



www.ebscohost.com
www.gi.sanu.ac.rs, www.doiserbia.nb.rs,
J. Geogr. Inst. Cvijic. 65(2) (201–214)



Original scientific paper

UDC: 911.3:380.8(497.16)
DOI: 10.2298/IJGI1502201S

TOURISTS' ATTITUDES ON TOURISM OFFER IN NORTH-WESTERN PART OF MONTENEGRO

*Mičo Srdanović**, *Dragoslav Pavić*^{*1}

* University of Novi Sad, Faculty of Sciences, Department of Geography, Tourism and Hotel Management

Received 29 April 2015; reviewed 13 June 2015; accepted 13 August 2015

Abstract: The paper explores the attitudes of tourists visiting north-western part of Montenegro towards the significance and quality of certain elements within its tourist offer. The survey was conducted on the sample of 200 randomly selected tourists on the territory of all four constituent municipalities (Žabljak, Pljevlja, Plužine and Šavnik) in Montenegro. Comparative analysis of the attitudes was enabled by means of establishing the prevailing attitudes of tourists on significance and quality of tourist offer at the researched destination. The aim of the research was directed towards defining correlations between significance and quality of the selected elements within the tourist offer for north-western part of Montenegro based on the data analysis obtained by the questionnaire. This would mainly answer the question on correlation level between the significance and quality of the observed elements of the tourist offer. Moreover, by providing these answers, the research gains applicative importance since it renders the possibility of advancing the tourist offer of north-western part of Montenegro and highlights the most significant trends within the tourist offer of the researched area.

Key words: north-western part of Montenegro, tourist offer, questionnaire, tourists' attitudes.

Introduction

North-western part of Montenegro is the area situated in the northern continental part of the country, i.e. North Region (Ministry of economy, Government of Montenegro, 2011; Ministry of economy, Government of Montenegro, 2014). This area borders the Republic of Bosnia and Herzegovina to the northwest and north, and the Republic of Serbia to the northeast. Within Montenegro, the area borders the municipalities of Bijelo Polje and Mojkovac to the southeast, the municipality of Kolašin to the south, and the municipality of Nikšić to the southwest. North-western part of Montenegro covers the area of 3,198 km², i.e. 23.1% of the total area of the country. This part of the country comprises four administrative units, i.e. municipalities – Žabljak, Pljevlja, Plužine and Šavnik. According to the latest census data from 2011 (Statistical Office of Montenegro

¹ Correspondence to: dragoslav.pavic@dgt.uns.ac.rs

– Monstat), the population of the municipalities (four urban and 272 rural settlements) was 47,229 or 7.61% of the total population of Montenegro.

Morphology of the area is primarily mountainous. Among numerous mountains in north-western part of Montenegro, Durmitor with its peak Bobotov kuk (2,523 m) is worth mentioning as the highest peak in the country. This mountain massive is partly under protection as a national park and the main tourist zone of the researched area. Other mountains mainly located inland or at the brim of this attractive tourist area of Montenegro are: Pivska planina, Ljubišnja, Lisac planina, Obzir, Sinjajevina, Volujak, Maglič, Bioč, Kovač, Gradina, Kamena gora, etc. Furthermore, there are a lot of mountain lakes in this area, as well as rivers: the Tara, the Piva and the Komarnica with their canyons, versatile flora and fauna and other values.

North-western part of Montenegro has not been observed as a separate area with regard to tourism research. Various aspects of tourism research have been directed towards its parts, frequently within the research conducted on the broader area of the mountainous part of Montenegro or the whole country (Ostojić, 1983; Nikčević, 1995; Doderović, 1996; Nikolić, 2000; Kasalica, 2010; Mitrović & Micev, 2010; Srdanović, 2010a; 2010b).

The authors of this research, encouraged by the facts on insufficient tourism research in the area of north-western part of Montenegro, aimed their attention towards the issues of tourism offer for this prospective destination. The questionnaire as a part of this research was conducted among tourists who spent summer holidays in north-western part of Montenegro in 2013. One portion of the obtained data from the questionnaire was used in this paper, especially the data referring to the tourists' attitudes towards the significance and quality of tourism offer of this destination.

