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Possibilities and Limitations Valorization of Mountain Katuns through Sustainable Development of Agro Tourism: Case of the Municipality Andrijevica

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Abstract

In accordance trends at domestic and international tourist market, the mountain katuns of Andrijevica possible development of agro tourism. The main advantages of development agro tourism are: mountain katuns, local food and display of traditional village life, rich rural architecture, flora and fauna the family agricultural households... Agro tourism as a form of selective tourism is one possible way of keeping the population in rural areas. In accordance with current trends in tourism, tourists are constantly seeking new and different forms of entertainment and rural areas with their summer pastures are becoming more and more interesting for the development of the hospitality – tourism activities.

Keywords: municipality Andrijevica, mountain katuns, agro tourism, opportunities, constraints.

Introduction

The term agro-tourism emerged in the late twentieth century. It includes agricultural farms that are related to tourism. This notion represents all activities related not only to tourists but also to the organizers of the holidays in general. For this reason, agro tourism is understood differently by tourists, on the one hand, and by other groups related to tourism, on the other. For tourists, agro tourism means all activities through which people learn about the agricultural production or the regular stay in the farm environment. Practice shows that there are other entities interested in the agro touristic activity, while firms are focusing their activity less and less on agriculture. The meaning of „agro tourism“ varies among different geographical regions. Furthermore the links between agriculture and rural tourism vary, this difference being due to the role of the community in these areas (Zoto et al, 2013).

Natural characteristics of the municipality Andrijevica are assessed as very favorable. Rural areas are characterized by a high concentration of natural resources (such as agricultural land, forests, water...) with preserved ecosystems and biodiversity. Also, a wealth of cultural resources, are as and maintained traditions of the population which live in the rural area of the municipality.

Natural and cultural resources, with human resources are the most important elements of the rural resource base municipalities Andrijevića (see Rajović, 2006; Rajović, 2010).

The revitalization of mountain katuns¹ through sustainable development of agro-tourism, may have multiple positive effects, not only to the housing already and to all the overall development of rural areas of the municipality Andrijevića. "The positive effects can be: (a) economic, earning an additional income by providing services agro tourism, (b) demographic, improving age and economic structure of the population in rural areas, (c) environmental, increased interest in the environment and the production of healthy food, (d) cultural, increased interests in the preservation of tradition, (e) infrastructure, raising the quality of roads, supply speed electric power, telecommunications links, (f) the utilities, construction of water supply systems, resolving the issue of sewage and waste, (g) integration, manifested through the function of agro tourism that encourages the development of complementary activities, as well as a reaffirmation of the abandoned professions and activities – crafts and handicrafts" (Dragičević, 2007).

Pimrawee (2010) concluded about the important factors of community tourism. They were: potential of people: people in the community should know their potential in order to prepare themselves for tourism implementation; potential of the area to be an attraction, including natural resource, culture, local wisdom; management by community participation of people through discussions among community members and organizations from outside and preparation for the impacts that might be happened even positive or negative aspects.

In such situations, young people can find not only economic, but also social and cultural motivations to continue their life in their community in which the overall quality of life really is evaluated at a level that the today in the world considers necessary (Rajović and Bulatović, 2012; Rajović and Bulatović, 2015).

Research Methodology

The research in this paper is based on secondary sources, and analysis approaches and viewpoints on the evaluation katuns through sustainable development of agro-tourism. Methodological procedure is based on similar research Ružić and Demonja (2013) adjusted to the needs of this research. The main goal of this paper is the detection of developmental particularities valuation mountain katuns, so that the text starts from assumptions yes the development based on the attractive area. Development katuns tourism in Montenegro is based the on liberal tourism policy and legislation that supports tourism development, that is has stronghold in the comprehensive interests and preferences of the population and the community. Katuns tourism municipality Andrijevića are foundations the on relatively preserved rural identity, assumptions sustainability and attractive factors. In this paper, we will point on development specificities katuns tourism of the municipalities Andrijevića, in this connection it has been hypothesized indicating yes analyzed space disposes natural and social attractiveness with whom they may develop special, interesting, reasonable, competitive and sustainable tourism on the on mountain katuns. Proving the proposed hypotheses is carried out theoretically without terrain research. It is expected that such research should yes due, and this work is expected to serve as the initial basis for the realization of this task.

Analysis and Discussion

Authentic record lifestyles of past centuries in Montenegro best meet the mountain katuns. Today is a function of a small number of mountain katuns, are forgotten, and most is long since abandoned. Idyll and romance disappeared amidst modern lifestyle and urbanization of society. However, there are those rare people who have remained faithful to the tradition survived in the mountain katuns. In the territory Municipality Andrijevića in certain mountain katuns is maintained classic way of life adapted to modern needs.

In accordance to the trends on domestic and international tourist market, on mountain katuns municipality Andrijevića possible is development of agro-tourism. The main advantages of development agro tourism are: mountain katuns, local food and display of traditional village life, rich rural architecture, flora and fauna the family agricultural households... Although it is still agro

¹ Katun – represents small houses - hut made from timbering with the function of summer houses. In the spring of, farmers take their herds in mountain to grazing and there staying in mountain katuns in order to the in the winter period retreated to their rural habitats.

tourism undeveloped, with certain guidelines development can become one of the important drivers of the quality of life in mountain katuns municipalities Andrijevića.

3.1. Life on the mountain katuns

On the territory of the old Montenegro in the past most of the population engaged in cattle raising, which had been woven into all life processes. As part of such a life emerge specific mountain villages that are of the XII century known as katuns. There are cattle breeders making their shacks - apartments, as well as other supporting structures of wood, where they were staying a certain part of the year. There are cattle breeders making their shacks – apartments, as well as a other supporting structures of wood, where they were staying a certain part of the year. Livestock are first given the food in the rural commune, and then on the mountain since the beginning of summer, when vegetation period the strongest, until the end of August, when are returning to their own villages (various authors, 1970).

