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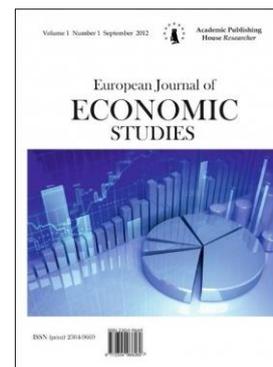
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Another Contribution to the Study Rural Development with Emphasis on Montenegro

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Abstract

Territory of Montenegro covers a total of 1.216 rural settlements, of which 1948 were only 212 rural settlements with fewer than 100 inhabitants, while according to the data of the Statistical Office of Montenegro (2004) in 2003 in the category of rural settlements to 100 residents is even 660 villages. According to the Census of Agriculture (2010) on Montenegrin households today live 98.949 people, which also represent the labor force households. Of the total working-age population of them 23.204 are over the age of 65 years. Least is of those that are will in progressive are households should be the highest; only 7 % of the workforce Montenegrin households are younger than 24 years. Bearing in mind the experience of developed countries in solving the problems the economic and demographic devastation of rural areas, it is clear that the policy of sustainable rural development, in addition to support agricultural development, must be directed at supporting the development of non-agricultural economy. The complexity of adjustment rural policy standards and procedures of the EU is not enough accepted. Adjustment the faster takes place in the domain of legislation and secondary legislation, and much more slowly in domain strengthening the existing and establishment of new institutions for their implementation and control. For Montenegro is particularly instructive experience of Ireland, which is in the European Economic Community entered in 1973, as a backward country. For a short time this country achieved not only an impressive economic development, but also the radical social transformation. In fact, Ireland is at the beginning of the transition, his concept of rural development conceptualized not only on agriculture but is integration of rural areas a practiced and through non-agricultural activities.

Keywords: rural development, Montenegro, constraints, opportunities, sustainability.

Introduction

The rural areas of Montenegro have a certain resources for the successful implementation of the concept of sustainable development. However, there are many limiting factors of development, so they needed big changes and significant investments in this area, it is in today, the terms of the problems of sustainable rural development have to be solved integrally and appropriate

specifications of each particular area, because generally accepted universal model for sustainable rural development does not exist, but depends on the local development potential and the socio-economic environment. An integrated approach to sustainable rural development focuses on the population, economy, environment and institutions. In doing so, consideration of economic, environmental, social, energy, cultural, historical, infrastructural, and other components of rural development, is a very complex task (Ristić, 2013).

In rural areas of Montenegro is dominated by agriculture and participation in the national product and employment structure, with traditional, even archaic mode of production. Although the level of development different, she significantly lag behind the urban and industrial centers. In the difficult position of the hilly and mountainous areas are with unfavorable age structure of the population and expressed backwardness (economic, social, cultural, educational ...). Crossing market economy facing industrial centers with "ignition off" workers, recklessly by towed from agriculture that is all less desired. Their orientation towards rural economy and diversification of activities requires professional re-orientation programs of which will benefit both they and communities. To keep people came to the village, the state must be active, and in creating an environment for the development of rural economy and in providing technical and social infrastructure (Radovanović, 2010).

Montenegro is committed to join the developed countries in Europe and to attempt zest the include in their development, but in that their effort she has a huge backlog in terms of economic, technological, administrative and human resources, as well as most of the former socialist countries. For its part, the European Union has developed methodology for acceptance of these countries, which has the task to prevent the destruction of the economies of these countries, but on the other hand to enable these countries, rapid development and gradually strengthening the competitiveness of their economies, and within them and their rural development (Mirković, 2010).

Methodology

Rural areas in contemporary Europe transformed into environmental preservation and cultivated areas, which are systematically equipped communal and social infrastructure, are developing sustainable agriculture and local entrepreneurship and connect with the surroundings. These areas are becoming pleasant to live, attractive for investment, have perspective and enable the growth of employment and a better standard of living for all its residents (www.mojsijev.com). 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, on one hand, in the identification of other studies and articles on the same subject, and in the processing of some statistic data, on the other hand. Hence, the information sources used can be classified into governmental sources (statistic, ministerial and from research institutes), and into non-governmental sources (independent publications) (Sima, 2009). How they statistics on rural settlements in Montenegro, a small research results are based on series mainly qualitative analysis, on one side, at a number of logical explanation to with the other hand.

Analysis and Discussion

Scientific interest in rural society created late 19 and early 20 centuries, when the village and agricultural society becomes affected global social processes of industrialization, urbanization and modernization. Then, there is a need to the whole a tangle of social processes and practical problems rationally understand and explain. In today's world the rural society is undergoing tumultuous changes, accompanied by great difficulty fitting into the dominant trends of modern society. These problems are far more powerful in the so-called transition countries of Central and Southeastern Europe (Todorović, 2007).

