

THE POTENTIALS OF THE MUNICIPALITY OF PODGORICA IN AGRICULTURE AND TOURISM AND THEIR EVALUTION

Miroslav DODEROVIC¹, Dragomir KICOVIC²

¹University of Montenegro, Faculty of Philosophy, Niksic, Montenegro

²Faculty of Sciences, Kosovska Mitrovica, Serbia

*Corresponding author: dodemir@t-com.me

Abstract

Podgorica municipality covers a territory area of 144 100 ha and lies on the banks of the six rivers (Moraca, Ribnica, Zeta, Cijevna, Mareza and Sitnica). The borders of Podgorica are partly natural and relatively clearly differentiated in relation to the neighboring municipalities of Cetinje, Crikvenica, Kolasin and Andrijevica), borders to the Skadar Lake, and the border with Albania. Southern and southeastern border is to the Skadar Lake. Podgorica - the capital has a population of 180,132, with an average density of 117.4 inhabitants per km² (twice the average at the state level). The structure of land use in the area of Podgorica is dominated by agricultural land (42.9%), forest land (29.3%) and settlements, roads, rocks, water bodies (lakes and rivers) and other (27.8%). Podgorica has its tourist potential and the opportunity to enrich the tourist content, the commercial, transit, winter sports tourism (Veruša and Komovi), sightseeing (Gorica, Ljubović) and recreationally - resort, tourism of Skadar Lake, hunting, sports, spa, shopping, wellness tourism.

The aim of this paper is to show the connection between tourism and agriculture in the area of Podgorica. Tourist valorization, as the process of evaluation and assessment of natural and anthropogenic values of importance for tourism, takes into account, among other things, agriculture and its potential. We performed an analysis of tourist traffic in Podgorica in 2011-2013. We analyzed the number of foreign and domestic tourists and the percentage increase, using statistical methods

Keywords: *land, city, agriculture, tourism*

Introduction

Podgorica municipality covers a territory area of 144 100 ha and lies on the banks of the six rivers (Moraca, Ribnica, Zeta, Cijevna, Mareza and Sitnica). The borders of Podgorica are partly natural and relatively clearly differentiated in relation to the neighboring municipalities of Cetinje, Crikvenica, Kolasin and Andrijevica), borders to the Skadar Lake, and the border with Albania. Southern and southeastern border is to the Skadar Lake. Podgorica - the capital has a population of 180,132, with an average density of 117.4 inhabitants per km² (twice the average at the state level). Podgorica is located in a spacious Zeta valley. (Bakić, Doderović, Mijanović; 2009) Zeta valley is elongated, about 18 km wide and about 23 km long. The land where Podgorica is makes a thick layer of fluviglacial materials that are brought from the northern mountain rivers Moraca and Cijevna. Prokletije, Komovi and Moračke mountains were exposed to intensive glacier erosion. The material in the bottom of the basin contains clayey sand, sand, sand-gravel and pebbles, making conglomerate. The surrounding mountains have dinar direction of expanding from the northeast to the southwest. Quaternary deposits, represented by fluviglacial sediment thickness below Momišići 21m, and on the north shore of Lake Skadar 88m. The largest part of the basin covers 370km² area of Skadar Lake. Since it is located in Zeta Plain Podgorica and its surroundings have favorable conditions for the development of agriculture and hence this city has agricultural function. The spatial coverage of the municipality of Podgorica significant areas of agricultural land is

