

UDK: 338.48(497.16)
DOI: 10.5937/KonGef24092V
Прегледни научни рад

TOURIST VALORIZATION OF RESOURCES IN THE MUNICIPALITY OF KOLASIN

Duško Vujačić¹, Đurđica Perović², Jovana Zajić³

Abstract: The municipality of Kolasin promotes its authentic area, using its resources as a strategic potential for the progress of the local community and its citizens. The entire area of the municipality of Kolasin can be considered an authentic landscape, slightly changed by human activity. Prosperity is based on a well-thought-out natural heritage management policy. The development of this area should be based on balanced and harmonious relations between natural heritage and new contents, between social needs, economic activities and the natural environment. Although Kolasin has a unique city development strategy, there are also financial and personnel problems, shortcomings in the existing regulation and its implementation. The cause is often the neglect of the authenticity of natural heritage and inadequate valorization. In order to valorize the city's natural resources for tourism, the identity of the local population and its active role are of extreme importance, since the citizens' vision should be the starting point in creating the city's image. The historically based identity of the city must be nurtured, along with the simultaneous standardization of the content of the place, due to the need for the city space to be suitable for users of various natural values and to guarantee a predictable and safe experience.

Keywords: local community, natural heritage, valorization, city identity, tourism.

INTRODUCTION

Kolasin occupies a central position in the Montenegrin area and represents the connection between the Montenegrin coast and the Skadar-Podgorica basin and the region of northern Montenegro and the continental hinterland of Serbia, the Danube and Central Europe. With its geographic location and natural resources, the municipality of Kolasin is constantly improving its tourist offer, striving for the best possible positioning on the tourist market. The possibilities of developing and improving tourism in Kolasin are great, considering the natural and anthropogenic values that attract numerous visitors and tourists, who, far from the city noise, find peace and satisfaction in nature, the hospitality of rural households and hosts, healthy life, traditional cuisine and preserved customs and tradition. The activation of tourism in the mountain area and its accelerated development undoubtedly represent a favorable basis for the touristic valorization of the potential of Kolasin, in the direction of the formation of a competitive tourist product. One of the key comparative advantages for shaping the potential tourist product of this region is the low level of spatial devastation and preservation of the ecological balance.

Although Kolasin has a unique city development strategy, there are also financial and personnel problems, shortcomings in the existing regulation and its implementation. The cause is often the neglect of the authenticity of natural heritage and inadequate valorization. In order to valorize the city's natural resources for tourism, the identity of the local population and its active role are of extreme importance, since the citizens' vision should be the starting point in creating the city's image. The historically based identity of the city must be nurtured, along with the simultaneous standardization of the content of the place, due to the need for the city space to be suitable for users of various natural values and to guarantee a predictable and safe experience.

¹ University of Montenegro - Faculty of tourism and hospitality, Stari Grad 320, Kotor, Montenegro, duskov@ucg.ac.me, ORCID: 0000-0002-5104-5941

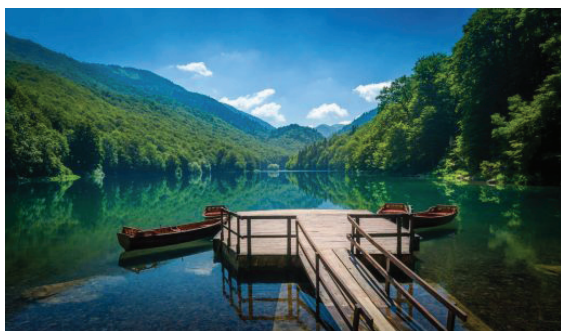
² University of Montenegro - Faculty of tourism and hospitality, Stari Grad 320, Kotor, Montenegro, duda@ucg.ac.me, ORCID: 0000-0002-2119-070X

³ Msc student, University of Montenegro - Faculty of tourism and hospitality, Stari Grad 320, Kotor, Montenegro, jovanazajic99@gmail.com, ORCID: 0009-0005-7509-7526

