



GLOBAL ENVIRONMENT FACILITY  
INVESTING IN OUR PLANET



CRNA GORA

MINISTARSTVO ODRŽIVOG RAZVOJA  
I TURIZMA



Empowered lives.  
Resilient nations.

# RESEARCH ON LOW-CARBON TOURISM IN MONTENEGRO 2017





*Empowered lives.  
Resilient nations.*



UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in 177 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations. [www.undp.org](http://www.undp.org)

The GEF unites 182 countries in partnership with international institutions, non-governmental organizations (NGOs), and the private sector to address global environmental issues while supporting national sustainable development initiatives. Today the GEF is the largest public funder of projects to improve the global environment. An independently operating financial organization, the GEF provides grants for projects related to biodiversity, climate change, international waters, land degradation, the ozone layer, and persistent organic pollutants. Since 1991, GEF has achieved a strong track record with developing countries and countries with economies in transition, providing \$9.2 billion in grants and leveraging \$40 billion in co-financing for over 2,700 projects in over 168 countries. [www.thegef.org](http://www.thegef.org)

#### **UNDP**

Aleksandra Kiković – couthor  
MA Radica Zeković – coauthor  
Ana Pajević – associate  
Viktor Subotić – associate

#### **E3 Consulting**

MSc Milica Daković – Project supervisor  
dr Andrija Đurović - Methodologist  
MSc Aleksandar Janičić - Economic Analyst  
Aleksandra Popović - Economic Analyst  
Ivana Janković - Economic Analyst  
Milica Stanišić - Researcher  
Maida Muratović – Researcher

**Publisher: United Nations Development Programme in Montenegro**  
**Eko zgrada UN, Stanka Dragojevića, b.b.**  
**81000 Podgorica**

**Godina izdavanja: Podgorica, 2018.**

**Number of copies: 100**

**CIP – Katalogizacija u publikaciji**  
**Nacionalna biblioteka Crne Gore, Cetinje**

**ISBN 978-9940-614-32-4**  
**COBISS.CG-ID 36205328**

**First edition: 2018**



# RESEARCH ON LOW-CARBON TOURISM IN MONTENEGRO

2018



E3 Consulting

December, 2018.

## PROJECT TEAM

### **UNDP**

Aleksandra Kiković – co-author

MA Radica Zeković – co-author

Ana Pajević – expert associate

Viktor Subotić – expert associate

### **E3 Consulting**

MSc Milica Daković – project coordinator

Dr Andrija Đurović - methodologist

MSc Aleksandar Janičić - analyst

Ivana Janković - analyst

Aleksandra Popović - analyst

Milica Stanišić - researcher

Maida Muratović - researcher

# INTRODUCTION

I SUMMARY .....	6
II RESEARCH METHODOLOGY .....	9
III DEVELOPMENT OF LOW-CARBON TOURISM .....	10
4.1. Visiting Montenegro.....	13
4.2. Carbon footprint .....	15
4.3. Environmental certification .....	18
4.4. Turn off your engine-reduce pollution .....	18
V ATTITUDES OF BUSINESS ENTITIES IN THE AREA OF TOURISM .....	19
5.1. Characteristics and habits 2015-2017.....	19
5.2. Carbon footprint .....	21
5.3. Energy efficiency .....	22
5.4. Environmental certification .....	23
5.5. Turn off your engine - reduce pollution .....	25
VI LOW-CARBON TOURISM FROM THE PERSPECTIVE OF INSTITUTIONS .....	25
6.1. Impact of climate change on tourism in Montenegro .....	26
6.2. Impact of tourism on environment and its contribution to climate change in Montenegro...27	27
6.3. Carbon footprint generated by individuals and facilities .....	28
6.4. Changing awareness, informing, educating about the concept of low-carbon tourism .....	28
6.5. Development and promotion of green-low-carbon tourism products and services (support programmes, incentive measures, exemptions, cooperation between actors).....	29
6.6. Environmental certification of hotels and suits .....	30
6.7. Benefits and challenges when introducing green Loyalty tourist card.....	31
6.8. Promotional activities .....	32
VII RECOMMENDATIONS AND CONCLUSIONS .....	33

## LIST GRAPHA AND TABLE

<b>Table 1:</b>	Why you choose Montenegro as your holiday destination 2017 .....	<b>14</b>
<b>Graph 1:</b>	Why you choose Montenegro as your holiday destination 2015 .....	<b>14</b>
<b>Graph 2:</b>	Which type of transport you used while you arrived in Montenegro-2017 .....	<b>15</b>
<b>Graph 2:</b>	Which type of transport you used while you arrived in Montenegro-2015 .....	<b>15</b>
<b>Graph 3:</b>	Have you ever calculated the carbon footprint of your business-2017 .....	<b>16</b>
<b>Grapha 3.1.:</b>	Have you ever calculated the carbon footprint of your business-2015 .....	<b>16</b>
<b>Graph 4:</b>	Activities the tourists have done, or they plan to do during their stay in Montenegro, with the aim of reducing their carbon footprint.....	<b>17</b>
<b>Graph 5:</b>	Do you have a habit to turn off your car or motorbike engine while waiting - 2017.....	<b>20</b>
<b>Graph 6:</b>	Have you ever calculated carbon footprint for your business? .....	<b>21</b>
<b>Graph 7:</b>	The ways in which business entities implement measures for reducing carbon footprint .....	<b>22</b>
<b>Graph 8:</b>	The ways in which business entities increased energy efficiency of their facilities during the period from 2015 to 2017 .....	<b>23</b>
<b>Graph 9:</b>	What was the amount of investment in energy efficiency .....	<b>23</b>
<b>Graph 10:</b>	Number of environmentally-certified facilities.....	<b>24</b>
<b>Graph 11:</b>	Novelties introduced by members of the industry into their tourism offer, in tune with eco, green, sustainable tourism.....	<b>25</b>

# INTRODUCTION

Concept of sustainable tourism based on principles of low-carbon development in Montenegro has a great potential. Research from 2017 proves this, but it additionally indicates the need to change the mode of development, promotion and encouragement of the idea of sustainable tourism based on principles of low-carbon development, thus moving the focus from individual activities to a system approach for developing this type of tourist offer, which would additionally be transferred from national to the local level. Montenegro has an attractive tourism potential, a unique natural and cultural – historical heritage, indented coastline, clean sea, and all these aspects make it suitable for development of sustainable tourism based on principles of low-carbon development. This potential can be valorised more intensively, with the aim of creating a discernible identity of low-carbon tourism offer, whereby application of the concept of sustainable development, aimed at comprehensive protection of natural resources, is vital. This process requires timely spatial planning and development of solutions for sustainable traffic. This study followed development of sustainable tourism based on principles of low-carbon development in Montenegro over the last three years. It is for this purpose that the idea of the research was explained, a literature review was done, and we provided a methodology and presented empirical findings. This chapter points out contributions of the study to all the aspects, provides conclusions and recommendations about the further development of low-carbon paradigm in tourism in Montenegro. The main contributions of the research may be perceived through: scientific and methodological contribution, as well as the contribution to tourism industry.

