

HOTELS AND CATERING INDUSTRY WITH SPECIAL REFERENCE TO ANTHROPOGENIC TOURIST VALUES: THE CASE NORTHEASTERN MONTENEGRO

Goran Rajović and Jelisavka Bulatović

Abstract:

This paper presents the hotel and catering industry, with a focus on anthropogenic tourist values northeastern Montenegro, based on examples municipalities from Berane, Andrijevica and Plav. Tourist traffic shows the number of visitors and overnight stays and confirms the imbalance between tourism values and actual economic effects. The average stay of tourists in observed area amounts 3.10 days. Length of stay of tourists is relatively short and has character business stay or visitors in transit. Of the total number of overnight stays in 2003 were realized 10.034. These data clearly show that the low tourist visits could not operate with higher profit, because the organization and maintenance of tourism of facilities is very expensive. An important cultural and historical heritage of this part of north-eastern of Montenegro has not yet adequate valorized. With the viewpoint of tourism is particularly important that the cultural heritage is largely spatially congruent with the main recreational and tourist areas and picnic areas and can be valorized, plan and represent a very respectable factor for the development of tourism. Among anthropogenic tourist potentials are the following: the monumental heritage ethnographic characteristics and cultural-artistic events. Today, with a relatively high degree of certainty can talk about the three dominant elements of the development of tourism northeastern Montenegro, for example, the municipality Berane, Andrijevica and Plav must consciously and with great care to incorporate into its own tourist industry. These are: ecology, culture and health. All three elements require turnaround in behavior, because otherwise will not be able to survive in the global tourism trends.

KEYWORDS:

Northeastern Montenegro; hotels and catering industry; anthropogenic tourist values.

INTRODUCTION

In any field or fields of interest, modern geographical science has not experienced changes as in tourist theories of social change. Different perceptions of society influence the understanding of social change. In theory these changes the basic dilemma, which is based on the relationship between the individual and society, expressed as the dilemma about the relationship between of actors and the system. Every social phenomenon can be seen accordingly how there is and functioning, but also according to how they it is produced and how it changes. Factors that influence the social changes in the economy are numerous. As one of the important factors, which by its very existence or action results or changes in products is tourism? According Cetinić¹, World Economic Forum in 2007, he published the first index of travel and tourism, which includes the 124 countries of the world. The World Economic Forum seeks an answer to question: Why do some countries develop successfully, while others are lagging behind. Measuring the levels of competitiveness of the national travel and tourism industry fueled by the fact that traveling and tourism are becoming the dominant development the motivating force in all more number of

Please cite this Article as : Goran Rajović and Jelisavka Bulatović , HOTELS AND CATERING INDUSTRY WITH SPECIAL REFERENCE TO ANTHROPOGENIC TOURIST VALUES: THE CASE NORTHEASTERN MONTENEGRO : Tactful Management Research Journal (March : 2014)

