

SPORT-RECREATIONAL CONTESTS MARKETING AND PROMOTION IN MONTENEGRO'S TOURISM DEVELOPMENT

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Abstract

The paper presents the current state of sports content promoted tourism in Montenegro. Particular importance was given NTOCG web site, currently the largest database of sports and recreational facilities in tourism in Montenegro. In addition on the basis of comparative analysis for 2012.and 2013.work contains statistical data on the number of sport and recreation in Montenegro's tourism for all three regions separately (Northern, Central and Southern).

Keywords: promotion, sport, recreation, tourism, NTOCG-The National Tourism Organization of Montenegro

Introduction

At the tourist market there is an increasing demand for sport-recreational contests during holidays and vacations. The destinations that have conditions for sustainable sport-recreational contests in natural environment are bather ranking then others on the tourist market. Montenegro has great natural possibility for the development of sport tourism as well as other forms of this industry and based on spatial and comparative advantages for their development . The following three regions are available for sport-recreational development:

1. The Northern region (municipalities of Plužane, Kolašin, Bijelo Polje, Berane, Šavnik, Žabljak, Pljevlja, Mojkovac, Andrijevisa, Plav and Rožaje),
2. The Central region (municipalities of Podgorica, Nikšić, Danilovgrad and Cetinje),
3. The Costal region (municipalities of Herceg Novi, Kotor, Bar, Tivat, Budva and Ulcinj).

The basic development document in Montenegro for tourism is upgraded Master Plan i.e. The Strategy for the development of tourism in Montenegro (Montenegro- The Ministry of Tourism and Environment , Podgorica 2008), accomplished 2001 and, upgraded in 2008.¹

Marketing of Montenegro as a touristic destination is under jurisdiction of the national tourist state organization entitled – National Tourist Organization of Montenegro. This organization conducts activities connected with promotion of Montenegro as a tourist destination, analysis of movement at the tourist market and organizes research of tourist market, fulfills different activities concerning gathering information, coordination between key actors

¹ Unković S. i Zečević B. (2009), „Ekonomika turizma“, Ekonomski fakultet, Beograd, pp.451

of tourism offer and also it is entitled for organization of future tourist offices abroad and others.²

The National Tourism Organization of Montenegro as a state institution is financed from the budget of Montenegro, as it is in other countries, similar to *Maison de la France* in France, *VisitBritain* in Great Britain, *Deutsche Zentrale für Tourismus* in Germany or *Ente Nazionale Italiano per il Turismo* in Italy, represents the key element in Montenegro considering planning and conducting marketing activities regarding planning and fulfilling promotion of this specific tourist destination. The necessity for the existence of such organization is a result of inability of the private sector to promote on foreign market independent natural resources for market resource and other strategic activities that require significant financial means. Finally, The National Tourism Organization of Montenegro is a necessity because of coordination of private sector activities aiming to create proper tourist product for these countries.³

The Subject and Methods of This Paper

The subject of this research is promotion of sport-recreational contents in Montenegro tourism. The aim of this research is to represent the available information on this contents through the official presentation of The National Tourism Organization of Montenegro.

In this work the following scientific –research methods will be used: description, explication, comparison, the method of statistic data processing, the method of content analyzing, the method of presentation through text, figures and tables.

Result and Discussion

The National Tourism Organization of Montenegro is aiming to comprehend all offers regarding sport and recreational activities in Montenegro and for the time being this organization has the biggest data base in the country.

For the question: “Is the data base from the site of The National Tourism Organization of Montenegro representing the total number of sport and recreational events in the tourism in Montenegro?” the answer is NO. Through web browsing it could be found many other offers in tourism in Montenegro that are not presented at the official site of this organization. The amount of such offers is less than 10%.

Based on these facts it could be concluded that the majority of sport organizations in Montenegro tourism recognized the importance of The National Tourism Organization of Montenegro data base. This was the reason for us to conduct detail overview of sport recreational offers through web browsing of the official site of The National Tourism Organization of Montenegro. This kind of analyzes was used because foreign tourists are encountering with such offers through internet in the same mod. The analyzes comprehend the complete territory of the country- the coastal region, the mountain region and the central region. For each of these regions the following elements were used:

- The offer of sport recreational activities in Montenegro
- The overview of the locations for sport recreational activities in Montenegro
- The address and name of the organization-manager of sport recreational activities in Montenegro

The first analyzes phase was conducted in March 2012 and the second phase was conducted one year later in March 2013. The purpose of this phases was to indicate the changes in the development of promotion of offers in sport recreational activities in Montenegro on annual level.

