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Contents

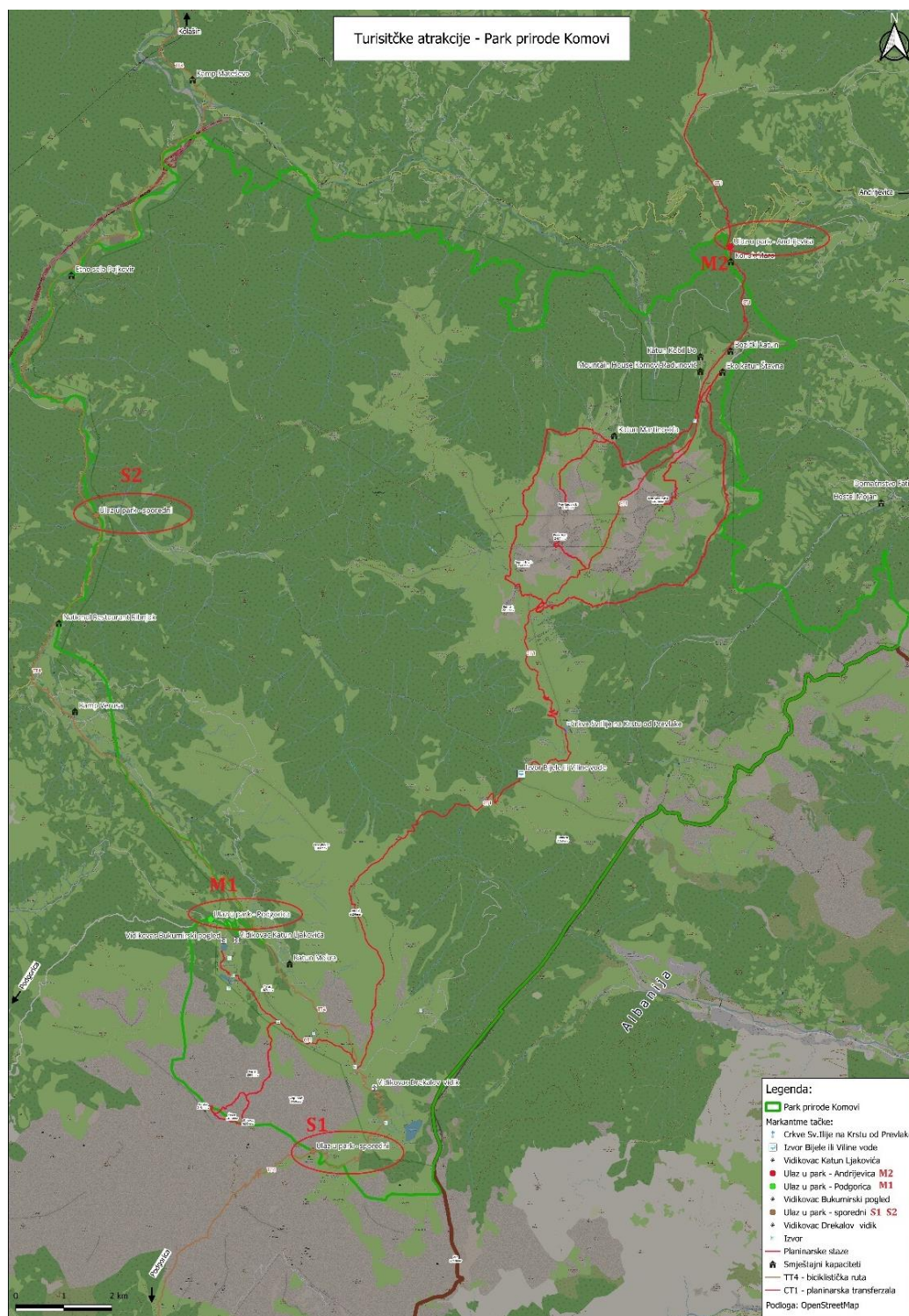
- 1. Site Description and Context5
 - 1.1. Geographical location5
 - 1.1.1. Access to the Komovi Natural Park6
 - 1.1.2. Geography.....7
 - 1.2. Historical and cultural significance8
 - 1.2.1. Cultural and heritage data9
 - 1.2.2. Current situation of cultural heritage preservation.....12
 - 1.3. Natural significance13
 - 1.3.1. Protected areas in Komovi NP and international certification14
 - 1.3.2. Current situation of nature protection16
 - 1.4. Current tourism status.....16
 - 1.4.1. Current tourism metrics for Komovi and Montenegro17
- 2. Visitor Demographics and Behaviour18
 - 2.1. Society18
 - 2.2. Visitor statistics19
 - 2.3. Visitor profiles, satisfaction and feedback20
- 3. Tourism Infrastructure and Services23
 - 3.1. Accommodation options23
 - 3.2. Food & beverage options24
 - 3.2.1. Accommodation & food options.....24
 - 3.3. Transportation access.....27
 - 3.3.1. Road conditions.....28
 - 3.4. Amenities and facilities29
 - 3.5. Tourist information point29
 - 3.5.1. Services offered30
- 4. Attractions and Activities.....31
 - 4.1. Main attractions31
 - 4.2. Available activities32
 - 4.3. Interpretation and signage33

5.	Marketing and Promotion	33
5.1.	Current marketing strategies.....	33
5.1.1.	The survey on the quality of the promotion of Komovi's tourism products ..	34
5.2.	Online presence	35
5.2.1.	Official and informative platforms.....	35
5.2.2.	Tour operators and experiences.....	36
5.2.3.	Accommodation offer on Komovi	37
5.2.4.	Komovi on social media.....	37
5.3.	Partnerships and collaborations	38
6.	Economic Impact.....	40
6.1.	Revenue generation.....	40
6.2.	Employment opportunities	41
6.2.1.	Direct employment opportunities.....	41
6.2.2.	Indirect employment opportunities	41
6.3.	Local business involvement	42
7.	Sustainability and Environmental Impact.....	43
7.1.	Environmental management practices	43
7.1.1.	Responsibilities of institutions in protection of Komovi Nature Park.....	43
7.1.2.	Analysis and assessment of the conditions for achieving protection goals.....	44
7.2.	Impact assessment	45
7.3.	Sustainable tourism initiatives	46
8.	Stakeholder Analysis.....	46
8.1.	List of stakeholders	46
8.2.	Roles and responsibilities	50
8.3.	Stakeholder engagement	53
8.3.1.	Assessment of communication among sectors	53
8.3.2.	Communication with the local community	55
8.3.3.	Decision-making processes	56
8.3.4.	Stakeholder engagement plans.....	56
8.3.5.	Activities.....	57
9.	SWOT Analysis.....	59

9.1.	Strengths.....	59
9.2.	Weaknesses.....	61
9.3.	Opportunities.....	62
9.4.	Threats.....	64
10.	Actionable Recommendations	65
10.1.	Improvement strategies.....	65
10.2.	Enhancements for the tourist information point.....	68
10.3.	Marketing and promotion plans	69
10.4.	Sustainability initiatives	70
10.4.1.	Sustainable development initiatives – nature protection sector	70
10.4.2.	Sustainable Development Initiatives – Cultural Heritage Sector.....	71

1. Site Description and Context

1.1. Geographical location



Report on Tourism Assessment in Komovi Nature Park / Montenegro

The territory of **Protected area of the Komovi Nature Park** extends across the administrative borders of three municipalities – Andrijevica, Kolašin, and the capital city of Podgorica. The capital city of Podgorica and the Municipality of Andrijevica adopted protection acts for Komovi in 2015 and have established a management body. The Municipality of Kolašin adopted the protection act for Komovi in 2019 and has not yet established a management body.

1.1.1. Access to the Komovi Natural Park

The Komovi Park of Nature lacks modern infrastructure of any type. Main roadways, which are paved, connect the park to the municipalities of Podgorica, Kolasin, and Andrijevica, allowing convenient access for visitors. The rest of the roads that connect katuns within the core of the park area are in poor shape and unpaved, convenient for terrain vehicles and bicycles. Public transport accessibility remains limited, with improvements needed for greater ease of travel by bus or rail, especially for visitors relying on public transportation. Inter-modality, allowing seamless travel between different transport modes (e.g., combining train, bus, and bike use), is not developed. Pricing and ticketing systems across the municipalities are not yet unified, posing a challenge for easy access to public transport. Enhanced cooperation between transport and tourism sectors is crucial for integrating services.

M1 – main entrance from the Podgorica side is located 46,5 km from the Capital Podgorica, at the point GIS 42°36'30.7"N 19°32'55.6"E. The road from Veruša through Mokra to the main entrance leads to the Bukumirsko Lake and has been fully asphalted. However, when the area is covered with snow, access to Bukumirsko Lake by car is not possible. Bukumirsko Lake is the first checkpoint of the First Montenegrin Mountain Traverse "Through the Mountains of Montenegro" CT-1, which spans 160 kilometres, linking it with Crno Lake on Durmitor, and passes through the Komovi, Bjelasica, and Sinjajevina mountain ranges.

M2 – main entrance on the regional road M9 Mateševo–Andrijevica, located 27.3 km from Kolašin and 18.1 km from Andrijevica is the entrance to the Komovi Nature Park, situated at Trešnjevik pass (GIS 42°44'07.9"N 19°41'05.8"E), 1573 meters above sea

level. Here also passes the C1 transversal, connecting Bukumirsko Lake with Black Lake in Durmitor.

S1 side entrance (GIS 42°34'00.5"N 19°34'50.7"E). This entrance to Komovi Nature Park can be reached from the direction of Podgorica via an asphalt road through Kuči that leads to Korita in length of 32,6 km. (The scenic route "Krug oko Korita" (Circle around Korita) partly follows this road, and also part of the TT4 route – a mountain biking and off-road trail). From Korita, a gravel road continues 15, 6 km toward Rikavačko Lake, where is this secondary entrance to the Komovi Nature Park near the Kariman summer pasture area.

S2 side entrance (GIS 42°41'07.4"N 19°31'27.4" E) from the direction of Kolašin and Mateševo via highway or the old asphalt road P19 in length of 12 km through Bratonožići, which is also part of the TT4 route – a mountain biking and off-road trail that connects Mateševo, Opasanica, Štavna, and the Komovi mountains. TT4 is part of the broader Transversal Tara network.

There are several other accesses to the park that are not marked on the map:

- Access via a narrow asphalt road from the secondary entrance S2, on 16 km and is situated in the area of Veruša, located at this GIS point (42°38'24.0"N19°31'47.7" E).
- Access to the Park (GIS 42°44'08.9"N 19°39'06.5"E) from the regional route Mateševo–Andrijevića (20 km from nearest Kolašin, then 59,4 km from Podgorica, and 24,4 km from Andrijevića) turning off the M9 road onto a local road, via a macadam road that follows the Ljubaštica River valley, leading to the Martinovići and Ljuban summer pastures, which are quite visited during the summer.
- Access from the eastern side, from Andrijevića, along the valley of the Zlorječica River, through the village of Konjuhe and the village of Japan by asphalt road, following also the route of Biking Trail 3.

1.1.2. Geography

Mount Komovi represent a micro-area consisting of a single glacial valley, Međukomlje, surrounded by three powerful mountain peaks: Kom Vasojevički (Božićki) (2461 m), Kom Kučki (2487 m), and Kom Ljevorečki (2469 m). Komovi is one of the highest, most dynamic, and most interesting mountains of the Dinaric Alps. The Međukomlje glacial valley descends into the high pastoral plateaus of Štavna, Rogam, Ljuban, and Carine. The special value and attractiveness of this mountain area are enhanced by two lakes – Bukumirsko and Rikavačko – which have always been the subject of legends and stories in these regions due to their uniqueness at such a high altitude.

Bukumirsko lake is a hydrographic pearl of the mountain Žijevo, located within the area of Kuči, in the municipality of Podgorica, at 1443 m above sea level. It is 210 m long, 130 m wide and up to 17 m deep, and one of the smaller glacial lakes of Montenegro. The surface of the lake is 19320 m². The Bukumirsko lake is a hydrographic pearl of the mountain Žijevo or a drop of water in the stone sea, surrounded by 21 peaks in Žijevo. The lake receives its water through precipitation and occasional springs. Today, Bukumirsko Lake is a popular picnic spot for the citizens of Podgorica.

1.2. Historical and cultural significance

The area around the Komovi Mountains is inhabited by the Vasojevići tribe to the north and east, and by the Kuči tribe to the south—both traditional Montenegrin tribes. Although located in a small geographic area and belonging to the same people, a multi-generational rivalry exists between them. In the phrase that described the southern Balkan principality in the 19th century, “Montenegro and the Highlands” (“Crna Gora i Brda”), Komovi and the Vasojevići were often referred to as the last “the seventh highland.”

