



Rethinking sustainable marketing in Montenegro: Branding eco-tourism and traditional rural life in katuns

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KATUN International Conference

Zabljak, 16/09/2016

Marketing sustainable tourism

- Sustainability - 'a positive approach intended to reduce the tension and friction created by the complex interactions between the tourism industry, visitors, the environment and the communities which are host to holiday makers' (Bramwell and Lane, 1993)
- Sustainable marketing – 'an appeal to lengthen corporate time horizons and to value continuity over profit' (Kleiner, 1991)

Experience KATUNS, Montenegrin hidden treasure



The katuns are temporary settlements in mountainous regions where the agricultural households stay with livestock during the summer season. This distinctive Montenegrin tradition is a unique opportunity to discover cultural and historical identity of the mountain pastures and admire the picturesque countryside while tasting traditional agro-products of superior quality.



Choose sustainability

Explore the unique architecture of katuns, traditional agriculture with rich cultural heritage and breathtaking natural resources. Encourage sustainable development while connecting with the Montenegrin land and locals.



Experience authenticity

Unlock the world of tradition, and agrobiodiversity. Escape from the frenzy of urban life and turn the clock back in time. Discover Montenegrin hospitality and join friendly community where you come as a guest and leave as a friend.



Get in contact with nature

Experience traditional rural life and gastronomy of Montenegro. Engage in ecotourism and spend your holiday surrounded by the timeless beauty of natural landscapes, in symbiosis with the authentic rural customs and traditions.



Taste tradition

Enjoy the products of exceptional quality, which represent the cultural and historical identity of Montenegrin katuns. Savour the secret spices and discover traditional way of cooking at the most serene sites of degustation. Learn about the unique agro-production technologies transmitted from generation to generation.

**Table 3: Model of branding of tourist offer of rural areas of the Republic of Croatia
(Authors' analysis)**

	A. Natural particularities	B. Tourist country family farms – accommodation and offer	C. Stories, tales and legends	D. Traditional architecture	E. Gastronomy and wine offer	F. Local community – typical way of life (crafts, manufactures, customs)
REPRESENTATIVES	original vistas: river valleys, hills, castles, little churches, straw roofs, drystone walls, meadows, city vistas, vineyards, olive groves, forests...	accommodation on traditionally designed tourist country family farms, with the offer of traditional accommodation and food, and life in the local community	bee-parties, <i>divani</i> (small talks), <i>svirci</i> (pipers), <i>kantaduri</i> (singers), storytellers	manors, castles, traditional buildings, churches...	the gastronomy and wine offer: wine, olive oil, plum brandy, grape brandy, cheese, prosciutto and other home-made products (honey, naturally grown vegetables and fruit...)	dance ensembles and folklore groups, craftsmen, fishermen, farmers, carpenters
ASSOCIATIONS	picturesqueness, romance, peace, harmony, harmony with nature	return to childhood, home, warmth, love, melancholy, longing, healthy lifestyle, harmony with nature	return to the past, life in harmony with nature, labour, integrity, open-mindedness, cordiality, honesty...	rich history, cultural heritage – belonging to Europe	healthy food, healthy lifestyle, tradition of colours, scents and tastes, taverns, <i>kale</i> (old streets)	return to the past, visible and tangible patina of the past, peace and well-being

Marketing channels for sustainable tourism

- Rural tourism development (and marketing) strategy
- National Tourist Organisation, Local Tourist Organisations
- Tour Operators, Tourist Agencies
- Info-points, On-line resources

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