located in altitude range of 4.6 m above sea level (right coast of Skadar Lake) to 2,000 m above sea level (high mountain pastures- meadows). The largest production resource is, of course, the coast of Skadar Lake, above the level of 10:44 mnm that, in intensive vegetable-crop production can provide significant productivity. Second, most potential height zonal region of agricultural land are height positions elevations between 20 and 70 m above sea level, or from Golubovci to Smokovac: of the country, Tuško field, Rogamsko field, Čemovsko field, Dinoško field, Kokotsko field, Lješkopolje, Momišićko field (Sadine) Tološka field, Lješkopoljski, Vuk lug and Straganica. Next altitude land zone positions are between 70 and 250 m above sea-with dominating soil types such as red soil, renzini et al. The largest area of this zone can be found on river terraces of the Cijevna, Moraca, Zeta and the Matica river, which are the highest positions of the small plateau in Dinoša, Doljane, Rogami and Komane. Sub-Mediterranean agricultural species as a fig tree and the vine can be found between 250 and 500 m above sea level. The greatest potential of these areas are parts of Lješanska entity - Krusi, Draževina, Buronje, Podgorica Piper - Stanjevića hole, Crnci, Radeca, Petrovici, Mrke, Bratonožići - between Podkrš and Pelev Brijega; Kuci - villages below the level of 500 m above sea level, and Uble. From 500 to 1000 meters above sea level in the atmosphere of a special - geo cenosis, fertile soils are formed. These are of settled and anthropogenic terra rossa and buavica, which are increasingly becoming a forest, a small farm (classic phytocoenological succession). The largest areas within of this area are the fields - the plain Radovče and Trmanje that are best suited for growing potatoes, buckwheat, cabbage, etc.. The structure of land use in the area of Podgorica is dominated by agricultural land (42.9%), forest land (29.3%) and settlements, roads, rocks, water bodies (lakes and rivers) and other (27.8%).

Material and Methods

Tourist valorization, as the process of evaluation and assessment of natural and anthropogenic values of importance for tourism, takes into account, among other things, agriculture and its potential. Valorisation is a very important procedure because it has important application and is able to use those elements in the space of a whole range of other activities which do not represent a higher value. Significance in the tourist valorization of rural areas is reflected in the fact that it contributes to the recognition and individuality. In doing so, evolutionary information about a specific area (depending on the time of observation) and the one on which the emphasis was placed during the procedure must be considered. The only correct approach is the one that is based on the study of several aspects of the use and comparative results of several scientific disciplines.(Bakic, 2012) The successful development of the municipality will depend largely on its economic competitiveness and accessibility. The principle of economic competitiveness will be determined by the level of sustainable utilization of territorial capital and the potentials of the city, which will require the launch of all the power at the local and the city level. The principle of accessibility will be determined by the sustainable development (agriculture and tourism), reconstruction and modernization of the technical infrastructure, as well as their coordination, especially by planning and environmental argumentative development. The source of the publication of the Statistical Office of Montenegro in the field of tourism and agriculture were used, the statistics of the Podgorica municipality, as well as podcasts of the Ministry of Agriculture. Growth of tourist traffic we calculate so we followed its growth from 2011 to 2013. We calculated the average stay of tourists in Podgorica, as well as the number of tourist arrivals and overnight stays.

Results and discussion

Data on the use of agricultural land clearly illustrate the extensiveness of the current practice where: 1) currently is used only about one-third of the arable land, approximately 21,000 ha, involving about 10,000 ha of meadows, compared to about 62,000 ha of arable land; 2) used

