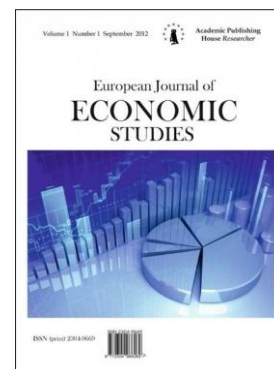


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Role the Local Population in Ecotourism Development – Attitudes of Citizens Northeastern Montenegro: a Case Study

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Abstract

Contemporary trends in world tourism seek spaces of the original or at least altered the environment and the chance of northeastern Montenegro, in the example of municipalities Berane, Petnjica, Andrijevica, Plav and Gusinje the choosy market may to be a destination with undisturbed ambient wholes. This paper explores the role of local people in the development of eco-tourism, and analyzed the results of surveys of environmental awareness. The survey showed the population desire for the development of eco-tourism and that they look forward to that notion. In achieving a better and higher quality of eco-tourism destination in just planning must be integrated with the local population because what is tourist's product that is offered to the tourist market, it is the local population living space in which takes place an everyday life.

Keywords: Northeastern Montenegro, population, eco-tourism, environmental awareness, survey.

Introduction

Ecotourism is responsible travel and visit relatively undisturbed natural areas, in order to enjoy the nature and that she respected the (and all the accompanying cultural objects from the past and the present) that promotes conservation, has low visitor impact, and provides a useful active socio-economic involvement of local populations (Gale and Hill, 2009).

Ecotourism in the international proportions quickly became the most popular type of holiday. According to the World Tourism Organization with annual growth of 5% on the global scale, which represents 6% of world GDP, and 11.4% of consumption, eco - tourism market deserves special attention (Trofimenko and Djafarova, 2011).

When it comes to eco-tourism offer of Montenegro, National Tourism Organization of Montenegro recommends the following set of activities: stroll Montenegrin landscapes, picking herbs and fruits of the forest, exploring the flora and fauna, sleeping in mountain huts, eco-camps and summer pastures, mountain climbing, biking, fishing and horseback riding. When it comes to

eco-accommodation facilities in the north of Montenegro, there are several eco summer pastures in the last few years have drawn the attention of both domestic and foreign tourists, such as: Nevidio – Šavnik, Miligora – Plužine, Goleš – Kolašin, Komnenovo – Plav, Vuković – Pljevlja, Štavna – Andrijevića. Eco summer pastures in its offer except basic are accommodation services with the organization hiking tours to the surrounding natural tourist attractions, bike trails, restaurants offering national and local dishes, watching wild animals in their natural environment, the photo - safaris, horse riding... (www.montenegro.travel/me).

Our research evidence based on similar studies Milivojević et al (2006) suggests a variety of possibilities for the development of eco-tourism in the north-eastern Montenegro, in the example of municipalities Berane, Petnjica, Andrijevića, Plav and Gusinje and they are reflected in the following: untouched nature (for a large part of the studied area can be considered to be largely preserved, a significant part of the pristine natural environment (flora, fauna, landscapes, cultural heritage, healthy air, water, food ...)), archaeological sites and historical monuments (a large number of important archaeological sites of prehistoric, Roman period and the Middle Ages. Also, a large number of the historic buildings (monasteries, castles ...)), healthy food and water (drinking water of high quality and convenient organic foods at the largest part of the territory of northeastern Montenegro complement eco-tourism offer), hospitality of and diverse autochthonous cultures (regional, local) (also known the hospitality of and conviviality as the widest national characteristics and incredible diversity of beliefs and practices inherited back to prehistoric times, the feature richness of Montenegrin cultural heritage in this part of north-eastern Montenegro. On the other sides, large number of ethnic minority groups and this offer makes it even richer and more attractive), participation in research projects, protection and conservation (on eco-tourists into regional and local projects, research, protection and conservation of the environment and cultural heritage ...).

According to the Institute for Entrepreneurship and Economic Development of Montenegro (2013), eco-tourism as a new dynamic area in the tourist industry of northeastern Montenegro has to turn to the application of certification and standards-based sustainability between nature and economics. One of the prerequisites for the development of eco-tourism, informing citizens and business entities interested in the possibilities and limitations of the development of tourism activities. "The Association for Ecological Tourism in Europe has published the 1997 recommendations for tour operators, oriented environment. Developing guidelines represent a useful step in helping local participants to focus on issues of how to develop eco-tourism in local communities, eco-systems ... "(Barna et al, 2011). The International Ecotourism Society (TIES) is the oldest and largest international organization (founded in 1990 and has 1600 members from 110 countries), which provides services to tour operators experts in protection, parks managers, government officials, owners of properties, guides, researchers, consultants and other professionals who strive to implement eco-tourism projects around the world(Hansen, 2007).

