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RURAL AND AGRITOURISM AS A NEW CHANCE OF TOURISM DEVELOPMENT

Abstract: Rural tourism in Montenegro and tourism in villages are in initial, pioneering phase. This was due to Montenegrin tourism's focus on maritime areas mainly, or even because of the decades long process of neglect of rural areas and family farms. Changes in the socio-economic system in the early nineties of the 20 th century were the impetus for development of this type of tourism in Montenegro. But even though 3/4 of rural areas of Montenegro have the characteristics of the socio-economic crisis, rural tourism is not used systematically as a tool to revitalize the problem of rural areas. The role of tourism as a driver and transformer in the revitalization of rural areas has been demonstrated in a number of European countries.

The aim of this paper is to prove the importance of this type of tourism, primarily in product and service quality, not the quantity and mass. Therefore, carrying out these activities requires a relatively high level of professionalism. In the first place it is the agritourism as a product that is on the market, which means that it should accept all the challenges that it has to offer. Putting agritourism in the first place of importance as a stronghold contains a whole series of effects achieved through its implementation. Since the agritourism as an activity consists of providing various kinds of services (accommodation, food, recreation, ...)it also represents the most complex and most sensitive part of the project of tourism development in rural areas.

The hypothesis of this study is that the agritourism, given the present situation, possibilities and availability of resources is not only the most appropriate form of tourism, but also a form of economic activity, which will in the future in the rural area gradually winning over an increasing economic importance.

The survey is the most common method of research of tourist satisfaction with the offered contents and programs, the use of certain content and a desire for new facilities to rural and agritourism. The study attempts to analyze indicators of tourist motivations for tourist trends and the impact on the level of search services for rural and agro-tourism.

Past experience has shown that the majority of households that "entered" the Program of development of agritourism, managed to retain younger generations in their communities, but also to create a workplace for them. In this way they successfully oppose the negative macroeconomic trends (unemployment) and the depopulation of rural areas.

Key words: *rural tourism, agritourism, product and service quality, resources*

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INTRODUCTION

The concept of rural tourism has evolved and changed from its origins until today. Since the 1950 s, when it was just another form of tourism, and the infrastructure was poorly developed, until today when, its role in revitalizing and transforming rural areas stands out as a very special part of tourism and represents not only economic activity, but also an element of integrated development of rural areas and tourism planning. Because of its character and valorization of the natural features of the space as economic resources, rural tourism is also an important link in the chain of sustainable development (Demonja and Ružić, 2011).

Rural tourism is a broad term that means any tourist activity within rural areas, or an activity which includes different forms of tourism (hunting, fishing, tourism in nature parks, winter, rural, eco-tourism, health care, cultural). Rural tourism does not have to create extra income, but it can be a professional activity (Butler, 2006).

Agritourism is a narrower concept of rural tourism, and at the same time expanding the concept of tourism for the agricultural households (a village household) and ties the ambiance of the village and its narrow environments, with all of its activities (agriculture, events, gastronomy, folklore, Ethnology, trades and other economic activity).

But whatever the definition is, what matters is what makes both rural tourism and agritourism, more specific and more original than all the other forms of tourism.

In the first row there is the host-guest interactions. A guest is no longer just a statistical number or worse, a room key, now a guest becomes an integral part of the family. Touristic services are personalized, and the guest is treated like a friend. The guests have the full agritourism area households at their disposal, and they share it only with the host. They also come in contact with the local population, their customs, culture, lifestyle, local gastronomy, activities in the environment (outdoor and special programs) which allows the full, original experience. Accommodation is usually organized in ambient, traditional houses (Barbieri, 2012).

Agritourism combines two basic activities: agriculture (agro) and tourism (tourism). Both have exactly the same importance. First of all, a household must be able to accept tourists, so it must meet the minimum technical requirements prescribed in the regulations on the provision of catering services to the rural household (NN 22/96), which includes the fulfillment of hygienic and health conditions. Besides, it must be able to provide certain services prescribed by the law on catering activity (NN 48/95) (Ministry of Tourism & GTZ, 2009). and all of the above must be consolidated with the indigenous atmosphere, intimacy, landscaped surroundings, etc.