countries. Tourism and traveling is an important stimulator of economic development, especially important for poverty reduction in developing countries. Keeping all this in mind, the World Economic Forum has decided for the first time to measure the competitiveness of individual countries in tourism. Index of competitiveness in travel and tourism are measures the factors and policies that encourage the development of tourism and travel. The index consists of 13 pillars of competitiveness. The overall score, Serbia and Montenegro have occupied place only 61 of 124 countries. The authors reports according Cetinić 1, believe that the deregulation and privatization, and the construction of infrastructure for the traveling and tourism the fastest way to the country, increase the competitiveness of in tourism industry. Unfortunately, the exactly in these two areas of north-eastern Montenegro, on the example the municipality Berane, Andrijevica and Plav, has the weakest results. Data obtained in the analysis of the World Economic Forum, should stimulate of Montenegrin tourist forum to seriously analyze the reasons for of low placement tourism competitiveness of Montenegro. Serious of analysis these data would indicate the apparently inefficient regulation, which is the result of inadequate strategies of tourism development; strategies burdened by in the first place inefficiency and ideological delusions and tourist utopianism. Trends in the hotel industry observed area, in recent years, are rapidly changing. Namely, based on the analysis hotel industry, number of beds in the region increased, and amounted to in the early fifties last century 160, while in 2003 648 beds. However, the traffic of tourists expressed the number of visitors and overnight stays, confirms the disproportion between tourism values ? ? and actual economic effects. The average stay of tourists in the observed area is 3.10 days. Length of stay of tourists is relatively short and has the character of business stay or visitors in transit. Out of the total number of overnight stays in 2003 were realized 10.034. So, there is a range of qualitative trends which hotel business in this part of north-eastern Montenegro, should be adjusted to in order to maintain and improve the competitive position in the in the market. According Poria² and Barsky & Nash³, one of the key trends in the hotel industry, from whose adjustments depends directly on the competitive advantage of hotel keeping and catering, is creation of a specific experience for guests during their stay at the hotels and provision of services. When making decisions about travel, users of tourist services increasingly less thinking what they can do and what services they can use, already what in the course of the journey might experience⁴. Northeastern Montenegro, based on examples from Berane, Andrejevica and Plav has to be tourist directed toward the quality if wants to be competitive. New trends in tourism demand and are offering shows that are necessary changes according quality tourism. Market position of observed area can be improved only if the offer and manner to market, adapt contemporary developments in the tourism market ^{5 6}. Northeastern Montenegro, based on examples from Berane, Andrejevica and Plav must follow the example of other regional-European destinations that increasingly emphasize of their historic and cultural heritage, and take advantage of his own potential for tourism, which entails high quality and rich content stay of the tourists in a specific destination. Significant cultural and historical heritage of the region is not adequately valorized. With the viewpoint of tourism is particularly important that the cultural heritage of this part of north-eastern Montenegro, mostly spatially congruent with the main recreational and tourist areas and picnic areas and can be valorized, plan and presentable a very respectable factor for the development of tourism. To full expression of innovation must occur in the tourism offer, new programs and new tourism contents, because they will among other things be the deciding factor for a trip to in someone tourist destination.

RESEARCH METHODOLOGY

The core methodological procedure that was used in this study is the geographic (spatial) method. Thus, the study of geographical method was related to hotel and catering industry northeastern of Montenegro, with a special focus on anthropogenic tourist values⁷. Northeastern Montenegro is a geographic unit, which includes 10.8% of the total area of Montenegro (13.812 km²). It includes three municipalities: Plav, Andrejevica and Berane⁸. For of data collection pertaining to basic characteristics hotel keeping and catering, we used the comparative method. Through the full text is Permeated the and method of integrity, thanks to which we are have managed to recognize, define and evaluate potential limitations to development of hotel industry. Historical method gave us the opportunity to look anthropogenic tourist values, respectively that based on historical findings reconstruct anthropogenic tourism potential of the region, among which are: monumental heritage, ethnographic characteristics cultural and art manifestations. For of data collection pertaining to tourism to the region, tourist nights, number of business units, number of beds, the total turnover, is statistical method used, i.e. the data of the Statistical Office of Montenegro⁹ and the regional business center Berane^{10 11 12}. The research methodology is primarily based on an analysis of existing literature on the hotel industry, catering and anthropogenic tourist values ? ? northeastern Montenegro. Of the existing literature was used both domestic, as well as published in the international literature. On this occasion of the international

publications emphasize this: Lemethyinen 13, Dominici and Guzzo 14, Deale 15, Rishi and Gaur 16, Mohammed and Rashid 17, Ghermandi and Nunes 18. Were studied and written sources on the internet. In scientific explanation of terms, we applied the two methods: analytic and synthetic. Analytical methods were considered some of the dimensions research subject. Synthetic method - a whole, are interrelations between objects and suggested measures deriving there from 19 20 .

ANALYSIS AND DISCUSSION

Hotels and Catering Industry

One of the most important factors that influence the development of tourism is receptive factors. Within them, the hotel industry has an important place. Viewed through history, the accommodation capacities are related to the forms of tourism. Even in ancient times existed differentiation of forms accommodation capacity 21. According Marinoski 22, hotel industry as development component of tourism, is recognizable element of tourism area. On the basis of entered hotel amenities, the area receives specific characteristics. According Lutovac 23 the importance of transit traffic arteries along the valley Lima, during various historical periods, conditioned the emergence of various forms of properties. Initially it, while the Turks were "hanovi" (inns - in hereinafter text) who provide services to traveler's accommodation, meals and vacation opportunities. Initially it, while the Turks were inns, who provide services to traveler's accommodation, meals and vacation opportunities. Over time, inns are suppressed "mehana" (inns) and bars. In 1919 was built in Berane hotel "America", 1927 "Europe", 1930 "Imperial" 24.

