Montenegro
Ministry of Tourism

In collaboration with UN Tourism

Europe-Asia

Interregional High-Level Tourism Forum

11-14 October 2026

Podgorica, MONTENEGRO

Tourism represents a powerful engine for economic growth and regional cooperation, particularly when harnessed through strategic investment in digital innovation, workforce development, and sustainable infrastructure. The Europe-Asia High-Level Inter-Regional Forum addresses the critical need for coordinated dialogue between Europe and Asia on tourism investment, market development, and operational excellence.

This integrated programme brings together ministers, investors, and tourism leaders for a strategic three-day Forum that demonstrates how workforce development, digital transformation, visa facilitation, market access, and sustainable investment work together to create lasting value.

The three thematic debates aim to:

- Examine workforce shortages and skills gaps as a structural challenge affecting the competitiveness, resilience and long-term sustainability of tourism.
- Examine how travel facilitation, air connectivity and multi-destination development can collectively support flows between Europe and Asia.
- Identify the conditions that make tourism projects attractive and bankable for investors and explore the policy measures governments can adopt to enable greater investment.

The outcomes of the thematic debates will contribute to the agreement of the language to be included in the Podgorica Declaration, to be adopted by the delegations at the conclusion of the Forum programme

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PROVISIONAL PROGRAMME

Sunday, October 11, 2026

12:00 – 18:00	**Arrival of the participants and registration**
20:00 – 21:00	**Welcome cocktail (by invitation)**

Monday, October 12, 2026
Europe – Asia Interregional High-Level Tourism Forum

09:00 – 09:50	**Official Opening and Welcome Remarks**
09:50 – 10:50	**Session I: "People First: Building the Digital Workforce"** *The session "**People First: Building the Digital Workforce"** will examine how governments, the private sector, educational institutions and international partners can strengthen tourism's human capital through better education-to-employment pathways, talent attraction and retention, future skills, work-based learning, lifelong reskilling, and the recognition and portability of qualifications. It will also explore where Europe and Asia can learn from one another and develop practical cooperation to prepare the workforce for changing jobs.*
10:50 – 11:00	**Family Photo**
11:00 – 11:10	**Coffee break**
11:10 – 12:10	**Session II: "Building the Bridge — Travel Facilitation, Air Connectivity and Multi-destination Development "** *The session **Building the Bridge — Travel Facilitation, Air Connectivity and Multi-destination Development** will examine how Europe and Asia can strengthen interregional tourism flows through travel facilitation, air connectivity and multi-destination tourism development and cross border cooperation. The discussion will focus on practical measures that reduce barriers to travel, expand market reach and*

	enhance competitiveness, positioning connectivity and seamless travel, as a strategic driver of sustainable tourism growth between both regions.
12:10 – 12:20	**Coffee break**
12:20 – 13:20	**Session III: "Sustainable Growth: Investment & Partnership"** *The session **"Sustainable Growth: Investment & Partnership"** will explore how governments can create enabling policy environments for responsible investment; strengthen cooperation with Investment Promotion Agencies, development institutions and the private sector; and identify practical mechanisms through which Europe and Asia can move from dialogue towards concrete, inclusive partnerships. The objective should be not simply to attract more capital, but to encourage better investment that supports competitive destinations, quality employment, local economic value, resilience, and sustainable long-term growth.*
13:20 – 13:30	**Closing Remarks and Adoption of the Podgorica Declaration**
14:30 – 19:00	**Lunch, cultural, social programme and trips**
19:00 – 22:00	**Gala Dinner (by invitation)**

Tuesday, October 13, 2026
Investment Forum

10:00 - 10:15	**Official Opening and Welcome Remarks**
10:15 - 10:20	**Official Handover ceremony of the „Tourism Doing Business: Investing in Montenegro“ Investment Guidelines**
10:20 - 10:35	**Official presentation of the „Tourism Doing Business: Investing in Montenegro" Investment Guidelines**
10:35 - 10:50	**Showcasing Montenegro’s Priority Tourism Investment Projects**
10:50 – 12:00	**High-Level Dialogue: Tourism Investment at a Crossroad: Policy, Leadership in Times of Global Uncertainty** *This investor-focused dialogue will explore what drives investment beyond traditional tourism hubs, identify emerging opportunities and examine how investors, developers and operators can transform untapped tourism potential into*

	commercially viable projects that support resilient, sustainable and geographically balanced tourism growth.
12:00 – 12:10	**Talent and Human Capital: Unlocking Tourism Investment**
12:10 – 13:00	**Beyond the Coast: Diversifying Tourism Investment for Resilient and Balanced Growth** *This investor-focused dialogue will explore what drives investment beyond traditional tourism hubs, identify emerging opportunities and examine how investors, developers and operators can transform untapped tourism potential into commercially viable projects that support resilient, sustainable and geographically balanced tourism growth.*
13:00	**Closing remarks**
13:30 - 15:00	**Lunch**
16:00	**Investable/investment projects site visit**
19:00 - 22:00	**Dinner**