



Copyright © 2017 by KAD International  
All rights reserved.  
Published in the Ghana

<http://kadint.net/our-journal.html>

RESEARCH ARTICLE



ISSN 2410-4981

## Some Aspects of Eco Tourism with View to Montenegro: Overview

Jelisavka Bulatović<sup>a,\*</sup>, Goran Rajović<sup>b</sup>

<sup>a</sup> College of Textile Design, Technology and Management, Belgrade, Serbia

<sup>b</sup> International Network Center for Fundamental and Applied Research, Russian Federation

### Paper Review Summary:

Received: 2017, August 20

Received in revised form: 2017, August 29

Acceptance: 2017, August 31

### **Abstract**

The International Ecotourism Society defines ecotourism as responsible travel to natural areas that conserves the environment and sustains the well-being of local people (Honey, 1999). Thus, Ecotourism has been promoted as a non-consumptive use of nature and as a possible win – win development strategy, especially for underdeveloped areas. It should generate money in an ecologically and socially friendly way than other forms of land exploitation (Edwards et al., 1998). This article points to some aspects of eco-tourism, with emphasis on the Montenegro. The country has especially much to offer to nature enthusiasts.

**Keywords:** Aspects, Eco tourism, Montenegro, Planning.

### **Introduction**

Ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement, participate in and market ecotourism activities should adopt the following ecotourism principles: Minimize physical, social, behavioral, and psychological impacts; build environmental and cultural awareness and respect, provide positive experiences for both visitors and hosts; provide direct financial benefits for conservation; generate financial benefits for both local people and private industry; deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates; design, construct and operate low-impact facilities; recognize the rights and spiritual beliefs of the Indigenous; people in your community and work in partnership with them to create empowerment.

Since the term and concept of ecotourism first emerged, it has been seen as a savior of the environment, but it has also been used as a marketing ploy. In some cases, ecotourism means sustainable development of tourism (Masberg, & Morales, 1999). “In other situations the term is used as a method of increasing tourism traffic and economic impact (Cater, 1994; Ceballas-Lascurian, 1991; Ceballas-Lascurian, 1996; Dimanche, & Smith, 1996; Kutay, 1989). Whatever the definition of ecotourism, it is the fastest growing segment of the tourism industry (Higgins, 1996; Kusler, 1991a; Kusler, 1991b). Many tourism operations which have exploited the environment in

---

\* Corresponding author

E-mail addresses: [jelisavka.bulatovic@gmail.com](mailto:jelisavka.bulatovic@gmail.com) (J. Bulatović), [dkgoran.rajovic@gmail.com](mailto:dkgoran.rajovic@gmail.com) (G. Rajović)

the past are now supporting efforts to provide a 'green' or 'alternative' experience for traditional mass tourists (Cater, 1994; Masberg, & Morales, 1999).

There are innumerable examples of appropriate developments which are successful in terms of attracting tourists and contributing to local sustainable development [as, in fact, 'mass' tourism does in particular contexts], although a balanced relationship between 'hosts' and 'guests' is unlikely. Therefore, it matters little whether tourists' motives and behavior are ego-centric or focused on the destination. By extension, it also becomes less relevant, or even irrelevant to attempt to categories particular tourists as ecotourists. Not only is it likely that significant numbers of tourists will adhere to the required responsible tourist practices as listed in numerous codes of conduct [which conveniently overlook the unsustainable nature of travel to most international tourist destinations], but also the focus of such codes is increasingly on environmental protection, a worthy objective in any tourism destination (Sharpley, 2006).

This paper points to some aspects of eco-tourism with a focus on Montenegro. Therefore, for the development of eco tourism in Montenegro necessary is: a serious approach to the role of the state (creation of initial conditions and motivation); the active role of local government; the creation of the necessary infrastructure for ecotourism; intense training and raising environmental awareness; the adoption and implementation of international standard ISO 14001 and Green Globe 21 and obligatory certification of integrated system of eco-tourism; The continuous monitoring of the state authorities (on the spot checks, with the help of satellite tracking, eco-police) and a system of continuous improvement; the establishment of a strong and responsible marketing; to promote research program status and protection of the environment.

### Methods

The whole information volume in this article was obtained through specific methods for the selective research, respecting all its stages from the methodological point of view: identification of the researched issue, research framework delimitation, information collection, data processing, analysis and interpretation drawing up the conclusions. Research also played an important role in the article, which consisted, in the identification of other studies and articles from the international literature on the same subject (Rajović, 2015; Bulatović, & Rajović, 2016). The research results are based on a series of mainly qualitative analyses, on the one hand, and a series of logical rationales, on the other hand (Rajović, & Bulatović, 2016).

### Results and Discussion

Findings from the analysis indicate that sustainable development has been used widely due to the World Commission on Environment and Development's [WCED] vague definition, which allows open interpretations of the term (Beeler, 2000; Hall, & Lew, 1998; Wackernagel, & Rees, 1996; WCED, 1987). On the other hand, the very same ambiguity has jeopardized its practical implementation since almost any action could be justified under such a broad definition. Still the vagueness of the definition may be necessary, since more explicit definitions could be too specific to use. Sustainable development should focus on the type of development instead of economic expansion.