Rural and agritourism incorporates aspects of sustainable tourism („Sustainable Tourism”) — tourism that does not harm the environment, or developing tourism with smaller effects for the environment, and generally implies and ecological agricultural production (Lane, 1994).

Rural tourism in Montenegro raises the value of destinations, especially rural areas. The value of the destination is measured by the kindness of the host, the

originality of the offer, location, accommodation, good service, a variety of activities, and a great price. All these listed characteristics can be found in the agritourism and therural employment will do our best to maintain and further improve quality.

THE ROLE AND IMPORTANCE OF RURAL AND AGRICULTURAL TOURISM IN CREATING TOURISM PRODUCT DESTINATIONS

Tourism is one of the activities that can have a significant impact on the economic, social, functional and physiognomy structure of rural areas. Tourism's role of the initiator and transformer in the revitalization of rural areas has been demonstrated in a number of European countries. Tourism is an industry that will have an important role in the creation of the national income in the 21 st century, in the post-industrial society (Lukić, 2005).

Rural tourism is a concept of tourism on rural estates, which is based on the use of rural areas in the context of travel products, outside urban settlements and no features of the massive tourism.

Rural tourism involves fostering the development of new tourist destinations, particularly on the continent, so it's a part of the continental tourism. Connection points are farms whose livelihoods are based on agriculture, and a surplus of products is placed through the new sales channel-tourism. The supplementary profit the farmer is making in his own backyard is quite significant, and it involves the active participation of the whole family (Gilbert, 1989).

Revenue is achieved, not only by selling their own products, but also by providing accommodation, food, and some other amenities (direct contact with farm animals, participation in agricultural work, "baking" brandy, horseback riding, etc). The objectives of development of the rural and agro-tourism are: the development of tourism in the areas where tourism is not sufficiently developed, the protection, restoration and re-establishment of the values of traditional heritage by including it in tourism, protection, restoration and valuing natural heritage by including it in the tourist industry and the development of underdeveloped rural areas, and areas of special national interest which have tourism potential with its traditional and natural heritage (European Commission, 2000).

What is also important, is that the development of rural tourism in these areas, requires precisely defined organizations, financial support and promotion (Clarke, 2005).

For the revitalization of the villages in terms of sustainable and comprehensive development, the process of preserving the rural space as the primary production areas of food and other goods, areas of specific anthropogenic landscapes with a natural, traditional, cultural and historical elements, an oasis of greenery and ecological balance, and in the end-as an area of peace and relaxation away from the dynamic and stressful urban milieu, is essential (Cole, 2004). Tourism in rural areas is one of the factors that can have an important role in the rebuilding and sustainable development of the village.

Let's look at the example of Austria, a country that is known for its efficient utilization of rural tourism in the function of development of space, it makes it clear that looking at the overall tourism in Austria, expressed by the number of overnight stays and a share in the gross domestic product, tourism on rural estates has only a small role.

But at the moment that economic activity contributes to the viability of the 10% of all farms in the State. According to the green report (1991), income from tourism on farms at the foot of the Alps is 11.5%, and from those in the highest parts of the Alps, 31.6% of total revenues (Lukić, 2005). The very fact that in Montenegro there are only 117 registered country estates which are developing tourism and therefore contributing to the sustainability of rural areas (which are family property Foundation in the modern world) is a devastating truth (Monstat, 2011).

PERSPECTIVES OF DEVELOPMENT OF THE RURAL AND AGRO-TOURISM IN MONTENEGRO

Rural tourism in Montenegro and tourism on rural estates are in its beginner stage, as a result of prevailing orientation of Montenegrin tourism on maritime spaces, but also because of the decades long process of neglecting the rural areas and family country estates.

Changes in the socio-economic system in the early 1990 s, were a boost to the development of this type of tourism in Montenegro. But although even 3/4 of the rural space of Montenegro have characteristics of the socio-economic crisis, rural tourism is not used systematically as a tool in the revitalization of the problem of rural space (Kartal and Radović, 2002).

