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Articles

Tourist Potentials of the Rural Settlement Vranještica

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Abstract

The rural settlement of Vranještica is located in the northeastern part of Montenegro (Kolašin municipality). It extends in the zone 42 ° 47' 09 "north latitude and 19 ° 37' 35" east longitude. It borders the rural settlements of Rečine in the west, Gnjili Potok in the southeast and Bare Kraljske in the south. It is located at an altitude of 1519 m and covers an area of 2.480 hectares. The traffic-geographical position of the rural settlement of Vranještica is unfavorable, because it is located far from the main roads. Except for the road Andrijevića – Trešnjevik – Mateševo – Kolašin, no other important road intersects or touches this rural settlement. Vranještica is 44.6 km from Berane, 29.6 km from Andrijevića and 11.2 km from Mateševo. Isolated traffic-geographical position adversely affects its economic and social development. The paper discusses the natural and social benefits for tourism development. The results of the research indicate that without greater economic potential in this settlement, there is no wider existential base of the population. Bearing in mind that the studied geo-area has a predominantly agricultural population, agriculture should, all the more so, play its undoubtedly large and notable role in future economic development. Tourism as an additional source of income for the inhabitants of Vranještica could certainly improve their quality of life.

Keywords: Vranještica, rural settlement, natural conditions, social conditions.

1. Introduction

In academic literature, development strategies and documents, mountain areas are most often placed in the context of geographical and geomorphological specificity, which is certainly deserved. The specific configuration of the terrain has resulted in a greater degree of conservation of natural values than is the case in more physically accessible areas such as lowland terrain, which is why mountain areas are most often analyzed from the aspect of environment, ecosystem conservation and biodiversity. However, the proclamation of the International Year of Mountains in 2002 aroused the interest of various professions in these areas and gave rise to a focus on other challenges – the preservation of population capacity and with them the preservation of specific

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customs, culture and traditions (Pantić, 2019). In terms of tourism, Vranjestica is an unaffirmed village due to poor traffic accessibility and isolation in relation to the urban settlement of Kolasin. The settlement is mostly reached by macadam roads, which can be used mainly by the best off-road vehicles. The settlement has been affected by depopulation, and households are gradually becoming elderly (Bulatović and Rajović, 2017; Bulatović, Rajović, 2020). Tourism could be an important factor in keeping the young population in the settlement. In order for this to happen, it is necessary to invest in road and communal infrastructure as well as to educate the local population in order to encourage active participation (Bulatović, Rajović, 2018; Bulatović, aRajović, 2020). It is also necessary to improve the marketing activity in order for this settlement to become recognizable in the tourist offer of the municipality of Kolašin, but also the whole of Montenegro. This must first happen at the municipal, regional and ultimately state level (see Park, Yoon, 2011; Ghaderi, Henderson, 2012; Bălan, Burghelea, 2015).

2. Methodology

Qualitative methods were used in this study. Data obtained from settlement surveys and observations, interviews with the residents Vranještica. The study was also supported by published literature, foto, development plans and related written sources (see Chen, 2017; Manaf et al, 2018; Guan et al, 2019; Bulatović and Rajović, 2020).

3. Results and discussion

It has been known since ancient Greece that the rural area attracted people to spend a holiday and a comfortable life. All this is evidenced by various examples of trips to rural areas, such as trips to the Olympics, visits to prophecies and healing springs. Even in Roman times, travel and vacations in rural areas are known: in thermal baths and villas (summer houses) built in natural areas (Weber, Mikačić, 1995). Forms / types of travel similar to today's tourist trips also appeared in the Middle Ages. Typical examples of travel at that time are pilgrimages and hunting trips ... Natural and social attractions as the basis for the development of rural tourism are the subject of research in the works of numerous authors. Among them Jurcan (1989) the development of tourism in rural areas is based on natural and social attractions. Kušen (2002) provides a strategic framework for the development of rural tourism as part of the concept of the overall development of rural areas and rural renewal. Rural areas are still very interesting for tourists. There are several reasons for this, and one of them is that rural areas provide a variety of entertainment and leisure opportunities (see Ružić, Demonja, 2013). Therefore, in the text that follows, we point out the natural attractiveness and social convenience for the development of tourism in the rural settlement of Vranještica.