Scientific and methodological contribution is reflected in the following items:

- This study represents a continuation of following the pioneering development of low-carbon tourism in Montenegro, which began in 2015 and it is the first of this kind in the Adriatic region.
- This study contributes to the existing literature on sustainable tourism based on principles of low-carbon development. Its contribution stems from the research carried out among tourists, hotel managers and tourist accommodations, as well as from in-depth interviews with representatives of local self-governments and Tourism organisations.
- Methodological contributions of this study may also be recognised in the exhaustive approach to researching attitudes of local communities and tourists who reside in them, as well as local self-government bodies and local tourism practitioners.

Contribution to the tourism industry is reflected in the following:

- Data and conclusions put forth in this study provide important contributions to the tourism offer and future phases of development of sustainable tourism based on principles of low-carbon development, investors in this field, and local communities which can incentivise a continuation of development of sustainable tourism based on principles of low-carbon development.
- Contribution of this study to the tourism offer is reflected in recommendations which the industry may use as a basis for development of sustainable tourism, since a transition to green business has the power to contribute to system changes – in the sense that they are making a move from old modes of using resources to the new modes which protect the climate and resources, and at the same time, make the business more accessible.
- It is only possible to achieve the goals of sustainable development through implementation of significant activities by the private sector. The private sector has the key role as an activator of economic growth and employment, as well as the course of finances, technology and innovation. Prosperous goals, which are compatible with Agenda 2030, will have a strong basis in innovations in different areas, such as sustainable cities, sustainable tourism, clean energy and improved health protection – all areas which depend on dynamics and financing the private sector are in close partnership with the governments and communities.

## I SUMMARY

On the global level, tourism represents the fastest-growing industry. This growth inevitably affects the environment, whereby the biggest negative impact is recognised in the impact on climate change and an increase in carbon-dioxide emissions (CO<sub>2</sub>), which leads to creation of the greenhouse effect. Consequently, tourism, as one of the leading branches of economic development, significantly contributes to CO<sub>2</sub> emissions on the global level. Estimations indicate that CO<sub>2</sub> emissions will rise by 2,5% annually, until 2035 (WEF, 2009). On the other hand, the number of travellers-tourists is constantly increasing (UNWTO, 2017). All this data point at the connection between tourism and climate change, and thus the data are indicative of the need to create new "low-carbon paradigm". Numerous efforts and activities have been aimed at decreasing the negative impact of increased CO<sub>2</sub> emissions on the global level, which is purported by all the adopted strategies and mitigation measures. One of these strategies implies the so-called low-carbon future, which is aimed at decreasing the CO<sub>2</sub> emissions by using innovative solutions or renewable sources of energy, in order to stimulate further economic growth which would be primarily based on clean technologies. Concept of tourism with low CO<sub>2</sub> emissions represents a new mode of travelling which provides tourists with added value in terms of their tourist experience, but it also ensures higher social, economic and environmental benefits. Seen from the global perspective, we are still looking for an optimal model for successful implementation of the concept of sustainable tourism based on principles of low-carbon tourism.

Bearing in mind the significance of development of tourism, as the dominant branch of economic development, as well as dedication of Montenegro to sustainable tourism based on principles of low-carbon tourism and protection of environment, concept of developing green/sustainable tourism based on principles of low-carbon development is starting to represent an innovative approach, which has a bright future in Montenegro. It is precisely because the importance of development of the concept of low-carbon tourism was recognised in Montenegro that the UNDP initiated a research on low-carbon tourism in Montenegro in 2015 ("Survey on Low Carbon Tourism in Montenegro"-LCT 2015), which was repeated in 2017. Subject of both research processes were three target groups: (1) domestic and foreign tourists who visit Montenegro during summer tourist season, (2) tourism industry – hotels, private accommodation, tourism agencies and rent-a-car agencies and (3) state and local institutions and civil society organisation in the area of tourism in Montenegro. Research carried out over the 2-year period tracked perception of the interviewees and the possibilities for development of low-carbon tourism in Montenegro by following development of offer and demand for low-carbon products and services, in order to finally be able to get data useful for destination marketing management from the results, to the end of developing a new offer, i.e. development of new branch of tourism – sustainable tourism based on principles of low-carbon development.

Research results from 2015 indicated that the tourists, as well as the tourism practitioners, are generally not sufficiently informed about the very notion of low-carbon development, and that the general perception in 2015 was that Montenegro represented a synonym for untouched nature whereby this concept could be developed in the future. Additionally, key research results from 2015 indicated that the barriers in the areas of development of low-carbon tourism lie in the lack of the amount of information which individuals and entities have regarding this topic, lack of interest of all the actors in the tourism sector, insufficient number of facilities which have environmental certificates, as well as lack of financial stimuli aimed at developing the concept of low-carbon tourism in Montenegro.

Still, in the period from 2015 to 2017, significant breakthroughs were made due to engagement

of the UNDP and competent institutions in order to domesticate the idea of tourism based on principles of low-carbon development in Montenegro. The efforts made by the UNDP towards promoting the concept of low-carbon development, and benefits which Montenegro could achieve upon further development of sustainable tourism based on principles of low-carbon development, gave positive results, which was recognised in the research performed in 2017.

This is affirmed by the significant increase in all the indicators, such as the number of facilities which have environmental certificates, increase in the number of investment funds dedicated to energy efficiency of facilities, increase in the number of entities who calculated their carbon footprint, familiarity of tourists and tourism practitioners with climate change and the low-carbon tourism model.

Results from 2017 are a confirmation of the continued work on promotion of the concept of low-carbon development of tourism through campaigns such as "Reduce your carbon footprint" and "Turn off your engine", promotion through various media, fairs and festivals such as: Lake Fest, Southern Soul Festival, City Groove, Djeca radost, Green Montenegro Film Festival, and by distributing promo material (Inflight Luxury Magazine Montenegro Airlines), as well as via various web pages and portals.

Based on the results obtained during both years of the research, and with the aim of checking success indicators for development of low-carbon tourism for the two-year period, the following assumptions represented the basis for this process:

- **Montenegro has prerequisites for successful development of green/responsible tourism based on principles of low-carbon development.**

Namely, research from 2015, and especially research from 2017 indicates that it is precisely the attributes of low-carbon tourism that the tourists who visit Montenegro recognise in the country. Therefore, tourism practitioners deem that the key motive why tourists come to Montenegro is the untouched nature (79%), quality of accommodation (38%), quality and diversity of services (38%), while tourists have a similar attitude and they state that their main reasons for choosing Montenegro as a vacation destination are: quality of accommodation (58%), quality of food (48%) and untouched nature (46%). Since data shows that up to 92% of interviewees declared that they would visit Montenegro again in 5 years, it purports the fact that tourists gladly come back to the destination and that, considering tourists' perception which supports development of sustainable tourism based on principles of low-carbon development, it is exactly this perception that should be analysed in more details in the future and used in order to design a model for development of low-carbon tourism on national and local level.