Some authors argue that development has often emphasized economic growth while neglecting the ecological limitations and social welfare of the society. They claim progress ought to be redefined and measured in quality of life indicators such as access to education, food and health care compared to previous indicators centered around capital growth. Sustainable development would seem more sustainable if the term were changed to developing sustainability (Beeler, 2000; Wackernagel, & Rees, 1996). As shown in Figure 1, sustainable development aims to provide a balance between the economy, the environment and society. The triangle stresses the idea that all sides are interdependent and must coexist in order to promote successful long-term development. Essentially, ecotourism can work as a form of sustainable development if it includes all three areas of the sustainable development triangle and brings benefits to current and future generations.



**Fig. 1.** Sustainable Development Triangle (Buchsbaum, 2004; World Conservation Union, 2003).

Other studies also point out that the indicators are the measurement of a particular criteria; it is used for two purposes, namely information quantification to explain in detail the study and to summarize information of a certain complex situation so that it can be easily understood. Sustainable indicators are tools to measure changes, to identify processes and provide frameworks for setting up targets and monitoring performance. The indicators provide a method to chart progress towards the importance of the objective to achieve a balanced form of development in the social, economic and environmental aspects as the primary objective of sustainable development of a nation (Crabtree, & Bayfield, 1998; Mapjabil, Marzuki, Zainol, Jusoh, & Ramli, 2015; Sham, 2001).

**Table 1.** Main Indicators of Sustainable Tourism

Indicators	Detailed Measurement	Indicator Field
1. Site maintenance	Site maintenance categories following the index of "International Union for the Conservation of Nature and Natural Resources (IUCN)".	Ecology
2. Pressure	Total number of incoming tourists to the destination (yearly& monthly).	Ecology
3. Intensive use	Highest intensive usage (number of visitors per hectare).	Ecology

4. Waste disposal Management	Percentage of waste sent to landfill area (additional indicators such as water supply can also be used).	Ecology
5. Critical ecosystem	Amount of unique species, extinct and will extinct at the destination	Ecology
6. Social impact	The ratio of the number of tourists to local community (during peak periods and subsequent periods).	Social
7. Local community's satisfaction	Level of satisfaction expressed by the local community (using survey questionnaires).	Economy
8. Development control	Using the environment reference procedure or formal control towards the development of the site and density.	Planning
9. Planning process	Use the regional plans that have been schemed for the area including tourism planning.	Planning
10. Visitors' satisfaction (tourists)	Level of satisfaction as expressed by tourists (using survey questionnaires).	Economy
11. Contribution to the local economy	Part of the total economic contribution derived from the tourism sector.	Economy

Sources: Dymond, (1997) and Mapjabil et al. (2015).

According to the World Tourism Organization (WTO, 2004) some of the benefits of good indicators are the following:(1) Better decision making lower risks and costs; (2) Identification of emerging issues – allowing prevention; (3) Identification of impacts – allowing corrective action when needed; (4) Performance management of the implementation of plans and management

activities – evaluating progress in the sustainable development of tourism; (5) Reduced risk of planning mistakes – identifying limits and opportunities; (6) Greater accountability – credible information for the public and other stakeholders of tourism fostering accountability for its wise use in decision making and (7) Constant monitoring that can lead to continuous improvement – building solutions into management Indicators were originally developed to assess and monitor changes in national economies.

Ecotourism is the development of a region’s tourism industry in such a way as to not damage or deplete the resources and attractions that make the region attractive to tourists (Singhet al., 2011). The magnitude of the tourism industry can be clearly seen from the World Travel and Tourism Council (WTTC, 2002) statistics. The WTTC, according to Singh et al. (2011) estimates that in the year 2002, travel, tourism and related activities will contribute to approximately 10 % of the world’s GDP with a projected growth up to 10.6 % by 2012. The industry is currently estimated to help generate 1 in every 12.8 jobs, 7.8 % of total employment. This will rise to 8.6 % by 2012 (WTTC, 2002). Table 2 presents several definitions of ecotourism that have been stated by researchers, organizations and public institutions within the fields of tourism and ecotourism specifically.

