvještaja dostavljamo i izvod sa Google Analytics koji pokazuje posjetu sajtu i overall engagement korisnika. Aplikacija je skinuta preko 200 puta i ima registrovanih preko 60 turističkih poslenika, poljoprivrednih proizvođača koji se bave ruralnim



CLUSTER
INITIATIVE

turizmom i potencijalnih korisnika koji žele da se na brz i jednostavan način informišu o lokalnoj turističkoj ponudi, Osim korisnika iz Kolašina aplikacija je već privukla i korisnike iz Mojkovca, Plava ka oi iz Podgorice i primorskih regiona. Takođe, u okviru ovog projekta je kreiran Izvještaj o stanju turističke ponude gdje su identifikovani nedostaci i takozvana uska grla u turističkoj ponudi našeg grada iz perspective turista, turističkih poslenika i građana. Aplikacija pokazuje potencijal za rast i nastavak investiranja u nju kroz druge projekte će umnogome poboljšati dostupnost turističkih servisa.

Detaljan završni izvještaj dostavljen donatoru je sastavni dio ovog izvještaja.

Projekat “Green Kolašin” je finansijski podržan od fonda European Endowmnet Democracy i njegova realizacija je započeta u oktobru 2022. godine i trajeće 12 mjeseci. Projekat je realizovan u saradnji sa još uvijek neformalnom grupom građana “Zeleni Kolašin” koja ima za cilj da u svijetlu donošenja novih planskih dokumenata za teritoriju opštine Kolašin spriječi devastaciju i sačuva prepoznatljivost užeg gradskog jezgra. Aktivnosti u okviru projekta podrazumijevaju angažovanje renomiranih arhitekata i prostornih planera koji će svojim komentarima i učešćem na javnoj raspravi povodom donošenja novog Prostornog Plana opštine Kolašin davati doprinos oblikovanju ovog plana i sprečavanju devastacije i “budvanizacije” Kolašina. Na ovaj način se želi sačuvati lokalni ambijent a da se pri tom ne ograniči ekonomski razvoj naše opštine. Kkao je projekat počeo sa realizacijom krajem 2022. godine detalji o rezultatima ovog projekta će biti sadržani u narednom Izvještaju za 2023. godinu.

Navedeni projekti se uklapaju u Strateške ciljeve predvdene Starteškim i operativnim planom organizacije za period od 2020-2025. Ovim projektima se doprinijelo ostvarenju strateških ciljeva 2 i 3 definisanih u stavkama operativnog plana 2.1. Razvoj digitalnih alata za promociju turističkih potencijala sjevera Crne Gore i 3.2. Podrška lokalnim inicijativa zazaštitu prostora.

Sa realizacijom ovih projekata možemo zaključiti da je ispunjenost plana u period od 2020-2023. godine na nivou od 55% gdje su od planiranih 24 aktivnosti njih 14 u potpunosti ili djelimično implementirano u prethodnom trogodišnjem periodu.

Finansijski izvještaj za 2022. godinu je pripremila računovotkinja Zorica Bojić i on pokazuje da je organizacija u prethodnoj godini prihodovala nešto ispod 56.323,00 eura, da stalna imovina iznosi organiazcije 45.540,00 eura te da je uvećana u odnosu na prethodnu godinu sa 44.072,00 eura. Troškovi zarada su 10.506,00 eura.



Izvršni direktor
Milovan Vlahović

NARRATIVE REPORT

Introduction

This report is part of the "Norway for you – Montenegro" Call for Proposals for Support to small businesses in Montenegro (CFP 01-2021). This template is to be used for milestones and final reports of the project.

The information provided in the report must be true and correspond to the financial information presented in the Financial Report. The Contracting Authority will reject any incomplete or badly completed reports. Unless otherwise specified, the answer to all questions must cover the reporting period as specified in the Grant Agreement.

Please complete the report using a computer. Please expand the paragraphs as necessary. The Contact person must sign the report.

1. General Information

- 1.1. Grant Support Agreement Reference Number:
- 1.2. Name of the beneficiary: NGO Klasterska Inicijativa
- 1.3. Address of the beneficiary: Novo Naselje br. 9, 81210 Kolasin
- 1.4. Name and title of the Contact person: Milovan Vlahovic, CEO, 068/080-727
- 1.5. Name of the partner: Municipality of Kolasin
- 1.6. Project start date: 01.03.2022.
- 1.7. Project end date: 30.11.2022.
- 1.8. Reporting period: 01.03-30.11.2022.

2. Project implementation status

While fulfilling this section, please refer exclusively to the Action plan and Log-frame of your project.

2.1. Please provide a brief overview of the activities carried out in this reporting period, referring to the initial project Activity plan (For each activity short description and status ongoing/closed):

Activity 1: Preparation of activities -CLOSED

- Opened special account dedicated for the purpose of the project;
- Hired human resources needed for implementing project activities;

Activity 2: Implement procurement procedures -CLOSED

- Finished procurement procedure for app and web platform;
- Finished procurement procedure for equipment (laptop and desktop) needed for project activities;
- Finished procurement procedure for promo material;
- Finished procurement procedure for hiring and IT expert
- Finished procurement procedure for organise info day in Kolašin;
- Finished procurement for billboards and citylights renting;
- Finished procurement for promotional material with QR code;
- Start contacting final beneficiaries for organising meeting with them.
- Signed a contract with the web application development company.
- Signed a contract with a company for the purchase of laptops and desktops. Supplied laptop and desktop computer according to required specifications.
- Signed a contract with a company for the supply of promotional materials. Received 100 pieces of diary book, 100 pieces of folders and 100 pieces of pens.
- Signed a contract with an IT expert.
- Signed a contract with the hotel "Bianca Resort and Spa" in Kolašin and an info day was held on April 26, 2022. in the presence of representatives of the Ministry of Economy, the Municipality of Kolašin and final beneficiaries.

Activity 3:: Meetings with final beneficiaries – CLOSED

- Communication with final beneficiaries, owners of private apartments as well as the association of caterers and registered agricultural producers has started.

Activity 4: Organization of an info day on available support measures for micro, small and medium enterprises. -CLOSED

- Organise Info Day for tourist service providers, small companies and agricultural producers about support and grants provided by the Ministry of economy, Ministry of agricultural production and rural development and Municipality of Kolašin.

Activity 5: Application development - CLOSED

- Develop the Alfa version of the platform and start testing.

Activity 6: Training for final beneficiaries to use the application -CLOSED

- Organise seasons and trainings with final beneficiaries.

Activity 7: Application testing - CLOSED

- Upgrade platform with new options according to the beneficiaries' suggestions.
- Developed application for iOS and Android phones;
- Developed application for iPad;
- Start promoting platform on social networks.

Activity 8: Formulating Report based on data from Project evaluation activity that will contain all necessary information about the stance of tourist infrastructure and soft spots of tourist offer in Kolasin. - CLOSED

- 2.2.** In a case of changing the project Activity plan, please describe reasons for changing the planned activity(s) (If applicable, delays, problems, etc.):

Activity number 6 was delayed for one month because the platform was not ready for testing. In addition, we request budget revision during month of June because we notice that 2.280,82 dollars will be saved thanks the procurement procedures we perform. In new budget proposal, we incorporate four new budget lines, which aim to improve visual design of platform and application and to finance social media marketing and billboards. Budget revision has been approved during month of August and after that we perform necessary procurement procedure and use funds according to the new revised budget.

New activities that we proposed in revised budget was:

- 4.11. Design of logo for application and platform
- 4.12. Billboards rental for platform promotion
- 4.13. Facebook promotion and Instagram promotion
- 4.14. Promotional material with QR code

- 2.3.** Please provide a brief overview of key project outputs delivered during the reporting period (Please list and elaborate what key project outputs your project achieved so far, including corresponding indicators):

1. Created a specialised digitised platform / application for networking of tourism service providers and creators of content intended for tourists;

We developed a specialised platform and application for tourist service providers, agricultural producers and small businesses that support the tourist sector. This platform unites tourist and agricultural offerings and helps users to advertise and sell their products and services without additional fees. It is well known that similar platforms for advertising and selling took at least 15% of the price for their services so via this platform users will be able to offer or to buy/book accommodation, homemade products, different kinds of services (ski renting, car renting, tourist agencies services etc.), find good restaurants and bars, book events etc. Beside the platform, we developed applications for iOS and Android phones and after meeting with the final beneficiaries, we updated applications with the possibility to be installed on iPad. Our application has been published on Google Play and Apple Store and until the end of the project period we had more than 100 downloads on Google Play and more than 30 downloads on Apple Store. We also listed 67 different businesses on our platform and registered 24 guests who use applications for booking. According to google

analytics during the months of October and November, we have average unique visits on the platform of 500 per month.

2. Training for final beneficiaries to use the application conducted.

We conducted training for 23 final beneficiaries where we presented our platform and application. After the presentation final beneficiaries gave us their suggestions on how to make the application more user friendly and which new tools and possibilities should be included on the platform. We also had separate meetings with representatives of local tourist organisations and we made a principal agreement that they will help with promoting application and make banners on their website that will lead to our site where it will be possible to find much more information about the Kolašin tourist offer.

3. At least 50 tourism service providers have started using the application;

According to our data, **we gathered 67 unique businesses** that listed their offer on our platform until now. Different categories of tourist service providers register their offer on our platform so we acquired 2 big hotels, 9 apartments, two houses, one chalet, one pension, 3 ski renting companies, 3 agencies, one ATV, one bike renting, 5 event organisers etc.

4. At least 10 agricultural producers opened new sales channels through networking with private accommodation owners and their guests;

Twelve agricultural producers registered their offer on our platform. Beside producers from Kolašin we have registered producers from Mojkovac and Zeta who also recognize the benefits of digital advertising as a tool for opening new sales channels.

5. Sales growth of tourism service providers.

According to a questionnaire that we sent to final beneficiaries, they achieved sales growth in 64.71% cases on average by using our application. This sales growth is performed mostly because they did not have to pay provision or any kind of fee so they could make extra profit.

6. Owners of private accommodation participating in the project have reduced the use of printed material in the form of promotional flyers, its informants by 50%;

According to questionnaire that we send to final beneficiaries they lower the use of printed material by 53,4%

7. Collected data on the shortcomings of the tourism sector in Kolašin, which will be used by the local government to, developed Study of Diversification of the Tourist Offer;

Data collected by Questionnaire and by our application will be sent to the local government so it can be used to develop Study according to the Strategic plan of local development.

