

SUSTAINABLE DEVELOPMENT OF TOURISM IN THE SKADAR LAKE ZONE

Scientific paper

Iva Bulatović
Rade Ratkovic

Abstract

Purpose – The purpose of this paper is to present indicators of sustainable tourism development in the Skadar Lake Zone in Montenegro. Actually tourism is one of the most important industries in Montenegro, and therefore deserves the most attention. Local community plays very important role in future tourism development in this area and their environmental awareness is the crucial factor for ensuring sustainability.

Design – In order to understand the concept of sustainable tourism well, this paper explains the concept of sustainable development, the principles of sustainable development, goals and indicators of sustainability. Sustainable development is treated as a global strategy. There is a special focus on the concept of sustainable tourism and indicators of sustainable tourism.

Methodology – For the purpose of this paper special survey was conducted among the households situated in the zone of Skadar Lake. Closed questionnaire was prepared and 51 people – households' representatives who are directly and / or indirectly associated with the industry of tourism answered it. Some interviews were done in person, some by telephone and e-mail. Statistical analysis was used for data processing.

Approach – Sustainability of tourist destination is an actual issue that our and future generations have to deal with. Thanks to natural beauty and resources, Montenegro has become a tourist destination. National parks are one of the most important characteristics of Montenegro, but tourism in national parks and around is not developed enough and we cannot say that represents sustainable development of tourism.

Findings – Research conducted in the zone of Skadar Lake shows that ecological awareness of the people who live there is at relatively low level. Ecological initiatives and adequate educational programs can ensure the sustainability of this zone as a tourist destination. Destination planning is fundamental for development of sustainable tourism.

Originality – This paper can provide assistance in the sustainable tourism planning and analysis of the Skadar Lake area.

Keywords sustainability, tourism, management, ecological awareness, development

INTRODUCTION

Considering that we are vitally connected with our environment and all our activities are more or less dependent on the environment, the issue of sustainable development is set globally.

Specifically, we must create more value than we can take from nature. From nature should not be taken more than its capacity. It is a global strategy that combines development and problems of environment. Sustainable development is a generally orientation, not the list of requirements and their fulfilment. The advantage of sustainable development as a modern idea is a view to the future that includes carefully development of the coming generations.

There are many documents in which the concept of sustainable development, its principles, goals, etc. have been defined and explained. These documents provide a framework for the design and implementation of regional and national sustainable development strategies, test the fact that the concept of sustainable development is truly a global issue and global strategy.

Recognizing the danger of continued disruption of the ecological balance, governments of 182 countries at the Rio Earth Summit in 1992 adopted Agenda 21 document, which is a kind of development codex that is harmonized with environmental orientation.¹

Also, for the implementation of the concept of sustainable development major role have played the Earth Summit in Rio and Johannesburg, Kyoto and the UN Millennium Declaration that was adopted in September 2000. Nowadays, important bodies such as the United Nations and its Commission on Sustainable Development, a number of multilateral and international institutions and organizations, governments of individual countries and the EU, civil society and local governments, millions of people around the world are included in the implementation of sustainable development because the ecological imbalance is not a problem of one region, of one country, of one place, but of the Earth in its entirety.²

Last year, The United Nations Rio+20 summit in Brazil committed governments to create a set of sustainable development goals that would be integrated into the follow-up to the Millennium Development Goals after their 2015 deadline.³ Focus area of priority attention were: green jobs, youth employment and social inclusion, energy access, efficiency, sustainability, food security and sustainable agriculture, water, sustainable cities, management of the oceans, fisheries and other marine resources, improved resilience and disaster preparedness.⁴

We can conclude that the sustainable development is crucial for further progress of any country or place so everyone must be more responsible for their actions.

1. SUSTAINABLE DEVELOPMENT

1.1. Term and definition

Different ideas about progress, sustainability, growth and development that had been developed over many years started pointing in a new direction, that of sustainable development.⁵

¹ Pasinović, M., *Održivi turizam u Crnoj Gori*, Bar, Fakultet za turizam, hotelijerstvo i trgovinu-Bar, 2008.

² *Ibidem*

³ Griggs, D., "Comment", *Nature*, Vol.495, Macmillan Publishers, 2013.

⁴ UNCSO, *The Millennium Development Goals Report 2012*, UN, 2012.

⁵ Jacobus A.Du Pisani, "Sustainable development-historical roots of the concept", *Environmental Sciences*, Vol. 3, No. 2, 2006, pp. 83-96.

