

Development of Sustainable Tourism on the Example of the Montenegrin Coast

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Sustainable tourism represents a form of tourism which generates and creates economic benefits for the local community and at the same time takes care of the local ecosystem as well as the culture and customs of the local community. This form of tourism is mostly convenient for rural areas which have contained their natural and socio-cultural uniqueness. Unfortunately, the potentials of Montenegro for developing this form of tourism are slightly or almost hardly exploited. A crucial limiting factor for developing ecotourism is a lack of an overall strategy which would stimulate and enhance the development of many potential tourist destinations which did not valorise their tourists during the development of ecotourism, as well as those tourist destinations which did so but in an improper and insufficient way. The aim of this paper is to point out the state and possibilities for developing ecotourism based on sustainable tourism in selected areas along the Montenegrin Coast and to emphasise guidelines for sustainable development of these areas in the future. This is why an empirical research has been conducted based on the method of semi-structured interviews. By developing ecotourism and managing resources in accordance with sustainable development of this area, a high quality tourist product could be offered to the market.

Keywords: sustainable tourism, ecotourism, possibilities of development

Introduction

Sustainable development is defined as development of certain areas, including care for their preservation and future. It could be said that sustainable development is nowadays in the centre of global, economic, technological, social, political and cultural change which sets boundaries between the possible and desirable. Considering the immense fragmentation of tourist demands made by so many participants in the tourist offer, sustainable development being tourism-oriented demands a holistic approach which includes all the participants involved in the tourist offer. Evidently, a trend of growing care for the environment leads to creating a product and offer which enable sustainable growth and development and at the same time reduces the negative influence on the environment.

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Ecotourism, which is considered to have an annual rate of growth of 10-15% and stands out as a form of sustainable tourism which currently is the fastest growing sector of tourism, is one of the biggest industries in the world (Gašić, Ivanović, & Komatina, 2014). Successful examples of developed ecotourism in the world prove that destinations can achieve exclusive ecotourism and still follow the principles of sustainable development (Svržnjak, Kantar, Jerčinović, & Gajdić, 2014).

Sustainable tourism which exploits natural resources only to a certain level without endangering them is of course of crucial importance for those areas of Montenegro which demand the highest level of environment protection, especially the islands. But, apart from the islands, a potential for sustainable development of certain forms of tourism exists in many other areas. This paper is about areas of the Montenegrin Coast which have significant but insufficiently exploited possibilities for development of ecotourism in accordance with the principles of sustainable tourism. The aim of this paper is also to establish the scope of activities done so far in accordance with the principles of sustainable tourism and also to propose guidelines for a possible future development of this form of tourism.

The structure of the paper is such that in the second part common significance and factors essential for sustainable development of tourism are described. The third part deals with analysis of ecotourism and its connection to principles of sustainable tourism. The fourth part focuses on the analysis of condition and possibilities for development of ecotourism at the Montenegrin Coast region. The fifth part contains recommendations and guidelines for future actions upon the development of ecotourism according to the principles of sustainability. The sixth part is the conclusion

Sustainable Tourism

Sustainable tourism is a complex concept which is manifested in many elements affecting the environment protection on the one hand and social responsibility on the other hand. Accordingly, sustainable tourism is based on maximum satisfaction of the tourists and at the same time on raising the awareness of the importance of protection and preservation of natural resources as well as cultural heritage. Following the principles of sustainable tourism, long-term benefits for the local community demand the engagement of all participants in activities based on a three dimensional approach, incorporating the ecological, social and economic dimension.

Benefits of sustainable tourism are visible both on the side of tourist offer and on the side of tourist demand. Sustainable tourism strengthens the awareness of the value of our own heritage on both sides and motivates its preservation, lifts the level of knowledge of local population and has a positive effect on the development of the accompanying industries. Instead of the number of visits, criteria for a successful dealing with tourism become meeting quality standards, that is, above all, the quality of the tourist destination. From the tourist's point of view, sustainable tourism acts educationally—by learning about the use of tourist resources and choosing a way which is not harmful for the local community, gaining knowledge about local culture and environment—the tourists become promoters of the destinations in their own local communities.

