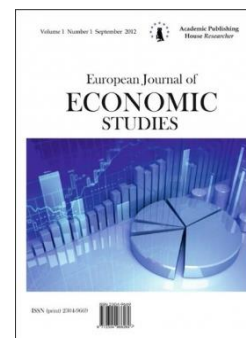


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## The Possibility of Development of Sport-Recreational Tourism on Mountain Area Trešnjevik – Lisa and Environment

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### Abstract

Sport and recreational tourism in the present time in Montenegro, it is actually one of the special forms of tourism that has a high tendency of growth. Mountainous area Trešnjevik – Lisa abounds in sports-recreational facilities that are only partially used. Many experts consider tourism today as a complex phenomenon, and it is also the subject of very frequent research. Almost everywhere in the world there is an area visited by tourists every day. Trends and society are changing, but the motives of traveling remain the same. There is a growing imperative to sports and recreation on vacation because of the hectic everyday life (Kalavarić, 2017). The mountainous area Trešnjevik – Lisa can be reached from two directions with a relatively good traffic connection: Kolašin – Mateševo – Bara Kralja (21 km) and from Andrijevića – via Most Bandović (15 km). The goal of developing of sports and recreational tourism in this mountainous area and its surroundings is to provide tourists with: establishing a balance between functional, motor and working abilities, satisfying social needs through entertainment, leisure and socializing, as well as rest, relaxation and recovery (Zegnal, Pletenac, 2010). The results of the research showed that sports and recreational facilities exist in only two tourist objects and that should strive for the construction of tourist accommodation facilities expanding the offer, introducing innovations, standardizing and improving sports-recreational content in the coming period, which would greatly contribute to the development of mountain areas Trešnjevik – Lisa as a destination of sports-recreational tourism.

**Keywords:** sport, recreation, development, tourism, Trešnjevik – Lisa, environment.

### 1. Introduction

Nepal and Chipeniuk (2005) according to Jodha (1991) has argued that mountain areas are quite distinct from other physiographic units and that 'specificities' such as diversity, marginality, inaccessibility, fragility and niche have influenced the level of development of the mountains. Nepal and Chipeniuk (2005) by Sharma (2000) has applied these concepts to tourism development issues in mountainous regions. To this one can add a further characteristic, namely the superior aesthetic quality of mountain landscapes. Discussed primarily in the context of mountainous area in the developing economies, this concept of mountain specificities is relevant to the developed economies as well, especially in terms of its potential application to mountain ecotourism (Nepal,

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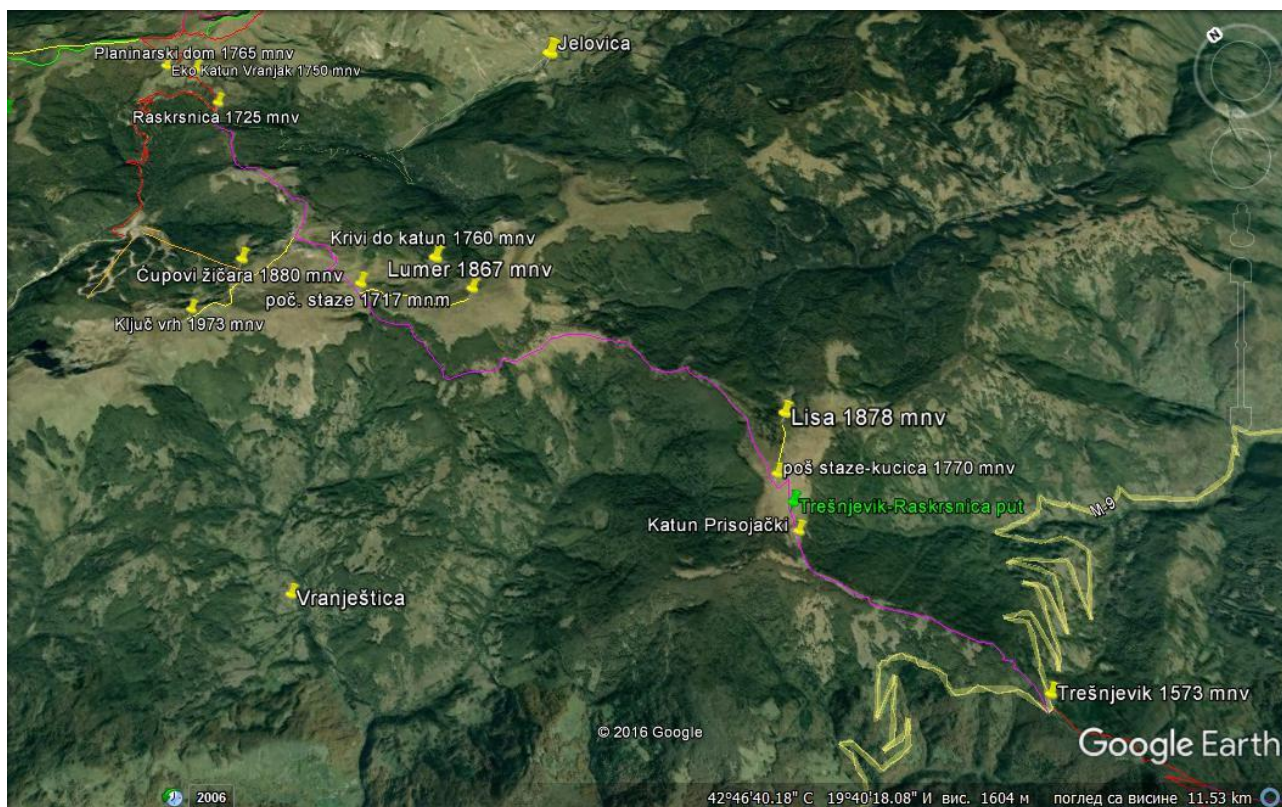
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2002). Mountain diversity, marginality, inaccessibility, fragility, niche and aesthetics are interrelated and are dynamic concepts, as these characteristics are influenced by one another and change over time and space depending on the level of tourism development (Nepal, Chipeniuk, 2005).

Sports and recreational contents in animation programs in tourism offered to tourists during their stay in a certain tourist destination cause great interest of the tourists, since they are related to the maintenance and improvement of their psycho-physical health.

Practical realization of sports and recreational contents in tourist animation programs is relatively easy and simple, especially since numerous and simplest forms of movement are always available (for example walking, cycling) (Đorđević, 2017). Sports and recreational programs of tourist animation have a specific character compared to other, varied tourist animation programs, because their realization creates pleasant feelings and unforgettable experiences of tourists through physical activity and movement, and through various sports competitions, in the form of fun and "enjoyment". At the same time, this promotes interactive communication among tourists, which is one of the most important goals of sports and recreational animation, as well as the process of tourist animation in general (Đorđević, 2015).