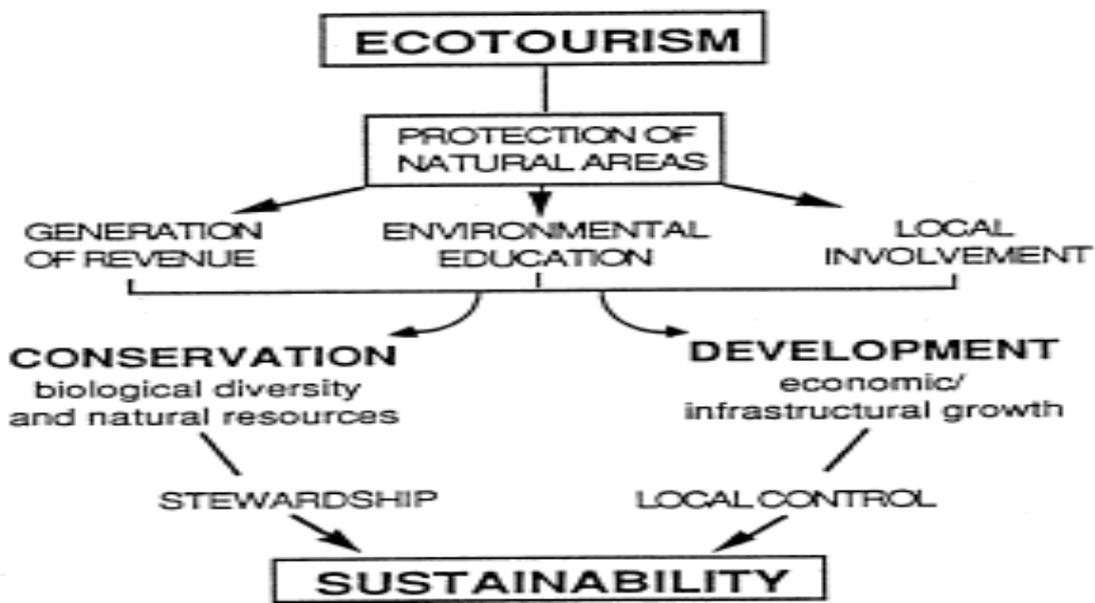
**Table 2.** Ecotourism Definition

TIES (1990)	“Responsible travel to natural areas that conserves the environment and improves the well-being of local people”.
Wallace and Pierce (1996, p. 848)	“Travelling to relatively undisturbed natural areas for study, enjoyment, or volunteer assistance. It is travel that concerns itself with flora, fauna, geology, and ecosystems of an area, as well as the people (caretakers) who live nearby, their needs, their culture, and their relationship to the land [...]”.
Global Development Research Centre, GDRC (2002, p. 1-2)	“[It] contributes actively to the conservation of natural and cultural heritage, [it] includes local and indigenous communities in its planning, development and operation, and contributing to their well-being, [it] interprets the natural and cultural heritage of the destination to visitors, [it] lends itself better to independent travelers, as well as to organized tours for small size groups”.
Hall and Page (2006, p. 284)	“Any form of tourism development which is regarded as environmentally friendly and has the capacity to act as a branding mechanism for some forms of tourist products’ “Green’ or ‘nature-based’ tourism which is essentially a form of special interest tourism and refers to a specific market segment and the products are generated for that segment’ ‘A form of nature-based tourism that involves education and interpretation of the natural environment and is managed to be ecologically and culturally sustainable”.

<p>Honey (2008, p. 32-33)</p>	<p>“Ecotourism is to travel to fragile, pristine, and usually protected areas that strive to be low impact and (often) small scale. It helps educate the traveler, provides funds for conservation, directly benefits the economic development and political empowerment of local communities, and fosters respect for different cultures and for human rights”.</p>
<p>Camorata (2013, p. 200)</p>	<p>“Traveling to a remote area to enjoy, protect, and bring awareness to endangered wildlife [...] [It] is about having low impact on the environment – a “leave-no-trace” mindset – while also promoting conservation for the area”.</p>

Source: Eriksson and Lidström (2013).

Ross and Wall (1999) the perspectives on ecotourism are congruent with the above definitions [Fig. 2]. Ecotourism is viewed as a means of protecting natural areas through the generation of revenues, environmental education and the involvement of local people (in both decisions regarding appropriate developments and associated benefits). In such ways, both conservation and development will be promoted in sustainable forms (all malleable and contested concepts!).

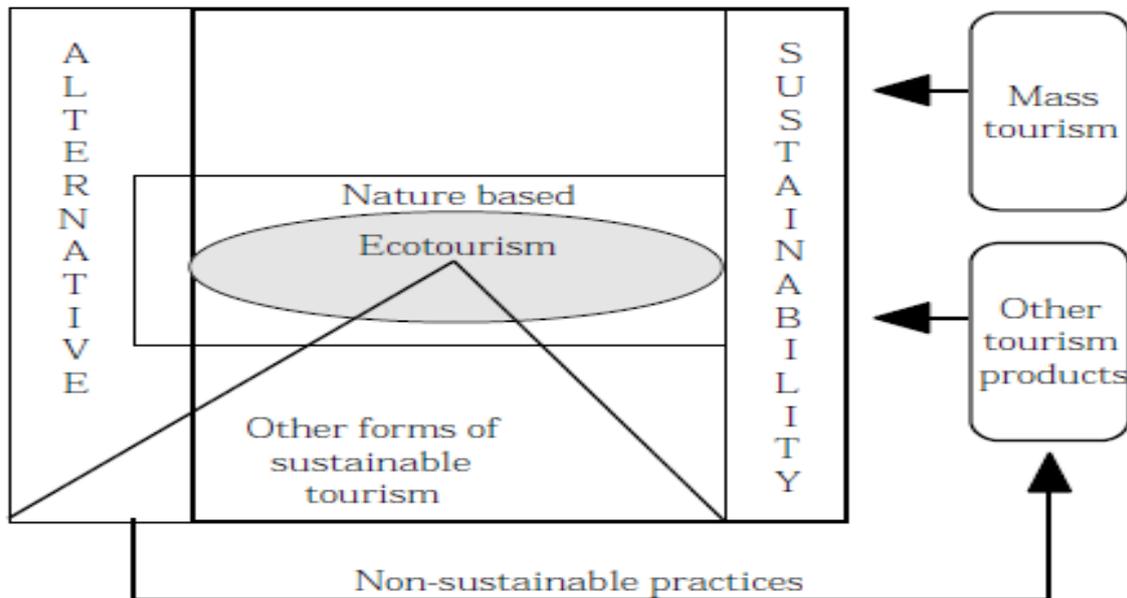


**Fig. 2.** Ecotourism Protects the Environment while Contributing to Socio–Economic Development, and thus, Strives for Sustainability (Ross, & Wall, 1999).