Basic assumptions in this paper were different perceptions of tourists upon certain elements of the tourist offer in the researched area. The subject of the research was the tourist market investigation, i.e. the tourists who visited north-western part of Montenegro (the researched area) and their attitudes to significance and quality of tourist offer. Primary goal of the research was to identify the relations and the level of concordance between significance and quality of tourism offer elements from the survey in north-western part of Montenegro. Moreover, the research may draw attention to the achieved level of tourism offer development in this area, its strengths and weaknesses, as well as to segments which should be dealt with more thoroughly for the offer to be improved.

Methods of the research

Domestic authors frequently employ questionnaire as the research tool for various tourism research (Armenski, Zakić, & Dragin, 2009; Brankov, Bjeljic, & Popović, 2009; Bjeljic & Lović, 2011; Kovačević & Plavša, 2011; Lović, Bjeljic, & Cvetković, 2012; Jovanović, Dragin, Armenski, Pavić, & Davidović, 2013). This paper is also based on the data obtained from the questionnaire conducted during summer season, in August 2013. The questionnaire was conducted in all four municipalities of north-western part of Montenegro on the sample of 200 randomly selected respondents (tourists). Sample distribution was the most frequent in the municipality of Žabljak (42.5% – locations Crno jezero and the headquarters of NP Durmitor), Plužine (13.5% – location near Pivsko jezero in Plužine), Pljevlja (7.5% – location near hotel Pljevlja in Pljevlja) and Šavnik (7% – location near canyon Nevidio). The remaining part of the sample, 29.5% consisted of the tourists questioned at the borderline locations for municipalities of Žabljak and Pljevlja (Đurđevića Tara Bridge).

The questionnaire (the total of 18 questions out of which one of dual character) design procedure had the primary concern over the need of considering the achieved level of development, i.e. the quality of tourist offer in north-western part of Montenegro. The questionnaire comprised questions regarding: gender (1); age (2); education (3); profession (4); country of residence of the respondents (5); motives of their arrival (6); information that encouraged the tourist visits (7); transport selection to the desired destination (8); number of the people in the tourist group (9); place of accommodation (10); type of accommodation (11); opinion of accommodation quality (12); significance evaluation of certain elements within tourist offer (13); quality evaluation of certain elements within tourist offer (14); evaluation of the impressions on destination locations listed in the questionnaire (15); opinion of the tourists/respondents on winter tourist offer of Ski Resort Durmitor (16); attraction for staying in Ski Resort Durmitor (16a); impressions of tourists during their stay in north-western part of Montenegro (17) and tourists' attitudes with regard to recommendations of the holidays in north-western part of Montenegro (18).

For the purposes of more adequate positioning of tourist product it was highly important to investigate which elements were very important for the tourists when forming opinions on the tourist offer, whether all or most of the elements were equally important and whether there was certain compatibility perceived. In that sense, the data referring to the evaluation of *significance* and *quality* of certain elements within tourist offer which were obtained from the questionnaire

were considered extremely useful (questions 13 and 14). Precisely, the data on the aforementioned questions from the second part of the questionnaire served as the basis for crucial results of this research. The structure of the questions consisted of 13 elements (both general and specific content) within the tourist offer for north-western part of Montenegro. The number of selected elements provided a comprehensible interpretation of the results obtained. The following elements were subjected to validation process: *mountaineering, hiking, cycling, rafting, sport fishing, Natural History Collection (NP Durmitor), gastronomy, tourist information, road quality, cultural values, children facilities, and bad weather alternative services*. Application of the results obtained from the questionnaire structured in such way would enable modelling and positioning of the tourist offer in concordance with certain dominating elements.