The term of sustainable development emerged in the nineteenth century in forestry. This term meant that you could cut as much wood as would re-grow - quantitatively and qualitatively in a defined period of time.⁶

There are numerous definitions of sustainable development. The most used definition was found in the Report of the World Commission on Environment and Development in 1987, and it means: "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."⁷

Satisfaction of human needs and their requirements is the main goal of sustainable development. Basic needs of large numbers of people in developing countries, such as the need for food, clothing, shelter, jobs - are not satisfied, but these people have legitimate aspirations for a better quality of life. The world in which poverty and inequality are endemic, will always be „suitable“ for ecological and other crises. Sustainable development requires meeting the basic needs of all and providing opportunities for everyone to fulfill their aspirations for a better life.⁸

Sustainable development is closely connected with the natural environment and it is the reason why we must give an adequate definition of the natural environment. It states: The natural environment includes physical and biological resources of the planet and survival of human community depends on it.⁹ Some researchers shows positive linkages between human development and environmental protection.¹⁰

1.2. Concept and principles of sustainable development

The concept of sustainable development aims to create a better world, in which economic, social, cultural and environmental factors would be balanced. Sustainable development is a concept of development, which is harmonized with the capacity of the environment. It doesn't endanger resources that is based on. Sustainable development must ensure the development of future generations.

The concept of sustainable development includes:

- A balanced and equitable economic development that is sustainable in the long term;
- Poverty reduction through empowerment of the poor people and providing them with better access to necessary services and facilities;
- Participation of all stakeholders in decision-making (central and local governments, non-governmental organizations, the private / business sector, professional organizations, unions), the development of social capital;

⁶ Pasinović, M., *Održivi turizam u Crnoj Gori*, Bar, Fakultet za turizam, hotelijerstvo i trgovinu-Bar, 2008.

⁷ Brady and Geets, "Sustainable development: the challenge of implementation", *International Journal of Sustainable Development & World Ecology*, Vol. 1, No. 3, 1994, pp.189-197.

⁸ UN Department of Economic and Social Affairs – Division for sustainable development, *Agenda 21*, <http://www.un.org/esa/dsd/agenda21/> connection: 25.05.2013. 19.35h.

⁹ Sl. List RCG., *Zakon o životnoj sredini*, Podgorica, 1996.

¹⁰ Mozaffar Qizilbask, Sustainable development, „Sustainable development: Concepts and Rankings“, *The Journal of Development Studies*, Vol. 37, No. 3, 2001, pp. 134-161.

- Careful conservation management and careful management of non-renewable resources;
- Rational / sustainable use of energy and natural resources (water, land, forests, etc..)
- To minimize waste, effective prevention and control of pollution, and to minimize environmental risks;
- Improving education and health, and improvement in gender equality;
- Protection of cultural identity.¹¹

Concept of sustainable development is based on three pillars: economic, environmental and social development.

As basic principles of sustainable development we stress:

- Integration of environmental concerns into development policies;
- Internalization of costs related to the environment through the implementation of the polluter / user pays;
- Participation of all the parties / stakeholders in decision-making, consultation, dialogue and partnership;
- Access to information;
- Equity between generations and equity within the same generation (including gender equality);
- The principle of subsidiarity (the hierarchy and interdependence) between the local and global levels, and
- Access to services and financial resources necessary to meet basic needs.¹²

1.3. Goals of sustainable development

Another way to define sustainable development is to identify the key goals of sustainable development. United Nations General Assembly in New York in 2000 adopted the Millennium Declaration, which defined the goals of sustainable development by the year 2015, as follows:

- Eradicating extreme poverty and hunger,
- Achieving universal primary education,
- Promoting gender equality and empowering women,
- Reducing child mortality rates,
- Improving maternal health,
- Combating HIV/AIDS, malaria, and other diseases,
- Ensuring environmental sustainability, and
- Developing a global partnership for development.¹³

¹¹ Grupa autora, *Nacionalna strategija održivog razvoja Crne Gore (konačan nacrt)*, Podgorica, Ministarstvo životne sredine i uređenja prostora, 2006.

¹² Grupa autora, *Komunikaciona strategija održivog razvoja Crne Gore 2011-2013*, Podgorica, Vlada Republike Crne Gore, 2010.

¹³ UN, *United Nations Millennium Declaration*, UN, 2000.

Some of these goals will be achieved by 2015 but progress in many areas is far from sufficient, so more efforts are urgently needed.¹⁴

1.4. Indicators of sustainable development

Indicators can provide crucial guidance for decision-making in various ways. They can reformulate the physical and social sciences into quantitative information that could improve process of decision-making. Indicators allow monitoring of the sustainable development implementation, provide early warning in order to prevent a time of economic, social or environmental crisis, enable the creation of new ideas, attitudes and values.