The municipality of Kolasin has an area of 894 km², that is, it occupies 6.42% of the area of Montenegro. It covers the central part of the territory of Montenegro, and it is in sixth place in terms of size (Radojičić, 1996). Kolasin, as a town settlement in the municipality of Kolasin, occupies the area of the upper and middle reaches of the Morača and Tara rivers, surrounded by mountain ridges and mountains Bjelasica, Vucje, Komovi and Sinjajevina. The municipality itself is counted as a northern mountainous territory and includes the Kolasin basin area. The municipality of Kolasin started its tourism development by presenting the main factors that attract tourists, namely natural conditions and attractions. In recent times, when all the advantages of tourism, especially the economic ones, began to be seen, they began to think about exploiting many other attractions and attractions. Kolasin began to include other motifs of tourist attraction in its offer, working in parallel to improve services, products and hospitality. Distinguishing the Kolasin area with various attractions is not a guarantee for sure success in tourism, so it is important to clearly define the directions of development and improvement of tourism. In order to implement the general goals of environmental protection, the general goals of environmental protection must be respected, which are defined by the Law on the Environment ("Official Gazette of Montenegro", No. 052/16 of 09/08/2016). This refers to the preservation and protection of human health, on the integrity, diversity and quality of ecosystems, plant and animal species, soil fertility, natural beauty and spatial values, cultural heritage and all the goods created by man. In addition, it is of great importance to work on the preservation of the natural landscape, with the provision of natural diversity and protection of biological potentials and rehabilitation of areas with damaged natural and aesthetic values.



The development of tourism throughout the year in Kolasin should be directed towards the establishment of centers that attract tourists and provide them with an appropriate level of service. Development should be aimed at promoting and developing appropriate forms of tourism, using resources of natural and cultural values that are important at the national and international level (Lokalni energetski plan 2018-2027, 2018). Priority is given to resources that, as tourism potentials with tradition and reputation, have dual use in winter and summer. Among the tourist potentials are areas covered by forest, decorative and technical building stone, areas with clay, gravel and sand, drinking water resources, hydropower potential, areas covered by mountain pastures, arable land in the valleys of the Tara River and its tributaries, water quality for cultivation fish, the capacities of the processing industry, the proximity of ***Biogradska gora National Park*** and good accessibility. There



are also limiting factors that influence the fact that the connection with the immediate environment is difficult, and most often these are natural conditions, insufficiently developed traffic infrastructure, etc. In particular, the problems of internal connection stand out, which is the cause of uneven development in the structure of the economy and the level of social and economic development. It should be noted that the planned integration of the structure of the organization and the space used in the part of establishing and functioning of the polycentric system of development of urban and rural areas was not achieved.

This led to a mismatch in development. Therefore, tourism development needs to be built on qualitative knowledge and resources, not on trends. The successful development of tourism can also affect the increase in the number of inhabitants. This can be achieved through successful economic development in the entire area, and the development of tourism, as one of the priority economic branches (Bulatović, S., 2020). In the area of Kolasin, the unique method of tourism valorization has not been definitively established, nor accepted by competent institutions and managers. For this purpose, methods of other disciplines are mainly used, which are adapted to the requirements and specificities of tourism. Kolasin promotes its authentic area, using its resources as a strategic potential for the progress of the local community and its citizens. Considering that progress is being made through the development of tourism, very little has been done in Kolasin so far when it comes to data that would serve and encourage tourism growth and development. These data refer

to the collection, arrangement and systematization of a wide range of interesting statistical and other information, necessary both for scientific and research purposes, and for ongoing promotional, marketing and development activities in the tourism sector.