The degree of research of sports and recreational tourism in Montenegro is very poor. Texts about this direction of thematic tourism with insufficient commitment are permeated through several official documents: Tourism Development Strategy in Montenegro until 2020 (2008); Spatial Plan of Montenegro until 2020 (2008); Program for the development of mountain tourism in Montenegro (2005); Special Purpose Spatial Plan "Bjelasica – Komovi" (2010), National Sports Development Program in Montenegro (2011). Sports recreation in tourism was also discussed in several published scientific papers according to Rajak (2014) (Bulatovic, Rajovic, 2017), however, there is still no progress. So far, none of the professional literature has been published, which would specifically refer to sports and recreational contents in tourism in Montenegro. In the application of GIS technology in order to promote sports-recreational tourism in Montenegro, Rajak (2014) did not encounter recorded research, except for public discussion and teaching courses that were held in Podgorica, with emphasis on the register of hiking trails. In the domain of sports tourism in Montenegro (which covers a broader range of sports – recreational tourism), according to Rajak (2014) so far has published the one monographic publication Klaric (2012) entitled "Sport tourism on the Montenegrin coast" which refers to sports tourism in Budva. Rajak (2014) concludes that, as far as the current research is concerned with the general theoretical concepts of sports tourism, the monograph "Sport Tourism" by the authors of Standeven and Knop (1999), while on the territory of the former Yugoslavia the most titles in this domain were published by Bartoluci (2004), Bartoluci et al (2006), Bartoluci (2013), Bartoluci et al (2013) ... Therefore, the reasrching problem in sports recreation is significant in the overall tourism system, with a special emphasis on the presence, promotion and development potential of sports and recreational contents in tourism in Montenegro, including the Trešnjevik – Lisa area (Rajović, Bulatović, 2017).



**Fig. 1.** Mountain area Trešnjevik – Lisa on Google Map (www.medium.com)

According to Jovović et al (\*\*), sports and recreational tourism in Montenegro, however, has enormous natural potentials for the development of very different and attractive sports and recreational activities on which can be based the programs development on different destinations, including Komovi – Bjelasica area, regardless of the problems with the development of sports and recreational infrastructure. A special advantage of this form of tourism is that it provides an opportunity for inclusion in the tours of all parts of Montenegro, which creates the preconditions for a more balanced development of a more passive, continental part of Montenegro, because this area of Komovi - Bjelasica (see [Rajović, Bulatović, 2016](#)), which belongs to the Trešnjevik – Lisa area, has many more preconditions for the development of this form of tourism. According to Jovović et al. (\*\*), sports and recreational forms of tourism even may be the best way of function all the natural potentials of the mainland Montenegro, even more than agriculture, because tourism directly generates the development of agricultural production.

## 2. Methodology research

In this paper, the authors rely primarily on the research of Šećibović and Plojović (2011) and are engaged in domain research ([Bulatović, Rajović, 2018](#)), i.e. by collecting primary data on the spot, visiting places and facilities with potentials or resources for the development of sports and recreational tourism ([Šećibović, Plojović, 2011](#)) in the mountainous area of Trešnjevik – Lisa. In addition to this method of data collection, authors use the collection of secondary data through the processing of strategic development documents, which in some of their areas also treat tourism development. In parts discussing the potentials of development, the authors use a method of descriptors to bring the problem closer to any reader or researcher ([Rajović, Bulatović, 2017](#)). In some parts of the research, the authors rely on the comparison method to illustrate how some resources have been used in other area and that these models could easily be transferred to the observed area. In some sources, such research is treated as an exoplanet be and demand extraordinary research activity in the field of development of sports and recreational tourism because it treats a previously unknown area ([Šećibović, Plojović, 2011](#)). The research problem is an important place for sports recreation in the overall tourism system, with a special emphasis on the



presence, promotion and development potential of sports and recreational contents in tourism in Montenegro, including the discussed area. According to Weed and Bull (2004) research in sport recreation tourism has focused on the problems and evaluations of the economic impacts of event sports recreation tourism; the trend towards leveraging research in event sports recreation tourism; the more holistic focus on social and cultural, as well as economic impacts of sports recreations participation tourism; the behavioral focus of research in sports recreation participation tourism, the examination of the role of sports recreations tourism in destination marketing and in generating media exposure; and the increasing concern with developing positive perceptions among local residents. It has been suggested that there is a need for theory as the field is transitioning from the “what” and the “who” to understanding the “why” and “how” (Gibson, 2008).

### 3. Analysis and Discussion

For millennia, mountains have been important for human livelihoods, in terms of agriculture and livestock raising as well as transport and trading of goods. Yet, in the current world economy, many mountains area have become marginal areas where few investments are made, people are economically disadvantaged, and resources are being degraded through many types of overuse. Tourism has become a primary source of revenue for many mountain areas, providing a rare opportunity for mountain people to participate directly in the global economy. There are many opportunities for the development of tourism in mountain regions (Mountain Agenda, 1999). According to Kassaye (2019) citing Clawson (1959) indicates that putting an accurate and acceptable value on outdoor sport-recreation would be valuable in resource management in different ways. First, it would provide a means for comparing the importance of sport-recreation with that of other uses of the same resources. Secondly, the value of the sport-recreation to be provided by a proposed recreation site would provide one measure of the desirability of making the necessary investment in the project. Thirdly, the value of the sport-recreation would provide a ceiling to any fees that might be charged for its use.

**Table 1.** Functions of tourism and sports recreation

Functions of tourism	Functions of sports – recreation
<p>I. Social (humanist) sports – recreational -culture – educational health related socio-political</p> <p>II. Economic functions currency for employment for a development of underdeveloped areas - multiplicative conversational</p>	<p>I. Social (humanist) health related educational socio-political</p> <p>II. Economic functions currency for employment multiplicative</p>

Source: Bartoluči, Andrijašević, 1999.

Considering the table, the sports-recreational animation can be spotted, and only the functions of the sports-recreational animation will be elaborated. Namely, one of the most relevant functions of tourism and sport in tourism is the health related function. It is known that various programmers from the domain of sport and recreation have a positive impact on keeping and improving the visitors' health. The numerous researches have confirmed the thesis that doing sports and recreation helps prevent diseases, which are present in the contemporary life, and it also promotes the functional capabilities of the organism. The health related function is one of the most important incentives for traveling and change of the place of residence, considering the fact that it can be realized with the existence of natural resources (sun, water and rays) (Jakovlev et al., 2011).

The best way to understand tourist motivation is to regard travel as a satisfier of needs and wants (Mill, Morrison, 1985). Silva (2019) according to Crompton (1979) and Crompton & McKay (1997) indicates that whole process begins with the needs of an individual. Wants occur when the person is either aware of the existence of the needs, or possibly even when in an unconscious condition. Then action will be taken when he/she is motivated. People travel because they believe that their needs and wants will be satisfied partially or even wholly by vacations or trips. The internal psychological factors (needs and wants) cause disequilibrium or tension within the individual, which lead to actions (for example taking vacation) to restore homeostasis by satisfying the required needs. However, people who take a pleasure trip are rarely compelled by a single need. Bartoluci et al (2016) according to Čavlek et al. (2011) and Keller (2001) indicates that when developing (sports-recreation) tourism in a certain area, one has to be familiar with its resources. "Overall tourism off err has to be based on autochthonous characteristics and capacities of resources (space) in order to achieve better economic and non-economic effects". In other words, the spatial element and natural resources play an irreplaceable role in deciding which sports-recreation to develop, since "general sporting recreation activities, which are integrated into leisure time tourism activities, depend greatly on the geographical and seasonal conditions at a destination".