According Rovinskii (1909), Trifunoski (1963) and Filipović (1963) mountain katuns are usually were accommodated in two geographical units. According Rovinskii (1909), Trifunoski (1963) and Filipović (1963) mountain katuns are usually were accommodated in two geographical units. Most of them are located in high mountainous area, on the slopes of mountains, while a somewhat smaller number would be situated in the zone slopes. In both zones katuns were built along the sources or course of rivers and streams, on the sides of mountains exposed to the sun's heat and protected from strong winds. For mountain katuns it was necessary near have a pastures, drinking water, wood material, and the walk able terrains that the herd cattle can easily move up to the highest mountain peaks. Houses in the katuns are built mostly of wooden materials, and in areas where there was not enough timber, from stone and turf.

According Đurđev (1963) and Spasojević (2011) the most important economic sector in katuns was livestock, followed by trade and transportation of goods. Livestock supplied the many needs in life katuns, gave the products necessary for daily life and for exchange with other communities. For these reasons animal movements (lowering and climbing) are represent an inseparable part of the dynamics of life in the katuns. From all livestock species most are reared sheep and horses, which were the most suitable for the geographic characteristics of the terrain on which they erected katuns. While other types of livestock, such as goats, highland cattle and pigs, was considerably less. In the medium century the population leave the old nomadic a way of life and proceeds to the semi-nomadic of livestock breeding, within which they performed in the katuns and agriculture.

According Đurđev (1963) in the second half the fourteenth century, comes to the development and multiplication of katuns (branching). Coming to the emergence of new katuns from the previously is existing as well as stronger binding of certain katuns for their territory. This phenomenon can be seen in historical sources, where, especially since the beginning of the fifteenth century with the name katuns necessarily connectivity and geographical term. The structure of the territory katuns on the economic level related to the strengthening of agriculture in relation to livestock.

In the municipality of Andrijevića many villages were built on the mountain katuns and this process lasted longer period of time (up to approximately half of the twentieth century). In some places in places of former katuns today there are tourist excursion destinations with modern dachas, while the some pastures modernize that is instead of cottage were erected modern houses, during rest of the withheld is everything that characterizes idyllic katuns life. They are food on the mountain katuns at him simple and calorific. Usually eaten is barley rye and buckwheat or cornmeal bread. Addition to the above the eats would eat out a lot of (cheese, cream, milk). On summer pastures the preparing potatoes, beans, cabbage, nettles and other desires, various types of pies. Raw meat the less eating while are for guest's rules gruel. Dinner was the main meal when the family members gathered in the evening (www.politika.rs).

Our research evidence based similar studies Košić et al (2013) indicates that the basic form of life on katuns was a family cooperative, or a large family. At the present time does not live a big family on katuns? A large family in the past has done a father, mother, sons and brothers with their families. The family was mostly accounted for close relatives and consisted of from 20 to 30 souls. The head of the family was the oldest man in the house; each family member had their permanent indebtedness which determined the head of the family. In this way, in the katuns were living to the first decade of the twentieth century, and then there has been a stratification of families.

The division of assets, mainly, was mutually agreed. For separated family members were erected special katuns separated from the mass of capital of a large family. These new katuns mainly were near the old katuns, so they are today some families grouped, and knows exactly where katuns the some larger or smaller families.

At the famous religious holidays St. Peter's and St. Elias were coming by many guests and relatives to visit which are friendly hosts entertained its chosen local specialties. This was an ideal opportunity to meet people, especially young boys and girls. Through the song and dance and the spirit of competition in the bidding and throwing stones from shoulders, long jump, the day would be progressed, the joy continued until dinner, while others are often spent the night on the katuns and in the morning returning home. With the impatiently awaited councils, that is for these people were the most important events that have long memories (www.politika.rs).

The beauty of katuns is in simplicity and functionality. With the huts were built and other accompanying facilities dairy – less separate huts that serve exclusively to work around milk. It was cooked milk spillage in the tubs, spread and bought cream – cream. Depending on the number of cattle there were resting or Stops for sheep and cattle in particular. They made of wood that is on the top of a sharp, set into the ground, connected with wicker. Idyllic katuns life (full of happiness and joy), are best known by those who were living such a life. Kids were playing together, as they will maintain very often in the evening in one of the cottage gathered for dinner. There are women knitting, spinning and combing wool and young people played games accompanied by songs and stories until dawn (www.nparkovi.me).

The main objectives of the project: 1) to a knowledge-based sustainable development of agriculture and agro-tourism in the katuns, while preserving the cultural heritage of rural areas, 2) strengthening the interdisciplinary approach in addressing the challenges of economic and social development of Montenegro and establishing closer relations with international partners. The set goals of the project will be achieved by through: a) improvement of traditional technology, knowledge transfer and innovation in agriculture, mountain areas, b) expansion of economic activities in the katuns through fostering entrepreneurship in agro-tourism, c) improving the social life in katuns and raising the of cultural heritage protection a higher level, and d) strengthening research capacity (human resources and infrastructure) with full respect for the needs and demands of the economy (www.gov.me).

At a time when agriculture is facing a number of challenges, particularly in the less developed regions of Montenegro, as after all, a rural part of the municipality of Andrijevisa there are increasing number of development opportunities in tourism. Project KATUN is initiated with the aim to firmly link the agriculture mountain areas with new directions in tourism for the benefit of the rural population. Katun is an innovative project because for the first time in this volume proposes a unique multidisciplinary team – integrative solutions for using resources of Montenegrin mountain in accordance with the expectations of rural society – that the symbiosis of agriculture and tourism in the katuns breathe new life. Since the project promotes and equally are treated each of the three aspects of sustainability, will serve as a model for further development of katuns. Are expected numerous concrete results of in the field of knowledge transfer and innovation, creating new dairy products, new types of tourism offer and the collection and presentation of previously unknown information about cultural and historical heritage (www.gov.me).

3.2. The mountain katuns in the function development of rural areas

Mountain katuns municipality of Andrijevisa it is necessary to consider from multiple angles: socio-political, economic-economic, demographic, planning and urban and environmental.