Earth Summit in 1992 recognized the important role that indicators have in helping countries to make decisions related to sustainable development. This recognition is defined in Chapter 40 of Agenda 21, which calls on all countries at the national level as well as international, governmental and non-governmental organizations to develop and to identify the indicators of sustainable development. These indicators can provide them with a solid basis for decision making at all levels.¹⁵

Commission for Sustainable Development (CSD), in its publication *Indicators of Sustainable Development: Guidelines and Methodologies* has defined the basic indicators of sustainable development and it has set the framework for the evaluation of the implementation of national strategies for sustainable development. The indicators are divided into four major groups: social, environmental, economic, and institutional.¹⁶

We should be aware of fact that the idea of global sustainable development can only be achieved if the identical ideas are implemented at the local level. The role of local authorities and communities is essential here.

2. SUSTAINABLE DEVELOPMENT OF TOURISM

Some authors believe that a country that is committed to sustainable development especially need to focus on efficient and effective management of agriculture and tourism.¹⁷

In a few words, sustainable tourism can be defined as "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, and the environment and host communities"¹⁸

¹⁴ UN, *The Millennium Development Goals Monthly Report 2013*, UN, 2013.

¹⁵ Stojanović, V., *Održivi razvoj turizma i životne sredine*, Novi Sad, Univerzitet u Novom Sadu, 2007.

¹⁶ UNCSO, *The Millennium Development Goals Report 2012*, UN, 2012.

¹⁷ Elliot, J., *An introduction to sustainable development*, London, Routledge, 1994.

¹⁸ UNEP and UNWTO, *Making Tourism More Sustainable - A Guide for Policy Makers*, Madrid, UNEP and UNWTO, 2005.

“According to the Conceptual Definition established by the World Tourism Organization, sustainable tourism must:

- Provide optimal use of environmental resources that constitute a key element in tourism development;
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to intercultural understanding and tolerance;
- Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, and contributing to poverty alleviation; and
- Maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices.”¹⁹

We have mentioned that sustainable tourism aims to preserve the natural and cultural heritage, but also to preserve the cultural identity, domicile, their rights, to stimulate the usage of natural and cultural resources within the limits of sustainability, to reduce the differences in development within and between regions, to promote the competitiveness and to support economic and social integration.

Sustainable tourism should be considered:

- From the economic point of view, especially its effects in relation to mass tourism;
- From the socio-cultural aspect, in terms of cultural identity, traditional system of values and morals;
- From the ethical point of view, in terms of respecting ethical principles during any business action;
- From the environmental point of view, in terms of protection of the environment.²⁰

We emphasize that the key to achieving sustainable tourism is an analytical overview and critical review of the current situation, as well as effective management of tourism development using appropriate techniques.²¹

Progress in the idea of sustainable tourism can not be imagined without some kind of verification of that progress. Sustainable development of tourism and sustainable development in general is carried out with the help of indicators.²² Because of the importance of tourism for the development of Montenegro, we will focus on indicators of sustainable tourism.

In fact, summarizing the results of research conducted in the various types of tourist centers as well as taking into consideration all the problems related to the precise determination of carrying capacity, a team of experts proposed by the Commission of the European Union had prepared a list of comparative indicators for monitoring and determining the degree of sustainability of tourism development. The indicators are

¹⁹ Weaver, D., *Sustainable tourism*, Oxford, B-H, 2012.

²⁰ Pasinović, M., *Održivi turizam u Crnoj Gori*, Bar, Fakultet za turizam, hotelijerstvo i trgovinu-Bar, 2008.

²¹ Gossling, S., Hall, M. and Weaver, D., *Sustainable tourism futures*, London, Routledge, 2009.

²² Halloway, C., *The business of tourism*, New York, Prentice Hall, 2009.

categorized into five groups: economic indicators (showing the economic effects of tourism business in the tourist areas), tourist satisfaction (includes quality of tourist satisfaction), social indicators, cultural indicators (express the degree of preservation of the cultural identity of the local community that is influenced by tourists who come from backgrounds with different cultural characteristics), environmental indicators should provide a picture of the environmental impacts of tourism and its performance in various regions.²³

Using these indicators to evaluate the current state of tourism development leads to the more responsible actions. Application of indicators is based on the encoding that defines limit values for each indicator. According to this, situation can be evaluated as a critical, acceptable and sustainable.