Research methodology

Poll is a special method of collecting data by which we obtain information about the attitudes and opinions of respondents. According to Pinsonneault and Kraemer (1993), Vallée et al (2007), Evans and Mathur (2005), the importance of polls is not in asking questions and finding answers two of them, already the essence of the polls ask strictly defined questions, exactly particular group and the number of people in a certain way. Kelleey et al (2003), Tourangeau (2004), Jansen et al (2010), point out that poll determine the problem, who research we solve. According to Jansen (2010), when filling out the questionnaire, it is important the poll is that it contains an introduction and an explanation of what we want to achieve poll and why would the respondents supposed make an effort to give honest answers. Starr (2012), Fricker and Schonlau (2002), Ramos i Goihman (1989), Collier (2002), Duque et al (2007), the correct order of the questions in the poll decisive influence of quality of responses, and that we ensure quality execution of the survey, it is important to: language of the survey is understandable that answers are short and refined, that matters not use emotionally colored words that can influence the direction of the response, as well as the questionnaire does not contain leading questions that can focus on a specific answer.

The survey population of northeastern Montenegro was conducted in two occasions in late July 2012 and mid-August 2013. Due to unregulated of the material, "The environmental awareness of the population of northeastern Montenegro" in this article provide partial

information, which refer to" the role of local people in the development of eco-tourism", or attitudes respondents northeastern Montenegro. Research consisted of two groups of questions and to issues about environmental awareness and questions about eco-tourism. The sample was comprised of 127 respondents from five municipalities in north-eastern Montenegro (Berane, Petnjica, Andrijevica, Plav and Gusinje). The demographic structure of the sample is present in slightly higher number of women (53.5%) compared to men (46.5%). The largest number of respondents was aged 18-31 years (32.3%), followed by 32-45 (30.7%), while the lowest number of respondents was in the age group over 60 years (12.6%). The largest part of the sample consisted of respondents who were employed (59.3%), followed by unemployed (29.8%), and least of pensioners (10.9%). By level of education most of the sample consisted of respondents with secondary education (66.9%), followed by those with primary education (26.3%), incomplete primary education (6.5%) and the least of the respondents were college and faculty (0.3%). This pattern is constructed to give the opinion the working age population who is the holder of economic activity and supported contingents of the population.

Analysis and discussion

Environmental awareness is part of a broader philosophy of social movement directed at preserving and improving the natural environment, both in the interest of the individual and in the interest of civilization and its survival as a whole (Abosedra et al, 2009). Man's awareness of the negative effects of their practical relation to nature has gradually grown into environmental awareness through the process of self-awareness of his awareness about their own vulnerability and the danger of self-destruction, as a result of his possessed exploitation and pollution of natural environment (Rajšić, 2002)

Turbulent life of modern society, unpredictable future, the particularity of knowledge concerning the fundamental questions of existence, the awareness that the ecological crisis has global dimensions show that traditional models of behavior. The registration aspects of today's ecological crisis such as: loss of activity in the area, loss of competence forecasting, loss of visibility and irreversible environmental damage causes formation of new social paradigm in the field of behavior, which should become a strong, integral part of human beliefs, deriving from the perception of a new relationship of man to nature (Andevski, 1997).

When it comes to eco-tourism, according to Pajvančić and Markov (2011), every local resident in some way contribute to its functioning, practicing their daily habits that have an impact on the environment. Our research evidence based on similar researches Stamenković and Stamenković (2007) points out that the procedure of implementation of the survey is very positive, because we found a good response from people who have a lot of confidence and a desire for open cooperation accept the necessary suggestions regarding the filling of the questionnaire. Respondents are cooperative when it comes to conversation related to the organization of eco-tourism. During the interview, they themselves are allegations essential backbone and very important instructions regarding the current potential possibilities for the development of eco-tourism. This of course talking about there is previous, quite properly built awareness of the importance of these opportunities. Personal information of the surveyed residents of the concept of eco-tourism is high, which indicates the current subconscious readiness and familiarity with current events tourism trends in northeastern Montenegro and wider. The positive is the fact that there is a general awareness of the need to develop different programs eco tourism trends, to assist local communities to improve their financial status. However, at the same time the reveals the fact that surveyed residents do not have a clear picture of what the development of eco-tourism entails and how important it is that the whole psychological consciousness of the people who participate in it, as well as the current situation as a basis for the development of eco-tourism, are extremely high. Therefore, it is necessary according to Pajvančić and Markov (2011) and Rudan (2012) to know: First, the environmental awareness of the local population as one of the preconditions for eco-tourism and secondly, understanding the population of eco-tourism (whether local people understand the essential connection eco-tourism and environmental protection, as a manifestation of sustainable development and how to evaluate such a concept). Abiding by the rules of the survey wording of the question Pajvančić and Markov (2011), and adapting the text needs this research I will use the research Bulatović and Rajović (2011), Rajović and Bulatović (2015), Pantelić et al (2012), Bulatović and Rajović (2013), Bulatović and Rajović (2014), Rajović and Bulatović(2015),