² Unković S. i Zečević B. (2009), „Ekonomika turizma“, Ekonomski fakultet, Beograd, pp.445

³ Unković S. i Zečević B. (2009), „Ekonomika turizma“, Ekonomski fakultet, Beograd, pp.445

After complete analyzes the table was designed for presenting the figures considering promoted services and offers in the field of sport and recreation. Explanations of columns in the table:

- The first column represents the number of offers from browsing categories of sport and recreation on the site of The National Tourism Organization of Montenegro in March 2012 but that are not represented in March 2013
- The second column represents the figures of offers on the site of The National Tourism Organization of Montenegro in March 2012 but that are also represented in March 2013
- The third column represents the figures of offers that were not on the site of The National Tourism Organization of Montenegro in March 2012 but that are also represented in March 2013

Table 1. “Promoted offers for sport and recreation from 2012 to 2013 on the official site of The National Tourism Organization of Montenegro

| Offers of sport and recreation | 2012 | 2012 and 2013 | 2013 |
|---|-------------|----------------------|-------------|
| Tourist agencies | 20 | 5 | 2 |
| Sport clubs | 0 | 55 | 12 |
| Other(sky centers, ethno locations, public companies, manufacture of vessels, sealing net for vessels, ports, associations, shops) | 7 | 22 | 23 |

At the official site as it is shown on table 1 it is obvious that most of the offers are from sport organization and tourist agencies. Represented in less quantity are others such as sky centers, ethno locations, public companies, manufacture of vessels, sealing net for vessels, ports, associations, shops etc.

There are 37 new offers presented at the table 1 that were nit existing one year earlier – column 3.

The National Tourism Organization of Montenegro is aiming by this web site to comprehend all tourist attractions, services and locations in Montenegro which also includes categories of sport and recreation. For some companies and organizations in Montenegro this web portal is an excellent opportunity for marketing own products.

In accordance with the location of legal entities it could be concluded that importance of sport recreational services in tourism is equally recognized in all of the three regions. The results of the analyzes indicates that in March 2012 the structure of entities dealing with such services is as follows:

- In the coastal region there were 41 entities which is 37,60 %
- In the mountain region there were 34 entities which is 31,20%
- In the central region there were 34 entities which is 31,20%

One year later in March 2013 based on a repeated analyzes and based on presentation of

The National Tourism Organization of Montenegro site the sources of services in this field are as follows:

- In the coastal region there were 46 entities which is 38,66 %
- In the mountain region there were 38 entities which is 31,93%
- In the central region there were 35 entities which is 29,41%

The analyzes of each single offer indicates that in a large number of cases on the site of The National Tourism Organization of Montenegro there is a lack of information considering location where the sport and recreational activities could be conducted and the data on the owners and management is far from sufficient. Also, there no particular web presentation.

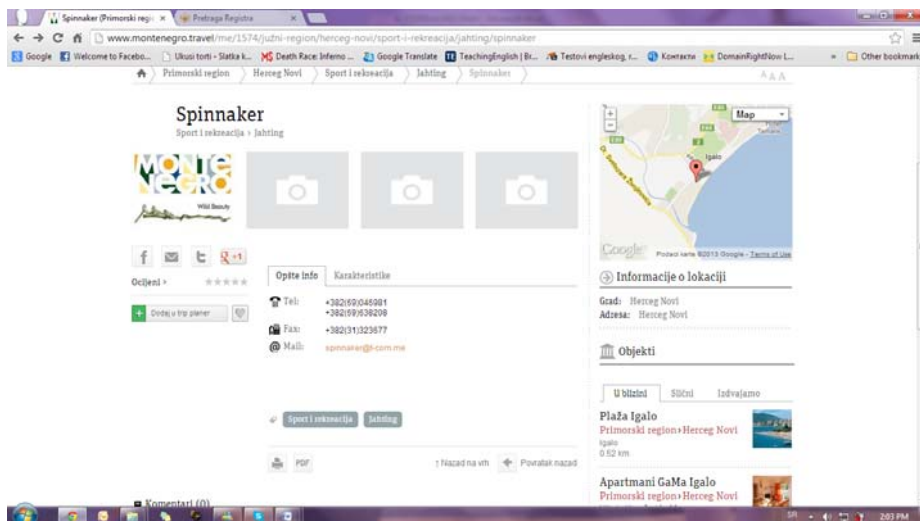
Many of the people from this business are still not aware of the Internet importance in the process of marketing and as a useful tool for promotion for their business.