Since stakeholders of a community include different entities, ecotourism is only achieved when all stakeholders understand the concept of ecotourism and cooperate to achieve its goal. Stakeholders could be local authorities, governmental and non- governmental organizations, local community members, private sector, and international development agencies. Stakeholders at the national and international levels should agree on the definitions and principles of ecotourism to help achieve its overall goals. This in turn can decrease the impact of ecotourism and maximize its benefits. Principles of ecotourism vary depending on the definition of ecotourism being used.

However, there are some common principles, and these are generally related to conservation, sustainability and economic development (Al – mughrabi, 2007).

Ecotourism is treated both as a sub-component of alternative tourism and as natural-based tourism, being mainly part of the concept of sustainability. In addition, other forms of sustainable tourism have claimed to have similarities with ecotourism as well as being part of both nature based travel and alternative tourism (see Figure 3). For example, ecotourism has claimed to have similarities with soft ecotourism, nature orientated tourism, and nature tourism nature-based tourism and wildlife tourism (Diamantis, & Ladkin, 1999).



**Fig. 3.** The position of ecotourism within the tourism products spectrum (Diamantis, 1998; Diamantis, & Ladkin, 1999)

On the other end of the spectrum, according to Diamantis and Ladkin (1999) citing research Jaakson (1997) indicates that “both mass tourism and other forms of tourism such as events/festivals, conference and business tourism, are searching for sustainability in their practices and as such are placed outside the sustainability borders. Ecotourism characteristics are opposite to those of mass tourism especially the experiential aspects of both concepts. For instance, for ecotourism holidays the product is not commoditized and the experience is not contrived whereas for mass tourism the product is commoditized and the experience is contrived. Finally, certain practices of alternative, nature based, ecotourism, and sustainable forms of tourism which have practiced unsustainable principles are situated outside the borders of sustainability and have been repositioned with other tourism products which are searching for sustainable practices”.

Thanks to the still untouched middle, a large diversity in a relatively small area and its rich cultural heritage Montenegro has great potential for development of ecotourism. Protected areas, especially national parks, represent a valuable space for activities of ecotourism. National park Durmitor is on the UNESCO list of World Natural Heritage, National park Biogradska Gora includes one of the oldest forested areas of Europe. National park Skadar Lake is on the list of Ramsar wetland areas of international importance, while National park Lovćen represents the natural, cultural and historical worth area. In addition, you can relax and enjoy the unspoiled nature; visitors can exercise the different activities that do not disturb the environment. The NP Durmitor can enjoy a walk around the Black Lake, engage in speleologist, camp and embark on a unique adventure rafting Tarom (Bećagol, 2014). On Biogradskoj Gori, in addition to walking through one of the last rainforests in Europe and marked hiking trails, visitors can try out rowing the beautiful Biogradsko Lake. In addition to walking and cycling, the National park Skadar Lake can enjoy a boat ride on the lake and in boats, as well as the increasingly popular bird watching, as

the Skadar Lake greatest ornithological object in Montenegro. The National park Lovćen after visiting the mausoleum of Njegoš, one can make hiking trails to lookouts where are provided wide vistas of and looks at the whole environment: the Boka Kotorska, Cetinje with the surroundings and Skadar Lake. The centers for visitors in national parks can learn more about the natural and cultural heritage of the region, and the local population to buy some of the local products: cheese, ham, honey, wine, brandy. We should mention, in recent years all over Montenegro are springing up many ethno and eco-villages (Bećagol, 2014). Among them are: Komnenovo, Izlazak, Montenegro, Nevidio, Jugoslavija, MiloGora, Goleš, Vuković, Štavna, Vranjak, and Kadmi.



**Fig. 4.** Eco Village Yugoslavia, Montenegro

As noted in Figure 4, Eco Village Yugoslavia - is one of most beautiful eco-villages in Montenegro (At an altitude of 1050 meters on the slopes of the mountain Pivske in Crkvičkom Polju, is an eco-village of Yugoslavia. The idyllic atmosphere of villages and unspoiled nature attracts tourists looking for peace and quiet. The village has seven bungalows (total of 20 beds) - log cabins, comfortably furnished and each with a private bathroom. These are two-bed, four-bed bungalows and with French bearing perfectly integrated into the natural environment. Of course, the Montenegrin national dishes you can sample in the restaurant the eco village "Yugoslavia", which also serve naturally grown products from this region. For the more active visitor we offer a large number of facilities: rafting cruise Pivskim Lake, hiking, village tours, cycling, and horse riding. Of course, the indispensable and visits to cultural and historical monuments and monasteries – Soko grad, Piva monastery, Ostrog, and ride to Zabljak attractive "Durmitor Ring" and panoramic tours. In the village "Yugoslavia" there is space for camping).

The research initiatives of the Centre for Sustainable Tourism (2007) sought to collect more detailed information about what tourists think of national parks and other key products available in the north of Montenegro. Respondents were asked to evaluate the quality of each product on a scale of 1–5, where 1 indicates that the general assessment of "poor" and 5 indicating "very good". Based on their responses were calculated indicators of quality evaluation. The final indicators are given in Table 3.