Rajović and Bulatović (2015) and Local Environmental Action Plan Bor (LEAP), we provide an overview analysis of the results and their interpretation.

1. According to (www.sucis.zasavica.org.rs) environmental issues in our country (outside of educational structure), something still unknown, something that reminds people on something voluntarily, excursions, optional and something that people in this country still recognize only a waste of time and expense. In doing so, it was pointed out, natural resources are something priceless, and eco-tourism should be introduced as decoy, something which will materialize the idea of protecting natural resources. In this light, it must be understood that the old concept of tourism, with only small souvenirs and traditional households actually fell, because only such an approach has become a vulgar imitation of something transcended. Opening question in the group issues on eco-tourism there were: Do you consider yourself a lover of nature, or whether they are acting ecologically responsible and what to do for the sake of the environment? Based on data analysis, we found that 94.36% of respondents consider themselves nature lovers, while only 5.64% of respondents believe that it is not. It is interesting that almost all of the respondents, namely 96.73% of them voted to behave environmentally responsibly, and only 3.27% of the respondents did not. Even 69.14% of respondents believe that something so for the good of the environment, 30.86% stated other reasons (that is the job of the local self-government, a variety of environmental organizations...).

2. Visiting the natural beauty of the north-eastern Montenegro, in the example of the municipality: Berane, Petnjica, Andrijevica, Plav and Gusinje (Photos attached). Next question in a group of questions about eco-tourism was: Have you ever visited some of the natural beauty of the region? The data collected in this study indicate a widespread practice of visiting the natural wonders in the group of citizens (82%). Not surprisingly, the data from the respondents, given that northeastern Montenegro, although not great on the surface of 1,486 km² He's really rich in various natural beauties and attractions and unique to the Balkans and beyond, such as: National Park Prokletije, Mountain massif Komova, Bjelasica, Plavsko Lake, Hridsko Lake, Visitorsko Lake, Pešića Lake, Big Šiško Lake, Little Šiško Lake, Big Ursulovačko Lake, Little Ursulovačko Lake and a host of other smaller lakes and rivers Lim and its tributaries, attractive Alipašini Sources, waterfalls and canyon Grlja, About Skakavica, then the mountain with the highest peak in Montenegro (Zla Kolata, 2,534 m), as well as the famous Valley Grebaje and Ropojana, with clean mountain air and healthy food, make this part of northeastern Montenegro true oasis of eco-tourism. We will use the note renowned French travel Ami Boue, which is 1826 for Prokletije wrote: Nowhere nature was beautiful and opulent than where they were Prokletije most magnificent, the Alps in the south of Europe. This is a great gift of nature, beauty and joy, it gives people the strength and health, joy and perseverance ""(www.plav.me). Perhaps the most important message of this survey research, it is precisely this that the management of protected natural areas not only consist in the mere protection, but it carries a far broader responsibility and obligation to design projects that can support the protection and realization of economic, social and environmental interests of the population at the local level. Montenegro is the economic crisis facing the past two decades, which is one of the causes of poor economic picture of the country. To improve the economic picture in the northeastern part of Montenegro, it is necessary to give some suggestions for their revitalization. This brings us to the original problem to revitalize this area and to develop eco-tourism.

3. Motivators for going out into nature. One of the goals of this study was to examine the tourist motivation of respondents (with an emphasis on eco-tourism). In this sense, it is the question: How are you, when visiting natural beauty, important are the following activities? (Offered are five types of activities, respondents were able to assess the importance of each of them attributing their grades from 1 to 5).