The Komovi region has a rich historical heritage, reflected in the traditional architecture of its mountain villages and the preservation of local customs and folklore. The people of the area, particularly from the tribes of Vasojevići and Kuci, are known for their resilience and strong attachment to their ancestral land. Oral traditions, folk music, and religious practices are still widely observed, preserving a connection to the region’s past.

Historically, this region has been inhabited by pastoralist and agrarian societies who lived in close harmony with the land. Traditional practices like sheep herding, forestry, and small-scale farming have defined the local culture for generations, with the rugged Komovi mountains providing both a barrier and a sanctuary for these communities. These practices have not only sustained the local population but have also forged a unique cultural identity, one deeply tied to the natural landscape.

Another interesting aspect of Komovi is the fact that this area has historically been used for seasonal nomadic settlements of shepherds. There used to be about 150 such settlements, known as "katuni," where shepherds would bring their livestock for grazing during the summer months. Despite the decrease in the number of shepherds, this ancient tradition has shaped much of the cultural heritage and cultural landscape of this area.

1.2.1. Cultural and heritage data

Heritage sites in Komovi

1. Old town Medun (Medun, Podgorica)

The Old Town of Medun, located in the Podgorica region, is designated as a cultural monument under national legislation. It is well-preserved with ongoing attention in maintaining its current state.

1. Museum of Marko Miljanov (Medun, Podgorica)

The Museum of Marko Miljanov is located in Medun, Podgorica. It is a well-maintained site meaning it is in excellent shape and fully operational. Notably, an audio guide in English is available for visitors, enhancing accessibility for international tourists. It is also currently the focus of an IPA project – the establishment of a thematic trail that will mark the Medun monument complex with interpretive panels.

2. Church of Sveti Ilija (Carine)

The Church of Sveti Ilija, situated in mountain pass Carine, holds historical significance as it used to be the highest-altitude church in Europe. The church is still in relatively good shape but may require further preservation efforts.

3. **Stone and Wooden Katun Huts (Throughout Komovi)**
The traditional stone and wooden huts, found throughout the Komovi region, are relics of the ancient practice of transhumance (seasonal migration with livestock). These huts are now largely in disrepair and rarely used, serving more as historical remnants than functional structures.
4. **Đerkovic Mill (Kosutiće, Andrijevica)**
The Đerkovic Mill, located in Kosutiće, Andrijevica, is one of the last traditional mills for grinding corn and wheat in the Komovi zone. This mill is well-preserved and still operational, maintaining its role in the local heritage and economy.
5. **Monument to the Battle of Fundina (Fundina)**
The Monument to the Battle of Fundina commemorates a famous historical battle. While the condition of the monument is not specified, it remains a significant cultural and historical landmark in the region.

Traditional music and folklore

1. **Gusle and folklore dances**
The Kuči and Vasojevići tribes, residing in the Komovi region, boast a rich cultural heritage deeply rooted in traditional music and folklore. Their musical expressions often feature the gusle, a single-stringed instrument used to accompany epic poetry that narrates tales of heroism and tribal history. Folkloric dances, characterized by rhythmic footwork and vibrant attire, are integral to communal celebrations, reflecting the tribes' historical narratives and social values. These traditions not only preserve their ancestral legacy but also foster a strong sense of identity and community among the inhabitants.
2. **National costume of Kuči and Vasojevići tribes**
The traditional costumes of the Kuči and Vasojevići tribes from the Komovi region in Montenegro are rich in cultural heritage and exhibit unique characteristics.

Kuči tribe traditional costume - men wore narrow white woolen trousers called čakšire, paired with a zhgun, a woolen overcoat, and a white plis cap. Women donned garments such as the džubleta, a bell-shaped skirt, often

accompanied by richly embroidered blouses and aprons. These costumes were not only functional but also signified social status and tribal identity.

Vasojevići tribe traditional costume traditional dress is distinguished by its elaborate designs and vibrant colors. Men typically wore dark woolen trousers, embroidered vests, and red caps adorned with black embroidery. Women's attire included the džubleta, complemented by embroidered blouses, aprons, and ornate silver belts known as ćemer. These costumes were integral to ceremonial occasions and reflected the tribe's cultural values. Both tribes have preserved their traditional costumes through generations, showcasing their rich cultural heritage and identity.

Oral traditions and legends

1. Legends about fairies from Komovi

These legends, found throughout the Komovi region, are considered part of the intangible cultural heritage. They are preserved but not actively protected by any formal mechanism.

2. Legend of how Bukumirsko Lake appeared

This legend, associated with Bukumirsko Lake, is a significant part of local folklore. It is still remembered and passed down, but without specific protection efforts.

3. Legend of how Rikavačko Lake appeared

The story of how Rikavačko Lake came into being is part of the cultural heritage of the Komovi region. It is still alive in the community's memory and traditions, though further efforts could help preserve it more formally.

4. Margarita settlement, spring, and flower

Located in Ljuban, this story is tied to a historical settlement and its associated natural elements. The narrative is still part of local knowledge but lacks formal protective measures.

Social practices

1. Transhumance (Throughout Komovi)

Transhumance, the seasonal movement of livestock, remains a vital social practice throughout the Komovi region. This practice is in the process of

being formally protected under the Globally Important Agricultural Heritage Systems (GIAHS) designation.

Rituals and festive events

1. Ilindan (August 2, Carine)

Ilindan is a festival held annually on August 2nd in Carine, where farmers gather. It is still actively practiced, but it may not be widely known outside of the local community.

Traditional craftsmanship

1. Construction of stone huts (Kuči)

The craft of building traditional stone huts is a nearly extinct skill in the region of Kuci. The practice is still present but may require significant efforts to keep it alive as a traditional craft.

Traditional products and gastronomy

1. Production of Kučki Cheese (Kuči)

Kučki cheese, a traditional product from the Kuci region is currently in the process of being branded as a local product. This is an important step in preserving and promoting the cheese as part of the region's culinary heritage.

2. Traditional dishes (Throughout Komovi)

Traditional dishes throughout Komovi are based on locally produced and wild ingredients. These dishes are still commonly prepared and enjoyed in the region, contributing to the local gastronomic identity.

1.2.2. Current situation of cultural heritage preservation

The wealth of traditional forms of livelihood and life (along with the associated material, architectural heritage, and intangible heritage - transhumance, myths and legends, traditional crafts, knowledge, and skills) is threatened by several factors: inadequate changes and disappearance, depopulation of the area, and lack of systemic protection. The local community must play an active role in the protection of cultural heritage – they are not only objects of preservation but key participants in this process. Without a clear legal framework, institutional coordination, and

support for the local community, the cultural heritage of the area is in a state of threat.

1.3. Natural significance

The Komovi Park of Nature is a treasure trove of natural heritage, offering a rich tapestry of biodiversity, landscapes, and geological formations that have remained relatively untouched by modern development. Dominated by the majestic Komovi mountain range, the park is known for its rugged peaks, verdant valleys, and crystal-clear rivers, making it a paradise for nature lovers and outdoor enthusiasts. The park's high-altitude meadows, forests, and karst formations are home to a variety of endemic species, highlighting its ecological significance.

Forests, predominantly made up of beech, fir, and spruce, blanket the lower slopes of the mountains, providing crucial habitats for wildlife, including the Balkan lynx, brown bear, and grey wolf. These dense woodlands not only support biodiversity but also play an important role in carbon sequestration, helping to mitigate the effects of climate change. As one ascends the higher elevations, alpine meadows emerge, filled with diverse plant species such as edelweiss and the rare Komovi violet, unique to the region.

The rivers and streams that crisscross the park are another key element of its natural heritage. These waterways, fed by snowmelt and springs, are not only vital for the park's ecosystems but also for local communities who rely on them for drinking water and irrigation. The pristine waters of the Tara which is under UNESCO Man and Biosphere designation, have been formed in Komovi, and Tara flows from here.

The Komovi mountains themselves, with their dramatic cliffs and towering peaks such as Kom Vasojevički and Kom Kučki, are iconic landmarks of the region. Their geological history stretches back millions of years, with unique limestone formations that provide fascinating insights into the Earth's past. These mountains also hold cultural significance, deeply rooted in local folklore and traditions, further enriching the natural heritage of the area. This is why Komovi have been declared park of nature, and this is why Komovi mountains are the candidate for Emerald site.

This natural heritage is not only valuable for its beauty and biodiversity but also for its role in sustaining traditional ways of life. Pastoralism, agriculture, and sustainable forestry have shaped the landscape for centuries, with local communities living in harmony with their environment. Preserving this balance is crucial, as the area faces increasing challenges from tourism and climate change.

The park's natural heritage serves as both a haven for wildlife and a source of inspiration for all who visit. Efforts to conserve its unique landscapes and ecosystems are critical to maintaining the park's ecological integrity, ensuring that future generations can continue to experience its remarkable beauty and biological diversity.

1.3.1. Protected areas in Komovi NP and international certification

The Komovi Nature Park – Podgorica, Kolašin and Andrijevica

Within Nature Park Komovi, two zones of protection have been established – Zone II and Zone III, corresponding to second and third-degree protection regimes:

- Zone II (Active Protection): Areas where certain activities are allowed under strict regulations to maintain ecological balance. In this zone, only low-impact activities are permitted – for example, scientific research, marked hiking trails and minimal visitor infrastructure, traditional livestock grazing on high pastures (katuns), and personal use gathering of forest fruits and medicinal herbs.
- Zone III (Sustainable Use): is further divided into sub-zones III-3a (Landscape Protection) and III-3b (Sustainable Forest Use). In these areas, limited and controlled use of natural resources is allowed, along with traditional activities and rural development that do not threaten the park's values. For example, selective forestry, maintenance of cultural-historical sites and traditional architecture, eco-tourism development, and small-scale infrastructure compatible with conservation are envisioned.¹

¹ NVO Green home: Ekonomska eksploatacija šume u Parku prirode Komovi na primjeru gazdinske jedinice Opananica-Travska gora, [link](#)
Report on Tourism Assessment in Komovi Nature Park / Montenegro

The territory of Protected Area of the Komovi Nature Park extends across the administrative borders of three municipalities – Andrijevica, Kolašin, and the capital city of Podgorica. The capital city of Podgorica and the Municipality of Andrijevica adopted protection acts for Komovi in 2015 and have established a management body. The Municipality of Kolašin adopted the protection act for Komovi in 2019 and has not yet established a management body.

Located in the territory of Podgorica, this part of the park is well-preserved, but is under significant pressure from activities such as forest exploitation, poaching, and illegal construction.² The Agency for Management of Protected Areas of Podgorica is responsible for implementing the management plan, monitoring ecological conditions, and coordinating with stakeholders.

Andrijevica and Kolašin parts of the park are also in good shape but could benefit from ongoing conservation efforts. The Park is also threatened here by the same factors as in the territory of Podgorica. They have adopted a Management Plans for parts of the park located within the territory of Andrijevica and Kolašin.

MAB Reserve Tara

The Tara River Basin, which includes the MAB (Man and the Biosphere) Reserve, is an internationally recognized area. The reserve is well-maintained. - protection level is B, signifying international significance. This area is protected under international conventions due to its unique natural resources and biodiversity.

IUCN Management Category V

Komovi Nature Park is designated under the International Union for Conservation of Nature (IUCN) Management Category V, which pertains to "Protected Landscape/Seascape." This classification emphasizes the harmonious interaction between people and nature over time, resulting in areas with distinct character and significant ecological, biological, cultural, and scenic value.

Inclusion in the EMERALD Network

² Management Plan for Komovi Nature Park on the Territory of the Capital City 2022–2026, AUZP Podgorica.

The Park is part of the EMERALD Network, a pan-European ecological network established under the Bern Convention. This inclusion signifies the area's importance for the conservation of wild flora and fauna and their natural habitats, contributing to the broader goal of biodiversity preservation across Europe.

1.3.2. Current situation of nature protection

The current situation of nature protection in Komovi Nature Park requires measures in the area of legal regulation, enforcement of laws, and increased monitoring. Urbanization and illegal construction seriously threaten the cultural landscape, which calls for urgent intervention. The need for education and raising awareness is key for long-term protection.

Ecotourism can be a powerful tool for the development of Komovi and should be implemented based on strict sustainability principles. The greatest potential for the development of tourist products lies in the traditional way of life in mountain katuns and rural tourism. Therefore, the strategic development of various forms of ecotourism should focus on authentic experiences that will ensure the preservation of cultural and natural heritage.

1.4. Current tourism status

The Montenegrin economy predominantly relies on services, with tourism being its key sector. In the last decade, tourism in the Komovi area has been gaining increasing importance, with a large number of tourists visiting the high mountain regions. This has led to the opening of new tourist facilities, the growth of rural tourism, and the development of "katun" tourism (tourism in traditional seasonal settlements). This trend continues as more nature enthusiasts seek destinations off the main tourist routes, offering active vacations, outdoor adventures, and connections with local culture.