The indicators highlight trends at EU level by using traffic light colors.²⁴ The color of the heading summarizes the overall situation. The bullets, which are also color-coded, highlight the main issues. The assessment for most indicators is based on recent official documents of the Commission. Red zone means poor performance, indicating that worrying trends are not being reversed, and/or that targets are unlikely to be met (where targets exist). Amber zone means trends are not clear, or that overall problems remain despite some mixed progress. Green zone means good performance, indicating that worrying trends have been reversed or the EU is on track to meet targets, where there are targets.²⁵

In the next table you can find review of sustainable tourism indicators.

Table 1: Comparative indicators of sustainable tourism

<i>Type of indicator</i>	<i>Indicators</i>	<i>Meaning</i>
Economic	Seasonality: % tourist arrival in the peak season (3months)	<40% green zone
		40-50% amber zone
		>50% red zone
	Relation between the number of tourist capacities and the number of tourists' overnight stays	>150% green zone
		120-150% amber zone
		<120 red zone

²³ Cooper, C., *Tourism – Principles and Practice*, London, Longman, 2000.

²⁴ European Commission, *EU environment – indicators*, Brussels, European Commission, 2009

²⁵ Stojanović, V., *Održivi razvoj turizma i životne sredine*, Novi Sad, Univerzitet u Novom Sadu, 2007.

Tourism and Hospitality Industry 2014, CONGRESS PROCEEDINGS
Trends in Tourism and Hospitality Industry

<i>Type of indicator</i>	<i>Indicators</i>	<i>Meaning</i>
	The coefficient of local magnification	Not defined
Tourist satisfaction	Repeated visits: % repeated visits in the last 5 years	>50% green zone
		30-50% amber zone
		<30% red zone
Cultural	Relation between the number of tourist capacities and the number of citizens	<1.1:1 green zone
		1.1-1.5:1 amber zone
		>1.6:1 red zone
	Tourism intensity: number of overnight stays (000) / number of citizens (00)	<1.1:1 green zone
		1.1-1.5:1 amber zone
		>1.6:1 red zone
Social	Tourism share in GDP	Compare with the tourism share in employment
	% of individual tourists	>70% green zone
		50-70% amber zone
		<50% red zone
Environmental	Land - % of land on which construction is allowed but not implemented yet	<10% green zone
		10-20% amber zone
		>20% red zone
	Usage of land: % area changes by construction in the last 5 years	Not defined
	Traffic: % of tourists arrivals who do not use their own cars	>20% green zone
		10-20% amber zone
		<10% red zone

Source: Stojanović V., Održivi razvoj turizma i životne sredine, Novi Sad, Univerzitet u Novom Sadu, 2007.

3. THE SKADAR LAKE ZONE – GENERAL CHARACTERISTICS

The Skadar Lake Zone is recognized as ecological - lake and cultural - tourist region whose waters are the largest freshwater areas in the southeastern Europe. It is also well known for its diverse, complex and specific ecosystems that are under national and international protection. Well known and highly respected tourist attributes of this subregion are specific nature, lake, wildlife, national park, cultural - historical heritage, fishing villages, castles and bridges, gastronomy, tradition and legends.²⁶

The Skadar Lake is situated in the border area of Zeta - Shkoder basin, maintaining contact to the Adriatic Sea through Bojana River (back then the only transport link between Montenegro and the rest of world). In the geological past the Skadar lake was separated from the sea by mountains. The Skadar Lake basin covers more than a quarter of the Montenegrin area and it collects a huge amount of water from heavy rainfall, many river sources. It is a high quality water. The Skadar Lake Zone has a very favorable geographical and transportation position. It is a link between the coastal and north regions of Montenegro and across the lake water are the main road and rail corridors.

The Skadar Lake coast is very indented and has numerous bays and islands. Along the coast, under Rumija mountain more than 50 small and large islands are situated. Most of islands are low, rocky and overgrown with laurel, ivy and pomegranate bushes. The largest island is Vranjina (303m). It became an island in the first half of the 13th century and before that, it was part of the mainland. There is an old, attractive fishing village, several restaurants, including the restaurant Plantaže which is well known by high quality service. Behind this restaurant quite attractive wine cellar is situated in the stone cave. At the western side of island interesting small island Lesendo is positioned and here is built Adriatic highway and Belgrade-Bar railway.

There are also islands: Moračnik, Beška, Starčevo, Grmožur, Kom, Velja i Mala Čakovica. Very important historical and cultural monuments are stated on some of these islands. In Montenegrin architecture churches from 14th and 15th century take special place.²⁷

The National Park Skadar lake is the part of this zone. National Park Skadar Lake is the largest lake in the Balkans and is also the only national park dominated by aquatic and wetland ecosystems. Northern side (about 20,000 ha) provides ideal conditions for the development of wildlife, especially for bird life. On the lake there, nests, wintering or relocated 281 species of birds, including Lake has the status of international importance for birds (IBA) and is on the list of the world's aquatic habitats of international importance (RAMSAR).