The natural resources necessary for tourist attractions are climate tourism resources, geomorphological, hydrographic, bio-geographical and landscape tourism resources (Čavlek et al., 2011). A favorable climate is one of the most important factors of the tourist attraction of the mountainous area Trešnjevnik – Lisa. The climatic conditions of a particular tourist destination, such as the discussed area, have to be suit by people to spend their holidays comfortably as the human organism is very susceptible to the influence of different climatic elements. In the tourism of the Trešnjevnik – Lisa mountainous area, relief forms (depressions and elevations) and geomorphological phenomena have an important function in designing tourist needs, but also in the construction of numerous tourist accommodation capacities, communal and other infrastructure (Rajović, Bulatović, 2018). Unfortunately, in the discussed area are listed only two tourist facilities: "Krčmu Savo Lekić" and "Eco Dom Trešnjevnik" located at the mountain pass of, surrounded by the mountains of Komovi and Bjelasica. Among the geomorphologic motives, the highest tourist value of Trešnjevnik – Lisa has the mountainous character of the area, deriving its recreational importance or the possibility to practice with different sports, especially for skiing and hiking, but also for aesthetic and curiosity experiences (Rajović, Bulatović, 2016).



**Fig. 2.** " Krčma Savo Lekić " – tends to provide the most beautiful moments and the best quality food (www.pedelaj.me)





**Fig. 3.** “Eko dom Trešnjevik” – place for a vacation that leaves the tourists special and unforgettable memories ([www.sr-rs.facebook.com](http://www.sr-rs.facebook.com))

Orientation and mass tourism trends towards the Komovi Mountains show that, with climate, hydrographic elements are the most attractive factors for the development of sports and recreational tourism. It should be mentioned Trešnjevički Stream, Rajova River and Čestogaz River (Rajović, Bulatović, 2018).



**Fig. 4.** Rest, recreation and research – one of the authors GR on Rajovoj (Rajović) River

The tourist value of the mentioned hydrographic objects (Bulatović, Rajović, 2018) provides exceptional possibilities for psychological rest, aesthetic experience and sightseeing, as well as the development of fishing tourism, swimming... Very important role in tourist developments have forest on Trešnjevik and Lisa, due to its functions and characteristics, as well as due to the possibility of organizing professional excursions, development of hunting tourism and other recreational possibilities. Abundance of game in forest areas Trešnjevik and Lise and brook trout in

Rajovoj (Rajović) River and Čestogaz River, offer outstanding opportunities for sports – recreational and entertainment events, as hunting, fishing, riding... The concept of landscapes in sports and recreational tourism is a unique set of different natural and social resources of the mountainous area of Trešnjevik – Lisa, which has a diverse and multi-faceted effect on man, and therefore they are classified into complex tourist motives of movement. Tesnjevik – Lisa mountain landscapes provide wide and long landscape experiences and exceptional scenes and are suitable for various recreational activities, especially if there is water (rivers) or snow in them (Čavlek et al., 2011). Mesophilic vegetation gives a distinctive look to the landscape. Basic structural elements of the landscape are spruce forests, meadows and pastures, and the whole mountainous area of – Lisa reflects freshness and green. Flower meadows are rich in endemic and relict species with decorative properties. The image of the area is completed by the katuns with traditional stockbreeder cottages (Bulatović, Rajović, 2018).



**Fig. 5.** Katun on the mountain Lisa – an enchanting view ([www.toandrijevic.me](http://www.toandrijevic.me))

Kassaye (2019) according to Manning (2011) and Neuvonen et al (2010) & Puustinen et al. (2009) indicates that visitor demand and associated mountain areas choices have been extensively examined, and correlations with internal area features and related quality have been identified. However, external characteristics such as access, accommodations, and available services outside the mountain areas have also been noted as factors that influence visitation. Page (2009) stated the reason behind the issue of defining visitor attractions is due to the diversity of users (tourists, residents, day-trippers) who provide a market broader than just tourists do. Page also states as the above reason has made many researchers to acknowledge the appropriate term to these attractions is a ‘visitor attractions’ (Kassaye, 2019).

**Table 2.** The diversification of winter sports activities

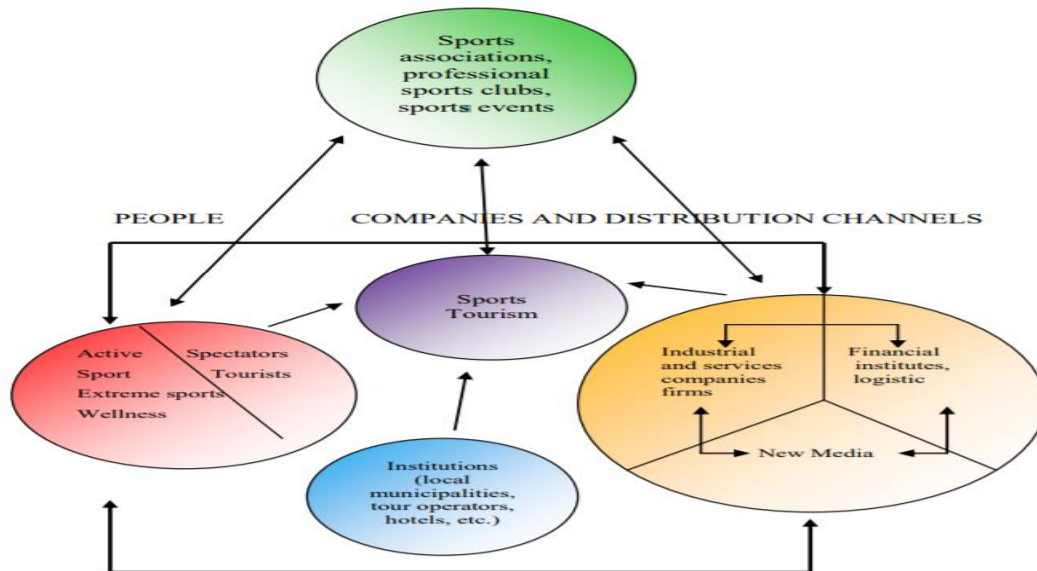
The diversification of winter sports activities	Contemporary winter sports activities
<p>Skiing</p> <p>Cross – country skiing</p> <p>Telemarking</p> <p>Cat – skiing</p> <p>Winter sports events</p> <p>Ice – skating</p> <p>Horse – drawn sleigh</p> <p>Curling Tobogganing</p>	<p>Snowboarding</p> <p>Snowmobiling</p> <p>Snowshoeing</p> <p>Heli – skiing</p> <p>Parapente/hangliding</p> <p>Tubing Dog sledging</p> <p>Snow cycling</p> <p>Thrill – sleds/extreme sledding</p> <p>Ice – climbing</p> <p>Ice-drawing</p> <p>Ice sculpting</p> <p>Snow skating</p>

Source: [Hudson, 2004](#)



Table 2 lists traditional winter sports along with those that are gaining popularity in the 21st century (Hudson, 2004). Denise and Florin (2018) according to (Markovic et al., 2013; Teodor, 2006; Higham et al., 2002; Agrawala, 2007) indicates that winter sports embrace activities, ranging from ice-skating to ice climbing, but it is skiing that is the mainstay of the winter tourism industry. The ski and snowboard industry has experienced remarkable growth in the last fifty years. It is estimated that today there are some 120 million skiers and snowboarders worldwide, with around 2.000 ski resorts in 80 countries catering to this important market. The physical exercise and tourism represent two activities which, together can contribute to life improvement. In recent years, it is seen that relationship between tourism and sport is increasing. Especially, the last part of 20 th century, defined as a term that witnessed increase of sport and tourism rapidly. Skiing activities represent very important attributes of winter tourism, being at the same sport activities, generating an entire industry within mountain areas.