It is important to note that the hotel "Europe" was the greatest catering facility in north-eastern Montenegro, in the period between the two world wars, which made dispositions on with 18 renovated rooms on the first floor, great pub, restaurant-hall and spacious summer garden.

According to Kićović 25, late forties and early fifties the last century, it started with formation of catering companies in the region. First catering company was formed in Berane: "Belgrade" and "Passenger", 1952 and "Plav Lake" in Plav and "Komovi" in Andrijevica. The dynamics of construction accommodation capacities fit and responds dynamics of development tourism and economic development of northeastern Montenegro. In the early fifties the last century, the total number of beds in the region amounted to 160. In the following years, the number of beds was increased, and in 1967 was 526, 1974, 562, and 2003 region has it had the 648 beds.

Extremely modest structure and the number beds in the municipalities of Berane, Andrijevica and Plav are clearly evident when comparing the overall situation in Montenegro. The Montenegro in 2003 was 78806 beds, and analyzed a region that occupies 10.8% of its territory, only 648 beds, which is 0.82% of the total number of beds in Montenegro.

Our research evidence, based on similar studies Romelić and Tomić 26, states that the "narrower zone" transit routes (this area is specific because it is fully adapted to the needs of passengers who are in transit), the material base and the whole offer has to be developed, so that it is in the function its of optimal development. In the "wider zone" where were located and attractive tourist sites with a content tourist offering, provided for as long as possible retention guests, allocated objects that are categorized into groups: hotels, private accommodation and other complementary accommodation objects. In narrow zone of roads, tourist facilities are developed by building facilities that are categorized into four areas: tourism and service zone: motels, resort and a parking places. Touristic service zone for the purpose are of providing complete information aid and basic services for travelers in transit. The basic content of this zone should provide a: gas stations, auto mechanic workshops for assistance on the road and vehicle service, car park, motel (resort or car - camp), restaurant, bank or exchange office, post office, information center automotive alliances and tourism organization of Serbia, sanitary facilities, green space, shop basic food items, gift shop ...

On the territory of the region, there are the following hotels: "IL Sole", "S", "Luka's", "Komovi", "Jelovica", "Tower Damjanova", "Rosi". Apart from them, in this part of north-eastern Montenegro, there are several smaller motels and apartments. Hotel "IL Sole" is a modern and comfortable hotel with 4 stars and has 53 beds, 26 double rooms and 2 apartments. Hotel "S" is a 3-star hotel and has 22 beds, 8 double rooms, 2 multiple bedrooms 27. Hotel "Lokve" is located on the mount Cmiljevica on 1963m above sea level. It has a total number of 60 + 70 beds in dependence, a restaurant with 150 seats, coffee shop and bar. It is equipped with by cable car which at the top continues with two ski lifts, with total capacity of 1000 skiers an hour. Chairlift pulls the skiers from the plateau in outside the hotel Lokve on 1336 m above sea level up to the final station, which is located on 1560 m above sea level with a capacity of 960 skiers in hour. Chairlift pulls the skiers from the plateau in outside the hotel Lokve on 1336 m above sea level up to the final station,

which is located on 1560 m above sea level with a capacity of 960 skiers in hour. Ski lifts [Anchor and baby] start from the 1510 m above sea level and go up to 1630 meters above sea level with a capacity of 900 departures per hour. Total range length of paths is 5 km, and the height difference is 280 m 28. Hotel Luka's has 10 luxurious rooms with 19 beds, of which there are 2 superior rooms' apartments. In addition to modern rooms and apartments guests includes: Lounge bar, restaurant with excellent Italian cuisine, the restaurant for cocktails and parties, as well as a large summer garden. Motel "Buče" primarily serves the guests during winter. Motel "Buče" primarily serves the guests during winter. It has 5 + bedrooms, 5 bathrooms +, 10 + overnights. Hotel "Komovi" has 100 beds and necessary support facilities for the provision of tourism services. In the immediate nearby there are significant sporting capacities: football stadium and of small sports stadium. "Eco-Katun" in the locality Štavna, disposes with 10 objects - cottage, with facilities for rest and stays 5 persons, common space for organizing cultural and other activities. Decorated trails for hikers on Komovima. Decorated trails for hikers on Komovima. On the territory the mountain Krivi Do, was built a mountain home, a center for hikers, who use the hiking trails Trešnjevik - Lisa-Krivi Do - Jelovica and at the same time to connect with Andrijevice with Biogradskom Gorom. This facility capacity of 25 guests complements and enhances tourism offers the hiking and serves as a link North and South transvezale in the region. Hotel "Jelovica" is designed to accommodate hikers has the ability to provide services, accommodation and food. Nearby is built towing ski-elevator. Motel "The Bridge" has a restaurant space with a summer terrace and rooms for the night. "Eco - Home" Trešnjevik has rooms for rent and a restaurant with national cuisine²⁹. The Vojnom Village at about 6.5 ha family estate Turković brothers, housed "Komnenovo - ethno-village". Is situated at an altitude of over 900 meters and represents real place for rest. Guests have access to 44 rooms, a conference hall with 500 seats. Around the hotel there are numerous paths for walking and bike riding, as well as the football field. Hotel "Rosi" is a modern 3-star hotel has 10 rooms and 4 apartments for 52 persons, a restaurant and a conference hall capacity for 300 persons. "Rosi Company" owns and "Super market" with over 5000 items³⁰.