Considering the fact that the environment quality of the tourist destination is becoming one of the most important criteria when deciding on a travel, changes at the organisation level are essential, that is changes of strategies used by enterprises while doing business. Therefore, when estimating the importance of tourism for economic development, expenses of using natural resources, socio-cultural expenses and profits should be included. Economical goals, such as increase of productivity, competitiveness and economic growth within the

concept of sustainable development optimise when ecological goals or preservation of the ecosystem and social demands are taken into account.

In the structure of demands for sustainable tourism, about 50% presents are individual tourists while about 50% are clients who use package tours travelling through a tour operator (M. Crnjar & K. Crnjar, 2009). This is why tour operators and tourist agencies hold a great deal of responsibility in ensuring sustainable tourism. For example, over 80% of subjects who took part in a research in Great Britain stated that tour operators held a responsibility in preserving the environment and culture as well as assurance that the local community would prosper from tourism. The same percentage of subjects used package tours created by enterprises which do business in accordance with the principles of sustainable development. At the same time, it is necessary to bear in mind that the offered conditions make a chain of products which is not often under the influence of control of only one participant but under a large number of partners which can lead to difficulties in controlling elements of corporative social responsibility and coordination which makes it hard to act in accordance with the principles of sustainable tourism (Ćurić, 2010).

Ecotourism—Term and Definition

Within the sustainable tourism, ecotourism along with its characteristics rises above other forms of natural tourism. While the classical perception of nature-oriented tourism is limited to staying outdoors, ecotourism upgrades this conception by involving tourists and enabling interaction with local population by their taking an active part in everyday activities of the receptive community in a way which does not harm the environment.

Definitions of ecotourism mostly emphasise the interaction between the tourists and local population, a minimal negative influence on the environment and sustainability as a main characteristic of this form of tourism. Birkaš and Major (2012) defined ecotourism as a form of tourism being environment-oriented and which directly or indirectly promotes preservation and helps sustainable economic development. The obligation of ecotourism is to find a balance between the urge to preserve the environment and the needs of tourists which would be in accordance with the principles of sustainability. This includes respecting the needs of the local community as well as the customs and culture of the participants along with respecting modern trends in tourism. Maksin (2012) saw ecotourism as a form of tourism based on natural resources and then led to research and study of the environment. Ecotourism must take care of the protection and preservation of the environment and be local population oriented. At last, Marečić (2015) defined ecotourism as travelling and visiting areas with relatively preserved and intact nature followed by responsibility for the environment and enhancement of the protection and preservation of natural and cultural treasures with the smallest possible chance of endangering the environment with an active involvement of local population who as hosts may enjoy the fruits of socio-economic benefits.

Population in local communities and natural predisposition of the area make the base of sustainable development of ecotourism which is fully included in every activity at the tourist location. Involvement of local population in ecotourist activities is essential especially in areas where dealing with other businesses or forms of tourism is difficult due to natural disasters or migrations (Ćurić, 2010). In these cases, ecotourism may serve as a trigger for growth and prosperity.

Ecotourists want to experience bonding with nature and local culture in natural areas. Thus we can say that natural and cultural potentials of local areas represent an important influence on the development of ecotourism. A host association is of essence for acceptance and greeting. So, the representatives of tourist offer are very

important for creating an offer, marketing and product management. The conclusion is that sustainable tourism includes creating synergic relations between tourism, biological diversity and local population and representation of adjustable management strategies (Ross & Wall, 1999). Criteria of importance in ecotourism development are presented in Table 1.