Table 1: Ocena important activities in the tour of natural beauty

Activity	Average rating
Holidays	4,61
Departure from polluted urban areas in the healthy nature	3,55
Exploring nature (training, education)	3,21
Sports	3,08
Hunting and Fishing	2,72
Something else	1,93

As we notice in Table 1, in the assessment of the importance of activities in the tour of natural beauty distinguish the two preferred activities: holiday(4.61) and leave the polluted urban environment in a healthy nature of (3.33), which was expected, since spending time in nature, outside of urban areas is becoming increasingly popular. People engage in this "the adventure" driven by various motives, such as a profession or just for recreation. I stay in the fresh air undoubtedly contributes to the preservation and strengthening of mental and physical health of modern man. Exploring nature (training, education) is in third place with an average score of 3.21. According Manojlović (2001) exactly that they are "modern man" has forgotten how to live in nature as to be a part of it and how to meet her. We are the ones who have to obey the laws of nature, its conditions and its whims. If we realize this and so we act it will accept us and we will only benefit. In nature there are neither rewards nor punishments, there are only - the consequences "! . When so simple, and so useful activity introduce into your daily schedule as a sport, our body will be grateful, our will reward us good mood and nature reveal all its charms. Just rating of the importance of sports activities by the respondents was graded 3.57. The main fishing destinations by respondents are the river Lim and its tributaries as well as lakes. However, in the new situation of respondents in fishing took its toll and now especially in Lima and its tributaries lawlessness that has caused very harmful phenomenon wrong-fisheries. Incorrectly fishermen destroying fish stocks: I live baits, arms, networks, the currents from the generator and even explosives. Also, I hunters instead of the natural treasures that are inherited from mother nature preserve, wildlife help in feeding and reproduction, they begin to treasure hunting code of neglect, a hunting ceases to be growing, protection, sports, hobbies, recreation and companionship with nature. Therefore it is not surprising that the hunting and fishing as an activity on a tour of natural beauty sites average score of 2.72. The importance of activity in the tour of natural beauty in the category of "something else" is regarded by the respondents with the average of 1.93.

4. Most frequently visited natural beauty of the region. One of the questions that we asked for a response in this study was related to the choice of the natural environment and beauty that people are most often visited.

Table 2: most frequently visited natural beauty

	Frequency	Percentage
Prokletije	44	34,6
Bjelasica	26	20,5
Komovi	21	16,6
Tourist zone Berane	9	7,1
River Lim	2	1,6
Eco village	14	11,0
Something else	1	0,8
Lake	4	3,1
No answer	6	4,7
Total	127	100

From Table 2 shows that respondents in our sample most frequently visited mountains Prokletije (34.6%), Bjelasica (20.5%) and Komove (16.6%). Montenegro has long set itself the goal of becoming the first eco countries not only in Europe but in the world. However, after many studies of the project that "waiting for better times," only nature, such as those in Bjelasica and Komovima, untouched, away from the city of impurities which pleases the few onlookers who were lucky enough to know this mountain natural peace. Prokletije, Bjelasica and Komovi have the rare privilege to have clean, exactly how Mother Nature created millennia. This is why eco-tourism there awakens, however, a shy, modest, but with great enthusiasm and begins to pave the way to a big tourist attraction in Montenegro (www.komovi.com). Unexpectedly, the small number of respondents said the visit River Lim (1.6%) and lakes (3.1%). Based on available data, we cannot determine with certainty the cause of this behavior, and factors that influence their design. In Berane tourist zone (7.1%) respondents pointed Jelovica which is understandable because it is only twenty minutes away by paved road from Berane and in the opinion of the respondents is a true oasis for people looking for relaxation and rest. Precisely because it is the Jelovica weekend village and a couple of hotels and very close to the famous glacial lakes, all hiking trails to Bjelasica and Komovima. After Jelovice respondents say their visit and Lokve on the mountain Cmiljevica, which is citizens of Berane one of the favorite destinations for picnics and an encounter with nature. Specifically, Lokve are located just 15 minutes drive from Berane, on the main road leading to Novi Pazar, Belgrade, Mitrovica and Priština. There is also a ski resort with lift capacity of 1000 skiers per hour, and ski - lift. In Berane tourist zone of the respondent's state and Mokra Mountain that still has not found on tourist maps. According to (www.poslovnivodic.com) there you will not see a lot of hikers and tourists, with a few authentic mountain summer pastures but the Mokra mountain a great place to relax and enjoy a tasting of local specialties such as cheese, cream, polenta ... Right this way passes and the cycle path TT3, which is marked and which is placed signaling ... Eco summer pastures was cited by 11.0% of respondents. The Ethno village Komnenovo, Eko tourist resort Aqua, Eco – summer pasture "Štavna" Eco –summer pasture "Grebaje" the first projects and in the field of sustainable tourism and the environment and represents the initial phase of development of eco-tourism in this part of north-eastern Montenegro. The significance of this project is reflected not only in the realization of the economic effects and the market valuation of tourism potential, but in fact represent an initial step in the development of healthy food, local arts and crafts and other activities that make up the basic prerequisite for stable development of eco-tourism.

