

MUSEUMS AS AN INSTRUMENT TO SUPPORT DEVELOPMENT IN MONTENEGRO'S TOURISM SECTOR

Training Course

Cetinje, 17-18 November 2005



Day 1 – Thursday November 17

- Introduction
- Review of the current situation in Montenegro's museums and benchmarking exercise
- Analysis of the demand for cultural tourism and market segmentation exercise
- Presentation and discussion of materials on Italian museums, including cases of coordination between public sector and private operators

Day 2 – Friday November 18

- Presentation of detailed case studies on the establishment of integrated museum systems (inter institutional coordination, image building, establishment of a museum card, development of “cultural heritage itineraries”, etc.)
- Review of issues confronted by Montenegro’s museums and identification of a tentative list of possible actions
- Review of potential opportunities offered by international cooperation programs (e.g. INTERREG)