The Komovi Nature Park has great potential for the development of sustainable tourism, but urgent measures are needed to improve infrastructure, promotion, and the protection of the area. Tourism development potentials include: attractive mountainous nature and proximity to the transportation hub in Podgorica, well-

developed tourist infrastructure – active tourist organizations in all three cities (Podgorica, Andrijevica, and Kolašin) that collaborate excellently with the National Tourism Organization of Montenegro (NTOCG) and the Ministry of Tourism.

Currently, the Komovi Nature Park's tourist product lacks a clear development vision and brand. As a result, promotion is fragmented and ineffective, and the park lacks recognition in the tourism market.

1.4.1. Current tourism metrics for Komovi and Montenegro

The tourism landscape in the Komovi region and Montenegro as a whole has seen significant activity, with the following metrics providing insight into the current state:

Tourism infrastructure

In total, there are 52 establishments across the three municipalities, with 1460 bedrooms and 3807 beds. Specifically, the Komovi area hosts 18 establishments with 322 beds, showcasing its growing but still niche tourism infrastructure.³

Peak tourism seasons

The region is notably active during its green mobility season, which spans about 6 months per year. This period aligns with peak tourism months for outdoor activities such as hiking, biking, jeep tours, and horse riding. The Komovi region, known for its mountainous landscapes, is increasingly attractive to visitors during these months.

There is no exact tracking of tourist activities such as hiking specifically, though hiking is a predominant activity among visitors to Montenegro. The region's natural assets make it an appealing destination for adventure tourists.

Tourist activities

Visitors to the Komovi area engage in hiking, biking, and jeep tours, with additional interest in horse riding. However, detailed percentages or exact figures regarding how many tourists take part in each activity remain unspecified.

³ Territorial Analyses Montenegro, Table 3.2 – Indicators, page 10, AUZP Podgorica

Economic impact and employment

The tourism sector's contribution to the gross value added (GVA) for the region is an essential metric. The broader tourism industry plays a significant role in the national economy, with significant engagement in the services, hospitality, and transport sectors. Despite a relatively low employment rate in the region (17% of the population), tourism contributes to local economic development, especially in areas like Komovi, which is a key part of the regional tourism strategy.⁴

Komovi's role in regional and national tourism

The Komovi region's role in the overall Montenegrin tourism industry is increasingly important, especially in the context of eco-tourism and sustainable travel. Though its share of overall tourist visits is still smaller than more established areas like Budva or Kotor, the region is growing as a destination for eco-friendly travel and outdoor recreation.

2. Visitor Demographics and Behaviour

2.1. Society

The population of this area is concentrated in 16 villages, with around 1,500 inhabitants. As in many other rural areas of Montenegro, there is a noticeable trend of depopulation and deagrarianisation here as well.

One of the main drivers of change has been the gradual depopulation of rural areas, as younger generations have migrated to urban centres like Podgorica in search of better economic opportunities. This migration has led to the decline of traditional livelihoods, such as pastoralism and farming, with fewer families now practicing these age-old trades. As a result, some cultural practices are slowly fading, and the rural villages that once bustled with activity are experiencing a decrease in population.

⁴ Territorial Analyses Montenegro, AUZP Podgorica
Report on Tourism Assessment in Komovi Nature Park / Montenegro

2.2. Visitor statistics

Tourist visits and duration

According to the statistics of MONSTAT – the Statistical Office of Montenegro, for the municipalities of Kolašin, Podgorica, and Andrijevica

Collective accommodation (hotels, hostels, motels):

Montenegro – incoming hotels, motels, hostels	MNE January – December 2024	PODGORICA	KOLAŠIN	ANDRIJEVICA No data	Pdg-Kol Total	% Of MNE
Total	1.449.995	189509	38.507	/	228.016	15, 7
Domestic tourists	152.064	14.210	9.488	/	23.698	15, 5
Foreign tourists	1.297.931	175299	29.019	/	204.318	15, 7

Montenegro – overnights in hotels, motels, hostels	January – December 2024	PODGORICA	KOLAŠIN	ANDRIJEVICA No data	Pdg-Kol Total	% Of MNE
Total	5.200.894	344.491	80.875	/	425.366	8, 1
Domestic tourists	566.697	31.362	25.168	/	56.530	9, 9
Foreign tourists	4.634.197	313.129	55.706	/	368.835	7, 9

Private accommodations in the municipalities of Podgorica, Kolašin, and Andrijevica statistic shows:

Montenegro – incoming/individual accommodation	MNE Jan- Dec 2024	PODGORICA	KOLAŠIN	ANDRIJEVICA	Pod-Kol-And Total	% Of MNE
Total	1.156.859	15.039	12.981	3.399	31.419	2, 71
Domestic tourists	8.227	906	899	213	2.018	24, 5
Foreign tourists	1.148.632	14.133	12.082	3.185	29.400	2, 55

Montenegro overnights /individual accommodation	Jan- Dec 2024	PODGORICA	KOLAŠIN	ANDRIJEVICA	Pod-Kol-And Total	% Of MNE
Total	10.393.405	53.746	58.543	19.650	131.939	1, 2
Domestic tourists	40.124	1.562	2.808	1.240	5.610	13, 9
Foreign tourists	10.353.281	52.184	55.735	18.409	126.328	1, 2

Total Overnights Montenegro and Podgorica, Kolašin and Andrijevica

	MONTENEGRO	PODGORICA, KOLAŠIN and ANDRIJEVICA	% OF MNE
Total	15.594.299	557.305	3, 57
Domestic tourists	606.821	62.140	10, 2
Foreign tourists	14.987.478	495.163	3, 3

The majority of international tourists came from European countries (Russia, France, Germany, Poland, Holland, Serbia, Croatia, Bosnia and Herzegovina, Kosovo, Albania, North Macedonia), and non-European countries (Israel, Turkey, China, USA). Domestic tourists accounted for 8% of the recorded visits and 10% of the overnight stays.

However, there is no direct data available for the specific number of tourists visiting Komovi.

2.3. Visitor profiles, satisfaction and feedback

Official statistics do not track detailed tourist profiles such as gender, occupation, income level, travel preferences, or travel style. However, according to a survey conducted during the workshops and within a focus group composed of service providers from the Komovi area and tour operators who bring tourists to Komovi, the responses revealed the following insights:

The majority of foreign visitors to Komovi belong to the younger to middle age groups and visit Komovi through tour operators who offer active and adventure tourism packages.

The survey results provide a comprehensive understanding of visitors' experiences at Komovi Nature Park, highlighting both the strengths and areas for improvement.

Transportation to Komovi

Most tourists arrive by car or by bus. The main issue that tourists face is the distance to reach the Park, which can make the journey less convenient. Improved road infrastructure and better road signs are essential to make access to Komovi easier.

Road signs and parking

The survey indicates that road signs and markers are insufficient and not easily noticeable. Additionally, there is a lack of properly organized parking areas near key tourist sites.

Transportation providers

Taxi services are the primary means of transport used by individual tourists visiting the park. However, no further details were provided regarding the reliability of these services. Organised groups come by bus or plain.

Sources of Information

Tourists mainly discover Komovi through the internet, which suggests that digital marketing is currently the most effective promotional tool for attracting visitors.

Informational materials

There is a clear need for more informational material, including brochures, digital guides, and signs. Promotional material raises awareness of what the Park has to offer. Ideally, information should be available to guests in private accommodations. Visitors have noted the absence of information tables at key points, and there are limited digital guides available. The establishment of information tables with QR codes and comprehensive details about Komovi would improve the visitor experience and accessibility.

Accessibility of information centres and guides

There are criticisms regarding the organization of The Park and the availability of information. Information centres are generally inaccessible. A better connection is needed between service providers and information points with staff capable of guiding visitors to the park's attractions.

Types of accommodation

Visitors most commonly use ethno-villages for accommodation. However, there is a lack of katuns (traditional mountain huts), which would add to the diversity of accommodation options.

Service standards

The service standards are generally in line with expectations, with most visitors reporting satisfactory experiences. Education for service providers on authenticity and quality is key to maintaining high standards.

Food and hospitality

Visitors are delighted with the local food and hospitality, which is often praised for being authentic and homegrown.

Competence of guides

The guides are generally well-regarded for their competence. However, some tourists have observed that guides may lack social skills needed to interact effectively with international visitors.

Experience with tourist agencies

The overall experience with tourist agencies offering tours in Komovi is described as mediocre, suggesting that there is room for improvement in the services provided by these agencies. Increased involvement of tourist agencies is necessary to ensure better coordination and service delivery.

Tourist feedback

Foreign guests, compared to domestic ones, are less demanding and less critical of shortcomings, reacting more spontaneously to qualities such as food, nature, and genuine hospitality.

Visitor satisfaction

Visitors are generally impressed by the natural beauty of Komovi, which is the main attraction. Food is consistently praised by all visitors. However, the most frequent issues raised include the lack of information and challenges related to waste management.

Encouraging repeat visits

To encourage repeat visits, it is essential to raise awareness among hospitality providers and other service providers that the current offerings are insufficient. There is a need to expand and diversify the services available to visitors.

3. Tourism Infrastructure and Services

3.1. Accommodation options

Podgorica side of Komovi NP

1. Kamp Veruša

Service Type: Accommodation only

Facility Type: Camp

Address: Veruša

A camping facility offering basic accommodation services in a natural setting.

Kolašin side of Komovi NP

2. Kamp Mateševo

Service Type: Accommodation only

Facility Type: Camp

Address: Veruša

A camping facility offering basic accommodation services in a natural setting.

3.2. Food & beverage options

Podgorica side of Komovi NP

3. National Restaurant Ribnjak

Service Type: Food only

Facility Type: Restaurant

Address: Veruša

A restaurant offering food services, focusing on traditional culinary experiences.

4. Bufet Bukumirsko jezero

Service Type: Food only

Facility Type: Restaurant

Address: Bukumirsko Lake

A lakeside restaurant offering meals for tourists visiting the scenic area.

3.2.1. Accommodation & food options

Podgorica side of Komovi NP

5. Vinarija Rajković

Service Type: Accommodation and food

Facility Type: Private accommodation

Address: Ubli

This facility provides both accommodation and food services, specialized in producing and wine testing.

6. Naša kuća Veruša

Service Type: Accommodation and food

Facility Type: Private accommodation

Address: Veruša

This facility provides both accommodation and food services in a private accommodation setting.

7. Dječije odmaralište Veruša

Service Type: Accommodation and food

Facility Type: Hotel

Address: Veruša

This hotel caters specifically to children, offering accommodation and meals.

8. Katun Mokra

Service Type: Accommodation and food

Facility Type: Rural household

Address: Mokra

This rural household offers both accommodation and traditional meals, ideal for visitors seeking an authentic mountain experience.

Andrijevica side of Komovi NP

9. Hotel Komovi

Service Type: Accommodation and food

Facility Type: Hotel

Address: Andrijevica

A hotel providing budget accommodation and meals for travelers.

10. Eko katun Štavna

Service Type: Accommodation and food

Facility Type: Hotel

Address: Štavna

A hotel providing budget accommodation and meals for travelers.

11. Hostel Mojan

Service Type: Accommodation and food

Facility Type: Hostel

Address: Veruša

A hostel providing budget accommodation and meals for travelers.

12. Katun Kobil Do

Service Type: Accommodation and food

Facility Type: Rural household

Address: Štavna

Rural household offering both accommodation and food, ideal for visitors looking to experience the local culture and nature

13. Miljanov do

Service Type: Accommodation and food

Facility Type: Rural household

Address: Konjuhe

Rural household offering both accommodation and food, ideal for visitors looking to experience the local culture and nature

14. Kraljska koliba

Service Type: Accommodation and food

Facility Type: Rural household

Address: Kralje

Rural household offering both accommodation and food, ideal for visitors looking to experience the local culture and nature

15. Domaćinstvo Đerkovič

Service Type: Accommodation and food

Facility Type: Rural household

Address: Košutice

Rural household offering both accommodation and food, ideal for visitors looking to experience the local culture and nature

16. Domaćinstvo Fatić

Service Type: Accommodation and food

Facility Type: Rural household

Address: Japan

Rural household offering both accommodation and food, ideal for visitors looking to experience the local culture and nature

17. Konak Mara

Service Type: Accommodation and food

Facility Type: Rural household

Address: Trešnjevik

Rural household offering both accommodation and food, ideal for visitors looking to experience the local culture and nature

18. Konak Mara

Service Type: Accommodation and food

Facility Type: Rural household

Address: Trešnjevik

Rural household offering both accommodation and food, ideal for visitors looking to experience the local culture and nature

19. Božićki katun

Service Type: Accommodation and food

Facility Type: Katun

Address: Štavna

This rural facility provides traditional accommodation and local food experiences

20. Katun Staro katunište

Service Type: Accommodation and food

Facility Type: Rural household

Address Backo brdo

This rural facility provides traditional accommodation and local food experiences

Kolašin side of Komovi NP

21. Etno selo Pajkovir

Service Type: Accommodation and food

Facility Type: Camp

Address: Jabuka

Camp site offering both accommodation and food,

22. Katun Martinovića

Service Type: Accommodation and food

Facility Type: Rural household

Address: Ljuban

Rural household offering both accommodation and food, ideal for visitors looking to experience the local culture and nature

3.3. Transportation access

By car

As shown in section 1.1 on the Map of Komovi Nature Park access from:

Podgorica by car is possible

- Via the highway (Veruša/Mateševo exit) at kilometer 46,5 from the Capital is the main park entrance (M1 - GIS 42°36'30.7"N 19°32'55.6"E). The road from Veruša through Mokra to the main entrance leads to the Bukumirsko Lake and has been fully asphalted. However, when the area is covered with snow, access to Bukumirsko Lake by car is not possible.
- Via an asphalt road through Kuči that leads to Korita in length of 32,6 km to Kučka Korita. The scenic route "Krug oko Korita" (Circle around Korita) partly follows this road. From Korita, a gravel road continues 15, 6 km toward

Report on Tourism Assessment in Komovi Nature Park / Montenegro

Rikavačko Lake, where is this secondary entrance (S1 - GIS 42°34'00.5"N 19°34'50.7"E) to the Komovi Nature Park near the Kariman summer pasture area.