Table 1

Criteria of Importance in Ecotourism Development

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|-------------------------------------|--|
| Environment: | Tourist destination must be a national park, park of nature, protected ecosystem or an area with intact natural and cultural heritage. |
| Ecotourist: | An ideal number of tourists should not be less than two to four persons and not bigger than 15-16 people. An individual traveller in the wild can be exposed to big risks and jeopardies. |
| Ecological activity: | Ecotourists should experience activities which are part of ecotourism at the specified area: hiking, seeing the sights, exploring the nature, meeting and talking to local population, etc. |
| Ecological transport: | Ecological means of transport should be used at the destination. |
| Ecological economy: | Planned tourist activities should be organised for the local community and by the local community. |
| Ecological contact and information: | Visitors-tourists must spend time with the local population in a friendly way and overcome language barriers, difference in culture, value and conduct. This can be overcome by educating both tourists and local communities and thus avoid disagreements between participants. Tourist guides, interpreters, code of conduct may play a significant role in establishing contacts. |

Source: Adjusted from Radović & Vojinović (2017).

Sustainable development of tourism must also take into consideration other factors whose influence is not so significant but nevertheless do not lessen their importance when development of ecotourism is considered. First of all, we think about state and other bodies which create a legal and legislative framework for dealing with certain activities, or create a development strategy for certain areas or serve as advisory bodies when dealing with certain activities. Development strategy is a base of sustainable ecotourism development. Countries involved in European Centre for Ecological and Agricultural Tourism (ECEAT) represent a good example, being a programme consisting of a group of countries which organise activities concerning environment protection, organic agriculture and tourism. The aim of the programme is to support unexperienced entrepreneurs who face lack of knowledge, so they are forced to set up their business with minimal financial investments because of having difficulties in finding potential investors. Thanks to being a part of this programme, ecotourism has now become their primary source of income. The organisation also promotes a tourist activity which supports ecological use of land, traditional culture and protection of nature. Depending on local demands, ECEAT is focused on organic agriculture and traditional country life (Bartoluci, 2013). The programme consists of three conceptually connected parts:

1. Capacity development;
2. Gaining skills;
3. Product creation.

This programme is focused on business, public and non-governmental sector. The public sector involves the national government, local authorities and other public institutions. The business sector deals with gaining economic profit. This sector involves all activities of entrepreneurs, companies and corporations. The non-governmental sector gathers organisations which are neither public nor business. It is a creative sector with a strong sense for public benefit and used to working with limited finances and very often capable of dealing with problems by improvising.

An efficient and sustainable development of tourism calls for coordinated action of all sectors mentioned. The public sector is obligated to create a potentially legal and legislative environment for developing ecotourism and promote activities which are ecologically acceptable programmes for growth and development, such as International Trade Organisation, United Nations Conference of Trade and Development as well as United Nations Development Programme. It is known that the activities of these organisations in cooperation with the local governments in South America and Caribbean Basin supported the development of ecotourism and its turning from a market niche into a competitive economic sector with a growing tendency.

The private sector should involve a set of measures which support the sustainable development of ecotourism. Those measures should include recognition of potential opportunities, investments as well as promotion of locations, improvement and adjustment of knowledge and offers which would meet world standards. ECEAT has developed its own standards concerning corresponding capacities. In order to gain an ECEAT certificate, certain criteria must be met such as local atmosphere, good service and ecological conduct. The project also includes organising daily trainings for beginners which are financed by local and regional management. Lecturers are experienced owners of accommodation facilities and they help the attendants gain skills necessary to create a tourist product of good quality (Bartoluci, 2013). Investments in the development of ecotourism should be medium- and long- term oriented. A demand for preservation of natural and cultural diversity as well as limited number in guests justifies a profitable investment on a medium or long term. Thus, ecotourism becomes an important factor in sustainable development and enables opening of new work places and the investors are also offered an initiative for a permanent protection of cultural and natural treasures which makes the base for the development of ecotourism. However, the basic principles of ecotourism should also be taken into account especially when it comes to the involvement of local population.

The role of the non-governmental sector is to offer advice for a profitable and sustainable development of ecotourism in a way that will not endanger the natural and cultural environment as well as a constant education of all participants about limitations and possibilities of tourism development. Education should include rising awareness of the sensitivity of areas where ecotourism is planned in order to avoid any excessive exploitation of resources. The communication should be established both with local population and tourists. It should be indicated to the local population that preserving potentials, natural as well as cultural, is necessary. This can be done by raising awareness of economic profitability of these activities, by active participation in making decisions as well as giving guidelines for a good distribution of benefits which ecotourism obtains. As far as tourists are concerned, they should be aware of the sensitivity of certain areas, irresponsible conduct and they should also enhance interaction with local population and be realistic when offered locations are in question.