The natural attractions of Vranještica important for the development of tourism are:

Relief units with their morphology, altitude and slope of the terrain represent the basic spatial part of the physical-geographical environment with multiple purposes important for tourist functions. Tourist value is manifested through morphological, hydrographic and biogeographical phenomena and processes. The connection between relief units and tourist potentials as a future carrier of development when it comes to the rural settlement of Vranještice can be twofold and complex. Forms of relief and altitude stand out as independent tourist functions, which are important when choosing a location – a place for holding, for example, tourist events, in accordance with the needs of the organizers. As a rule, depending on the form of the event, a location is chosen near individual facilities that have a certain tourist value or serve the needs of organizers and visitors. Ključ (1.973 m above sea level) is the highest peak of the considered geo-space. As a special value of the future tourist development of Vranještica, we single out the impressive branches of Ključ: Krstac (1.770 m above sea level), Čkala (1.804 m above sea level), Klisura (1.827 m above sea level), Lumer (1.863 m above sea level) Čupovi (1.885 m above sea level), Goveđa glava (1.897 m above sea level)... It is located at an altitude of 1.519 m above sea level and covers an area of 2.480 hectares. Therefore, the relief as a basic physical-geographical environment for the development of tourism can be used to the maximum for tourist purposes, and its extreme characteristics (heights, gorges, waterfalls ...) can be turned into tourist sites attractive for nature lovers, mountaineering, adventure and similar types of tourism of special interest. The forms of relief in the considered geo-space can be especially pronounced when organizing future sports events. For example, the road from Trešnjevik through Lisa and Bački Brdo is

extremely attractive for bicycle races or horse races, which also play a significant role in excursion and sports-recreational tourism. The alluvial plains of the Vranjestička and Suvogorska rivers form the lowest terrains in the considered geo-space. Hence, in a relatively small area, they contribute to the dynamism of space, which together with watercourses makes the most interesting segment of this geo-space. Various attractive tourist attributes can best be seen from the edges of Suva Gora, which are rarely functional lookouts in the area of Vranještica, which can be used as an element of artistic inspiration during future art colonies.



Fig. 1. Vranještica*

Note: A village that enchants with its natural beauties, surrounded by the greenery of deciduous and coniferous forests

Climate conditions. The connection between climatic conditions and manifestation tourism, which seems to us to be the most favorable in the future development of Vranještica, would have a dual character. On the one hand, when organizing and determining the date of the event, especially those in the open, the weather forecast is important, both current and medium-term and long-term, mostly based on meteorological observations and data over many years. On the other hand, each settlement has its own climatic determinant, depending on the climatic zone (mountain), or its microclimate, which depends on the natural and relief features of the location and its environment (for example, proximity to rivers, mountains – Bjelasica, forest belts, altitude, height...). In recent years, visible climate changes have been increasingly taken into account, which are most obvious through two important parameters, namely the increase in average air temperature and the increased frequency of extreme climate events. Climate change is also important for long-term planning of, for example, tourist events, especially sports events that are closely related to and determined by climatic conditions (for example, competition in classic ski disciplines and other outdoor winter sports). There is no meteorological station in Vranještica that measures and records the condition of climatic elements. Climatic characteristics are explained based on data from the Hydrometeorological Institute of Montenegro and the meteorological station Kolašin. Vranještica has a mountain climate. The maximum temperature during the summer can reach 34.1°C , and in the winter, it can drop to -27.8°C . The warmest month is July, with an average air temperature of 14.9°C , and the coldest January, with an average temperature

* Figures 1-6 and 8 are taken from the website Vranještica naš zavičaj (Vranještica our homeland) (www.facebook.com)

of -3.9°C . The average annual air temperature is 5.2°C . The average annual rainfall in Vranještica is 2105 mm. The maximum amount of precipitation is 318.5 mm in December, and the lowest in July is 65.9 mm. In the considered geo-area, winds from the direction southwest (30 %), southeast (13 %), south (12 %), northeast (9 %) are most present ... During the year, there is 37 % silence. The highest relative humidity occurs in the winter (90 %). The average annual cloudiness is 6.1 h. The maximum cloudiness is 7.4 hours in December, and the minimum in August is 4.1 hours. The average annual sunshine of Vranještica is 167.4 hours. It reaches its maximum in July (274.3 h). Hence, the relationship between climatic conditions and event tourism is of special importance for tourist places with natural-geographical tourist values such as Vranještica (mountain, localities by the rivers) and tourist localities that represent attractive natural-geographical tourist values.