8. Organised one info day where different grant schemes will be presented to the potential applicants (companies, entrepreneurs etc.):

We organised Info Day in Kolasin during the month of April where we gathered 40 potential final beneficiaries. We used this event to promote projects to inform entrepreneurs that we are going to start with application development and to present them with different grants and support programs created by the Ministry of Economy and tourism, the Ministry of Agricultural Production and Rural Development and the Municipality of Kolašin. Representatives of the aforementioned institutions have presented these programs and grants to the potential users so people have a chance to ask questions and make direct contacts with experts who can help them use this support in the proper way.

2.4. Provide the status update of your project outcomes and impacts (Please list and elaborate what outcomes/results your project achieved so far, including corresponding indicators, based on the Log-frame. Please reflect on small businesses benefits, improvement of their competitiveness and position in the market):

1. Digitization of tourist representatives offers through the creation of a specialised tourist platform/application;

Of overall 67 registered businesses on **lokalno.me** platform 53 businesses are registered on territory of Municipality of Kolašin. If we consider that Kolašin has around 150 registered owners of private accommodations, restaurants and other types of tourism connected services we can say that we achieved 30% digitalization of tourist offer. We should mention that some of the business owners use our platform to offer their services digitally for the first time. Our platform provides them with easy access to the digital world and especially to the world of social networks. We create social network profiles for platform **lokalno.me** on Facebook and Instagram and use those digital tools for active promotion. Besides that we also promote the offer of our users/final beneficiaries and in this way, we contribute to the overall digital presence of their services. Potential customers and buyers could reach our final beneficiaries directly through our platform. We also try to pin the location of all businesses and tourist service providers that use our platform and present it on a virtual map. By collecting all those data about tourist offer and agricultural homemade products in our municipality, we provide the tourists' unique place where they could search and find the service that fulfil their needs. We also contribute to binding between tourism and agricultural production because we are the first platform in Montenegro that unifies both types of services.

2. Enrichment of the tourist offer of the issuer of private accommodation;

By collecting all those data about tourist offers and agricultural homemade products in our municipality, we provide the tourists' unique place where they could search and find the service that fulfils their needs. We also contribute to binding between tourism and agricultural production because we are the first platform in Montenegro that unifies both types of services. We create a platform that is unique and specialised for unifying all tourist offers and agricultural/gastronomy offers of one town or one region.

2. Opening new sales channels for tourism service providers and agricultural producers;

On our platform, we incorporate tools for booking accommodation, order services and book events. We create user-friendly options based on feedback of our final beneficiaries and try to give them as many options and tools to present their unique offer. Those tools represent combination of pinning exact location of business, provide different way for contacting user (via phone, mail, WhatsApp, directly through application messenger service etc), connect **lokalno.me** profile of business with official site of business, social network profiles on Instagram, Facebook, Tweeter, and also provide them with possibility to present their unique offer and set price scaling correctly. Owners of profiles on our platform, beside their main offer, may list additional offers and connect them with the main one. Our platform will automatically calculate full price and present it to potential customers.

4. Collection of data on the state of the tourist offer in Kolašin.

We made an online Questionnaire through which we collected data from tourist service providers, citizens of Kolašin and tourists about the quality of tourist offers in Kolašin and the biggest problems which should be addressed in the future. Data we collected shows us that the most important problem that tourist sector faced in Kolašin is linked to poor water and sewerage infrastructure and bad road infrastructure (47,06% of the respondents), bad tourist promotion and lack of investing in sport and cultural events (35,35%), lack of boarding facilities (26,47%), weak connection between different types of tourist services providers (17,65%) etc. Also, more than 70% of respondents think that the focus of local government in the next 4 years should be on investing in water and sewerage infrastructure. When we talk about the summer tourist season 2022, 20,59% of respondents are absolutely satisfied with the season, 26,47% rate tourist season with grade 8 or 7 on scale 1 to 10 and around 17,5% give grades lower than 7. When we talk about digital tools that tourist and tourist service providers use to promote their business 58,82% of them use Booking and 47,06 use Instagram as two most common and important applications for digital promotion. Also, 94,12% of respondents said that Kolašin needs specialised digital service that will unify the tourist offer of the town. When they have been asked about the platform/application **lokalno.me**, 64,71% of them responded that they use an application and 11,76% said they have never heard about an app. When we scale satisfaction, of users with application, 38,24% were quite satisfied and five graded 10 to the application and 5,88% were quite unsatisfied with service provided by application (grade 1). Average grade that was given to the application by the respondents was 7,47 (scale 1-10).

2.5. Describe activities that were undertaken by the partner (Please describe the contribution of the partner regarding project implementation so far):

Activities undertaken by partner:

- Implementation of procurement process for some of the procurement planned by project activity;
- Gather data about tourism potentials and number of registered tourist service providers in Kolašin;
- Provide connection between local authority, local tourist organisation and NGO;
- Create Questionnaire and contribute to creating a Report on the state of tourist infrastructure in Kolašin.

2.6. What are the possible risks or existing issues, which are threatening implementation and/or sustainability of the project, and how do you plan to address them? *(If applicable, please list them one by one, and also describe mitigation measures):*

During the implementation period we did not face any important risk or issue that could affect project results. We only postponed one activity (training for final beneficiaries) for one month because the Alpha phase of application was not ready yet.

3. Sustainability

3.1. Please describe the measures taken to ensure the sustainability of the project results *(Please take into account what you have written in your project document. Are there any follow up activities envisaged?)*

In our project proposal we identified four possible risk for project sustainability and implementation;

1. COVID-19 pandemic may affect the number of tourists that will visit Kolasin during 2022.

During 2022 COVID-19 pandemic lowered its intensity and we had a successful summer tourist season. Official government data indicate that we reached 96% of tourist income compared to 2019 which was a pre-pandemic record year. From today's perspective we can conclude that the pandemic did not affect the project implementation timeline and results.

2. This situation will have a negative impact on the application test period because it will lower the number of tourists who potentially can use it and give feedback.

Sufficient number of tourists during summer season and in after season (September-October) provided us with enough data and feedback which will help us to determine results of project implementation.

3. Lack of interest of final beneficiaries for this type of business improvement.

Interest of final beneficiaries for this type of platform/application was on the expected level. Active promotion and possibility to try and scale application and service it offers was from middle of August to end of November. In this period, we gathered 67 users who registered their offer to the platform and 23 users who used applications to search and find services they needed.

4. Lack of necessary funds for continuation of improving and services this type of application.

Through this project, 6 months of regular servicing and maintenance of the site and the application are provided. After the expiration of this period, in a conversation with the users, the Association of Kolašin Cheese Producers, the Association of Private Accommodation Providers and the local tourist organisation, we will negotiate the model of financing the application in the future. Through the project, it has already been proposed that associations and local tourist associations help maintain the application through their membership contributions. They already negotiate to collect different kinds of fees from their membership and we agree that part of this fee will be used for financing applications so it can stay free for potential users from Kolašin. On a monthly basis, that cost amounts to 150-200 euros, and we believe that it will be possible to provide that level of funds as the number of users grows. Also, applications could be offered to the Local tourist organisation, as a service that they could upgrade and maintain in cooperation with other local tourist organisations. We can not have feedback on this idea right now, because we are waiting for a new local administration to be formed after the election in October.

4. Other

4.1. What has your organisation and partner learned from the project implementation and through cooperation with Norway for you - Montenegro and how has this learning been utilised and disseminated to other activities of the organisation and partner?

It is important to mention that we have cooperated before with Norway for you – Montenegro on another project that aims to improve standardisation of products in rural areas during 2020. So we were familiar with internal procedures and rules of the project implementation. Knowledge we acquired back then helped us to implement project activities with efficiency and reallocate money saved during procurement procedure and some new activities that contribute to promotion of the project.

4.2. How do you evaluate co-operation with the services of the Contracting Authority (Norway for you - Montenegro)?

Co-operation was direct and efficient. People who work for UNOPS helped us with all our questions and give proper feedback on the dynamic of the project implementation timeline.

Reported by: Milovan Vlahović, CEO

Signature of the Contact Person:



Submission Date: 18.12.2022.