Podgorica and Kolašin:

- From the direction of Kolašin and Mateševo via highway or the old asphalt road P19 at kilometre 12 through Bratonožići is a side entrance to Komovi Nature Park (S2 - GIS 42°41'07.4"N 19°31'27.4" E). It continues further along a road with a dirt surface.

From Andrijevica Komovi NP can be accessed:

- Via the regional road M9 Mateševo–Andrijevica. The main entrance is at kilometre 27.3 from Kolašin and kilometre 18.1 from Andrijevica, situated at Trešnjevik pass (M2 – GIS 42°44'07.9"N 19°41'05.8"E) 1573 meters above sea level. Here also passes the C1 transversal, connecting Bukumirsko Lake with Black Lake in Durmitor.

By public transportation

From Podgorica, there are local city buses lines that goes to the [Kuči](#) region (to village Orahovo, 8,5 km far from Korita) and [Veruša](#), departing from the Podgorica main bus station. Komovi Nature Park can be reached via intercity bus lines that goes from Podgorica main bus station to Kolašin and Andrijevica. In Andrijevica, there is a tourist minibus service (18 seats) to Komovi Nature Park.

By taxi and rent-a-car

For a more direct route, it can be taken a taxi from Komovi or Andrijevica directly to Komovi Nature Park. This option will be more expensive compared to public transport.

3.3.1. Road conditions

The majority of individual visitors to Komovi Nature Park arrive by private car. Organized groups typically use larger transportation vehicles. Below are selected comments from visitors, gathered indirectly through a survey conducted among service providers:

Feedback on transportation to Komovi

Report on Tourism Assessment in Komovi Nature Park / Montenegro

It is emphasised improvement of road infrastructure and better road signs are essential to make access to Komovi NP easier.

Feedback on road signs and parking

The survey indicates that road signs and markers are insufficient and not easily noticeable. Additionally, there is a lack of properly organized parking areas near key tourist sites.

Feedback on transportation providers

Taxi services are the primary means of transport used by individual tourists visiting the park. However, no further details were provided regarding the reliability of these services. Organised groups come by bus or plane.

3.4. Amenities and facilities

Asphalt roads to Andrijevica, Kolašin and Podgorica are equipped with infrastructure such as gas stations that offer refreshments and hygiene facilities. However, there are no public restrooms available. Wi-Fi is accessible in nearly every facility along the route to Komovi NP. Infrastructure for disabled visitors is not developed. Cleanliness standards vary from one facility to another. Once inside the territory of the Komovi Nature Park, there are no public restrooms available, so visitors must rely on the facilities provided by accommodation providers or restaurants.

3.5. Tourist information point

Public institutions responsible for the tourism product of Komovi Nature Park have established infrastructure as follows:

- TO Podgorica operates two permanent info points in the city and two seasonal info points, one at Podgorica Airport and another at the railway station.
- TO Andrijevica operates an info point in the form of a hut at the Trešnjevik Pass, which serves as an entrance to Komovi Nature Park.
- TO Kolašin operates with info point in the town Kolašin.
- Agency for the Management of Protected Areas of Podgorica plans to open an info point at the entrance to Bukumirsko Lake and a facility storage near

Report on Tourism Assessment in Komovi Nature Park / Montenegro

Rikavačko Lake. A visitor hut is also planned directly at Bukumirsko Lake as part of the project.

3.5.1. Services offered

The tourist organizations of Podgorica, Andrijevica, and Kolašin have a well-developed and well-organized information service that provides visitors with appropriate support and assistance.

What was emphasized through the service provider survey is that the information service should be brought closer to the territory of Komovi Nature Park, as highlighted in the summary of comments:

Informational materials

There is a clear need for more informational material, including brochures, digital guides, and signs. Promotional material raises awareness of what the Park has to offer. Ideally, information should be available to guests in private accommodations.

Within the Komovi Nature Park, in the area under the jurisdiction of Agency for management of protected areas of Podgorica, 24 information boards have been installed at the park entrances and within the park itself. The tourism offer has been enhanced with the installation of three scenic viewpoints inside the park. A parking area has been constructed near Bukumirsko Lake, along with designated fire pits, a board displaying park rules, and educational panels about Bukumirsko Lake.

Accessibility of information centres and guides

There are criticisms regarding the organization of The Park and the availability of information. Information centres are generally inaccessible. A better connection is needed between service providers and information points with staff capable of guiding visitors to the park's attractions.

3.5.2. Staffing and expertise

Based on the comments from visitors to Komovi Nature Park, there is a clear need to strengthen the capacity of the information services.

4. Attractions and Activities

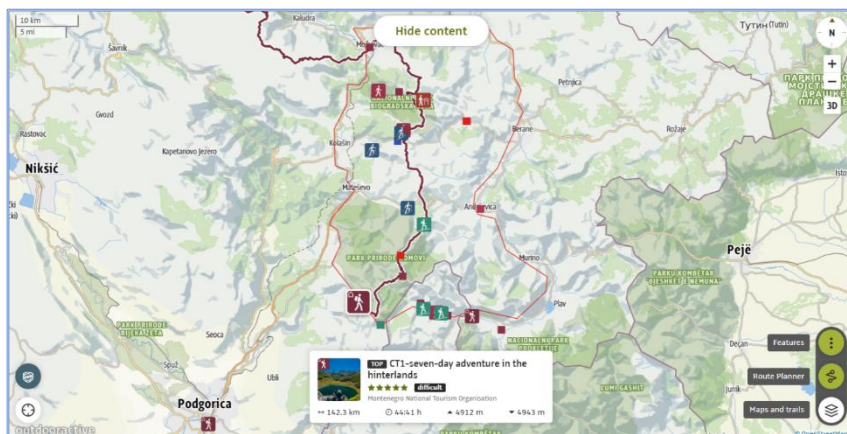
4.1. Main attractions

Attraction	Appeal to Visitor Segments	Visitor Origins
Komovi Peaks (Vasojevički, Kučki, Ljevorečki)	Adventure travelers, mountaineers, hiking enthusiasts	Serbia, Slovenia, Croatia, BiH Germany, Poland, France, Austria, Czech Republic, USA Montenegro
Scenic Viewpoints (Vidikovci) "Bukumirski pogled", "Katun Ljakovića" i "Drekalov vidik"	Photographers, nature lovers, casual visitors	Serbia, Bosnia and Herzegovina, Rusia, Ukraina, Italy, Israel, Montenegro
Bukumirsko and Rikavačko Lakes	Families, picnickers, campers, eco-tourists	Slovenia, Croatia, Germany, Netherlands, Rusia, Ukraina, Montenegro
Circular Trail Around Korita	Cycling tourists, eco-tourists, slow travelers	Rusia, Ukraina, Belgium, Netherlands, Germany, UK, Scandinavia
Traditional Highland Pastures (Katuni)	Cultural tourists, ethnographers, rural experience seekers,	France, Switzerland, Italy,

Report on Tourism Assessment in Komovi Nature Park / Montenegro

	hikers and bikers	USA, Montenegro (diaspora)
Marko Miljanov Museum (Medun)	History buffs, students, cultural heritage travelers	Serbia, Albania, USA (diaspora), Montenegro
Church of St. Ilija	Pilgrims, religious travelers, heritage tourists	Montenegro, Serbia, North Macedonia, Rusia, Ukraina

4.2. Available activities



Source:
www.outdoractive.com

The main tourist products and activities of the Komovi Nature Park include: nature as the primary tourist product. There are a variety of activities tailored to different interests and adventure levels:

Outdoor activities

Hiking and Trekking: The Park boasts numerous trails, ranging from moderate to challenging. Notable routes include ascents to peaks like Kučki Kom, Ljevoriječki Kom, and Vasojevički Kom, offering panoramic views of the surrounding landscapes. C1 national route connects Bukumirsko Lake with Crno Lake in Durmitor NP, one the most popular long-distance hike route.

Mountain Biking: Designated trails cater to mountain biking enthusiasts, allowing exploration of the park's diverse terrains.

Off road: driving within designated routes.

Ski Touring: During winter months in Bavan (Komovi NP) ski touring becomes a popular activity

Horse-riding: one household offers horse-riding.

Cultural experiences

Cultural Visits: Visitors can explore traditional highland pastures (katuns) and engage with local communities to learn about the region's heritage, then Museum of Marko Miljanov, Medun.

Local Cuisine: Establishments such as Restaurant Troglava serve traditional Montenegrin dishes, enhancing the cultural experience.

4.3. Interpretation and signage

Based on hikers' feedback, the hiking signage is reliable and well-maintained.

Visitors have noted the absence of information tables at key points, and there are limited digital guides available (only for The Panoramic Road around Korita – IZI Travel application). The establishment of information tables with QR codes and comprehensive details about Komovi would improve the visitor experience and accessibility.

There is a clear need for more informational material, including brochures, digital guides, and signs. Promotional material raises awareness of what the Park has to offer. Ideally, information should be available to visitors in private accommodations.

5. Marketing and Promotion

5.1. Current marketing strategies

Report on Tourism Assessment in Komovi Nature Park / Montenegro

Komovi Nature Park's marketing efforts are currently limited and fragmented, lacking a cohesive strategy to effectively promote the park's unique offerings.

Advertising Channels: The park's presence on global platforms like GetYourGuide and Evendo is minimal, with few organized tours available. National and regional tourism websites, such as the National Tourism Organization of Montenegro and local tourism organizations of Podgorica, Andrijevica, and Kolašin, provide basic information but lack comprehensive promotional content.

Promotional Campaigns: There is an absence of targeted promotional campaigns specifically highlighting Komovi Nature Park. Unlike other Montenegrin destinations that have benefited from campaigns like "Wild Beauty," Komovi has not been prominently featured, resulting in lower visibility among potential tourists.

Branding Initiatives: Efforts to establish a distinct brand identity for Komovi are insufficient. While the park is part of the broader "Wild Beauty" branding of Montenegro, it lacks specific branding elements that differentiate it from other natural attractions in the country.

5.1.1. The survey on the quality of the promotion of Komovi's tourism products

The focus group survey of tourism workers about how the Komovi tourism product is promoted yielded the following insights:

When segmented, the weakest promotion has rural tourism in Komovi, while accommodation and hiking tours are better promoted. There is a need for more innovative promotion and coordination, as the service providers lack the capacity and knowledge to manage this on their own.

In response to the question of how to improve the promotion of Komovi, the answer is that it is necessary to promote Komovi as a unique destination, and to have a website where the entire offer, as well as all information about the park, trails, accommodation, flora, fauna, and other activities, will be available. A coordination body, consisting of representatives from the main institutions of all three

municipalities, should be responsible for carrying out the promotion and for continuously investing in digital marketing. It is advisable to take examples of good practices from other protected areas in Montenegro and the region.

5.2. Online presence

5.2.1. Official and informative platforms

The Komovi mountain massif is featured on websites from Montenegro and the region. Majority of sites provide general information related to mountains and mountaineering (hiking or otherwise climbing mountains and reaching high altitudes). About Komovi it can be found on the following websites from Montenegro, region and global:

- Agency for the Management of Protected Areas of Podgorica (AUZP): The official AUZP website offers basic information about Komovi Nature Park, including contact details and visitor guidelines. www.auzp.me
- General information about Komovi is available on the national website of the National Tourism Organization (NTO) of Montenegro www.montenegro.travel
- Tourist Organization of Podgorica: Offers insights into the park's attractions and activities. podgorica.travel
- For more localized information, the [Tourist Organisation Andrijevisa](#) provides insights into the Komovi region, catering not only to hikers but also to gastronomy enthusiasts and fly fishers.
- Several useful sites: <https://www.dinarskogorje.com/komovi-planina.html> ; <https://www.komovi.com/> ;

Info about outdoor activities

These resources collectively offer a broad spectrum of information to help visitors plan their trip to Komovi Nature Park, ensuring a well-rounded and informed experience:

- Outdooractive platform offers comprehensive travel guides and tips for [Komovi](#), including maps, route planners, and information on various outdoor activities.