**Table 3.** Indicators Ratings Quality

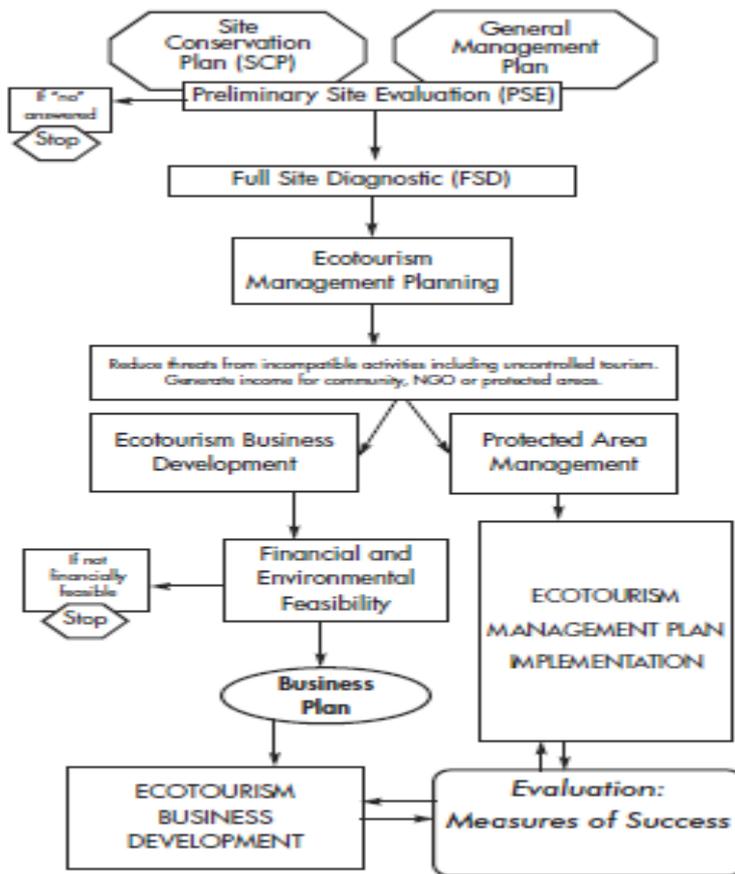
Questions the referred to the	Indicator assessment quality
National parks	4.63
Cultural - historical monuments	4.27
Accommodation	4.21
The restaurant / bar / coffee shops	4.16
Recreational activities	4.12
Beaches	4.11
Tour operator / travel agency	3.80
Souvenirs / cottage industry	3.80
Services guide	3.68
Purchase	3.50
Local transport	3.30

Source: Center for Initiatives Sustainable Tourism (2007).

National parks are the best rated (4.63), and cultural–historical monuments (4.27). The development of the tourism industry around these values creates opportunities for the preservation of the cultural heritage of the region and to create opportunities for economic development in the surrounding communities. Local and national authorities, along with tourism entrepreneurs, are increasingly investing in areas located around the National Parks, cultural and historical attractions. It is very important that both public and private sector concerned about protecting these unique natural and historical attractions. Tourists have expressed their general satisfaction with the available accommodation in the municipalities in the northern and central part of Montenegro. Many tourists from Serbia and other countries in the region are still staying in private accommodation, while tourists from the European Union prefer simpler hotels, 1 – 3 stars or camping (Center for Initiatives Sustainable Tourism, 2007).

Further investments in this type of accommodation will contribute to the maintenance of social and cultural authenticity of host communities, helping them to preserve their cultural heritage and traditional values and allow them a viable long-term economic prosperity, including stable employment and higher income earning opportunities. Unlike high scores accommodation, local transportation got a bad score (3.30). In addition to the poor road infrastructure in the northern region, the problems related to transportation include: limited services or lack of public transport between key tourist destinations, unsteady schedule guidance existing bus lines, insufficient signposting traffic signs on roads and big municipal centers, the lack of available taxi services and the lack of standardize the price of transport which causes the formation of unrealistic price in certain cases. In order to improve overall tourist experience in northern and central regions, will be necessary in order to improve road infrastructure and the use of reliable, cost-effective option (Center for Initiatives Sustainable Tourism, 2007).

An Ecotourism Management should be based on the consensus of: (1) tourism professionals (operators and guides) interested in and/or involved with the protected area; (2) representatives from communities who will be impacted by ecotourism; (3) representatives from local governments, government agencies, NGOs and others who have an interest in ecotourism development in the region; (4) as well as protected area staff who know the area well and who will be responsible for the plan's implementation (Drumm, 2002). Drake (1991), drawing on the work of Paul (1987) according Garrod (2003) suggests the following benefits associated with local participation in ecotourism projects: (1) Increasing project efficiency by consulting with local people or involving them in the management of the project's implementation and/or operation; (2) Increasing project effectiveness through greater local involvement to help ensure that the project aims are met and the benefits are received by the intended group; (3) Building capacity among beneficiaries to understand what ecotourism is and how it can contribute to sustainable development (by ensuring that participants are actively involved in the project at very stage, and by formal and/or informal training and awareness-raising activities);



**Fig. 5.** An Overview of the Ecotourism Management and Development Planning Process (Drumm, 2002)

(4) Increasing local empowerment by seeking to give local people greater control over their resources and the decisions relating to the use of such resources that affect their lives (this means ensuring that local people receive the benefits associated with the use of those resources); (5) Sharing costs with the local beneficiaries, for example labour costs, the costs of financing, operating and maintaining the project, and/or the project's monitoring and evaluation costs. At the same time, Drake (1991) according to Garrod (2003) also notes the following disadvantages with the participatory planning approach: (1) Managing local participation frequently increases the number of staff required to run the project; (2) Pressure is often exerted by the community to extend the scope or form of the project beyond that originally planned for, with consequent increases in project costs; (3) Planners risk losing the project to opposing forces who are looking to take control of the project away from the implementing agency; (4) Benefits may not always reach their intended recipients; (5) Informing local people can increase their aspirations for the project, leading to greater dissatisfaction or frustration should the project fail, become delayed, or only partially perform; (6) Attempts to involve the local community may bring to the fore latent conflicts that serve to frustrate the implementation of the project (Ahmadi, Khajeh, 2015; Bunruamkaew, & Murayama, 2012; Jimura, 2011).