When defining the concept of "rural development" numerous authors, among which on this occasion apostrophized (Mitrović, 1989; Zeng, 1995; Ilbery, 1998; Robinson, 1990; Saraceno, 1994; Kelly illbery, 1995; Murdoch, 2000; Johnston et al, 2000; Keller, 2001; Lukić and Zupanc, 2002; Malecki, 2003; Neil et al, 2005; Todorović, 2007, Ndenecho, 2011; Kalliomäki, 2012; Kanninen et al, 2013; Riguccio et al, 2015), next to economic and social indicators are introduced and demographic, which are the basis for the sustainability of all components of development or

sustainability as a key component of the development process to balance the development of society, the economy and the environment which leads to a steady and continuous development, and without risk of endangering any element which forms an integral part of the development process. A modest contribution to the study of rural settlements in Montenegro, given by the authors of this text (see Rajović, 2009; Rajović and Bulatović, 2012; Rajović and Bulatović, 2012; Rajović and Bulatović, 2013; Rajović and Bulatović, 2013; Rajović and Bulatović, 2013; Rajović and Bulatović, 2013; Rajović and Bulatović, 2014; Rajović and Bulatović, 2015; Rajović and Bulatović, 2015).

In the past, to analyze the rural area (Thapar, 1971; Pevrin and Winkelman, 1976; Tendlukar, 1983; Rao, 1987), using different indicators: demographics - all of which are sparsely populated areas - rural, indicator according to the principal activity of the inhabitants of the territory - that only agriculture, indicator according to incomes - all rural ends as a place of poverty, spatial indicator - according to which the rural space-unlimited space with the purpose other than urban. Furthermore, there is a multi-functional definition of the European Union, which says that rural development in relation to the social has a triple role: economic - rural development should ensure the population certain production supplies of food and renewable primary raw materials, environmental - rural areas are suitable for the conservation of flora and fauna or the conservation of nature, social - due to the number of inhabitants and activities which they carry out the mutual relationship of the population is much different than that in urban areas, because the residents of rural areas have more sensitivity to the customs and traditions. According to Tietenberg (2006) the economic dimension of rural development refers to the diversification of the rural economy, which leads efficient use of resources, competitiveness of rural areas and vitality of integral territorial rounded rural economy. The environmental dimension of rural development relates to the conservation of resources (natural, human and manufactured) to the needs of present and future generations could be settled in an appropriate manner. The social dimension covers the creation of a satisfactory level of rural employment and of quality assurance life in rural areas.

Vasilevska (2010) suggests that starting from the division, based on the identification of standard developmental problems, defined as: the pressure of modern life, stagnation and decline of rural development, and very marginalized areas, the OECD program of rural development (1998) distinguishes three types of regional classification of rural areas. Those are: (1) Integrated rural areas. These areas are usually located near the urban center, and are growing in economic and demographic terms. Despite the largest employment occurring in the secondary and tertiary sectors, income from agriculture is still very significant. Their resources are in environmental, social and cultural heritage; some of these areas, close to large centers, risk to become just "dormitories" and not the working area (rurbanization); some of them to develop more comprehensively; (2) Intermediate rural areas. These areas are spatially relatively far away, but their good infrastructural facilities ensure easy access to urban centers. They are traditionally dependent on agriculture and other related activities, but notwithstanding the share of non-agricultural activities, such as industry and services is increasing, (3) Remote rural areas. These are the areas with lowest population density located in border regions, away from urban centers, isolated due to topographical features of the terrain and poor transportation links. They are characterized by low population density, poor age and educational structure of population, poor infrastructure, equipment and service, low income and so on.

The modern definition of the term "rural development" implies an integral and multispectral and sustainable development of rural (rural one) space. Integral or holistic development of rural areas is important for the diversification of the rural economy, which at the time of modern structural processes and developments facing many problems, such as depopulation, aging population, fossilization landscape and generally worsening socio-economic indicators that make up this space for passive and undesirable life.

As a result of research the following division of rural areas at the regional level is Vasilevska (2010) suggested: (1) successful rural area. These areas are characterized by the presence of developed agricultural activities, the vertical integration of primary activities in the food industry and diversification of local industries in different sectors; (2) under pressure rural area. These are areas where rural development is conditioned by a strong interaction with the city and various forms of rural-urban complementarily, such as: (1) the presence of various economic activities

(including agriculture) that are generally located near the metropolitan areas, medium-sized cities or polycentric urban systems and relationships that are characterized by links with urban systems in the commercial sense (common market of goods), social terms (moving towards industrial and service activities) and through the use of urban services, (2) presence of urban parks and green areas with successful urban-rural interactions ; (3) "weak" rural area. These areas are characterized by economic decline and various types of negative socio-economic trends. These are areas where the agricultural structure is devastated by urban development - egg, marginal urban areas in surrounding metropolitan areas, then hilly and mountainous areas and areas where distance and poor connections to the cities lead to emigration and extinction of traditional activities.