- **Tourists' and tourism practitioners' awareness about the importance of decreasing the impact of CO<sub>2</sub> from the sector of tourism on climate change is raising.**

During the two-year period, there was a raise in tourists' and tourism practitioners' awareness about the importance of decreasing the impact of CO<sub>2</sub> and tourism on climate change. Namely, up to 79% of tourism practitioners deem that climate change has a vast impact on development of tourism. On the other hand, research among tourists indicates that the tourists are, to some extent, familiar with the issue of impact of climate change on tourism, which is purported by data that 59% of them consider that they have the basic information about the issue of climate change. Tourists and tourism practitioners have a shared attitude that the condition of the environment in Montenegro is improving, while, on the other hand, they emphasise that the problem of waste disposal remains unsolved.

- **Tourism industry in Montenegro is very much interested in environmental certification and creating space for opening new markets for eco-sensitive tourists.**

LCT 2017 shows that there was a gradual increase since 2015 in terms of the number of environmen-

tally certified facilities in Montenegro, whereby 6,3% of accommodation representatives introduced environmental certificates. It is encouraging to have information that 42% of those who have not implemented environmental certificates in their facilities are interested in implementing them in the future (by implementing EU Ecolabel or Travelife certificate), which may be ascribed to the results of the UNDP's intensive campaign in the field of introducing environmental certification in accommodation facilities.

It is interesting to know that 31% of tourism practitioners in 2017 introduced some sort of novelty in their tourism offer, in line with the spirit of sustainable tourism based on principles of low-carbon development, while 32% consider that introducing environmental certificate does not require significant financial resources because owning the certificate leads towards saving expenses and achieving better sales of the capacities. On the other hand, 50% of tourists who were a part of this research were interested in staying in environmentally certified accommodation, which represents one of the signals that the topic of low-carbon tourism shall be approached systematically in the upcoming period.

It may be seen that tourism industry in Montenegro is aware that following the principles of low-carbon development is going to be an innovative leap in tourism development. This may be concluded from data showing that 69% of tourism practitioners deem that investing in development of green, eco, sustainable low-carbon tourism products and services is going to attract wealthy tourists from the developed countries and that, by investing and developing low-carbon capacities, Montenegro is going to achieve long-term benefits. There is also a high percentage of people who deem that it is precisely the sustainable tourism based on principles of low-carbon development that should become the strategic branch of tourism development on the local level (65%).

- **Investments in energy efficiency projects are increasing.**

Bearing in mind the fact that CO<sub>2</sub> is dominantly emitted due to use of electrical energy in hospitality facilities, the research also included the aspect of investing into projects for increasing energy effectiveness. LCT 2017 indicates that the costs of electrical energy are dominant in the segment of total costs during summer tourist season. Investments in energy efficiency projects were marked by growth in 2017, compared to 2015, whereby more than 70% of business entities invested up to 50.000 EUR in projects related to aspects such as insulation of walls, windows and doors, as well as in lighting systems.

- **The number of tourists and tourism practitioners who are familiar with the term “carbon footprint” and the ones who have calculated their carbon footprint is increasing.**

Percentage of tourists who have calculated their carbon footprint increased in 2017, compared to 2015, and it is 16%. On the other hand, there have been positive signs of progress in terms of tourism practitioners, which is supported by data that 11% of them have calculated their carbon footprint. The abovementioned numbers show a modest increase over the observed two-year period, but they also indicate that the campaigns and educational incentives aimed at raising awareness about human impact on environment and the possibility of reducing individual's carbon footprint shall be continued in the future period. Institutions which were a part of the research deem that carbon footprint can be reduced through development of bus and coach transport system which would use alternative types of fuel, additional development of the corresponding traffic infrastructure and alternative modes of transportation, and by applying a more resourceful means of using renewable energy sources, as well as by implementing energy efficiency measures.

- **Key barriers for developing sustainable tourism based on principles of low-carbon development are recognised in lack of incentive measures and lack greater support from the institutions and organisations in the area of tourism.**

Strategic commitment, clear vision and model for development of tourism based on principles of

low-carbon development, both on national and local level, would be a leap forward in terms of competence and acceptance of the concept by the tourism practitioners. Lack of financial incentives for development of sustainable tourism based on principles of low-carbon development represents the key challenge tourism practitioners are faced with, which leads to lack of interest in terms of making changes aimed at development of green services. Lack of synergy between institutions on national and local level, in terms of promotion of sustainable tourism based on principles of low-carbon development, is also recognised as one of the barriers. Still, on the other hand, the fact that National Tourism Organisation of Montenegro and local tourism organisations are showing a significant amount of interest in its special promotion, is of great importance. Thus, institutions deem that further development of sustainable tourism based on principles of low-carbon tourism should primarily be based on valorisation of potential of the hinterland of the Montenegrin seaside, as well as on integrating offers of the South and the North, with special emphasis on protected areas.

LCT results from 2017 indicate that, during the two-year period, Montenegro made a significant improvement in understanding and adopting the concept of sustainable tourism based on principles of low-carbon development, and that over the course of its further development, continuance of institutional support and a wholistic system approach, i.e. acknowledgement of this type of tourism as a development potential in the upcoming years are mandatory.

Namely, obvious increase of indicators of the development of the idea of low-carbon tourism represents a sufficient signal and the critical point at which it is necessary to make a move from the model of promotional campaigns aimed at raising awareness or introducing environmental certification into accommodation facilities to a new level of support which would be systematically defined on the national level through a more intensive acknowledgement of the measures for development of sustainable tourism based on principles of low-carbon development in strategic documentation for development of tourism and implementation action plans.

On the other hand, local self-governments are the key subjects which should, among other things, base their future economic development on the principles of low-carbon development by including sustainable tourism based on principles of low-carbon development into the local development plans, thus stimulating the local tourism industry to develop its offer within the realms of green and environmentally responsible spirit.

## II RESEARCH METHODOLOGY

With the purpose of achieving facilities defined by the project assignment, LCT 2017 research methodology was based on the methodology of the same research which was carried out in 2015, with the main aim of achieving comparability of data. Methodology was developed on the basis of the field research carried out on the sample of 1.000 domestic and foreign tourists in six municipalities from the Montenegrin seaside and in Cetinje during the tourist season, as well as the research among tourism practitioners (hotels, apartments, tourism agencies and rent-a-car agencies) which was performed on the sample of 100 interviewees in six municipalities from the Montenegrin seaside, Cetinje and Podgorica. Additionally, in-depth interviews with the total of 20 representative of institutions, local tourism organisations, civil society organisations in the field of tourism and environmental protection in Montenegro were carried out within this research.

### III DEVELOPMENT OF LOW-CARBON TOURISM

Development of tourism represents a continued process characterized by heterogeneity and constant need for new forms of organisation and new offer in line with global trend and challenges. Some of the today's global challenges are climate change and global warming. Upon recognition of individual contribution of all the countries to the gas emission with the greenhouse effect, and thus climate change, a new global climate agreement (Paris climate agreement), which represents the basis for a long-term fight of all the member countries against climate change, was adopted at the 21<sup>st</sup> United Nations Climate Change Conference. By signing the 2015 Paris climate agreement, 190 world countries obliged to take actual steps towards decreasing CO<sub>2</sub> emission. "According to scientific estimates, emission would have to peak by the time when 2020 Paris agreement enters into force, and it should then have a sudden decrease in order to achieve the global goal for limiting the warming to up to 1.5°C or below 2°C" (Smith S., WWF 2017).