- **Accursed Mountains:** Highlights the park's natural beauty and biodiversity. accursed-mountains.me
- Pedalaj.me is the best platform for bikers
- [Blog Nestvarna](#) is written by a passionate mountaineer and has over time become an inspirational guide filled with photographs of exceptional value and beauty.
- **Montenegro Village Explorer:** Offers information on local culture and attractions within the park. mnevillage.gov.me
- Wikiloc is one of most comprehensive data bases for planning trips to [Komovi](#)
- **PeakVisor:** Provides detailed information on hiking trails and peak elevations. [PeakVisor App](#)
- Komovi Natural Park is present on www.tripadvisor.com

These resources provide a wealth of information for anyone interested in exploring Nature Park Komovi, some of them offer organized tours.

5.2.2. Tour operators and experiences

As for tourism offerings, the most popular, offering Komovi Natural Park are:

- [GetYourGuide](#) platform: Offers private hiking tours to the peaks of Komovi, such as Vasojevički Kom, with guides and organized transportation from cities like Podgorica and Kolašin.
- **Evendo:** [Presents Komovi](#) Nature Park as a destination for nature lovers, providing information on activities like hiking, bird watching, and camping.
- [Nomad & Outdoor Montenegro](#): Offers multi-day hiking and cultural tours in Komovi, integrating the park into broader Montenegrin adventure itineraries.
- [Montenegro Tourist Trips Travel](#): Promotes Komovi as a destination for hiking and cultural experiences, highlighting its natural beauty and traditional shepherd life.
- [Eko Tours Komovi](#): Based at the Trešnjevik mountain pass, this operator provides eco-friendly tours focusing on the unique natural environment of Komovi.
- [Balkanika](#) , [Tripcentar](#) are national tourist agency for outdoor adventure seekers

5.2.3. Accommodation offers on Komovi

The tourism offerings of Komovi Nature Park are accessible through several reliable sources that provide information on accommodations:

- [Booking.com](#) - Hotel Komovi (Andrijevica), Mountain House Komovi-Radunović DE LUX (Ljubaštica), Komovi - Montenegrin Mountain House (Kolašin), Vikendica Komovi (Andrijevica), Konak Mara - Komovi (Andrijevica),
- [Airbnb](#) - Mountain House Komovi-Radunović (Katun Kobil Do), Komovi - Kobil Do Guesthouse (Kolašin),
- [Outdooractive](#) - Listings include small farms offering cozy accommodations, locally grown food, and opportunities to engage in farm life, along with access to hiking and mountain biking trails.
- [Ruralholiday.me](#) - on the website of the Association of United Rural Households of Montenegro, accommodation offers at rural households in the [Komovi Nature Park](#) are presented.

5.2.4. Komovi on social media

Komovi Nature Park maintains an active presence on social media platforms to engage with visitors and promote its natural beauty and outdoor activities.

Facebook - The official Facebook pages of [AUZP Podgorica](#) and [Komovi Nature Park Andrijevica](#) provides updates, photographs, and information about the park's features and events. Additionally, the [National Tourism Organization of Montenegro](#) has featured Komovi in its posts, highlighting its significance among Montenegro's mountain ranges.

Instagram - The park's official accounts: [@auzp_21](#) and [@parkprirodekomovi](#), shares reels and images showcasing the park's landscapes and activities. Users can also explore photos and videos tagged at the [Komovi location](#), offering a diverse array of visitor experiences. These platforms serve as effective tools for promoting Komovi to a broader audience, particularly those interested in nature and adventure tourism.

TikTok presence - the hashtag #komovi features a variety of videos showcasing the Komovi region. For instance, a video by user @lazarsunjevic offers a glimpse into hiking experiences in the area. Another video by @cakulentije captures the breathtaking views of Komovi Mountain from a window perspective. Additionally, content creators like @crnogorka have shared videos exploring the stunning landscapes of Komovi. These posts often include hashtags such as #montenegro, #komovi, and #nature, indicating a focus on the region's natural attractions.

YouTube presence: YouTube hosts several videos that delve into the Komovi region's offerings. For example, a video titled "Hiking 22 km, Komovi, Montenegro" provides an in-depth look at hiking trails in the area. Another video, "Komovi Nature Park - Kom Vasojevički," showcases a climb to the Vasojevički peak, offering viewers a virtual hiking experience. These videos serve as valuable resources for potential visitors seeking visual information about the region.

5.3. Partnerships and collaborations

The management bodies of Komovi Nature Park: Agency for the Management of Protected Areas of Podgorica (AUZP) and Andrijevica Municipality - Komovi Nature Park) collaborate with other stakeholders who are part of the Komovi tourism product. In the upcoming period, which includes the implementation of strategic direction for tourism development, this collaboration will become more intense and formalized. Currently, the following entities are the most concerned with the tourism of Komovi Nature Park:

Tour operators and travel agencies

- Nomad & Outdoor Montenegro: Offers multi-day hiking and cultural tours in Komovi, integrating the park into broader Montenegrin adventure itineraries.
- Montenegro Tourist Trips Travel: Promotes Komovi as a destination for hiking and cultural experiences, highlighting its natural beauty and traditional shepherd life.
- Eko Tours Komovi: Based at the Trešnjevik mountain pass, this operator provides eco-friendly tours focusing on the unique natural environment of Komovi.

- Nikena is a tourism agency based in Podgorica. The agency specializes in organizing trips within Montenegro, frequently bringing guests to the Komovi region for hiking tours or stays in rural households.
- Montenegro Adventures is a Podgorica-based tourism agency that offers travel packages throughout Montenegro. The agency often brings visitors to the Komovi area for hiking tours or to experience local rural households.
- Trip Center Montenegro, based in Podgorica, organizes excursions within Montenegro and provides specific travel packages for the Komovi region. These packages include various outdoor activities, ideal for those looking to explore Komovi.
- 3E Travel is a tourism agency in Podgorica that organizes trips throughout Montenegro. This agency is particularly focused on bringing guests to the Komovi region for hiking tours or stays in rural households, providing a rich, immersive experience in nature.
- Montenegro 4×4 Adventures, located in Podgorica, organizes off-road 4x4 tours in Montenegro. This agency frequently brings visitors to the Komovi area, where they can explore the traditional katune (seasonal mountain settlements) and enjoy the local culture in rural settings.

Local businesses and development agencies

- Regional Development Agency for Bjelasica, Komovi, and Prokletije (RDA BKP): Supports rural tourism by assisting local households in developing tourism experiences, such as traditional accommodations and cultural activities.

Tourism boards

- National Tourism Organization of Montenegro (NTO CG): Provides general information about Komovi, promoting it as part of Montenegro's natural attractions.
- Local Tourism Organizations: The tourism boards of Podgorica, Andrijevica, and Kolašin offer information and support for visitors to Komovi, contributing to its promotion and accessibility.

6. Economic Impact

6.1. Revenue generation

The target area of the Komovi Nature Park is a rural, mountainous, and remote region. There are no urban zones in this area; it consists of villages and numerous transhumant settlements, indicating that agriculture is the main source of income for the local population. The agricultural structure mainly consists of small family farms that are neither specialized nor market-oriented. The production is focused on meeting the family's needs. The main product is "Kučki cheese".

One statistical indicator can be used to illustrate the current situation in the Komovi region - the national unemployment rate stands at 12%, while in the Komovi region it reaches a staggering 83%. Tourism represents a critical opportunity to stimulate economic development.

Tourism in Komovi Nature Park contributes to the local economy through both direct and indirect income streams. Although detailed financial statistics are currently limited due to the absence of a centralized revenue tracking system, qualitative data and stakeholder feedback provide a picture of its economic impact:

Direct Revenue

- Accommodation bookings (eco-lodges, katuns, households)
- Guided tours and hiking packages, especially to Komovi peaks and glacial lakes
- Sale of local crafts and products, including cheese from katuns and herbal products
- Service fees and park access in Andrijevica (in Podgorica when implemented): potential revenue stream pending establishment of entrance controls

Indirect Revenue

- Spending at local businesses (restaurants, grocery stores, fuel stations)
- Supply chains: Local farmers and artisans benefit from increased demand for food, handmade souvenirs, and construction materials
- Transport services: Local taxi drivers, shuttle services, and tour operators see increased business during the tourism season
- Employment-based multiplier effect: Additional spending generated by those employed in tourism-supported roles

Report on Tourism Assessment in Komovi Nature Park / Montenegro

6.2. Employment opportunities

6.2.1. Direct employment opportunities

These are roles directly related to tourist services and infrastructure:

Sector	Examples of roles	Current status / potential
Tourist Information Services	Staff at information points, guides, visitor support	Info points in Andrijevica and planned in Podgorica and Bukumirsko Lake offer potential for year-round or seasonal employment.
Tour Guiding	Hiking, cultural and eco-tour guides	Currently limited, but demand is growing, especially for specialized guides (multilingual, heritage interpreters, biodiversity experts).
Accommodation Services	Hosts in rural households, katuns, camps and eco-lodging	Increasing interest in eco-accommodation can drive employment and expand family business.

6.2.2. Indirect employment opportunities

Jobs created by services that support tourism:

Sector	Examples of roles	Current status / potential
Restaurants and Local Cuisine	Chefs, servers, suppliers	Growth in culinary tourism and local gastronomy (e.g., Komovi cheese) can benefit both restaurant workers and food producers.
Retail and crafts	Artisans, souvenir vendors, shopkeepers	Local crafts (wool, herbal products, woodwork) and organic produce sales can generate income, especially with proper branding.

Report on Tourism Assessment in Komovi Nature Park / Montenegro

Transportation	Drivers (mini-buses, taxis), bike/e-bike rentals	Demand for safe, eco-friendly transport from Podgorica, Kolašin, Andrijevica – especially for tourists without cars.
Maintenance and support services	Builders, technicians, waste management	Road improvement, signage maintenance, digital infrastructure (e.g., Wi-Fi setup) contribute to secondary job growth.

6.3. Local business involvement

It is not difficult to conclude that tourism development could bring significant benefits to the local population. Here are just a few:

Job creation – Tourism can generate direct employment in accommodation, guiding services, hospitality, and local transportation, as well as indirect employment through agriculture, crafts, and construction.

Income diversification – Tourism offers a chance to diversify household income, reducing dependence on seasonal agriculture and subsistence farming.

Youth retention – The creation of tourism-related opportunities can help reduce rural depopulation by encouraging young people to stay and invest in their communities.

Empowerment of women and vulnerable groups – Tourism enables the inclusion of women and marginalized groups through the sale of handmade products, gastronomy, and cultural experiences.

Support for local agriculture – Increased demand for local food, services, and experiences fosters entrepreneurship.

Infrastructure development – Tourism investments often lead to improved infrastructure (roads, water supply, digital access) benefiting both visitors and residents.

Cultural and natural heritage protection – When properly managed, tourism can incentivize the preservation of local identity, customs, and ecosystems.

7. Sustainability and Environmental Impact

7.1. Environmental management practices

7.1.1. Responsibilities of institutions in protection of Komovi Nature Park

The Park's biodiversity is managed within the broader framework of international protection agreements such as the Emerald network and Natura 2000, which provide further guidelines for the park's management. These agreements help ensure the protection of valuable habitats and species such as endangered birds, plants, and animals.

According to the Management Plan of Komovi Nature Park, the network of institutions and shared responsibilities covers the management and protection of Komovi Nature Park.

Institution	Responsibilities
Forest management authority	Monitoring implementation of management plans, joint monitoring of nature, joint action in case of illegal activities
Inspection authority	Support in the inspection and prevention of illegal activities
Police authority – border control sector	Monitoring wildlife, joint monitoring of illegal activities

Nature protection and environmental Agency (EPA)	Biodiversity monitoring, regular maintenance of infrastructure, developing new tourism products and promoting the park
Hunting society of Podgorica	Support in preventing poaching, monitoring wildlife populations
Hydrometeorological and seismological institute	Monitoring climate, water, and air quality
Agency for the Management Protected areas of Podgorica	Support in maintaining communal activities, emergency management, inspection and monitoring illegal activities
Municipal police	Support in maintaining public order, inspection and emergency management
Municipal Inspection	Support in monitoring communal activities
Fire and rescue service of Podgorica	Support in emergency management and protection
Public enterprise Roads	Support in road maintenance and infrastructure development
Public enterprise Cleanliness	Maintenance of public spaces and waste management Development of tourism services, support in tourist visits to the park

7.1.2. Analysis and assessment of the conditions for achieving protection goals

The nature protection sector in Montenegro faces systemic challenges such as limited human, technical, and financial resources. Inter-agency coordination is weak, and planning processes often lead to conflicts over land use. The implementation of environmental laws suffers from a lack of capacity and awareness, particularly within the judiciary. There is also insufficient education and awareness on nature protection and sustainable management. The Agency is tasked with addressing these issues

through improved cooperation, capacity building, and raising awareness among various target groups.