Fig. 2. View over the village
Note: Rain clouds herald storms

Hydrographic objects (rivers, springs, streams, creeks, ponds ...) are of significant tourist value, especially if they are connected with other natural-geographical values (relief, specific and lush vegetation, climate ...) and inherited anthropogenic motifs. The connection of hydrographic objects and their localities, for example with event tourism, is reflected in the organization of various competitions in water sports such as swimming, fishing, tourist cruises The tourist function of rivers, ie their attractiveness, is conditioned by one very important and current factor today – pollution. Not only the attractiveness but also the utilization (and not only of these!) Of hydrographic tourist values depends on the level of pollution. In case the pollution does not exceed the valid norms and regulations (water temperature, richness of fish stock, conditions for sport fishing, arrangement and accessibility to the shores, traffic connection and visual attractiveness are in themselves an ideal space for organizing various manifestation tourism programs. Vranještica and Suvogorska Reka – are a great bait for nature and fishing lovers. The river flow, flora and fauna, air, clean water, make these rivers unique because they connect water and mountains, wildlife and plants. Rivers create a unique natural mix – elixir of health recovery. In the area of Vranještica there are several independent wellspring. Among the most important are: Vučićev Wellspring, Paljevine, Livadak, Ledni Wellspring, Kojovića Wellspring, Zejov Wellspring, Ivanovića Wellspring... The springs are quite strong, they do not dry out, their water is cold and very pleasant to drink. Exactly what is visible and really true is that the

considered geo-space is full of beauty and warmth, and staying by the wellspring, after walking, gives a person peace that strengthens the soul.