Table 1: More recent examples of analysis of theoretical approaches rural

Bengs and Schmidt-Thomé (2006)	<p>Four basic approaches of rural: Defining the rural non urban characteristics and important elements of the rural identity Political and economic approaches to the conceptualization of rural Rural as a social construct Structural approaches rural</p>
Cloke (2006)	<p>Three important theoretical framework for conceptualizing Rural functional Political and economic Concept of social construction rural</p>
Klemenčič (2006)	<p>The theoretical "tools" of rural research: Basic concepts: countryside (rural areas), rural, rural-urban continuum General geographical concepts: space, place, environment, territory ... Processes of modernization, (sub) urbanization, globalization Expanding research frameworks: (post) structuralism, (post) modernism New forms of understanding of rural areas: culture, identity, networking, imparity, (post) Productive</p>
Panelli (2006)	<p>Important philosophical and theoretical trends in conceptualizing rural: Positivist and quantitative Hermeneutic Marxist Feminist Postmodernism and post-structuralism</p>
Perkins et al (2006)	<p>Understanding rural depends on: Political and economic Socio -cultural perspectives</p>
Župančić (2005)	<p>Three most common approaches to rural-urban configurations: Methods ideally types Distinction between rural and urban based on empirical attributes The concept of a rural-urban continuum</p>
Harrington and O'Donoghue (1998)	<p>Two phases in the approach to rural: Conceptualization of the rural model of urban-rural dichotomy Conceptualization of rural through a model of urban-rural continuum</p>

Source: Lukić (2010).

According to Nikolić et al (2010), regardless of the different interpretations, approaches and views of the integral rural development, a unique position on the main areas, the focus of this concept to Lukić (2010), taking into account the recent example of this theoretical approach to rural Bengs and Schmidt -Thomé (2006), Cloke (2006), Klemenčič (2006), Panelli (2006), Perkins (2006), Župančić (2005), Harrington and O'Donoghue (1998), these are: conservation of natural resources and environmental protection as a precondition that future generations be able to meet their needs, the growth agricultural production and thus ensuring food security, increasing rural employment and thus increasing total income, reducing migration from rural to urban areas and eventually eliminate poverty. Pejanović and Tica (2005) emphasize that the concept of integrated rural development it grew to rural entrepreneurship and a new model of agriculture, so-called multifunctional agriculture. In many European countries, entrepreneurs are beginning to agricultural activity, but do not stop only on primary production, already introductions, combined to be spreading to other non-agricultural activities, such as tourism, trade, services and trades, the food industry, recreation, from education, culture and health, and even outside the framework of territorial rural areas. The aim and purpose of the multifunctional preach is much greater than just financial. Multi functionality it occurs not only as a specific term exclusively for agriculture is already a positive concept and approach and in all other economic activities.

Table 2: Indicators and methods in different development contexts

	Indicators	Indicative methods	Implications
Sectoral	Farm incomes Agricultural population	Farm models Enterprise and commodity studies	Narrow focus misses significant determinants of rural welfare
Multisectoral	Farm household income Employment and unemployment Local value added Employment incomes	Household surveys Input-output analysis Cost per job created	May still be limited to agriculture sector Misses social and environmental issues
Territorial	Population change Proportion of population in disadvantage Average incomes Levels of service provision	Cost-benefit analysis	Misses variations in incomes and welfare amongst population and specific local circumstances
Local	Social indicators Numbers of people in particular circumstances Individual experiences	Case studies Qualitative analysis Deliberative methods	Capacity to consider full range of experiences but problems with quantification and aggregation High transactions costs

Source: Hodge and Midmore (2008).

The selection of indicators and the methods that are used to analyze and evaluate rural development policy are clearly associated with the underlying model of the rural development process and its objectives. Table 2 suggests the different indicators and methods that may be associated with the different rural development models. They also have different implications for the sort of information collected and the potential policy inferences (Hodge and Midmore, 2008).

The sectoral model concentrates on farm businesses and the means of raising farm incomes through agricultural production. Even where the emphasis has shifted from increasing production, there is clearly potential for development by investing to reduce costs and rationalize farm production structures. The methods of analysis draw particularly on farm management but the approach clearly misses the non-agricultural potentials for agricultural businesses and households as well as the conditions and opportunities in other sectors. The multisectoral approach recognizes this wider economic environment and looks more generally at indicators of the state of the economy as a whole and the interrelationships between sectors. However, in practice the focus

tended to remain on farm business and households. Development is still interpreted largely in terms of employment and so policy evaluation concentrates on the costs of creating new employment opportunities. This may suggest initiatives to attract new firms into the area or to stimulate employment creation from the development of endogenous resources. The territorial model recognizes the wider set of social and environmental determinants of human welfare beyond employment and service provision (Hodge and Midmore, 2008). This suggests a cost-benefit approach that seeks to bring market and non-market values together into a single accounting framework. The approach remains quantitative and concentrates on quantifiable impacts and changes. The local model gives greater attention to the “softer” attributes of development. It seeks to recognize the variations in experiences amongst households and businesses within a particular local area and the significance of social and institutional capital in facilitating collective and community development. This indicates the introduction of qualitative research techniques, case studies or discourse analysis, and more deliberative approaches towards decision making. These different models and methods have direct implications for the sorts of information that may be available for policy decisions and hence for decision-making processes (Hodge and Midmore, 2008).