In the park, there are 48 species of fish, 50 species of mammals (only water is representative of the otter), numerous amphibians, reptiles and insects. Skadar Lake has a rich history and culture, as evidenced by numerous archaeological sites, medieval to

²⁶ Radović, M., *Turistička geografija Crne Gore*, Bar, Fakultet za turizam Bar, 2010.

²⁷ *Ibidem*

monastery and churches we have mentioned before, forts and folk architecture (fishing villages, old bridges, mills and wells).²⁸

From the tourism development point of view special attention is given to the design and development of tourist infrastructure at sites: Crnojevića River, Virpazar, Murići - Ostros, Vranjina and Plavnica. The Skadar Lake zone includes numerous villages, which have excellent conditions for integrated tourism development and for production of high quality food and beverages. In the formulation of the tourist product special attention should be paid to the protection NP Skadar Lake and authentic landscape - environmental and architectural features of coastal areas.²⁹

The tourist valorization of the Skadar Lake Zone should be focused on sustainable tourism development. The various programs should be created such as special environmental programs for education. Then, for attracting more tourists alternative products should be designed. It means particular types of tourism should be developed here: cultural, excursions, sports - recreational, rural tourism, ecotourism, etc. On the other hand, respecting environment and sustainable development principles is the most important for the future development of tourism. Unplanned construction at this area should be strictly banned.³⁰ Local people must be aware of threats that come from their irresponsible behaviour towards environment. In the next paragraph we are going to discuss the indicators of sustainable tourism in The Skadar Lake Zone and environmental awarenesses of local people.

3.1. Indicators of sustainable tourism development

For the calculation of indicators of sustainable tourism in the Skadar Lake Zone we used the parameters for the three municipalities: Bar, Podgorica and Cetinje which belong to the Skadar Lake Zone. It should be noted that because of lack of available data we could not calculate all of indicators.

Economic Indicators of sustainable development of tourism in the Skadar Lake Zone say the following:

Seasonality of tourism in this area is expressive. In fact, during the summer months June, July and August (2012) in the area of Skadar Lake was recorded 990,027 overnight stays, which is 73% of total overnight stays during 2012. According to this, the Skadar Lake Zone can be positioned in the red zone. It is important to note that most of the overnight stays are realised in the coastal municipality of Bar.

Analyzing the relationship between the number of tourists' overnight stays and the number of available beds in destination (number of overnight stays during the year 2012 in Bar, Podgorica and Cetinje was 1,375,269, while the number of beds was 22 362) the Skadar Lake Zone is in the green zone. The ratio of these two parameters is more than 150%.

²⁸ Official site of National Parks of Montenegro, www.nparkovi.me, connection 15.02.2013. 10.30h

²⁹ Radović, M., *Turistička geografija Crne Gore*, Bar, Fakultet za turizam Bar, 2010.

³⁰ *Ibidem*

According to cultural indicators of sustainable tourism development we can conclude that the Skadar Lake Zone is in the green zone. This is based on ratio of the number of accommodation units to the number of local people, 0,09:1 (the total population of the Bar, Podgorica and Cetinje is 244 642). Furthermore, the ratio of the number of tourists' overnight stays to the number of inhabitants is 5,54:1, which means that the Skadar Lake Zone is in the red zone. It is important to note that this result is consequence of the unsustainability of smaller tourist destination, of the municipality of Bar.

Analyzing social indicators of sustainable tourism development in the Skadar Lake Zone we can conclude that it is in the green zone. Actually, there is not high dependence on tour operators at the national level and therefore not in this area.

For analyzing the environmental indicators we used the number of flats built in the Skadar Lake Zone. Between the two censuses, the number of new flats increased by 21.5%, which is alarming rate in terms of the tourism sustainability. Construction is one of the activities with the highest share in GDP in the last decade and it is very indicative in the municipality of Podgorica (the capital of Montenegro) and in the municipality of Bar, while coastal places of the Skadar Lake are not yet affected by intensive and unplanned construction.

We conclude that some parts of the Skadar Lake Zone are quite vulnerable in terms of sustainability, particularly areas of the Capital City and the Municipality of Bar, but the area of Cetinje is still in the green zone. The Skadar lake is not enough known as tourist destination so we can say that the National Park is situated in the green zone of tourism sustainability.

