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Eco Tourism with Special Review on Eco - Village "Štavna"

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Abstract: Tourism is the end of the last century becomes one of the world's largest economies, and ecotourism has become one of the fastest growing sectors. Ecotourism is based on the controlled exploitation elements of the natural and cultural environment. He aims at to facilitate a better understanding of the mutual relationship between tourism and the environment and to contribute to the possibilities of achieving symbiotic relationship. Project Eco - village "Štavna" is the first project in the field of sustainable tourism and the environment and represents the initial phase of development of eco-tourism in the municipality Andrijevića.

Keywords: Eco-tourism, development, Eco - village "Štavna"

Introduction

The accelerated development of tourism in the second half of the last century has been significantly degraded the available natural and anthropogenic attractiveness. Results of development of mass tourism in the period 1950 - 1990 have led to an increase in the number of international tourist movement from 25.5 million to over 458 million. If they were adding the passive tourist movement, then the number increases to 2.5 billion. All this resulted in uncontrolled use primarily natural tourism resources, which are limited. Therefore, is a necessary to turnaround to tourism development? The solution was found in the so-called concept of sustainable tourism and eco-tourism phenomenon, as its highest quality form (Milenković and Bošković, 2012).

Pace of life, stressful situations, an excess of concrete, cars, same faces and the noise in the living environment have made it more and more often, when we think about the escape from the city, whether it be annual leave or just a long weekend, we opt for environments that are an oasis of peace, tranquility, clean air and healthy food, but without the deprivation of comfort to which we are accustomed. Eco-tourism in Europe, adapted to today's tourists in recent years has experienced a tremendous development, storage capacity and revenue growth. A tired business man, from crowds in the fashionable summer resorts of

feels good exactly this - look at the unspoiled nature, brooks babble and scents that feel sense of soul (www.citymagazine.rs).

Given the global importance of ecotourism, the United Nations declared 2002 the International Year of Ecotourism and the UN Commission for Sustainable Development has asked the international agencies, governments and the private sector to take appropriate action in support of this action.

Methods

The methodological approach applied in this work is multidisciplinary. The research results of various scientific fields adapted to the needs of the labor (see Caldwell 1991, Azevedo et al 2011, Bhattacharjee 2012). We used methods of analysis and synthesis; geographical and ecological research method, the method immediate observation space (Rajović, 2009, Rajović and Bulatović, 2014). Thanks to the method of analysis of the subject of research we simplified they are to its simplest parts. Method of synthesis has enabled us to study the subject in its entirety, in unity and mutual relation of its parts (Rajović and Bulatović, 2014, Rajović and Bulatović, 2014, Valentin Buşu and Teodorescu, 2014). Geographical and ecological research method provides us with the possibility of its application in monitoring and predicting the past and forecast the

change of the elements and environmental factors (Rajović and Bulatović, 2013, Rajović and Bulatović, 2013). The method of observation is the oldest most widely used method of collecting facts about both natural as well as social phenomena through direct sensory perception of these occurrences. From the ordinary, layman observations, scientific and watch it differs in that it is selective; systematic and professional (Bulatović and Rajović, 2011 Rajović, 2014, Teodorescu and Păun, 2014). Study deals with and written sources on the internet.

Results and Discussion

Basic assumptions of eco-tourism

Eco-tourism is a form of sustainable tourism, which is implemented in protected areas. This term appeared seventies and eighties year's last century, when it was given one of the first definitions of the term. It is responsible travel to natural areas, which saves the environment and maintains the welfare of the local population (Barkin, 1996). As stated by Wiever (2006), the term eco-tourism is explicitly formulated in 1983 the Mexican consultant Hector Ceballos-Lascurain and introduced two of the three key criteria of eco-tourism: natural attractions and educational motivation. The third criterion, environmental and social sustainability, was subsequently introduced by Epler-Wood (1991) - The founder of the International Society for eco-tourism (TIES). According to the World Tourism Organization with an annual growth of 5% worldwide, representing 6% of world GDP and 11.4% of consumption, eco-tourism market deserves special attention (Robert and Santos, 2005).

