

ECOLOGY, TOURISM AND INVESTMENTS IN MONTENEGRO

Stefan Aleksic
University of Montenegro,
Republic of Montenegro

First ecological state on the world

DECLARATION OF ECOLOGICAL STATE MONTENEGRO

”We, deputies of the Parliament of Republic of Montenegro, see that the protection of identity of our people and land on which we live and work, because of destructing the nature, has become our opportune and the most important job. By respecting our due to the nature, which gives us the strength of health, freedom and culture, we turn ourselves to the protection of hers, in the name of our own survival and the future of our successors. Not feeling any difference between us so strong, as the changes, which our natural environment is exposed to, we subject our national, religious, political and other feelings and trusts to the plan to turn the Montenegro into an ecological state. We announce by this act of the Declaration, that Montenegro begins to make the state relationships with the nature.”

*THE PARLIAMENT OF THE
REPUBLIC OF MONTENEGRO*

Tourism

Tourism is most important branch of economy in Montenegro. By occupation, 68% of labor force is employed in services, mostly in or connected with tourism.

Strategies of tourism – since year 2000 elite and ecotourism more is affirmed in stead of mass tourism. It is thought that ecotourism that what can be offered by little number of countries, and among them is Montenegro. Advantage is size of Montenegro – in one day tourist could go skiing on the mountains and swim in Adriatic Sea. Slogan of Montenegrin Tourism Agency is MONTENEGRO – WILD BEAUTY and last year was “year of national cuisine”

Montenegrin coast – Length 280 km and offers to tourists various possibilities for everybody. Adriatic Sea is dark blue color, is transparent about 60 m and is considered as hot current. Every summer season is more and more blue-flag beaches, as well as many luxury hotels were built.

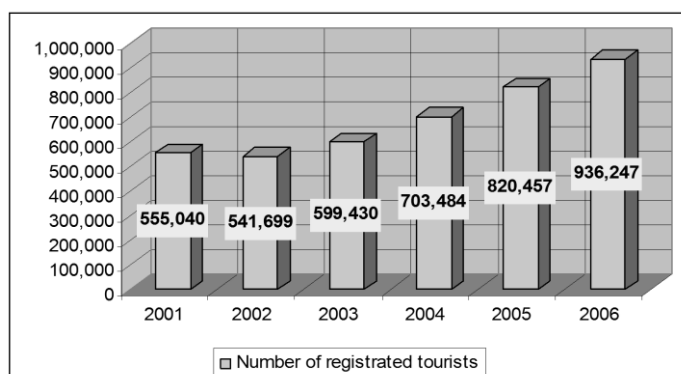
Mountains – 70% of Montenegrin territory are mountains. Good destinations for tourists are 2 national parks, glacier lakes, the biggest canyon of Europe and skiing sites.

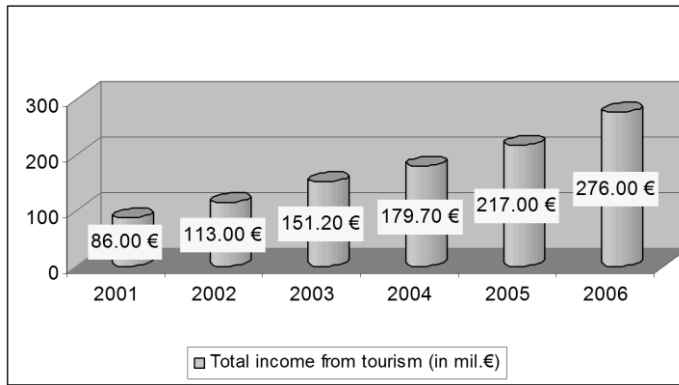
Religion / culture – most of population are Eastern Orthodox, but also are present Catholics and Muslims. There are a lot of interesting churches, cathedrals, monasteries and temples. In Montenegro were mixtures of flounces of East and West, as well as architecture, culture, art, literature, etc. In Cetinje is held 3 most important Christian relics – Our lady of Filermo, 2000 years-old icon, hand of St. Joan and a piece of True Cross, which found resting-place after tempestuous journey around Europe.

Montenegro also offers to tourist many places for joy and recreation, sport and cultural programs, national food, wine and drinks.

Sustainable development & Investments

Montenegro should develop as a microstate. Every year Montenegro becomes more attractive place for investments (276 mil. € in 2006) and this trend is expected in next years. Reasons why Montenegro is attractive for investments are because: 1) it is first independent country of XXI century; 2) it has stable political situation; 3) official currency is EURO 4) stable macro-economy and good market opportunities and 5) favorable tax climate. On conference of Word travel and tourist centre (WTTC) held this year Montenegro was pronounced as country with the fastest growth of tourism economy on the world.





Conclusion

Tourism development is one of the Montenegrin economic priorities. The choice to make tourism the driving force of the economy and of the new development cycle is rooted in the fact that Montenegro has the resources necessary for tourism development. At the same time, tourism generates the development of other complementary activities, such as transport, trade, banking, agriculture, construction etc. Such a development has a whole set of positive economic effects, including decrease of unemployment, increase of living standard and contribution to regional/ rural development (by keeping people in the villages and mitigating the problem of «ageing» of the villages through the development of agriculture and forms of tourism related to countryside and agriculture – agro-tourism, eco-tourism and countryside tourism).

As first ecological state, Montenegro should be known by ecotourism in the world.