In front of a destination management company, together with the Government and various of stakeholders – it has, says, among other things, and implementation of the current Master Plan for Tourism Development, whose main qualitative and quantitative targets summarized according to Ratković (2010) in Table 4 (See Strategic indicators from the Master Development Plan that relates to eco-tourism of Montenegro 2020).

**Table 4.** Strategic Indicators from the Master Development Plan that Relates to Eco-Tourism of Montenegro 2020

<b>Vision</b>	<b>Montenegro - Wild Beauty resort</b>	The destination brand - Wild Beauty resort – Montenegro as a unique destination. The core brand consists diversity appetizers and beauty - Wild Beauty - and regional identities. Their protection and maintenance are essential components of the quality strategy. Sustainable development.
<b>Mission</b>	<b>Dispersion a bid</b>	Bathing tourism, Mediterranean spirit, year-round openness - Budva, Bar.
		Bathing tourism and tourism in the nature of international rank and year-round openness, Ulcinj.
		Bathing tourism, cultural tourism, health tourism, and athletic, high-quality destination open all year round for individual and package tourism, Boka Kotorska.
		Nature tourism, sports and rural tourism, theme tourism, eco-tourism, Skadarsko Lake and Cetinje.
		Nature tourism, sports tourism, wellness in nature, Bjelasica, Komovi, Prokletije, Plav.
		Nature tourism, sports tourism, family vacations, Durmitor, Sinjajevina, Žabljak, Plužine, Boan, Šavnik.
		Integrated tourist offer panoramic roads and trails with an accompanying offer strip of coastal region to Durmitor.

		By integrating the tourist offer panoramic roads and trails with an accompanying offer (Health, wellness, culture), the belt of the coastal region to Bjelasice and Komova.
<b>Objectives</b>	<b>Economic</b>	Hotel beds - year 2020 111.100 (Coast 85%), total 300,000 (Coast 93%).
		Hotel overnights - year 2020 21.6 mil., Total 39.6 million.
		Revenues of hotel - year 2020, 2.32 € billion, total tourism 2.9 billion €.
		Direct employment in the tourism year 2020 – 32.275 workers.
	<b>Market</b>	Target occupancy rate of 53.3% (194 days), total 39.6% (144 days).
		% of hotel overnights in year 2020 54.6%.
		Average revenue per hotel night year 2020 € 104.17.
		Target markets: EU hotels, the domestic market for complementary accommodation.
		Elective tourism, mainly 3 and 4 *(77%), 5* 15,8 % and 1* 7,1%.
	<b>Ecological</b>	Sustainable Development.
		Protection of nature.
		Enlargement beach.
		Located objects to the hinterland, administrative toward the beach.

Source: Ratković (2010).

In the field of destination management according to Ratković (2010), it is necessary to build up organizational mechanisms to mobilize all stakeholders in the tourism sector in the implementation of the strategic objectives of the Master Plan, as well as in the integration of their strategic and operational business policies in that direction.

Montenegro is for a long time been absent from the tourism market due to known events of the nineties and the breakup of the former Yugoslavia. Our research record is based on similar studies points out that during this time, the tourism market has taken place a number of changes that have made a priority objective of reintegration into the framework of modern tourist flows (Đuričić, Đuričić, & Avakumović, 2009). The characteristic of modern tourist restructuring is incorporation efficient ecological component in tourism product and its promotion, treating it as a very important link to achieve a competitive position and a condition for attracting tourist demand. Even more, this is the priority objective in the process of reintegration into modern tourist flows and the basis for strengthening its competitiveness. Successful implementation of environmental components [environmental protection, giving priority to those products that are organized in accordance with environmental standards ...] in future implementation of marketing activities in tourism is the foundation on which to build a lasting competitiveness in tourism. Tourism development should be to emphasize environmental, health, recreational value and specificity of receptive space. In all this, the EU market will have a dominant position within the development parameters (Đuričić et al., 2009).

### Conclusion

In many developing countries, there are three major barriers to community participation in tourism development process which include operational, structural and cultural barriers (Yeboah, 2013; Tosun, 2000). Yeboah (2013) citing research Murray (2004), Steven and Jennifer (2002), Tosun (2000), Moscardo (2008), Fariborz and Ma'of (2008), the *“operational barriers are obstacles which include the centralization of public administration of tourism development. They also include lack of coordination between involved parties and lack of information made available to the local people of the tourist destination during the implementation of tourism projects. Structural barriers are usually associated with institutional power structures, legislative, and economic systems. These involve attitudes of professionals, lack of expertise, lack of appropriate legal system and lack of financial resources. Cultural barriers are factors which function as obstacles to tourism development in the destination communities. These include limited capacity of poor people to handle development effectively, religious beliefs and low level of tourism awareness in the local community. Although are there is no special reason beyond this is classification, it is supposed that it will facilitate understanding of barriers to community participation in tourism development, at least, at a theoretical level”*.