According to Tepšić (2008) and Barna (2009) ecotourism has developed its own terminology which have special meaning: ecological area (tourist destination must be protected), eco-tourists (by definition are mostly people who come on holiday in small groups, and the experience they are looking for in natural areas is a union with nature and local culture), environmental protection (someone who offers ecotourism in an area to the area must be protected, it must be actively managed with a distinctive protected monuments, whether they are natural monuments, culture ...), environmental activity (eco/tourists you should walk, observed landscapes, studying wildlife, mingle with the local population, they buy authentic products, engage in a variety of environmentally friendly sports ...), environmental information (the visitors must be prepared for the place they visit in order to enjoy it. Likewise also hosts must prepare for the arrival of such guests to provide them with the best possible image of yourself and your end) and environmental contacts (the visitors must mingle with the local population, overcoming language barriers (egg assistance guide).

As pointed out by Drumm and Moore (2005), for the ultimate success of any ecotourism initiatives, the key elements are as follows: low impact on natural resources in protected areas, stakeholder partners (the stakeholders): individuals, communities, eco-tourists, tourism entrepreneurs and government institutions in the planning, development, implementation and control, respect local cultures and traditions, generate sustainable and equitable income for local communities and other stakeholders, generating revenue for the conservation of protected areas and educating all the stakeholders about their role in protection.

Accordingly, the Canadian Association of Nature Protection (Canadian Environmental Advisory Council 1991) lists the following essential characteristics of ecotourism: must promote environmental ethics must not degrade the resource, the more eco-centric rather than anthropocentric, it is necessary that there are benefits for wildlife and the environment (social, economic, scientific, managerial and political) to acquire first-hand experience of the natural environment, includes an educational component and includes cognitive and affective dimensions.

The essence of each eco-tourism destination according to Jegdić (2011) consists of the following three groups of elements: the attractions and attributes that attract visitors, accommodation and meals for guests, and activities that exercise guests, or benefits of practicing these activities. Planning the construction of are eco-destinations on the social and environmental factors, urban planning regulation that prevents the disturbance of sensitive ecosystems, community participation in the process of developing a set of standards and long-term the monitoring (Candrea and Bratucu, 2011). Each eco-tourism destination, which is intended to attract these visitors, must protect its resources while emphasizing a sense of integration with the local community. In this process, the state has a very important role because it is responsible for planning, creating and designing policies and prevents excessive and improper construction (Drumm and Moore, 2005).

In order to the right approach to the development of eco-tourism in Montenegro, as well as to maximize the benefits, it is necessary to overcome the following: application of international standards GREEN GLOBE 21 (environmentally sustainable tourism with a primary focus on research in natural areas is tightly related to the preservation, appreciation and conservation of the natural environment), drafting the necessary regulations for ecotourism, research and verification of areas of interest for eco-tourism, infrastructure development, certification, continuous improvement.

Advanced standards and eco-tourism

In Europe and the world are increasingly allocated to specific eco-labels / certificates to those hotel companies, and other tourist operators who adhere to the principles of environmental management. Europe has a much more "green" certification program compared to any other region in the world. According to Petric (2006) of the eighties and nineties of the last century, a growing number of tourism organizations, consumer groups and government bodies began to take into account environmentally sensitive tourism. In 2004 there was only in Europe for more than 50 environmental awards and certificates relating to accommodation, beaches, protected areas, restaurants, travel packages, and other activities related to tourism. According to Geić (2011) recommend: Blue Flag - indicates high environmental standards for water quality, beach cleanliness and addressing waste, giving the visitors latest information, environmental education and commitment to the preservation of coastal eco-composition; Certification for Sustainable Tourism - is the product of the Tourism Institute of Costa Rica and given certificates based adaptation to environmental standards that take into account the management of natural, cultural and social resources; Green Deal - since 1999, is a travel certificate that includes quality control, environmental and socio-environmental issues; Green Globe 21 - is a program for the certification, which is based on Agenda 21 and principles for ecologically-viable development that have adopted 182 governments at the UN summit in Rio de Janeiro 1992; Green Seal, Inc. - From 1995 awarded to products that meet strict environmental standards for production, which includes a rigorous evaluation and testing and inspection. These standards identify environmentally friendly products that are currently available; Green Tourism Business Scheme - Since 1998 the environmental label awarded bronze medal, silver or golden award for tourism products that meet the most the criteria in all environmental categories; Ibexes - this is a designation reserved for the Swiss hotels and restaurants that are responsible for the environmental, social and economic terms; Le Clef Verte - from 1999 awarded its Ecolab camps that have adopted responsible business practices that maintain biodiversity, and preserve our resources, guaranteeing to respect the environment; Legambiente Turismo - since 1997, it is eco-label awarded to natural shelters that are dedicated to the preservation of the natural environment; Milieubarometer - since 1998 shows the visitors the levels of environmental quality by three different categories: bronze medal, silver and gold category; Nature and Ecotourism Accreditation Program - These certificates provide products and outings, and is