In March 2012 from the total of 109 advertisements for sport and recreational on the The National Tourism Organization of Montenegro site 40 of them did not have personal web presentation - 36,70%. In March 2013 the number indicates percent rise so out of the total of 119 advertisements on the site of The National Tourism Organization of Montenegro 57 did not have personal presentation, expressed in percent – 47,89%.

Regarding the lack of basic information that are not presented on the site of The National Tourism Organization of Montenegro one could conclude the following:

- In March 2012 out of 109 total offers 55 presentations did not have information on the location, or 50,46%
- In March 2013 the number increased so out of the total of 119 offers even on 82 presentations there was a lack of location, or 68,91%

The following example indicates one of numerous contents on the site of The National Tourism Organization of Montenegro with more than modest presentation in March 2013:



Picture 1. “ The presentation of one offers for sport and recreation on the site of The National Tourism Organization of Montenegro”; source:

<http://www.montenegro.travel/me/1574/ju%C5%BEni-region/herceg-novi/sport-i-rekreacija/jahting/spinnaker>(from 16th March 2013.)

The analyzes of the above shown example indicates that there is not any more specific information than the basic ones:

1. The title of the legal entity
2. Location (the municipality without complete address)
3. The exact type of sport and recreational activities
4. Contact person, i.e. phone number and e-mail address

In is almost impossible to gain complete useful information on the site of The National Tourism Organization of Montenegro regarding services on most of the presented offers. The visitors of the site could therefore only be informed through brief statements considering phone number or e-mail address. This enables to the tourist organization to change at any moment in correlation with their needs the price and the type of activities from case to case.

As addition to above one can conclude that the “Spinnaker” company(as an example in this analyzes) does even not have a status legal entity, this company was erase from the central register of legal entities in Montenegro.

A logical question is “who stands behind such projects and how many of this offers are presented on the site of the National Tourism Organization of Montenegro? Are the canceled legal entities from the central register still charging payments for their cervices and, are they supported for the promotion on the official site of The National Tourism Organization of Montenegro.”



Picture 2. “Presentation of the erased legal entity “Spinnaker” in the browser CRPCSG”; source: <http://www.crps.me/index.php/me/pretraga-registra> (from 16th March 2013.)

After gathering and data processing on the level of sport recreational contest there were also others activities conducted such as SWOT analyzes of the promotion in this sphere.

Table 2. “SWOT” analyzes- sport recreational contents on the official site of The National Tourism Organization of Montenegro

Useful

FORCES

Comprehending of all sport recreational activities at one place (enables possibility to the potential tourist to become familiar with all sport recreational contents in the tourism in Montenegro in one place)

WEAKNES

Presentation of poor and incomplete information to the tourist regarding sport and recreation (obviously there is no coordination between the text from the questioner filled by tourist managers and the information offered at the official which leads to the lack of information to the future consumers of the tourist services)

POSSIBILITIES

Free advertising (the web portal is attractive to all managers in sport and recreation in tourism because is free of charge)

THREATS

The advertising period is not limited by contract or by certain deadlines (after the first delivery of sport recreational contents there is a need for changes and amendments and even it could lead to complete conciliation of a legal entity. In some cases this conciliation does not influence the site of The National Tourism Organization of Montenegro. In another words the information are not upgraded as they should).

Conclusion

Sport and recreational contents in the Montenegro tourism are approximately presented in the same amount in all of the three regions and for the time being they are organized and conducted by sport organization and tourist agencies.

The leading promoter of sport recreational contents in Montenegro tourism is The National Tourism Organization of Montenegro that in this moment presence the most comprehended data base followed by local tourist organizations responsible for tourism marketing at the level of tourist destinations(cities, municipalities).

After detailed insight of all presented offers we noticed that this data base is not perfect and it does not fulfill all user`s needs having in mind that is a certain improvement regarding comprehended data base presentation at one place, many sport recreational offers are shown in inappropriate mode and they do not give enough information to the future services consumers what is offered, what is the price, when, where and which expert team stands behind certain project regarding tourist services.

The National Tourism Organization of Montenegro as a quasi-state institution in charge for the marketing of Montenegro as a tourist destination should not allow through its official we presentation the appearance of incomplete contents and unproved organization that offer sport recreation activities without appropriate license. On the contrary The National Tourism

Organization of Montenegro should filtrate all contents based on previously established criteria . Suggestion for the future is that before presentation on web portal the process of gathering useful information from organization that are dealing with this mode of selective tourism. What is also needed is regular upgrading of planed activities and the mode of their use.

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Web sites

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- <http://www.crps.me>