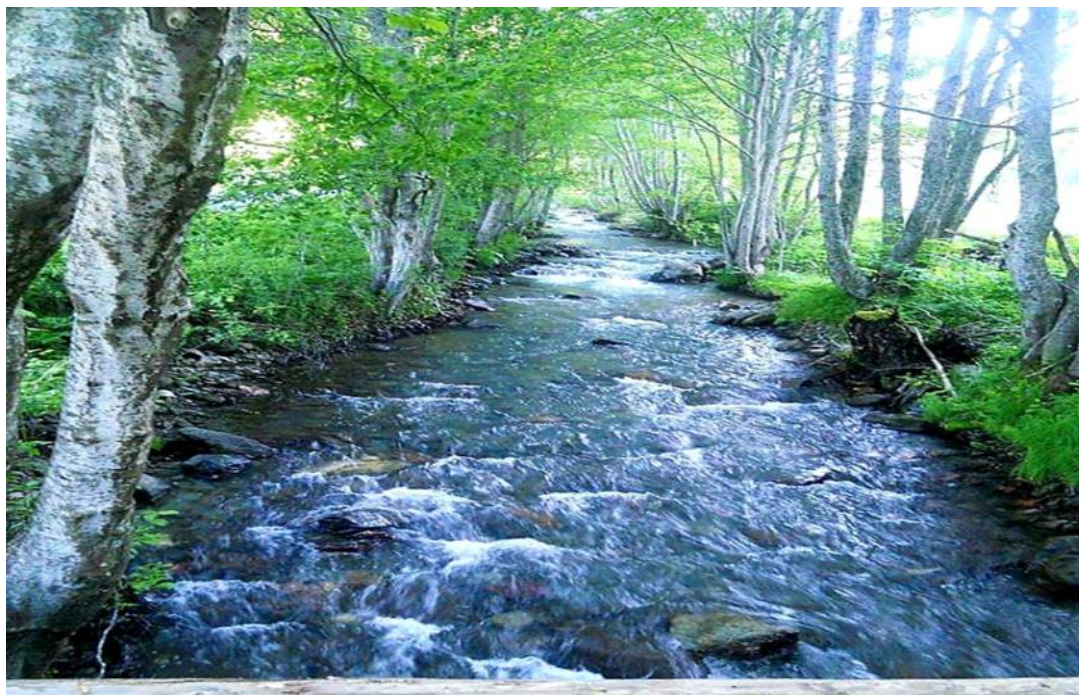


Fig. 3. Vranješticka River

Note: Hydrographic pearl of Vranještica

Flora and fauna. The richness of flora and fauna is a significant tourist value. It has a representative opportunity in presenting a tourist location, such as Vranještica. Therefore, it can have a recognizable role, for example, in event tourism. The connection between flora and manifestation tourism primarily depends on the development of agriculture and the preservation of the autochthonous plant eco-composition. In the considered geo - area, belts of different plant composition are thinned: in the lower parts, there are deciduous forests (oak, beech ...), in the higher parts conifers (fir, spruce ...). The mountains are rich in pastures, lush grasses and water springs. Cereals are grown from plant crops: corn, rye, barley, and oats. Fruits are Central European: apples, plums, pears, cherries, walnuts ... Vegetables are grown: potatoes, cabbage, onions, peppers, cucumbers, salads, green beans ... In the area of coniferous forests you can find forest fruits: strawberry, blueberry, raspberry, blackberry ... Geo-area of Vranještica is rich in medicinal herbs: hajduk grass, thyme, mint, St. John's wort .. A special attraction are mushrooms: boletus, morel, champignon ... In areas such as Vranještica with agriculture as the dominant economic activity, the tradition in the way of doing business is also expressed. As Professor Bukurov (1986) would point out, "Extensive arable fields sown with grain food enable a variety of game, a pleasant life." This, in turn, provides an opportunity for the development of sport hunting, ie hunting tourism. Hunting partridges, pheasants, roe deer and wild boar, rabbits ... can also be attractive to foreign hunters, as well as hunting migratory birds".



Fig. 4. Vranješticka blackberry
Notes: healthy fruit and healing properties

The tourist value of events based on flora is reflected in the hygienic-recreational and aesthetic-decorative function. The tourist value is proportional to their wealth and harmony. The animal world of Vranještica is diverse. Of the domestic animals, mainly cattle are raised: cattle, sheep, horses, goats ... Vranještica abounds in katuns: Bačko Brdo, Katunište, Lisa, Krivi Do, Bač, Vukićeva Staja... Hunting game has a special value: bears, wolves, deer, wild boars, rabbits, eagles...



Fig. 5. View of Krivi Do
Note: The beauty of untouched nature and the kindness of the local people are the impression that every person takes from this locality as an indelible, impressive trace that is carried in the heart for the rest of life.

The diversity and richness of the fauna, especially the autochthonous ones, enable the development of hunting and fishing tourism. In addition, traditional customs and modern achievements in the breeding of domestic animals can be used to organize numerous ethnographic, entertainment, economic, professional events. Regarding the importance of fauna for tourist value, sports-recreational and economic-entertainment functions stand out. The economic and entertainment function can be reflected in the presentation of modern achievements in the breeding of domestic animals in the geo-area of Vranještica, and such events can also have various entertainment contents. The climate and natural environment have a significant impact on the tourist value of the flora and fauna of Vranještica. Flora and fauna have multiple significance for human life, not only as part of the diet, but also for economic activity, and in addition to meeting sports and recreational needs should not be neglected social moment – prestige – and as such are important for tourist movements (for example, participation in tourist offers such as hunting, photo safaris or bird watching is often a matter of prestige ..). The aesthetic-decorative function can be especially expressed when organizing entertainment events or as an accompanying element of other functions. The economic and entertainment function of Vranještica can be used to present the way of business and achievements, through various fairs and exhibitions, which may include various accompanying entertainment programs. Due to the social needs for competition and prestige, sports and recreational events are also organized, which would satisfy the sports and recreational function. Thus, events that have a competitive character could be held in Vranještica, such as: equestrian races, exhibitions of dogs, animals... On the other hand, a competition for the best landscaped yard, living space can be organized ... In the end, we should emphasize that the growing need to preserve the natural environment (and within the hygienic-recreational function), creates the need to organize events of ecological and educational content, which by their characteristics can have a professional, economic or entertainment character.



Fig. 6. Suva Gora

Note: A meeting place of untouched nature and tradition

The natural benefits of Vranještica are undoubtedly a respectable potential for the future development of tourism and as such provide the opportunity to practice various: sports-recreational activities, benefits for the development of special needs tourism: rural tourism, hunting tourism, fishing tourism, excursion tourism, hiking – nearby of the studied area is an attractive natural environment ... The natural configuration of the terrain is perfect for hiking and mountaineering. Let us also point out that none of these resources have been used so far.