---

Climate Change Performance index for 2017 (CCPI) indicates that, despite the generally actual trend of decreasing CO<sub>2</sub> emissions globally, the signatories to the Paris Agreement have still not reached the "very good" category within the CCP index. For the first time in the last five years, Denmark is not on the first place in terms of decreasing emission, while Croatia and Portugal are the only countries which made a progress in 2017 by improving from the category "medium" to the category "good" (Climate Action Network, 2017).

On October 11<sup>th</sup>, 2017, Montenegro ratified the Paris Agreement on Climate Change, thus obliging the country to reduce emission of harmful gases which produce the greenhouse effect down to 30%, and this is the requirement that Montenegro has already met. This represents a significant step in the concept of further development of tourism since it represents the dominant strategic branch of economic development of Montenegro in its totality.

From a global perspective, tourism and traveling sector represent some of the fastest growing branches of industry. This is indicated by data that the direct contribution of the travel sector and tourism to GDP increased by 3,1% in 2016, and it is expected that participation of the tourism sector in GDP will have an annual increase rate of 3,9%. Predictions indicate that, by 2027, tourism sector will generate more than 380 million work positions globally (WTTC, 2017).

Tourism sector affects increase of GDP both directly and indirectly, which is the case for Montenegro as well. For the period from 2010 to 2016, the **rate of participation of tourism sector in Montenegro's GDP had a constant growth trend**. Considering multiplicative effects generated by the tourism sector and projections until 2027 regarding creating new work positions, analysis indicates that the tourism sector will enable creation of around 40.000 work positions, either directly or indirectly, and this will represent 20,4% of the total number of the employed in Montenegro (WTTC, 2017).

Economy on global level is entering the era dedicated to low CO<sub>2</sub> emission, while low-carbon tourism represents the response to the newly-created paradigm and it makes one of the bases for future development of the concept of sustainable tourism. According to the presented data and projections, tourism sector brings new chances and challenges along with its fast-paced tempo. Key challenges are recognised in limited capacities of the existing infrastructure in the rapidly-growing destinations, such as Montenegro, which leads to developing additional pressure affecting the condition of the environment. Thus, regarding the future concept of destination and tourism development in general, it is mandatory to consider the new, innovative approaches to tourism development, such as development of sustainable tourism based on principles of low-carbon development, i.e. low-carbon tourism.

Both globally and in Montenegro, challenges during development of low-carbon tourism come down to the following aspects:

- Having enough information and a good understanding of the subject matter among tourism practitioners, employees in state and municipal institutions and tourists;
- Access to adequate sources of funding as well as technical support – new technologies and new energy solutions require financial and technical support. If low-carbon tourism is recognised as the branch of tourism which should be developed, it is necessary to ensure adequate financial resources which would enable further realisation, especially bearing in mind the willingness of 67% business entities to provide further investments in order to reduce the impact of their business on the environment.
- Additionally, in order for business entities to be able to implement investment projects which contribute to reduction of carbon footprint, it is necessary to ensure technical support for preparation of technical documentation and implementation of specific activities: procurement, installation, maintenance, etc.
- The best available technology – it is necessary to insist on implementation of “green energy”, using technologies which do not harm the environment and save energy, using cars with low-carbon emission, using materials which do not cause pollution, technologies which enable re-use of waste. It is necessary to pay special attention to this segment. A positive trend regarding this aspect was recognised in Montenegro, which is purported by data that, compared to 2015, more and more business entities are implementing measures which reduce carbon footprint and lead towards energy saving – measures for energy efficiency or saving water, and the fact that the number of business entities familiar with the measures which can lead towards reducing carbon footprint has been becoming increasingly higher. This is the result of numerous activities implemented by the UNDP in the area of promotion of idea of sustainable tourism based on principles of low-carbon development in Montenegro over the past two years.

Additionally, according to opinion shared by all the participants in the research, one of the key challenges Montenegro is facing is the long-term matter of solving the issue of waste disposal, whereby the use of innovative technologies would have a significant impact on decreasing the carbon footprint.

- Scientific planning – it is not sufficient to only make the decision about moving to low-carbon tourism, considering that achievement of that goal is integrally related to an array of other goals. On the other hand, it can interfere with some other development goals. Thus, it is necessary to make a plan for integrating tourism offer, industry and resources. Research results from 2017 point at the need for a systemic approach in future development and application of concepts of low-carbon tourism in Montenegro, which will be based on a clear strategy and be recognisable in the key plans in the area of tourism through activities and projects which lead towards improvement and further promotion across the whole country.
- Low-carbon infrastructure – in most cases the infrastructure which affects further development of green services related to food, accommodation and shopping is not adequate, and it thus affects further development of low-carbon tourism.

When comparing 2017 to 2015, it is clearly noticeable that there was an improvement in terms of sustainable tourism based on principles of low-carbon development in Montenegro, which is shown by numerous indicators showing an increase in percentage of degree to which individuals and entities are familiar with the notion and services offered, the number of environmentally certified hotels, and new measures which business entities implemented with the aim of decreasing their carbon footprint. Additional improvement in 2017 is the fact that interest for further development was recognised among all the participants, as well as profiling of this offer as a special segment of tourism and promotion of offer on national and local level. On the other hand, it is undisputable that legal and strategic solutions which are adopted on the national level should create prereq-

uisites and provide guidelines for incorporation, development and application of the concept of sustainable tourism based on principles of low-carbon development in Montenegro.

It is significant to emphasise that, when compared to period from two years ago, apart from an increase in the degree of familiarity and sufficient amount of information about low-carbon tourism and carbon footprint, there was no positive change among tourists in 2017 in terms of willingness to allocate more financial resources, as part of the existing price of package deals or plane tickets, for financing green projects which would contribute to decreasing carbon footprint during their stay in Montenegro.

Even though there are prerequisites for defining this tourism offer, *there still does not exist a diversified offer for low-carbon, ecotourism, i.e. green tourism within the key strategic documents on the national level, even though the abovementioned offer clearly exists as part of the wider tourism offer in Montenegro. Considering that there has been an improvement in terms of familiarisation with the concept of low-carbon tourism, it is the right time for establishing the concept in the strategic form on the state level, which would direct the road of development of this type of tourism in Montenegro, but it would also bring about an inter-institutional link between activities in order for this type of tourism to be developed both on national and local level.*

## IV TOURISTS' ATTITUDES

*Montenegro has taken the road towards decreasing carbon footprint in tourism, as part of its endeavour towards not only being recognised as an exceptional vacation destination, but also towards responding to climate change (UNDP, Montenegro).*