5. Awareness of are the tourism potential of the region. The degree of public information about the tourist values of northeastern Montenegro, in the example of municipalities Berane, Petnjica, Andrijevica, Plav and Gusinje we checked the question: In your estimation, how much information at the tourist potential of the region?

Table 3: Degree of information the tourism potential

	Frequency	Percentage	Valid percentage
Not at all	8	6,3	6,4
Little	43	33,9	34,1
Moderately	58	45,7	46,0
Many	17	13,4	13,5
Total	126	99,3	100,0
Lacking	1	0,7	
Total	1	0,8	
Total	127	100,0	

Based on the data presented in Table 3, we conclude that 6.4% of respondents did not possess or have very little (34.1%) of the information about the tourist potential of the region. Exactly 46.0% of the respondents rated it moderately informed about these resources, while only 13.5% of respondent's highlights to have "a lot" of such information. These findings suggest the conclusion about the lack of awareness of citizens with tourist potential of northeastern Montenegro where they live, which points to the need for broader research in this thematic circle.

Television (62.38%), it is quite obvious, the most powerful medium through which inform the population about these important issues. On other is in press (11.07%), followed by radio (9.72%). Schools and the workplace as a source of information can be found in the last place (8.31%). Even the impact of information that can be heard from the other "story" higher (8.52%). Respondents evaluated the need for greater participation of citizens in decision-making on environmental protection. 76.22% of them said that they needed a larger share, 21.94% are indeterminate and 1.84% thought that such a need exists. Assessed by both good and bad sides of public involvement in decision-making on is the environment. They bring the better decisions considered 46.73% of the respondents, strengthens the confidence of citizens claim 28.82% for the compromise of using declared 16.48% of respondents. Then the respondents reported that increasing the level of expertise and to them 3.22% for the active implementation of decisions declared 4.57% of the respondents and the last place I respondents stated that 1.18% of them are no good side to involve the public in decision-making regarding the environment.

6. Evaluating tourism potential of northeastern Montenegro. To get a general idea of the valuation of certain tourism resources of the region by the local population, respondents were asked the following question: In your opinion, the main advantage of the opportunity of the region for the development of tourism in? The largest number of respondents believe, therefore, that the nature (43.7%), cultural and historical landmarks (17.4%) and rural (14.8%) of the main advantages of a chance in this part of north-eastern Montenegro's tourism development. Exactly 11.5% of respondents believe that they are manifestations, 7.1% of its hospitality, 3.4% of respondents said that cooking or water 0, 8%, and 0.3% something else. These findings suggest the existence of consciousness in the examined groups of citizens about the nature of the main tourism potential of the region. According to Gredičak (2009) the local population cultural heritage objects accept as objects from a neighboring courtyard, therefore, as a matter of course, and it is logical that the facility is located exactly on the spot where the previous generations imagined and built. Local residents such objects seen as their own because they were created by their ancestors, and creates pride because of its historical values that surround them. Although a relatively high percentage of respondents valued nature as such (a term which may extend to water resources), it is evident that water as a specific tourism resource I almost did not recognize among the respondents (see Rajović and Bulatović, 2013; Rajović and Bulatović, 2014). These findings have confirmed the fact that there is an obvious collision between institutional principles of tourism development in society and perceptions of local people about the tourism potential, which is certainly not in favor of long-term sustainable development of tourism (Pajvančić and Markov, 2011). Water is also a tourism resource and wealth, so it is necessary to emphasize the importance of planning in the field of water and sustainable management as a powerful means for the development of tourism, and the importance of environmental protection in the tourism sector. The European Directive on Water, which was Montenegro, has accepted the obligation under the Stabilization and Association states that require further integration of protection and sustainable water management in the tourism sector. Use, protection and conservation of water is a major challenge to the tourism sector which is due not of frequent alignment among major polluters (with agriculture and transportation) all over the world trying to design and implement solutions for the sustainable use of water because that water resource numerous tourist and hotel organizations base their operations.