According to Bonnie et al 31 and Poria 32 the most important elements that determine the experiences of tourists in hotels are:

- a) Uses (an experience that is based on the benefits) which significantly affect the growth of experience of the guests. Experience is primarily based on the feeling guests that located at the hotel, which enables them different activities in which can to enjoy and along with substantial programs spend time (fitness, wellness, and spa center). Creating these types of experience includes availability to all amenities for hotel guests,
- b) Comfort their stay (experience based on the comfort) refers to the increase in the degree positive experience during their stay at the hotel. On comfort their stay are affected by different elements: interior, aesthetic decoration, providing a variety of comfort activities (comfort saunas, swimming pools, restaurants ...), friendly staff, decoration and function rooms with all the necessary services. For this kind of experience it is important that guests during their stay at the hotel do not expect the mere existence of certain services (bed, breakfast, wellness program ...) already and a high level of comfort and convenience. In creating this kind of experience, employees have an important role. If in addition to the required standards staff is not obligingly, friendly and orientated to service users, comfort their stay will be at a lower level. Aesthetic dimension of the hotel (interior and exterior) also has a significant impact on the comfort of the growth. How experience is largely a form of hedonistic values, and aesthetic elements are the essential elements of this type of value. Stay in a pleasant the interior significantly affect the increase values delivered, or, in the comfort their stay;
- c) Incentive programs (experience based on the incentives - "incentive" experience) are reflected in specially created packages that affect the sense of tourists that get more value for money ("value for money"), or special feeling of individuality stay and using the services of the hotel. Incentive programs are specially designed packages which certain segments at the hotel enable use of some services at prices that are lower than those outside of the package. These include packages such as: wellness weekend, "all inclusive" (all included in the price), a romantic weekend ... In addition to packages that affect lowering prices, incentive programs through positive experience increases experience "special" treatment during the stay. The special treatment can include: breakfast in accordance with individual preference, possibility for later leaving the room, a separate table for dinner, a gift in the room ... and
- d) Compliance of experience with the experience in the destination. If it experience is created at the hotel consistent with experience immediate environment (peace and tranquility, rest in the ecologically preserved environment, rich content fun activities, healthy lifestyle ...) increases is experience a unique of experience while traveling. This kind of experience is the most original form of experience, which is created in the hotels. However, its impact on a totally unique experience while traveling is not greatly significant. According to empirical research and the importance of experience in total unique experience (the whole experience) is less than 25%,

which suggests that other types of experiences which are located in destination contents and tourist products which are not primarily related for hotels, have a more significant impact.

The former traditional mid-range hotel chains as they were "Berane" and "Plavsko jezero" with a standard for the services provided are today considered an impersonal and even repulsive offer. Since they are on the rise shorter vacations deployed throughout the year, the hotel are a must, in order to attract tourists constantly enriched with new contents, and so offer guests a reason to come – new guests are constantly looking for more and better, are needed to continue invest. Contemporary consumer knows exactly what wants and hoteliers who want to be successful, the primary task is to identify the on client's needs and find creative ways to meet them. Guest looking for all in one place: quality, safety and comfort. The successful hotel companies examine each of the trends and develop plan of action in accordance with the new requirements, ways of thinking and the needs of the new global markets. Speed of change will require continuously assessing, so as to keep up the pace with the market, which is constantly changing 33.