Which direction the future development of rural areas will take depends on the different actors on different levels, on their decisions, ideas, beliefs, rationalities, etc., as well as on the structures in which their actions are embedded. At least three levels may be distinguished:

1. Policies: to overcome global shocks is a primary task of policies. If policies devote themselves to sustainable development - as the EU’s CAP has done - they will have to meet the challenge of how to realize this policy goal without any bias or contradiction. The multifunctionality paradigm, as discussed in this article, could be a step in this direction, but needs to be watched critically lest it be dominated by a neoliberal rationality,

2. Science: those disciplines that aim to contribute to a new science according to sustainability sciences have to establish the nexus between different aspects of global shocks. For this, they need to overcome disciplinary boundaries and contribute to critical research that asks for a new space for thinking and action,

3. Local level: in the last resort, it is local actors that have to deal with the conflicting goals and interests that are part of rural development politics. Despite these contradictions, local actors seem to be successful in realizing sustainable rural developments by establishing alternative ways of production and marketing. Those practices, which were only briefly sketched out in this article, need to be watched closely by politics and science in order to learn more about (re)productive economies (Mölders et al, 2014).

These three groups are of the same importance when assessing global shocks in rural areas. With regard to problems, their analysis as well as their resolution, the three groups of scientists, politicians and local actors should question courageously traditional certainties, and work for the deconstruction of a destructive neo-liberal economy. With a view to the future, they should search for and practice alternatives in order to develop and to test pathways to sustainable rural development (Mölders et al, 2014).

Table 3: Mainstream territorial development versus alternative territorial development

Mainstream territorial development	Alternative territorial development
Based on modernist vision of development	Based on alternative visions of development
Economy centered	Socio and bio-centered
Systemic	Holistic
Multi-scalar approach	Local and multi-scalar approach (integration into “alternative” global information networks and economic markets)
Revelation of specific local economic resources to meet national and international competitiveness	Revelation/re-appropriation of local natural, spiritual, cultural and economic resources to meet local well-being

Integration of new types of stakeholders into local/regional public governance	Community-based governance Deliberate exclusion of transnational companies Negotiation with state for recognition of alternative value system
Homogenization	Diversity, through re-appropriation of cultural identity
Use of territory to foster endogenous (economic) dynamics for modernization	Use of territory for defense of "otherness" (political ontology).

Source: Source: Koop (2014) following Escobar (2008); Koop et al. (2010); Pecqueur (2008); Shiva (2008).

The modern concept of a sustainable rural development require a change in the traditional organizational and management structures and connections, which means that the state should share competence, tasks, activities and funds with a large number of important partners. One such form is precisely a public-private partnership, with the aim to promote joint action between local developments (Bogdanov et al, 2011). Bearing in mind the experience of developed countries in solving the problems the economic and demographic devastation of rural areas, it is clear that the policy of sustainable rural development, in addition to support agricultural development, must be directed at supporting the development of non-farm economy (Mihajlović and Marković, 2006). However, the rural area of Montenegro is characterized by sparse population, negative demographic trends, small farms, underdeveloped rural infrastructure, non-defined strategy for the development of rural areas with clear priorities, lack of organization... Here are a few examples that prove. Pacifically, our research records based on similar studies to Malobabić (2004) and Spalević (2009) indicates that the current equipment of rural settlements in Montenegro physical and communal infrastructure and public service facilities can be assessed as inadequate, which results in high personal standard of living in rural areas. Condition large infrastructure can assess as inadequate development goals of society. Road infrastructure is unevenly distributed in space - many rural areas are far from the trunk and regional directions and roads. Most undeveloped rural villages shall disclose even the weakest values of the indicators of the road network, such as length and surface of the road network, dual carriageways, the materials of which were built. The same situation is with railroad infrastructure. The current state of water infrastructure is unfavorable, as evidenced by the fact that only about 6% of agricultural land qualified for irrigation. Add to this the inadequate protection of rural areas from floods; torrential waters, landslides and erosion (see Spalević et al, 2013; Nyssen et al, 2014; Spalević et al, 2014). Utility standard of rural villages lags behind the city. When it is in comes to supply villagers with potable water, we emphasize that in most rural areas nonexistent built water supply system, but the population uses water from its own wells, which are often not bacteriologic ally and chemically correct. A significant problem is the disposal of waste water because most rural areas there are no any environmentally friendly solution for wastewater. Transport refuse and other solid waste has been left to individual activities. Garbage dumps are formed along the roads, rivers, near the village and as such represent a significant environmental problem. Condition of the buildings of public services is satisfactory on the whole rural area of Montenegro, but with some differences between the southern, central and northern regions. Bad has evaluates the work secondary of rural services on the way from pre-schools institutions, post office, sports halls... It neither is not rare phenomenon even nor yes facilities culture and sport of change the purpose vehicles use, if not totally neglected. From public service hilly and mountainous part of Montenegro's most lacking health care facilities. Common is the case that it is more rural settlements oriented to one primary school, while preschools almost yes do not have. It is interesting that most of the village's highland mountainous part of Montenegro does not have objects veterinary services, which is inconsistent with the core activity of the population - livestock.