However, the question is: How to ensure the sustainability of tourist destination? The main actors in achieving tourism sustainability in particular destination are local people. Their ecological awareness is the most important initiator for sustainable tourism development. We need to notice that conflict between wildlife and people can erode local support for conservation and where the linkage between tourism benefits and wildlife is not understood, real benefits from sustainable tourism in protected areas could not be evidenced.³¹ Community based tourism is a right base for sustainable economy development in protected areas, especially in national parks. Including local people in making decisions process must be obligatory for strategic decision makers.³² On the other hand, despite the wealth of information which exists concerning environmental behavior, it is not known which variable or variables appear to be most influential in motivating individuals to take responsible environmental action.³³ In the next paragraph we will try to identify the level of ecological awareness of local people

³¹ Michelle Gadd, "Conservation outside of parks: attitudes of local people in Laikipia, Kenya", *Environmental Conservation*, No. 1, March 2005, pp. 50-63.

³² Daniela Tommasini, "Ittoqqortoormiit and the National Park of Greenland: a community's option for tourism development", *Polar Record*, Vol. 49, No. 3, July 2013, pp. 237-239.

³³ Anja Kollmuss and Julian Agyeman, "Mind the Gap: Why do people act environmentally and what are the barriers to pro-environmental behavior?", *Environmental Education Research*, Vol. 8, No. 3, 2010, pp. 239-260.

who live in the area of the Skadar Lake. We will make conclusions using results of survey conducted in the Skadar Lake Zone.

3.2. Environmental awareness of local people in the Skadar Lake Zone

3.2.1. Sample and Results

Special, closed questionnaire was designed. The questionnaire included 18 questions and 51 people answered it, which is considered a valid sample. According to the census of Montenegro from the 2011th, in the area of Skadar Lake (The municipalities of Podgorica, Bar and Cetinje) live 244 642 inhabitants or 39.46% of the total population of Montenegro. A statistically representative sample of the total population of Montenegro is 100 participants, so the adequate sample for this survey is 39 residents. It is important to notice that survey was conducted among 51 households, not individuals. We talked with one person from a family, not with all members of households. Some questionnaires were filled in person by interviewer, some by e-mail or telephone. Examined sites were Bar, Dodoši, Godinje, Karuč, Murići, Ostros, Podgorica, Plavnica, Crnojevića River, Sutomore Virpazar Vranjina. The following table presents more details about the sample.

Table 2: Respondents' profile

Sex (frequency)	male	31	Age (%)	18-35: 42	
	female	20		36-55: 34	
	Total	51		56- : 24	
Education (%)	Secondary school	35.3	Status (%)	employed	66.7
	College	9.8		unemployed	19.6
	Faculty/Academy	45.1		Retiree	9.8
	Others	9.8		Others	3.9
Employment sector (%)	Tourism and hospitality	31.4	Industry	3.9	
	Agriculture	9.8	Education/healthcare	11.8	
	Commerce	3.9	Culture	2	
	Public services	9.8	Science	2	

Source: Authors

Most of respondents who are employed in the tourism and hospitality sector work in restaurants and travel agencies. Three respondents work in the hotel, but twelve respondents gave an answer they do something else. (Administration, ticketing agent, tour guide, IT, Sales).

Most respondents work in the private sector. More than 58% of respondents work in the private sector, 19.6% work in the public sector and 21.6% of respondents didn't answer. More than 47% of respondents generate income completely / mostly and partly from tourism, while 52.9% of respondents don't.

Due to the complexity we will present only the most interesting answers.

One of the questions in the questionnaire was to assess the degree of agreement with the following premises using scale from 1 - I do not agree to 5 - I agree.

Table 3: Premise: Tourism development destroys natural and cultural resources.

		Frequency	Percent	Valid Percent	Cumulative Percent
	I do not agree	18	35.3	36.0	36.0
	Slightly agree	6	11.8	12.0	48.0
	Moderately agree	16	31.4	32.0	80.0
	Strongly agree	5	9.8	10.0	90.0
	Completely agree	5	9.8	10.0	100.0
	Total	50	98.0	100.0	
	Missing values	1	2.0		
Total		51	100.0		

Source: Authors

The majority of respondents agreed that tourism development does not destroy the natural and cultural resources at all, 11.6% of them said little, moderate 31.4%, while 19.6% of respondents said that tourism greatly endangers the natural and cultural resources.

