

10.7251/AGSY1203752D
UDK 338.48-44/497.16-22)

RURAL REGIONS AND TOURISM IN MONTENEGRO

Miroslav DODEROVIC, Dragomir KICOVIC

Philosophy Faculty, Niksic, University of Montenegro
(Corresponding author: dodemir@t-com.me)

Abstract

Although the rural heritage of Montenegro is the best way to reflect its exceptional value areas, and although it is very important and diverse, it unfortunately has not been adequately treated. This heritage is at high risk: on the one hand, the decay of a large number of abandoned villages, and on the other hand, due to the extremely rapid and uncontrolled urbanization that destroys much of the valuable heritage and rural landscape. Value and potential of rural heritage and authentic cultural landscape in Montenegro is still not recognized, partly due to insufficiently developed awareness of the heritage of this segment, by both citizens and decision makers, and, unfortunately, architects and planners. The transition from planned economy to market economy was characterized by a number of contradictions and inefficiencies, both at the structural and political level. Such a situation does not help development and modernization. The main strategic objectives of tourism in rural areas in Montenegro are: competitiveness in international markets, balanced regional development, motivating young people to stay in the countryside, permanent protection, implementation and adherence to high environmental standards and sustainable long-term evaluation of tourism resources. Also, development of a comprehensive offer of tourist destinations, raising the quality of accommodation, catering and tourism services, encouraging organic food and local products and their placement in tourism infrastructure, training of employees in tourism and inland tourism increase in the proportion of the total tourist traffic are important objectives.

Keywords: *Montenegro, tourism, landscapes, development, goals.*

Introduction

Agriculture, along with tourism and services, are the top priorities of economic development in Montenegro. Agriculture accounts for about 15% in total GDP, while it constantly employs about 9% of the active workforce. Many households are engaged in agriculture on small holding (about 5 ha on average), so it is a primary or supplemental source of income for over 60,000 households. Agricultural land and waters of Montenegro are well preserved from industrial pollution and allow the production of healthy and organic food, particularly meat (poultry, lamb, goat, beef and veal), dairy products, honey, fish, vegetables (tomatoes, peppers, cucumber, etc.), fruits (plums, apples, grapes, citrus, olives) and high-quality wines (Vranac, Krstac and others.). Natural pure water is of high quality (measured by strict international standards). There are also specific plants such as forest fruits (blueberries, mushrooms) and wild herbs, especially sage, whose outstanding features are known almost everywhere.

Natural and other conditions influenced by the fact that in agriculture is quite clearly differentiate production orientation by major regions. The coastal region is dominated by navigation activities and agriculture focused on the production of citrus, early vegetables, olives, herbs, seedlings and subtropical crops. In the Central region there is production of

fruits and vegetables, seedling material, flowers, greenhouse production and collecting medicinal herbs and berries. In the Northern region there is production of milk, meat, potatoes, wool, fish farming and gathering berries. Commercial and other logic dictate that the use of comparative advantages in the future, which means that in this particular region dominates existing or slightly modified production orientation. Wherever possible, especially in the Northern region is to stimulate the production of the so-called healthy food and organic agriculture, and in the coastal region especially the production and processing of Mediterranean cultures.

Objectives

Tourist valorization, as the process of evaluation and assessment of natural and anthropogenic values important for tourism, take into account, among other things, mountains that have the status of National Parks. Valuation is a very important step because it has the significance of application and is able to use those elements in space for a range of other activities and does not constitute a higher value. Complexity valorization of the strengths when it comes to mountains because they are independent and complementary tourist values, which takes up more features: picnic and recreational, sports and manifestation, hunting, health and wellness, natural reserves, national parks and other features.

Materials and methods

The importance of valorization of mountain and rural areas is reflected in the fact that it contributes to the distinctiveness and individuality, shows the characteristics of the mountains that make them different from other natural objects. In doing so, one must take into account the specific knowledge of the evolutionary space (depending on the time of observation) and the one on which the emphasis during this procedure. The only correct approach is the one that is based on the study of several aspects of the use of comparative results of several scientific disciplines.