Using research to Trifković and Marinković (2001) point out the following:

1. Socio-political aspect. Forcing the industry, as the main economic branches in the municipality of Andrijevisa, rural areas are beginning to empty. In particular, this trend has been recorded in the mountainous villages, whose renewal very important for economic and strategic resources, which have in this area. Expressed tendency extinguishing small rural village in the municipality of Andrijevisa, which according to plans of the Republic to should preserve, because this is the decision of this strategic objective of the country to exercise spatially harmonized use of agricultural land and to divert unfavorable structural trends within the development,

2. Commercial and economic aspects. Systematic neglect of rural areas, of course, and mountain settlements in the municipality of Andrijevisa loses the step in the socio-economic

development. State takes the monopoly of agriculture and helps social farms. Individual manufacturers unsecured and innovation in agriculture was hardly accessible. Under such conditions of production, products are mainly for their own use or for friends. Life in the country is characterized by low living standards and low purchasing power,

3. Demographic aspect. Along with industrialization, flowed is and process deagrarization and depopulation. Rural areas the empty, and in them stays limited working age population, and mainly biological – not reproductive. "The emergence of depopulated rural settlements of the municipality Andrijeva, a consequence of the decline in the total population. For example, reducing the total population in 1971 compared to 1948 had 19 rural settlements or 82.61 %, and in 2003, 22 rural settlements or 95.65 % compared to 1971. The percentage reduction of the rural population in the municipality of Andrijeva during 1948-2003.godine amounted to – 49, 44 %. Therefore, until 60 years ago in the rural communities of the municipality of Andrijeva there was a human life in full force, while today this same space, representing the territories that are empty. Remain in them, almost only elderly households whose life expectancy at the end. The aging index of the rural population in 2003 was 0.86. Thus, the rural population municipalities Andrijeva is undergoing the process of demographic aging, manifested an increase in the percentage of aged and older adult at the expense of the young (Rajović and Bulatović, 2012; Rajović and Bulatović, 2014). Cultural and educational needs of farmers are reduced to a minimum, so that illiteracy is a major problem in the modernization of life and work in the village. Also, there is confidence in the scientific approach to agricultural development. In the rural village of the municipality of Andrijeva is still recorded depopulation. This is because are rural areas neglected in development, and in the villages are not provided the basic conditions for life,

4. Planning and urban aspect. Construction of rural settlements and design engineering are not adequate needs in rural settlements. It is a fact that the very few systematically resolve and build settlements and facilities, and in most villages the situation is unenviable. The general picture of rural settlements in the municipality of Andrijeva is yes are settlements disorganized and neglected, and that in addition to the basic functions of work and housing, do not satisfy even one senior criterion. Communally are settlements are poorly equipped and not enough is and the number of commercial and economic and social facilities. The transport network is unsatisfactory, most village centers not equipped to serve for gathering, leisure and pleasure of villagers ... If the rural villages develop and build without urban plan structure of the village will be increasingly to consolidate and thus make it difficult later work in his transformation,

5. Ecological aspect. By the deterioration of environmental quality in rural areas can lead many factors: the lack of communal facilities such as sewerage, water supply, waste ..., leading to the pollution of water – streams and wells ... A global assessment of the environment of the village does not get the real picture, because rural settlements differ in topographical location, size, urban and agro-economic structure. Due to the expansion of settlements, there is a conversion of the highest quality agricultural land into construction land, which is one of the serious problems.

Table 1: Location, name and number of huts on the mountain katuns of the municipality Andrijeva

Title mountains	Title mountain katuns	Number constructed cottage	Huts in good state
Balj	Platna	3	3
	Javorovica	3	3
	Kovčezi	9	3
	Jezera	10	10
	Stupe	14	4
Lisa	Lisa	35	0
Bačko Hill	Bačko Hill	15	0
	Krivi Beside	10	5
Acanac	Asanac	6	0
	Crnagora	5	0
	Mojanska River	5	2
	Košutićka hole	6	3

Gradišnjica	Cvijetnice	20	15
	Ruišta	15	10
	Patkovica	35	30
	Gradišnjica	32	26
	Bjelega	10	5
Sjekirica	Katunište	5	5
	Piševo	5	5
	Grudički Mountain katun	1	5
	Dolovi	6	1
Štavna	Štavna	30	15
Zeletin	Zeletin	2	2
	Cecunski	5	2
	Ćeransko	7	3
	Cokovi Terrain	2	1
	Bištena	3	1
Jelovica	Gropa	7	3
	Katunište	6	3
	Mountain katun Bojovića	12	4
	Trebački	15	10

Source: Assembly Municipality Andrijevice (2009), the program of revitalization of mountain settlements in 2009, Secretariat for local self - government, Andrijevice.

From Table 1, we note that in the municipality of Andrijevice, i.e. nine mountain regions of its territory located 31 katun villages with a total of 337 cottages. Of the total number of cottages them 127 is in relatively good condition, while 210 cottages to a large extent neglected and require reconstruction and modernization. In terms of traffic connections it can be said that the road infrastructure to the mountain katuns in the municipality of Andrijevice is very bad, and at most cases to mountain katuns can be reached only field cars and tractors. As far as electrification is evident that a very small are number of mountain settlements supplied with electricity, mainly those on the mountain Balj and Jelovice (Rajović and Bulatović, 2015).

Table 2: Traffic connections mountain katuns on the territory municipality Andrijevice

Summer pastures	Road route	Approximate length (km)
Gradišnjica, Mountain katun Asanović, Bačko Hill (borders with the municipality of Kolašin)	Troglavice–Gradišnjica - Mala rivers - Mountain katun Asanović- borders with the of municipality Kolašin	14
Rujišta	Vaški Potok - Podgor - Rujišta	5
Mountain katun Okolišta and Patkovic	Gradišnjica - Bukve - Bovo hill - Mountain katun Okolišta - Patkovica	4.5
Mountain katun Bojović	From mountain katun Okolišta - Debeljačka head - Mangina hole - Rastok - Mountain katun Bojović	7
	From hotel „Jelovica“ - existing road over Kapetanog lie and Govedeg hill	9.5
Cvijetnice	From the new road to Gradišnjici – forest Čukića-Cvijetnice	4.5