Šarović (2013) emphasizes that after the Second World War in Montenegro has established the socialist system, which proclaims the abolition of private ownership as socially undesirable and family household gets new disciplining which will follow it for almost half a century. Agricultural

holdings in the right due to the effect of limiting the social context are irreparably lessened on their reproduction (biological social and economic) to the level of the subsistence minimum. The family agricultural households in Montenegro when it comes to land property possess with 210.766 ha of land, of which used agricultural land 104.213 ha. If we make a comparison with the EU countries, we see that in Montenegro significantly smaller amount of utilized agricultural land in the total territorial area of the country than in most other countries (modest 16%). Proportionally and the family agricultural holdings of Montenegro is dominated exclusively small land holdings. The largest are share of (31.58 %) holding of 0.10 - < 0.50 ha of agricultural land use. Within the size structure households over half (54.07 %) of agricultural land use is from 0.10 to 1.00 ha. Average family agricultural household has 6.0 hectares of land, therefore owns 4.6 ha of agricultural land use. While the average size of are agricultural holdings of the European Union amounts to 17.5 hectares, where 43.2% of households has more than 5 hectares of land.

According to Bataković (2012) development of institutional capacity in the field of rural development in Montenegro is relatively low, despite the evident of growing awareness of the necessity of strengthening the, underdevelopment of the institutional framework directly affects the difficult access of the rural population of Montenegro physical capital, financial and other services, technologies and markets, the complexity of adjustment rural policy standards and procedures of the EU is not sufficiently recognized. Adjustment the faster in the domain of legislation and bylaws, and much are slower to strengthen the existing and establishment of new institutions for their implementation and control. Montenegro underutilized positive experiences and good lessons from countries in transition. A major constraint represents insufficient skilled personnel at all levels (from the academic to the administration) whose capacity is not adequate to the complex requirements placed upon them. Experiences in the work of IPARD program help have shown that which is a country before been eager to build are institutional conditions it is quickly establish the necessary structures required, it quickly managed to withdraw and utilize funds provided.

Table 4: Criteria for defining rural areas in European countries

Country	Criteria
Austria	Places with fewer than 1.000 people, with a population density of less than 400 inhabitants per 1 km ²
Denmark	Agglomerations with less than 200 inhabitants
England and Wales	Settlements with less than 10.000 inhabitants
Italy	Settlements with less than 10.000 inhabitants
Norway	Agglomerations with less than 200 inhabitants
Portugal	Parishes with less than 10.000 inhabitants
Scotland	Local communities with less than 100 inhabitants per 1 km ²
Spain	The settlements with less than 10.000 inhabitants
Switzerland	Parishes with less than 10.000 inhabitants
Ireland	The difference between urban and rural areas is not strictly defined, but is set difference to 100 inhabitants

Source: Muhi (2009).

Exist two criteria for the definition of rural areas: administrative and criteria according to population density. Administrative criterion is based - the difference between rural and urban areas and is based on a territorial division whereby smaller administrative units, municipalities, rural areas, while are cities urban areas. According to Muhi (2009), criteria for defining rural areas in European countries are different, for example, to Denmark and Norway to the agglomerations with less than 200 inhabitants, while in Ireland, the difference between urban and rural areas is not strictly defined, but the difference is set to 100 inhabitants, for Scotland to the local area with less than 100 inhabitants per 1km², place for less than 1.000 people with a population density of

less than 400 inhabitants per 1km² the criterion of Austria, while for England and Wales or Portugal, Spain, Switzerland and Italy to the settlements with over 10.000 inhabitants.