areas, on average, have not been extensively discussed, in addition to some intensely treated viticultural areas and areas with prevalent greenhouse gas production. Due to the relatively low representation of arable land, the total consumption of fertilizers is not great, although there are areas that are intensively trash (especially in vegetables production). (Virtanen, 2009) Assessment of the use of excessive, improper, environmental irresponsible use of chemicals that significantly affect individual sites, confirmed by occasional reports of cases, does not exist. Toxicity is undervalued assets, and in particular the consequences for their own health. The amount of injected pesticides and fertilizers, especially if the price of products is not high is often exaggerated. Their use should be kept in a rational framework. With it goes relatively weak or complete absence of monitoring mechanisms. In terms of consumption of plant protection products, the area is considered low pollutant pesticides. However, it should be noted that the highest amount of pesticides is used in the cultivation of vegetables, orchards, vineyards, which are the basic culture of Podgorica, so special care supervision of the use of these funds is required. In addition to all the circumstances that enable tourism (leisure, learning, patriotism, internationalism) profit or economic effects have a special place.¹ As an important form of consumption occurs consumption of food beverages in places of tourist needs resolving. Since it has an excellent geographic location and abundant natural and anthropogenic tourist values, the area of Podgorica has a significant place in an increasingly frequent tourist traffic in the wider area. Thanks to good infrastructure links to the coast and the northern part of Montenegro, Podgorica is placed in line of Montenegrin towns which more and more tourists choose to visit. The special attraction is the proximity to the National Park Skadar Lake. Podgorica has its tourist potential and the opportunity to enrich the tourist offer. The content of Montenegro, through business, transit, winter sports tourism (Veruša and Komovi), sightseeing (Gorica, Ljubović) and recreationally - resort, tourism of Skadar Lake, hunting, sporting, convention, shopping, wellness tourism. The catering offer of Podgorica consists of 38 hotels and 2 hostels, possessing 2143 beds, 768 rooms and 207 suites. The hotels are equipped with modern European standards. The city has 80 restaurants and about 800 other similar facilities. It must be emphasized that the private households are not satisfactory. There is only six households with 29 rooms and 69 beds available. The largest number is of bars - 448, followed by pizza huts - 62, 82 fast food outlets, 59 cafés, pastry shops, 18 sandwich shops, 31 dairy restaurants, and 18 steak house cafes. The capital has 66 categorized restaurants, eight of them have five stars, while 22 is a four star. When it comes to the categorization of the hotel, the total number of hotel 11 were categorized with four stars, 12 with three, two hotels are two-star hotel and there is one hotel with one star. For three hotels categorization is ongoing. According to the Ministry of Sustainable Development and Tourism in 2010. Five new hotels have been opened but two closed down. According to the Secretariat in the period from the first of January 2010 to 11 April 2011, 115 licenses for cafes were issued, of which 100 are legal entities and 15 entrepreneurs. In the same period 25 cafes were closed. (Virtanen, 2009) The number of tourists who visited Podgorica in 2008 was higher for the 10:54% compared to 2007. In 2007, the growth rate was 16.01% compared to the previous year. Percentage increase in the number of tourists has marked 2006 compared to 2005. Tourism in 2009, expressed as the number of overnight stays and arrivals of domestic and foreign tourists, showed a negative trend. The decline in the number of visits and overnight stays of domestic tourists, was the result of the financial crisis. In 2010 it was recorded 112,569 overnight

¹ Agriculture can be an important factor in reducing regional disparities. As well as agriculture and forestry can be a significant segment of the national economy and great potential security basic raw material for the development of the manufacturing industry. In addition to the implementation of strategic documents such as the "Strategy of development of food production and rural areas", "National program of food production and rural development", "Fisheries Development Strategy" and "National Policy of forests and forest land," it is necessary to adopt a number of principles and standards that will enable economic and social balance and sustainable development of this sector.

stays, ie, 8% more than in 2009, and 54 196 arrivals, an increase of 10.2%. Cumulative data of tourist traffic in 2013, indicate a continuation of the positive trends in this area. According to the Statistical Office of Montenegro - Monstat, Podgorica, in 2013 it was visited by 65136 tourists and there were 116,532 overnight stays, an increase of 23.16% and 13.27% compared to the 2012. Increase in tourist turnover in 2013 is the result of an increased number of arrivals (23.73%) and rates (11.66%) of foreign tourists and increasing number of tourist arrivals and overnight stays of 17.81% and 24.17% respectively.

Table 1: Tourism in the Capital City 2011 to 2013

	Podgorica 2011	Podgorica 2012	Podgorica 2013	13 Nov %	13 Dec %
<i>Visitors</i>					
Total	53480	52889	65136	21.80	23.16
-domestic	6516	5194	6119	-6	17.81
-foreign	46964	47695	59017	25.66	23.73
<i>Overnight stays</i>					
Total	103636	102875	116532	12.44	13.27
-domestic	17616	13336	16559	-6	24.17
-foreign	86020	89529	99973	16.22	11.66