Tourists/respondents evaluated the elements on the scale: very high – high – medium – low – very low. Evaluation of the elements offered in the questionnaire should highlight interrelations of their significance and quality. Such method of the research facilitates specific knowledge on tourists' attitudes with regard to certain elements of tourism offer in the researched area. Also, there is the possibility to define the significance of each element from the destination's tourist offer since specific elements of tourist offer represent basic factors of development for certain tourism types.

Results and Discussion

The survey provided the prevailing attitudes of the tourists/respondents to the significance and quality of tourist offer elements in north-western part of Montenegro. Comparative analysis of the attitudes created the conditions for establishing relations and connections between significance and quality of the elements offered in the questionnaire.

Elements of tourist offer in the researched area evaluated by the tourists/respondents were grouped according to the quality rank. In such way they indicated essential dimensions of tourist product according to which the product may be better positioned by utilization of its most vital potentials. Use of information in such manner enabled evaluation for both separate elements and the whole tourist offer. Based on this, strategic potential may be extracted as the high quality and most significant element of tourist offer.

Prior to presentation of the main results, it is important to list some of the basic characteristics and information on tourists/respondents. According to *gender structure* of the respondents, there were slightly more male respondents (57.0%) compared to female respondents (43.0%). With regard to *age* of the respondents,

the highest share of the respondents falls within the category of three age-contingents with almost equal shares. Namely, 26.0% of the total sample were tourists aged between 36 and 45, 24.0% of the tourists aged 26–35, and 22.0% of tourists aged 46–55. Overall share of tourists in three age-contingents altogether (26–55) was 72.0%. Then followed the tourists aged up to 25 (13.5%) and then tourists aged 56–65 (13.0%). The share of tourists over 65 was only 1.5%. *Education* section implied that 64.5% respondents/tourists finished secondary or higher education, 27.0% completed university education, whereas 8.5% respondents either were attending or had just completed primary education. Regarding *profession*, 60.0% of the total sample showed the dominance of employed tourists, followed by the tourists who were pupils or students with 20.5%, then unemployed with 11.0%, whereas the smallest share in the observed sample belonged to the retired respondents, only 8.5%.

According to the *country of residence* 200 of the respondents/tourists, or 73.5% were not the residents of Montenegro. That showed the dominance of foreign tourists with the share of almost 3/4 compared to domestic tourists with the share of about 1/4 (26.5%). At the same time, tourists from Serbia and Montenegro together had the share of over a half of the total sample (57.5%) where tourists from Serbia made 1/3 (31%). Cumulatively, after the tourists from Serbia, the tourists from “other countries” had second highest share (29.0%), then the contingent of tourists from Montenegro (26.5%) and the smallest share was assigned to tourists from former Yugoslav countries, Serbia excluded (13.5%). Contingent of tourists from “other countries” was represented separately by tourists arriving from eight countries Russia and Slovakia (15.5% each within the contingent); Israel, Italy and France (13.8% each); the USA (12.0%), Poland (8.7%) and the Czech Republic (6.9%). Contingent of tourists from former Yugoslav republics (Serbia excluded) observed individually consisted of tourists from Croatia (37.0%), Bosnia and Herzegovina (33.0%) and Slovenia (30.0%). Thus, individually the tourists' contingent consisted of Serbia, Montenegro, Croatia, Russia, Slovakia, Bosnia and Herzegovina, Israel, Italy, France, Slovenia, the USA, Poland and the Czech Republic. The shares for each country in the sample were the following: Serbia (31.0%), Montenegro (26.5%) and Croatia (5.0%). Within the contingent of foreign tourists from 12 foreign countries, the largest share belonged to Serbia (42.2%), then Croatia (6.8%) and Russia, Slovakia, Bosnia and Herzegovina (6.1% each).

The results of the survey, obtained by answers to this question, may be significant for marketing and promotional activities by tourist stakeholders in north-western part of Montenegro, since they point out to the most significant tourist emittive markets, in concordance with diversified tourism turnover, and

also tourism markets' need for initial or intensified marketing and promotional activities.