The local administration in Kolasin is faced with the problem of how to valorize the touristic values of the local heritage, as well as their protection. In the local community, there is a lack of synergy when solving numerous problems, because authorities in the administration rarely work together to solve problems. Also, there is a lack of institutions in Kolasin. The tourism organization of Kolasin mainly carries out activities related to the promotion and presentation of the city's natural resources (Strateški plan razvoja opštine Kolašin 2012-2016, 2012). In addition to the existence of a unique city development strategy, there are financial and personnel problems, shortcomings in the existing regulation and its implementation. The cause is often the neglect of the authenticity of natural heritage and inadequate valorization. Tourist valorization of the potential of the Kolasin area is of exceptional importance. Prosperity is based on a planned and foreseen management policy of cultural and natural heritage, in order to meet the needs of current generations, and to pass it on to future generations in all its beauty, authenticity and diversity. The development of this area should be based on balanced and harmonious relations between cultural and natural heritage and new content, between social needs, economic activities and the natural environment (Akcioni plan za sprovođenje Strategije regionalnog razvoja Crne Gore za period 2014-2020., 2018).

In the area of Kolasin, agricultural production starts from a commitment to the development of animal husbandry, the production of biological food and quality planting material. The development of specialized plants and small businesses is essentially the idea of valorizing natural factors, the existing population and entrepreneurial initiatives. These are usually the following ideas: revitalization of rural farms, revitalization of katuns, valorization of small watercourses for energy purposes and for fish farming in flow-through ponds, production units based on wood, wool, leather, etc. In addition to the above, it is possible to develop domestic handicrafts, beekeeping, collection of medicinal plants, bird watching, etc.



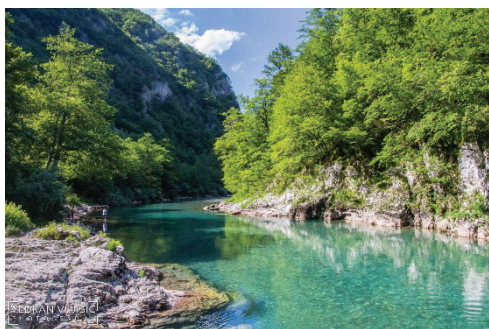
Eco katuns and katuns can be an excellent addition to the tourist offer, especially in the summer months and part of autumn when they can accept a certain number of guests and provide suitable accommodation, healthy food and activities, picking blueberries, medicinal herbs, forest fruits, mushrooms, etc. Many farms are engaged in horse breeding, so they turned it into an economic benefit. In the mountains, horse riding is organized in the surrounding areas, and the tours last from one to three hours. It also organizes tours with included meals in Katuna restaurants. In this area, rich in water, pastures and forest, there are extraordinary conditions for breeding sheep, cows, goats and

the production of the highest quality milk and dairy products, the production of meat, potatoes and other foodstuffs. These products would ensure not only the provision of healthy food in this area, but also other tourist facilities in the wider region. There are opportunities to produce the highest quality organic blueberry juices, sweets and jams that would be offered to guests, which would contribute to the orientation of a larger number of young people for agricultural activities. The production of winter clothing from wool, the production of souvenirs and tableware is also not negligible (Prostorni plan posebne namjene Bjelasica i Komovi, 2011).

Agriculture, as the primary economic branch, is of great importance for the development of the municipality of Kolasin. Considering the exceptionally preserved environment, Kolasin has potential for the development of organic agriculture. Organic agricultural products are in great demand on the domestic and foreign markets, and therefore there is a significant incentive for the marketing of such products. Famous products are **kacamak**, cicvara, popara



The Municipality of Kolasin in cooperation with the Government, EU funds, and using donations from the foreign market, can improve the water supply, electricity and road network. In cooperation with the municipalities of Bijelo Polje and Mojkovac, it can join the regional organization of waste management, the construction of collectors and waste water treatment plants to solve the problem of waste water, the construction of the bridge Zuti krs-Strelički krš, solving the problem of heating the city by building a city heating plant and forming a JP for the management of the heating system (Akcioni plan za sprovođenje Strategije regionalnog razvoja Crne Gore za period 2014-2020. za 2018 godinu, 2018).



