

# RURAL TOURISM IN MONTENEGRO *CONTEXT AND FACTS*

**RURAL TOURISM (definition)?** There is no generally accepted definition of rural tourism...

According to the Council of Europe definition of 1986, rural tourism is a form of tourism that encompasses all activities in the rural area, and not just the activities that could be define as agrotourism, or tourism on farms.

Some authors include the concept of rural tourism and visits to national parks, as well as cultural tourism in rural areas. However, while on a market niche, rural tourism obviously involves a number of narrower niches such as eco-tourism, nature tourism, agrotourism, sports and adventure tourism, gastronomic and wine tourism and the rest.

## KEY INSTITUTIONS IN RURAL TOURISM (I)

### Top Policy Level

MARD Ministry of Agriculture and Rural Development

MSDT Ministry of Sustainable development and tourism

## KEY INSTITUTIONS IN RURAL TOURISM (II)

MARD

MSDT

NTO national touristic organisation

Working group for rural tourism (in the future)

### Local Policy level/Executive

Municipalities

LTO - local touristic organisation

## KEY INSTITUTIONS IN RURAL TOURISM (III)

### Cross level (Policy/Executive)

Donors: SWG, EU, GIZ, UNDP, World Bank, UN FAO, EBRD, IFAD

### Educational institutions

Montenegro tourism school (Podgorica, Kotor...)

Business sector (providers, guides, locals, farmers...)

National Parks

Commercial banks

IDF – Investments development found

## INFORMAL EDUCATION, KEY CIVIL SOCIETY ORGANIZATIONS...

RDNM – Members of the Network for rural development of Montenegro  
Clusters for rural tourism („Nikšić“, „Župa“)

RDA - Regional Development Agency for Bjelasica, Komovi and Prokletije

NGOs –initiatives for establishing Local action groups

## **KEY DOCUMENTS IN RURAL TOURISM (I)**

**National Strategy for development agriculture and rural development 2015-20120**

**IPARD II Programme 2014-20120**

**Programme for development of rural tourism with Action plan(2019-2021)**

**AGROBUDGET of MARD-measure: Diversification of economic acitivites in rural areas (rural tourism) 2013-2018**

**NATIONAL BUDGET (2019) MIDAS 2: 1,000,000 Farm Diversification and Business development**

## IPARD II 2014-2020/MEASURES IN RURAL TOURISM (I)

IPARD II programme (39 mil EUR)

Measure I Investment in physical assets of agricultural holdings

Measure II Investments in physical assets concerning processing and marketing of agriculture and fishery products

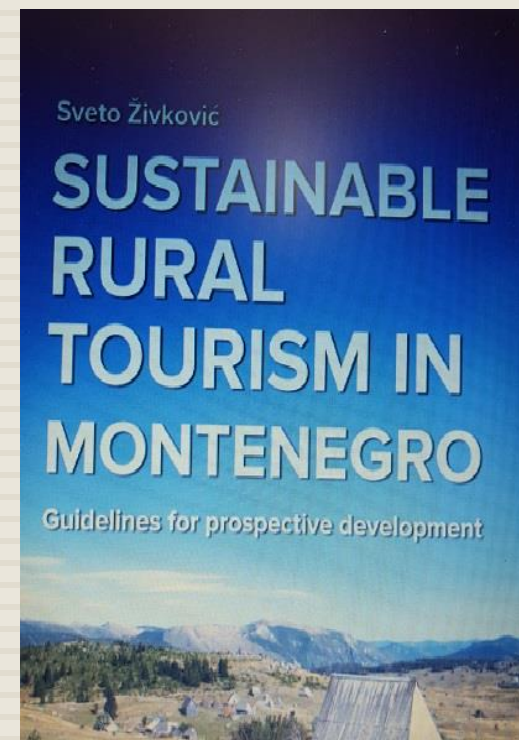
Measure III Farm diversification and Business Development

- Farm diversification and business development 4,512,819 EUR
- Investments in rural public infrastructure 1,633,067 EUR,



## Previous experience, initiatives...

- Available literature... (books Prof. Moric, Živković, Dorđević – Serbia, Croatia... Internet)



- Study visits... (minimum 5 Cro-BiH)
- The most often organization forms (Eco villages, ethno households, farms, organic farms)...
- Joining, clusters (examples of good practice Cluster Agrotourism Niksic, Agrotourism Župa)...

**Thank you for your attention**

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