Among *information that encouraged the arrival of tourists* internet was the leading one, which was the information source for 1/3 of tourists (37.5%), followed by almost with even shares "recommendations from friends" (20.5%) and "repeated visit" (17.5%). "Internet", "recommendations from friends" and "repeated visit" answers were noted as the most significant information sources and make the $\frac{3}{4}$ of the total sample. On the other hand, "magazines and brochures", "other information" and "tourism fair" all together made 24.5% or 1/4. It was also noted that the share of information obtained via the internet (37.5% tourists) compared to the share via magazines and brochures (11.0% tourists) drew attention to planning and implementation of marketing and promotional activities in tourism business of north-western part of Montenegro that should be perceived with the emphasis on the internet services. Their importance for efficient services and marketing activities was also highlighted by Čomić (2007) who wrote about the additional advantages of the internet "such as the possibility to efficiently disseminate a lot of information at low cost, in short time intervals, with quick changes; all the data could be easily prepared for classic print and all the resources are available non-stop, without any common restrictions of classic mail".

The main results of the research obtained from the data analysis of the respondents' answers to evaluation of significance (13) and quality (14) of certain elements of tourist offer in north-western part of Montenegro are presented henceforth.

Table 1 reviews the distribution of tourists' attitudes regarding significance of certain elements of tourist offer in north-western part of Montenegro within the offered range (very high – very low). The highlighted cells in the table give insight into the prevailing attitudes of tourists with regard to the significance of certain elements. *Very high significance* is noticeable for rafting (57.0% of tourists) and tourist information (56.0% of tourists). *High significance* occurs with gastronomy (43.5% of tourists), road quality (41.0% of tourists), cycling and mountaineering (35.5% of tourists), hiking (31.5% of tourists) and children facilities (25.5% of tourists). *Medium significance* according to the attitudes of the respondents/tourists is dominated by cultural values (40.5% of tourists), sport fishing (33.5% of tourists), shops (32.0% of tourists), Natural History Collection of NP Durmitor (28.5% of tourists) and bad weather alternatives services (26.5% tourists). The three levels of certain elements significance (very high, high, and medium) comprise the prevailing attitudes of the respondents.

Table 1. Tourists' attitudes to the significance of certain elements of tourist offer in north-western part of Montenegro (%)

Significance of tourist offer elements	Very high	High	Medium	Low	Very Low	Unknown	Total (%)
Tourist offer element							
Mountaineering	15.5	35.5	19.0	7.5	8.5	14.0	100
Hiking	22.5	31.5	26.0	5.0	0.0	15.0	100
Cycling	23.0	35.5	15.5	6.0	6.5	13.5	100
Rafting	57.0	18.0	14.5	0.0	0.0	10.5	100
Sports Fishing	2.5	5.5	33.5	23.0	8.5	27.0	100
NP Durmitor (Natural History Collection)	2.0	13.5	28.5	17.0	20.5	18.5	100
Gastronomy	6.5	43.5	32.0	1.5	1.0	15.5	100
Tourist Information	56.0	23.5	4.0	2.0	0.0	14.5	100
Shops	15.5	31.5	32.0	1.5	2.0	17.5	100
Roads' Quality	26.0	41.0	15.5	2.5	1.0	14.0	100
Cultural Values	17.5	23.0	40.5	4.5	3.5	11.0	100
Children's Facilities	17.0	25.5	20.5	1.5	13.0	22.5	100
Bad Weather							
Alternative Services	9.0	25.5	26.5	8.5	3.5	27.0	100