Tourist traffic expressed in number of visitors and overnight stays in northeastern Montenegro confirms the disparity between the values of tourism and achieved economic effects. Of the total number of tourists in Montenegro (1977- 997.982) for a stay in the region have opted just 22.211. The average stay of tourists in Montenegro that year was 7.66 days, in the region of 1.71 days. The largest number of tourists in the observed period in Montenegro and the region was recorded in 1987. Then it is Montenegro registered 1.281.962 of tourists to the length of stay of the 8.41 days, while in the region were 19.335 tourists with the stay of 2.67 days.

The average length of stay of tourists in the region in 2003 amounted to 3.10 days, in Montenegro 6.63. Length of stay of tourists in the region is relatively short and has the character of business stay or visitors in transit. Of total nights in 2003 in Montenegro 3.976.266 in the region is realized 10.034 nights, while in 1977 in Montenegro 7.652.934 compared to 38.090 overnight stays in the region. The above data clearly have shown that are poor tourism visiting the region can operate with greater profit because the organization and maintenance tourist of facilities is very expensive. Thus is in the year 2003 in Montenegro, the total turnover of 106.497.455 Euros, while in the observed region of total revenue amounted to only 620.583 Euros. So, a prominent data show that the number tourists and their overnight stay in the region significantly dwindled. Data would probably be somewhat different, when statistics would defined stay of tourists in the mountainous areas in the region, and published detailed information about number of tourists in private arrangements.

According to Knežević 34, Kasalica 35, Kićović 25, and Rajović 36 one of disturbances tourism development is situated in inadequate communal and transportation infrastructure. Better organization of the tourism organization in Berane, Andrijevica and Plav as well as more effective marketing treatment of cultural treasures, has contributed to the development of tourism. Namely total number of actively working population, which shall perform its activity in hotels and restaurants in the region, amounts to only 468 persons, which is 4.20% in comparison to the total active population in the region (11.136). Considering, on weak tourist traffic, in tourism there is a lack of quality staff. A lack of staff with is wide the culture and distinct sense for synthesis. We above all on those staff whose task was to create a tourism development and to perceive and appraise professional. The lack of these staff has contributed to no explore the tourist valorization, tourist construction and planning.

According Božović and Đurašković³⁷ bearing in mind the circumstance that tourism is a priority direction of development of northeastern Montenegro is necessary to accomplish a higher level of competitiveness in this sector. Competitiveness is achieved primarily by improving the quality of tourism products and services. Achieving these important strategic goals is possible to especially by engaging of professional and highly-qualified staff. On the other hand, almost not necessary to stress multiplier effects which tourism economy has on the other sectors (agriculture, construction, industry, trade, manufacturing, transport, communal infrastructure ...). In order to encourage a dynamic development of tourism, raising the quality and increasing quality parameters (profitability, efficiency productivity), in addition to professional staff as the most important role is played all employees and even the total population of in the region.

The insistence on the key role of human resources in tourism economy is necessary and due to the specificity of this activity, direct contact "producer-consumer", with constant checking of quality, respectively of knowledge and abilities of staff engaged. In addition to professional staff no less important role is played by senior management of tourism enterprises with actual the knowledge and special knowledge in the management and management of human resources. How we have pointed out, importance of tourism for the development of the region and in this regard the role of the human factor, there is a need and re-engineering human resources management function, especially in the tourism industry, which needs to grow into a crucial business function with substrates that will provide professional, creative and prestigious staff 37. Also, it is necessary to solve well as certain communal problems in the

region, through the maintenance of public hygiene, landscaping and park maintenance, construction of squares, parking places, hot and cold showers, swimming pools, public toilets, camp terrain, courts for basketball, volleyball, handball, football, tennis, golf...

In recent years, the rapidly increasing number of restaurants and bars. This growth is particularly true of private property. Thus, according to Kićović 25 in the region in 1975 there were 13 in 1994, 133 independent caterer. Regional Business Centre Berane 10 11 12 provide us with dates for 2003 and states that the total number of restaurants and bars in the observed area in 2003 amounts to 144. Despite the explicit dynamics of these restaurants, there are lack dairy restaurants, pastry shops and other catering establishments in which the guests were served local specialties. Number of independent is catering shops indicating particularly bar or restaurant's catering business. Among them, there is often unfair competition, which complicates the already difficult position caterer. Bad technical equipment of was a general a feature of most of catering shops. According to Knežević 34 and Nikolić 38 existing supply of catering shops in agricultural products, does not meet the needs of the local tourism market. Especially we want to point the lack of sufficient quantities of agricultural products, during the tourist season (meat, dairy products, fruits).