Bjeleg	Trebačko churchyard - Previja - Srijetež – Vjeternik -Bjeleg	8
Krivi Beside (mountain lodge)	From the new local road (Mountain Katun Asanović and Bačko Hill) - Štimo Hill – Dinarica - Krstec (municipality of Kolašin) - Goveđa Head - Krivi Beside	3
	Mountain katun Asanović – Bač – Medni Beside – Kisela Water – Mountain katun Krivi Beside	4.5
Mountain katun Prisojski	Savi Beside - Rudo Hill - Lisa - Jovanov Grave	7.5
	The existing main road (new regional) - Trešnjevik -Mountain katun Prisojski - Lisa - Zanoga - Bačko Hill	
Under mountain katun Slatinski	New way to the mountain katun Prisojski (Savi Beside - Rudo Hill - Lisa)	-
Upper mountain katun Slatinski	From new road to mountain katun Lower (Lisačka forest) - Mountain katun Upper Slatinski	1
Mountain katun Vulić	Presla - Štavna - Kom	4.5
Asanac	The Bridge on - Zlorečica - Stolak - Štavni Beside	5
Sjekirica (Gvozda)	From the existing local road L3 (Luke) - to Mountain katun	2
Mountain katun Kovčezi	Seoce- Balj - Kovčezi	10
Mountain katun Stupe	From new road to Kovčezima - Balj - Stupe	1
Mountain katun Piševo	From the local road L4 (Luke – confluence Piševske River in Lim) - with Piševsku River- Batlak - Mountain katun	8
Mountain katun Dolovi	From the local road L4 (Zoriće) – Bare - Radev Rubble - Dolovi	8.5
Total		120.5

Source: Municipality Andrijevisa (2010), contents of spatial and urban plan of the municipality Andrijevisa, Andrijevisa.

Our research evidence based on similar studies and Knežević and Knežević (2009), indicates that mountain katuns in the municipality of Andrijevisa are peripheral and not functional traffic-geographical position which is the limiting factor of economic development. On the other hand, such a position has contributed to the preservation of the environment and natural resources. However, in recent years there has been a drastic devastation of natural resources, especially forests and wildlife. The realization of the planned construction of the highway Bar – Podgorica – Mateševo – Andrijevisa – Berane – Boljare and the reactivation of the airport in Berane will significantly improve traffic – geographical position of the tourism municipality and Andrijevisa as

future agro-tourism destinations. This will enable the creation of better access roads to its attractive of mountain settlements.

3.3. Results PESTEL and SWOT analysis

PEST analysis is an acronym (political, economic, sociological and technological) method of analysis of the business environment and the basis for strategic planning. While SWOT analysis provides are maximum use of the opportunities and abilities, as well as to find ways to minimize weaknesses and threats.

Table 3: Pestel analysis

	Convenience	Disadvantage
Political factors	The consent of all parties the need for development; adjustment of population process of European integration	Insufficient influence of professional staff in the process decision-making; politicization of the public in the creation development.
Economic factors	A good position in relation to the environment; The will of the people to work; specialized activities and old crafts.	A bad position in relation to the environment; Deficiencies in infrastructure; Economic inefficiency of enterprises in the municipality; Low life standard; lack of education; lack of skilled staff.
Social factors	The willingness of the population to work; curiosity of youth and desire for improvement.	Poor demographic conditions; insufficient promotion of mountain settlements; unawareness of the local population on sustainable development; negative public opinion on sustainable agriculture and Tourism as a factor of development.
Technical and technological factors	Attractive architectural solutions; good signal coverage mobile telephony.	The poor quality of the local road network; the low coverage of TV signals; uncontrollable technology of preparing food and drinks.
Environmental Protection	Preserved nature mountain summer pastures with little anthropogenic influence; clean Air; clean soil; healthy food; richness of pastures and meadows; medicinal plants.	The lack of water supply to the water supply; the unresolved issue of sewage; illegal construction; occurrence of illegal dumps.
Legal Aspects	Quick adjustment of the business sector changes in legal regulations; progressive law on local self-government; the possibility of local connections with all levels to International.	Inefficient obtaining a license for the operation and construction of tourist facilities; insufficient respect for the law and other legal acts; big prerogatives of the central government

SWOT analysis is used to determine the positive and negative factors affecting the achievement of strategic decisions for the development of mountain agro-tourism in mountain katuns municipalities Andrijevica. This method helps to establish a balance between internal capabilities and external possibilities.

Table 4: SWOT analysis

Strengths	Weaknesses
- Good resources for the development of animal husbandry,	- The peripheral and dysfunctional geographical position, - Unfavorable age structure of rural population,

<ul style="list-style-type: none"> - Favorable climatic conditions, - Configuration of terrain suitable for diverse agricultural production, <ul style="list-style-type: none"> - Existing capacities in the field of agriculture and tourism, - Healthy Environment, - The diversity of flora (medicinal plants) and forest fruits, <ul style="list-style-type: none"> - Support local institutions, - Tourism centers and areas surrounding the area, - Rich cultural heritage - The traditional architecture, - Tradition in agriculture and villages, <ul style="list-style-type: none"> - Gastronomy. 	<ul style="list-style-type: none"> - Low standard of living in the village, <ul style="list-style-type: none"> - Emigration from rural areas, - Derelict farms and insufficient use of land, <ul style="list-style-type: none"> - Insufficient investment in agro-tourism, <ul style="list-style-type: none"> - Agriculture with low yields, - Poor cooperation among stakeholders in food production, <ul style="list-style-type: none"> - Barred and insufficient mechanization, technology, - Lack of processing and storage capacities, <ul style="list-style-type: none"> - The lack of regional strategy in the development of agro-tourism, - The lack of urban planning, <ul style="list-style-type: none"> - Unpaved roads, - The lack of railways, - Uncontrolled and unorganized work in tourism, <ul style="list-style-type: none"> - Poor strategy for municipal waste management, - The problem of water supply, - The problem of waste water, <ul style="list-style-type: none"> -Lack of permanent education, - Unplanned construction, - Lack of funding for significant investments in the protection and improvement of the environment, - Inadequate health care in rural areas.
Options	Threats / Risks
<ul style="list-style-type: none"> -Development of agro tourism, - The use of specific herbal medicinal species, <ul style="list-style-type: none"> - Presentation of the product, <ul style="list-style-type: none"> - Mountain camping, - Exploitation of alternative forms of energy, <ul style="list-style-type: none"> - The trend of increasing demand for organic products, functional food, autochthonous products, local traditional food specialties ... - Diversification of agriculture and rural economy, <ul style="list-style-type: none"> - Increased Upholding the state of agricultural and rural development, - European integrations, - Present EU funds. 	<ul style="list-style-type: none"> - Unstable political environment, <ul style="list-style-type: none"> - Economic crisis, - Lack of legislation in the field of agro-tourism, <ul style="list-style-type: none"> - Unregulated property and legal issues, - The outflow of young professionals, <ul style="list-style-type: none"> - Depopulation, - Translation of agricultural land into construction land, - All of tougher competition, bribery and corruption, <ul style="list-style-type: none"> - The loss of purchasing power of the population, - Risk of transfer of dirty technologies, - Low level of environmental awareness of the local population, - Inappropriate attitude towards traditional values and cultural and historical heritage of rural areas.