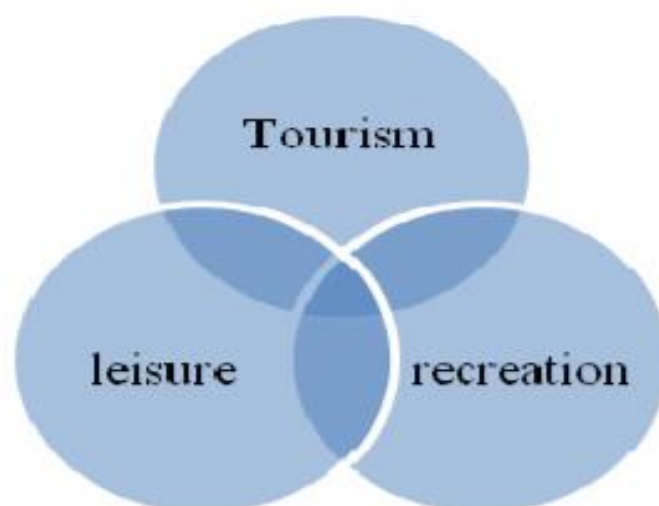
This approach according to Radicchi (2013) based on research Wasche and Woll (2010) requires a variety of tools aimed at enhancing the potential attractiveness of a place by entering sports enterprises, local authorities, hotels, tour operators... In systems that allow effective management of relations with the market. A proper territorial promotion strategy through sports should not be only designed to induce a potential visitor to “buy” the services offered within a specific territory (events, sport...), but it should also establish a close relationship between customers (tourists, visitors) and local stakeholders (residents, institutions, local authorities, service providers, tour operators...) (Figure 6).



**Fig. 6.** The system of relationships among stakeholders for promoting a territory through sports tourism activities (Zagnoli, Radicchi, 2011)

The importance and the role of recreation as an integral part of tourism are especially emphasized by Williams (2009), who says: "in the approach of studying tourism, we must realize that the relation or connection between rest or leisure, recreation and tourism is much closer and more intimate ...".

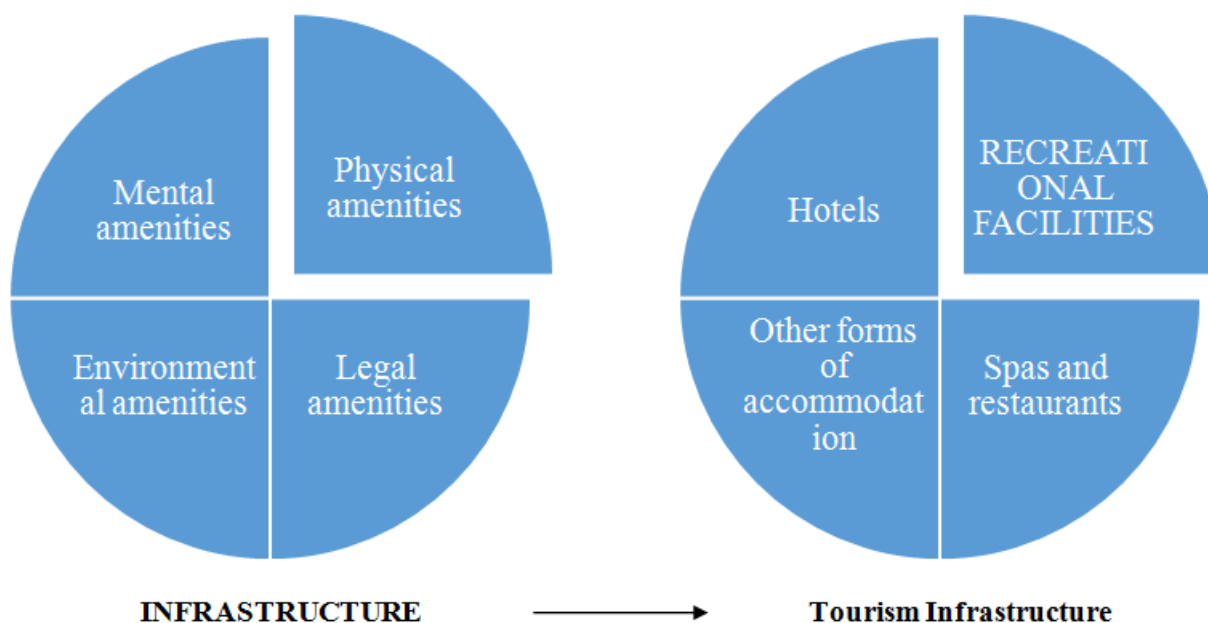




**Fig. 7.** Chematic representation of the relationship between leisure, recreation and tourism (Williams, 2009)

Our research records based on similar research by Šećibović and Plojović (2011) indicates that the lack of winter tourism capacities in the mountainous area of Trešnjevik – Lisa, which will be present for a long time, leads to the fact that smaller tourist centers that have conditions for winter sports and basic accommodation capacities become very attractive - the dispersion of ski resorts, terrains and of the accompanying capacities is becoming more pronounced. Ski Area Citizen's Coalition (SACC) from US defined eleven environmentally friendly criteria for ski resorts. The criteria include (Hudson, 2000): avoiding expansion of developed skiing acreage into undisturbed forest; avoiding commercial or residential development on undisturbed lands; avoiding real estate development in conjunction with terrain expansion; avoiding terrain alteration in environmentally sensitive areas; undertaking new snowmaking activities; avoiding water degradation from resort activities; environmental policy positions and public disclosure; wildlife habitat and forest protection; containing impacts within the ski area boundary; recycling, water conservation, energy conservation and pollution reduction and traffic and emissions reduction.

Citing research (Khadaroo and Seetanah in: Jafari, Xiao, 2016) Mandić et al. (2017) emphasizes that in a broader sense infrastructure includes physical, legal, environmental and mental amenities which contribute to making tourism product enjoyable, reliable and sustainable (Rajovic, Bulatovic, 2017). The physical infrastructure of direct relevance to tourism includes recreational facilities that along with hotels and other forms of accommodation, spas and restaurants form the main tourism infrastructure (Figure 7) (Mandić et al., 2017). In many cases Mandić et al. (2017) citing research (Getz, 1992; Formica, Uysal, 1996; Garay, Canoves, 2011; Van der Borg, 1991) emphasizes that, the state of the urban renewal and local infrastructure indicate the destination position in area life cycle. Therefore, it is not surprising that tourism destinations depending on their position in TALC have different expectations and requirements regarding tourism infrastructure. According to the life-cycle model, tourism management should be proactive, smoothing the fluctuations foreseen by the cycle and favouring a balanced relation between the costs and the benefits originated by tourism (Van der Borg, 1991).



**Fig. 8.** Recreational facilities as a constituent of the overall infrastructure (Mandić et al., 2017)

Increasing use of ski lifts contributed to the activation of terrains with conditions for winter tourism. All this leads to the formation of a larger number of smaller ski centers, which are remarkably visited by areaal and domestic clients. For example, in the nearby area, in Kolasin, there is "Ski Center – Bjelasica" at elevation of 1.420 above sea level. The ski resort consists of: six-seater chairlifts "Vilina voda", length 1.187 meters – capacity 2800 skiers per hour; two-seater chairlifts "Cups" length 1,840 meters – capacity 1200 skiers per hour; three ski lifts length of 500 meters – capacity 500 – 600 skiers per hour; baby ski lift length of 150 m – capacity: 400 skiers per hour. The total accommodation capacity in Kolasin, are highly frequented during the winter period. During the weekend and holidays, there is evidently a great presence of skiers from Andrijevisa, Kolasin, Berane, Podgorica and the surrounding towns. All this indicates that, with adequate equipment for winter sports and the reception of tourists, Trešnjevik – L \isa and environment can count on significant tourist traffic within the winter tourist stay, taking into account the accommodation capacities "Eko katun - Štavna" (Bulatović, Rajović, 2016). The people in this area and environment have a low monthly income. Therefore, poor financial status significantly influences on lifestyles of residents. So local and indigenous games and sports can be used with minimal facilities and costs to fill their leisure time. According to the above studies and research, it can be concluded that recreation sport activities is one of healthy and vigorous tools to fill leisure time. Furthermore, they should take necessary measures to promote and publicize these precious assets through investing in local sports and games.