Table 2 shows the distribution of tourists' attitudes to quality of certain elements within the tourist offer in north-western part of Montenegro within the offered range (very high – very low) The highlighted cells in the table indicate the prevailing attitudes of tourists regarding the quality of certain elements. *Very high quality* is not found with any of the elements from the tourist offer. *High quality* is assigned to hiking (43.5% of tourists), gastronomy (35.5% of tourists), cycling (31.5% of tourists) and mountaineering (27.0% of tourists). Dominance of *medium quality* within the tourist offer of the destination is noted for rafting (51.5% of tourists), road quality (49.0% of tourists), cultural values (44.5% of tourists), sport fishing (39.0% of tourists), shops (37.0% of tourists) and Natural History Collection of NP Durmitor (32.0% of tourists). *Low quality* is observed for bad weather alternative services (36.5% of tourists), tourist information (30.5% of tourists) and children facilities (30.0% of tourists). Contrary to the evaluation of significance of certain elements within tourist offer where the prevailing attitudes of the respondents were within the range (very high, high, medium), the evaluation of quality of certain elements within tourist offer had the prevailing attitudes within a slightly changed range (high, medium and low).

Table 2. Tourists' attitudes to quality of certain elements within tourist offer in north-western part of Montenegro (%)

Quality of tourist offer elements Tourist offer element	Very high	High	Medium	Low	Very low	Unknown	Total (%)
Mountaineering	19.0	27.0	22.0	13.5	7.0	11.5	100
Hiking	16.5	43.5	22.5	5.0	0.0	12.5	100
Cycling	26.0	31.5	11.5	7.5	0.0	23.5	100
Rafting	6.5	3.0	51.5	0.0	0.0	39.0	100
Sports Fishing	0.0	7.5	39.0	4.0	4.0	45.5	100
NP Durmitor (Natural History Collection)	5.5	14.0	32.0	15.5	7.5	25.5	100
Gastronomy	15.0	35.5	22.0	5.5	16.0	6.0	100
Tourist Information	1.0	25.0	19.0	30.5	29.5	17.5	100
Shops	0.0	7.5	37.0	32.0	14.5	9.0	100
Roads' Quality	1.5	5.5	49.0	20.5	11.0	12.5	100
Cultural Values	0.5	2.5	44.5	19.0	15.5	18.0	100
Children's Facilities	0.0	0.0	22.0	30.0	19.5	28.5	100
Bad Weather Alternative Services	0.0	0.0	20.5	36.5	11.5	31.5	100

After the individual attitudes of the respondents to significance and quality of the certain elements of tourist offer were analysed, their comparative analysis was conducted (Table 3).

Cycling as an element of tourist offer in almost all qualitative categories (very high, high, medium, low) has a high level of correlation between significance assigned by the respondents and the evaluated quality. *Mountaineering* is an affirmative element of the tourist offer with high level of correlation between significance and quality in all qualitative categories. Conversely, the elements such as *children facilities* and *bad weather alternative services* have extremely low correlation level between the high significance assigned by the tourists and medium or low evaluation of quality. Accordingly, Table 3 gives a specific insight into the correlation level between the significance and quality of tourist offer elements in north-western part of Montenegro. The data from this table also serve as the base for further comparative analysis presented in Table 4. This detailed analysis is based on mean values for significance and quality evaluations of the tourist offer elements as well as on perceiving their correlations.

Table 3. Comparative study of tourists' attitudes to significance (S) and quality (Q) of certain elements of tourist offer in north-western part of Montenegro (%)