Table 4: Premise: Sustainable tourism means management of resources in a way to satisfy all the economic needs, and continuously preserve environment

	Frequency	Percent	Valid Percent	Cumulative Percent
I do not agree				
Slightly agree	1	2.0	2.0	2.0
Moderately agree	11	21.6	21.6	23.5
Strongly agree	7	13.7	13.7	37.3
Completely agree	32	62.7	62.7	100.0
Total	51	100.0	100.0	

Source: Authors

People who live at the Skadar Lake Zone are not familiar with the concepts of sustainable development and sustainable tourism. We have concluded this from their answers. Over 76% of respondents said that sustainable tourism means management of resources in a way to satisfy all economic needs first and to preserve environment. Over 21% of them partially agree with the above statement, while a few respondents slightly agreed with it. None of the respondents disagreed with this premise. Mentioned premise is not true. Look at the definition of sustainable tourism in previous text. It is reason why we cannot expect a proper application of the concept of sustainable tourism in this area.

Table 5: Premise: Ecotourism is a type of tourism that can be sustainable and unsustainable, as well as agro tourism.

	Frequency	Percent	Valid Percent	Cumulative Percent
I do not agree	3	5.9	5.9	5.9
Slightly agree	1	2.0	2.0	7.8
Moderately agree	23	45.1	45.1	52.9
Strongly agree	12	23.5	23.5	76.5
Completely agree	12	23.5	23.5	100.0
Total	51	100.0	100.0	

Source: Authors

How many residents of the Skadar Lake Zone are familiar with the concept of ecotourism, we can infer from their answers. Only 5.9% of respondents did not agree with the premise that ecotourism can be sustainable and unsustainable, as well as the agro tourism, while the rest of the respondents showed agreement with this premise. We can conclude that the local people are not familiar with the concept of ecotourism because ecotourism must be sustainable, otherwise it is not ecotourism.

Table 6: Premise: I think that it is necessary to take more care of the environment

	Frequency	Percent	Valid Percent	Cumulative Percent
I do not agree				
Slightly agree	1	2.0	2.0	2.0
Moderately agree	5	9.8	9.8	11.8
Strongly agree	4	7.8	7.8	19.6
Completely agree	41	80.4	80.4	100.0
Total	51	100.0	100.0	

Source: Authors

State of environmental awareness of the local people who live in the area of the Skadar Lake can be considered as positive. Over 88% of respondents think that it is necessary to take better care of the environment. There is no disagreement with this statement.

Table 7: Premise: I think it is necessary to use alternative energy (solar heating, rain water, windmills, etc.).

	Frequency	Percent	Valid Percent	Cumulative Percent
I do not agree	3	5.9	5.9	5.9
Slightly agree	4	7.8	7.8	13.7
Moderately agree	7	13.7	13.7	27.5
Strongly agree	9	17.6	17.6	45.1
Completely agree	28	54.9	54.9	100.0
Total	51	100.0	100.0	

Source: Authors

Respondents showed that they are aware of importance of environmental protection. They think sustainability in business is important, so 72.5% of respondents agreed with the premise that it is necessary to use alternative energy, 13.7% of respondents partially agreed with this premise, 7.8% slightly agreed, while 5.9% of respondents did not agree with it. Using alternative energy is the future of this area, especially if we bear in mind that the most of the area is under the protection of the National Park Skadar Lake.

Table 8: Premise: It is important to build Eco Lodge accommodation facilities because it does not damage the natural and social environment.

		Frequency	Percent	Valid Percent	Cumulative Percent
	I do not agree	1	2.0	2.0	2.0
	Slightly agree	2	3.9	3.9	5.9
	Moderately agree	8	15.7	15.7	21.6
	Strongly agree	12	23.5	23.5	45.1
	Completely agree	28	54.9	54.9	100.0
	Total	51	100.0	100.0	

Source: Authors

The majority of respondents, 78.4%, considered that they had to build Eco Lodge accommodation facilities in order to protect the environment. Over 15% of them partially agreed with this premise, 3.9%, while one respondent disagreed. These results support the thesis that environmental awareness among the population in the area of Skadar lake exist but other findings indicate the level of development of their environmental awareness.

Table 9: Premise: It is important to have certain certificate which demonstrates the quality of the product

		Frequency	Percent	Valid Percent	Cumulative Percent
	I do not agree	3	5.9	5.9	5.9
	Slightly agree	3	5.9	5.9	11.8
	Moderately agree	7	13.7	13.7	25.5
	Strongly agree	13	25.5	25.5	51.0
	Completely agree	25	49.0	49.0	100.0
	Total	51	100.0	100.0	

Source: Authors

Over 74% of respondents agreed with the statement that it is very important to possess certain certificates that confirm the quality of the product, 13.7% partially agreed, 5.9% slightly agreed and 5.9% did not agree with this premise. That is good result which tells us local people can recognize the importance of certified quality in order to attract more tourists.

To summarize, the environmental awareness among the local population in the area of Skadar Lake is present but a special attention should be given to clarifying specific concepts such as sustainable development, ecotourism, ecolodge, alternative energy, and to encourage people to be more responsible.