Rural areas of the world and of Montenegro are experiencing a transformation. Regional diversity and inequality of this process at the global level are enormous. But the trend of diversification of economic activities in rural areas, is even stronger and more present and is becoming almost an universal process (Dallen, 2007).

The country's agriculture, despite the limited farmland of about 518,000 ha, is very diverse. Another comparative advantage is the fact that the land has not been used, generally speaking, and in Montenegro they still use low levels of mineral fertilizers (over 10 times less than the EU average) and of plant protection products (Radojičić, 1996).

A low level of application of mineral fertilizers and pesticides is a great starting point for the development of organic agriculture. However, there are also negative trends of loss of agricultural land (primarily by using it for other purposes).

Clear is the fact that the share of tourism on rural estates, taking into consideration the number of nights spent there, negligible in comparison to the entire tourism in Montenegro. But this fact is not a relevant enough indicator of the existing situation (Monstat, 2011).

The development of rural tourism, with its development ties the economic growth of the villages in the inland of Montenegro, which is significantly less developed than the coastal part of the country, considering the ongoing trend of depopulation (Radović, 2014). On the other hand, the inland has high development potential that

are in context with the new trends on the market, and they blend in an unique and peaceful environment, the cultural heritage and the specificity of the environment.

Placing agro-tourism as of first importance, as a stronghold contains a whole series of effects that are achieved with its implementation. Whereas, agro-tourism as an activity consists of providing different types of services (accommodation, food, recreation, ...) it also represents the most sensitive and most complex part of the project of the development of tourism in the rural area (Barbieri, 2012). The starting point is at the tourist farm that represents the touch point, the intersection of software elements, but also an infrastructure, based on which the tourists come to villages in the inland and stay there-experiencing and enjoying indigenusness of that area.

Agritourism is, given the current situation, possibilities and the availability of resources, not only the most appropriate form of tourism, but also a form of economic activity that will gradually be of an even bigger importance in the future in the rural area.

THE IMPORTANCE OF RURAL DEVELOPMENT AND AGROTOURISM TOURIST DESTINATIONS OF MONTENEGRO

In the world and in Europe, there is a never seen before desire, expressed especially by business people, people who are willing to spend their free time in those destinations that, apart from climatic benefits, will provide them with a quiet holiday away from the hustle and bustle, and above all make it possible for them to at least briefly, forget about the everyday life and get away from the negative consequences that the urban environment and civilization carry.

The very type of tourism which meets these requirements, and makes it possible for that type of people to have the vacation they wanted, is in fact rural tourism.

Montenegro as a tourist country has a great chance to return to the world market in the development of rural tourism through which it might follow the world trend and by doing so, achieve the image of an attractive tourist country.

Montenegro has so many advantages and prerequisites for the development of rural tourism, primarily for the following reasons: a preserved environment, a healthy climate, clean air and water, a brilliant sprawl and the beauty of the coast, numerous national parks, rich enogastronomical offer.

A special advantage in terms of the development of rural tourism in our region has the inland of Montenegro, an unique and special blend of culture, history, natural beauty and authentic gastronomic products as the biggest resource that can be used in terms of promotion of rural or the total of Montenegrin tourism (Radović, 2014).

Tourism development in rural households is quite specific. That form of rural tourism, has very rarely occurred in our tourist offer. Up until the 1990 s it was not even planned, moreover in the Socialist system, it was unacceptable because of the negative attitudes towards private property, family projects, and non-industrial agriculture in general (Davidović, 1999).

But their shared characteristics is that them both were not based on the national programs of development of villages and rural areas, but instead based exclusively on private initiative and ingenuity of individuals and groups. And their overall number given the potential of rural areas of Montenegro was negligible (Davidović, 1999).