7. Which programs are most needed youth was the question they want to assess the opinion of respondents on the needs of the young generation. Education for a healthy life is a priority in the opinion of the respondents and claimed 63.72% of the respondents. Total 11.92% of respondents elsewhere highlight the need for programs of mass sports, the programs stay in nature chose to 10.02%, while the programs of voluntary action on Spatial Development declared them to 3.99%. Then, according to the survey respondents follow voluntary work activities with 3.11% of the respondents and the "something else" is declared 7.24% of the respondents. The survey found that 84.22% of respondents believe that the solution to many environmental problems requires "new development strategy", 13.43% were undecided, and only 2.35% is not required. Opinion of the respondents is that the environmental issues most concerned NGO and claimed them 39.04%. In second place respondents ranked public institutions (26.88%), the third municipal institutions (20.66%), then, as a little significant, followed by public companies (4.19%), professional associations (3.58%) schools (2.76%), trade unions (1.92%), while the last place "other" (for

example, political parties...) 0.97%. Respondents evaluated the need for greater participation of citizens in decision-making on environmental protection. 75.88% of them said that they needed a larger share, 22.91% are indeterminate and a 1.21% think that such a need exists. Assessed by both good and bad sides of public involvement in decision-making on the environment. Make better decisions considered 48,58% of the respondents, strengthening citizens' trust claims 28.71% for the compromise of using the stated 8.70% of the respondents. Then the respondents reported that increasing are the level of expertise and to them 6.77% for the active implementation of the decision is declared 5.18% of respondents and the last place respondents stated and 3.06% of them are no good side to involve the public in decision-making on the environment.

8. One of the aims of the research relates to attitudes toward eco-tourism. The views are set so that through the responses (possible answers are presented in disagreement with paragraph (NOT), partial agreement with attitude, concurring with paragraph (THAT) and response (Do NOT KNOW) came to the conclusion that respondents valued the concept of eco-tourism and sustainable development; do you realize its economic and natural consequences; would be involved in the development of eco-tourism and the like.

Table 4: Attitudes about eco-tourism

Attitudes	Answers %			
	Not	Partially	That	Do not know
1. Tourism in natural areas of the region contributing to the improvement of the overall economic situation	2,4	61,1	29,8	6,7
2. Natural values of the region have significant potential for tourism development, but these resources are not enough used	1,1	28,3	59,1	11,5
3. Tourism affects the destruction of natural beauty due to the irresponsible and arrogant behavior of tourists	18,5	48,4	7,6	25,5
4. I would like to be engaged in activities aimed at the development of ecotourism	2,2	31,3	47,4	19,1
5. Development of eco-tourism in near my place, would contribute to the economic empowerment (new working places ...)	3,0	23,8	69,4	3,8
6. I'm not familiar enough with the potential for eco-tourism, and would like to know more about it	5,8	26,4	62,5	4,3
7. Tourism can contribute to long-term protection and conservation of natural and cultural resources	4,5	52,7	31,1	11,7
8. I would like to their environment video Foreigners who travel visiting my place	0,5	14,7	71,3	13,5

The survey indicates that 29.8% of respondents agreed with the statement that "tourism in natural areas of the region contributing to the improvement of the overall economic situation", while 61.1% of respondents expressed a partial agreement, 6.7% answered do not know, the answer is no gave 2.4% of respondents. It shows a high awareness of the respondents about the importance of natural landscapes, as well as resources to improve the overall economic situation. Local people

have a very positive attitude when it comes to the development of eco-tourism in this area. The protected Landscape usually visiting for a walk and relax and think that more intensive development of ecotourism in this area can have very positive effects that are primarily related to the economic situation and would provide opportunities for the development of the region and create jobs. Even higher degree of agreement with the statement that "are the natural values of are the region having significant potential for tourism development, but these resources are not used enough". Response that was stated by 59.1% of respondents, partially agree 28.3%, do not know 11.5% of respondents, while the answer is not given only 1.1%. With paragraph "tourism affects the destruction of natural beauty due to the irresponsible and arrogant behavior of tourists," partially agrees 48.4%, a full 7.6% of respondents, while the answer is no I chose 25.5% of respondents, and 18, 5% of respondents with no. The high degree of agreement with this statement, or can point to a bad experience with tourists, or prejudice, based on ignorance of the principles of eco-tourism (tourism plays in his massive form). With paragraph "I would like to get involved in activities aimed at the development of eco-tourism," partially agrees 31.3%, a full 47.4% of respondents, which can be considered a relatively high percentage of general readiness for such an engagement. Exactly 19.1% of respondents did not know, until a response is not followed by a total of 2.2%.