In the immediate vicinity of the Trešnjevik – Lisa area, on the Komovi mountain in, was held a promotional winter event at 2017.y., which showed all kinds of activities that will be able to organize the "Mojan Adventure Center", located in the village of Japan (Andrijevisa Municipality). This facility, which is still in the phase of adaptation and equipping, it is planned to be intended for tourists, as a place to stay, camping, but also to rent various equipment for adventure activities. Andrijevisa Municipality owns the center, and it is managed by the "Sudent Sport Association of Montenegro". Funds for adaptation and equipping were funded by the EU. The purpose of this event is to show the area around the Komovi Mountains, including the Trešnjevik – Lisa mountains, as an ideal place for backcountry skiing and snowshoeing. Both, snowshoes and skis, will be available for rent in the "Mojan Adventure Center". It is very important that snowshoeing and skiing are activities for which it is not necessary to have ski lifts and cable cars, and represent important forms of sports and recreational tourism. These sports are attracted by great nature lovers, who are prepared to make an effort to reach untouched areas that are particularly attractive under the thick snow cover. After all, the photos from the promotional event will be the best way to describe winter landscape Komovi Mountain and the mood prevailed among the participants of this event!



**Fig. 9.** Attraction – Snowshoeing at the foot of the Komovi mountain ([www.pedalaj.me](http://www.pedalaj.me))

People in the area of Trešnjevik - Lisa have used snowshoes since ancient times to cross large distances covered by snow. Snowshoeing was not foreign to one of the authors of this text GR, who in his youth hiked on snowshoes across Trešnjevik and Lisa. Made in the form of a tennis racket, snowshoes did not allow the falling into deep snow, which enabled the only way of traveling through the snow-covered areas. The modernized look of snowshoes and the materials that are being made today make it possible for this form of recreation and active vocation to be accessible to everyone, without special preparation or training for their use. Snowshoes are used by getting on winter shoes, including snowboard shoes. In addition to snowshoes, snow sticks are also used.



**Fig. 10.** Backcountry skiing on Komovi – excitement and entertainment ([www.pedalaj.me](http://www.pedalaj.me))

The most attractive summer activities in the mountain area Trešnjevik – Lisa are mountaineering and cycling. The mentioned area has a very favorable climate during the summer as in winter, which makes it unique and suitable for all types of tourism. At the end of the winter



season, when snow melts, with the first days of spring nature begins to wake up, and Trešnjevik – Lisa is getting more comfortable for a continuous stay: untouched nature, diverse tree species, mountain wellsprings, mountain trails, diverse plants species and berry fruits. If we exclude beautiful facilities built in mountain style, small mountain cottages and huts, the main reason for visiting the mentioned area in the summer period is untouched nature and clean mountain air. Besides staying in nature, mountaineering is eliminating stressful and the speed of everyday life, and instead we enjoy, have a peace and quietness in untouched nature and thus our body returns to normal functioning, improves physical condition, strengthens of our whole body and raises the resistance of the whole organism. Mountaineering includes excursions and hiking tours on accessible terrain and arranged mountain trails, where is no need for using hands or provide additional security while moving. Lisa the mountainous area has a marked hiking and walking trails, which is essential for the revitalization of the summer tourist offer. One of the two hiking trails which covering the most attractive part of the mountainous area Trešnjevik – Lisa extends from the (1573 m above sea level) towards Lumer (1867 m above sea level) to Bjelasica (2139 m a.s.l.). The access to the mountain peaks of Lisa and Lumer is possible from two directions: from the south from the mountain pass and from the north, from the Vranjak katun. Lisa and Lumer are the highest peaks of the mountain elevation which is extends south-north between Komovi and Bjelasica. The entire length of the mountainous area has a solid macadam road that passes through the foot of these peaks, so it is easy to climb on them, and the height difference between the beginning of the course and the peaks is relatively small. The road goes through high mountain passes and connects local katuns, with extraordinary views of the surrounding area. The whole terrain is very accessible and beautiful, and hiking (or riding) is a real pleasure. The second hiking trail is from the mountain pass Trešnjevik to the foot of the Komovi Mountain. Namely, the approach to Vas Vasojević is from the areaal road Podgorica - Mateševo - Andrijevića, where from the mountain pass Trešnjevik (1,573 m a.s.l.), the asphalt road is 4 km long to the "Eko katun Štavna". About 2.5 km before the katun, the macadam road is separated right, which can be reached by terrain vehicle over mountain passage Štavna to the rear huts and cottages, below Kom Vasojevički. The access road (after leaving the forest) goes to the top of the mountain pass Štavna, and the fascinating boulder of Kom Vasojević has dominated the whole area and in front of you is one of the most beautiful views of some mountain peak in Montenegro.



**Fig. 11.** View of Komovi from catuna Štavna – one of the most beautiful views on some of the mountain peaks in Monteneg (www.planine.net)

The optimal place for accommodation under the peaks of the Komovi mountain is "Eko katun – Štavna" which is located at an altitude of 1800 m above sea level. The settlement has 11 five-bed

accommodation facilities. The resort has a restaurant with a national cuisine, a terrace, a mini amphitheater, parking, a reception desk and accompanying facilities. Linen, dishes, shampoo, soap and towels are provided. The houses are located near the beech forest, with a beautiful view of the Komovi Mountain. In the construction of this complex was led special attention not to disturb the visual ambience of the mountain, so were mostly used rich lumber and stone. The surroundings of a tourist village are a real little botanical garden with over three hundred different plant species. There are numerous hiking and biking trails and a spacious pasture. Recreation and rest in "Eko katun – Stavna" can be found by mountain recreational, alpinists, scouts, bikers... ([www.ekokatunstavna.com](http://www.ekokatunstavna.com)).



**Fig. 12.** "Eko katun Štavna" - shelter and rest for mountaineers, alpinists, scouts, cyclists ... ([www.visokogorcicg.com](http://www.visokogorcicg.com)) (photo by V. Vujisić)