Montenegro possesses significant natural wealth that can be valorized through ecotourism. In order for that to be successful, our research records based on a similar survey Milivojević, Milovanović - Kanjevac, and Arsić – Kokić (2006) indicate that it is necessary: (1) a serious approach to the role of the state (creation of initial conditions and motivation); (2) the active role of local government; (3) the creation of the necessary infrastructure for ecotourism; (4) intense training and raising environmental awareness; (5) the adoption and implementation of international standard ISO 14001 and Green Globe 21 and obligatory certification of integrated system of eco-tourism; (6) The continuous monitoring of the state authorities (on the spot checks, with the help of satellite tracking, eco-police) and a system of continuous improvement; the establishment of a strong and responsible marketing; (7) to promote research program status and protection of the environment.

In consequence, the only real and successful way in the development of eco-tourism is a comprehensive and responsible approach to the issue of permanent preservation of the environment, and thus the natural wealth Montenegro and their preservation for future generations.

### Conflicts of Interest

The authors declare the work has no conflicts of interest.

### References

- Ahmadi, F., & Khajeh, O. (2015). Developing principles and criteria of planning ecotourism for sustainable management of tourism. *OIDA International Journal of Sustainable Development*, 8(11), 63-70.
- Al – mughrabi, A. (2007). *Ecotourism: A sustainable approach of tourism in Jordan*. Planning Degree Program. University of Arizona.

- Bećagol, I., (2014). Possibilities for the development of eco and rural tourism in Montenegro (specialized work). Tivat: Faculty for Mediterranean Business Studies.
- Beeler, B. G. (2000). *Opportunities and threats to local sustainable development: Introducing ecotourism to Venado Island*. Costa Rica: Lund University.
- Buchsbaum, B. D. (2004). Ecotourism and sustainable development in Costa Rica, Master of Public and International Affairs College of Architecture and Urban Studies thesis, Virginia Polytechnic Institute and State University.
- Bulatović, J., Rajović, G. (2016). Applying Sustainable Tourism Indicators to Community - Based Ecotourism Tourist village Eco – katun Štavna. *European Journal of Economic Studies*, 16(2), 309–330.
- Bunruamkaew, K., Murayama, Y. (2012). Land use and natural resources planning for sustainable ecotourism using GIS in Surat Thani, Thailand. *Sustainability*, 4(3), 412–429.
- Cammorata, N. (2013). Words you should know: 2013. The 201 words from science, politics, technology and pop culture that will change your life this year. Avon, USA: F+M Media, Inc.
- Cater, E. (1994). Introduction. In E., Cater, & G., Lowman, (Eds.). *Ecotourism: A sustainable option?* New York: Wiley.
- Ceballas-Lascurian, H. (1991). Tourism, ecotourism and protected areas. In Kusler, J.A. (Ed.). *Ecotourism and Resource Conservation*. Second International Symposium: Ecotourism and Resource Conservation. II. Miami Beach, Florida, November 27th to December 2nd 1990, p. 24–30.
- Ceballas-Lascurian, H. (1996). *Tourism, ecotourism, and protected areas*. Caracas, Venezuela: The World Conservation Union.
- Center for Initiatives Sustainable Tourism (2007). *Experience of tourist's and visitor's in northern and southern region of Montenegro*. Podgorica: Center for Initiatives Sustainable Tourism Research.
- Crabtree, R., Bayfield, N. (1998). Developing sustainability indicators for mountain ecosystems: A study of the Cairngorms, Scotland. *Journal of Environmental Management*, 52, 1–14.
- Diamantis, D., Ladkin, A. (1999). The links between sustainable tourism and ecotourism: a definitional and operational perspective. *Journal of Tourism Studies*, 10(2), 35–46.
- Dimanche, F., Smith, G. (1996). Is ecotourism an appropriate answer to tourism environmental concerns? *J. Hosp. Leisure Market*, 3, 67–76.
- Drake, S. P. (1991). Local participation in ecotourism projects. In T. Whelan (Ed.), *Nature tourism: Managing for the environment*, p.132-163. Island Press: Washington DC.
- Drumm, A. (2002). *Ecotourism Development – A Manual for Conservation Planners and Managers* (2nd ed.). Arlington, Virginia, USA: The Nature Conservancy.
- Đuričić, Z. Z., Đuričić, M. M., & Avakumović, Č. J. (2009 June). Marketing & eko-tourism – resources of modern age. I International Conference Ecological Safety in Post-Modern Environment. Banja Luka, Republic Serpska, Bosnia and Herzegovina.
- Dymond, S. J. (1997). Indicators of sustainable tourism in New Zealand: A local government perspective. *Journal of Sustainable Tourism*, 5 (4), 279–293.
- Edwards, S. N., McLaughlin, W. J., & Ham, S. H. (1998). *Comparative study of ecotourism policy in the Americas: Volume II - Latin America and the Caribbean*. Idaho: University of Idaho.
- Eriksson, F., & Lidström, M. (2013). *Sustainable development in ecotourism: Tour operators managing the economic, social and environmental concerns of sustainable development in Costa Rica*. Umeå, Sweden: Umeå University.
- Fariborz, A., Ma'of, B. R. (2008). Barriers to community leadership towards tourism development in Shiraz. *Iran. Eur. J. Soc. Sci.*, 7, 172–178.
- Garrod, B. (2003). Local participation in the planning and management of ecotourism: A revised model approach. *Journal of Ecotourism*, 2(1), 33–53.
- Global Development Research Center (2002 May). *Québec declaration on ecotourism*. In World Ecotourism Summit, Québec City. Available from: <http://www.gdrc.org>
- Hall, C. M., Page, S. J. (2006). *The geography of tourism & recreation: Environment, place and space* (3rd ed.). Oxon: Routledge.
- Hall, M., Lew, A. (1998). *Sustainable tourism: A geographical perspective*. New York: Addison Wesley Longman Ltd.
- Higgins, B. R. (1996). The global structure of the nature tourism industry: ecotourists, tour operators, and local businesses. *J. Travel Res.*, 11–18.