7.2. Impact assessment

The current level of tourism in the Komovi Nature Park does not pose a serious environmental threat; however, certain activities raise concern regarding their ecological impact.

Key environmental impacts:

- Off-road tours use Veruša-Širokar-Mokra-Bukumir road and represent a significant issue, as many operators and visitors do not adhere to designated trails and roads. These activities cause noise pollution, which disturbs wildlife and leads to habitat displacement, especially of more sensitive animal species.
- There is currently no formal visitor control system from Podgorica side, what makes it difficult to track the actual number of visitors and assess the full scope of their environmental impact.
- Waste management infrastructure is insufficient. The lack of designated waste disposal areas leads to improper waste handling and contributes to pollution.

Recommendations

1. Establish a visitor monitoring system, including entrance fees, to track tourist numbers and fund conservation efforts.
2. Enforce strict regulations on off-road activities, limiting their access to specific, marked routes to prevent habitat damage and reduce disturbance to wildlife.
3. Improve waste disposal infrastructure by installing clearly marked waste collection points at strategic locations within the park.
4. Conduct environmental education campaigns for both local communities and visitors to promote awareness of ecological values and responsible tourism behavior.

By implementing these measures, the park can maintain a low environmental footprint while promoting sustainable tourism practices.

7.3. Sustainable tourism initiatives

The nature protection sector has identified the following initiatives:

- **Establishment of green accommodation**, which should include incentives and promotion of eco-friendly lodging, creation of "katun house" standards, revitalization of katuns and abandoned houses, eco-camps equipped with water purification systems, solar energy sources, and waste recycling systems, as well as training for service providers.
- **Eco-tourist trails and interpretive guides**, such as an herbal trail, katun trail, audio guide for Komovi, and specialized interpretive guides.
- **"Leave No Trace" Hiking Program**, which includes the promotion of Leave No Trace principles, installation of informational panels, and distribution of brochures on waste management.
- **Eco-schools and educational programs**: The possibility of establishing an eco-camp program in Mojan, a "Junior Ranger" program for Komovi, and a volunteer program in protected areas. The [Agency](#) continuously works on educating children about the importance of protected areas. In 2024, educational sessions were organized for students attending schools closest to Komovi Nature Park, specifically in the villages of Ubli and Lijeva Rijeka.

8. Stakeholder Analysis

8.1. List of stakeholders

The list of project stakeholders consists of representatives from the public, business sector, and NGOs, involved in the following areas:

- Environmental protection
- Cultural heritage protection
- Tourism

Report on Tourism Assessment in Komovi Nature Park / Montenegro

- Komovi Nature Park area.

The stakeholder list is made up of:

- Institutions, organizations, and agencies at the national level;
- Institutions, organizations, and agencies at the local level from the municipalities of Podgorica, Andrijevica, and Kolašin;
- Micro, small, and medium-sized enterprises (SMEs) from the project area and those linked to the project area;
- Business associations whose members are linked to Komovi;
- Academic community;
- Organizations from the non-governmental sector.

National level

1	Ministry of Tourism	https://www.gov.me/mt	Podgorica
2	National Tourist Organization of Montenegro	https://www.montenegro.travel	Podgorica
3	Chamber of Commerce / Tourism and Hospitality Association	https://komora.me/pkcg/udruzenje-turizma-i-ugostiteljstva	Podgorica
4	Ministry of Ecology, Sustainable Development, and the Northern Development	https://www.gov.me/en/mers	Podgorica
5	Nature protection and environmental Agency (EPA)	https://epa.org.me/	Podgorica
6	JU National Parks of Montenegro	https://nparkovi.me/	Podgorica

7	Ministry of Culture and Media	https://www.gov.me/mku	Cetinje
8	Cultural Heritage Protection Authority	https://www.gov.me/uzkd	Cetinje
Local level			
9	Podgorica Capital City- Secretariat for Culture	https://podgorica.me/sekretarijat-za-kulturu/	Podgorica
10	Podgorica Capital City - Secretariat for Spatial Planning and Sustainable Development	https://sekretarijat-za-ppor.podgorica.me/	Podgorica
11	Museums and Galleries of Podgorica	https://pgmuzeji.me/	Podgorica
12	Andrijevisa Municipality - Komovi Nature Park	https://opstinaandrijevisa.me/park-prirode-komovi/	Andrijevisa
13	Agency for the Management of Protected Areas of Podgorica	https://www.auzp.me/komovi/	Podgorica
14	Podgorica Tourist Organization	https://www.toandrijevisa.me/	Andrijevisa
15	Andrijevisa Tourist Organization	https://kolasin.me/en/	Kolašin
16	Kolašin Tourist Organization	https://podgorica.travel/	Podgorica
Education sector			
17	Historical Institute	https://www.ucg.ac.me/ii	Podgorica

18	Gymnasium 'Slobodan Škerović'	https://www.gimnazijapg.me/	Podgorica
19	Biotechnical Faculty SMEs	https://www.ucg.ac.me/btf	Podgorica
20	Katun Mokra	https://www.facebook.com/katunmokra/?locale=sr_RS	Mokra, Podgorica
21	Rajković Winery	https://vinarijarajkovic.com/	Ubli, Podgorica
22	Fishpond	https://www.instagram.com/estoran_na_ribnjaku/?hl=en	Veruša, Podgorica
23	Tour operator Montenegro Adventures	https://montenegro-adventures.com/	Podgorica
24	Nikena Tour Operator	https://www.montenegro-eco.com/our-promises	Podgorica
25	Nomad & Outdoor Montenegro	https://nomad-outdoor.me/	Podgorica
26	Zvezdana dolina	https://www.zvezdanadolina.me/	Andrijeвица
27	Montenegro 4x4 Adventures	https://www.montenegro4x4adventures.com/	Podgorica
28	Tourist Agency Explorer	https://explorer.co.me/en/	Kolašin
NGOs			
29	RRA Bjelasica, Komovi and Prokletije	https://www.bjelasica-komovi.me/	Berane
30	United Rural Households of Montenegro	www.ruralholiday.me	Berane
31	Association of Producers of Kučki Cheese		Podgorica

32	Green Home	https://www.greenhome.co.me	Podgorica
33	Parks Dinarides	https://parksdinarides.org/	Podgorica
34	Mountaineering Club Gorica	https://pkgorica.me/	Podgorica

8.2. Roles and responsibilities

Description of their roles and responsibilities of the stakeholders:

1. Ministry of Tourism

Responsible for overseeing the development and promotion of tourism in Montenegro. It plays a key role in implementing national tourism policies and ensuring that tourism aligns with sustainable practices.

2. National Tourist Organization of Montenegro (NTO)

NTO promotes Montenegro as a tourist destination on the international stage. It coordinates marketing efforts and works with tourism stakeholders to ensure the country's visibility as a top tourist destination.

3. Chamber of Commerce / Tourism and Hospitality Association

Works on improving the business environment for tourism enterprises. It offers support to tourism businesses, particularly in areas like policy development, advocacy, and networking.

4. Ministry of Ecology, Sustainable Development, and the Northern Development

Responsible for environmental protection, sustainable development, and promoting the northern regions of Montenegro. It works to ensure that tourism development is in harmony with environmental goals.

5. Nature protection and environmental Agency (EPA)

Oversees the conservation of natural resources and biodiversity in Montenegro. It ensures that environmental protection is integrated into tourism development and provides expertise on ecological matters.

6. JU National Parks of Montenegro

Manages national parks in Montenegro, ensuring the conservation of protected areas and promoting them as tourist attractions while maintaining ecological integrity.

7. Ministry of Culture and Media

Works to preserve and promote Montenegro's cultural heritage. It plays a critical role in managing and protecting cultural landmarks and promoting cultural tourism.

8. Cultural Heritage Protection Authority

Responsible for safeguarding and promoting cultural heritage sites. The authority works to preserve historical sites and ensures they are accessible for cultural tourism.

9. Capital city of Podgorica - Secretariat for Culture

Focuses on the cultural development of Podgorica, ensuring cultural activities are promoted locally and are aligned with national cultural objectives.

10. Capital City of Podgorica - Secretariat for Spatial Planning and Sustainable Development

Ensures that urban development in Podgorica is planned sustainably and in harmony with nature, including tourism infrastructure development.

11. Museums and Galleries of Podgorica

Responsible for managing cultural institutions in Podgorica, including museums and galleries. It contributes to cultural tourism by preserving and promoting Montenegro's heritage.

12. Andrijevica Municipality - Komovi Nature Park

Manages Komovi Nature Park, focusing on its conservation and promoting it as a destination for eco-tourism.

13. Agency for the Management of Protected Areas (Podgorica)

Manages protected areas in Montenegro, ensuring that conservation efforts are effective while encouraging responsible tourism.

14. Podgorica Tourist Organization

Promotes Podgorica as a tourist destination, coordinating tourism activities and supporting businesses in the tourism sector.

15. Andrijevica Tourist Organization

Promotes Andrijevica as a tourist destination, working to develop local tourism and enhance the area's visibility as an attractive destination.

16. Kolašin Tourist Organization

Promotes Kolašin, focusing on its tourism potential and supporting businesses in the tourism sector.

17. Historical Institute

Focuses on researching and preserving historical information about Montenegro, contributing to the academic side of cultural tourism.

18. Gymnasium 'Slobodan Škerović'

Provides educational programs, including those related to the heritage and history of Montenegro, preparing students for roles in cultural tourism and heritage management.

19. Biotechnical Faculty

Provides research and education in areas related to environmental and agricultural sciences, which can support sustainable tourism and agricultural practices in Montenegro.

20. Katun Mokra

Tourism business offering authentic experiences related to Montenegro's traditional way of life, focusing on horses and horse-riding, contributing to rural and eco-tourism development.

21. Rajković Winery

A winery offering locally produced wines, contributing to agritourism by integrating wine-tasting experiences into tourism packages.

22. Fishpond

A business that combines restaurant services with fish farming, offering a unique attraction for visitors.

23. Tour operator Montenegro Adventures

Provides tourism services, among others: outdoor offer - hiking, biking, thematic routes, contributing to the tourism sector by offering unique and tailor-made experiences.

24. Nomad & Outdoor Montenegro

Provides outdoor experiences, including adventure tourism, geotourism offer, eco-tourism, hiking tours, promoting sustainable tourism practices.

25. Zvezdana Dolina

A tourism business offering accommodation, eco-camp, local food, offering experiences that highlight Montenegro's natural beauty, in nature close to Andrijevica.

26. Montenegro 4x4 Adventures

Offers off-road adventure tours, contributing to the diversification of tourism products in the region.

27. Tourist Agency Explorer

A travel agency that organizes tours and promotes Montenegro as a tourism destination, specializing in adventure tourism.

29. RRA Bjelasica, Komovi, and Prokletije

The leader NGO in east-northern part of Montenegro, focused on regional development and promoting sustainable tourism in the Bjelasica, Komovi, and Prokletije areas.

30. United Rural Households of Montenegro

An organization of rural households involved in tourism that promotes its offer and enhance sustainable practices in Montenegro.

31. Association of Producers of Kučki Cheese

Focuses on promoting the production of traditional Kučki cheese, integrating this heritage into the tourism experience.

32. Green Home

An environmental NGO working, among other topics, in promoting principles of sustainable tourism practices, focusing on eco-tourism and nature conservation.

33. Parks Dinarides

An environmental NGO, focused on protected areas of Dinaric Alps, promoting eco-tourism and environmental sustainability.

34. Mountaineering Club Gorica

Encourages outdoor activities in mountains of Montenegro, offering guided tours and promoting Montenegro's natural landscapes for hiking and mountaineering.

8.3. Stakeholder engagement

8.3.1. Assessment of communication among sectors

The results of the survey indicate that communication within the sectors is progressing but needs improvement in several key areas. Below is an analysis of the current state and concrete suggestions for enhancing communication and collaboration:

Communication within the tourism sector – the main driver for sustainable development

The tourism sector has managed to establish connections among various stakeholders, including national and local institutions as well as representatives from the business sector. These connections are continuous, but there is a clear need for more intensive information exchange and collaboration tool, like establishing regular communication platforms (joint workshops, online collaboration tools).

Communication between tourism and environmental protection sectors

It is satisfactory, with a solid foundation built on the implementation of already developed environmental legislation. However, there is still space for enhancing coordination, especially in the practical application of policies that affect both sectors. Cross-sector workshops would help in discussing specific projects or challenges where tourism and environmental protection intersect.