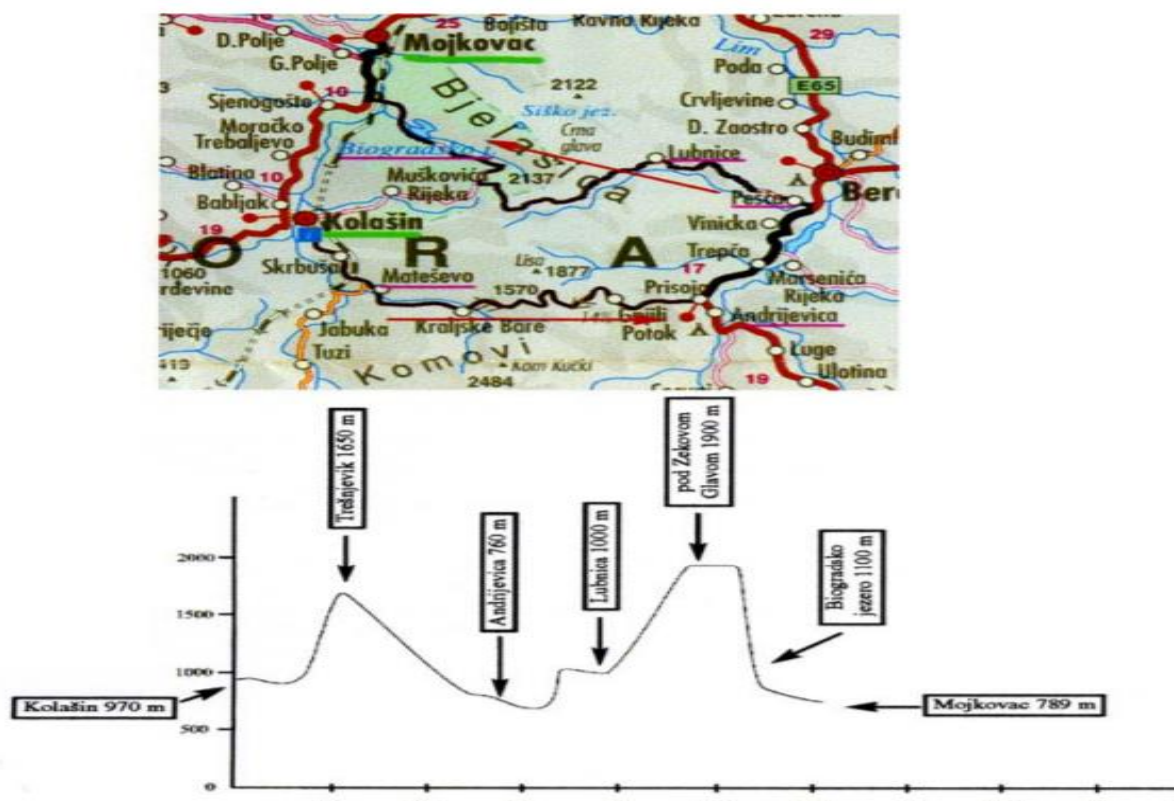
Staying in nature in fresh air will surely attract many recreational adventurers. Biking is the perfect way of recreation and introduction with the natural beauties of the Komovi – Bjelasica area.



**Fig. 13.** Biking through nature – the road through Trešnjevik ([www.pedalaj.me](http://www.pedalaj.me))



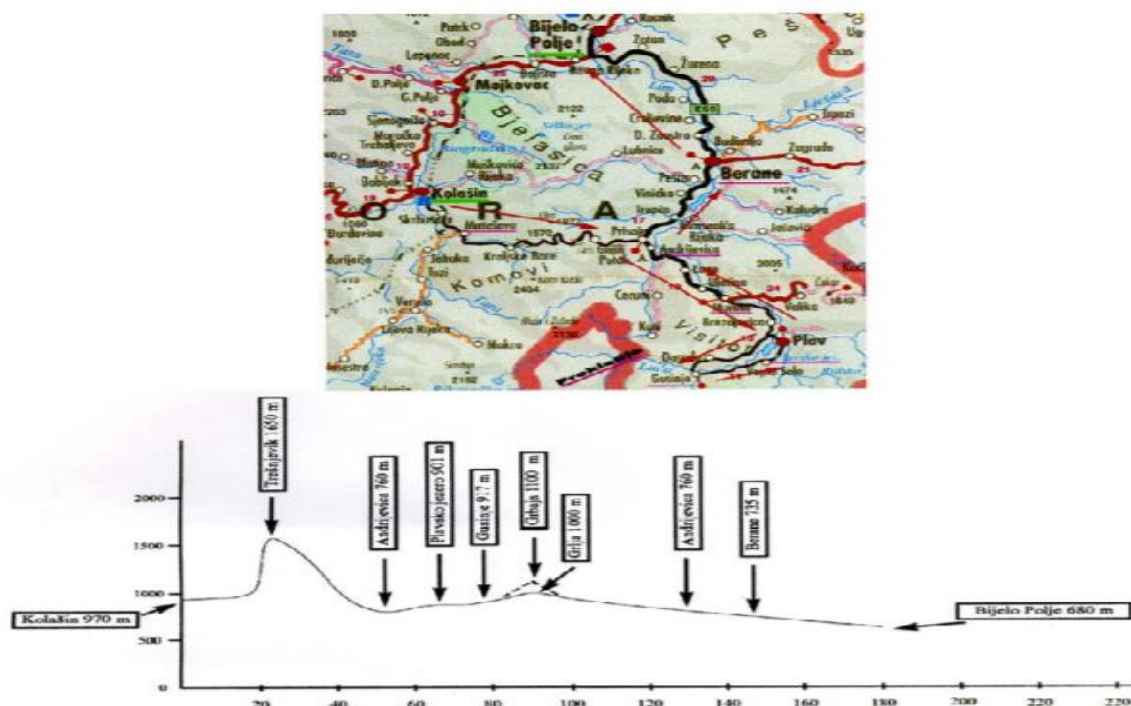
Cycling tour number 1. Kolašin – Mateševo – crossroad – Andrijevica – Pešća – Lubnica – Bjelasica – Biogradsko lake – Mojkovac. Contents of the tour: Kolašin, the town at 970 m above sea level; the mountain pass of Trešnjevik (1573 m above sea level) at the foot of the Komovi mountain; Andrijevica urban settlement in the valley of Lim River; from Pešća to Mojkovac the path goes over mountain Bjelasica rich in mountain rivers, lakes, forests, pastures and catuns. Biogradsko Lake is located on the slopes of the mountain Bjelasica – the center of the national park "Biogradska Gora"; Mojkovac – a settlement mentioned in the 13th century during the reign of King Uros (Martinović, Branković).



**Fig. 14.** Cycling tour number 1 (Martinović, Branković)

Bicycle trekking tour number 2. Kolašin – Mateševo – mountain pass Trešnjevik – Andrijevica – Murino – Plavsko Lake – Gusinje – (Grbaja and Vusanje) – Andrijevica – Berane – Bijelo Polje. Contents of the tour: a common part with tour number 1 (from Kolašin to Andrijevica). It differs in that it includes the Lim Valley, the Plavsko Lake and the most beautiful part of the imposing mountain massif of Prokletije, as well as the oriental settlement of Gusinje and two urban settlements Berane and Bijelo Polje (Martinović, Branković).





**Fig. 15.** Bicycle trekking tour number 2 (Martinović, Branković)

The findings from Chavez's (1996) survey of national forest managers suggested four distinct approaches for managing mountain biking within the Forest Service. These are as follows: ...direct, which includes limiting use and law enforcement; ...indirect, which includes education and information provision; ...visitor management/resource hardening, such as track maintenance; ...bridge – building, which looks at co-operation between different parties involved and volunteerism. Widmer (1997) indicated that the International in Biking Association (IMBA) promotes formal mountain bike rules, which are aimed at reducing both environmental damage and user conflict. These rules are as follows: ride on open trails only; leave no trace; control your bicycle; always yield the trail; never spook animals; and plan ahead (Mason, Leberman, 2000). The management suggestions resulting from research by Mason and Leberman (2000) included the need: ...to recognise mountain biking as a legitimate form of outdoor recreation; ...to improve signage; ...to provide more information to managers and planners on mountain biking; and ...to raise the image of mountain biking.