- Honey, M. (1999). *Ecotourism and sustainable development. Who owns paradise?* Washington, DC: Island Press.
- Honey, M. (2008). *Ecotourism and sustainable development: Who own paradise? (2nd ed.)*. Washington: Island Press.
- Jaakson, R. (1997). Exploring the epistemology of ecotourism. *Journal of Applied Recreation Research*, 22(1), 33–47.
- Jimura, T. (2011). The impact of world heritage site designation on local communities—A case study of Ogimachi, Shirakawa-mura, Japan. *Tourism Management*, 32(2), 288–296.
- Kusler, J. (1991a April). Strengthening resource conservation through ecotourism. In J. A., Kusler (Ed.), *Ecotourism and resource conservation*. First International Symposium: Ecotourism and Resource Conservation. Merida, Mexico. p. 8–15.
- Kusler, J. (1991b). Ecotourism and resource conservation: Introduction to issues. In J.A., Kusler (Ed.), *Ecotourism and Resource Conservation*. First International Symposium: Ecotourism and Resource Conservation. Merida, Mexico, April 17–19, 1989, p. 2–8.
- Kutay, K. (1989). The new ethic in adventure travel. *Buzzworm*, 4, 31–36.
- Mapjabil, J., Marzuki, M., Zainol, R. M., Jusoh, A. T. M., Ramli, R. S. (2015). Applying sustainability indicators to eco-tourism development: The case of Jeram Linang Amenity Forest, Kelantan. *Geografia. Malaysian Journal of Society and Space*, 11(12), 64–73.
- Masberg, B. A., & Morales, N. (1999). A case analysis of strategies in ecotourism development. *Aquatic Ecosystem Health & Management*, 2(3), 289–300.
- Milivojević, J., Milovanović - Kanjevac, K., Arsić – Kokić, A., (2006 May). Ecotourism – misconceptions, terms, possibility, quality festival. 1 National Conference on quality of life, Kragujevac.
- Montenegro Tourist Service (2016). *Ethno and eco village Montenegro*. Available from: <http://www.booking.me>
- Moscardo, G. (2008). *Building community capacity for tourism development*. , Australia: James Cook University.
- Murray, Z. (2004). *Community participation in public health planning*. Available from: <http://kharahais.gov.za>
- Paul, S. (1987) *Community participation in development projects: The World Bank experience*. World Bank: Washington DC.
- Rajović, G., Bulatović, J. (2015). Eco Tourism with Special Review on Eco – Village "Štavna", *Scientific Electronic Archives*, 8(1), 56–65.
- Rajović, G., Bulatović, J. (2016). Zoning as a Condition of Sustainable Agriculture Northeastern Montenegro: A Case Study. *Rocznik Ochrona Srodowiska*, 18(1), 65–88.
- Ratković, R. (2010). *Strategic challenges of Montenegrin tourism in the second decade of the third millennium, p. 1–24*. In Turistički Forum, Bečići.
- Ross, S., Wall, G. (1999). Ecotourism: towards congruence between theory and practice, *Tourism management*, 20(1), 123–132.
- Sham, S. (2001). *Public Lecture: Developing Urban Sustainability Indicators for Malaysia*. Universiti Kebangsaan Malaysia, Bangi.
- Sharpley, R. (2006). Ecotourism: A consumption perspective. *Journal of Ecotourism*, 5 (1-2), 7–22.
- Singh, D., Kumar, A., Dwivedi, D., & Kumar, P. (2011). Sustainable tourism development through ecotourism: A conceptual approach. Available at SSRN: <http://dx.doi.org/10.2139/ssrn.2502733>
- Steven, D., & Jennifer, T. (2002). *Challenges and barriers to community participation in policy development*. Available from: <http://www.ruralnovascotia.ca>
- The International Ecotourism Society (2016). *What is Ecotourism*. Available from: <https://www.ecotourism.org> (13. 10 2016).
- The World Conservation Union (2003). *World conservation strategy*. Available from: <http://www.gatewest.net>.
- TIES (1990). *What is ecotourism? The International Ecotourism Society's website*. Available from: <http://www.ecotourism.org> (05.10 2016).

Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries. *Tourism Manage*, 21, 613–633.

Wackernagel, M., & Rees, W. (1996). *Our Ecological Footprint: Reducing Human Impact on the Earth*. Canada: New Society Publishers.

Wallace, G. N., & Pierce, S. M. (1996). An evaluation of ecotourism in Amazonas, Brazil. *Annals of Tourism Research*, 23(4), 843–878.

WCED (1987). *Our common future*. Oxford: Oxford University Press.

World Tourism Organisation (2004). *Indicators of sustainable development for tourism destinations: A guidebook*. Madrid: World Tourism Organisation.

Yeboah, T. (2013). Ecotourism development in Ghana: A case of selected communities in the Brong-Ahafo Region. *Journal of Hospitality Management and Tourism*, 4(3), 69–79.