Montenegrin agriculture, despite the limited agricultural land 518,000 hectares, is very diverse.(1) Comparative advantage is the fact that the land, generally speaking, is not worn out and that Montenegro still uses low amount of fertilizers (over 10 times less than the EU average) and plant protection products. The low level of use of fertilizers and pesticides is a great base for the development of organic agriculture. However, there is loss of agricultural land (primarily using it for other purposes). Montenegro is divided into five agricultural regions: coastal, Zeta bjelopavlicki, mountain-valley slope, and the karst mountain area. This zoning is based solely on the environmental conditions and does not coincide with any other territorial divisions.

Constraints for agricultural development are numerous and include, inter alia: a) fragmented holdings and production in harsh natural conditions, b) agriculture is to a large extent just additional occupation, which slows down the modernization of farms and market orientation, and c) a low level of education and professional manufacturer for farming as a business, d) lack of built infrastructure in rural areas, lack of a strong financial sector lending for agriculture and the reluctance of banks to lend to small food producers, and e) an undeveloped market infrastructure and lack of vertical integration of agriculture and manufacturing. The scope of incentives is not satisfactory, since the overall state support for the development of agriculture in GDP participates with about 0.65%.

As a result of these and other constraints, the competitiveness of food producers is relatively low, and there an import dependency of Montenegro in the food sector. In 2010 the trade deficit on imports of food close to 150 million Euros, and the degree of coverage of

imports by exports, although significantly higher than in previous years, was 28%. EU (and the WTO) agriculture integration processes are the major challenges, since the experience of other countries shows that this is the area with the most extensive obligations in the EU accession process. Requirements are related to food safety, the common organization of the market for certain agricultural products and rural development - a component of agricultural policy to which the EU attaches greater importance.

Regarding the future development of the model, Montenegro will develop a concept of sustainable agriculture, which places agriculture in much broader context of its importance in terms of contribution to the GDP. A basic point of departure is the multiple roles of agriculture which has the function of sustainable rural development, environmental protection and long-term sustainable resource management function, economic function, the function of supporting the development of tourism, social, nutritional and national-cultural function (through the tradition and cultural heritage of the country). It is necessary to ensure that the agricultural policy of rural households in Montenegro enter the system of protection of the environment and nature. Given the fact that the star CORINE virtually shows that all of Montenegro belongs to the sensitive nature area, it is necessary to adjust the agricultural policy to that fact. Therefore, the state should provide a clear legislative practice and Agricultural Policy which will provide farmers compensation for losses due to the limitations of applied measures of protection and conservation of the environment and conservation of traditional agricultural production if farmers and farms (farms, cooperatives) adhere to specific care practices. It is necessary to define the appropriate fiscal policies and subsidies.

Priority tasks in the development of agriculture and fisheries are: a) providing a stable and high-quality food supply by raising the competitiveness of local producers and sustainable management of resources, and b) rural development and providing adequate standard of living for the rural population. Measures to be undertaken to achieve these objectives relate primarily to the improvement of the legal framework (in line with EU requirements) as well as providing substantial support to the development of agriculture and fisheries from the budget and from the private sector (the availability of credit and the like).(5)

Results and discussions

The elements to be taken into account in the mountains - the national parks, and so is Lovćen, are some of following. Geographic position (position of Lovćen near the Adriatic Sea in the background of the Bay of Kotor) travel position (ratio of contractive zone of Lovćen and dispersion zones of major cities and the position of the competing values of tourism) and transport position (in the direction much as possible to come to Lovćen, what is the functional significance of roads, etc). Therefore, validation of the mountains shall supplement their functions, both present and future. Recognize and define locations for various types of tourism as priorities in the further development, which tells us all we need to valuation complex access. While many of the circumstances related to changes in the organization and economics of livestock production are changed, areas in national parks may be subject to far greater attention primarily because of their deliberate and systematic improvement of natural conditions adjusted with one hand and for the possibility of organizing the production of biologically highly valuable and healthy Food as another trend that is accepted by us with many improvisations, misunderstandings, which is our traditional superficiality or voluntarism.(3)

Generally speaking, the main feature of land in national parks belongs to the mountain types. So, they are usually light texture, the shallow surface that often occurs on the surface, the plant assimilative poor and mostly sour to very sour. When a heavier textures then the most crowded, with bad air regime which requires the development of specific vegetation.