based on the obligation to practice sustainability and quality of eco-tourism experience; PAN Parks - a certificate that guarantees the protection of the nature of Europe's natural capacity by giving a certificate to those parks that have passed testing by independent experts. These principles cover all relevant environmental, social, economic and cultural aspects and provide new standards for the preservation and maintenance; Qualmark - tourism's official mark of quality in New Zealand. Each accommodation or travel company has independently evaluated based on quality, service and price; Saskatchewan Ecotourism Accreditation Program - this designation awarded to those attractions and activities that fit the criteria for the quality and self-sustainable business practices; Smart Voyager - the certificate is given to the visitors Galapagos safety to travel to an operator who cares about the preservation of the island and has taken all measures to ensure passengers enjoy an educational adventure to remember without destroying the local flora; Sustainable Tourism Eco-certification Program - Since 2002 this certificate is awarded by the American tour operators that operate on a financially transparent manner and are environmentally and socially responsible in their operations; The Green Key - since 1994 to be awarded to "graduate" responsible tourism products that meet a long list of environmental criteria, including those relating to the company's policies and action plans; The Luxembourg Ecolabel - since 1999 to promote environmentally and socially responsible tourism and The Swan - since 1999 the eco-label guarantees that the products comply with extremely high environmental standards, taking into account the life-cycle impact, quality and performance.

One of the basic standards for the regulation of ecotourism is the European standard for ecotourism, known as The European Ecotourism Labeling Standard -EETLS. The European standard for ecotourism (EETLS) occurred due to the needs of the existing initiatives for eco-tourism harmonize and strengthen its position in the tourism market. Harmonization is based on the concept of European integration of eco-tourism, which connects various services for tourists, i.e. accommodation, food and activities in nature (Milivojevic et al, 2011). Thus, each of the services - part of eco-tourism can have different quality label, the "umbrella" standard for labeling of should provide a basic quality of the tourist product and harmonize existing labels taking into account their specific experiences and backgrounds. In addition, EETLS is based on the European and global experience in this field and should ensure comparability of standard services to customers throughout Europe (and the potentially around the world), at least in relation to the total group of basic quality criteria (Milivojević et al, 2011).

Table 1. Characteristics of the European standards for the eco-tourism (EETLS)

GSCT criterion /EETLS	TIES definition of eco-tourism and the principles
"Eco-tourism is responsible travel to natural areas where environment is preserved and where are maintains a the richness of the local population "	
Demonstrates effectively and sustainable management	Provides a positive experience for the visitors and hosts. It builds awareness and appreciation of for the environment and culture. Raises sensitivity for of the host country environmental, political and social climate.
Maximizing the social and economic benefits for the local community and minimize negative impacts	Provides financial benefit and strengthens the community.
Maximize the benefits for cultural heritage and minimize negative impacts	Minimize the impact.
Maximizing profits for the environment and minimize negative impacts	Minimize the impact. Provides direct benefits for conservation.

Source: *Handbook of ecotourism labelling criteria and good practice in europe, Sofia 2009.*

Ecotourism development, as defined in the international framework, it is still in Montenegro in its infancy. The reason is lack of motivation, as potential bidders of this tourism product, as well as intermediaries - travel agencies, principally due to low profitability. In addition, there are many limitations: the area was not explored in order to verify the standards and certified for ecotourism, lack a minimum of infrastructure, low level of environmental awareness, the desire for quick by raising of living standards, the lack of clear standards and legislation (Hrabovski-Tomić, 2008).

Governments have a very important role in the development of ecotourism. The World Tourism Organization (UNWTO) and the Program United Nations for Environment Programmed (UNEP) are recommended to the Government on the occasion of the International Year of Ecotourism in 2002, to establish, strengthen and broader national strategy and specific programs for sustainable development and management of ecotourism, such as: establish an inter-ministerial working group that combines the expertise of the Ministry of Tourism, Environment and the agency or agencies responsible for rural development, natural resources and parks management, develop a joint program planning that includes participants from across the country or regions, including rural communities, to develop a traffic plan that makes good ecotourism itineraries, develop a program to inform visitors and marketing plan market, develop financing mechanisms for conservation of land and training of local residents ((Hrabovski-Tomić,2008).

