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Supporting Development of the North

STARS

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USAID STARS Program

Economic Growth - Increased Competitiveness

Implemented by Academy for Educational Development (AED) under Global Sustainable Tourism Alliance (GSTA)

www.gstalliance.net





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STARS Program

- ❖ Business development**
- ❖ Marketing development**
- ❖ Systems integration and communications**
- ❖ Northern Montenegro Web Portal**
- ❖ Rapid Response Grants Program**



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Business development

- ❖ **Center for Hospitality and Tourism Education (Pljevlja)**
- ❖ **Center for Entrepreneurship (Berane)**
- ❖ **Offices for Tourism and Entrepreneurship in Bijelo Polje**



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Marketing Development

- ❖ **Marketing Development Strategy**
- ❖ **Production of printing materials**
- ❖ **Montenegro Adventure Series (MAS)**
- ❖ **Bed and Bike program**
- ❖ **Tour Operator Website Support**
- ❖ **Familiarization Trip (FAM)**



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System Integration and Communication

-  **Improve information flow among stakeholders**
-  **Support small businesses and producers to participate in regional and international fairs, and events.**
-  **Public Relation activities to inform media, gain publicity, and improve transparency**
-  **Production of quarterly newsletters**
-  **Creation of internal and external communication tools**



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Northern Montenegro Web Portal

www.northernmontenegro.com (early June 2010)

- ❖ **13 Municipalities covered**
- ❖ **117 Businesses promoted with detailed descriptions and product offerings**
- ❖ **Easy content upload and management**
- ❖ **Web 2.0 Platform used**
- ❖ **Distribution and search engine web site optimization**
- ❖ **Increased awareness and sales capabilities of northern Montenegro businesses.**
- ❖ **Improve promotion of events and manifestations in the region**



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Rapid Response Grants Program

- ◊ To support development of tourism, agro – tourism, and agriculture sector in the North.**
- ◊ 33 Grants awarded to Tourism Businesses / Organizations working in tourism and agro – tourism.**
- ◊ 13 Grants awarded to Agriculture Sector through Ambassador’s Fund for Agricultural Business Competition.**



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Tourism Sign Posting for the Municipality of Zabljak

- ❖ **Creation and procurement of signs for two main regional roads, from and to Zabljak (1/3 of the whole area).**
- ❖ **Better orientation and recognition of tourist places and attractions.**



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Thank You