Communication between tourism and cultural sectors

While the communication between the tourism and environmental sectors is fairly well-established, the communication between the tourism and cultural sectors is underdeveloped. This gap is concerning, given the importance of cultural heritage in tourism development. Intersectoral meetings and workshops are good form for inviting cultural sector, where they can present their initiatives, challenges, and needs. These meetings can help tourism professionals better understand the value of cultural heritage and identify ways to integrate it more effectively into tourism experiences.

Communication between environmental protection and cultural heritage sectors

Both sectors play a crucial role in the sustainable development of tourism, but their collaboration needs to be strengthened. Trough action plans both the environmental and cultural heritage protection should be included. Collaboration through interdisciplinary working groups can ensure that these sectors have a voice in tourism planning and policy development.

Digital communication channels

The use of digital communication platforms, such as websites, social media, and email, has proven to be well-established and effective for one-way or two-way communication. These platforms are widely used, continuous, and provide excellent opportunities for ongoing engagement with stakeholders. Regular social media updates can help ensure that all stakeholders are consistently informed and involved in the communication loop. To enhance the use of these digital tools, incorporate more interactive elements such as webinars, live Q&A sessions, and digital consultations that allow stakeholders to engage directly with the project.

8.3.2. Communication with the local community

The survey results indicate that communication with the local community is essential for the success of the project. The following communication methods were identified, and concrete suggestions are provided for enhancing engagement and collaboration:

Participatory approach - Involving the local population in the planning and implementation of the project is present and dominant in practice of all public institutions and NGOs. This approach ensures that the community has a voice in the development and direction of the project. It is most commonly carried out through public discussions, focus groups, and meetings with key stakeholders.

Field visits and community tours are one the most effective ways to engage the local population, where decision-makers directly meet with local residents to discuss issues and needs. These visits allow decision-makers to gain first-hand insight into the challenges the community faces. Fieldwork and surveys fieldwork are vital for collecting feedback directly from the population. This includes interviews, questionnaires, and focus groups, which help to assess the community's needs, concerns, and opinions about the project. Organized regular community tours with stakeholders from different sectors would ensure that all perspectives are considered.

Local informational events and festivals provide an informal yet impactful way to communicate with the community. These events introduce the local population to ongoing projects and policies in a relaxed environment. These events should also

serve as a way to celebrate the local culture and heritage, strengthening the community's connection to the project.

Monitoring and evaluation with citizen involvement play a crucial role in ensuring that the project is on track. Involving the local community in these assessments helps measure the effectiveness of policies and initiatives, ensuring they align with local needs.

Regular reports and public statements, publishing official project status updates are important for keeping the local community informed about the progress of the project. Use of social media channels more actively in real-time updates, ensure that the community receives timely information.

8.3.3. Decision-making processes

In order to achieve the integration of stakeholders, it is essential to incorporate the most optimal communication channels into the project, enabling feedback both from the bottom-up and top-down, so that participatory involvement can be achieved and all aspects are considered. This includes a very important characteristic - flexibility in choosing the channels/tools through which stakeholders who practice a more formal decision-making process are connected with stakeholders who are less formal, such as business sector, NGOs, academic community and local community. Such an approach helps balance the interests of all stakeholders.

8.3.4. Stakeholder engagement plans

Collaboration between sectors is key for the development of sustainable tourism, the preservation of cultural heritage, and the protection of natural resources. To enhance collaboration between each sector (tourism, culture, and environmental protection) with the local community, it is recommended that the project utilize various tools that have proven effective in communication with the local community and achieving participation:

- **Collaboration with local entrepreneurs:** Strengthen the link between travel agencies, hospitality establishments, and providers of rural households

through joint promotional activities and packages. Include local communities in the development of new tourist attractions and services.

- **Workshops and training:** Organize educational workshops for the local community to raise awareness of sustainable tourism, ecotourism, and ways in which local communities can benefit from tourism. Training on tourist services, tour guiding, hospitality, and promotion of local products.
- **Education on the importance of environmental protection:** Organize educational workshops and lectures to raise awareness about the importance of preserving natural resources, recycling, sustainability, waste management, and protecting plant and animal species.
- **Education and training on the preservation of cultural heritage:** Workshops that will introduce local communities to techniques for preserving cultural monuments and traditions, as well as the rules for protecting cultural goods.
- **Cultural events and festivals:** Organizing cultural events, festivals, and exhibitions creates an opportunity for the local community to actively participate in promoting its cultural heritage.
- **Tourist information centre:** Encourage communication through municipal information centres and local managers of protected areas.

By using the tools mentioned above, better collaboration, improved communication between stakeholders and the local community, and greater involvement of the local community in decision-making processes related to sustainable tourism development, cultural heritage protection, and environmental protection can be achieved

8.3.5. Activities

Target group	Communication goals	Channels / Tools
Project stakeholders from the public sector	<ul style="list-style-type: none"> ▸ Ensure active participation in project activities ▸ Networking among policymakers at different levels. ▸ Integrating project strategies into future national policies and plans. 	<ul style="list-style-type: none"> Workshops Events Social media Project website

Target group	Communication goals	Channels / Tools
Stakeholders from sector agencies, NGOs, and educational institutions	<ul style="list-style-type: none"> • Participation in the project and providing expert advice • Educating target groups about the wealth of intangible and natural heritage 	<p>Workshops Events Social media Project website</p>
Tourism entities related to Komovi Organizations for business support	<ul style="list-style-type: none"> • Active participation in project activities • Spreading project results • Encouraging the introduction of new, innovative products/services • Promoting new tourism products based on new trends in tourism • Enhancing the promotion of products/services by introducing new products/services in the Komovi region • Promoting the 'Mystical Danube' thematic route 	<p>Workshops Events Social media Project website</p>
Youth, unemployed, vulnerable groups from the Komovi region Local community of Komovi Nature Park	<ul style="list-style-type: none"> • Active participation in the project • Promoting social inclusion through communication on the importance of involving vulnerable groups in community and tourism development initiatives • Raising awareness about the importance of tourism and entrepreneurship • Encouraging the introduction of new, innovative products 	<p>Workshops Events Fieldwork surveys via direct interviews, questionnaires, and focus groups. Field visits and community tours Social media Project website</p>

Target group	Communication goals	Channels / Tools
Broader public in the municipalities of Podgorica, Andrijevica, and Kolašin, as well as in Montenegro	<ul style="list-style-type: none"> ▸ Strengthening awareness of the need for an integrated approach to sustainable tourism development in Komovi Nature Park ▸ Expanding knowledge about the value of heritage for tourism ▸ Promoting new tourism products based on new trends in tourism ▸ Enhancing the promotion of products/services by introducing new products/services in the Komovi region ▸ Increasing the visibility of the Komovi region, promoting its offerings, natural and cultural values 	<ul style="list-style-type: none"> Events Social media Project website

9. SWOT Analysis

9.1. Strengths

- **Natural values, beauty, and diversity** – Komovi is known for its spectacular landscapes, including mountain peaks (terrain with over 20 peaks higher than 2000 meters above sea level), rivers, glacial lakes, and forests, which represent significant tourism potential. These natural beauties can attract tourists seeking unspoiled nature and adventure tourism.

- **Biodiversity, endemic and rare species** – Komovi Nature Park has a rich floristic and faunal heritage, including endemic and rare species that may be of interest for ecotourism and the exploration of natural values.
- **Potential for ecotourism development** – Komovi Nature Park offers ideal conditions for ecotourism, with untouched landscapes, clean air, and opportunities for hiking, cycling, birdwatching, camping, and other nature-based activities that align with sustainable tourism development.
- **Existing accommodation capacities (rural households, etc.)** – These can be improved and certified as eco-tourism providers.
- **Old and abandoned structures (pastures, stone houses)** – These can be revitalized and adapted for tourism purposes.
- **Communities living in this area have a deep connection with tradition and nature.** The ethnographic heritage and crafts that are present can be used as a foundation for developing culture- and tradition-based tourism.
- **Intangible culture** (legends, stories, folk songs, and customs related to pastoralism, paths and roads used in the past, traditional gastronomy) – These can be utilized in the development of storytelling tourism trends, as well as offers based on authentic, traditional gastronomy.
- **Cultural/historical heritage** (sacred sites, tribal culture of Kuči and Vasojevići, history, famous personalities such as Marko Miljanov) – These can be used in the development of thematic routes and the storytelling trend. ([Cross-ref. 10.4.2](#))
- **Favorable geographical position** – Komovi is located in a strategic area that allows access for tourists from different regions. The proximity to other popular tourist destinations in Montenegro makes Komovi Nature Park an attractive additional destination or part of larger tourism tours.
- **Support from legislation in the field of nature protection** – As a nature park, Komovi is legally protected, which contributes to the preservation of natural resources and increases the trust of investors and tourists seeking authentic and preserved destinations.
- **Support from international initiatives** – Komovi Nature Park can benefit from EU and other international funds, initiatives for nature protection and cultural heritage, and cooperation with organizations promoting sustainable tourism and environmental protection.

9.2. Weaknesses

- One of the main prerequisites for the development of the area is **infrastructure connectivity**, which is currently underdeveloped. The lack of adequate transport connections (roads, public transportation) makes it difficult for tourists to access Komovi Nature Park, especially those coming from other regions or international destinations. (Cross-ref. 2.3, 3.3.1. and 3.4)
- **Insufficient strategic framework for the tourism development.** (Cross-ref.10.1)
- **Lack of accommodation capacities and diversification of the accommodation offer:** (Cross-ref.7.3)The limited number of quality accommodation facilities, such as eco-villages, ambient accommodation, well-equipped eco-camps, or other types of accommodation, hinders the attraction of a larger number of tourists. There is a need for the development of sustainable and eco-friendly accommodation capacities that meet the needs of ecotourism.
- **Undefined brand and insufficient promotion and visibility:** A weak marketing strategy and the promotion of natural and cultural resources hinder tourism development. (Cross-ref. 5 and 10.3)
- **Stakeholder weaknesses:** Lack of inter-institutional cooperation and communication, leading to the disconnection of institutions responsible for the development and protection of the area. Additionally, there are insufficient management capacities for the protected area. There is a need to systematically improve coordination and enhance communication between stakeholders and strengthen management capacities. (Cross-ref 8.3)
- **Insufficient capacity in the protection system of the area leads to:** The presence of illegal waste dumps, deforestation, and uncontrolled forest fruit picking. Weaknesses result from insufficient personnel coordination in processing offenders. (Authorities of Komovi Nature Park and the Forest Directorate) and an inefficient inspection oversight system in the protected area (insufficient number of inspectors and inaccessibility of the territory). (Cross-ref. 7.1, 7.2, and 10.4.1)
- **Inefficient monitoring system of illegal construction in the protected area** (construction of oversized buildings in the park, lack of planning documents or institutional recommendations for construction).

- Neglect and lack of care for material cultural heritage (Komovi NP) – deterioration of old houses, traditional roads and trails, captured waters. (Cross-ref 10.4.2)
- Due to the lack of initiatives for the development of the Komovi NP area, negative economic trends appear: depopulation and deagrarisation of rural areas in the Komovi NP.
- Insufficient education and training of the local population: The lack of adequate training for local communities regarding sustainable tourism, hospitality, and nature protection leads to negative environmental impacts and insufficient provision of quality services for tourists.
- Insufficient systemic approach to educating children about protected areas located in Montenegro; there is a need to create an educational program for protected areas.
- Lack of long-term sustainable financing: The development of tourism and the preservation of natural and cultural resources require continuous financing. The lack of funds for long-term maintenance of infrastructure and protection activities can be a barrier to the long-term success of the project.

9.3. Opportunities

- Brand development and promotion of Komovi Nature Park: Building the brand of the park as an ecological destination and cultural gem can increase its recognition in the market.
- Infrastructure improvement: connecting with major traffic hubs and building sustainable transport networks can facilitate easier access to the park.
- Conservation of natural resources and sustainability. Using the Park's natural resources for sustainable tourism, with minimal negative impact, can enable long-term protection and preservation of these values. This may include directing tourism toward sustainable activities that do not harm ecosystems, such as eco-tours, hiking, cycling, and camping with minimal impact on nature.
- Increased demand trends for active tourism and eco-friendly tours can contribute to the development of ecotourism. Komovi has great potential

for the development of ecotourism, which is growing worldwide. Offering tourists nature-based experiences such as hiking, cycling, camping, and birdwatching can become the core of the tourism offer. Hiking trails CT 1 and CT 2 pass through the Komovi zone, and the existing network of national and local cycling routes should be expanded to Komovi.