Сви корисници

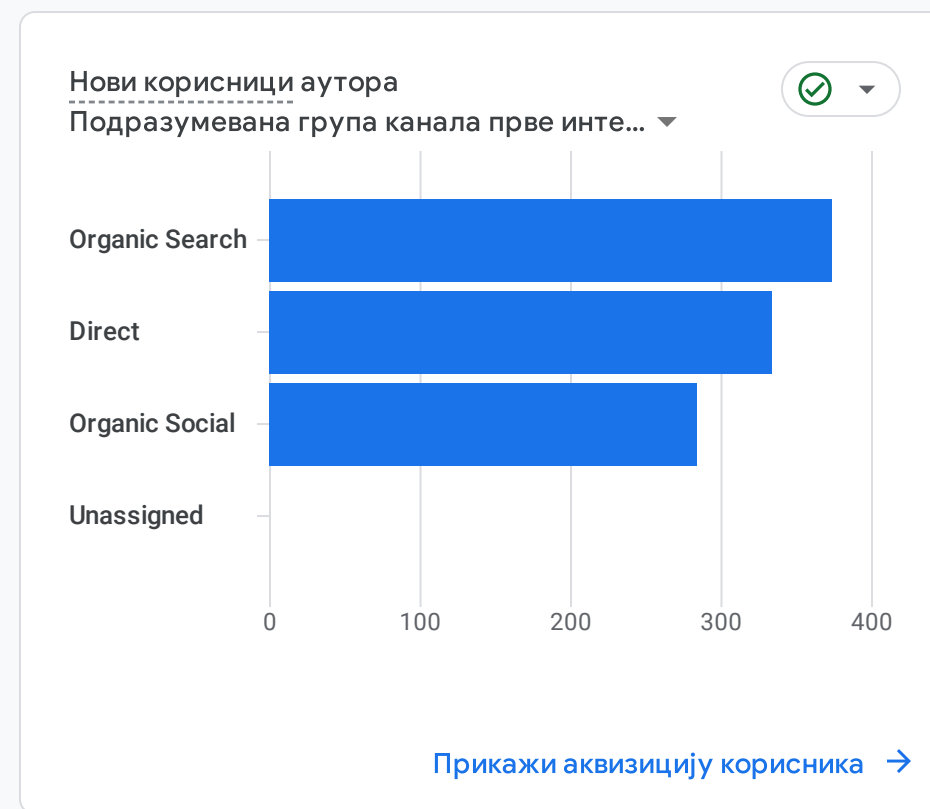
Додај поређење +

Прилагођени 1. нов 2022. – 2. мај 2023. ▾

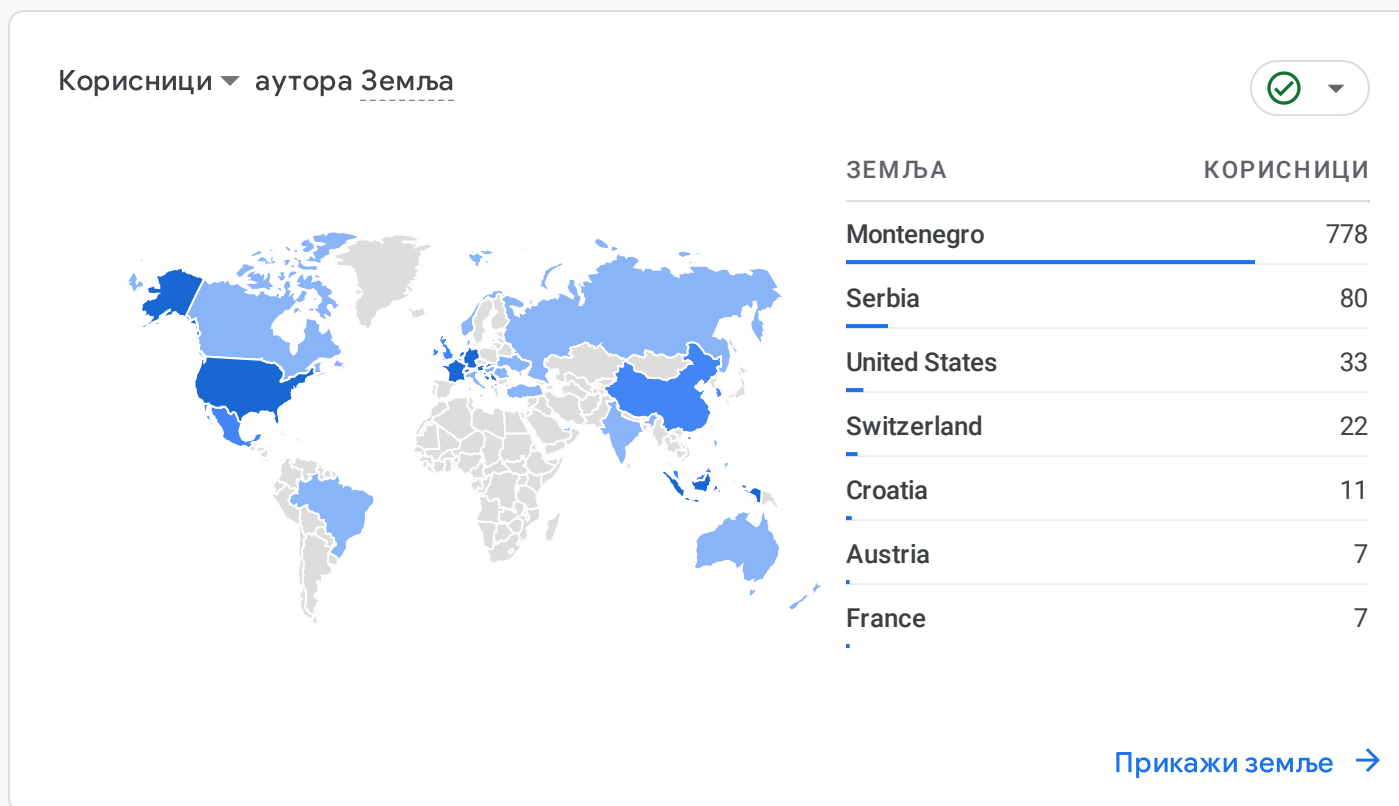
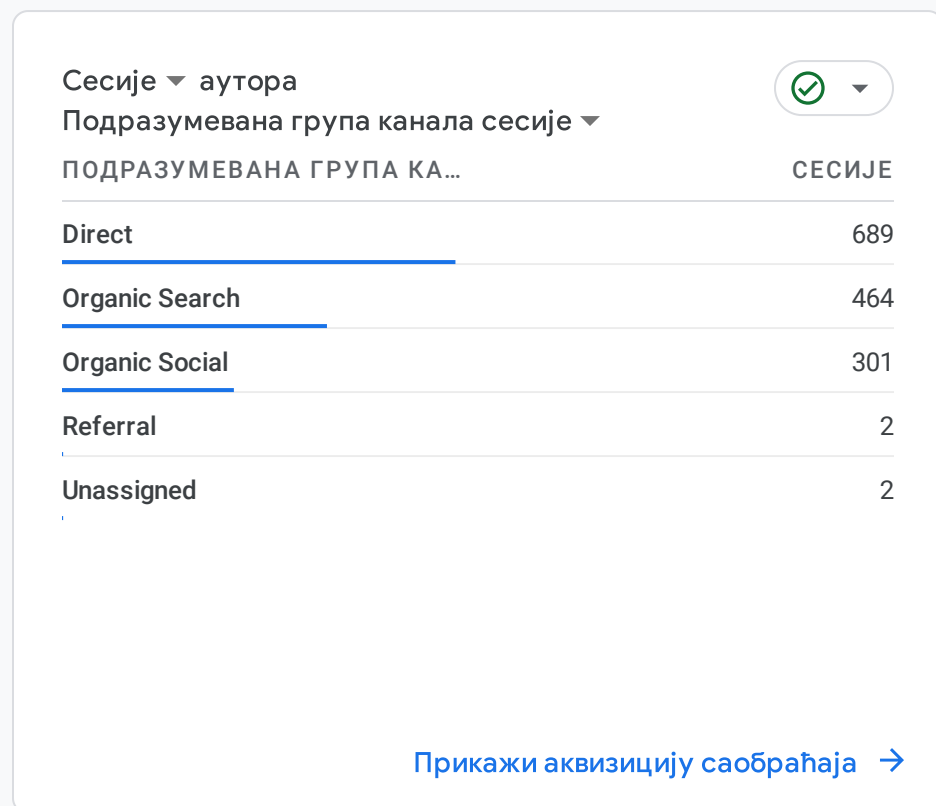
Преглед извештаја



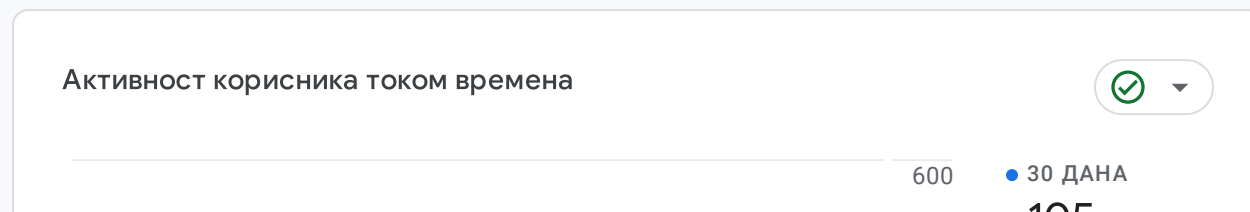
ОДАКЛЕ ДОЛАЗЕ НОВИ КОРИСНИЦИ?



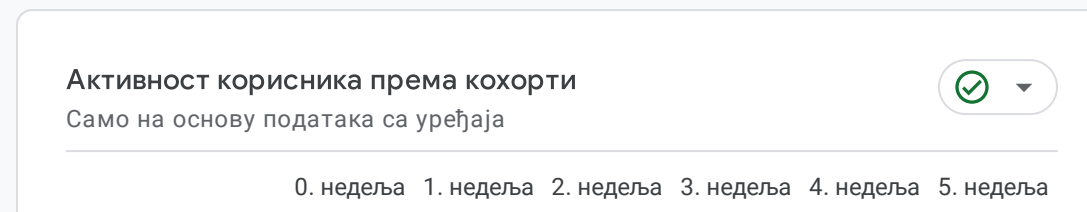
КОЈЕ КАМПАЊЕ СУ НАЈПОПУЛАРНИЈЕ?



КАКО СЕ АКТИВНИ КОРИСНИЦИ МЕЊАЈУ ТОКОМ ВРЕМЕНА?



КОЛИКО ДОБРО ЗАДРЖАВАТЕ КОРИСНИКЕ?