Current Conditions for the Development of Ecotourism in Selected Areas of the Montenegrin Coast

There are areas in Montenegro which have a potential for ecotourism development. Attractive areas with unexploited potentials for the development of ecotourism are situated along the coast as well as all over Montenegro.

Pre-conditions for the Development of Ecotourism Along the Montenegrin Coast

State of nature and conditions along the Montenegrin Coast represent an important precondition for the development of ecotourism. As far as natural characteristics are concerned, hydrographic elements, terrain,

flora and fauna are primarily thought of. The coastal area of Montenegro has warm and dry summers and mild winters. The average temperature of the coldest month of the year (February) is 5.7 degrees Celsius and the hottest (July) is 28.8 degrees Celsius. Taking in consideration the annual amount of rain, 69% accounts for the cold part of the year, and of 102 rainy days, 31 accounts for spring, 11 accounts for summer, 27 for autumn and 33 for winter. It rarely snows and with approximately 2,700 sunny hours per year it is ranked among the sunniest areas in Southern Europe. Winter temperature of the sea is never below 10 degrees while during summer it reaches a temperature of over 25 degrees. The area is of Karst Terrain with hollows and caves. Settlements situated on higher altitude but close to the coast are especially attractive. Evergreen vegetation is a characteristic of this area. Olive trees and vine are grown. As far as medical herbs are concerned, lavender, artemisia and sage can be found.

Apart from the nature features, number and population structure also plays a significant role in the development of ecotourism. Unsufficient number of inhabitants, unsufficient involvement of working age inhabitants and poor education of the population may limit the development of a location. Growth of population, better education presents a positive potential for economic development.

A great number of old population followed by a small number of working age population as well as poor education of the population draw to a conclusion that the population structure at the promotive areas is relatively unsatisfactory. It is essential to undertake measures in order to improve the education of local population and create conditions for working age population.

Methodology

For the needs of this paper interviews with the population of planned areas were conducted. The subjects were permanent residents and owned resources for dealing with tourism which they put in favour for tourists or had been engaged in tourism in the past. The questions were related to actual activities concerning ecotourism as well as ways of revival and future development. It is necessary to point out that there are no statistics concerning the present state of ecotourism development in Montenegro. The research was conducted on 20 subjects who had previously in some way been engaged in ecotourism. Although this research can be questioned considering the small number of subjects, the examiners came to the conclusion that this research involved the majority of population who had at some time been involved in activities connected to ecotourism which also represented a significant indicator of a poor benefit of the potentials for the development of this form of tourism. This research could serve as an incentive for future more detailed research.

The empirical research was conducted by using semi-structural interview method with prepared questions. The questions were related to working plans so subjects had a certain freedom while answering questions. This form of interview was chosen in order to establish a greater number of good data concerning previous development of ecotourism as well as characteristics which were of great importance at that time.

Questions asked were divided into four sets. The first set of questions was general information about the subjects, their activities and reasons for dealing with ecotourism. The aim was to establish whether ecotourism was their primary business or whether it was just an additional activity of the household. Subjects who stated that they were involved in some other activities were asked to estimate to which extend ecotourism supplemented their main business. Finally, the subjects were asked to explain why they had gone into the ecotourism business and for how long they had been in the business.

The second set of questions was about dealing with ecotourism itself and the subjects were asked to describe as precisely as they could all their activities concerning ecotourism. Based on the answers, the interviewers were able to identify the main elements of the tourist offer at the specific areas. They could also establish whether their activities were in accordance with the principles of ecotourism. The subjects were also asked to define a period during the year when their involvement in ecotourism was the greatest.

In the third set of questions, the subjects were expected to describe their experience in organising ecotourism. Thus, the interviewers wanted to find out about all difficulties and obstacles the subjects had dealt with but also about positive factors.