The majority of respondents the responded to the positive impacts of ecotourism higher than in the negative, indicating their interest in the development of this form of tourism and awareness of the positive effects that this development brings. With paragraph "Tourism development near my place, would contribute to the economic empowerment (job creation and the like ...)" partially agree 23.8%, a full 69.4% of respondents. I do not know just 3.8% of respondents, while answer not gives only 3.0%. During the research, the quality of life in a given area must be taken into account both objective and subjective elements. Precisely conducting survey research was obtained by subjective indicators of personal attitudes of individuals. Most respondents believe that eco-tourism provides employment opportunities for the local population. Thus, the population is aware of are the positive impact of eco-tourism, and is interested in participating in its development and enjoy the beauty it provides. The majority of respondents agreed with the statement that ecotourism development improves the appearance of the area and to help ecotourism preservation of cultural identity and heritage of the local population. Respondents recognize the importance of developing this form of tourism to the local community and it affects the conservation of the natural values of the area and culture. Without tourist valorization of these values would fall into oblivion, like some old crafts, folklore and customs. Of course, this is about the development of sustainable tourism that will not have adverse effects on their environment. Also, respondents have the view that the way out of the difficult economic situation in attracting foreign investors. These attitudes of respondents were somewhat expected, it is known that agriculture and tourism comparative advantage of the region whose progress depends on the standard of living of the population (see Rajović and Bulatović, 2014; Rajović and Bulatović, 2015; Rajović and Bulatović, 2015). With paragraph "I'm not familiar enough with the potential for eco-tourism in the region, and would like to know more about" partially agrees 26.4% a full 62.5% of respondents.

Many studies Pretty et al (2009), England (2009), Akers et al (2012) emphasize that people are more likely to reside in nature much less susceptible to physical diseases. In other words, stay in the countryside should be a priority on the list of people living desire, because it contributes to better physical and mental health. With paragraph of "Tourism can contribute to long-term protection and conservation of natural and cultural resources" partially agrees 52.7% of respondents, and completely agree 31.1%, 11.7 does not know, and the answer is not given by 4.5% of respondents. Love nature, respect is seen as an end and not as means only a small part of what each of us can do for its continued existence. It is necessary to move responsibly, in accordance with eco-tourism ... Every tourist should be and eco-tourists, because as such it will take care of the environment and eco-tourism should be one of the leading industries. Perhaps the most important message of the respondents in this survey research, the management of natural resources does not only consist in the mere protection, but it carries a far broader responsibility and obligation to design projects that can support the protection and realization of the economic, social and environmental interests population at the local level. With paragraph "I would like to in their environment video foreigners tourist visiting my place" partially agrees 14.7%, a full 81.2% of respondents, 13.5% of respondents did not know, and the answer is not given is 0.5% of the respondents. Local residents are proud of their heritage and are proud of it especially when tourists

are inquiring about the same; therefore it is important that the educational programs of the local people familiar with the meaning of the heritage that surrounds it. The respondents believe that foreign tourists obviously delights nature of the region, but also the beautiful places, most of them have never come is interesting to visit all and responds to them as accommodation facilities in this part of north-eastern Montenegro compared to most of Europe favorable for foreign tourists sometimes does not matter so much as the quality of price.

Krippendorff (1986) stated to tourists and domestic population findings in a different, as much, contradictory positions. What is for one freedom and enjoyment of another's burden and work? Hitting are the leisure and work, the need for rest - with the need for survival. How to find fault those who live from tourism and above all think about the money, not the man what the hiding in tourist.

Instead of conclusion

The level of development of individual regions in Montenegro stems from its geographical position in a number of cases, the cause of functional isolation in relation to economic centers and development axis, which often results in slow development processes (Ni Laoire, 2000; Stockdale, 2002; Lampič et al, 2007; Shishmanova, 2010, Gennaioli et al, 2011 Đerčan et al 2012; Michalopoulos and Papaioannou, 2013; Seliverstova, 2015; Balabanova and Chrysostomos, 2014; Sharafutdinov and Onishchenko, 2014). Everything more to say about the role of the state and the region in the processes of regional planning as well as key stakeholders who develop the concepts of regional development and thereby establish a framework for the development actors at the local level (Barbour and Teitz, 2001; Amdam, 2004; Mayere et al, 2008; Balaguer-Coll, Prior and Tortosa-Ausina, 2010). According to Romelić (2007) determined are the four ways to use the term "community": belonging to a particular location (topography), the term of the local social system, reflects a sense of belonging and community and ideology in the context of a hidden strong relationship that underpins society. Zenker (2001) and Ho (2004) & Le (2007), Zabara (2013), Melnikova and Kuchumov (2013) emphasize the need to establish a system and legal framework, it is the establishment of institutions which will address regional development in the future, and the necessity of dealing with projects that are important for a better life. One such project in northeastern territory of Montenegro could be related to eco-tourism. This little but fast-growing tourism industry in the market is usually propagated as tourism based on nature and its resources. With functional side, eco-tourism is the most common individual character and small-scale (groups are usually up to 25 people) in which operating a small or medium-sized enterprises in the field of nature. According to the International Society for eco-tourism, eco-tourists responsible service users interested in the social, economic and natural sustainability. They are looking for a unique experience in that plan to visit, are interested in reducing the impact of carbon dioxide and plan your trip according to the climate of the place (Gesota, 2008; Jackson, 2004).