Our research evidence, based on similar studies Uravić and Hrvatin 39 points out the weaknesses of tourism in the region, compared to the South East region, represents primarily the lack of diversification offers, which limits the growth of supply, turnover and income outside the main tourist season. The basic courses of action must be directed to the investment policy, which will aim to increase the quality of existing of accommodation capacities and the construction of new high-quality capacities, what alone can ensure long-term sustainable growth in sales and revenue. The development of selective forms of tourism (golf, wellness, winter and mountain tourism, congressional, nautical, cultural, rural ...), and the enrichment and diversification of the existing offer new services and new quality of northeastern Montenegro, for example, the municipality Berane, Andrejevica and Plav can be gradually transformed into year-round travel destination, focusing on selective forms of tourism offers a variety of reasons - climatic conditions, inadequate structure accommodation facilities, a great competition and ...

Basic would be objectives of such investment policies and new investment cycle in Hotel Management and tourism in the region, able to accomplish the following:

- a) Raising the quality accommodation supply,
- b) Improving of accommodation outside the catering offer and its diversity,
- c) Increasing the quality and enriching the content structure of entertainment, of sport and trade,
- d) Changing the structure of the accommodation offer.

According to Piet Jonckers 40 when we talk about trends or general social change, according to a significant impact of new forms of tourism or themes that are relevant to the future development of the hotel keeping and catering, including: tourism and sustainability (Extremely increased awareness of the impact of mass tourism on the environment, the new social awareness or interest in authentic, small and local experiences holiday, new tourist (who is eating in local restaurants, used local guides, in search of true story "behind the" destination), "do-it-yourself" travelers (demanding, and also more responsible), tourism and availability (large number of tourists are individuals with special needs. They are also tourists and already the commercial point of view these consumers should not be ignored), tourism, rural and cultural heritage (there is clearly a growing market for non-traditional tourist destinations), tourism and peace (with tourism with attributes of tolerance, cultural exchange, getting acquainted with other, creating the common good and friendship), tourism and sport (healthy living and promoting healthy eating amongst consumers will become a priority for touristic companies, tour companies will work closely with medical professionals passengers will be better educated about the health risks of travel), tourism and technology (wide application of the Internet will speed the communication culture and electronic culture, same time they will affect the way (only) organization holiday, mobile phones are becoming the primary means of travel organization, intelligence intelligent agents in our computers will have a special role of tour operators, virtual annual leave will become a reality).

Trends which prevailing in world tourism market, and determine trends in the hotel industry and catering industry and may be summed up in following general trends; changing needs, conditions of work and life, and the prolongation of life, the growth of information and information technology, the greater the need for security and the preservation of health (wellness, spa, bio food), an emphasis on ecology and healthy food, stay in pure nature, the growing demand for an adventurous (innovative) contents and excitement, congress facilities and incentive offer, visit towns and major events (sporting, cultural, religious, business ...) and the new travel motivations. Hotel facilities must constantly scrutinize mentioned trends and adapt to the demands and needs of modern tourists, continuously following their habits and

needs. The overall business and tourism development philosophy of the modern age, the maximum is geared towards tourists, guests and consumers and its satisfaction. Seeks is kind personalized hospitality and individual approach to each guest, with access that one client may be an innovation, only a very limited time: when once becoming practice, this approach ceases to be an innovation 33.

Anthropogenic tourist values.

The evolution of the human species was monitored improvement of human residence. From the first most primitive habitat to the skyscrapers of the modern era, began to increase, modern look and function of settlements multiply. They represent the most realistic picture of life of the population, the volume of material production and the level of spiritual creativity. Often based on archaeological finds reconstructs the way of life of the population and shall determine the time of settlement 41 42.

Significant cultural and historical heritage of the region is not adequately valorized. With the viewpoint of tourism is particularly important that the cultural heritage is largely spatially congruent with the main recreational and tourist areas and picnic areas and can be valorized, plan and represent as a very respectable factor for the development of tourism. Among anthropogenic tourist potential of the region are the following: monumental heritage, ethnographic and cultural-artistic events.