These trends, respectively Pestel and SWOT analysis provide a comprehensive view, perspectives, and limitations in the development of agro-tourism in mountain katuns municipalities Andrijevića. Demographic and economic reconstruction and stop the negative demographic and economic processes are imposed as a key development and strategic factor and total social reconstruction and future economic development of rural settlements the of municipality Andrijevića (Rajović and Bulatović, 2014; Bulatović and Rajović, 2015; Rajović and Bulatović, 2015).

Finally, the valorization of mountain settlements municipalities Andrijevića through sustainable development of agro-tourism should be viewed realistically, without excessive optimism, much less pessimism. The process of general and qualitative transformation will be relatively very slow and time

consuming. Therefore one needs work on it patiently, but persistently and continuously (Rajović and Bulatović, 2015; Rajović and Bulatović, 2015; Rajović and Bulatović, 2015).

3.4. Agro tourism as the backbone of development

The concept of sustainable development implies a balanced economic, social and cultural development without compromising the environment, which would allow future generations to develop on the same level or higher. The concept of sustainable development has gained full recognition to the UN Conference on Environment and Development in Rio de Janeiro in 1992, where he made clear that environmental protection must be an integral part of the overall human development. According to this, any activity (including tourism) must, in the planning and decision-making, the maximum account of the requirements of the environment, so that their development was permanent, otherwise it can lead to degradation (Stefanović and Azemović, 2012).

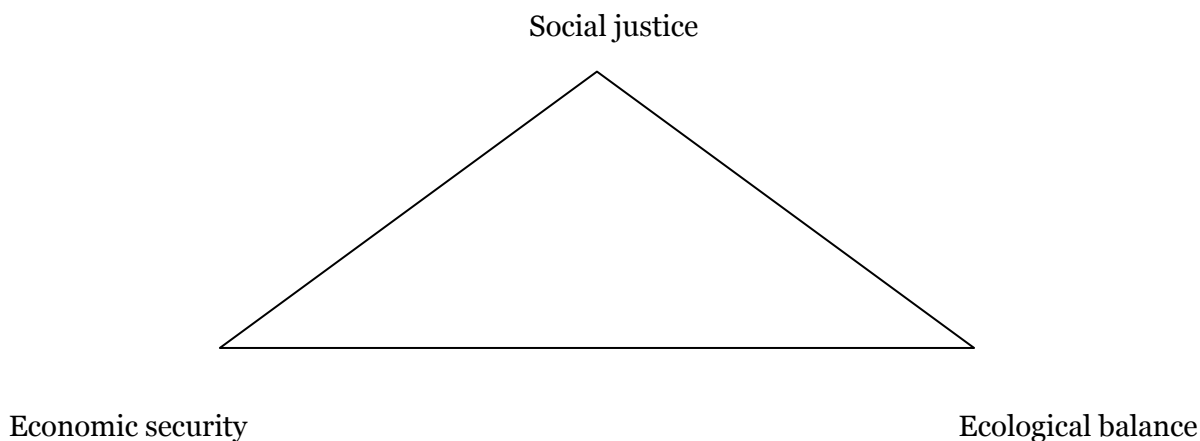


Figure 1. "Magic triangle" of sustainable development (Pokrajac, 2009).

According to Pokrajac (2009) "magic triangle" of sustainable development with regard to economic security includes: (1) increasing the productivity and production of useful goods and services, (2) poverty reduction, (3) ensuring a fair distribution of resources and the constant improvement of equality in all aspects of economic, (4) ensuring employment, earnings, new investment, trade and distribution of goods, (5) the promotion of innovation and entrepreneurship. Social justice refers to: (1) ensuring and encouraging cultural diversity, (2) maintaining and supporting institutions of social systems, (3) support social justice and gender and racial equality, (4) facilitating participation in decision-making of all segments of society, (5) providing equal educational opportunities for all. Finally ecological balance includes: (1) the provision and maintenance of genetic diversity (2) to support biological production, (3) development of resistance to the negative effects on the environment, as well as encouraging and facilitating recovery in the event of the emergence of negative impacts, (4) ensuring a clean environment and a stable climate, (5) promoting eco-efficiency in all parts of society.

According to Budiasa and Gusti Agung Ayu Ambarawati (2014) indicate that the Pizam dan Pokela classified agro-tourism activities into farming and non-farming activities (Hsu, 2005), whereas Wood (2006) classified them into on-farm and off-farm activities. Sznajder et al (2009) differentiated between traditional agro-tourism and modern agro-tourism. The former is only to offer the visitors of short term accommodation and on-farm resources, and the farmer gets a small additional income. The farmers within the latter seem have more initiative to offer many more agro-touristic goods and services and they hope to get supplemental farm income significantly. Kuehn et al (2000) mentions that three main components of agro-tourism development: small business, agricultural events such as festival as a creative expression of the local community and farmers' market as a tourist's window in to local community, and regional agro-tourism planning. Agro-tourism is that agribusiness activity, when a native farmers or person of the area offers tours to their agriculture farm to allow a person to view them growing, harvesting, and processing locally grown foods, such as corn, or any agriculture produce the person would not encounter in their city or home country. Often the farmers would provide a home stay opportunity and education (Maruti, 2009).