Сви корисници

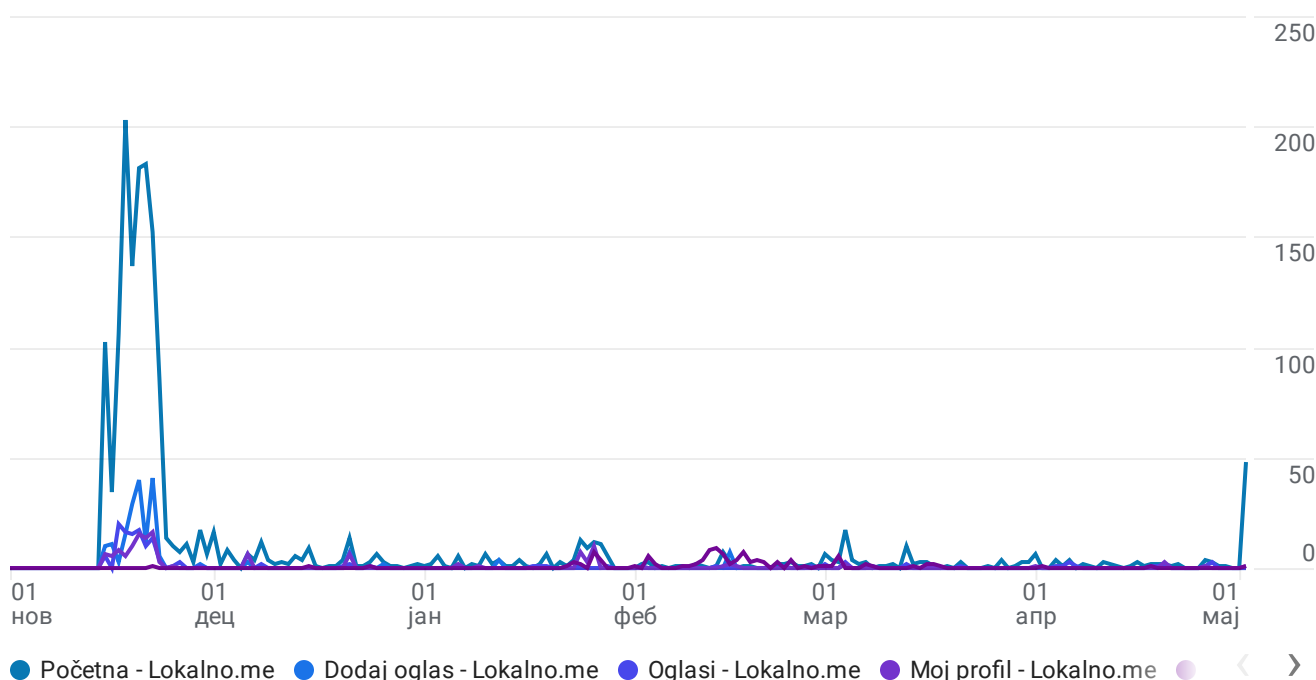
Додај поређење +

Прилагођени 1. нов 2022. – 2. мај 2023. ▾

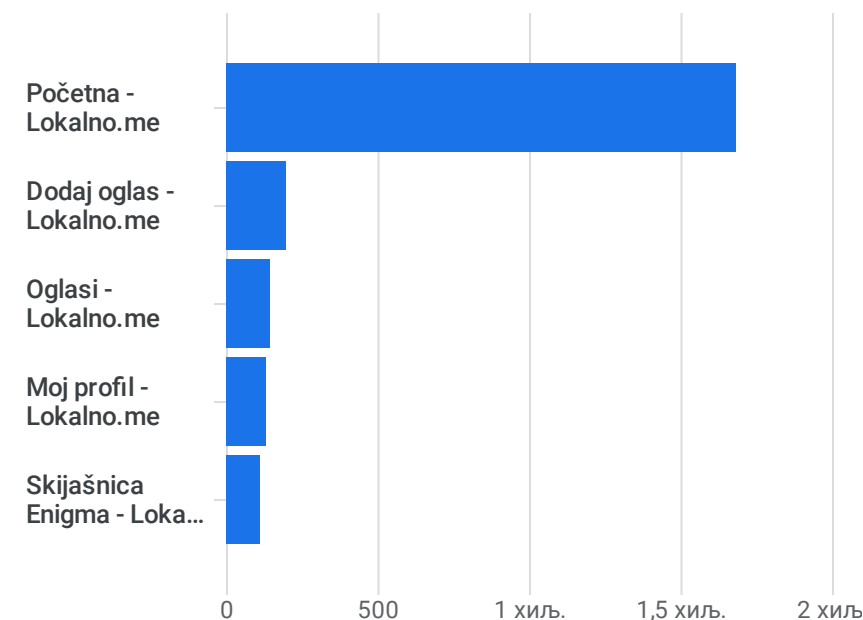
Странице и екрани: Наслов странице и класа екрана ✓ ▾

Додај филтер +

„Прикази“ према: „Наслов странице и класа екрана“ током времена



„Прикази“ према: „Наслов странице и класа екрана“



Претражите...

Редова на страници: 10 ▾ Иди на: 1 < 1-10 од 170 >

Наслов странице и класа екрана ▾ +	↓ Прикази	Корисници	Прикази по кориснику	Просечно време ангажовања	Број догађаја Сви догађаји ▾
	3.663 100% укупне вредности	995 100% укупне вредности	3,68 Прос. +0%	1 мин 20 сек Прос. +0%	11.241 100% укупне вредности
1 Početna - Lokalno.me	1.683	577	2,92	0 мин 48 сек	5.099
2 Dodaj oglas - Lokalno.me	195	36	5,42	4 мин 59 сек	825
3 Oglasi - Lokalno.me	144	107	1,35	0 мин 27 сек	310
4 Moj profil - Lokalno.me	130	34	3,82	1 мин 10 сек	493
5 Skijašnica Enigma - Lokalno.me	110	84	1,31	0 мин 25 сек	370
6 popisovi Archive - Lokalno.me	105	65	1,62	0 мин 37 сек	263
7 Gorštak PUB - Lokalno.me	65	54	1,20	0 мин 20 сек	241
8 Horse Riding Kolasin - Lokalno.me	57	13	4,38	0 мин 52 сек	175
9 Guest House Alte - Lokalno.me	56	40	1,40	0 мин 30 сек	185
10 Smještaj Archives - Lokalno.me	53	40	1,33	0 мин 32 сек	126



CLUSTER
INITIATIVE

IZVJEŠTAJ

o stanju turističke infrastrukture u Kolašinu



1. Opšte informacije

Kolašin je opština sa velikim potencijalima za bavljenjem turizmom čemu doprinosi prije svega povoljan geografski položaj. Dobar geografski položaj Kolašina ogleda se i u njegovoj odličnoj povezanosti sa ostatkom gradova u državi. Kolašin se nalazi na sat vremena voznje automobilom kroz kanjon Platije od glavnog crnogorskog grada – Podgorice, na jugu a od izgradnje dionice auto-puta Smokovac-Uvač-Mateševo razdaljina između gradova je smanjena na svega pola sata. Ka sjeveru do granice sa Srbijom takodje je potrebno nesto malo vise od 2 sata voznje. Kroz Kolašin prolazi i pruga od najveceg znacaja u ovom region Beograd – Bar. Na ovaj nacin Kolašin je izvrsno povezan i sa morem i sa visokim crnogorskim zaledjem. Do Kolašina se moze doći preko Podgorickog aerodroma koji je udaljen oko 80 kilometara; preko Beogradskog aerodrome, a posle magistralnim putem Beograd – Podgorica, ili pak preko Dubrovačkom aerodroma sto je nesto duža trasa. Kolašin je od Beograda udaljen 400 kilometara, isto koliko i od Sarajeva, od Dubrovika 220, od Zagreba 740 kilometara, a od Ljubljane 950 kilometara.

Ukoliko ste strastveni ribolovac, u blizini grada su rijeke bogate pastrmkom, u samom gradu djeluje lovačko i ribolovačko društvo.

Kolašinci i njihovi gosti za izletišta biraju obale jezera, posebno Biogradsko ili neko glacijarnih jezera na Bjelasici.

Za nesto aktivniji odmor splavarenje Tarom je jedna od preporuka. Jedan kraći izlet ove vrste mogao bi biti splavarenje na relaciji Kolašin – Mojkovac u dužini od oko 15 km.

Posjete kanjonu Mrtvice ili neki od jednodnevnih aranzmana poput raftinga Lever Tarom takodje su u ponudi turistickih poslenika u Kolašinu, pa ukoliko vas odmor traje nesto duze preporucujemo da svaki vas dan ispunite nekim od ovih sadrzaja.

Posebno zanimljivi su sestodnevnii ili sedmodnevni aranzmani koji ukljucuju bogat program posjete prirodnim bogatstvima ovog kraja. Jedan ovakav, u organizaciji lokalne turisticke organizacije podrazumijeva – rafting tarom, planinarske ture Bjelasicom, posjetu durmitorskom kraju, Biogradskom jezeru i planini Sinjajevini i njenim visokim vrhovima. Ovo bi bila prava prilika da upoznate gotovo pola Crne Gore za svega jednu nedjelju vaseg boravka u njoj.

Kolašin nazivaju i netaknutom Svajcarskom. Kolašin se u potpunosti okrenuo planinskom rekreativnom turizmu i nacinu zivljenja. Pored zimskih sportova u novosagrađenoj dvorani obitava i vise sportskih drustava i klubova medju kojima najvise uspjeha ima kosarkaski klub Gorstak iz koga je izaslo nekoliko crnogorskih kosarkaskih asova kao sto je Vlado Scepanovic, igrac velikog evropskog kluba Panatenaikosa. U Kolašinu postoji nekoliko otvorenih sportskih terena ukoliko pozelite da se rekreativno bavite sportom tokom vaseg odmora. Nedaleko od centra grada je i fudbalski stadion.

Za sve ljubitelje biljnih vrsta u Kolašinu se nalazi pravi mali raj – djelo slovenackog biologa Danijela Vinceka koji gotovo trideset godina citavu svoju energiju predaje botanickoj basti u kojoj na relativno malom prostoru gaji na stotine razlicitih biljnih vrsta. Biljne vrste koje su zastupljene u basti karakteristicne su za oblast Durmitora, Bjelasice, Porkletija i Sinjajevine. Ljekovito bilje, sumski plodovi i ugrozene vrste nalaze se u ovoj basti koja pored naucne ima i obrazovnu svrhu jer je posjecuju studenti biologije iz ovog regiona.

Kada je u pitanju izletnicki turizam nacionalni park Biogradsko jezero ponovo se nalazi u centru paznje. Obilazak nacionalnog parka mogao bi biti odlican izbor. Tura Kolašin – Kraljevo kolo – Biogradsko jezero kroz zivopisnu prirodu, voznju po jezeru i dobrog vodica pretvorice se u nezaboravan jednodnevni izlet. Takodje, odlazak na neki od vrhova Bjelasice, za sta vam u pojedinim slucajevima nece biti potreban vodice, dace vam priliku da sa visine od 2.000 metara uzivate u pogledu koji nikad necete zaboraviti. Ukoliko ste ljubitelj planinarenja postoji

nekoliko oznacenih staza koje vode do nekoliko najpoznatijih vrhova. Ovim prostranstvima prolazi i planinska transverzala CT-1 u duzini od 120 kilometara. Ovaj planinarski put koji vodi preko Bjelasice i Biogradske gore prelazi se za oko 6 dana. Uoliko ste odlucite da se zadržite u nacionalnom parku u blizini Biogradskog jezera nalaze se bungalovi, napravljeni od drveta koji se uklapaju u prirodni ambient. Ukoliko zelite probati nacionalnu kuhinju u samom parku je i restoran Biogradsko jezero. Sam park nudi sve sto vam je potrebno za dobar provod, pocevsi od izdavanja ribolovnih dozvola, izdavanje camaca, satora, prostora za kampovanje kao i organizovanje rucaka sa tradicionalnim obrocima.

S druge strane, za zaljubljenike gorskih visova Moračke planine bice prvi i jedini izbor. Nalaze se u samom srcu Crne Gore, okružene nacionalnim parkovima i planinama na koje se pruza pogled. Na sjeveru su Maganik, Durmitor, Maglic i Ljubisnja, na zapadu se pogled pruza ka Goliji, ka istoku gledaju na Prokletije i Komove – jednom rijecju – sa nekog od 2000 metara visokog vrha mozete vidjeti sve planine Crne Gore, a po prici zaljubljenika u gorske vrhove, tokom vedrog dana cak i more.