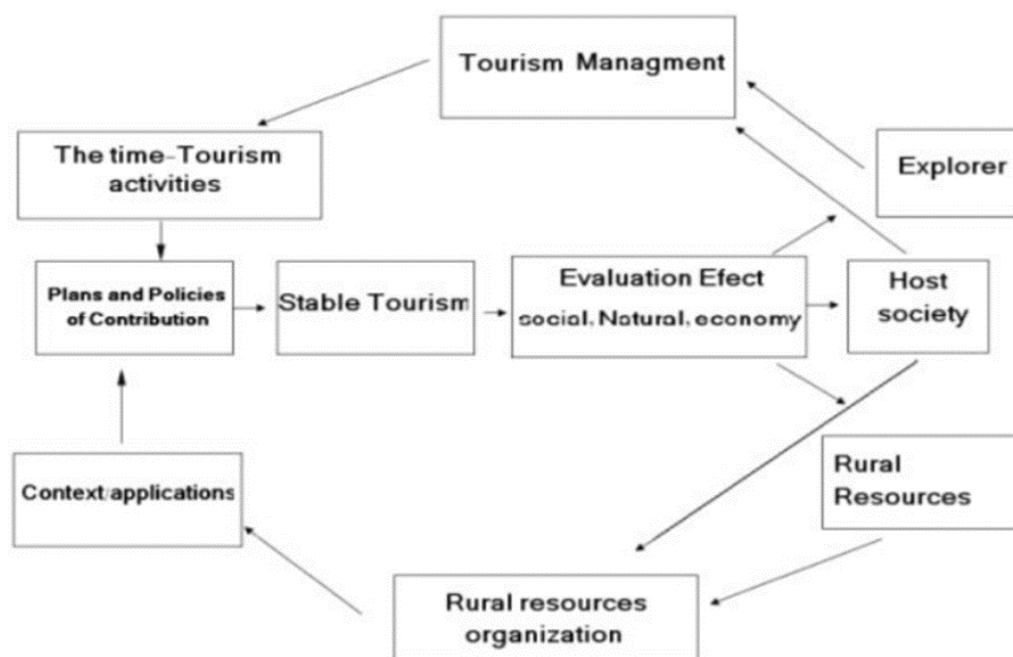


Fig. 7. The component of rural stable tourism (Sharpley, 2002)

According to Egbali and Bakhsh (2011) tourism positive effects the positive effects of tourism are production of income, occupation and new economic resource for local people, assist to reduce on social unbalanced powers, providing job opportunities for maintaining regional population and coefficient of high multiplicity, reviving local culture, enhancing of national dignity and self-confidence, preserving natural and cultural resources. Although tourism development is emphasized with preservation of environment by governments, at the most parts of the world, but, the effects on the zone people are not decisive, because, the concept of preservation or fine quality of environment has not specified as a culture, considerably; specially in our country. Not every one knows the environment outside his house as the environment he lives in and does not have any sense of responsibility to preserve it. Unfortunately, municipality and local managers pay not enough attention to this important matter. Nevertheless, it was found out that the tourism can play a long-term role to flourish local, regional, national and international economic. These successes often depend on how to maintain the high quality of natural environment and it causes the touring applicants to be fully satisfied (Egbali, Bakhsh, 2011). Tourism negative effects Local price inflation, migration of work power, destruction of the local work structure, participation of women in parttime and low-income works, seasonal patterns of demands, change of local culture patterns, reduction of life patterns, different types of pollutions and residues made by tourists, destroying available animal shelters by constructing new buildings, change of local culture for conforming to tourist's culture, destruction of the zone environment. Tourist's harms includes: Expenses of bringing instruments and facilities e.g. transportation systems, lack attention to customs and local habits resulting in basically weakening the living method of local people, destruction of natural environment because of construction of the buildings of hotels and airports in natural coverage zones, polluting the natural environment and probably outbreak of epidemic diseases (see Egbali, Bakhsh, 2011).