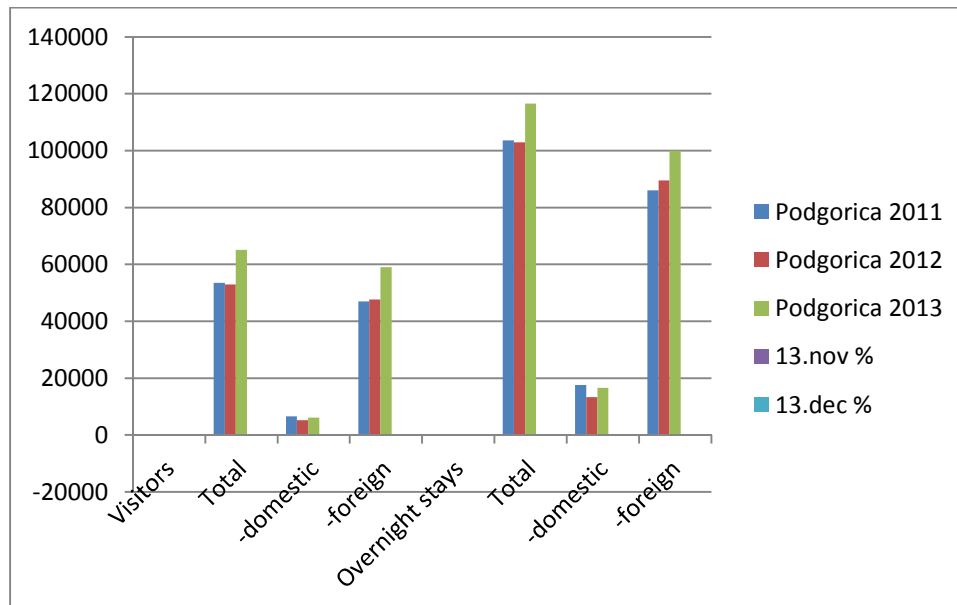


Chart 1 Tourism in the Capital 2011-2013

Broken down by month, the highest number of tourist arrivals was recorded in October, followed by September and July, while the lowest number of arrivals was recorded in January, February and December. Actual number of arrivals in the capital city in 2013 represents 4.4% of total arrivals in Montenegro, while the share capital to the total number of overnight stays by 1.2%. The structure of rates in 2013 were the most common tourists from Serbia (23 368), Croatia (9965), followed by Italy (6 035) and Slovenia (4 749). The average stay of tourists in the Capital was less than two days (1.8) and decreased compared to 2012 by 0.18 percentage points. In hotels with 4 and 3 stars, which dominate in accommodating the Capital recorded 91.4% of arrivals and 88.79% overnight stays. As in previous years in Podgorica in 2013, according to the number of arrivals is on the top 5 places in Montenegro, according to the number of overnight stays in the front of it are Budva, Herceg Novi, Bar and Ulcinj. (Jovicic, 2010) The reason for this is the seasonal nature of tourism in Montenegro. The fact that most of the tourist traffic is implemented in six coastal municipalities, which account for 83.6% of all overnight stays in the country and 81% of arrivals. However, if we look at the tourist trade by months, it is evident that the capital city shows the constancy of

tourist traffic during the year, in contrast to the highly seasonal component that characterizes the northern and coastal towns in Montenegro. In most months there are more visitors from the other towns in Montenegro. The capital is in a 2013 revenue of foreign tourists in the amount of € 11,151,154, an increase compared to 2012 to 11.55%. The share capital to total income from foreign tourists at the level of Montenegro in 2013 amounted to 1.70 and is higher than the previous year by 0.12 points. However, as mentioned income from 2006 to today in Podgorica increasing share of total income is reduced. In 2006, the share was 2.50% in 2008 amounted to 1.95% and 1.70% in 2013. (Lješević, 2012)

Construction of new hotels of high standards contributed to the increase in tourism traffic. Positive trends in the tourism capital in the previous period are the result of intensive cooperation with countries in the region and beyond, the greater presence of the administration and the economy of these countries, building new and increasing the quality of hotels and tourism as well as catering facilities that meet high standards and the urban development of Podgorica, as modern European center. In the coming period, it is necessary to strive to change the structure of production and redirect it toward cultures that carry potentially higher profit, as well as the cultivation of early fruits and vegetables and increase production in greenhouses. Of great importance is also the implementation of international standards in this area, because without them is not possible performance in the markets of EU member states. It is necessary to create a new generation of young farmers, who would remain in the country. It is necessary to invest in agricultural infrastructure, roads and their maintenance in order to further encourage the development of the village. (Jovicic, 2010) Also of utmost importance is the appropriate use of funds MIDAS (Montenegro Institutional Development and Agriculture Strengthening) project, which should be focused on strengthening agriculture and rural development to promote the improvement of environmental protection in accordance with EU standards. This measure would affect the reduction of the depopulation of rural areas, contributing to the conservation of natural resources and the support to economic diversification (development of eco - tourism). (Ljesevic, 2012)