Planinarska avantura koju vam nude ove planine, upotpunjena je i ljepotama jezera koja se na njoj nalaze. Najbolje doba za planinarsku aktivnost je kasno proljece, ljeto i rana jesen, a tokom zime, strucnjaci savjetuju nosenje dobre alpinisticke opreme.

Neke od standardnih planinarskih ruta tokom kojih se osvajaju zivopisni vrhovi Moračkih planina su:

Kapetanovo jezero (1672m) – Lastva (2226m) – Zagradac (2217m). Vrijeme potrebno za turu je oko 4 h, visinska razlika je oko 555m

Kapetanovo jezero (1672m) – Manito jezero (1764m) – Stozac (2140m). Trajanje ture je oko 2,5 sata, u duzini od oko 5 km

Strug (1475m) – Popov do (1750m) – Borova brda (2006) – Mali Zebalac (2073m) – Veliki Zebalac (2129m). Izuzetno duga tura za koju je potrebno oko 4h

Osreci (1375m) – Ropusnica (1472m) – Korita (1485m) – Ruda Glavica (2020m). Trocasovna tura.

Bare Bojovica (1540 m) – Veliki Zurim (2036 m) – Mali Zurim (1962 m) – Ilin vrh (2051 m). Nesto duza tura u trajanju od oko 4 sata duz 7, 5 km.

Crkvine (1045 m) – Bistrica (1258 m) – Barski Katun (1462 m) – Mioski Katun (1542 m) – Umovi (1945 m). Ruta u duzini od 9 km.

Medjurijecje (211 m) – Mrtvo Duboko (360 m) – Granica (1042 m) – Poljana (1594 m) – Medjedji vrh (2139 m). Nesto zahtijevnija ruta sa vecom visinskom razlikom za cije je savladavanje potrebno vise od 6h.

Jugoistocno od prostranog durmitorskog masiva nalazi se Sinjajevina (Sinjavina), najveći pasnjacki predio u Crnoj Gori koji se pruza niz dinaridski vijenac planina. Prosjecne je visine oko 1600 metara iznad mora, a najvisi vrhovi se Babji Zub (2277 m), Jablanov Vrh (2203 m), Gradiste (2174 m), Savina greda (2101 m), Veliki Pecarac (2042 m), Starac (2022 m) i Babin Vrh (2013 m). Nastala glacijalnom aktivnoscu, pruza se od Kolašina do samih oboda Nacionalnog parka Durmitor. Masiv je 40 km dug i 15km širok i izrstan je teren za sve planinarske i pjesacke aktivnosti.

Zmničko i Zabojsko jezero krasi ovu planinu. Prvo je na nadmorskoj visini od 1295m, i 4 metra duboko, dok se ovo drugo nalazi na visini od 1486m, a dubina mu je oko 19 metara.

Planinarske ekspedicije kreću se sledecim stazama:

Kolašin (940 m) – Gornje Lipovo – Klisura (1189 m)- Katunina (1418 m) – Djedov Do – Dzavrlje – Babji Zub (2277 m). Visinska razlika je oko 1100m, dužina oko 8 km, a trajanje ture oko 5h. pojedini dijelovi ture su inspirativni za čak i za iskusnije planinare.

Kolašin (954 mnm) – Gornje Lipovo (1208 mnm) – Prevoj Vratlo (1730 mnm) – Pilac (1872 mnm) – Jablanov Vrh (2203 mnm). Dužina rute je oko 8 km, a za prelazak je potrebno oko 4 h. ruta je atraktivan i uključuje odličan vidik, prolazak pored manjih bara-jezera i brojnih katuna.

Najbolje doba za planinarsku aktivnost je kasno proljeće, ljeto i rana jesen.

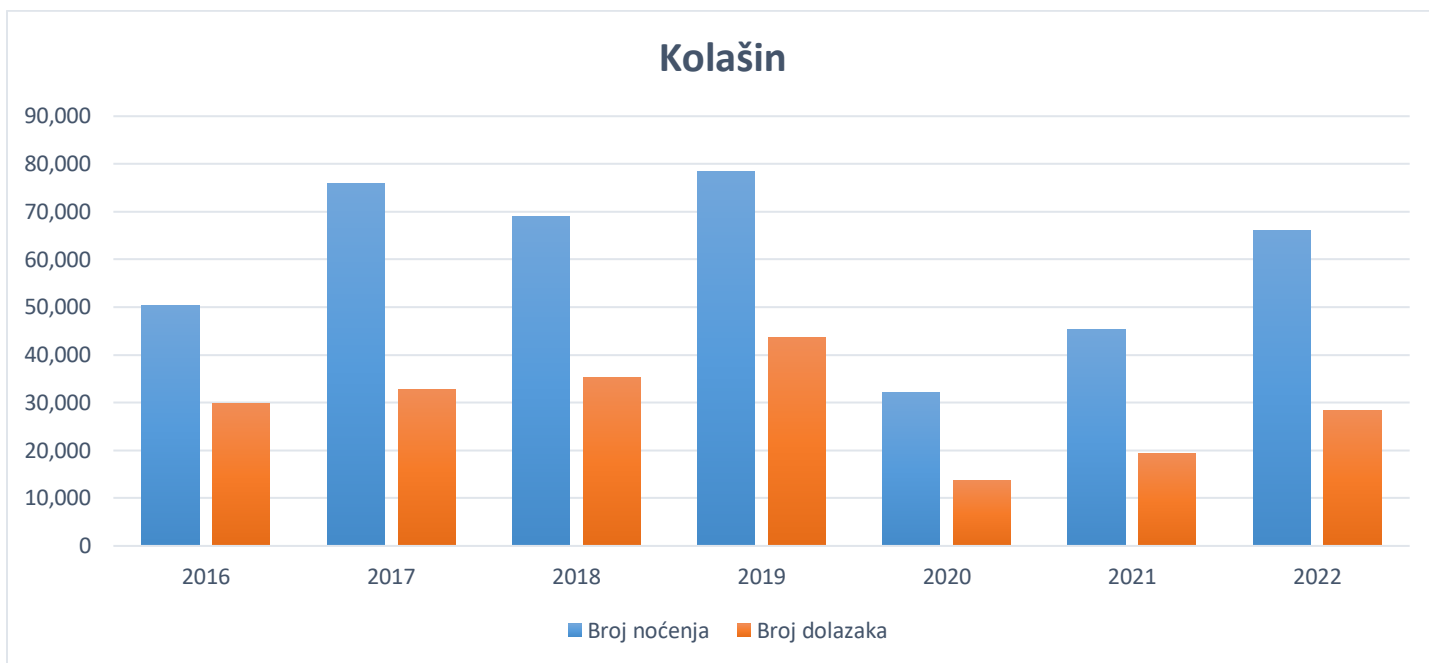
Zahvaljujući svojoj prirodnoj predodređenosti Kolašin je raj za zimski turizam. Ski centar organizuje doček i prevoz gostiju sa željezničke stanice, ili do hotela, ili do ski centra sopstvenim autobusima. Ovdje se neprestao izgrađuju i poboljšavaju uslovi za bavljenje zimskim sportovima. U Kolašinu djeluju i tri ski kluba. Danas je skijaliste na Jezerinama nadaleko poznato po kvalitetu usluge sa kvalitetnom zicarom i nekoliko ski liftova koji vode do visine čak do 1950 metara nadmorske visine. Na Jezerinama se nalaze i brojni ugostiteljski objekti pa će vas dan na snijegu potpun ukoliko provedete neko vrijeme kraj ognjista ili pak samo se suncajući na zimskom suncu uzivate u toplom napitku.

Obzirom da se padine Bjelasice na kojoj se nalazi skijaliste Jezerine nalaze na sjevernoj strani, snijeg se zadržava duže, pa je uzitak skijanja proizveden na čitavu sezonu. Neke staze su prema FIS standardima, što znači da su u potpunosti spremne i za takmicenja na najvišem nivou. Bjelasicu karakterise i dosta staza alternativnog tipa koje idu kroz sumu i koje prosto mame ljubitelje ekstremnijeg skijanja. Na pojedinim mjestima nagib staza je preko 60% što neke od njih čini fantastičnim za bavljenje ekstremnim skijanjem. Staze su izvanredno pripremljene i na njima se održava već tradicionalni ski fest koji privlači ne samo skijase već i turističke radnike iz republike i iz regiona. Blizina skijalista samom gradu uslovljava njegovu popularnost tako da ogroman broj stanovnika Podgorice i nekih južnijih crnogorskih opština koristi svaki slobodan dan da posjeti Bjelasicu. U okviru skijališta radi i škola skijanja i snouborda, gorska služba spasa, prva pomoć i brojne druge službe, čineći ovo skijaliste izuzetno atraktivnim i primamljivim kako za rekreativce tako i za profesionalce. Dužina glavne padine je preko 4 kilometra, izuzetno je široka, i spremna da primi više hiljada skijasa odjednom. Prvi skijaši, po tradiciji, sezonu otvaraju krajem decembra, odnosno za novogodišnje praznike. Pored skijališta na Jezerinama koje se nalazi u privatnom vlasništvu od 2019. godine otvoreno je skijalište Kolašin 1600 kojim upravlja država i koje je putem žičare K-7 povezano sa skijalištem na jezerinama.