"Agro tourism is a type tourist households in which the main activity of agricultural production, while tourism service lodgings and meals of guests are additional activity "(Bršćić, 2011). In other words, agro tourism is home to agricultural holdings with the use of the services of accommodation, food, drinks, entertainment and recreation ... in family establishments or other lodging facilities within the rural agricultural household. With regard to services and facilities varies several type of agro tourism. In relation to the services activity, differ the following forms of agro tourism: 1) only food services, 2) only accommodation and 3) and accommodation and food. With regard to objects differs forms of agro tourism houses: 1) in the rural house of traditional architecture, 2) family rural hotel, 3) in rural rooms and apartments, traditional architecture, and 4) on agricultural household with eco range (Ružić, 2012).

Households that are included in the agro tourism it is necessary that are properly equipped and organized with adequate knowledgeable staff for the provision of agro tourism services. The quality of such offers family household depends on many factors, such as environment, climate, transport links, utilities and infrastructure equipment and overall beauty of the area where the farm household is located. For a better quality of households greatly influence and gave it to the yard household regulated, are there on household domestic animals, housing and family building, and it is essential that members of households engaged vegetable growing, fruit growing, farming, wine-growing, beekeeping, fishing ... (Demonja and Ružić, 2010)

In agro tourism in which the only provide food services, comes to form of agro tourism intended for tourists who want local, regional dishes and drinks or are their fans. Food and drinks are offered in specialized facilities – restaurants, furnished and equipped in accordance traditional architecture, while food and beverages typical for the respective locality. Holiday on the agricultural holding today in the trend, especially among residents of large urban centers is who are looking for relaxation in nature. Logged environment, clean air, footpath and other activities in quiet and pleasant area, are in demand, as compensation for daily stress present in the population of large cities (Demonja and Ružić, 2010).

Product agro-tourism destination is according to Orlić and Bršćić (2012), depending on a number of elements some of whom measurable and some immeasurable. The experience of tourists depends on his specific expectations as well as memories that are related to the visit. The visitor is part of the emergence of agro-tourist product, which means that his feelings and behavior influence on his experience of the destination more than the quality of the product itself, and thus directly affect the experience of visitors and other destinations.

However, according to Štoković and Gržinić (2007) and Geić (2007) the main elements of the tourism product agro-tourism destinations include: elements of the accommodation offer, environmental elements, socio-cultural elements, supply and infrastructure facilities. According to forward these authors:

1. The elements, accommodation offers - relate to the comfort of accommodation, quality of service and food, equipment building and decoration of the environment. The goal of going to agro tourism destination is not a luxury or premium accommodation, already experience ambient. Comfort of accommodation as well as the food quality and service standards have been defined in various tourist boards and the laws governing the various tourist activities,

2. Environmental elements – this category refers to the climate, the beauty of nature and the environment. In the case of agro-tourism destination almost always it comes to household which is located in the pure nature, "authentic" and a pleasant climate?

3. Socio-cultural elements – this category refers to the hospitality, openness and communication the service provider. In the case of agro-tourism destinations, this category comes to the fore because access to more individual and more personal because of the relatively small number of tourists to the site (small accommodations). Disadvantage agro-tourism offers may be insufficiently trained staff which can lead to language barriers between providers and recipients of services,

4. An element offers – this category refers to quality restaurants, outside the lodging capacity and suitability of different content. The case of agro-tourism destinations is we will not find a large number of accommodation facilities due to low circulation of visitors, but the objects that we encounter in the offer will have high-quality and authentic food and drinks as well as attractive objects. In terms of physical activity for tourists, it is possible to include in the performance of tasks on the holding,

5. Infrastructure facilities – this category refers to transport links, quality of communication links, as well as a quality local transport. In the case of agro-tourism destination is not considered necessary to respect the highest standards of supply, as offered for example hotels. Traffic connections may or may not be an advantage. Individual experience can be intense and positive if it is a severed rural tourist farm household without the Internet and television.

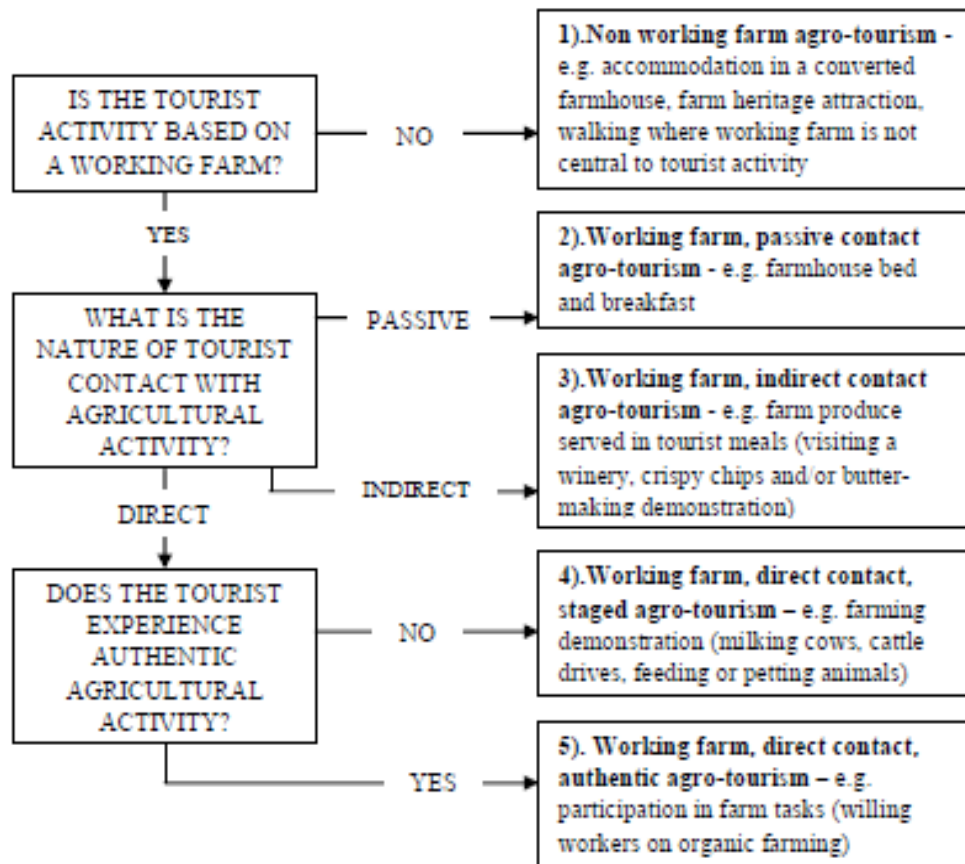


Figure 2. A typology for defining agro-tourism (Phillip et al, 2009)