Significance and quality assessment of tourist offer elements	Very high		High		Medium		Low		Very low		Unknown		Total (%)	
	S	Q	S	Q	S	Q	S	Q	S	Q	S	Q	S	Q
Tourist offer element														
Mountaineering	15.5	19.0	35.5	27.0	19.0	22.0	7.5	13.5	8.5	7.0	14.0	11.5	100	100
Hiking	22.5	16.5	31.5	43.5	26.0	22.5	5.0	5.0	0.0	0.0	15.0	12.5	100	100
Cycling	23.0	26.0	35.5	31.5	15.5	11.5	6.0	7.5	6.5	0.0	13.5	23.5	100	100
Rafting	57.0	6.5	18.0	3.0	14.5	51.5	0.0	0.0	0.0	0.0	10.5	39.0	100	100
Sports Fishing	2.5	0.0	5.5	7.5	33.5	39.0	23.0	4.0	8.5	4.0	27.0	45.5	100	100
NP Durmitor (Natural History Collection)	2.0	5.5	13.5	14.0	28.5	32.0	17.0	15.5	20.5	7.5	18.5	25.5	100	100
Gastronomy	6.5	15.0	43.5	35.5	32.0	22.0	1.5	5.5	1.0	16.0	15.5	6.0	100	100
Tourist Information	56.0	1.0	23.5	2.5	4.0	19.0	2.0	30.5	0.0	29.5	14.5	17.5	100	100
Shops	15.5	0.0	31.5	7.5	32.0	37.0	1.5	32.0	2.0	14.5	17.5	9.0	100	100
Roads' Quality	26.0	1.5	41.0	5.5	15.5	49.0	2.5	20.5	1.0	11.0	14.0	12.5	100	100
Cultural Values	17.5	0.5	23.0	2.5	40.5	44.5	4.5	19.0	3.5	15.5	11.0	18.0	100	100
Children's Facilities	17.0	0.0	25.5	0.0	20.5	22.0	1.5	30.0	13.0	19.5	22.5	28.5	100	100
Bad Weather	9.0	0.0	25.5	0.0	26.5	20.5	8.5	36.5	3.5	11.5	27.0	31.5	100	100
Alternative Services														

The satisfaction level of the respondents/tourists with the elements of tourist offer in north-western part of Montenegro is seen in Table 4 as the arithmetic mean value, obtained by multiplication of individual evaluations from the survey data and their number in relation to the total number of attitudes (Table 3) so that, according to the range point for different elements, appropriate grades were selected: very high (grade 5), high (grade 4), medium (grade 3), low (grade 2), very low (grade 1).

Table 4. Mean scores and levels of tourist offer elements in north-western part of Montenegro according to their significance and quality

Significance rank of tourism offer elements according to mean score and level				Quality rank of tourism offer elements according to mean score and level			
No.	Element	Mean score	Level	No.	Element	Mean score	Level
1.	Tourist information	4.56	very high	1.	Cycling	3.99	high
2.	Rafting	4.47	high	2.	Hiking	3.81	high
3.	Road quality	4.08	high	3.	Mountaineering	3.43	medium
4.	Hiking	3.84	high	4.	Gastronomy	3.30	medium
5.	Cycling	3.72	high	5.	Rafting	3.26	medium
6.	Shops	3.69	high	6.	NP Durmitor (Natural History Collection)	2.92	medium
7.	Gastronomy	3.62	high	7.	Sport Fishing	2.91	medium
8.	Cultural values	3.52	high	8.	Road quality	2.61	medium
9.	Mountaineering	3.49	medium	9.	Cultural values	2.43	low
10.	Children facilities	3.41	medium	10.	Shops	2.41	low
11.	Bad Weather Alternative Services	3.38	medium	11.	Bad Weather Alternative Services	2.13	low
12.	Sport Fishing	2.59	medium	12.	Children facilities	2.03	low
13.	NP Durmitor (Natural History Collection)	2.50	low	13.	Tourist Information	1.97	low
Mean values for the set of elements		3.60	/	Mean values for the set of elements		2.86	/

Ranking of significance and quality of certain elements within tourist offer specified their position within the total tourist offer. Five best ranked elements were: *tourist information*, *rafting*, *road quality*, *hiking* and *cycling*. Apparently, among five best ranked elements with regard to quality, there were also three (cycling, hiking and rafting) out of five best ranked with regard to significance, whereas the best ranked element with regard to quality (cycling: 3.99) was evaluated approximately as the third element with regard to significance (road quality: 4.08). It is indicative that *tourist information* was ranked first with regard to significance, whereas it was also ranked as the last with regard to quality. To illustrate this there is the example that 25.0% respondents/tourists did not reply to the question on Natural History Collection in the headquarters of NP Durmitor. It may be partly because some of them were not motivated to proceed with the questionnaire, or possibly the majority of the respondents were

unfamiliar with the element, and thus ranked it as the least significant. This is all in favour of the need that tourist information should be available publicly. It may be achieved by means of a multilingual radio station, for instance in Žabljak, during the tourist season, broadcasting short and effective tourist information not only about Žabljak, but also about the destination of north-western part of Montenegro in general.