With the change of political, social and economic system in Montenegro in the 1990 s, begins a new phase in the development of rural tourism and especially rural households tourism. That form is one of the basic bearers of tourism, as a factor of the integral development of rural spaces, and that is the single most important aspect of its transformation. In addition, this form of tourism has a strong effect on socio-economic and physiognomic transformation of rural settlements (Lukić, 2005).

The aspirations and wishes of the peasants to develop rural tourism are now facing the fact that scientific research and analysis that have been done so far, have not examined potential tourism development in rural areas.

At the beginning of the tourism on rural households was outside the legal framework, but is also made a proposal of classification of rural tourism in Montenegro, based largely on the experiences of European countries (Kušen, 1997).

Aware of the importance that tourism can have for Montenegro's economy, but also the fact that the "tourist market changes and that today it is extremely ecologically conscious, interested to experience the typical atmosphere of the places that you visit, and appreciates the wealth of recreational, leisure and sports facilities" and that the fight for the return of the international tourism scene cannot be obtained exclusively by "sun and beach" tourism, The Department has developed the program "development of tourism in rural areas" (Cetinski, 1998).

The contribution of the program is expected in the sphere of economy, employment, municipal development, the development of coastal areas, demographic reconstruction and realization of social programs.

Table 1. The area of development of rural tourism

The area of development of rural tourism	Narrower zones
Vrmac	Trojica, Pržice, Grbalj
Luštica	Rose, Radovići, drugaprimorskasela
Orjen	Subra i Reovci
Paštrovići	Paštrovačkasela
Lovćen	Njeguši, Majstorovina i Ivanovakorita
Rumija	Rumija, Lisinj
Nikšić	Morakovo, Krново
Piva	Smriječno, Volujak, Maglić, Pivskaplanina
Šavnik	Bijela, Strug
Durmitor	Žabljak, GornjaBukovica
Pljevlja	Kosanica, Ljubišnja
Bjelasica	Jezerine, Jelovica, Kurikuće, Vragodo, Majstorovina

Source: Turistička Geografija Crne Gore, Miljan Radović, Bar — Kotor, 2014.

Table 2. SWOT analysis of rural and agritourism as a new opportunity of the tourism product of Montenegro

<p>STRENGTHS</p> <ul style="list-style-type: none"> • An inherited tradition and development • Human resources, • Natural resources • A wide range of agricultural crops • The possibility of breeding throughout the year • Eligible production costs • The diversity of the markets, the possibility of faster shipping agricultural products and low transport costs • Synergy and compatibility with other economic sectors in closer and wider surroundings • Manufacture of healthy organic food preserving the nature • Implementation of modern technology • Rural development and production of local products 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Fragmentation surface households • High investments in production, insufficient funding, high interest rates and slow capital • Technology out-dated • Inherited mental weakness from the previous non-market economy system agreed production • High turnover of staff • Inadequate education, poor financial situation in science and in scientific research and development institutes • The lack of domestic production of raw materials and protective equipment and its own production of seeds and planting material • Retail internal market • Poor macro-economic environment, subsidies, pricing, tariffs, unnecessary and unjustified import of agricultural products
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • The restructuring of the current production • The possibility of market production of agricultural products for known customers • Long-term and continuous harmonization of the construction of agricultural and processing capacities in accordance with actual needs and opportunities, taking into account the market environment • Micro zoning of agricultural production and the possibility of introducing the production of new crops • Direct investment by foreign companies and banks in specific production • Mutual ventures of domestic and foreign companies in new technologies • Increase in agricultural products, by processing cultivated agricultural land and changing the structure of production • Production of indigenous native and commercially recognizable brands (brands) regions • Concluding current long-term business contracts with large retail chains and directing retail chains for sale of local products • Finding budget funds for short-term and long-term loans • Increasing the number of livestock and the ability to increase livestock production in accordance with developed capacities of crop production 	<p>THREATS</p> <ul style="list-style-type: none"> • Converting agricultural to non-agricultural land • Feudalism and coarse state of land • Absence and failure to adopt the necessary legislation • The low rating of the region, the poor economic situation, low purchasing power of the population, a bad political situation for investment and lack of all necessary measures for the rapid adaptation of European integration flows • Bad laws and regulations and the lack of uniform legislation at the national level • Getting bad and outdated equipment • Import unexplored suspicious strains, cultivars, seeds and seedlings • Investing in inadequate production under the influence of various interest groups and lobby groups • Using their own markets and retail outlets for the sale of imported agricultural products of dubious origin inappropriate quality • The devastation of rural areas