Climate change is one of the biggest long-term threats facing not only the tourist industry but also the planet and the impacts are beginning to be felt around the world. Potentially, climate change could lead to the loss of many destinations whose appeal depends on the natural environment (ETC, 2006). Considering climate change in the Alps due to global heating, Montenegro needs to emphasize its greatest asset to the forefront - "Wild Beauty". In the mountains of Montenegro, including the mountain area Trešnjevik – Lisa with the environment exists sufficient number of areas in which can be performed ski activities, so it is necessary: the construction of modern ski lifts on Komovi Mountain. Construction has to be directed to ecological standards. Preparation of track for running on snow and snowboard. Preparation of skating rink and walking trails on snowshoes. The summer offer requires the development of new activities, such as "Wilderness Trails", "Wild Beauty Resorts", "Mountain – biking". At the same time were crystallized three groups of mountain bikers, as follows: cyclists who drive for rest and recovery, prefer light, gravel paths. Cyclists driving for nature and sport; cyclists who drive for adventure and seek extreme conditions; Hiking and biking, as outdoor activities should be offered in combination. Both groups use the same road network (Gašović, 2017). Metsahallitus (2000) quotes nine principles which summarise the key elements of managing sustainable nature tourism in protected areas: (1) Natural values should be preserved and all activities should promote nature conservation; (2) The environment must be subjected to as little pressure as possible; (3) Local

traditions, cultures and communities must be respected; (4) Visitors should increase their understanding and appreciation of nature and cultures; (5) Improved recreational facilities must be provided for visitors. Needs of visitors considered, facilities to suit demand and conditions; visitors to enjoy peace and quiet as well as guided activities, facilities and services developed in cooperation with local businesses; (6) Visitors should be encouraged to enjoy both mental and physical recreation; (7) Local economies and employment must be promoted; (8) Publicity materials should be produced responsibly and carefully; (9) Activities must be planned and organised co-operatively.

In many European countries, great attention is paid to the development of tourism in rural areas. That is the highest achieved in France, Austria and Switzerland. The development of sports and recreational tourism is directed primarily to mountain settlements. One of the measures for improving this type of tourism is the granting of loans under favorable conditions, as well as reducing tax burdens. Tourist capacities were created by adaptation of rural houses, constructing small boarding houses or arranging rooms for rent in owner's residential facilities. Our research records based on similar research by Šećirović and Plojović (2011) indicates that in this sense it would be necessary to establish certain accommodation and other accompanying facilities whose dynamics, especially after initial investments, should be accompanied by an increase in activated tourist demand for staying in the mountainous area of Trešnjevik – Lisa and environment. This primarily refers to rural settlements gravitate directly observed area: Gnjlji Potok, Bare Kraljske, Vranještica, which have favorable conditions for the development of rural tourism. These are the benefits of relief, quantity of drinking water, clean water flows, wealth of pastures, the quality of the plot that enables a diverse flora and fauna and the production of healthy foods, in which has been maintained the traditional way of livestock farming, i.e. mostly grown cattle, sheep and goats. Tourists who prefer rural tourism are people oriented to nature and in whose vision of vacation dominates the image of a healthy life in rural settlements, related to: integration into the host family – observing animals and taking care of them; consuming local dishes and drinks – a specific system of rural traditional architecture – with adequate comfort, but without a hotel service – favorable prices (Gašović, 2017). Thus, rural settlements that gravitate to the mountainous area of Trešnjevik – Lisa, have numerous curiosity tourist elements. The traditional lifestyle in these villages has remained until today. The variety of homes, economic buildings, folk costumes, food, and speech ... give a special tourist value to the population and the possibility of developing eco-tourism. Old types of houses are represented by a typical folklore architecture dominated by chalets (Bulatović, Rajović, 2018; Bulatović, Rajović, 2018).

Camping in the wild as a kind of vacation offers a complete, immediate experience of nature. It does not require large investments and can be developed relatively quickly. However, accelerated development should not, in any way, hinder the quality of services for tourists. Campsites in the wild should be subject to strict rules and criteria such as: car availability; construction must be in accordance with quality rules; the use of renewable energy sources, the ecological elimination of solid waste and wastewater; nature experience programs, free activities in nature ... Demand for wild camping is constantly growing (Gašović, 2017). The mountainous area Trešnjevik – Lisa abounds with extraordinary camping terrain. Thereby, for tourists - camper renters should be able to rent huts, or cottages on Trešnjevik and Lisi, which should be easily equipped (Rajović, Bulatović, 2015).

Our research evidence based on similar research Stankova (2014) indicates that in that connection, as successful management on mountainous area of Tresnjevnik – Lisa and enviroment approaches could be applied as follows: Improvement of staff qualification in existing tourist facilities; Encouragement for local initiative and entrepreneurship on mountainous area of Tresnjevnik – Lisa and enviroment; Development of common infrastructure; Development of specialized tourist infrastructure; Establishment of public-private partnerships for the development of sports infrastructure; Advertisement of the rural vilage which gravitate to the mountainous area as an attractive place for tourism, recreation and sport (Gnjili Potok, Bare Kraljske, Vranještica); Improvement of management and exchange of tourist information through the network of Tourist Information Centers Municipality Andrijevisa and Kolašin; Promotion of the typical customs and traditions as a factor, increasing the attractiveness of tourism destination and ensuring continuity between generations; Promotion of objects and places of cultural, historical and architectural heritage and adapting to the needs of the tourist demand; Establishment and development of specialized tourism products based on specific only for the

mountainous area local resources; Conservation and efficient use of water resources on mountainous area of Trešnjevik – Lisa and environment; Sustainable forest management and conservation of biodiversity; Increase control and monitoring in protected areas around the destination; Establishment of effective arrangements for waste management: waste collection, transportation, recycling and disposal; Public campaign to change attitudes among local residents regarding the protection of the environment.

For further development of sport recreational tourism in the territory of mountain area Trešnjevik – Lisa and environment a data presentation of the strengths, weaknesses, chances and threats (SWOT Analysis). The principle of action as well as code Marijanović (2011) should be based on strengthening the benefits and utilizing the opportunities that exist, as well as on eliminating weaknesses and preventive action on identifying risks.

**Table 3.** SWOT Analysis

Strength	Weaknesses
Untouched nature, an ecologically clean area Natural resources: sources, river direct mountain surroundings, unity of landscapes Wealth of flora and fauna hospitality towards guests	Undeveloped basic infrastructure Insufficient care for the protection of the nature of all individuals involved in tourism Lack of a long-term tourism development plan The lack of cooperation and the creation of partnerships with neighboring municipalities at the regional level
Opportunities	Threats
The trend of complementary development of coastal and mountain tourism in Montenegro and the world Increasing demand for areas with preserved natural resources Increasing awareness of the importance of sport recreation tourism in preserving the overall health of people Creation of tourist clusters with the aim of achieving better recognition of the tourist product Exchange of experiences with already affirmed European and world tourism centers More and more popular use of electronic media as a cheap way of promotion	Existence of other mountain area with a developed tradition of sport recreational tourism in Montenegro and the environment Economic recession and poor purchasing power of the domestic market Poor investment climate and long depreciation periods are limiting factors for investors Unstable political situation in the world and the region

Natural resources, and especially source and rivers as can be used as the main strength, which will be improved by adequate use and modernized by the tourist offer of mountain area Trešnjevik – Lisa and environment. The main weakness well as code Marijanović (2011) is the lack of basic infrastructure, as well as the lack of a long-term development plan. Complementary development of coastal on the Montenegrin coast and mountain tourism, as well as cooperation with other economic entities in the surrounding area are the main chances for further development. Given that the funds allocated for the promotion of tourist destinations in North Montenegro are very limited, the popularity, the wide spatial coverage and the low price of advertising through the electronic media should be used. The economic recession and the lack of domestic and foreign investors, in the region are the main threats to tourism in north Montenegro (Bulatovic, Rajovic, 2018).