Data in Table 4 indicate that mean significance value of certain elements surpasses to some extent their quality which is unfavourable for the prospective destination. Therefore, the data provide informational base for operational and strategic decision making processes of tourism business stakeholders with the aim of improving not only individual elements of tourist offer, but also tourist offer in general. It is important since not only individual accommodation is offered at the market, but practically it is the destination that is offered with certain tourist product.

Conclusion

Subsequent to the questionnaire and data analysis, the most important landmarks of north-western part of Montenegro as a prospective tourist destination were highlighted and the level of tourist offer was estimated. Also, it was pointed out that there was the need for comprehension of opportunities for advancement of tourist product, as well as the destination risks. It is of crucial importance since it is widely known that investments in destination loyalty are far less compared to the investments in attracting new tourists. Thus, the need to inform tourists more efficiently, to improve the quality of rafting services, to add more creative ideas to children facilities and bad weather alternative services was imposed as primary practical tasks.

The tables and data analysis render information on strengths and weaknesses as well as on development possibilities of this prospective tourist destination. Undoubtedly, the recognition of those issues helps define the elements within tourist offer that should be more employed in the process of improving and advancing the quality level, because they mark the tourist offer of the destination and this should be urgent since the present level of their development makes them rather restricting factors for the development of this prospective tourist destination. The respondents' perception urges the need for tourist product proper definition on slightly altered postulates and eliminated or alleviated negative impacts of certain elements. The respondents' attitudes to the quality of certain elements within the destination and their mean score draw attention to the necessity of their improvement. Moreover, the results obtained from the

analysis indicate the differences in attitudes of the respondents regarding perception of the importance of certain elements within the tourist offer. This may be helpful for creating the base of target elements that tourism stakeholders should focus on, which also depends on the selected criteria.

Tourist offer of north-western part of Montenegro is well ranked among the respondents which may be primarily explained by its extraordinary natural values. Such conclusion may be drawn from *evaluation of the tourists' impressions during their visits* (question 17) and their *attitudes on holiday destination recommendation* (question 18) which assign high priority despite the cited weaknesses. The impressions on destination visits were evaluated by the respondents in the following manner: “beyond expected” (35.0%) “expected” (30.0%) “under expected” (15.0%) and unknown (20.0%). The answers to the question 18 about recommending the destination to others for holidays, almost one half of the respondents answered “yes” (49.0%) and significantly smaller number of respondents answered “maybe” (15.0%), whereas only 13.0% of the respondents answered “no” and 23.0% of the respondents gave no answer to this question.

Definitely, the tourists should be additionally motivated by means of improving the quality of tourist offer within the destination, since the higher level of development for those tourism types based on natural values demands minor material investments, but certainly other content should also be improved to encourage tourism development of the destination. Thus, natural resources as the base of tourism offer in the observed destination should be utilised in the highest possible manner, due to the most significant advantage that should also be used for proper marketing positioning of the destination.

The information obtained can help designers of tourist offer in north-western part of Montenegro to adequately direct their activities towards achieving the balance between significance and quality of elements within the destination's tourism offer. This can inevitably lead to advancement of the tourist offer. Simultaneously, the results of total evaluation of the tourist offer in north-western part of Montenegro serve as the starting point for defining further activities of tourism management of the prospective destination with regard to certain segments of its tourism potential. Finally, the attitudes obtained from the questionnaire indicate the individual impact of certain elements on tourist offer in north-western part of Montenegro, and then on the areas where operations should be performed with the aim of neutralizing the deficiencies and achieving higher levels for the analysed elements of tourist product in the prospective

destination, which would further lead to its more successful valorisation on tourism market.