2. Dolasci i noćenja turista

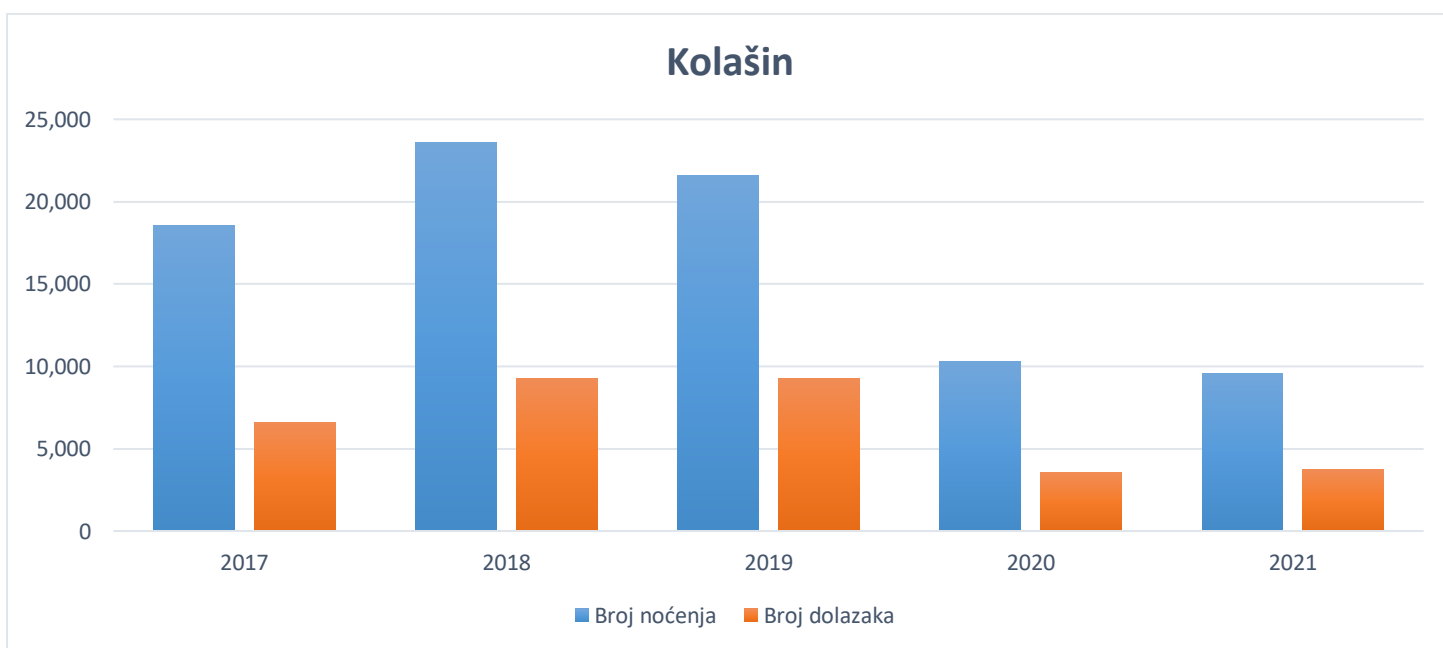
Kada govorimo o broju turista koji posjete Kolašin, uvidom u podatke MONSTAT, primjećujemo da je epidemija korona virusa koja je počela 2020. godine ozbiljno uzdrmala turističku privredu ovog grada koja se još uvijek nije oporavila u potpunosti. Sa nekada rekordnih blizu 80 hiljada noćenja u 2019. godini, u 2021. godini ostvareno je nešto oko 45 hiljada noćenja u kolektivnom smještaju. Dostupni podaci za 2022. godinu za period januar-oktobar pokazuju postepen oporavak turističke privrede i dostizanje cifre od blizu 70 hiljada noćenja u ovoj godini. Individualni smještaj je pretrpio osjetan udarac te je sa skoro 25 hiljada noćenja pao na jedva 10 hiljada noćenja što je gubitak od 60%.

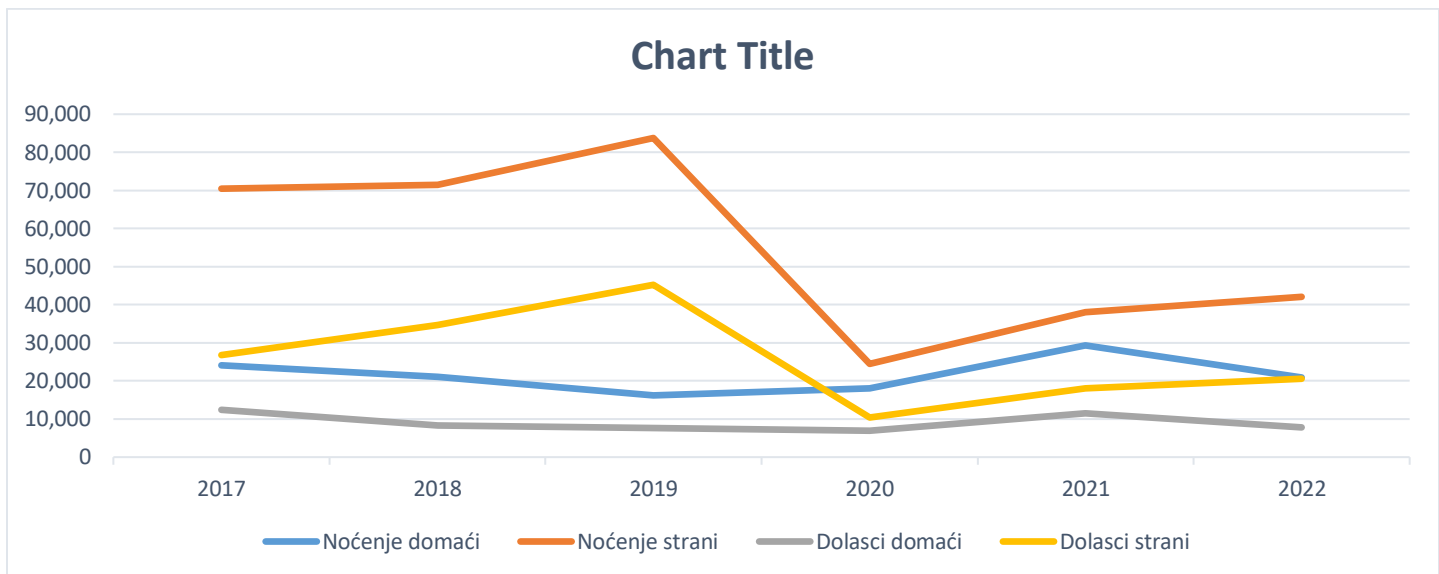
Dolasci i noćenja turista u kolektivnom smještaju u period od 2016 do 2022. godine:



Individualni smještaji obuhvataju chalete, kuće, apartmane, stanove i druge smještaje do 15 ležajeva.

Dolasci i noćenja turista u individualnom smještaju u period 2017 do 2021. godine. Podaci za 2022. godinu nijesu još uvijek dostupni.





Na osnovu dostupnih podataka možemo zaključiti da se oko 75% noćenja ostavari u kolektivnom smještaju i da 75% turista koji posjete Kolašin dolaze iz inostranstva.

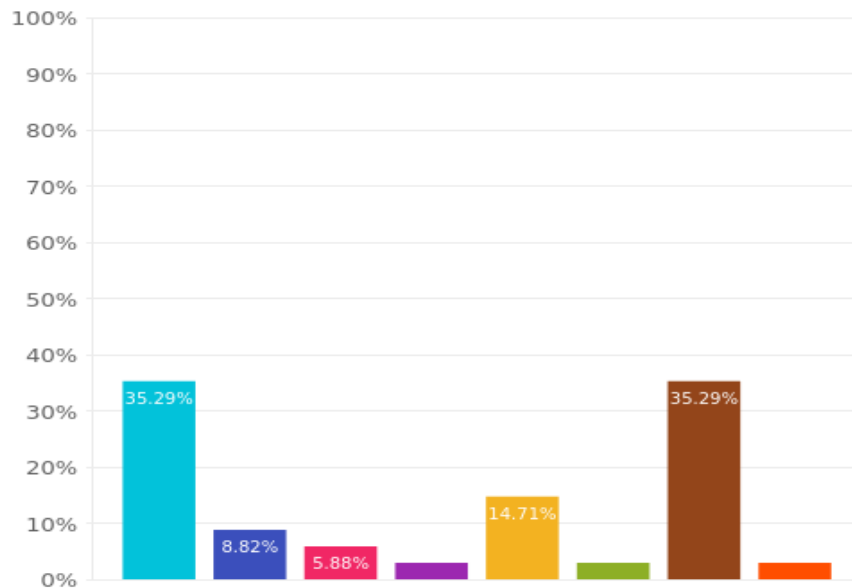
Kako je 2020. godine počela pandemija novog corona virusa prihodi od turizma su u Crnoj Gori opali za 90% u odnosu na predkriznu 2019. godinu, što se može vidjeti in a graficima. Međutim u 2021. godine crnogorska ekonomija se ostvarila snažan rast od približno 13% na šta je uticala dobra ljetnja i zimska sezona u kojima je ostvareno preko 70% prihoda iz 2019. godine koja je prema mnogim pokazateljima bila rekordna. Kako se vidi na graficima, turistički potencijal Kolašina je u 2021. godini započeo oporavak. Ostvareno je otprilike 57% noćenja u odnosu na rekordnu 2019. godinu, što pokazuje da tržište očekuje još jači oporavak u 2022. godini sa rastom broja vakcinisanih i usporavanjem pandemije.

3. Izazovi i perspektive

Tokom mjeseca novembra 2022. sproveli smo online Upitnik putem kojeg smo od pružalaca turističkih usluga, građana Kolašina i turista prikupljali podatke o kvalitetu turističke ponude u Kolašinu i najvećim problemima koje treba rješavati u budućnosti. Podaci koje smo prikupili pokazuju da je najvažniji problem sa kojim se turistički sektor u Kolašinu suočio vezan za lošu vodovodnu i kanalizacionu infrastrukturu i lošu putnu infrastrukturu (47,06% ispitanika), lošu turističku promociju i nedostatak ulaganja u sportske i kulturne manifestacije. (35,35%), nedostatak van pansionskog sadržaja (26,47%), slaba povezanost između različitih tipova pružalaca turističkih usluga (17,65%) itd. Takođe, više od 70% ispitanika smatra da je fokus lokalne samouprave u naredna 4 godine trebalo bi da bude na ulaganju u vodovodnu i kanalizacionu infrastrukturu. Kada je riječ o ljetnjoj turističkoj sezoni 2022. 20,59% ispitanika je apsolutno zadovoljno sezonom, 26,47% ocenjuje turističku sezonu ocjenom 8 ili 7 na skali od 1 do 10, a oko 17,5% daje ocjene nižu od 7. Kada je riječ o digitalnim alatima koje pružaoci turističkih usluga i turisti koriste za promociju svog poslovanja 58,82% njih koristi Booking, a 47,06 koristi Instagram kao dve najčešće i najvažnije aplikacije za digitalnu promociju. Takođe, 94,12% ispitanika reklo je da je Kolašinu potrebna specijalizovana digitalna usluga koja će objediniti turističku ponudu grada. Kada su ih pitali o platformi/aplikaciji **lokalno.me**, 64,71% njih je odgovorilo da koristi aplikaciju, a 11,76% je reklo da nikada nije čulo za aplikaciju. Kada mjerimo zadovoljstvo korisnika aplikacijom, 38,24% je bilo prilično zadovoljno, a pet korisnika je ocijenilo aplikaciju sa ocjenom 10, dok je 5,88% je bilo prilično nezadovoljno uslugom koju aplikacija pruža (ocena 1). Prosečna ocena koju su ispitanici dali aplikaciji je 7,47 (na skali 1-10). Takođe, preko 60% ispitanika je odgovorilo da je aplikacija doprinijela poboljšanju njihovog poslovanja kroz privlačenje novih mušterija.