The most common problems that occur in mountainous areas are the presence of waterlessness, especially at high altitudes, unfavorable climatic conditions related to impassability in the winter due to snow drifts, which complicates the functioning of the transport system, agriculture and animal husbandry. Bountiful forest resources are inadequately used, which, along with insufficient control of existing exploitation and the spread of parasitic diseases in forest ecosystems, constitute the main obstacle in solving the issue of underdevelopment of forestry and environmental problems. Intensive soil erosion and frequent landslides, especially in the

upper **Tara river** basin, threaten agrobiodiversity and require necessary activities. If appropriate environmental protection measures, as well as spatial planning and urban planning measures, are not taken, possible problems that may arise are: the risk of air pollution from ecologically-spatially uncontrolled production, unfavorable ecological-spatial impacts from the possible intensification of rail and road traffic on a very valuable and sensitive ecosystems in the valleys of the Tara River and other rivers.



The Moraca River, with its 38km long canyon and an impressive depth of 1,100m, is also a significant natural resource of Kolasin. The Moraca River is the largest tributary of Lake Skadar. The upper catchment area up to the mouth of the Zeta in Moraca has an area of about 985 km². It is calculated that the average annual flow of the Moraca, before the mouth of the Zeta, is about 67 m³/s. Wherever the Moraca and its tributaries meet pure limestone, canyon valleys and gorges Subadanj, Bijeje stijene, Omazonica, Platije, etc. have been cut.

It is considered that the basic measures for the preservation of the canyon are the following: preservation of the existing woody vegetation along the rivers and streams, remediation of erosion by applying biological measures with the use of indigenous plant species, sustainable forest management, maintenance of the complex, especially on larger slopes and shallower, erodible soils, reduction of the negative impact during the construction of infrastructural facilities, the preservation of authentic traditional ambient units of rural areas.

A special attraction for tourists is Lake Biograd, located in the Biogradska Gora National Park, which is one of the three preserved rainforests in Europe. Lake Biograd is located at 1094m above sea level, and around it there are marked hiking trails, where you can organize boating activities, overnight stays in bungalows, as well as a visit to a restaurant with an exceptional gastronomic offer.

It is considered that the basic measures for the preservation of lakes are the following: protection and improvement of water ecosystems (lakes, rivers, streams, springs), preservation of existing ecosystems in the immediate vicinity, in the narrow catchment areas of water sources, prohibition of all interventions that could affect the water regime and water quality.

CONCLUSION

The main task of responsible management, in order to improve the tourism product of Kolašina, is to reduce negative economic, ecological and social impacts, while increasing economic benefits for the local population. The development of tourism has a positive economic impact on the quality of life and the protection of natural and cultural heritage. However, in addition, it can have a negative impact on the environment, in terms of pollution and destruction, due to larger tourist movements. It is necessary to encourage and increase the positive aspects, and mitigate and neutralize the negative aspects, in order to achieve ecologically responsible tourism. Changes in the development of the economy in a socially, economically and ecologically sustainable way are necessary due to the improvement of the quality of life, the reduction of the level of poverty, as well as the fight against social and ecological degradation. The solution to visible problems must be found between the limits and the use, so that continuous adaptation, control and planning guarantee the successful valorization of resources. This strategic approach requires long-term strategic management that should lead to the transformation of natural resources in tourism. Future activities must be aimed at preserving the natural resources of Kolasin and its surroundings, both for citizens and tourists,

with the simultaneous development of high-quality, authentic and sustainable tourist products, the development of modern and diverse tourist accommodation, as well as investing in transport and service infrastructure.

The valorization of tourism potential will depend on how successfully the challenges and problems brought about by development will be managed. In the direction of long-term sustainability, it is necessary to optimize the economic effects and reduce the burden on the environment, brought about by the development of tourism.

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