

## SUSTAINABLE TOURISM DEVELOPMENT IN MONTENEGRO – ACTUAL SITUATION AND PERSPECTIVE

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### Abstract

*Purpose:* Due to the fact that period of global economic crisis has pointed to all the failures and weaknesses in the sustainable development of tourism in terms of its place in the system of institutions, academic programs, in terms of inadequate treatment strategy documents in terms of the use of attractive tourist sites for the construction of housing units, the aim of this research is that integrally explore all the mentioned deficiencies.

*Design/methodology/approach:* Regarding proving lacks in academic program methods, data collection and observation methods are used. To prove the thesis of non-compliance with the construction of tourist than residential infrastructure are used the projected data from long term Master plan-Strategy of tourism development in Montenegro up to 2020 (the most relevant) and the deductive and comparison (benchmarking with competition) methods accordingly.

*Findings:* Based on the above mentioned analysis and conducting research it is proved that insufficient attention is paid to the implementation of strategic documents in the field of sustainable development. Therefore the issue of sustainable development is under-represented in academic programs and in urban planning and constructing sense.

*Research limitations/implications:* There are no official and relevant data related to flats built on primarily tourist sites. In the research, there were used projections from the Master Plan-Strategy of tourism development in Montenegro up to 2020, which can result in inaccuracy in specific conclusions.

*Practical and social implications:* Authors of the paper do not consider that the presented paper will produce any implications in social, environmental or business aspects in Montenegro, because of the above postulates that indicate that key “pillars” of sustainable tourism development have not been established, nor has developed an awareness of their importance.

*Originality/contribution:* Compacted research of all aspects in terms of sustainable tourism development in Montenegro, from inadequate academic programs, through disrespect of the strategic documents in this area, and violation of sites provided and defined for tourism infrastructure purposes.

**Keywords** tourist destination, sustainable development, academic programs, strategic documents

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