According to Milanović et al. (2010), division of settlements into urban, rural and mixed has been applied in Montenegro until 1971, as a criterion for classifying were used size settlements and the ratio of agricultural and total population. Statistical definition of rural settlements today practically does not exist. The division between "urban" and "other settlements" in the lists of Montenegro after 1981 is based on municipal decisions whereby municipalities give a settlement status. It is enough that settlement has made general urban plan and the decision of the municipal assembly on whose territory is located, what they may declare the city. All settlements are which are not declared the city to be classified in the other, so it automatically considered rural. Based on this criteria, i.e. criteria categories village by population by Milanović et al (2010), on the territory of Montenegro in 1948 there were a total of 1.200 rural settlements, of which the number of villages with a population of 0 to 25 - 7, of 26 to 50 -31, of 51 to 100 - 174, of 101 to 200 - 400, of 201 to 300 - 260, of 301 to 500 - 219, of 501 to 1000 - 105 and over 1000 inhabitants lived in four rural villages. Namely territory of Montenegro covers a total of 1.216 rural settlements, of which 1948 were only 212 rural settlements with fewer than 100 inhabitants, while is in 2003 in the category of rural settlements to 100 residents is even 660 villages. Obviously, according to Milanović et al. (2010), it is a radical change of structure of rural settlements or the depopulation of the greater part of the hilly and mountainous areas of Montenegro. On it indicating data for 2003 when the total number of rural villages (1.216), unpopulated was 28 or 2.23 %; to 10 population 100 or 7.96 %; from 10 to 30 population 175 or 13.93 %; from 30 to 50 population 123 or 9.79 %; between 50 and 100 inhabitants 234 or 18.63 %, over 100 people 596 villages or 47.45 % of the total number of rural villages in Montenegro.

According to Šarović (2012), on the Montenegrin household's still lives 98.949 people, which also represent the labor force households? Of the total working-age population of them 23.204 are over the age of 65 years. Least is of those that are will in progressive are households should be the highest; only 7 % of the workforce Montenegrin households are younger than 24 years. Secondly, most family households in Montenegro have between one and four members. Of the total number of households (48.824) convincingly most of those households have from 1 to 2 members, even 37.518 or 76.8 %; 3 to 4 members has 9.686 (19.84 %) households; 5 to 7 members, numbering 1.424 (2.93 %), while households is convincingly the least of those households with more than 7 members which were once the backbone rural areas, they have only 196 or 0.43 %.

The criterion according to population density or the OECD common mutually recognized and used criteria for distinguishing between rural and urban areas. It is based on population density. At the local level areas are classified as rural or urban boundary of 150 inhabitants per km². At the regional level the OECD defines three groups of areas, depending on the participation of the population in the region lives in rural local areas: predominantly rural regions (over 50 % of the region's population lives in local rural areas), significant rural regions (15-50 % of the region's population live in local rural areas) and predominantly urban regions (less than 15 % of the region's population live in local rural areas). According to this criterion, Montenegro is a predominantly rural region. However, according to Bataković (2012), bearing in mind the striking disparities between territorial units at local level (21 municipalities) and taking into account other specifics related to Montenegro, for the purpose of IPARD proposed the following approach for defining rural areas: from the rural areas should be excluded settlements - the municipalities in which there are more than 10.000 residents in urban centers, i.e. settlements which MONSTAT (National Bureau of Statistics) classified as urban and which administratively belong to the urban centers, and the remaining space of a municipality is in a rural area. Also, the municipalities which, in accordance with the 2011 census, the urban areas have fewer than 10.000 inhabitants the will be considered rural areas.

According to Rikalović et al (2012), in rural areas can be represented two modes of development. One development mode is present in the areas which are characterized by very favorable development and is based on entrepreneurship and the creative class. Another development mode is more pronounced in the less favored areas in terms of development. He relying more on external factors and is probably more conditioned to the city, a cheap labor force and natural resources. Rural areas that emphasize entrepreneurship as a development strategy should take into account the possible contribution of external benefits as a means of

attracting creative capital and science and research. Many rural areas think of entrepreneurship as an alternative path of development, but it may be limited opportunities to attract creative entrepreneurs. From this standpoint, the new rural paradigm OECD from 2006 evaluation of rural development benefits promotes continuity of rural growth in the economy based on knowledge and creativity. Blakely and Bradshaw (2002), with the right point out that locally-based economic development and encouragement of employment have more chances to show the successfully if have run on the local than when have run on a different level. Each of the factors that impact on the economy manifests itself in a unique are way and has a partially a variety of causes in each local community. Solutions to local problems will not be succeeding if they are not directed at individual groups if they are not linked with the whole of the regional economic system. Thus, local economic development still examines whether what benefit the entire economy of a country inevitably benefits and particular local community.