Terms of erosion are very favorable, and its intensity is increased. Although a variety of flora and production of all types of turf is common to have more or less degraded. This raises the fundamental question of how to improve and enrich the basic constraints arising from laws and regional plans of national parks. We believe that it is important to emphasize that it is difficult to expect a spontaneous improvement of just banning grazing is often pointed out, because degradation of grassland in these areas is not only the result of a single factor. The most common characteristics of the soil are the poverty of the nutrient elements. Often, however, rich in organic matter is important for food because of climate and soil conditions of its mineralization process is slowed down. Production on arable land and the preservation of the environment and its improvement in these conditions can be done in two ways. First, the maximum should be replaced by the introduction of foreign grain travnleguminose mixture thus providing higher quality forage colic, and to the greater involvement leluminoza reduces the need for fertilizer on the one hand, and effectively protect the land from erosion on the other. Second, be sure to run a contour tillage. It is our opinion that the improvement in fruit production should strive to increase the size.

Primarily significant changes to the structure of long-term plantings go in the direction of expansion of plum, raspberry and hazelnut. At this orientation, the fact that the decisive influence of the species does not require a strong protection against diseases and pests which meets the requirement of the elimination or substantial obstacles in the use of chemicals. He starts from the assumption that the biology of these species correspond to areas of ecological conditions.

Animal husbandry in the area of national parks bears all the hallmarks of the environment in which it takes place. Mostly elevation has caused predominantly a place of natural meadows and pastures, and they domination of sheep and cattle production. Framework setting out spatial plans on the number and structure of livestock are generally acceptable. So load pitch is to be in the range of 1 - 6 sheep or 0.25 to 1.3 cows per hectare and the relationship between them in range 4-10: 1. It should be noted that the Pasha range above 1,000 meters height can be 100 - 120 days. For any improvement of livestock, particularly in these areas, it is important to start with race reorientation, especially in sheep herding. There is the choice of the type of livestock facility, location, type of material and the multiple ways fertilization important safety constraints, space and water protection, technology and rationality. The principles are the same as that for the choice of location for a settlement. They should be located in a protected area out of the wind "hot" material, provided with water, but not close to the source or water courses.(4)

The rapid development of chemistry and the pharmaceutical industry have pushed the importance of early collection of aromatic and medicinal plants. However, in recent times, fears that occur in people from unnecessary removal of nature, which is reflected in the reputation of return of alternative medicine, reaffirms this activity. The flora of Montenegro has a large number of decorative, plant species that give special aesthetic impression, as water, and terrestrial ecosystems. Early spring and high mountainous flora is characterized by large and highly colored flowers. The vegetation consists of all plant communities that cover its territory. In this area there are 37 vegetation classes, 53 ranks, 97 parcels and 267 associations.(7)

Apart from all the stresses and circumstances to tourism (fun, entertainment, learning, patriotism and internationalism) occupies a special position and profit or economic effects that the objects. As an important form of consumption occurs consumption of food and beverages in places of tourist needs resolution. Questionnaire surveys in different countries of the world shows that 1/3 of the respondents prefer to travel for reasons of proper eating dishes of the national cuisine. Tourism market has a number of advantages when it comes to the marketing of agricultural products. Tourists buy on the spot and avoid transportation costs, customs,

waiting, etc.. Also, agricultural products sold in the final processing are considered to be the most profitable, while some products are sold up to 10 times more expensive. The tourist industry should count that they are particularly prized products that represent the best and stand out locally and nationally, that both quality and appearance. This requires national and regional increasingly emphasize and highlight the tourist industry and its promotion.(6) Development plans should emphasize the concept of healthy food and its products that reflect local climate, a special way of processing and preparation. The concept of healthy food often has a number of similarities with the concept of active protection of nature. In order to have the greatest effects were more and more in the field of nutrition; they point the geographical origin of products and the highest quality, and avoid imitations. It is important to emphasize the local, traditional and national, as opposed to the global import and leading globalization and uniformity. This can be achieved only by a deliberate policy of linking leading manufacturer of food packaging and on one side, and the tourism and hospitality industry on the other. Only in this way can expect the greatest effects of cooperation and prolific food production and tourism market.(8)

Adequate development of agriculture realizes many benefits, and its successful development, provides:

- agricultural production must be based on ecological principles;
- further increase agricultural production and therefore contribute to the overall growth of the economy, to ensure meeting the needs of the population and ensuring stability;
- optimal use of agricultural land,
- a tighter integration of the agricultural economy in other economic flows;
- agriculture to alleviate disparities between regions, social groups and individuals
- agriculture should provide adequate nutrition and contributes to the preservation and improvement of health population, protection of cultural patterns and cultural heritage, and a way of life;
- Balanced distribution of income.