Objectives of the development of agro-tourism in Montenegro can be classified into two groups: quantitative and qualitative, from which the most important are the economic objectives. It is very important that certain objectives of tourism development are interactively linked to the general economic and social development objectives. Undoubtedly, the qualitative and non commercial objectives are very significant as well, especially when talking about extremely rich nature and the necessity of having a balanced regional development (MAFWM, 2006).

This will increase the number of tourist companies — especially small and micro, and hence employment. That is expected to stop the depopulation of the northern and central regions of Montenegro, and more-the return of some who have left these areas in the recent years. Tourism revenue will certainly enable the maintenance and further development of natural resources and national parks, cultural, historical and ethnographic heritage and human traditions (Leković, 2002). Finally, it will contribute to the growth and increase of the level of education of people, it will provide employment opportunities for young people and women, and for many people who need to find new jobs.

Tourism is a sector of the economy that has a two-way relationship with the environment. On the one hand, healthy and attractive environment is one of the primary resources for most types of tourism, and on the other it leads to devastation of space through mass tourism, so its preservation is one of the basic preconditions of their long-term development and survival. Moreover, tourism, if wisely managed, can represent an industry that is one of the most sustainable ways of using a natural resource in the existing economy (Blagojević, 2010). It has the power to use preserved nature and environment as an economic value, and thus has a direct interest in stimulating activities that go in the direction of preserving and increasing these values.

Achieving qualitative and quantitative objectives of tourism development in rural and rural tourist destinations will contribute to the development of the entire country, by achieving faster and more evenly development of Montenegro, the influx of funds from foreign tourists, the multiple influence over activities which are necessary for the scope and quality of the tourist offer, preserving and maintaining natural, cultural and historical values, increasing standard of living of the population, by improving transport, utilities and telecommunications infrastructure in less developed areas of Northern and Central Montenegro, better environmental behavior and conservation of natural values, increasing the visibility and image of Montenegro.

CONCLUSION

Despite recognizing the importance of rural tourism as a potential asset in the development of rural spaces, Montenegro is still in the juvenile, initial stage of development of this form of tourism, and specially tourism in the rural households. The legal framework was adopted in 1995 during 2000. There were only 117 such households registered, which achieved only 0.03% of the total number of overnight stays in Montenegro. 3/4 of the total number of households, is located in

municipalities with access to the sea and around 60% of the total number of overnight stays in rural households in Montenegro, took place there (Monstat, 2011). Tourism in rural households is not used as a mean of revitalization and integrated development of rural areas.

Montenegro has a basis for the development of rural tourism and tourism on rural estates. It is estimated that it is possible to develop 15,000 tourist rural households with a total of 15,000 beds and 10,000 beds in other accommodation facilities in rural areas (DEG, 2001) System development of this type of tourism in the main rural areas would contribute to their revitalization.

Rural areas of Montenegro have been economically, socially and specially modified due to events that have happened in the last two centuries, economic. Most of the economic and political processes resulted in the negative characteristics of rural area at the end of the 20 th century. 3/4 of the rural space in Montenegro was marked by an extreme lag in development — synthetic indicator of demographic and economic reality. Processes of globalization reached Montenegro. Clash of traditional and modern, old and new takes on a new dimension.

An important product of the tourism in Montenegro, in the future, through which Montenegro will be able to demonstrate its commitment to nature and sustainable development of tourism, will be in fact rural tourism. It is very dispersional through its regions and provides various forms of experience both visually (architectural), and sensory (sight, scent).

For dealing with rural and agritourism or with a certain part of it, the assumptions of the surroundings and some of its own qualities, as well as the assumptions of rural households and farms, should be re-examined.