CONCLUSION

Research conducted in the zone of Skadar Lake shows that ecological awareness of the people who live there is at relatively low level. Ecological initiatives and adequate educational programs can ensure the sustainability of this zone as a tourist destination.

The Skadar Lake Zone could become a real tourist destination by destination planning, defining a common vision and mission, setting strategic goals. Adequate development of tourism could provide sustainability of this region. Destination management is required as well as the management of visitors. Careful calculation of carrying capacities of the zone is very important for ensuring the sustainability of the destination. The Skadar Lake Zone would be in the green area of sustainability by establishing a strong system of protection, control and education of the local population and by trying to engage them in tourism, by sustainable developing of different forms of tourism especially eco-tourism, good promotion. On the other hand this zone would become the trademark of Montenegro as a tourist destination. It would be the area that every tourist would like to visit.

REFERENCES

- Brady and Geets, "Sustainable development: the challenge of implementation", *International Journal of Sustainable Development & World Ecology*, Vol.1, No. 3, 1994, pp.189-197. Cooper, C., *Tourism – Principles and Practice*, London, Longman, 2000.
- Elliot, J., *An introduction to sustainable development*, London, Routledge, 1994.
- European Commission, *EU environment – indicators*, Brussels, European Commission, 2009.
- Gadd, M., "Conservation outside of parks: attitudes of local people in Laikipia, Kenya", *Environmental Conservation*, No. 1, March 2005, pp. 50-63.
- Gossling, S., Hall, M. and Weaver, D., *Sustainable tourism futures*, London, Routledge, 2009.
- Griggs, D., "Comment", *Nature*, Vol. 495, Macmillan Publishers, 2013.
- Grupa autora, *Komunikaciona strategija održivog razvoja Crne Gore 2011-2013*, Podgorica, Vlada Republike Crne Gore, 2010.
- Grupa autora, *Nacionalna strategija održivog razvoja Crne Gore (konačan nacrt)*, Podgorica, Ministarstvo životne sredine i uređenja prostora, 2006.
- Halloway, C., *The business of tourism*, New York, Prentice Hall, 2009.
- Jacobus A. Du Pisani, "Sustainable development-historical roots of the concept", *Environmental Sciences*, Vol. 3, No. 2, 2006, pp.83-96.
- Kollmuss, A. and Agyeman, J. "Mind the Gap: Why do people act environmentally and what are the barriers to pro-environmental behavior?", *Environmental Education Research*, Vol. 8, No. 3, 2010, pp. 239-260.
- Qizilbask, M., Sustainable development, „Sustainable development: Concepts and Rankings“, *The Journal of Development Studies*, Vol. 37, No. 3, 2001, pp.134-161.
- Pasinović, M., *Održivi turizam u Crnoj Gori*, Bar, Fakultet za turizam, hotelijerstvo i trgovinu-Bar, 2008.
- Radović, M., *Turistička geografija Crne Gore*, Bar, Fakultet za turizam Bar, 2010.
- Sl. List RCG., *Zakon o životnoj sredini*, Podgorica, 1996.
- Stojanović, V., *Održivi razvoj turizma i životne sredine*, Novi Sad, Univerzitet u Novom Sadu, 2007.
- Tommasini, D., "Ittoqortoormiit and the National Park of Greenland: a community's option for tourism development", *Polar Record*, Vol. 49, No. 3, July 2013, pp. 237-239.
- UN, *The Millennium Development Goals Mountly Report 2013*, UN, 2013.
- UN, *United Nations Millennium Declaration*, UN, 2000.
- UNCSD, *The Millennium Development Goals Report 2012*, UN, 2012.
- UNEP and UNWTO, *Making Tourism More Sustainable - A Guide for Policy Makers*, Madrid, UNEP and UNWTO, 2005.
- Weaver, D., *Sustainable tourism*, Oxford, B-H, 2012.
- <http://www.un.org/esa/dsd/agenda21/>
www.nparkovi.me

Iva Bulatović, MSc, Assistant
Montenegro Tourism School, Mediterranean University Podgorica
Vaka Đurovića Street NN, 81000 Podgorica, Montenegro
Tel: +382 30 303 200
Fax: +382 20 409 232
E-mail: ivabulatović@yahoo.com

Rade Ratkovic, PhD, Full Professor
Faculty of Bussines and Tourism, Budva, Montenegro
Zgrada "Akademija znanja", 85310 Budva, Montenegro
Tel: +382 (0)78 108 083,
Fax: +382 33 402 250
E-mail: njasa@t-com.me