It is necessary to develop market infrastructure in the areas of crop production in Montenegro in order to use quality products from primary plant production in the higher stages of processing and to achieve higher value finished goods manufacturing industry (olive oil, wine, fruit juice, etc..). (Virtanen, 2009) At the same time, we should support all forms of investment, which are related to storage, preservation and processing of fresh products to meet the standards of today's market in terms of quality, quantity and safety. Montenegro is a major importer of meat, despite the excellent conditions for the development of animal husbandry. Thus, in the structure of agricultural production, an important place is given to meat production, and continuous need to work on the expansion of the livestock, parallel with the adoption of EU standards in order to facilitate the export of meat to the EU market. It is necessary to encourage the development of production on family farms through various investment support to create a healthy competition in the domestic market, higher quality, preservation of traditional products, which also can enrich the tourist offer. The tourist industry should count on those items that best represent and highlight locally and nationally, with both quality and appearance. (Ljesevic, 2012) Development plans must emphasize the concept of healthy food and its products that reflect the local climate, a special way of processing and preparation. The concept of healthy food often has a number of similarities with the concept of active protection of nature. They need to be more in the area of nutrition, preferential those products with geographical origin and superior quality, and avoid imitations. It is important to emphasize the local, traditional and national, as opposed to the global import and leading globalization and uniformity. It is possible to achieve only a deliberate policy that leads connecting food producers and packaging on the one hand, and the tourism and hospitality industry on the other. (Fušić, Đuretić;2000)

Conclusion

Podgorica municipality covers a territory area of 144 100 ha and lies on the banks of the six rivers (Moraca, Ribnica, Zeta, Cijevna, Mareza and Sitnica). The borders of Podgorica are partly natural and relatively clearly differentiated in relation to the neighboring municipalities of Cetinje, Crikvenica, Kolasin and Andrijevisa, borders to the Skadar Lake, and the border with Albania. Southern and southeastern border is to the Skadar Lake. Podgorica - the capital has a population of 180,132, with an average density of 117.4 inhabitants per km² (twice the average at the state level). The structure of land use in the area of Podgorica is dominated by agricultural land (42.9%), forest land (29.3%) and settlements, roads, rocks, water bodies (lakes and rivers) and other (27.8%). From the perspective of the financial impact 2013 was more successful than the previous year, considering that according to the Central Bank of Montenegro, the capital city in 2013 generated revenues of foreign tourists in the amount of € 11,151,154, an increase compared to 2012 of 11.55 %. The share capital to total income from foreign tourists at the level of Montenegro in 2013 amounted to 1.70 and is higher than the previous year by 0.12 points. Cumulative data of tourist traffic in 2012, indicate a continuation of the positive trends in this area. According to the Monstat, Podgorica, in 2013 was visited by, 65,136 tourists and recorded 116,532 overnight stays, an increase of 23.16% and 13.27% compared to the 2012. Increase in tourist turnover in 2013 is the result of an increased number of arrivals (23.73%) and overnight stays (11.66%) of foreign tourists and increasing number of tourist arrivals and overnight stays for 17.81% and 24.17% respectively. The catering offer of Podgorica consists of 38 hotels and 2 hostels, possessing 2143 beds, 768 rooms and 207 suites. The hotels are modernly equipped and meet European standards. City has 80 restaurants and about 800 other similar facilities. It must be emphasized that the private accommodation households are not satisfactory. There is only six households with 29 rooms and 69 beds. While in 2000 the main holder of hospitality area was UTIP company "Montenegro", 4 hotels ("Montenegro", "Podgorica", "Ljubović" and "Zlatica"), which are disposed of 780 beds and three private hotel with 67 beds, today in the capital city there are 41 hotels with 2 143 beds, 768 rooms and 207 suites. Meeting the needs of business and tourists, accommodation offer is better and more diverse, from exclusive hotels, to the most favorable at hostels and private accommodation. Tourism and agriculture are carried out according to the research activities with high potential for development.

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