According to Budiasa and Gusti Agung Ayu Ambarawati (2014) relying on research (Phillip et al, 2010), indicates that by considering activities and products systematically according to these three discriminators, five discrete types of agro-tourism can be identified. Non working farm (NWF) agro-tourism could actually be identified as generic rural tourism, realized through agricultural heritage or imagery (e.g. accommodation in the converted farm house), farm heritage attraction (e.g. horse riding), and arguably include farmers markets and farmland access (e.g. walking where the working farm is not central tourist activity). In the working farm, passive contact (WFPC) agro-tourism, the working farm provides the context for tourism but the relationship between tourism and agriculture goes no deeper than that (farmhouse bed and breakfast; outdoor activities). Working farm, indirect contact (WFIC) agro-tourism begins to integrate agriculture on the farm with the tourism product (e.g. visiting a winery or butter-making demonstration). Working farm direct contact, staged (WFDCS) agro-tourism realized through reproduction and/or organization of agriculture for tourism (e.g. farming demonstration). Under working farm direct contact, authentic (WFDCA) agro-tourism tourists experience physical agricultural activities first-hand, for example, pick your own facilities or participation in farm tasks.

According to Pejanović and Vujović (2008) experience of rural and regional development within the EU shows that the development of agro-tourism provides:

1. Stabilization of regional development (not just municipalities Andrijevića but also the region Polimlje - Ibar),
2. All valorization of natural and anthropogenic values of rural areas,
3. Keeping the tradition, culture and recognizable identity of rural communities,
4. Optimization of the rural and urban areas,

5. Increasing the competitive capacity of the municipality and the region as a tourist destination and

6. Creating a balance between all the economic activities of the municipality and the region, the environment in rural areas and the efforts of appropriate management structures to the tourism product of rural areas it considers appropriate integral part of gross domestic product (GDP) of the municipality and the region.

Recognizing the challenges of regional development of agro tourism in developed EU countries meets the following:

1. His identity (economic, social, political and environmental),
2. Establishes optimal ratios of urban and rural areas (since the majority of the population of urban areas originates from rural areas, achieved by the so-called. Return sources, i.e. Family roots),
3. Economic redistribution of secondary part of the tourism product,
4. Social stability,
5. Creating appropriate tourism culture in accordance with international codes of conduct,
6. Opening the acceptability or compatibility in all aspects of socio-economic development,
7. Achieving full of employment, as extra living space, and labor surplus (mainly women),
8. Determination of tourist carrying capacity in accordance with available resources in the region.

In the framework EU rural population all more accepts tourism as one of the strategies of sustainable development of local communities. Agro tourism in areas that are not considered tourist destinations in the traditional sense, is being developed in two ways: on one side is formed as a result of entrepreneurial activities aimed at attracting tourists, on the other hand an increase in the number of tourists in rural areas, resulting in the generation of demand for tourist services, which leads to an increase in entrepreneurial activity at the local level (Pejanović and Vujović, 2008).

Development of rural tourism and affirmation of rural areas in countries of Europe and the United States was registered in the mid-sixties of last century. In Europe further accelerated by economic trends and European Union enlargement. Rural tourism valuable contributor to rural economy and allows diversification and favors protection and enhancement of social fabric and heritage European Rural Space. OECD defines agro-tourism as tourism activity organized by farmers on their own farms. Agro-tourism is often defined as any activity, enterprise or business related to agricultural production, services and expectations in tourism. "Agro - tourism Industry" is one of the fastest growing sectors in the travel industry and tourism for Europe, particularly in southern Europe. Europe has largest share of tourism arrivals and maintains positive growth. Changes in travel behavior are favorable to rural tourism: e.g. growth in independent travel, desire for new experience, more intra-regional and domestic travel (Žunić, 2014). Other changes in tourist behavior are also favorable: e.g. accommodation other than hotel. People are more interested in how their food is produced and want to meet the producers and talk with them about what goes into food production and more. Children who visit farms mostly come from city and often haven't had a chance to pick an apple right off the tree etc. Agritourism involves the recruitment of tourists in the farmer jobs. Agro - tourism include the chance to help with farming tasks during the visit. Agro-tourism is often practiced in wine growing regions, as in Italy and Spain. In America, agro-tourism is wide-spread and includes any farm open to the public at least part of the year. Tourists except using the classic service such as relax and bed, catering, etc. can pick fruits and vegetables, ride horses, taste honey, learn about wine, shop in farm gift shops and farm stands for local and regional produce or hand-crafted gifts, and much more. Agro-tourism is based on the landscape, tradition and family from which emerges a complete competitive tourism product (Žunić, 2014).

Therefore it would be of great importance that the rural settlements the municipality Andrijevića households that have a the ambition to engage the business are registered as the party interested households, and to encompass subsequently approaches education of the rural population through the winter tourism schools, workshops and seminars. Individual cases show that this is possible, but these individual cases to be converted into a movement in order to exploit all the natural benefits municipalities Andrijevića. Moreover, Ilić (2009) concludes that in the environment, we have from whom to learn. In the Zlatibor area, agro tourism is developed. Fine examples have in Vojvodina. In Croatia and Slovenia are there what to see and learn a. Until now

been achieved in terms of agro-tourism to territory municipality Andrijeviča does not come to the fore, if it is known that modern tourism trends standards emphasize value of untouched nature.