- **Presence of the trend for certification of eco-friendly accommodations and facilities.** Increasing investment in eco-friendly and sustainable accommodation capacities (eco-hotels, glamping, eco-villages) can meet the needs of modern tourists who prefer responsible tourism.
- **Protection of pastures at the national and international level** – Expand the tourism product of Montenegro's thematic pastoral routes to the Komovi zone.
- **Development of specific, innovative tourism products** (mindfulness, medicinal herbs, forest spa, health and recreation, rural tourism, including stays at farms with livestock).
- **Active promotion through digital platforms,** social networks, and partnerships with travel agencies can attract new groups of tourists, including young, eco-conscious tourists, and nature enthusiasts.
- **Use of modern technologies,** such as virtual guides, eco-tourism apps, or interactive exhibitions, can enrich the tourism experience.
- **Storytelling trend for preserving and promoting cultural heritage** – Integrating intangible cultural heritage, such as local customs, festivals, and traditions, can attract visitors who want to experience authentic culture.
- **Demand for research camps and nature schools** is an opportunity for the revitalization of the Children's Resort Veruša.
- **Special training programs for adequate tourism development:** Educating the local population through programs and training in sustainable tourism, nature conservation, and cultural heritage can strengthen the local workforce and increase capacities for providing quality services.
- **Existence of good practice examples in the environment for sustainable tourism** should lead to cooperation with neighboring destinations (in Montenegro or international partners). Cooperation among business entities will also enable the creation of joint tourism packages, increasing the attractiveness of Komovi as a tourist destination. Connecting with other

protected areas, cultural heritage, and protected sites can create a comprehensive tourism product.

- **Inclusion in ecological and cultural networks:** Komovi has the potential to become part of a larger network of protected areas and cultural routes, which would enable further promotion and access to larger markets.
- **Financing from international funds and projects:** There is potential to attract funds from international sources and initiatives for the preservation of natural heritage and sustainable development. Programs of the European Union, UNESCO, and organizations engaged in the protection of nature and cultural heritage often provide financial support for such projects.

9.4. Threats

- **Global tourism trends close to nature** have led to the development of various nature-based tourism offers both in competitive destinations and in Montenegro. If Komovi Nature Park is not recognized and competitive in the tourism market, its economic development will be hindered. This highlights the necessity that, in addition to developing the products, they must be accompanied by appropriate branding and marketing strategies.
- **Climate change** may have long-term consequences on the natural resources of Komovi Nature Park, including changes in rainfall, temperature, and the length of seasons. These changes can lead to floods, fires, droughts, threaten biodiversity, increase the risk of fires and floods, and reduce the attractiveness of the destination for tourists.
- **Pollution and poor waste management** – Irresponsible local populations and rapid tourism development without adequate waste management infrastructure can lead to pollution of the natural environment, including plastic waste, water and soil contamination, which would negatively affect the aesthetic impression and the state of the ecosystem.
- **Lack of sustainable financing:** If there are not enough stable and long-term sources of funding to maintain infrastructure, carry out activities related to nature and cultural heritage protection, the realization of long-term strategic goals may fail, which could slow down the development of sustainable tourism and resource preservation.

- **Increase in the number of tourists without adequate control** can lead to the degradation of natural resources, including destruction of plant and animal habitats, pollution, infrastructure overload, and negative impacts: such as the example of uncontrolled use of the nature park by ATVs and quads, which destroy the landscape and roads.
- **Inadequate coordination between various institutions** involved in nature and cultural heritage protection, tourism, and local development, as well as a lack of dedication and continuity in decision-making at the local and national level, could jeopardize the implementation and efficiency of future strategies for the valorization of natural and intangible heritage and tourism development.
- **Lack of an adequate legal regulator** could lead to negative consequences for the protection of nature, cultural heritage, and the disruption of the area due to unplanned and chaotic construction. Illegal activities, such as illegal logging, poaching, or construction without permits, could threaten natural resources and damage the image of Komovi Nature Park, which could affect its protection and tourism attractiveness.
- There is a **risk that tourism development** in some cases may conflict with the goals of protecting natural resources, such as excessive infrastructure development or improper use of natural resources, which could threaten the long-term sustainability of ecosystems.
- **Full coverage of Komovi Nature Park by mobile operators** is a prerequisite for the development of tourism, which will enable the implementation of the digitalization of the tourism offer.

10. Actionable Recommendations

10.1. Improvement strategies

One of the conclusions from the survey conducted during the one of workshops was that Komovi should offer much more content than what is currently available. As a result, a list of potential products that could be developed for the Komovi Nature Park area has been compiled, as outlined in the overview below:

The list of community-based tourism products and services

No.	Title of the Product/Service	Description of the Product/Service	Potential Provider (NGO, general public, SME, etc.)
1	Conquering New Mountaineering Routes on Komovi	This product is aimed at a niche of alpine climbers who are especially challenged by ascending and conquering peaks via unmarked, previously untrodden routes. The Komovi mountain massif offers opportunities for developing this type of offer.	Mountaineering Club Gorica, Alpine Club, TO Podgorica, TO Andrijevisa
2	Traditional Livestock Paths to Katuns on Komovi	To preserve the herding tradition of katuns and build a storytelling-based tourism product, former livestock paths to Komovi mountain would be marked and used to tell the story of katun life.	RRA Bjelasica-Komovi and Prokletije, CSTI Montenegro, TO Andrijevisa, TO Podgorica
3	Gastronomy of Komovi - Duklja, Kuči, Vasojevići and Cheese from Mješina	A storytelling product about the history of cheese-making in Komovi katuns, life in the katuns, tribal traditions, and cheese trade from ancient times to the present.	Chamber of Commerce of Montenegro, RRA Bjelasica, Komovi and Prokletije, NTO CG, Ministry of Tourism, TO Podgorica, TO Andrijevisa, Kučki Cheese Association
4	Sheep Shearing Festival at Bukumir Lake	A unique way to promote tourism and traditional values of the region through an attractive sheep shearing festival at Bukumir Lake, a favourite picnic spot. The event would include demonstrations of wool processing, wooden utensil making, etc.	TO Podgorica, TO Andrijevisa, AUZZ Podgorica, Ministry of Tourism

5	Marko Miljanov – The Brightest Example of Montenegrin Chivalry and Heroism	A themed tourism product about Marko Miljanov, Montenegrin hero and writer from Medun (Kuči). Includes restoring his katun house on Komovi, marking his birthplace, and creating a regional travelling exhibition. Interpretation panels to be installed as part of an EU IPA project.	Capital City of Podgorica, TO Podgorica, Ministry of Tourism, NTO CG, NGO CSTI Montenegro
6	Katuni on Komovi	Life in katuns and the culture of katuns is an international topic under UNESCO's attention, which was initiated a few years ago as part of tourism valorisation in Montenegro. With the support of relevant stakeholders and through several IPA EU projects, several katun routes were established across the north-eastern part of Montenegro. The target group includes nature lovers, hikers, and bikers. This product is connected with national hiking and biking routes. Continuation of this theme in the Komovi Nature Park area is a 'natural' step in the valorisation of this cultural heritage within the framework of sustainable tourism development.	Ministry of Tourism, National Tourism Organisation of Montenegro, RRA Bjelasica, Komovi and Prokletije, Agency for the Management of Protected Areas of Podgorica, Komovi Nature Park, TO Podgorica, TO Andrijevisa
7	Legends and Stories of Komovi	Storytelling routes (trails) featuring tales and legends from the Komovi area, as part of the valorisation of the intangible heritage of the Komovi Nature Park.	Agency for the Management of Protected Areas of Podgorica, TO Podgorica
8	Gastronomy of Komovi	Themes of local food, ingredients, processed foods and wild herbs used in local cuisine would include the production of the Komovi cookbook, cheese-making	RRA Bjelasica, Komovi and Prokletije, TO Podgorica, TO Andrijevisa

workshops; food festivals in katuns; events focused on foraging wild garlic, mountain teas, cornelian cherries, rose hips; mushroom days with educational workshops; and the creation of an herbal-themed trail with informational panels.

10.2. Enhancements for the tourist information point

Based on the advice received during the workshops, the following guidelines were proposed to improve the functioning of tourist information centres:

Cross-administrative coordination

- Position info points near key access roads and trailheads (e.g., Trešnjevik pass, Bukumirsko Lake).
- Unify promotional materials for Komovi Nature Park across all three municipalities that share responsibility for managing the protected area's territory.
- Establish a coordination body to oversee and monitor the operation of information points.
- Encourage cooperation between municipalities (Podgorica, Andrijevica, Kolašin) to promote Komovi as a single tourist destination.
- Standardize promotional materials, signage, and service quality regardless of local jurisdiction.

Capacity building of information officers and guiding service

- Provide regular training for info point personnel in customer service, foreign language communication, and digital tools.
- Train staff on local cultural and natural heritage to serve as interpreters and ambassadors of the park.
- Partner with local tourism schools and NGOs to provide certified guides and volunteers.
- Include audio guides in foreign languages accessible via app or QR codes.

- Offer printed and digital materials in multiple languages (English, German, French, Italian, Russian) to accommodate international visitors.

Access roads conditions

- Repair and maintain access roads

Improvement of tourist signage

- Replace outdated or damaged signs with new, standardized signs featuring multilingual descriptions and symbols.
- Include direction markers for key peaks, lakes, and attractions along the trail network.
- Ensure visibility with clear signage and aesthetic integration into the natural landscape.

Interactive maps and digital tools

- Place interactive trail maps at starting points and key info points operated by local tourist organizations and park management.

10.3. Marketing and promotion plans

- **Develop a Comprehensive Marketing Strategy:** Create a unified marketing plan that includes digital marketing, social media engagement, and collaboration with travel influencers to increase visibility.
- There is a market need to **create itineraries and travel packages** – currently, information about the offer is scattered and difficult to access.
- **Enhance Online Presence:** Improve the park's representation on global travel platforms by providing detailed information, high-quality images, and booking options for tours and accommodations.
- Tourism products should **target specific markets** – hiking, cycling, e-biking, gastronomy tourism, cultural tourism.
- **Establish a Unique Brand Identity:** Develop branding elements that highlight Komovi's unique features, such as its glacial valleys and cultural heritage, to attract niche markets like eco-tourists and adventure seekers.

- **Collaborate with Local Stakeholders:** Engage with local communities, tour operators, and conservation organizations to create authentic experiences that promote sustainable tourism.

10.4. Sustainability initiatives

To ensure long-term sustainability it is important to combine nature and culture-based tourism in all future planning, then to establish cross-sector coordination mechanisms (tourism–environment–culture) and to foster active community participation in both preservation and promotion initiatives.

These recommendations form a comprehensive roadmap for balancing environmental sustainability and cultural heritage preservation, while enhancing the visitor experience and strengthening local identity in the Komovi region.

10.4.1. Sustainable development initiatives – nature protection sector

Strategic and legal framework

- Adoption and enforcement of a new Law on Nature Protection.
- Introduction of stricter ecological measures and legal mechanisms to regulate activities in protected areas.

Monitoring and digital control

- Improvement of monitoring systems and implementation of digital surveillance (e.g., sensors, drones, real-time tracking) in sensitive ecological zones.

Education and community involvement

- Environmental education in schools focused on local biodiversity.
- Education and capacity building of local communities about nature conservation.
- Introduction of a "Young Ranger" volunteer program in eco camps for youth engagement.

Infrastructure and interpretation

- Development of eco-infrastructure (informational and educational panels, eco-friendly rest areas).
- Promotion of ecotourism via guided lectures and community events.

- Introduction of “Leave No Trace” hiking principles and trail signage.

Green economy and branding

- Launch of “Green Accommodation” certification – eco standards for tourism facilities (waste management, solar energy, water systems).
- Creation of the “Good from Komovi” brand to promote eco-products and services.
- Promotion of “local eco-champions” and green entrepreneurship.

EU funding for rural development

10.4.2. Sustainable Development Initiatives – Cultural Heritage Sector

Legal and institutional support

- Development of a legal framework for the protection of intangible cultural heritage.
- Establishment of a Center for the Preservation and Promotion of Traditional Values of the Komovi region.

Documentation and digitalization

- Inventory and digitalization of intangible heritage (rituals, crafts, folklore).
- Development of digital tours and multimedia content to interpret cultural elements.

Preservation and valorization

- Conservation of traditional architecture and authentic villages (e.g., Ubalac).
- Organization of educational programs and public campaigns to raise awareness of cultural heritage.

Community and cultural events

- Creation of festivals and events that celebrate and promote local culture and traditions.
- Support for traditional crafts and storytelling as tourism products.

Landscape and construction standards

- Standardization of construction practices to ensure harmonization with traditional landscape aesthetics and prevent visual pollution.

Conclusion

The Rapid Tourism Assessment Tool provides a comprehensive yet efficient framework for assessing the tourism dynamics of a specific site, particularly focusing on the effectiveness of the tourist information point. By systematically evaluating each component, stakeholders can quickly identify strengths to build upon, weaknesses to address, opportunities to seize, and threats to mitigate, ultimately enhancing the overall tourism experience and sustainability of the site around the planned contact point