## 4.1. Visiting Montenegro

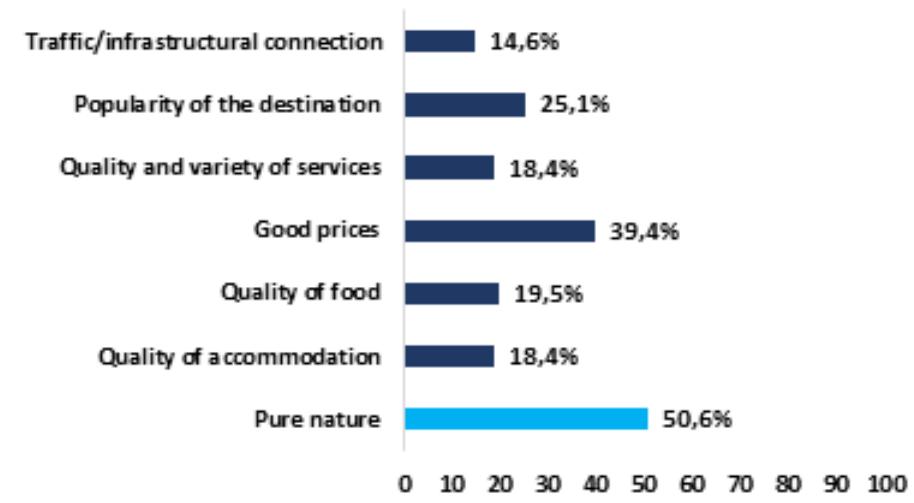
### Tourists' characteristics and habits 2015-2017

Target group of tourists which was a part of the research during summer tourist season 2017 was comprised of domestic tourists from Montenegro (50%) and foreign tourists (50%). Among the foreign tourists, the most dominant proportion of them came from Serbia, Russia, Bosnia and Herzegovina, Great Britain, France and Germany. Younger population of tourists, up to 35 years of age, was the dominant group (58%), while gender distribution was equal. Tourists who were a part of the research were mostly employed or self-employed (81%), while 88% of them had average monthly household income up to 3.000 EUR.

Compared to 2015, it can be noticed that, according to proportion, tourists from Serbia and Russia are still dominant, *but the structure of foreign tourists is changing to the advantage of tourists coming from West Europe*, gender structure was balanced in 2015 as well, while the number of employed or self-employed tourists who visited Montenegro in 2015 was lower, as well as the percentage of wealthy tourists which was also lower, compared to 2017.

Key reasons why tourists chose Montenegro as their summer holiday destination in 2017 were: *quality of accommodation, food quality and untouched nature*, unlike in 2015 when their reasons for visit were untouched nature, affordable prices and accommodation facilities.

**Graph 1:** Why you choose Montenegro as your holiday destination 2015



**Table 1:** Why you choose Montenegro as your holiday destination 2017

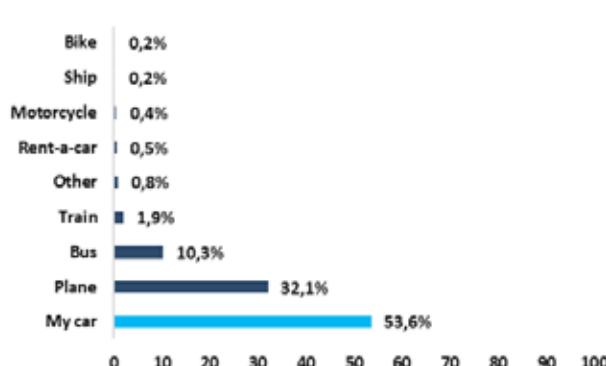
	Most important	Somehow important	Not that important	Least important
Pure nature	46	32,7	20,1	1,1
Quality of accommodation	58,4	37,5	4	0,1
Quality of food	48,2	44,6	6,8	0,4
Good prices	55	35,7	8,4	0,9
Quality and variety of services	44,5	44,2	9,3	2
Popularity of the destination	36,1	39,6	17,5	6,8
Traffic/infrastructural connection	38	41,6	14	6,3
Summer music, movie, fashion festivals, New Years Eve	18,1	31,6	27,5	22,8
Other	11,6	15,7	1,5	71,2

### Choosing Montenegro as the holiday destination

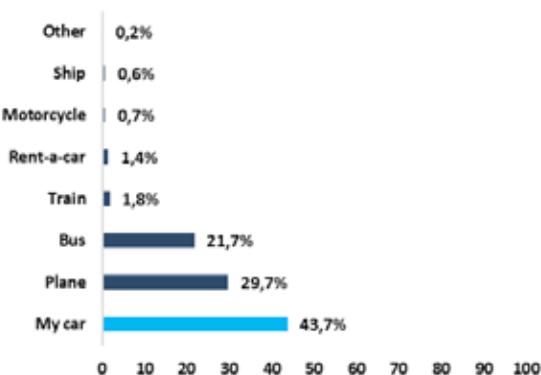
- Quality of accommodation, affordable prices and untouched nature are the three key deciding factors for choosing Montenegro as the summer tourist destination.
- Tourists decide to visit Montenegro based on their friends' recommendations and information obtained via the Internet.
- Social networks and online tourism agencies are the primary sources of informing via the Internet.
- Tourists most often visit Montenegro with their family members, while, on average, during 2017 summer season they spent 8 days on their holiday in Montenegro
- Up to 92% of interviewees are planning to visit Montenegro again in the following five years.

*Percentage of tourists who come to Montenegro by car increased by 10% in 2017, compared to 2015*, while percentage of the tourists who arrived in Montenegro via plane increased by 2% during the same period. It is indicative that the number of tourists who came to Montenegro by coach in 2017 decreased by 11%, compared to 2015.

**Graph 2:** Which type of transport you used while you arrived in Montenegro-2017



**Graph 2.1:** Which type of transport you used while you arrived in Montenegro-2015



**Passive tourism, as the dominant form of vacation during summer tourist season, was present both in 2015 and 2017**, whereby, during both seasons, sunbathing and swimming represented the main activities which the tourists performed during their stay at Montenegrin seaside. Thus, in 2015, tourists engaged in cruising, tours around historic monuments and national parks, while **in 2017 98% tourists who participated in the research wanted to engage in sunbathing and swimming activities, 22% wanted to visit the national parks, 19% wanted sports and recreation, and to visit cultural-historical monuments.**

Tourists who visit Montenegro deem that condition of the environment is improving with time, but they also point out that, both in 2015 and 2017, the **problem of waste represented the key challenge Montenegro faced during the summer tourist season, which should represent a signal to the institutions on state and local level in order to come up with a long-term solution for the problem with waste disposal.**

Tourists (domestic and foreign) most often stay in private accommodation (57%), while, if we only consider the category of foreign tourists, 56% of them choose hotel accommodation while visiting Montenegrin seaside. In terms of the percentage of tourists who choose hotel accommodation while staying in Montenegro, the most representative groups are tourists from Russia and Great Britain.

### **Transportation**

- Tourists mostly come to Montenegro by car (53%) or plane (32%). Foreign tourists mostly use planes as means of transport while coming to Montenegro (Great Britain, Russia and Germany), while a significant percentage of tourists from Serbia come by car (12%).
- Tourists use their own cars (54%) or rent-a-car (22%) for the purpose of getting around Montenegro.
- In their home countries, the tourists use public transportation services (66%), while, on the other hand, most of them did not use public transportation services, and 83% of them considered that there was no need for the said means of transportation during their stay in Montenegro.