In the fourth set of questions, the subjects were asked why they had stopped dealing with this form of tourism and about possibilities of reviving ecotourism in the analysed areas in the future. As reasons for stopping dealing with ecotourism, subjects pointed out financial ineffectiveness, reduction of tourist demand as well as the quality level. As far as reviving the business in future, the interviewers were especially interested in whether tourist agencies had shown interest by contacting the subjects. Then, subjects were asked about their personal interests in dealing with ecotourism and finally they were asked whether pre-conditions for ecotourism development existed in their area.

Based upon the subjects' answers, the interviewers came up with qualitative data about previous attempts, current state as well as possibilities for ecotourism on specific areas of Montenegrin Coast.

Empiric Research Results of Attempts of Ecotourism Development Along the Montenegrin Coast

The research has shown that the first attempts of ecotourism along the Montenegrin Coast occurred during the 90's in the last century. Ecotourism started as an additional activity to dominant agriculture. Although certain subjects had an experience in various tourist activities, the initiative for dealing with ecotourism originated from tourist agencies which tried to extend the offer during May and September. Accordingly, ecotourism started as an addition to the dominant bathing tourism imposing itself in areas far from the sea but still near enough to be reached in a short period of time. Main advantages of these locations were preserved natural diversity and cherished traditional elements. As main disadvantages interviewers indicated lack of accommodation facilities, quality standards and lack of working age population.

From the mid-nineties till today, it is possible to follow the development of ecotourism through several stages.

Analysing the subjects' answers, one can come to the conclusion that the first stage covers the beginning of the first half of the nineties in the last century. What characterises this stage are significant differences within offer elements at the analysed locations to please ecotourists on the one hand and the fact that on the other hand, subjects gained substantial financial benefits from offering services which only met a limited range of ecotourism demands. The offer was mostly made based on the cooperation with tourist agencies which stated certain requests to the local population. After talking to the subjects we concluded that those requests were more put as guidelines or advice and less as bounding criteria or standards needed for a location to be satisfactory. Bearing this in mind, the variability in offer of analysed locations is understandable as well as the fact that the local population wanting to gain more profit, often did not meet the requests necessary in order to provide good ecotourist services. Obviously, it was neglected that tourist offer played a primary role in the development of a location while the approach to the location, service prices and similar played a secondary role. In the second part of this stage, subjects pointed out a bigger care of tourist agencies considering service

offering which was shown by a selectivity when choosing a destination. Although tourist agencies firstly tended to group the guests evenly at the locations, later on some locations became leading in this form of tourism in comparison to others. All subjects agree that this happened because of failure to fulfil the necessary conditions which led to unsatisfied tourists.

Based on the analysis of tourist offer at Cetinje and vicinity of Budva which showed many mistakes it may be concluded there was a loss in the completion race. The subjects stated that the development of ecotourism was planned through daily trips. The tourists were offered domestic food and presentation of cultural heritage which included traditional dance in folk costumes. Profitability was more important than service quality. By ecotourism standards, interaction between local population and tourists was unsatisfactory. On the one hand, the interaction was limited due to brief visits and on the other hand, there was a lack of initiative due to mass visits which also turned out to be a limiting factor.

Most of the subjects pointed out that visits included groups of 100 to 250 tourists which are absolutely against ecotourism principles according to which groups should not be bigger than 14-16 people. All subjects said that a profitability could only be gained by such a big number of tourists. We come to the conclusion that the effort to provide profitability by mass visits created a difficulty in the interaction between local tourists and tourists as well as a limit in making the offer diverse which represents the foundation of this form of tourism. Such big groups of tourists also represent an endangerment to the environment which is not in accordance with ecotourism principles.

As far as the offer elements are concerned, subjects stated that the tourists were given meals containing ingredients of industry origin instead of organic food. The offer was also reduced to the presentation of the necessary (planned meal and folk dance). All subjects agree that this led to an offer of poor quality. It could be said that the offer was oriented only on one or two households which were the main carriers of the whole activity. The rest of the community gained a minimal benefit. So, we can conclude that there was a lack of initiative on the behalf of local population to interact with the ecotourists. All this led to disappointment and withdrawal of tourist agencies which made the competition gain benefit.