References

- Armenski, T., Zakić, L., & Dragin, A. (2009). The perception of foreign tourists on the image of Serbia. *Bulletin of the Serbian Geographical Society*, 89(1), 53–63.
- Bjeljac, Ž., & Lović, S. (2011). Demographic analysis of foreign visitors to the EXIT festival, Novi Sad. *Journal of the Geographical Institute „Jovan Cvijić” SASA*, 61(2), 97–108.
- Brankov, J., Bjeljac, Ž., & Popović, B. I. (2009). „Haymaking on Rajac Mt“ – Tourist Event, Analysis according to gender and age structure. *Journal of the Geographical Institute „Jovan Cvijić” SASA*, 59(1), 75–92.
- Čomić, Lj. (2007). *Ruralni turizam*. Novi Sad: Prirodno-matematički fakultet, Departman za geografiju, turizam i hotelijerstvo.
- Doderović, M. (1996). Jezera Pive i Volujka kao turistički motivi. *Godišnjak Instituta za geografiju i Geografskog društva Crne Gore*, 4, 198–207.
- Jovanović, T., Dragin, A., Armenski, T., Pavić, D., & Davidović, N. (2013). What Demotivates the Tourist? Constraining Factors of Nautical Tourism. *Journal of Travel & Tourism Marketing*, 30(8), 858–872.
- Kasalica, S. (2010). Geomorfološki potencijali crnogorskih planina u svijetlu turističkog vrednovanja i zaštite. *Zbornik radova sa međunarodnog simpozijuma: Geoekologija - XXI vijek, teorijski i aplikativni zadaci*, Žabljak – Nikšić, 94–103.
- Kovačević, B., & Plavša, J. (2011). The attitudes of local people about creating sports-recreational tourist offer in Šajkaška. *Bulletin of the Serbian Geographical Society*, 91(3), 107–115.
- Lović, S., Bjeljac, Ž., & Cvetković, M. (2012). Tourist event „Day of plum – my plum“ at Blace – demographic and geographic analysis of visitors. *Journal of the Geographical Institute „Jovan Cvijić” SASA*, 62(2), 81–92.
- Ministry of economy, Government of Montenegro (2011). *Strategy of regional development of Montenegro, for the period 2010–2014*. Podgorica: Ministry of economy, Government of Montenegro.
- Ministry of economy, Government of Montenegro (2014). *Strategy of regional development of Montenegro, for the period 2010–2014*. Podgorica: Ministry of economy, Government of Montenegro.
- Mitrović, L., & Micev, B. (2010). Klimatski uslovi kao potencijal za razvoj turizma durmitorskog područja. *Zbornik radova sa međunarodnog simpozijuma: Geoekologija - XXI vijek, teorijski i aplikativni zadaci*, Žabljak – Nikšić, 203–211.
- Nikčević, R. (1995). *Skijališta Crne Gore kao faktor turističkog razvoja*. Nikšić: Unireks.
- Nikolić, S. (2000). *Priroda i turizam Crne Gore, ekološka pitanja zaštite i razvoja*. Podgorica: Republički zavod za zaštitu prirode.

- Ostojić, Đ. (1983). *Turističke funkcije NP Durmitor*. Beograd: Srpsko geografsko društvo.
- Srdanović, M. (2010a). Turistički klasteri sa posebnim osvrtom na sever Crne Gore. *Zbornik radova sa međunarodnog simpozijuma: Geoekologija - XXI vijek, teorijski i aplikativni zadaci*, Žabljak–Nikšić, 239–250.
- Srdanović, M. (2010b). Turistička ponuda Pive. *Zbornik radova sa međunarodnog simpozijuma: Geoekologija - XXI vijek, teorijski i aplikativni zadaci*, Žabljak – Nikšić, 250–257.
- Statistical Office of Montenegro – Monstat (2011). *Census of people, households and flats in Montenegro*. Podgorica: Statistical Office of Montenegro – Monstat.