Eco - Village "Štavna"

Today, a growing number of tourists who seek a return to nature and its original values, they are all

over-represented individual and family movements, which take us back to an intimate communication. Increases the demand for desired destinations and protected natural areas, the clean and clear space for recreation, active recreation, growing demand for healthy food and natural environment (Stanković and Ćirković, 2005).

Montenegro has long since set itself the goal to become the first ecological state not only in Europe, but in the world. However, after many studies of the project that "waiting for better times," only nature, such as those on Komovima, untouched, away from the city of impurities which pleases the few onlookers who had the good fortune to learn about this natural paradise. Komovi have the rare are privilege that rank, just the way it is Mother Nature millenniums created. Largely on their own initiative, this beauty must present world and that is why ecotourism here awakens, however, a shy, modest, but with great enthusiasm. Step by step, at the initiative of the municipality Andrijevića, villagers and local mountaineer and ecotourism association to Komovima begins to form a path to a big tourist attraction in Montenegro (www.komovi.com).

On Štavna has already built eco pasture, arrange and source and resorts in numerous high places, because are mountaineers all numerous, both domestic and foreign. They especially enthusiastic hikes, picking rare medicinal herbs, berries and exploring are the unique flora and fauna Komova. About the sources of cold, Clear Mountain water that flowing with 1200 meters of altitude, a unique in Europe, we should not talk. All this is a must see and experience (www.komovi.com).

Project Eco - village "Štavna" is the first project in the field of sustainable tourism and the environment and represents the initial phase of development of eco-

tourism in the municipality Andrijevica. The significance of this project is not only the achievement of economic impact and market valuation of tourism potential, but that it is an initial step in the

development of healthy food, cottage industry and other activities that constitute the essential precondition for stable development of tourism (www.andrijevica.me).



Figure 1. Eco-village "Štavna" - a magnificent view of the Komove (Photo by Vujisić)

Eco - village "Štavna" was built with the financial assistance of the municipality Andrijevica and CHF / USAID funds. Construction of tourist settlements took in the time period from 2004 to 2006. Eco-village "Štavna" located at the foot of Komova, the vast plateau Štavna, at an altitude of 1800 meters. Distance is the 25 km from Andrijevica and 28 km from Kolašin. "Thoughtfully the and eco-village "Štavna", as a consumer of health food, an incentive for the development and production cottage industry and related activities in this area. During the construction of the complex, the exceptional attention paid to it does not affect the visual environment of the mountain, and are mostly used precious wood and stone. Environment Eco - village is a true botanical garden with more than three hundred species of plants. Holiday in the pristine green oasis, with beautiful views of the two kilometers away Vasojevički Kom, numerous hiking and biking trails and mountain spaces provide refuge for tourists to and a respite from city noise and everyday stress. The most frequent guests are recreational, and climbers, scouts, cyclists... Who are one breathed nice and deep air and got drunk spring water with the Štavna, a refreshed Vasojevička plum brandy and homemade cheese, cream, ham and other delicacies of traditional cuisine, be sure to returns the "Tsar of the mountains" – Komovima (Knežević, 2013).

Living room on the ground floor and 4 beds on the first floor in the attic with terrace. As part of this the tourist village has a restaurant with traditional cuisine and a reception with the necessary support

facilities. Visitors to the Eco-village Štavna, I can to enjoy in skiing on slopes of the Štavna, thanks to ski - elevator length 400 m. Organized the offer the services of a professional guide for the rise of the Vasojevički Kom, a tour of the lake at Bjelasica and Zeletina, picking herbs and wild berries - blueberries, strawberries, blackberries, staying in mountain summer pasture in agricultural households, hunting, fishing, horseback riding, hiking With very accessible rental prices bungalows and national cuisine Eco - village "Štavna" allows guests superior active and memorable stay completely refreshing holiday on the magnificent Komovima (www.panacomp.net).