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

Conclusion

Our research evidence based on similar studies Akpınar et al.,(2005), Mrvica - Mađarac (2012), Chemnasiri (2012), Rajović (2013), Zoto et al.,(2013), Molchanova (2014), Tomčić (2015), points to following conclusions:

1. In accordance trends on the domestic and international tourism market, mountain katuns municipality Andrijeviča possible is development of rural tourism. The main benefits of development agro tourism are: the autochthonous villages, local food, display of traditional village life, rich rural architecture, flora and fauna, a family agricultural.

2. The revitalization of mountain katuns through sustainable development of agro-tourism can have multiple positive effects, not only to households but also to the overall development of all rural areas in the municipality of Andrijeviča. The positive effects can be: economic, demographic, environmental, cultural, infrastructure, utilities and integrative.

3. In the area of the old Montenegro in the past the largest proportion of the population dealt with the animal husbandry, that was embedded within all of the life processes. So the emerge specific mountain villages which of the XII century known as katuns. Idyllic mountain katuns life (full of joy and happiness), are best known by those who have been living such a life.

4. In order to revitalize mountain katuns of scientific research institutions in Montenegro (Biotechnical Faculty, Institute of History and the Faculty of Tourism and Hotel Management) in cooperation with four partner institutions from the EU (Slovenia, Sweden and Italy) and two undertakings in the field of agriculture and tourism (HM Durmitor Žabljak and Doo Old house in Podgorica), initiated a project to "Katun" which offers a comprehensive – a holistic approach to (main motto of the project) in the economic development of mountain resources of Montenegro.

5. The municipality of Andrijeviča, i.e. nine mountain area of its territory located 31 katuns villages with a total of 337 cottages. Of the total number of cottages them 127 is in relatively good condition, while 210 cottages to a large extent neglected and require reconstruction and modernization. In terms of traffic connections it can be said that the road infrastructure to the mountain katuns in the municipality of Andrijeviča is very bad, and at most cases to mountain katuns can be reached only field cars and tractors. As far as electrification is evident that a very small are number of mountain settlements supplied with electricity, mainly those on the mountain Balj and Jelovice.

6. Pestel and SWOT analysis provide a comprehensive view, perspectives and limitations in the development of agro-tourism in mountain katuns municipalities Andrijeviča. Demographic and economic reconstruction and stop the negative demographic and economic processes are imposed as a key development and strategic factor and target total social reconstruction and future economic development of rural settlements municipality Andrijeviča.

7. Holiday on the agricultural holding today is in trend especially among residents of large urban areas, who want to relax in nature. Logged environment, clean air, footpath and other activities in quiet and pleasant environment, are in demand as a form of relaxation, as compensation for the everyday stress that much present in the population of large cities.

8. Within the European Union rural population all more accepts tourism as one from strategy of sustainable development of local communities. Agro tourism in areas that are not considered tourist destinations in the traditional sense develops is on two ways: on one hand arises as a result of entrepreneurial activities aimed at on attracting tourists, on the other hand an increase in the number of tourists, in rural areas, leads an increase in of demand for tourist services, which leads to an increase in entrepreneurial activity at the local level.

Finally, households in the rural communities of the municipalities of Andrijeviča, which have ambitions to the engaged in this work, it is necessary is to accede education through the winter

tourism schools, workshops and seminars. Individual cases show that the can be achieved, so that individual cases are to be converted in the movement in order to utilize all natural heritage municipalities Andrijevića.

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Appendix



Figure 2. Mountain katun Lisa – oasis of peace, Available from: <http://www.toandrijevic.me> (17.09 2015).

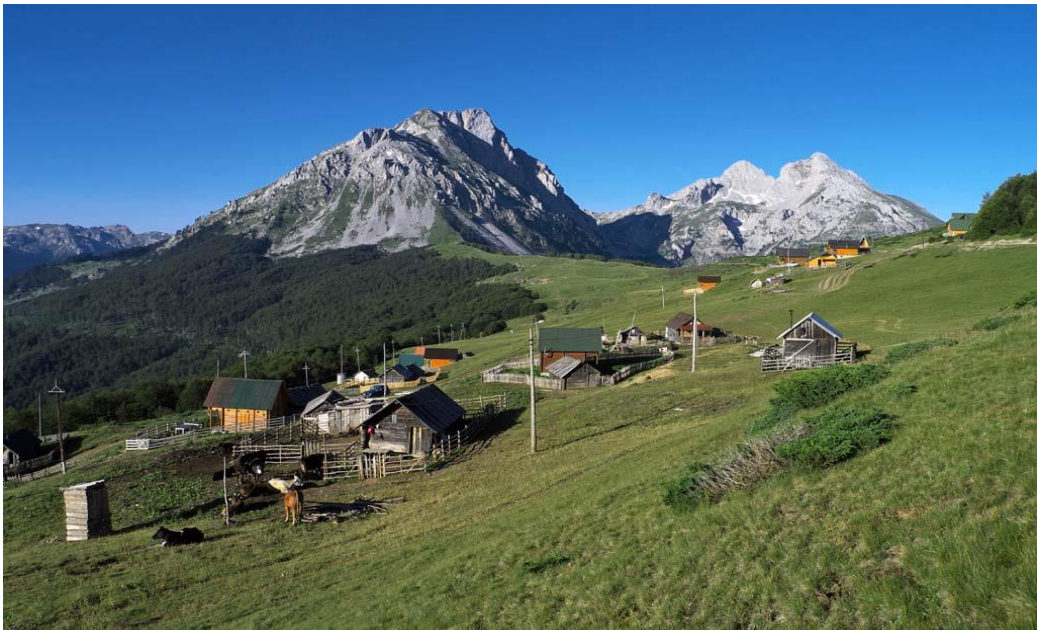


Figure 3. Mountain katun Štavna-Vacation and rest below the mountain Komovi, Available from: <http://www.dizajnzona.com> (18.09 2015).



Figure 4. Mountain katun Jelovica- inexhaustible source of inspiration, Available from: [http:// www.worldmaps.com](http://www.worldmaps.com) (19.09 2015).



Figure 5. Mountain home on mountain katun Krivi beside – Available from: [http:// www.andrijevic.me](http://www.andrijevic.me) (20.09 2015).