

**Proposal for the Competition for the Development of the Conceptual Urban and Architectural Design of the Promenade in the "Budva Bay", Part of the Budva-Bečići Promenade, Phase I**



Montenegro  
Municipality of Budva  
Office of the Chief City Architect  
Trg Sunca No. 3,  
Budva, Montenegro,  
Telefon: +382 33 403-821,  
e-mail: [arhitekta@budva.me](mailto:arhitekta@budva.me)

**COMPETITION TASK - HISTORICAL ANALYSIS – TOURISM**



## COMPETITION TASK - HISTORICAL ANALYSIS – TOURISM

Excerpt from the monograph: BUDVA From myth to reality, a study on the development of Budva tourism, publisher: IVPE Cetinje, 2010, Vlado Duletić

By analyzing professional literature and photo-documentation, four periods in the urban development of Budva can be determined. Each of these four periods was initiated by the development of tourism in the level and form that the time period allowed.

### 1. The period until the beginning of the First World War:

Due to the well-known global socio-economic underdevelopment and backwardness, in the period up to the beginning of the First World War, tourism in this region could not be discussed as an even significant and recognizable phenomenon.

### 2. The period between the two world wars (1914-1945):

The development of Budva began in the period of 23 years between the two world wars. Then the Mogren Hotel was built in 1932, which in its original form had a capacity of 7 rooms, i.e. 13 beds and the Budva Hotel was built in 1930. In this period, public purpose buildings were created, the Port Authority (1937), for the needs of the port of Budva, and the building, today known as Adriatic River Shipping (1937), which was primarily used as a Hygiene Center, and then under a new name as resort. In this period, the barracks (1800s) acquired the function of an elementary school. The selection of the locations of these buildings, which are in the immediate vicinity of the old town of Budva, prove the beginning of the development of the town from that direction, where the Old Town was still the center. From this point of view, the location for the Avala Hotel (1938) was chosen, which heralded the first forms of mass tourism. During this time, the upper promenade, which is known as such today, served as the primary thoroughfare.

### 3. The period after the Second World War (1945-2000):

The most significant springboard in the development of Budva's urban plan was the beginning of the 1960s, when the Adriatic-Ionian highway was built, which passes through seven countries from Trieste in Italy to Igoumenitsa in Greece, as well as the Bar-Boljare-Belgrade highway, which connects to Corridor 10.

According to the oldest documented population census of Monstat from 1948, the number of inhabitants can be determined from 3822 people. This information is the starting point for the analysis of population migration in this area, and therefore the increase in accommodation capacity, as well as the changing demography of Budva.

The construction of these highways opened the possibility for the development of tourism, which was manifested through the construction of massive hotels on the territory of today's Amendments to Detailed Urban Plan Budva center. These are the hotels: The Internacional Hotel in 1967, with an accommodation capacity of 580 beds, the Park Hotel in 1962, with about 850 commercial beds, the Slavija Hotel in 1954 with 540 beds, and many others. With the increase in accommodation capacity for tourist purposes and the construction of the highway, the former main thoroughfare became a pedestrian zone, and the thoroughfare was relocated to form today's main boulevard of the town. In this period, the population increased: 1953 - 4364 inhabitants, 1961 - 4834 inhabitants, 1971 - 6106 inhabitants, 1981 - 8632 inhabitants.

After the devastating earthquake on April 15, 1979, which devastated the Adriatic coast, where Budva suffered the most damage, the urban plan was changed again. In addition to repairing the damage in the Old Town and buildings outside it, the buildings that defined the appearance of the town until then were demolished. These were: the elementary school in front of the Old Town, which gave rise to today's square, the Slavija Hotel, the Internacional Hotel, etc. By demolishing these buildings, space was created for a new purpose. During the years of the town's reconstruction, plots that were primarily used for tourism were given a mixed use. Then space was created for the construction of the Slovenska plaža hotel complex, which later initiated the creation of the lower promenade, for the needs of this tourist resort. In 1985, when the complex was built, the lower promenade spread over the territory below the Park Hotel and the Slovenska Plaža hotel complex and connected in the immediate vicinity with the upper promenade, while on the other side, from the Old Town, it existed in the form of Porat and served as an access point to marina.

After the establishment of the Public Enterprise for the Coastal Zone Management of Montenegro in 1992, which serves to protect and improve the use of the maritime domain, manage the maritime domain, conclude contracts on the use of the maritime domain, construction and maintenance of infrastructure facilities for the needs of the maritime domain, repurposing of the areas immediately next to the sea coast (beaches and rocky areas) and the contact zone occurs. This means that the privatization of land near the coast has become impossible.

#### 4. The period related to the early years of the 21st century (2001-today):

At the beginning of the new millennium, the privatization of a large part of the hotel offer was recorded. In addition to the privatization of hotel facilities, investments are made in the construction of new hotel accommodation. Mass tourism continues to expand and the capacities it reached exceeds the capacities of the town's infrastructure. Because of this, the state, the municipality and the Public Enterprise Morsko dobro invests in increasing the capacity in their range of competence. The State of Montenegro invests in the infrastructure at the access to the municipality, whereas the Municipality of Budva invests in the expansion of the main boulevard and the bypass adding another boulevard. In addition, the Public Enterprise Morsko dobro expands the capacity of the pedestrian zone, not by expanding the existing "upper" promenade, but by merging the lower promenade into one whole .