

IMPACT OF ECONOMIC CRISIS ON SUSTAINABLE TOURISM (CASE: MONTENEGRO)

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Abstract

This paper examines the impact of the global financial/economic crisis on the tourism industry of Montenegro, as evidenced by the rate of direct contribution of Travel and Tourism to GDP, direct contribution of Travel and Tourism to employment, by the number of tourist arrivals and their overnight stays; the issue of sustainability of Montenegro as tourist destination and sustainable development in the Skadar Lake National Park, stakeholders' attitudes towards park's offer and attractions and their environmental awareness.

For the purposes of this study several scientific methods were used such as analysis, descriptive statistical analysis, synthesis, induction, deduction, generalization and specialization, as well as the method of observation and opinion poll. Data were collected from primary and secondary sources.

Data collection, observation and statistical analysis were used as methods for explaining impacts of economic crisis on the world tourism, on European tourism industry and Montenegrin also; for presenting actual situation of tourist destination according to indicators of economic sustainability of tourism. Opinion poll was used for careful examination of stakeholders' attitudes toward Skadar Lake National Park and their environmental awareness. Special closed questionnaires are created and target groups were: ship owners (9), restaurant owners (15) and hotel and private accommodation owners (8) that operate at this area.

Keywords economic crisis, structure, destination, sustainable tourism, ecology, strategic indicators

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