Social benefits for the development of tourism in the geo-space of Vranještica can include numerous factors: contents related to the life and customs of the inhabitants of the studied geo-space; a special group of tourist motifs consists of memorials (memorial plaques, cemeteries of ancient peoples ...), ethnographic heritage (various parts of household items, dishes, fabrics, parts of costumes, tools for agricultural production, weapons ...). Anthropogenic tourist values of Vranještica were created by human activity, and they can be presented with motives that satisfy the so-called the cultural need to move in order to get to know the cultural heritage. The diverse ethnographic wealth of Vranještica in the tourist offer can have its place as an ethnographic tourist value, and it would consist of all aspects of culture and tradition of living – represented through the

origin of the population, social, spiritual, material culture, and art. It is important to note that certain economic facilities of Vranještica, created in different historical periods, can serve as a location for artistic or ethnographic events, that is, they can be classified as ethnographic wealth (for example, mills, dryers ...). In the ethnological sense, the Vranještiki geo-space is an extremely rich, diverse and interesting area. The architecture characteristic of these areas has been developing in the area of the settlement for a number of centuries. It did not develop under the influence of any outside world, but was developed by the inhabitants of this village, as it suited them and as it was best for them. As a result of the long tradition of life in the settlement, a large number of old buildings have been preserved to this day. But these buildings did not fall into the shadow of oblivion, but even today they serve the people of this region for work and life as they served their ancestors several centuries ago. When we say buildings, we primarily mean houses or log cabins and auxiliary buildings for living. The houses are built exclusively of wood, with stone foundations. The roofs are covered with shingles. The following stand out from the auxiliary facilities: facilities for grain, huts, traps, dairies, corn baskets, pens, barns for cattle ... It is necessary to perform an adequate evaluation and presentation of this ethnographic heritage in order to use it in the right way. From the gastronomic values, we should especially single out the authentic food that the inhabitants of Vranještica make and use today, as they did generations ago. These are various types of cheese and cream, prosciutto, pie, various types of brandy, juices, sweet from forest herbs ... In addition to placing ethnographic and gastronomic heritage in the function of tourism, we should insist on the greatest possible contact between tourists and the local population in order to experience the traditional rural way of life in the right way. However, when organizing future such events with an emphasis on ethnographic values in the program and offer, one should be very careful. Authenticity is crucial for a quality ethnographic tourist event! (see [Plavša, Ratković, 2007](#)).



Fig. 8. Bukova Poljana
Note: The Light of God

In an effort to valorize the natural and social benefits for the development of tourism as fully and successfully as possible in the geo-area of Vranještica, it is necessary to establish through events. Unfortunately, for now, there is not a single event that would affect the creation of the image of the rural settlement of Vranještica. Together with livestock products, healthy food, Vranještica certainly represents an ecological oasis, that is, an underused tourist opportunity.

For the needs of tourism, healthy tourist houses can be built in the studied geo-area (see Milenković, 1998; Paresishvili et al., 1917; Sati, 2019), which would have the following purposes: for the needs of sport fishermen and their rest and recreation; type of hunting tourist house for the year-round hunting season; for organizing equestrian races of mountain horses; for tourist events, such as Mowing meadows, which have a recreational and competitive character; for harvesting medicinal herbs and their presentation to tourists, with the possibility of tasting and purchase; for camping and excursions, for exhibitions and fairs of livestock products and handicrafts for tourist purposes, for a tourist settlement with traditional folk customs (selection of the best mower, best embroiderer, knitter ...).