In oldest part of the succession (prehistoric, Illyrian, Roman), which the human hand with love and enthusiasm created, has great beauty. The remains of bone tools, needles, awls, knives, bulletproof shirt, ceramic products (found in Beran-kršu, caves Ržaničkim, Toroviku, Rudešu ...) arrows, spears and parts earthen pipes (in the village Lužac, Dolac, Budimlja, Luge, Donja Ržanica, Zabrđe, Slatina ...) may become important forms interest in domestic and international tourists 43.

A special group of tourist motives make the monuments of medieval church architecture (Đurđevi Stupovi monastery, the remains of the monastery Šudikovo, the church of the St. Archangel, the church of the Holy Trinity) and remains of the medieval fortress (Plav, Bihor ...). In Šudikovi, the Church Presentation of the Holy Virgin Mary founded one of the earliest written documents from these parts - "Holy-Proceedings" ("Trojica"). Modest part of the monumental heritage of waste is on Islamic Architecture (Redžepagić mosque, mosque Ferovića, Vizirova, Pašića and Čekića mosque ...) 44.

In the region, there are today many and diverse memorial features (monument Knjaževac, memorial - complexes in Andrijevića, Berane and Plav and many others across the region erected a memorial plaque, memorial statue, memorial fountains ...). Museum complex type "Museum Polimlje" which through its activities covers the municipalities of Berane, Andrijevića, Plav and Rožaje, has archaeological, historical and ethnological department. Especially interesting to archaeological department, which represents one of the most valuable collections of Montenegro, because it holds the exhibits of the Mesolithic, 15000 years before Christ, of the Roman period and the Middle Age.

Museum complex type "Museum Polimlje" which through its activities covers the municipalities of Berane, Andrijevića, Plav and Rožaje, has archaeological, historical and ethnological department. Especially interesting to archaeological department, which represents one of the most valuable collections of Montenegro, because it holds the exhibits of the Mesolithic, 15000 years before Christ, of the Roman period and the Middle Age. Recently restored and cultural activities intended (a gallery space) house the Duke Gavra Vukovića first graduate lawyer from Montenegro, and long-time Minister of Foreign Affairs of the Principality of Montenegro, the author of famous "Memoirs". As part of the "Center for Culture and Sport" in Andrijevića, there are public library and a reading room, and is also the publisher of the magazine "Time say", designed as a guide through the past, present and future space Andrijevića of in cultural and educational terms.

According to Kasalica 35, the material and spiritual wealth of people present in the northeastern part of Montenegro from the earliest times to the present, carries a significant part of the ethnographic heritage, created under the influence of various civilizations, cultures and their own cultural skills. We note from this group content (various parts household items, dishes, fabrics, parts of the costumes, tools for agricultural production, jewelry and weapons, sacral object ...), folklore of music (folk songs and dances), traditional gatherings for many reasons have the character of tourism events, it is providing an opportunity for the presentation of ethnographic heritage.

Cultural and artistic events maintain the dynamics of cultural life and promote national creativity. In the region they are modest. This primarily refers to the following events: Lim regatta, Days blueberries and honey, Gusinje summer, Days of diaspora, Horse racing Vusanje, Plav literary meetings, Homeland meetings, Memorial tournament, "we will not never forget your, " Sculpture and art colony, "Jumps for unforgettable", Days Watermelon, Days chokeberry, Days "Behara", Andrijevića days of culture, Days of Red Cross, the International Folklore Festival, Memorial Vasojevičkog Koma, St. Vitus a poetic vigil, Berane cultural summer, Common wedding, Ivangrad Fest, Days float, Days of honey, The fair of

agricultural products 45. Of the institutions dealing culture we highlight "Cultural Centre" in Berane. The program of this institution is carried out through activities cinemas, theaters, art workshops, music and other programs. In recent years is works and children's theatrical stage. A large number of programs carried out in cooperation with schools. Some of these programs are: Berane summer, Berane spring, reciting competition, writers...

When it are comes to fine arts (drawings, watercolors, oil paintings and other works of art), usually stored in Museum Polimlje in Berane. "To make this production a more diverse, more extensive, more ramified, and even better quality, it is necessary to an art life more organized and exhibition space better quality. It is necessary to start independent art galleries in which are collected, preserved, studied, valorize and exhibited contemporary art works"(Kasalica,1988). Here we primary think, on the corresponding exhibitions under the name "Landscape Painting in the Region", "Portrait and self-portrait in the painting of the Region," "Modern sculpture of the region." When it comes to the presentation of contemporary art expression must not forget arts events (Art Colony in Berane, Sculptors' Colony in Plav).