Bearing all this in mind, the development vision of Montenegro important place should belong to the elimination of development disparity of the produced classic model of industrialization as the dominant development concept. Agriculture is remained on the periphery of industrialization, while the rural areas many times neglected in economic development. Therefore, the model of creative rural industrialization to Rikalović et al (2012), progressively becomes ever more crossed: for example, the construction of musical studies in rural areas, possibilities of recording TV shows in rural areas, the production of film production in rural locations, branding rural areas using film brands, art colony and festival, the economic exploitation of rural heritage and local cultural values, branding the concept of food and drinks, the development of cultural tourism... The rural areas of Montenegro are significant sources of historical heritage, traditions, cultural heritage, different customs, archeological sites, handicrafts, as well as natural rural landscape and other elements used by the creative industries. Interestingly, rural motives could serve as a powerful lure for attracting company's brands (large companies become interested to develop a within the concept of social responsibility of business a modern image of some rural areas and localities). All this will contribute to improving the investment climate in rural areas, changing the structure of income of the rural population towards greater earnings from non-agricultural activities, raising the educational and cultural level of the local population, keeping young people in the countryside, as well as the influx of creative professionals and the return of more experienced generations.

Previous experience in the implementation of integrated rural development (IRR) in developing countries is negative, because they have not created the necessary social assumptions. The reasons that led to the failure of the implementation of this concept by Gulan (2014), in developing countries are effective eliminated in developed whose experiences are interesting. As the cradle of Agriculture France was the first launched a new model IRR. It started through spatial planning. Positive impacts the immediately seen and yet the eighties of the last century annual rate of disappearance of family farms has been reduced to just two percent! In Austria, this concept is introduced through the development of mountain areas, and Italy is in a rural phase entered through reform of the structural funds in the late eighties of the last century. Portugal and Ireland have begun the modern rural phase in the last decade of the twentieth century through integrated projects. Gulan (2014) emphasizes that are also interesting experiences of Spain, Switzerland and Ireland. The Government of Spain at the initial stage invested in industrial plants in rural areas. The results were visible in job creation and utilization of natural resources in rural territories. There was an increase in the number of small and medium-sized enterprises for consultancy agencies have introduced modern market logic and philosophy. The main characteristic of the Swiss approach is the regional dominance of the sector; it is rural development projects were based solutions which do not distort the balance between nature and man, to areas other ecologically preserved despite the intensified activities to economic evaluation and resolving social and demographic problems. Also contributing to this state is organization that is in many ways specific in the world. For Montenegro is particularly instructive experience of Ireland, which is in the European Economic Community entered in 1973, as a backward country. For a short time this country achieved not only an impressive economic development, but also the radical social transformation. In fact, Ireland is at the beginning of the transition, his concept of rural development conceptualized not only on agriculture but is integration of rural areas a practiced and through non-agricultural activities (see Johnston, 2000; Malešević, 2004).

Conclusion

Our research records, based on similar studies Jimu (2008), Chambers (1983), Passmore (1972), Neocosmos (1998), Vosejpková (2002), Strasser (2003), Rajović and Rajović (2010), Surchev (2010), Rajović and Bulatović (2016), Rajović and Bulatović (2016), Ivolga (2014), indicates the following:

1. Although several development activities were carried out in the past and numerous others are in the offing on the principle of community participation, the results both actual and potential do not signify a breakthrough in the problem of rural development – improved and easy access to essential social services such as health, education, transport and safe water, and also the modernization of traditional rural structures, just to mention a few. The case studies cited in this paper show that community development is not specifically an economic, technical or infrastructural problem. It is a problem of matching the external support offered by rural development agents with the internal characteristics of rural systems,

2. Hence, rural development agents should learn to “put the last first”. In theory, the role of the central government and other outside agents should be to inspire local initiatives that improve community welfare. In practice, top-down planning and implementation of development projects have to give way to bottom-up or active community participation to achieve what termed “development through negotiation”. That is, community development should be perceived not as a theory of development but a practice of development that emphasizes emancipation from inappropriate institutions and any debilitating situations that lead to cosmetic participation,

3. In rural areas of Montenegro is dominated by agriculture and participation in the national product and employment structure, with traditional, even archaic mode of production. Although the level of development different, she significantly lag behind the urban and industrial centers. In the difficult position of the hilly and mountainous areas are with unfavorable age structure of the population and expressed backwardness (economic, social, cultural, educational),

4. Territory of Montenegro covers a total of 1.216 rural settlements, of which 1948 were only 212 rural settlements with fewer than 100 inhabitants, while according to the data of the Statistical Office of Montenegro (2004) in 2003 in the category of rural settlements to 100 residents is even 660 villages. Obviously, it is a radical change of structure of rural settlements or the depopulation of the greater part of the hilly and mountainous areas of Montenegro. On it indicating data for 2003 when the total number of rural villages (1.216), unpopulated was 28 or 2.23 %; to 10 population 100 or 7.96 %; from 10 to 30 population 175 or 13.93 %; from 30 to 50 population 123 or 9.79 %; between 50 and 100 inhabitants 234 or 18.63 %, over 100 people 596 villages or 47.45 % of the total number of rural villages in Montenegro,