According to Megan Epler Wood (2002), eco-tourism must be planned and managed in such a way to successfully reach their key social and environmental goals. This requires: a specialized Market Research to attract passengers who are primarily interested in visiting natural areas, management skills that are tailored to the treatment of visitors in protected natural areas, guiding services and interpretation, offered free by the local population, which are directed towards issues of history, nature and sustainable development, Government policies that determine the income from tourism to create funds to the protection of wild landscapes and the sustainable development of local communities and indigenous populations, focusing attention on local residents, who must be given the right to give consent for the development of tourism on the basis of prior information, the right to full participation and if they so choose, to finance the provision of training to take advantage of these options for sustainable development.

Institute for Entrepreneurship and Economic Development of Montenegro (2013), states that the most common trips that were implemented in Montenegro were organized with the aim of vacation that the period of stay combined with a variety of excursions to famous cultural - historical areas. This is confirmed by the research of tourist visitors to experience the northern and southern regions of Montenegro in 2007. This tourist offer of Montenegro has resulted in a share of 6.7% of the total GDP of Montenegro. When it comes to the total number of overnight stays in 2012, it amounted to 9,151,236 overnight stays. When they looked at the demographic of guests, 8 times the

rates have made foreign guests rather than local. This fact shows us that people are happy to come to Montenegro as a final destination for rest and relaxation.

In modern tourist developments certainly neither is the resources nor the local population, nor are the company that are in a particular recreation area does not become immune to the trends around. Tourism changes the environment in which it develops, and delivers change and the local population. Tourists come to their own culture and their preferences for learning about traditions, language, cultural and historical heritage and the local population living in the area that is intended to satisfy tourist needs. The different attitudes of local people towards tourists and their desires, and most depend on whether residents are dependent on the income that generates tourism. In achieving a better and higher quality of eco-tourism destination in just planning must be integrated with the local population because what tourist's product that is offered to the tourist market, it is the local population living space in which it takes place everyday life (Rudan, 2012).

No matter which direction the ecological belonged kind of beliefs led the way, all of us have in common is the daily habits and needs are met due to the nature (Rajović and Bulatović, 2014, Rajović and Bulatović, 2014). If the good will and the desire to understand, observe relationships between man and nature, the justification can be found for both opposing point of view, is one of the primary goal of human wellbeing (which in the modern world has to meet various objectives), another is the quality of the environment (which is in many respects unique and non-renewable) at the primary site (Rolston, 1975; Stables and Scott, 2002). Today's appearances and activities of certain members of both opinions can create a show that these two directions are hard to reconcile, closer, and that the goals they stand for mutually exclusive (Rajović and Bulatović, 2014; Rajović and Bulatović, 2015; Rajović and Bulatović, 2013; Valentin Buşu and Teodorescu, 2014). In the spirit of the widely propagated the idea of "sustainable development", and given the discord on core issues of the role of man and nature, it would seem that the future of society and the Earth, a huge undertaking any harmonization of the principles of environmental ethics, review of existing beliefs, legal and equitable basis, so that we can sustain the development of civilization, with the understanding that this goal cannot exist without nature conservation, cultivation needs, building values and beliefs, which could be reduced to the motto of "give more than take ""(Minteer and Collins, 2005).

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Figure 1. Prokletije - "Alps in the south of Europe"
Available from: <http://www.opusteno.rs> (19.09 2014).



Figure 2. Komovi - "Tsar Mountain"
Available from: <http://www.panacomp.net> (20.09 2014).



Figure 3. You cannot love what you do not know – Pešića Lake on Mountain Bjelasici
Available from: <http://www.photomontenegro.me> (21.09 2014).



Figure 4. River Lim - cruel and beautiful
Available from: <http://www.poslovnivodic.com> (22.09 2014).



Figure 5. Eco- village Komnenovo- incorporated in ambience of untouched nature
Available from: <http://www.panacomp.net> (23.09 2014).



Figure 6. Plavsko Lake - the largest and most beautiful glacial lake in the Balkans
Available from: <http://www.montenegro.travel.me> (24.09 2014).