**Table 4.** An exploration of possible ‘products’ of visitor management

Visitor management Products/ services	Tourism Destination Benefits/ Community Benefits
Information Education Interpretation	<p>Linking protected area to region</p> <p>Development of concepts, storylines, themes, trails, routes, information systems, signposting, providing information about local communities, their culture and tourism supply Environmental education and training for community, schools...</p> <p>Conservation of local culture (story lines, myths)</p>
Marketing Promotion	<p>Linking protected area to region</p> <p>Development of concepts, storylines, themes, trails, routes, information systems, signposting, providing information about local communities, their culture and tourism supply Environmental education and training for community, schools...</p> <p>Conservation of local culture (story lines, myths)</p>
Merchandising Food and Beverage	<p>Outlet for regional produce</p> <p>Conservation of traditional handicrafts</p> <p>Promotion of organic agriculture</p> <p>Local enterprises for catering</p>
Surveillance Safety	<p>Create activities/experiences with local providers/community</p> <p>Local people work as guides, cultural brokers, animators</p> <p>Events based on local culture</p>
Surveillance Safety	<p>Local employment</p> <p>Increase overall level of safety and medical care</p> <p>Reduce illegal activities x</p> <p>Co-operation with local police</p> <p>Inform tourists about hazard/health risks</p>
Infrastructure, Accommodation + Facilities	<p>Improvement &amp; maintenance of roads, trails PA facilities as local facilities (education, community centers, accommodation for school camps...)</p> <p>Hire local enterprises for construction, maintenance</p>
Intact landscapes	<p>Contribution to tourism potential of area</p> <p>Contribution to conservation natural heritage of communities</p> <p>Conservation of traditional land use</p>

Transportation	Improvement of local public transport Sustainable transportation policy
Etc	.....

Source: [Beunders, 2006](#)

These 'products' have to be integrated in a systematic way in the tourism products that the destination offers. Synergy with other suppliers and with the destination as a whole should be assessed. This leads to efficiency, cost reduction and a higher quality of products and services. Websites of protected areas have been increasingly used as a promotion and distribution channel for local tourism products and services. Maybe the most significant contribution of the PA to regional development is the development of new concepts, products and services. The PA has in the eye of the potential visitor and consumer a high brand value that represents intact nature, exciting nature based experiences, quality, reliability and safety. Some protected areas have turned their logo into a quality brand for local (tourism) products and services. The PAN Mountain area logo is being awarded to local businesses that have a partnership with the PA. In order to maximize the benefits for the local economy, VM should make use of the concept of Local Supply Chains. A Supply Chain comprises the suppliers of all the goods and services that go into the delivery of tourism products to consumers. A Local Supply Chain focuses on local suppliers. A methodology similar to quality certification systems could analyze the steps of the production process of all products to see if optimal use is made of local resources. Simultaneously other sustainability and quality criteria can be applied to make sure that production processes meet high standards. If the use of local resources is limited, an analysis should be made of the local potential. Training programs, business support and (micro) credits can help to increase local involvement ([Beunders, 2006](#)).

Suggestions and solutions the like as well as Olad et al (2013): Development of policies and plans and required coordination to develop public and recreational sports in area; Establishment of Public Sport Council and required coordination to establish corresponding urban and rural councils; Research to identify barriers to the development of public and recreational sports and solutions to overcome them; Providing necessary facilities to support and development of public and recreational sports; Coordination and cooperation with relevant executive agencies and institutions including municipalities to participate and provide arrangements for development of public and recreational sports and monitor their performance; Continuous study and research to strengthen the scientific and managerial basis of public and recreational sports in other countries and using their successful experiences in formulation of developmental plans; Establishing and developing relationships with regional and international institutions of public and recreational sports; Internalizing and development of the culture of public and recreational sport; Deployment or dispatch of outstanding coaches to train rural youth; Encouraging rural youth to exercise (with no cost for basic sports)

It can be concluded that given the anticipated constant increase of interest in staying in mountainous areas, in considering comparative advantages of Trešnjevik - Lisa and the environment (in terms of, above all, quality of air, water), preventive - health care has the conditions to take a significant place in the total tourist traffic in the municipalities of Andrijevica and Kolašin, and thus speed up the overall tourist promotion of this mountainous area. Rural tourism resulted from the need to enable the inhabitants of larger urban areas to stay in the natural environment of the mountainous area of Trešnjevik - Lisa and environment area and the life and housing conditions are completely different from their everyday life in urbanism settlements, while in more developed countries have a long term the significant part of the tourist offer ([Šećirović, Plojović, 2011](#)).

#### 4. Conclusion

The economic impact of visitors Kassaye (2019) according to (Saayman, Saayman, 2006; Frechtling, 2006; Kastenholz, 2005; Gokovali et al., 2007), at a destination is influenced by the magnitude of visitor spending, the number of visitors travelling to the destination, the type of destination and the activities offered, the number of days spent in the area and the circulation (multiplier) of visitor spending through the economy of the area. Tourist spending is one of the most critical variables in analyzing tourist destinations, since it directly determines the tourism sector's profitability. It is important to identify which visitors spend most at a destination and which variables are most influential in determining their expenditure levels. Once the factors that affect visitor expenditure have been determined, policies can be developed to strengthen the spending and maximize the economic benefits. Many mountain communities are looking for opportunities to develop their tourism industry and, given global trends in sport tourism and recreation, it will not be surprising if new mountain destinations are explored and developed.

People are continually searching for new forms of sport recreation and settings for it, and mountains have often provided the 'pleasure grounds'. Mountain destinations have commonly evolved as local sport recreation grounds and have become a magnet for all types of tourist (Nepal, Chipeniuk, 2005). Sports and recreational activities and the quest for adventure represented a significant motive for traveling in the past, but nowadays tourism based on these motives is one of the most popular forms of movement (Vujić). With the existing resources of Komovi Mountain and potential opportunities, the mountainous area of Trešnjevik - Lisa has realistic preconditions for the development of sports and recreational tourism. Our research records based on similar research Vujić, indicates that it is essential that all stakeholders of the tourism policy in time perceive the importance of providing this type of tourism, in terms of economic effects, urban regeneration, raising the level of people's awareness, improving and building infrastructure (considering the presence of only two tourist objects), enriching the tourist offer and strengthening the image of the destination. The first task is to create a tourist product based on research of the needs of modern tourist demands, which will be accompanied by the construction of tourist infrastructure, enriched with new contents. In addition, the introduction of new content, the promotion of tourism potentials based on a modern marketing approach, engagement of professional staff in the field of tourism, sport and physical culture, are the basic prerequisites for the development and affirmation of sports and recreational tourism in this area.

There is no universally applicable unique model for the development of sports and recreational tourism because they depend primarily on natural - geographic characteristics of a certain area. The inclusion of sports and recreation in tourism creates an additional market for sports products and equipment, develops the trade of sports products, and also developing the industry and construction of sports facilities. However, the development of sports and recreational tourism, as also any other specific form of tourism, is necessary to align with the overall development plans of tourism in a particular area in order with comparative advantages of an area and assessing the development economic value (Petrović et al., 2017).

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