Eco - village "Štavna" is the ideal starting point for mountaineering and walking tours of the mountain range Komova, especially the tops Kučki Kom (2487 m), Kom Ljevoriječki / Old-established Summt (2483 m), Middle Summit, Vasojevicki Kom (2461 m), Rogamski Summt (2303 m), Bavan (2252 m) and Štavna (1828 m). We note thinking mountaineers from Berlin Johana Nike: "For the first time in Montenegro and much to menu liking mountains. I climbed the Vasojevički Kom, walked Štavna and the surrounding large meadows, rode a bicycle to Andrijevica ... I regret that I did not manage, without a guide, to climb the Kučki Kom, but some will be opportunities next year, because I have to leave this beautiful mountain and hospitable hosts" (Knežević, 2013).



Figure 2. Restaurant with traditional cuisine - exudes a relaxed and pleasant atmosphere (www.meetmontenegro.me).



Figure 3. Johan Nickel from Berlin - learning about life in the wilderness and nature (Photo by Knežević,2013).

The most frequent guests Eco Village "Štavna" the mountaineers from the Polish, Czech ... We bring impressions engineers from Polish Vojčeh Valuž, who leads the a group of 15 mountaineers: "This is our second time in Montenegro. Last year we were on Durmitor, and passed two days climbed we the on Kučki and Vasojevički Kom. These are the beautiful peaks. Not Kom in vain dubbed "Tsar mountain" ... The next day we intend to tour the Prokletje ... "(Knežević,2013).

Study UNWTO (2011) found that 10-15% of tourists in choosing destinations are looking for something unusual. Such tourists are called "alternative", "new" tourists, and their number is growing on average faster than the number of other tourists (UNWTO & ETC, 2011). Travel motivations may be different. Specifically, the younger eco tourist's most important motive for traveling all the excitement, the older it is the interest of the environment and the

natural environment, with eco tourists middle-aged main motive is to escape from the stress of everyday life. According to research (Crossley and Lee, 1994; Wight, 1996 a; Wight, 1996 b), motives by which eco-tourists differ from conventional as follows: stay in uninhabited destinations, stay in nature, learning about life in the wilderness and nature, seeing wildlife and plants, exploring the local population and their culture ...

The behavior of eco-tourists, there are big differences so they can treat Diamantis (1998), Kerstetter et al (2004), Chiu (2014) divided into a few broad groups according to the basic features of their behavior, such as:

Eco specialists -eco tourists which interact as individuals or in small groups, including the cultural and natural environment, seeking minimal infrastructure and provide for minimum impact on the environment. They remain in close and long contact of

the local population where they have significant cultural and social influence, Eco-generalist - traveling in large groups and often in a tourist-friendly seeking a level of comfort that is based on tourism infrastructure and as a result, generate greater demand for local culture and environment and Eco-tourists medium type (intermediate eco tourist) - travel in small groups and rely on advance agreed facilities and tourist services.



Figure 4. Vojtěch Valuž from Polish - Eco Village "Štavna" refuge what kind the can only of dream (Photo by Knežević, 2013).

The essence of every tourist destination according to Jegdić (2011) consists of the following three groups of elements: the attractions and attributes that attract visitors, accommodation services and meals for guests and activities that engage guests or benefits of practicing these activities. However, eco-destinations "Štavna" yet to be involved in forming, and it is expected that environmental factors, together with the rural and cultural, to exercise a significant influence on their formation.

Conclusion

Tourism is the end of the last century becomes one of the world's largest economies, and ecotourism has become one of the fastest growing sectors. Ecotourism is based on the controlled exploitation elements of the natural and cultural environment. He aims at to facilitate a better understanding of the mutual relationship between tourism and the environment and to contribute to the possibilities of achieving symbiotic relationship (Milenković and Bošković,2012).

In the field of eco-tourism in the world realized a number of projects. Their organizers are mainly non-governmental organizations, and one of them is a Canadian organization Horizons of Friendship, which

operates in the southern part of Costa Rica. Similar projects exist in India, China, Ecuador, Bolivia, Panama, Jamaica, and Croatia. The "Eco-Ethno Croatia" was created out of the need to combine the manufacturing clusters necessary to achieve competitiveness in the market through the authenticity of the product, which indicates a certain area. The Government of the Republic of Austria funded project to develop an eco village in Serbia, Bosnia and Herzegovina and Montenegro. This project are defined: organic agriculture, eco-tourism, collecting wild fruits and herbs, traditional craft and artistic production (Pavlović and Jovanović, 2009).