Kojoj kategoriji pripadate?

Answered: 34 Skipped: 0



- Izdavanje smještaja (hoteli, apartmani, chalet, sobe, eko katuni, etno sela itd.)
- Ugostiteljske usluge (restorani, konobe, picerije, kafići, kafe barovi, pubovi isl.)
- Organizatori događaja (sportski događaji, kulturne manifestacije i sl.)
- Poljoprivredni proizvođači
- Pružaoци usluga (turističku vodiči, turističke agencije, rentiranje džipova, jahanje konja, fotografisanje, iznajmljivanje bicikala i sl.)
- Turista/Korisnik usluga
- Stanovnik Kolašina
- Other (Please specify)

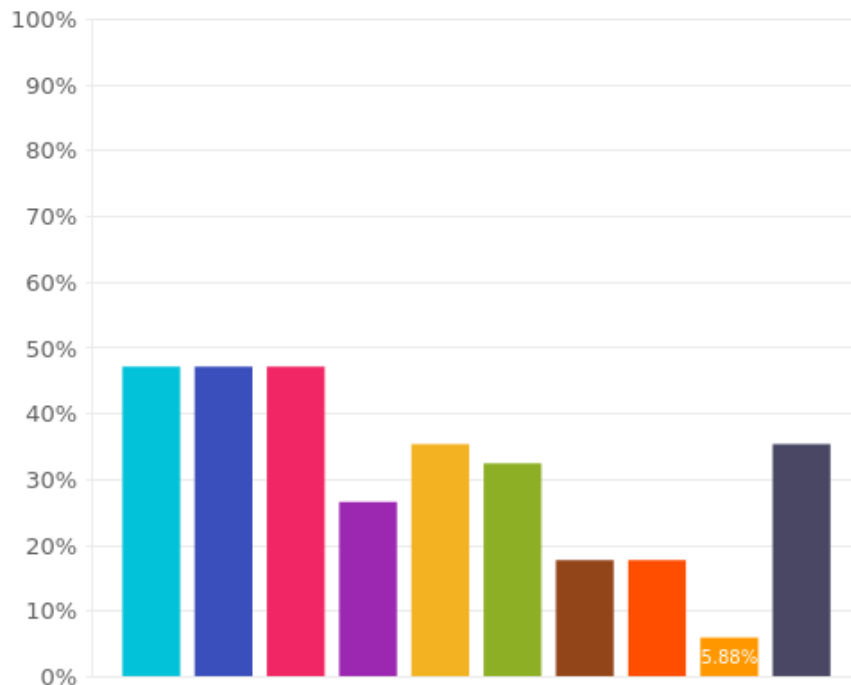
Choices	Response percent	Response count
Izdavanje smještaja (hoteli, apartmani, chalet, sobe, eko katuni, etno sela itd.)	35.29%	12
Ugostiteljske usluge (restorani, konobe, picerije, kafići, kafe barovi, pubovi isl.)	8.82%	3
Organizatori događaja (sportski događaji, kulturne manifestacije i sl.)	5.88%	2
Poljoprivredni proizvođači	2.94%	1
Pružaoци usluga (turističku vodiči, turističke agencije, rentiranje džipova, jahanje konja, fotografisanje, iznajmljivanje bicikala i sl.)	14.71%	5
Turista/Korisnik usluga	2.94%	1
Stanovnik Kolašina	35.29%	12
Other (Please specify)	2.94%	1

Other (Please specify)

1.

Koji su najveći problemi koji utiču na kvalitet turističke ponude Kolašina? (možete izabrati više odgovora)d

Answered: 34 Skipped: 0



- Loša putna infrastruktura
- Loša kanalizaciona mreža
- Loša vodovodna mreža i česti nestanci vode

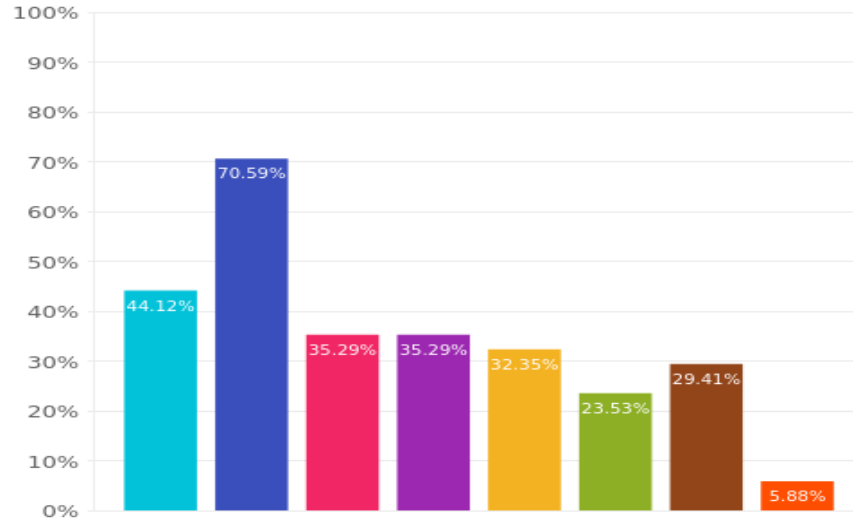
- Nedostatak vanpansionskog sadržaja
- Loša promocija turističkih potencijala grada
- Nedovoljno ulaganje u sportske i kulturne manifestacije od strane lokalne uprave

- Slaba povezanost između pružalaca različitih vrsta turističkih usluga
- Nedovoljno ulaganje u agro turizam
- Nizak kvalitet lokalne turističke ponude (nizak nivo usluga, slab smještaj, negostoljubljivo osoblje i sl.)

- Nedostatak kvalitetne i školovane radne snage
- Other (Please specify)

Fokus lokalne uprave u naredne četiri godine mora biti na? (samo jedan odgovor)

Answered: 34 Skipped: 0



- Ulaganje u putnu infrastrukturu
- Ulaganje u kanalizacionu i vodovodnu infrastrukturu
- Ulaganje u promociju ponude grada na sajmovima i putem savremenih sredstava marketinga i komunikacije
- Ulaganje u vizuelni identitet i brendiranje turističke ponude
- Ulaganje u unapređenje seoskog turizma
- Ulaganje u poljoprivrednu proizvodnju radi zadovoljenja potreba turističke privrede
- Digitalizacija i objedinjavanje turističke ponude
- Other (Please specify)

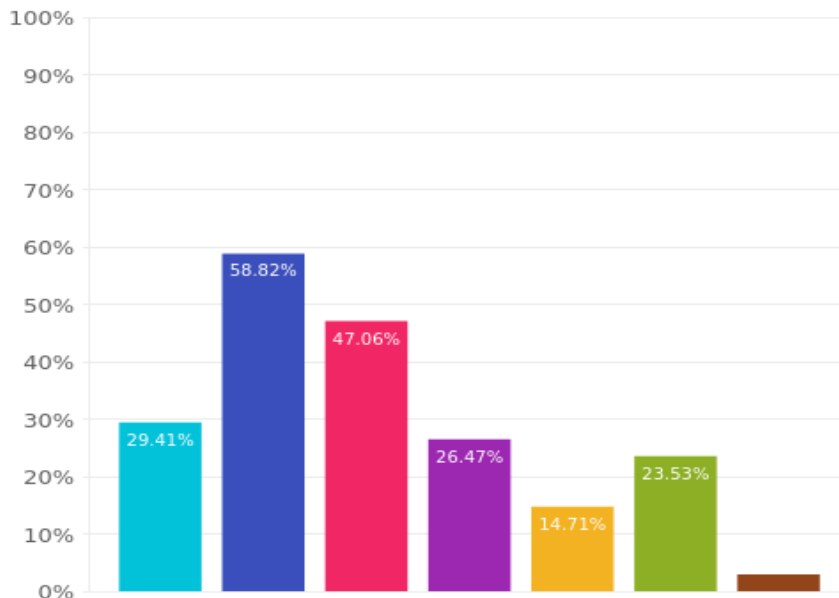
Choices	Response percent	Response count
Ulaganje u putnu infrastrukturu	44.12%	15
Ulaganje u kanalizacionu i vodovodnu infrastrukturu	70.59%	24
Ulaganje u promociju ponude grada na sajmovima i putem savremenih sredstava marketinga i komunikacije	35.29%	12
Ulaganje u vizuelni identitet i brendiranje turističke ponude	35.29%	12
Ulaganje u unapređenje seoskog turizma	32.35%	11
Ulaganje u poljoprivrednu proizvodnju radi zadovoljenja potreba turističke privrede	23.53%	8
Digitalizacija i objedinjavanje turističke ponude	29.41%	10
Other (Please specify)	5.88%	2

Other (Please specify)

1. Sinhronizaciju događaja i njihova kategorizacija. Očuvanje lokalnog identiteta.
2. Ulaganje u sve segmente kulture, ostalo će doći sa tim

Koji od sledećih servisa je najznačajniji za promociju Vašeg biznisa ili koji koristite radi rezervacije smještaja i drugih usluga?