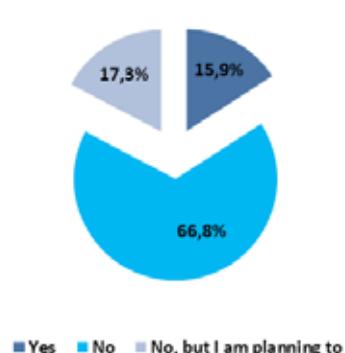
## **4.2. Carbon footprint**

*Carbon footprint represents the total amount of GHG emissions (greenhouse gases - gases which cause the greenhouse effect) which are produced either directly or indirectly by individuals, organisations, events or products. Carbon footprint is the measure of our impact on environment and climate change, and it is expressed in tonnes (or kilograms) of CO<sub>2</sub> equivalents.*

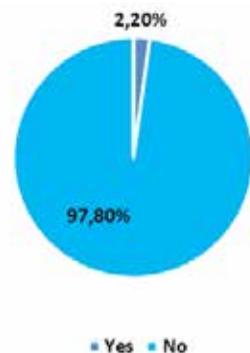
Research among tourists regarding their familiarity with climate change and global warming shows that tourists are somewhat familiar with this issue, which is purported by data that 59% of them consider that they have the basic information about the climate change problem.

Analysis of foreign tourists by their home country shows that the highest proportion of tourists included in the research, out of those coming from Serbia, deem that they are completely or insufficiently familiarized with the problem of climate change and global warming. The same applies regarding their familiarity with measures for reducing the carbon footprint, whereby up to 84% of the tourists who participated in the research were not familiarised at all or were not familiarised to the right extent with the measures for reducing carbon footprint.

**Graph 3:** Have you ever calculated the carbon footprint of your business-2017



**Graph 3.1:** Have you ever calculated the carbon footprint of your business-2015



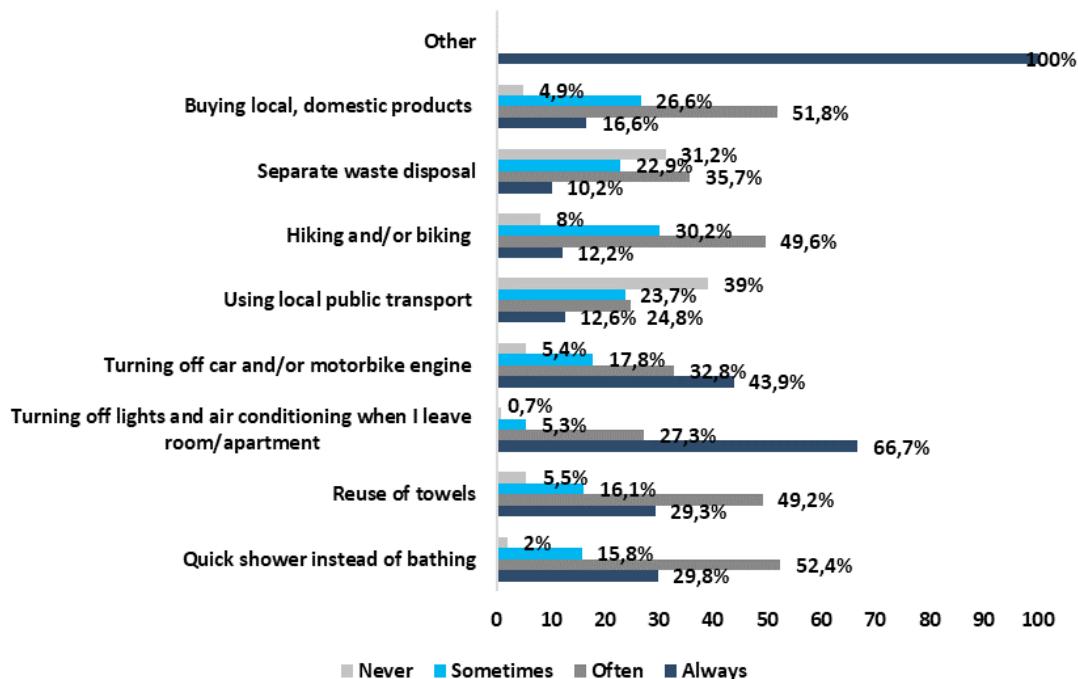
In terms of the measures taken by them personally in their home/home country, in order to reduce their adverse impact on nature, the highest proportion of them always turn off the lights and AC when leaving a room (60%), while a high proportion of them often walks or rides a bicycle instead of using the car (54%). On the other hand, key activities which they do during their stay in Montenegro, and which are aimed at decreasing the adverse impact of an individual on nature, are also related to turning off the lights and AC while leaving a room (66%), as well as saving water – taking quick showers instead of taking a bath (52%), which leads to conclusion that the tourists who visit Montenegro apply their habits in terms of decreasing adverse impact on nature even during their stay in Montenegro.

Familiarity of tourists with calculating carbon footprint shows that 67% of them have never calculated their carbon footprint, while the percentile representation of 16% of them who have calculated it indicates that the number of those who have calculated their carbon footprint was increasing gradually in 2017, compared to 2015. From the perspective of gender structure, it is indicative that female interviewees have more experience in terms of calculating their carbon footprint, and that the group with highest proportional representation are the tourists between 25 and 35 years old. When referring only to tourists who come from Montenegro, there are 20% of them who are intending to calculate their carbon footprint, although they have not done it yet. Those tourists who have had a chance to calculate their carbon footprint used websites for getting those calculations, and they mostly came from Serbia, Russia, Bosnia and Herzegovina and Great Britain.

Familiarity with the measures for decreasing carbon footprint was almost equal among male and female interviewees, whereby the highest percentage of them belonged to the age group between 25 and 35 years, and most of them were foreign tourists, primarily coming from Russia, Serbia and Bosnia and Herzegovina. When taking into account the measure of “taking quick showers instead of taking a bath” with the aim of saving water, this attribute was characteristic of tourists from Great Britain, Russia, Bosnia and Herzegovina, Serbia and Croatia, or rather, of the male interviewees who belong to the age group between 25 and 45 years of age. On the other hand, if we take into account the measure of “reusing a towel”, then the tourists who engage into this activity are highly educated male interviewees, aged between 25 and 35, coming from European countries.

Finally, when taking into account the measure of “turning off lights and AC while leaving a room or an apartment”, this is mostly the habit of both male and female interviewees equally, highly educated tourists up to 35 years of age or foreign tourists coming from European countries (France, Great Britain, Sweden, Croatia, Germany, Belgium, Poland) and from the West Balkans. Walking or cycling are activities characteristic for tourists coming from Great Britain, Russia and France, whereby there is an equal proportion of male and female tourists, as well as employed people aged between 35 and 45.

**Graph 4:** Activities the tourists have done, or they plan to do during their stay in Montenegro,



### "Reduce your carbon footprint"

As part of the Project "Development of low-carbon tourism in Montenegro", which is being implemented by the Ministry of Sustainable Development and Tourism (MSDT) with the UNDP office in Montenegro, an initiative called "Reduce your carbon footprint" has started, and it provides tourists and hotels with an opportunity to learn how to calculate, reduce and compensate for their carbon footprint.

