

The entrepreneurial activities: Insights from Montenegrin agro-tourism sector

Sanja Pekovic, Jovana Vukcevic, Djurdjica Perovic, Tatjana Stanovic

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Introduction

- Diversifying economic activities at rural households
- Farmers channeling efforts towards entrepreneurial activities
- Northern Montenegro: entrepreneurship in rural areas needed to sustain local economy and balance the territorial development
- Setting up a framework for studying the role of innovations in developing sustainable agro-tourism in northern Montenegro

Agro-tourism: challenges and opportunities

- Common Agricultural Policy
- Agro-tourism up to 20% of all tourism activity
- 23% of European holidaymakers choosing countryside
- Creation of new economic activities and acquisition of entrepreneurial skills for rural population fostering economic growth

Entrepreneurial agro-tourism

- On-site processing of agricultural goods (visiting a winery, cheese or honey-making demonstrations, milking cows, etc.)
- WWOOFING – World Wide Opportunities on Organic Farms
- Roadside stands selling fresh farm products and craft items
- Cooking demonstrations (traditional meals)
- Bullock cart riding, horseback riding, hunting and fishing
- Photography courses, orienteering activities, flora & fauna watching
- Educational tours for school children, farm schools to teach particular skills, arts&crafts workshops



Entrepreneurial activities in rural Montenegro

- Recent, Individual, Under-developed
- Choice of entrepreneurial activities in Montenegrin rural areas limited not only by geographical and infrastructural availability, availability of funding & education, but also by specific socio-demographic characteristics and ethno-cultural features

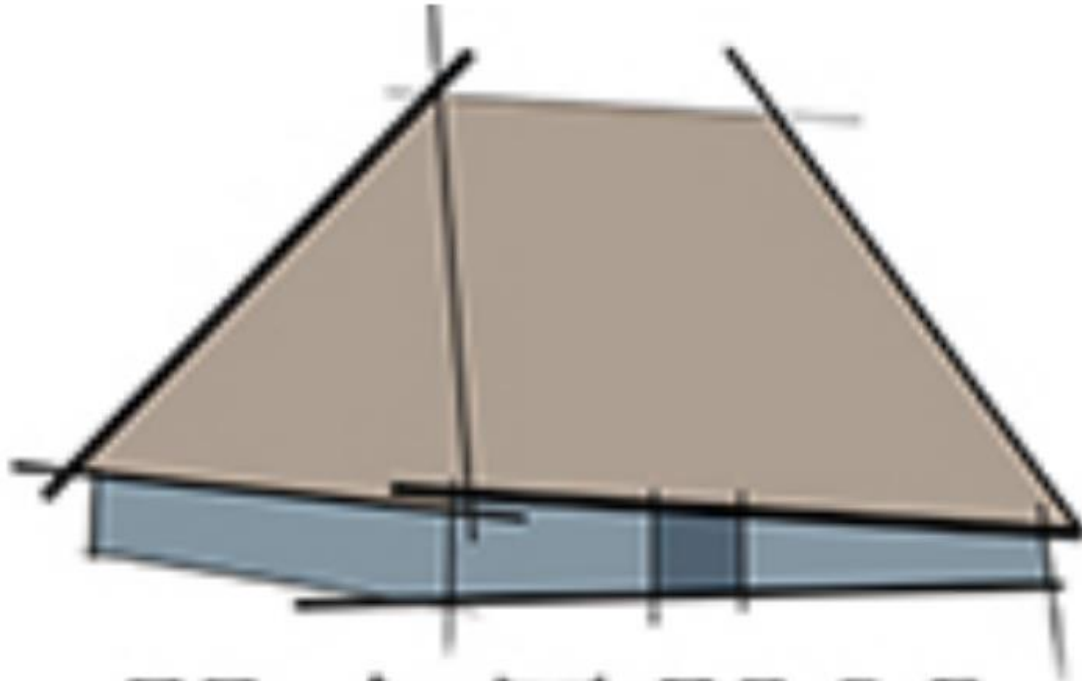
Good practice

- <https://meanderbug.com/>

Instead of conclusion

- Educating
- Cooperating/Joining forces
- Media visibility
- Creating common platform
- Exploring credit-lines, available funding
- Outsourcing?

Thank you for the attention!



K A T U N