Term management of visitors must be treated strategically, because it is very important in the field of management of protected areas, with very rapid growth in the number of visitors. For a protected area it is important to know precisely what to managing visitors leads to increased share of tourists as well as raising their awareness regarding the protection of natural and cultural features of the area in which they reside. Therefore, it is necessary according to (www.lovetravel.rs) provide: facilities for tourist information and well trained staff, good interpretation applied through proper signs, well designed path, good cooperation with the local community.

The people responsible for the planning of biodiversity, we need to focus on ecotourism as an important part of the implementation sharp major objectives of the Convention on Biological Diversity (CBD 'Convention on Biological Diversity). Precisely biodiversity is what attracts eco tourists according to the area, but the use of resources (biodiversity) consumption no basis, and is based on the protection and admiration. The main task of the people who are responsible for planning the conservation of biodiversity and protected areas managers should be to create a database of ecotourism attractions in a particular area. It must not only be of biological significance - those places are not appropriate for the development of ecotourism (IPA, 2000).

Eco tourism attraction in the potential destination can be classified into three categories: the main attraction (which is the main reason to visit specific destinations), additional attractions (which they add value destination additional tourists to stay longer) and accompanying attraction (physical devices and tourist services offered). The first two categories are related to the natural and cultural heritage destination. The last category facilitates the visit of tourists. Eco Tourism database is not a long list of scientific biodiversity. It is primarily a selection of the most attractive or most favorable to the promotion of elements of biodiversity and other natural and cultural components. The database should be the foundation for promoting activities as ecotourism will help protect the entire environment (IPA, 2000).

The role of the local population is particularly important in eco-tourism, because daily habits hosts and their way of life may be to influence it positively or negatively. Herein is meant the ecological behavior of the local population, as well as their level of environmental awareness, which will in many ways impact on the environment receptive regions, including the possibility of development of eco-tourism and its potential benefits (Pajvančić and Markov, 2011). Every local resident in a way contributes to the functioning of practicing their daily habits that have an impact on the environment. In this sense, it is important to know: First, the environmental awareness of the local population as one of the preconditions for eco-tourism and secondly, understanding the population of eco-tourism (whether local people understand the essential connection between ecotourism and environmental protection, as a manifestation of sustainable development and how to evaluate such a concept) (Pajvančić and Markov, 2011).

Economic success depends on the quality of the environment and of satisfying the needs of tourists, and the tourists will their expectations and needs met just in case of suitable quality.



Figure 5. In the heart of nature - Author of text GR on the plateau Štavna below the Koma (August 2014).

Table 2. Dimensions of Eco tourism

Dimensions	Explanation
Activity	Tourism, which is based on the experience of natural and cultural resources
Business	Tour operators which provide eco-tours
Philosophy	Respect for the land, nature, people, and culture
Strategy	Means of protection, economic development and cultural revival
Marketing concept Means (usefulness)	Promotion of the tourist product that protects the environment This dimension is associated with the terms "responsible and ethical travel", "small impact tourism", "educational journey", "green tourism" and other.
Symbol	Consideration of the relationship between tourism and the environment
Principles and Objectives	Emphasizing the unity and sustainable relationship between tourism and the environment

Izvor: Waldeback, 1995.

According to Borovac Zekan eco tourism accounts production, financial, trade and other effects and they are manifested in the following: increase in primary agricultural production, increase processed agricultural production, development of non-agricultural activities, preservation of settlements and buildings from decay, conservation of the environment from all kinds of pollution, hiring new employees and retaining young people in rural areas, providing opportunities for additional income, the revival of agriculture and its connection with tourism, encouraging the development of local, high-quality, bio-organic produce and traditional foods, the economic development of rural areas, the

development of supplementary activities on the peasant family farm, the use of surplus space in existing buildings on peasant farms, preservation of historical, architectural and cultural values of the village, the development of the entrepreneurial spirit ... According to Holden (2006) is one of the key functions of tourism is to give economic value to nature. Alternative types of tourism, such as eco-tourism, further emphasize the centrality of nature through the activities of tourists. As emphasized by Holden (2006), there is a direct relationship between the economic effects of tourism, environment and tourist satisfaction.

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