In this situation, and given the attractiveness of the considered geo-space, there is a need to fit into modern tourism trends, which should include: The issue of accommodation capacity is a priority, given that the studied geo-space has almost no accommodation (except eco home) but that does not mean the lack of a base (if we have in mind the seasonal use of housing); In that sense, it is necessary for the municipality of Kolasin to form a tourist bureau that would enable potential visitors to offer private accommodation. This means that rural households that would opt for the reception of tourists must make every effort to standardize accommodation facilities, but also all the conditions for the reception and stay of guests; Catering facilities give a special stamp to each destination and represent one of the basic specific tourist attractions. There is not a single catering facility in the studied geo-area ... In that sense, all possibilities of connecting with already established tourist organizations from Podgorica and the Montenegrin coast and Kolašin should be used, which would sell capacities and send tourists to Vranještica through their representatives; The issue of personnel is a basic issue but also a perspective one. They are an important component of the general impression (picture) of a given tourist destination. To the extent that the municipality of Kolašin also has a lack of staff in the field of tourism; It is also necessary to approach the realization of the construction of specialized trade facilities. There is no such object in the studied geo-space. The lack of trade facilities would certainly have a bad effect on the quality of the potential tourist offer, ie the potential supply of tourists; Agriculture as a primary economic activity in the studied geo-area would have far – reaching interests for complementary cooperation with tourism. Thanks to the natural, ecological and ambient characteristics of Vranještica with the surrounding rural settlements, above all: Barama Kraljskim and Gnjili Potok, it would form a promising space for the development of the so-called. tourism of specific interests; Professional selection of a certain number of households that would be engaged in rural tourism in the settlement, as well as in the katuns: Backi Brdo, Lisa, Krivi Do ... Clear specification of conditions and standards, which the household would have to meet in order to be engaged in tourism; Education of the population. The development of a quality program of stay in the studied geo-space must not be left to the resourcefulness of the locals, therefore it must be the subject of expert analysis; Sale of agricultural products to tourists in which the residents of Vranještica can find their interest; Old crafts and tools. The priority would be to form a rural household where all the contents related to the life and work of the locals, which have long been forgotten and abandoned, would be presented. This could certainly complete the tourist offer and would be an exceptional attraction; Folk handicrafts. Unfortunately, over time, the products of folk crafts of the Vranještičkog geo-space were abandoned and left to oblivion. If we are going to develop tourism, this sphere of tourist offer must be given due care and respect; Construction of ponds. The studied geospace is extremely rich in springs, streams, and there is certainly the Vranjestička and Suvogorska River. In essence, it should be noted that the geo - area of Vranještica is extremely suitable for mini ponds, which would certainly enrich the tourist offer; Construction of tourist infrastructure along the Vranjestička and Suvogorska rivers. Pay special attention to the contents related to the stay on the river (camping grounds, swimming pool, promenade, football fields and other sports and recreational activities ...); Use of all natural benefits for the development of hunting and fishing tourism. Sports Association "Bjelasica" has cooperation with domestic and international associations; An important item in the future tourism development is the transportation solution. To this day, due to bad macadam roads, not a single or even van traffic has been established through the Vranještičkog geo-space (except for cars and trucks – mostly locals).

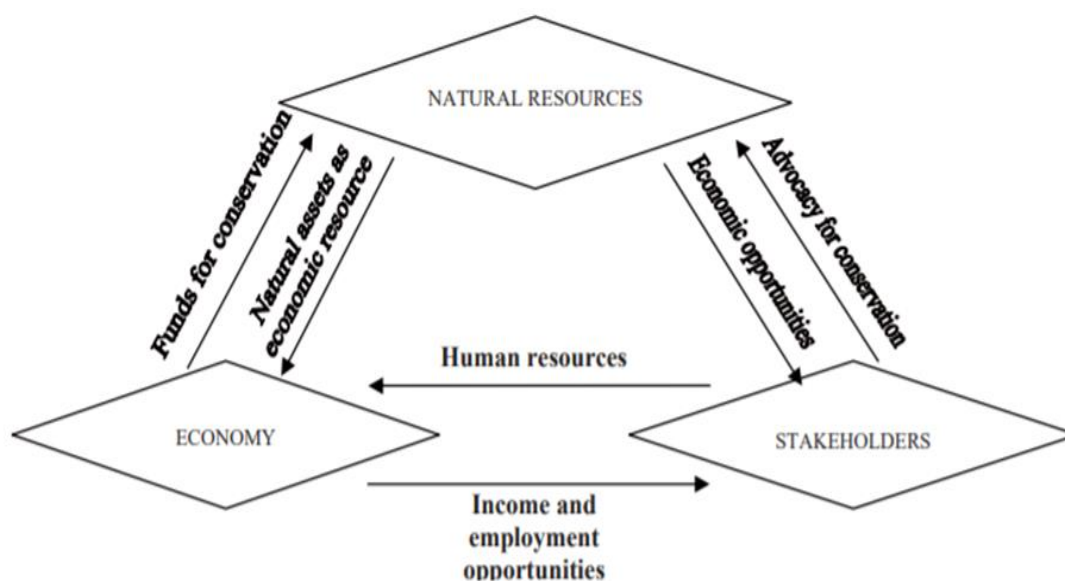


Fig. 9. Indicators Framework (Lun et al., 2016)