For achieving the goal of Montenegro - an ecological state, agriculture special significance in the agricultural production of organic food has a special place. However, except for declaratory commitment to this production, the Montenegrin science and profession have not dealt with seriously. Hence, this is an attempt to highlight the most important constraints, that is, what steps should be to create conditions and what if it wants to enter into the production of healthy food but in the strict sense of the word because it is expensive and available only to a small circle of high-income consumers. Production should be carried out under strictly defined conditions and with controlled processes.(2)

Tourism generates a number of positive and negative impacts on the environment. Positive impacts of tourism on the environment shall be determined as follows:

- a) Tourism in many regions is the main or additional source of income. Great positive significance of tourism is its characteristic multiplication since creeping into your core business a number of other activities,
- b) Tourism enriches the environment and the elements of its new facilities.
- c) has a positive effect on raising awareness of both individuals and society as a whole
- d) Tourism contributes to the aesthetic improvement of geographical area, its beauty and humanizing, and the formation of a qualitatively new content,
- e) Positive impact on a number of facilities and institutions (national parks, nature reserves, museums, galleries and the like.), although they are not only meant for tourism just get through it real and importance,
- f) And, finally, it has a positive effect on the actions of protection, restoration, renovation and restoration of various cultural and historical monuments and their involvement in tourism.

Negative impacts of tourism on the environment are the following:

- the adverse impacts arising oversized and unplanned tourist traffic, which in turn negatively affects the change in the physiognomy of the landscape and the disruption of the ecological balance,
- Tourism affects the degradation of the landscape and the building of mismatched and oversized objects.(2).

Conclusion

Agriculture, along with tourism and services are the top priorities of economic development in Montenegro. Agriculture accounts for about 15% in total GDP, while it constantly employs about 9% of the active workforce. Many households are engaged in agriculture on small holdings (about 5 ha on average), so it is a primary or supplemental source of income for over 60,000 households. The main strategic objectives in rural tourism in Montenegro are: competitiveness on the international market, balanced regional development, self-employment and motivation of young people to stay in rural areas, long-term protection, implementation and adherence to high environmental standards and sustainable long-term evaluation of tourism resources, development of full range of tourist destinations, raising the quality of accommodation, catering and tourism services, stimulating the production of organic food and local products and their placement in tourism infrastructure, training of employees in tourism and increasing our mainland tourism in the overall tourism economy. Because space, especially geographically (geospace) is for many activities, especially tourism, an indispensable component of development, before the appearance of conflict and processes in the environment are undesirable. Tourism involves a healthy environment with stable ecological relationships because of their role in the market on a variety of stresses and isotropic environment. Tourism is seen as a space consumer since it uses the "revived" those surfaces, objects and phenomena that are not of interest to a number of other activities.

References

- Bakić, R., Doderović, M., Mijanović, Settlements in the space, Geographic Institute in the Faculty of Philosophy, Niksic
- Green Strategy of Montenegro 1991-2000, Titograd, 1992.
- Jovičić, Dobrica, Tourism and the environment, TonPlus, Belgrade 2010
- Lješević A. Milutin, Environment - Theory and Methodology Research, University of Belgrade, Faculty of Geography, Belgrade, 2005.
- Montenegro - an ecological state, Titograd, 1991.
- NATIONAL PROGRAM IN FOOD PRODUCTION AND DEVELOPMENT OF RURAL AREAS 2009-2013, Podgorica, 2008
- Statistical Yearbook 1948-2003, Statistical Office of Montenegro, Podgorica, 2008.
- Stankovic, Stevan, Tourism Geography, University of Belgrade, Belgrade, 2000.