Assumptions of the surroundings (external assumptions)-dealing with rural and agritourism involves some assumptions of the environment, such as: clean air and water, healthy climate, absence of noise, preserved nature and natural heritage, cultural heritage, the possibility of free movement through the environment, scenic landscapes, good road and telephone links, commitment and affection of the local community and institutions towards tourism activities.

Assumptions in the household (internal assumptions) — in the household itself, it is needed to assess the attractiveness of the estate and farms, in terms of owning a property, commercial and residential properties, owning cattle, possibility of presenting products of rural production, attractiveness the location and residential facility, paid utilities, and the height of the investment needed in order to refurbish it into a tourist farm. The number and age of the members of the rural household, and their tendencies to provide tourist services, is very important.

Development of rural tourism is an opportunity to revive in a creative way (reconstruction), or to build a few rural resort, which will respect the traditional architecture and symbols of the region in which they will star to exist within an integrated touristic product, but at the same time connected to the overall, sustainable development of rural areas. Rural tourism is not a capitally intense branch of high and large profits, but a result of many years of investment and longer term return of investments.

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Olivera SIMOVIC

SEOSKI I AGROTURIZAM KAO NOVE ŠANSE U RAZVOJU TURIZMA

Rezime

Seoski turizam u Crnoj Gori je u inicijalnoj, pionirskoj fazi. Ovo je bilo zbog toga što se crnogorski turizam uglavnom fokusirao na primorje, pa čak i zbog decenija dugog procesa zanemarivanja ruralnih područja i porodičnih farmi. Promjene u društveno-ekonomskom sistemu početkom devedesetih 20. vijeka bile su podsticaj za razvoj ove vrste turizma u Crnoj Gori. Međutim, iako 3/4 ruralnih područja Crne Gore imaju karakteristike socio-ekonomske krize, seoski turizam se ne koristi sistematski kao sredstvo za revitalizaciju ruralnih područja. Uloga turizma kao pokretača u revitalizaciji ruralnih područja demonstrirana je u brojnim evropskim zemljama.

Cilj ovog rada je da dokaže važnost ovakvog turizma, prije svega u kvalitetu proizvoda i usluga, a ne u količini i masovnosti. Prema tome, sprovođenje ovih aktivnosti zahtijeva relativno visok nivo profesionalnosti. Na prvom mjestu je agroturizam kao proizvod koji je na tržištu, što znači da bi trebalo da prihvati sve izazove koji se javljaju. Postavljanje agroturizma na prvo mjesto od značaja kao uporište sadrži čitav niz efekata postignutih kroz njegovu implementaciju. S obzirom na to da se agroturizam kao djelatnost sastoji od pružanja različitih vrsta usluga (smještaj, hrana, rekreacija, ...) predstavlja i najkompleksniji i najosjetljiviji dio projekta razvoja turizma u ruralnim područjima.

Hipoteza ove studije je da agroturizam, s obzirom na trenutnu situaciju, mogućnosti i raspoloživost resursa, nije samo najprikladniji oblik turizma, već i oblik ekonomske aktivnosti, koja će u budućnosti u ruralnom području postupeno zauzimati sve veći ekonomski značaj.

Istraživanje je najčešći metod istraživanja zadovoljstva turista sa ponuđenim sadržajem i programima, korištenjem određenih sadržaja i želje za novim objektima za ruralni i agroturizam. Studija pokušava da analizira indikatore turističkih motivacija za turističke trendove i uticaj na nivo pretraživačkih usluga za seoski i agro-turizam.

Prethodno iskustvo pokazalo je da je većina domaćinstava koja su „ušla” u Program razvoja agroturizma uspjela da zadrži mlađe generacije u svojim zajednicama, ali i da stvori radno mjesto za njih. Na taj način uspješno se suprotstavljaju negativnim makroekonomskim trendovima (nezaposlenost) i depopulaciji ruralnih područja.

Ključne riječi: *seoski turizam, agroturizam, kvalitet proizvoda i usluga, resursi*