During the research, we found out that at this stage there were no visits including spending the night. Such visits mostly included guests who were unable to find accommodation in the seaside resorts or were just passing by so they were not interested in ecotourism. At the beginning, neither local population nor travel agencies were able to find enough motivation to expand their business to a higher level. Daily tours obtained a substantial financial benefit so there was no need to change this kind of business.

At the second stage of ecotourism, some improvements when analysing principles of sustainable tourism development were visible. This stage covers the end of the nineties to the beginning of 2000. Most of the subjects agree that the importance of this stage lies in involvement of tourists in all activities as well as inclusion of new locations. Involvement of tourists in everyday activities creates a deeper interaction between the tourists and local population. Involvement of tourists makes it possible to demonstrate cultural and natural heritage of a certain location as well as rising awareness of preserving the location mentioned. At the same time, a synergy between the dominant business of local population and ecotourism occurs so that ecotourism is conducted through involving tourists in everyday activities.

All subjects agree that there was some slight form of this approach in Virpazar. At the first stage of development, the offer was based on one day tours as well as in other places but still at this stage some stays longer than one day including spending the night were recorded. When spending the night in country household

is concerned, it must be stated that this form of tourist offer was not initiated by travel agencies but was more the result of spontaneous arrivals of tourists.

Most subjects think that an improvement in diversity and quality of tourist offer was noticeable in Virpazar during the second stage. More households were involved, so we can conclude that specialisation and coordination are the main source in getting better quality offer. We think that such an approach led to satisfying a larger number of criteria set by tourist agencies. This means the involvement of the entire community in welcoming and animating the guests.

Subjects stated that there was a reduction of guest numbers per a tour so that enabled a better interaction and more activities at the tour. All subjects stated that a tour at this destination meant involvement of guests in agricultural activities, preparation of food which they could consume later, helping the hosts in making tools and other appliances used in everyday life and getting to know local crops and their seeds which they could, if they wanted, take with them. Presentation of folk dance and other spiritual heritage also implied an active participation of guests since they were expected to join the dance after being given some basic instructions.

All subjects agree that at the beginning of 2000 a new period of revival of better organisation and cooperation with foreign tourist organizations, like Thomdon and Neckerman started. Now, this stage can be identified as an attempt of ecotourism revitalisation. The suggested strategy of ecotourism development is based on the areas which showed good results with a tendency to expand onto neighbouring places. Based on previous experience, it is a fact that a demand for such tourist services exists all the time but the majority of local population is not interested.

The experience and research of organising sustainable tourism at the areas along the Montenegrin Coast lead us to a concept of offering services which imply longer stays of guests at the households of local population and their taking part in everyday activities in nature and households. Subjects state that the concept failed primarily because of oversight in organising tourists' diet. This part of the service was organised by rearranging a facility meant to be of use for all guests visiting the place. Although the quality of food was good, demanded standards of the facility were not met. This resulted in dissatisfying guests and made business unsustainable.

After interviewing, the subjects we came to the conclusion that by offering longer stays it was possible to achieve better economic results, but only if other aspects of the offer were taken into account. First of all, we think about activities which are in accordance with principles of sustainable tourism. The locations which were the subject of our research based their strategy on one offer condition ignoring or not paying enough attention to other conditions.

Development of Ecotourism Along the Montenegrin Coast

Taking into consideration the present socio-demographic and infrastructural characteristics of local communities analysed in this paper and the experience in ecotourism development at stated locations as well as modern trends of ecotourism development in the world, we think that there is an immense potential in future development of sustainable tourism. Accordingly, we suggest the following guidelines for future development of sustainable tourism.

1. It is necessary to adopt legal regulations and define ecotourism in a precise way. Unfortunately, there are still no legal regulations that accurately define ecotourism and ecotourist business.

2. It is necessary to make a project on sustainable development of ecotourism at a national level as well as include international projects of ecotourism development which many countries gained benefit from (use examples of successful introduction and development of ecotourism in the world).