Musical and theatrical productions of the studied region, however, have not yet crossed the borders of amateurism. In addition to several cultural and artistic societies (CAS "Dušan Bošković" in Beranama, CAS "Bihor" in Petnjica and CAS "Džafer Nikočević" in Gusinje) and experimental drama scene who works at the Center for culture in Berane almost no shape for that aforementioned artists and music styles directed by and to stage set. Some cultural and artistic events were established to the presentation of literary and musical works less ("Literary Encounters," "Festival of original folk music" ...). It seems that within these and similar events should present works that belong to different groups and types of literary, musical and cinematic art (prose, poetry, folk songs and dances, documentary and travel film ...).

We believe that contemporary cinematographic expression should be enriched by accomplishments which would be based on natural, ethnic folklore, historical and cultural values ? ? of the region 46. This means that the mentioned values ? ? could serve as inspiration for movies ("The natural values ? ? of the region," "Cultural and historical monuments in the valley of Lima"), "The urban parts of the region," "The rural parts of the region" ...). In the opinion of Kasalica 35 mentioned values ? ? to be associated to the viewers on their past and existing functions that could suggest the possibility of their tourist valorization through certain types of tourist movements. Everywhere where organize and be organized, these cultural and artistic manifestations will affect not only the massiveness, direction, radius and structural characteristics of tourist movements, but also the forms of tourism economy. It is also important that such events are not subject to a greater degree the seasonal nature of tourism, because it is a form of tourist traffic, which is planned in advance 47. Such a practice would have to live and in this area, so far in terms of tourism, a lot undeveloped region.

CONCLUSION

Our research evidence based on similar studies Buhalis and Costa 48, Uravić and Toncetti Hrvatin 39, Jelinčić 49, Videnović 50, pointed out to the fore several important observations:

1. Northeastern Montenegro, based on examples from Berane, Andrejevica and Plav when it comes to tourism, must be directed according to the quality, if it wants to be competitive.
2. New trends in tourism demand and supply show that is necessary changes according to quality tourism. The market position of the region could be improved only if the offer and the manner of its going to market adjust to contemporary events on the international tourist market.
3. Considered space must follow the example of other European regional destinations that are increasingly emphasizing its historical and cultural heritage, and take advantage of own potential for tourism that involves quality and content rich stay in a particular destination.
4. To full expression must come of innovation in the tourism offer in the region, new programs and new tourist facilities, as they will among other things are the deciding factor for travel. As one of trends in the tourism market appears specialization tourism offer. In this way the tourist destination stand out new services and offers quality,
5. Many research attempts for the identification of skills and qualifications in tourism have shown that certain social trends shape the development of the tourism sector. These trends are related to changes in the way of spending leisure time, increased individualization, demographic changes and increased awareness of health 51 52 53,
6. Today, the increasingly popular 'short-break' trip to which it binds the flourishing cultural, rural and urban tourism; health and wellness tourism is a result of the growing awareness of people about healthy living and although business travel is not tourism in the narrow sense of the word, they are extremely important segment that should not be forgotten and that can be used.

7. Recorded and changes in the target market: more elderly population is directed to travel; highly potential market are people with temporary or permanent special needs; individual trips make up the third group, but a growing number of tourist trips. All this affects and on changes in the types of arrangements that are offered in the tourism and holiday designs, and consequently and the type of operator i.e. employees that their education must be coordinate with trends,

8. The overall business and tourism development philosophy of the modern age, the maximum is geared towards tourists, guests and the consumer and his pleasure. The modern consumer knows exactly what wants and hoteliers who want to be successful, the primary task is to identify the client needs and find creative ways to meet them. Services should be higher quality, and equipment standards ever higher. Guest looking for all in one place: quality, safety and comfort 54.

Before proceeding to execute any plans in the future, it is important to preserve that which exists. It follows quite specified that the problems of tourism, especially the problems of the entire economy observed area and that of their solution depends on the solution, of the overall development of the economy. Of course, we advocate for those programs that meet high scientific criteria, as well as the readiness of appropriate institutions that in economic development of this part of northeastern of Montenegro; invest the necessary funds 55 56.

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