

HERCEG NOVI

Herceg Novi is administrative, economic and cultural center of the municipality that borders with **Croatia Republic**, **Serbia Republic** and with **Italy** across the sea. It covers an area of 235 km², there are about 32.000 people and in the city there are 16.000. Citizens are organized into 21 local community, 40 villages of which 12 are near the sea, along the coast and others are in rural area. Only Lustica Peninsula has 32km of coastline.

Herceg Novi is one of the youngest cities on the Adriatic, founded in 1382., as a commercial town (salt and silk), although, according to Greek sources from the 5th century BC, there was once a settlement of Illyrian tribes. The first town at the entrance of the **Boka Bay**, which is one of the **most beautiful bays in the world**, the southernmost fjord in Europe and the deepest in the Mediterranean. Maximum depth of water in the bay is 61m, and the average 27,8m.

It's located on the slopes of **Orjen mountain** (1895m) which, is covered with snow during the winter and offers the possibility of practicing sports, being at the same time climate and hunting oasis. Bay of Kotor has a mediterranean climate whose main characteristics are dry and hot summers, mild winters and rainy autumns and springs. Herceg Novi has a specific microclimate, which is conditional on the southern location , near the sea, limestone substratum and mountainous hinterland that prevents the penetration of cold air currents. On average, per year, our town has **200 sunny days**. There are, on average, 10,7 sunny hours per day, in July and August. The average annual temperature is 16,2 degrees, the same as Napoli and Lisbon.

Such conditions affect the diversity and richness of the entire horticulture of Herceg Novi Riviera. It's called **sun city** because of vegetation, sun and artists. Unlike other Mediterranean cities, which live only in summer, Herceg Novi lives all year round and there is always something going on. That's why it has another name - **city of festivals and cultural events**. Herceg Novi is awarded with the prestigious golden heart for hospitality and cultural tourism in South-East Europe. The oldest, **Mimosa festival** is also winner of the golden heart as the best tourist event. It's been organized over **40 years** and it's always at the first Saturday in February.

Of particular importance to the culture of the city and the state there is **Montenegro film festival** held in early August. Not less important are: **Book Square** on the famous Belavista, in the old town, **Days of classical music**, that bring together artists from all continents and prestigious winter Art salon in the well-known gallery „Josip Bepo Benković“. We also have **Guitar Art Summer Fest-international festival** of classical guitar, Synesthesia, **Comics Festival**, **HAPS-April Theater Festival**, **International Children's Carnival festival**, **Suncane skale- pop music festival**, **Days of Creativity „Hands“**, **Orange festival**... Montenegro is francophone state from 2010. and marks the **Day of Francophonie** with appropriate programs.

In recent years, 89 religious buildings had been renewed and put in function. Among the most visited are **Monastery Savina, Church of the St. Archangel Mihail and Church of the St. Savior**, all placed in town.

There are also cities Dubrovnik and Kotor, 50 km away from Herceg Novi, called cities of ambient architecture and monumental walls, and **Herceg Novi city of fortresses and towers** because its urban development was based on defensive function of fortresses: **Forte Mare (XV century), Kanli Kula with meaning Blooby tower (XVI cent.) the most beautiful summer stage on the Adriatic, Spanjola (XVI cent.)**, at the coastline small **fortress Citadela** or Macel and **fortress that was built on the Mamula island (3,5 nautical miles away from the city)**, with circular shape in accordance with the configuration of the island, which in both wars served as a prison. At the very end of south-western part of the Lustica peninsula, on the foundations of an ancient fortress, there was built a fortress or tower Arza.

In 1850. in place of the western gate of the old city there is **clock tower** known as the **Sahat (Clock) Tower or Tora**, heraldic symbol of the city and cultural monument. Cultural heritage of the city lies in existing institutions: archives of the city, public library, JUK „ Herceg Fest“, Gallery „ Josip Bepo Benkovic“, house of Nobel laureate Ivo Andric, Museum of Miroslav Stumberger and many other foundations and endowments.

Main industry is tourism, particularly health, sports and congresses and before we also had shipbuilding, construction and agriculture. Intensive and organized development of tourism in this region is related to the Sixties of the last century when almost all hotels were built and few of them still work, although privatization of HTP „BOKA“ failed. Once, Herceg Novi had great and modern hotels, but now are increasingly built small private hotels, villas and apartments trying to compensate for accommodations.

Today, in Herceg Novi there are 34 categorized hotels (5632 total beds), 3 hostels (350 total beds) and few motels (200 total beds). In the Municipality are active 20 campsites with capacity for almost 620 vehicle. Home-made there are almost 11000 beds. **Institut of Physical Medicine, Rehabilitation and Rheumatology „ Dr. Simo Milosevic“** A.D.Igalo is one of the biggest and most famous institutes for multidisciplinary spa treatment in the Balkans. It's the founder of the modern physical and preventive medicine, rehabilitation, thalassotherapy and wellness and became one of the major international centers for the rehabilitation of children, adults and aged people. It's known for its mineral water and indigenous medicinal mud. Next to the prevention programs and health rehabilitation, Igalo Institut offers wellness and recreational contents, that find roots in modern medical principles and treatments. This kind of contents are dedicated to the promotion of a healthy lifestyle, correction of bad habits or simply to the enjoyment of the benefits of aroma therapy, massage and rejuvenation treatments.

Four elementary schools (with 3027 students), Highschool (1016), School for elementary music education (325), Kindergartens (1031). Faculty of Management Igalo (230 students), Faculty of Physical therapy (over 300 students).

According to the last informations Municipality of Herceg Novi has 6384 retired people, 40 NGOs and two fondations. It's also called sport city because it has 50 sports clubs.

Now, we are in the middle of two large capital investments worth 30 million euros-construction of sewage and water systems and plants for wastewater treatment. Herceg Novi has great prospects as an attractive investment destination with preserved urban environment. **Company of Azerbaijan** leads project worth 500 million euros and construction of **One and Only resort**. Investor announces the construction of high class hotels, luxury villas, fishing village and marina. **Swiss company Orascom** wants to continue with realization of the Mamula project, in Lastavica island and to improve the tourist offer, not only in Herceg Novi, but in whole Boka Bay, relating it with Lustica bay. **Nord Star company** is interested in investments in Lustica and it has leased 35 acres for tourist complex within which it's planed the construction of high class hotels, luxury villas, botanical garden, marina and pedestrian trails that will connect the bay Rose with Dobrec.

Herceg Novi signed the **Fraternity Charter** with **11 municipalities**, amonge them some are from **Italy, Ukraine, France**, and it also has 14 friends municipalities, which means that fosters inter-municipal and international cooperation. Herceg Novi is located between two international airports Cilipi (Croatia Republic 22km) and Tivat (23km). The city is a desirable tourist destination with possibility of developing eco-tourism, sport tourism, recreational tourism, religious tourism, congress, with the theme of gastronomy, wine, the study of plant and animal species....

Herceg Novi is that kind of city, where, if you once come, you will always come back, such as the poet said:

„.....and I ask you sun, how can you go down
When this kind of beauty you will not find anywhere....“