By using online calculators ([www.calculateco2.me](http://www.calculateco2.me), [www.izracunajco2.me](http://www.izracunajco2.me)), tourists and hotels can calculate their carbon footprint produced during to their trip and vacation, or due to their business, after which they can, if they want to, compensate for their adverse impact by making a donation for sustainable tourism projects in Montenegro.

Donation boxes, as well as tablets which have pre-installed web calculator, have been left at reception desks of the hotels which have responded to the initiative (Splendid, Porto Montenegro, Slovenska plaža, Palas, Castel Lastva, Residence, Tara, Budva, Amfora, Hotel Žabljak, Klinci Village resort-Luštica, Apartmani Utjeha, Ostojić konoba Suza Evrope), as well as at locations which have tourism organisations Bar, Budva, Kotor, Risan, Cetinje, Herceg Novi, Plav, Rožaje, Žabljak, centres for visitors of the National parks Lake Skadar and Lovćen, at the airports in Podgorica and Tivat and in the Regional park Piva – Plužine. Tourists and hotels can also make the donations online, via the Internet.

Source: UNDP, Montenegro

## 4.3. Environmental certification

Accommodation service providers in Montenegro are becoming increasingly more aware that the application of sustainable tourism principles and guidelines positively impacts satisfaction of visitors, employees and local community, as well as consumption of energy and water, waste reduction, and appreciation of tourists' feedback. Moreover, this leads towards an increase in awareness about the environmental and social impact of accommodation facilities and makes them work on implementation of the principles of sustainability, both in management and in business. Thus, availability of green and responsible hotels is constantly increasing, with or without certification plans.

### Environmentally-certified accommodation

Tourist preferences (both domestic and foreign tourists) in terms of their interest in environmentally-certified accommodation which do not "invade" the environment are pretty balanced. Namely, there are 48% of those who are interested in this type of accommodation, while 52% of interviewees have an opposite opinion. The highest degree of interest for environmentally certified accommodation is expressed by tourists from Russia, as compared to the tourists from Serbia. The highest proportion of foreign tourists who have calculated their carbon footprint are interested in environmental certification (87%) and they would be ready to allocate additional financial resources for that type of vacation (71%), thus they would be willing to pay up to 10% of the current price of package arrangement or plane ticket in order to contribute to financing the green projects in that way (72%).

The number of both domestic and foreign tourists who would be interested in choosing environmentally certified accommodation or pay extra to contribute to further development of green tourism by using services in that area is rather even. Additionally, tourists from Russia are predominant among 41% of the tourists who would be willing to allocate more financial funds within the current price of the package arrangement or plane ticket in order to use those funds for financing green projects which would contribute to reducing carbon footprint in Montenegro. Compared to the group of interviewees who would be willing to pay extra, 80% of them would be ready to add the extra 10% to the current price of the arrangement or plane ticket.

Tourists from Russia mostly belong to the group who would be willing to add the 20% to the current price of the arrangement or plane ticket. The presented data indicate that *the necessary actions in the upcoming period include further support to the development and promotion of green accommodation, as well as emphasizing the provided offer which could become a brand of its own kind, making Montenegro recognisable as a green destination.*

## 4.4. Turn off your engine – reduce pollution

Uninterrupted engine operation causes emission of toxic chemicals, gases and dry bulk particles into the air, thus contributing to creation of smog, acid rain and making an impact of global climate change. Inhaling toxic gases produced by cars causes asthma, allergies, other respiratory issues, cardiovascular and other diseases. Kids are especially sensitive to air pollution because they breathe faster, and they inhale up to 50% more air per kg of body weight than the grownups. (Source: <https://www.epa.gov/>)

In total, 82% of domestic and foreign tourists included in the 2017 research, own or drive a car. Most tourists use diesel cars (56%), while a mere 3,6% own an electric or hybrid car, which was predominantly the case for tourists from Russia and Great Britain.

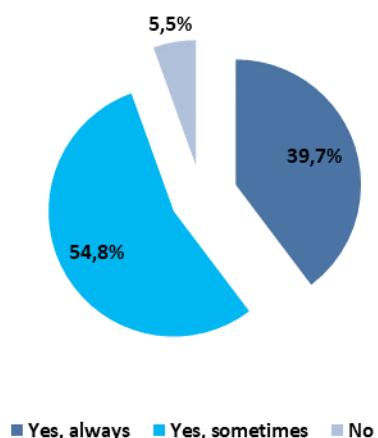
In terms of the habits regarding turning off car or motorcycle engines while waiting, 55% of interviewees turn off their engines occasionally, whereby male interviewees are dominant among this group, as well as foreign tourists, as compared to domestic tourists. In regard to tourist from

Montenegro, 38% of them declared that they always turn off their vehicle engines while waiting, while 54% of Montenegrin tourists do that from time to time. Analysis of other categories of tourists showed that the highest percentage of those who have stated that they always turn off their engines while waiting in traffic come from Russia (65%).

#### Campaign ‘Turn off your engine’

„Turn off your engine“ is a joint initiative of the UNDP and the Government of Montenegro, which was implemented through the project “Development of low-carbon tourism“ in order to decrease the unnecessary emission of toxic gases produced by cars while the vehicle is not moving. This campaign is used as means of informing the public about the negative impacts of exhaust gases produced by cars on the environment and health, as well as actions which can be taken in order to mitigate those effects. This campaign prompts all the drivers to turn off their engines at idle speed, i.e. if they are waiting in their vehicle, in front of a school, and while being idle close to other common areas characterized by traffic jams, thus causing a higher concentration of exhaust gases. This is a campaign which has an impact on changing the habits and behaviour of drivers, contributes to decreasing the level of air pollution, which is generated as a consequence of exhaust gases generated by cars which are not moving.

**Graph 5:** Do you have a habit to turn off your car or motorbike engine while waiting- 2017



## V ATTITUDES OF BUSINESS ENTITIES IN THE AREA OF TOURISM

### 5.1. Characteristics and habits 2015-2017

Hotel and private accommodation, tourism agencies and rent-a-car agencies represent the core subjects of Montenegrin tourism offer. By encompassing 100 tourism practitioners (50% of which were made up by hotels) in six municipalities on the Montenegrin seaside, as well as in the old Royal capital Cetinje and the capital Podgorica, the research was aimed at determining the degree

of familiarity and direct involvement of these business entities in the field of implementation of measures which are leading towards decreasing the carbon footprint, such as improving energy efficiency, using renewable energy sources, and involvement in the process of environmental certification.

Although passive tourism was still one of the main motives for coming to Montenegro in 2017, business entities are continually expanding their offer towards ensuring a more diverse content related to the cruising, organisation of eco-tours, cycling, wellness tourism, as well as different forms of active and cultural tourism, both on the South and North of Montenegro.