Citing research by (Ross, Wall, 1999; Scheyvens, 1999; Loon, Polakow, 2001) Lun et al. (2016) indicate that identify the specific roles that ecotourism could play and then shortlist five indicators of ecotourism, namely: preserves natural environment and biodiversity; generates money to finance conservation; contributes to the local economy; promotes community partnership; and educates the visitors and the local stakeholders. Broadly, Wallace and Pierce's above six principles are covered in these five indicators. Gives an empowerment framework (economic, psychological, social, and political empowerment) to test the sustainability of ecotourism. However, she acknowledges that as the central concern in the framework is empowerment, it is useful only for evaluating the contribution of tourism to the community. Loon and Polakow (2001) is on economic aspects. The paper provides a generalized model to evaluate the financial viability of investment in ecotourism ventures. Comparing the internal rates of return from various forms of accommodations offered (campsites, lodges, and chalets), the study concludes that campsite accommodations offer the highest returns compared to lodges and chalets.

In many European rural settlements, and more and more in our area, various forms of tourism have been recognized with which all the above effects are achieved, these are especially related to: nature tourism, which refers to all activities that directly or indirectly depend from the natural environment and natural attractions and represent activities such as hunting, fishing, excursion tourism; eco-tourism is a combination of staying in nature with elements of the cultural tradition of the settlement. It provides a positive experience for visitors and hosts, brings financial benefits to the domicile population, raises a positive attitude towards the local, living and social "climate"; rural tourism refers to all types of holidays and activities that are outside the urban tourist center (Kolašin), and seeks to introduce rural culture and lifestyle of the population of a particular locality with the possibility of accommodation and food in rural households, including recreational sports activities; the term green tourism is used for everything related to the natural environment and cultural heritage. The goals of green tourism are reflected in the wise use of natural resources – land, water and energy, prevention of environmental pollution and protection and conservation of biodiversity (Bulatović, Rajović, 2021).

The modern tourist is looking for experiences that give him a sense of closeness to natural values and the local community. Any tourist destination that intends to attract such visitors must protect its natural resources while emphasizing a sense of integration with the local community. This imperative of the concept of sustainable tourism development has a very strong ecological dimension. However, the economic component also requires special attention because the connection and regulation of economic interests is extremely important for sustainable development (Bulatović, Rajović, 2020). Economic profit, which is now achieved in a very short

period, but at the expense of the environment, can not be tolerated on the further path of sustainable development of any rural settlement, and of course Vranjestice. Bearing in mind that the studied geo-area has a predominantly agricultural population, agriculture should, all the more so, play its undoubtedly large and notable role in future economic development. Tourism as an additional source of income for the residents of Vranještica could certainly improve their quality of life (Bulatović, Rajović, 2021).

4. Conclusion

Rural tourism, as a significant element of sustainable tourism, economic and social development of rural areas, encounters increasing development, marketing, management and economic difficulties in its development, while at the same time on the side of tourist demand is showing increasing interest in this form of tourism. Development solutions should be sought in the implementation of an adequate management model for this, a very sensitive area of social and economic development and its quality operationalization at all levels. It is necessary to network, both economic entities, primarily agritourism households with each other, and with other segments and stakeholders in the segment of rural tourism and rural development of the regional community (Krajnović et al., 2019). Montenegro has a long tradition of tourism, but tourism is primarily related to the Montenegrin coast, and the main offer is the sun and the sea. Therefore, although Montenegro has a significant and important base of natural and socio-cultural resources for the development of tourism in all its areas, and not only in the coast, it is important to point out that this basis is not used enough and properly. Therefore, rural tourism in Montenegro, despite its huge potential, is still underdeveloped due to numerous limitations, from legislation, undefined competencies permeating several ministries (agriculture, tourism, rural development) to restrictions at the local community level. Observing rural tourism by regions, its true potential can be seen. Namely, numerous natural beauties such as rivers, mountains, forest areas and rural and traditional customs of different regions offer a significant precondition for the development of rural tourism. However, with the aim of greater progress in rural tourism in Montenegro, and thus the development of rural areas, it is necessary to make a detailed analysis of the situation, and take the right measures to begin the long-term process of improvement. This needs to be done at the national, regional and local levels as there is room for improvement.

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