Answered: 34 Skipped: 0



- AirBnb
- Booking.com
- Instagram
- Facebook
- Oficijalni sajt moje firme
- Saradnja sa turističkim agencijama
- Other (Please specify)

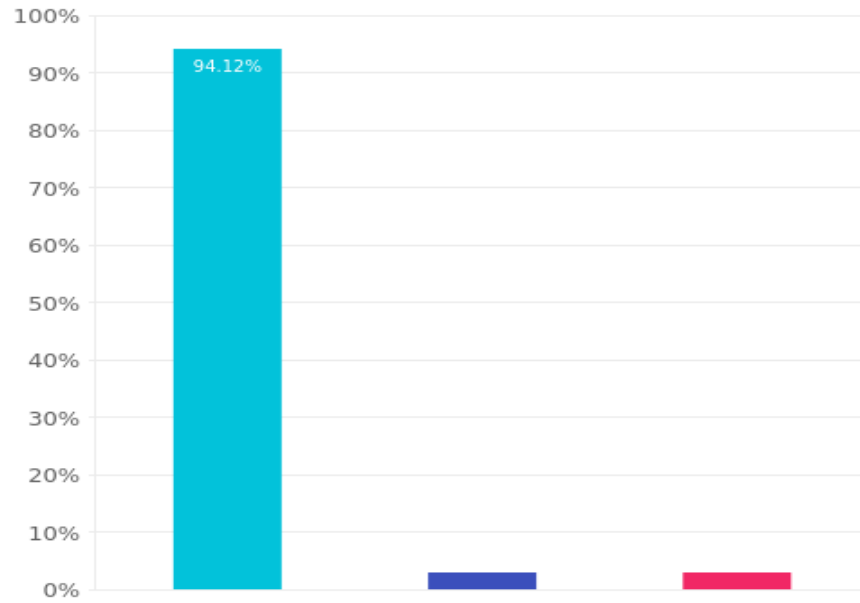
Choices	Response percent	Response count
AirBnb	29.41%	10
Booking.com	58.82%	20
Instagram	47.06%	16
Facebook	26.47%	9
Oficijalni sajt moje firme	14.71%	5
Saradnja sa turističkim agencijama	23.53%	8
Other (Please specify)	2.94%	1

Other (Please specify)

1. [Lični kontakt](#)

Da li je Kolašinu neophodan digitalni servis koji će turističku ponudu objediniti na jednom mjestu?

Answered: 34 Skipped: 0



● Da, naravno

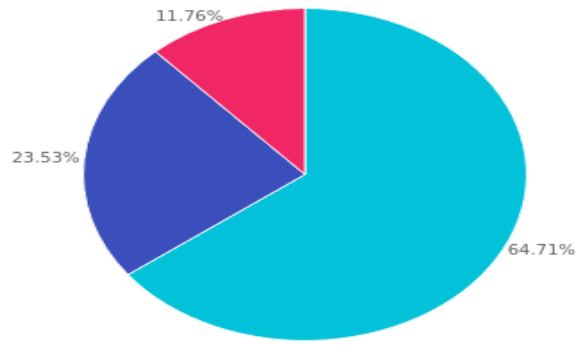
● Ne, imamo druge prioritete

● Ne znam, nijesam siguran

Choices	Response percent	Response count
Da, naravno	94.12%	32
Ne, imamo druge prioritete	2.94%	1
Ne znam, nijesam siguran	2.94%	1

Da li koristite aplikaciju Lokalno.me?

Answered: 34 Skipped: 0

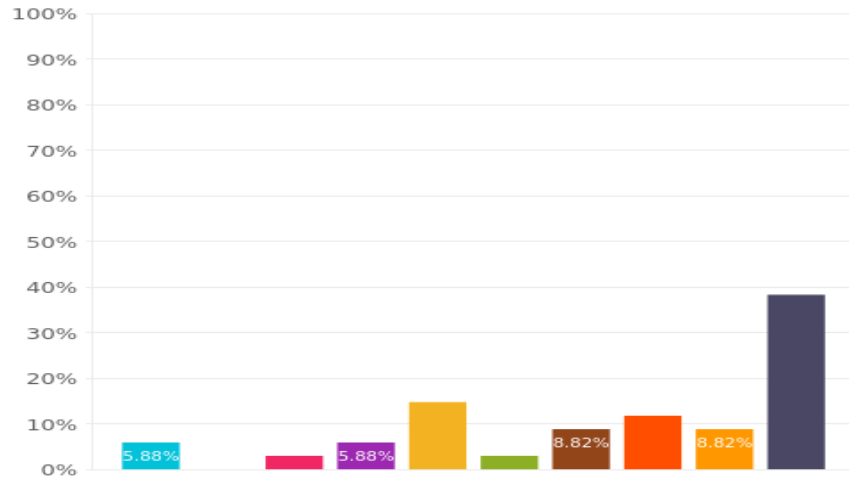


- Da
- Ne
- Nijesam upoznat/a sa aplikacijom

Choices	Response percent	Response count
Da	64.71%	22
Ne	23.53%	8
Nijesam upoznat/a sa aplikacijom	11.76%	4

Ukoliko je odgovor na predhodno pitanje DA nastavite dalje.
Koliko ste zadovoljni obimom usluga koji pruža aplikacija Lokalno.me?

Answered: 34 Skipped: 0



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Average rating: 7.47

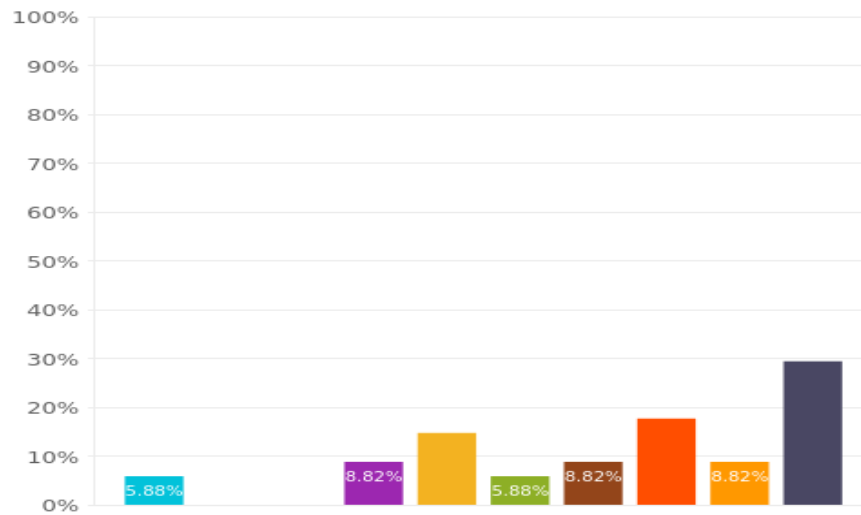
Ukoliko ste Vlasnik privatnog biznisa povezanog sa turizmom:

U kojoj mjeri je sama aplikacija i prateći marketing unaprijedili vidljivost Vašeg biznisa na lokalnom nivou?

Ukoliko ste turista ili stanovnik Kolašina:

U kojoj mjeri je sama aplikacija doprinijela međusobnom povezivanju turističkih poslenika i predstavljanje kompletne turističke ponude grada na jednom mjestu?

Answered: 34 Skipped: 0



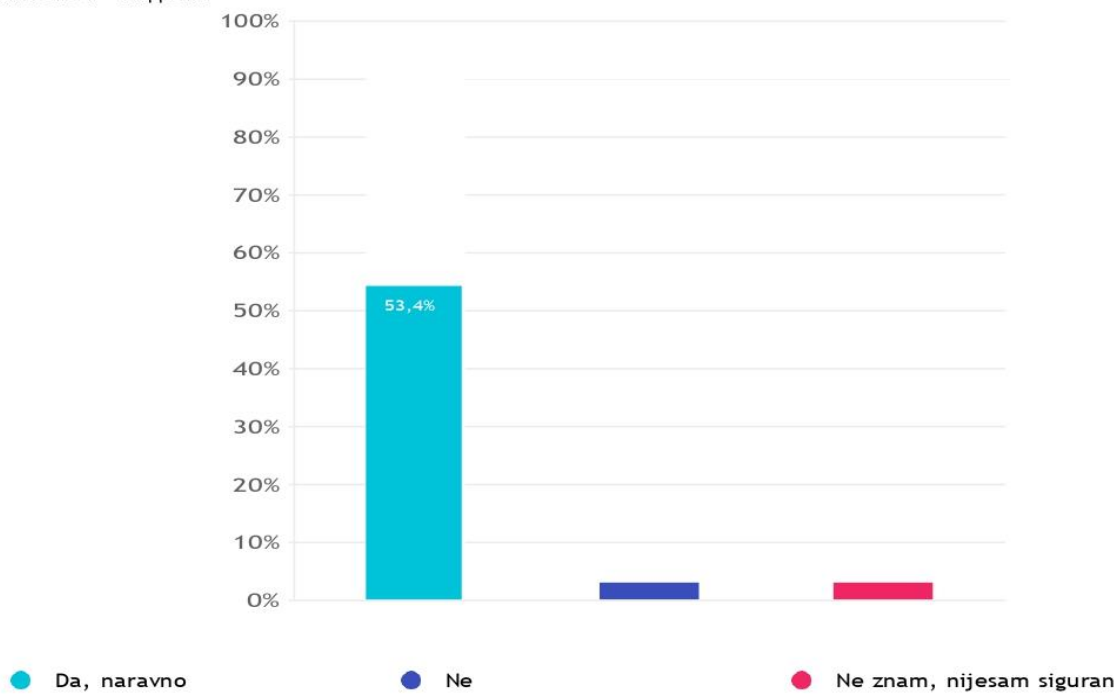
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Rating	Response percent	Response count
1	5.88%	2
2	0.00%	0
3	0.00%	0
4	8.82%	3
5	14.71%	5
6	5.88%	2
7	8.82%	3
8	17.65%	6
9	8.82%	3
10	29.41%	10

Average rating: 7.26

Da li ste zahvaljujući aplikaciji Lokalno.me smanjili upotrebu štampanog materijala u svojim objektima za više od 50%(apartmani, hoteli, ugostiteljski objekti, agencije itd.)?

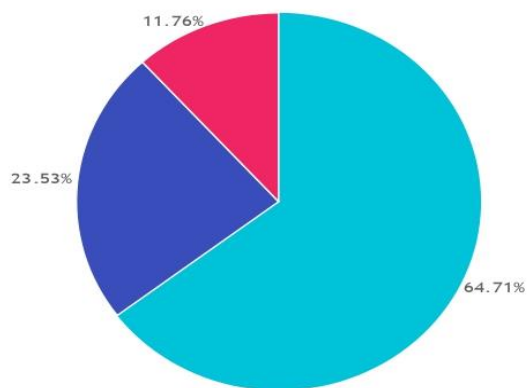
Answered: 34 Skipped: 0



Choices	Response percent	Response count
Da, naravno	53,4%	18
Ne	36,6%	12
Ne znam, nijesam siguran	10%	4

Da li je aplikacija Lokalno.me privukla nove kupce, mušterije i korisnike Vaših usluga u prethodnom periodu?

Answered: 34 Skipped: 0



● Da

● Ne

● Ne znam, još uvijek je rano da procijenim

Choices	Response percent	Response count
Da	64.71%	22
Ne	23.53%	8
Ne znam, još uvijek je rano da procijenim	11.76%	4