3. Solve the problem of infrastructure and connectivity in a best possible way. By this, we mean a better traffic connection with tourist destinations in a way of reaching the destination in less time and safely. It should also be considered that certain areas at an ecotourist location should be spared of using motor vehicles. This being the case, ecological means of transport is recommended (such as riding a bike, horse or the like).

4. It is necessary to think about the sustainability and preservation of natural resources. At many tourist destinations which deal with ecotourism development, there have come to an accidental or intentional degradation of natural and cultural heritage (for example, destruction in national parks, arboretum and the like).

5. It is necessary to work on the increase of number of population as well as on their education. Low level of education and a reduced involvement of younger population represent an important limiting condition for sustainable development of ecotourism.

6. Improve offer and the quality of accommodation facilities. It is obvious that the offer quality in previous cases was not satisfactory. It is necessary to urge households to adjust to worldly standards of quality in accordance with high evaluation criteria and sophisticated demand of the modern tourist.

7. Encourage reconstruction and construction of objects in accordance with ecological demands. While reconstructing, it is necessary to keep the setting which would respond to a traditional way of country life as it was in the past and which would present a special tourist attraction.

8. Use eco friendly materials when building facilities. Wherever it is possible use energy sources like the wind energy, solar energy and the like. Pay attention to possible negative influence on the environment while building. First of all, it is necessary to protect the natural habitat and resources even if this means to build accommodation facilities at a longer distance from the tourist location. There are examples in the world showing how devastation happened because all necessary measures were not undertaken for protecting natural resources during the attempt to valorise tourist locations. The role of tourist managers and the Tourist Association is also very important.

9. It is necessary to develop human potentials and management skills. The level of education of local population is very low and that represents one of the most important conditions in developing ecotourism. Also, it is necessary to educate managers who would use their knowledge to develop progressive ideas.

10. Interaction with local population should be stronger and it is necessary to conduct trainings and actions aiming at raising ecological awareness as well as the activity level of tourists.

11. It is important to enhance production of organic food—from the examples it is obvious that great opportunity for production of healthy food exists at all stated locations. This activity is essential for ecotourism development but, on the other hand, ecotourism creates a base for development of organic food production to such an extent that it could easily be put on market. Thus, it would be possible to encourage development of the industry which is getting more and more important in the world. The development of this business would also help building the image of an ecological destination.

12. It is necessary to encourage production of medical herbs. Locations along the Montenegrin Coast situated at a significant altitude are abundant with medical herbs. It is necessary to initiate its production and work on its inclusion into the tourist offer.

13. Improve the tourist information system—actually, most tourists have never heard of the natural treasures of these areas. The Tourist Association can play a significant role in this (by making TV shows, short films which can attract tourists and potential investors).

14. Work on the development of new ecotourism destinations along the Montenegrin Coast.

Conclusion

Sustainable tourism that includes social, economic and ecological components is especially significant for development of areas which have resources for development of selective forms of tourism but have only valorised them partially. Researching tourism development in the areas along the Montenegrin Coast, it could be stated that there have been some previous attempts of using natural and human resources to offer ecotourist services. Although we cannot speak about a real form of ecotourism, it is possible to identify some signs that could be used as guidelines for future tourist development. There were some daily tours organised in areas along the Montenegrin Coast which could serve as a successful example of ecotourism. Also, some attempts of organising longer stays have been recorded but they were stopped due to no economic effectiveness. Apart from success, many mistakes were made primarily related to the quality of tourist offer and the variety of the tourist product which was not at a satisfying level. It is also concluded that a necessary level of interaction of local community and tourists while trying to develop ecotourism has not been reached. When creating the offer, short-term financial effectiveness was given a priority to long-term economic sustainability. Naturally, this resulted from the fact that the offer was based on organising daily trips in large groups of tourists. In order to gain success, it is necessary to train local population for accomplishing these services. First of all, a systematic approach and investment in raising the skill level and knowledge of human resources is required. There were some attempts of involving tourists but the local population was not ready or trained in a way to satisfy all the criteria needed for ecotourism development. Apart from all listed activities, the business, public and non-governmental sector should be actively engaged in the preparation of ecotourism development strategy in these areas.

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