5. According to last Census results of Agriculture on Montenegrin households today live 98.949 people, which also represent the labor force households. Of the total working-age population of them 23.204 are over the age of 65 years. Least is of those that are will in progressive are households should be the highest; only 7 % of the workforce Montenegrin households are younger than 24 years. Secondly, most family households in Montenegro have between one and four members. Of the total number of households (48.824) convincingly most of those households have from 1 to 2 members, even 37.518 or 76.8 %; 3 to 4 members has 9.686 (19.84 %) households; 5 to 7 members, numbering 1.424 (2.93 %), while households is convincingly the least of those households with more than 7 members which were once the backbone rural areas, they have only 196 or 0.43 %,

6. Current equipment of rural settlements in Montenegro physical and communal infrastructure and public service facilities can be rated as inadequate. Condition of transport of infrastructure can be rated as inadequate the objectives of social development. The current state of water infrastructure is insufficient, as evidenced by the fact that only about six percent of agricultural land qualified for irrigation. When it comes to supply villagers with potable water, we emphasize that in most rural areas there are no built water supply system, but the population uses water from its own wells, which are often not bacteriologic ally and chemically correct. A significant problem is the disposal of waste water because most rural areas there are no any environmentally friendly solution for wastewater. Garbage and other solid waste have been left to individual activities. Condition of the buildings of public services is satisfactory on the whole rural area of Montenegro, but with some differences between the southern, central and northern regions. From public service hilly and mountainous part of Montenegro's most lacking health care facilities.

A frequent case that it is more rural settlements oriented at one primary school, and preschool is almost no ...,

7. The family agricultural households in Montenegro when it comes to land property possess with 210.766 ha of land, of which used agricultural land 104.213 ha. If we make a comparison with the EU countries, we see that in Montenegro significantly smaller amount of utilized agricultural land in the total territorial area of the country than in most other countries (modest 16 %). Proportionally and the family agricultural holdings of Montenegro is dominated exclusively small land holdings. The largest are share of (31.58 %) holding of 0.10 - < 0.50 ha of agricultural land use. Average family agricultural household has 6.0 hectares of land, therefore owns 4.6 ha of agricultural land use,

8. According to UNDP studies (2013), agriculture, forestry and fisheries in Montenegro showed the greatest difference between urban and rural areas (they account for 28 percent of employment). As for all the other sectors, employment in rural areas usually reflects employment in urban areas. The study analyzed Montenegro in four regions and concluded that the coastal municipalities, where most of the village is a short distance from the sea and is directly connected to the main coastal road, models of employment in the countryside very similar models reflect employment in nearby towns, and only eight percent of rural workers are engaged in agriculture. At the other end of the spectrum are the four municipalities in the northwest of Montenegro, which cover a very isolated region, which has a bad road connection, which can be noticed much more pronounced differences between urban and rural areas and where more than half of the rural working population engaged in agriculture and forestry. Traditional industries: mining, quarries and manufacturing, continues to play an important role in cities. The other two regions are separated in the study occupy a transitional position, the overall conclusion was that they are interconnected villages with towns and cities to closer reflect the urban structure of employment,

9. Bearing in mind the striking disparities between territorial units at local level (21 municipalities) and taking into account other specifics related to Montenegro, for the purpose of IPARD proposed the following approach for defining rural areas: from the rural areas should be excluded settlements - the municipalities in which there are more than 10.000 residents in urban centers, i.e. settlements which MONSTAT (National Bureau of Statistics) classified as urban and which administratively belong to the urban centers, and the remaining space of a municipality is in a rural area. Also, the municipalities which, in accordance with the 2011 census, the urban areas have fewer than 10.000 inhabitants the will be considered rural areas,

10. Previous experience in the implementation of integrated rural development (IRR) in developing countries is negative, because they have not created the necessary social assumptions. The reasons that led to the failure of the implementation of this concept in developing countries are effective eliminated in developed whose experiences are interesting.

Every way of life requires some economic basis, but a commitment to preserving a *total way of life* in the face of profound economic and social change cannot hope to succeed. Individuals who are devoted to continuity of place, who want a sustainable base for the generations who follow, must therefore accept some degree of discontinuities of economic and social life (Keller, 2001). To be successful, efforts to rejuvenate the rural countryside must rest on genuine local preferences. Underlying these preferences some understands of what rural individuals, considered simply as citizens of a country, are thought to deserve. Since the 1940s many countries have made the political determination that all citizens, regardless of place, were entitled to electricity, decent roads, schools, and adequate water/wastewater facilities. The question in the next century is whether access to information management through digitalization and fiber optics will be similarly defined as elements of social citizenship. The question is on the table, and the viability of most of our rural areas hangs in the balance (Galston and Baehler, 1995).

The role of the village must be first-rate, because its potential future main development forces rural villages Montenegro. This requires a radically new relationship between society and science for the village. It must be developed a new concept, integrated rural development, which will be based on demographic, natural, economic and socio-cultural resources. Responsible role in the design and concept of a geographical and science, its holistic approach should integrate research efforts and the results of other sciences (Rajović and Bulatović, 2015).

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