Business entities which were a part of the 2017 research increased the share of investments in measures leading towards energy consumption by additionally investing in insulation of their facilities, cooling and lighting systems, whereby 70% of them invested up to 50.000 EUR in different forms of energy efficiency during 2017. The same trend was present in terms of introducing environmental certification in their facilities, whereby 42% of business entities are planning to introduce some of the available environmental certificates (EU Ecolabel and Travelife are the certificates which may be implemented by using the financial and technical support provided by the UNDP) in the upcoming period, which is indicative of the positive effects of numerous campaigns implemented by the UNDP among business entities, with the aim of promoting environmental certification, as well as sustainable tourism based on principles of low-carbon development in Montenegro. The number of business entities which have calculated their carbon footprint is gradually increasing as well, whereby the proportion of such entities increased by 9% in 2017, compared to 2015.



#### **Business entities in tourism sector...**

- Average annual hotel occupancy rate is 66 days, while this rate for private accommodation is 54 days.
- Business entities most often promote their offers via web portals (TripAdvisor, Booking), while they most seldomly use website of the National and/or local tourism organisation.
- Apart from Montenegro, visitors most often come from the EU countries, while the rarest visits are from the South America.
- Apart from swimming and sunbathing, the most commonly offered services are in the area of wellness tourism and tours of cultural-historical monuments.
- Seasonality has a great impact on business for more than half of business entities which were involved in the research.
- Business entities support the idea of introducing the tourist loyalty card which the tourists could use to get discounts for their services in the amount from 5% to 10%.

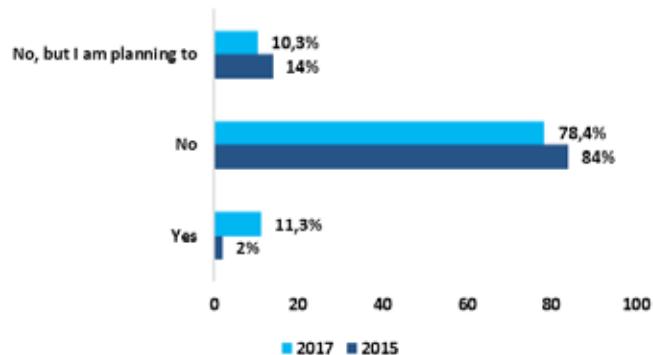
Opinions of business entities in the tourism sector regarding perception of the condition of environment in Montenegro are divided. The key reasons marked as indicative by the 50% who deem that conditions are non-satisfactory are illegal landfill sites, inadequate waste disposal, traffic jams and noise.

**Solving the issue of waste disposal is the key task which should be implemented in order to improve the condition of the environment in Montenegro**, as stated by 70% of the tourism practitioners, which represents an additional warning sign that the issue of waste disposal in Montenegro should be solved systematically in the long-term.

## 5.2. Carbon footprint

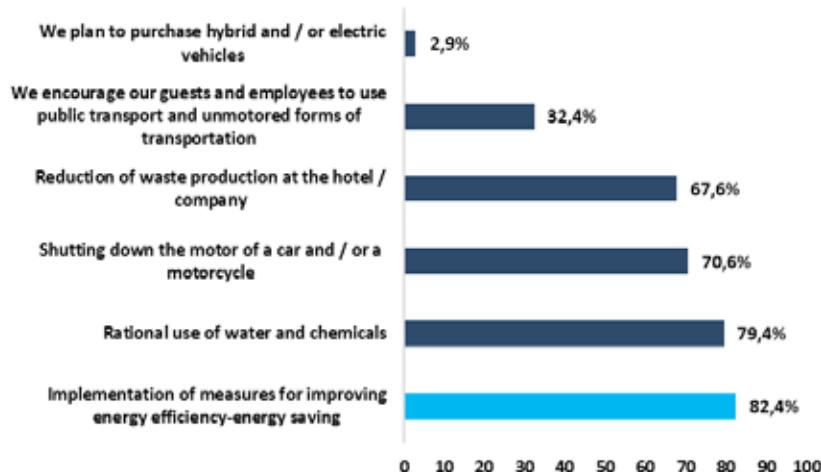
Significant impact of climate change on the development of tourism was recognised by 80% representatives of hotels, private accommodation, tourism agencies and rent-a-car agencies. Additionally, a significant share of interviewees deems that low-carbon, green/sustainable tourism should represent a strategic route in development of tourism in the municipalities on the seaside and in the central region.

**Graph 6:** Have you ever calculated carbon footprint for your business?



It may be concluded that tourism practitioners have the basic information about climate change and global warming, while the number of those who have calculated their carbon footprint is increasing, reaching up to 11% in 2017. Business entities mostly used [www.izracunajco2.me](http://www.izracunajco2.me) or [www.calculateco2.me](http://www.calculateco2.me) for calculating their carbon footprints. The need for continuing the campaign for raising awareness about the topic of low-carbon tourism and individuals' and industry's contributions to reducing carbon footprint in the upcoming period may be recognised in the given data. Among the ones who are implementing the measures for reducing their carbon footprint, business entities are the ones who most often implement measures for improving energy efficiency, such as rational use of water and turning off their car/motorcycle engines while they are in idle speed.

**Graph 7:** The ways in which business entities implement measures for reducing carbon footprint



Note: Possibility of giving multiple answers.

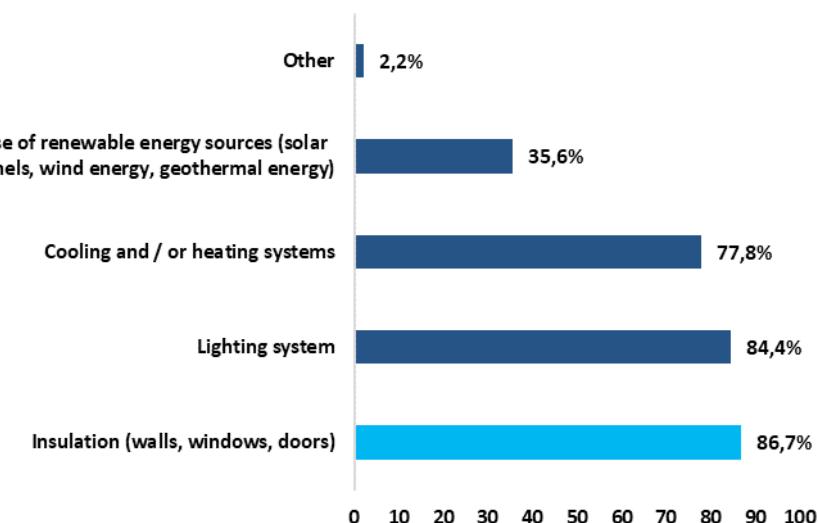
## **Willingness to reduce the impact of business on environment**

Out of the total number of interviewed business entities, 67% of them expressed willingness to invest additional funds in order to reduce the impact of their business on environment and reduce their carbon footprint.

### **5.3. Energy efficiency**

Data from LCT 2017 research indicates that costs for electrical energy are dominant compared to other costs, such as fuel, water supply or waste treatment. Thus, making investments in energy efficiency and projects aimed at energy consumption is imperative. Data showing that 62% of the total number of interviewed business entities invested in energy efficiency of their facilities in 2017 indicates that the business entities have recognised the importance of investing in improving energy efficiency. Compared to 2015, there was an increase in awareness about that significance of investments, whereby the most investments in 2017 were made towards improving insulation (walls, windows and doors) as well as lighting systems.

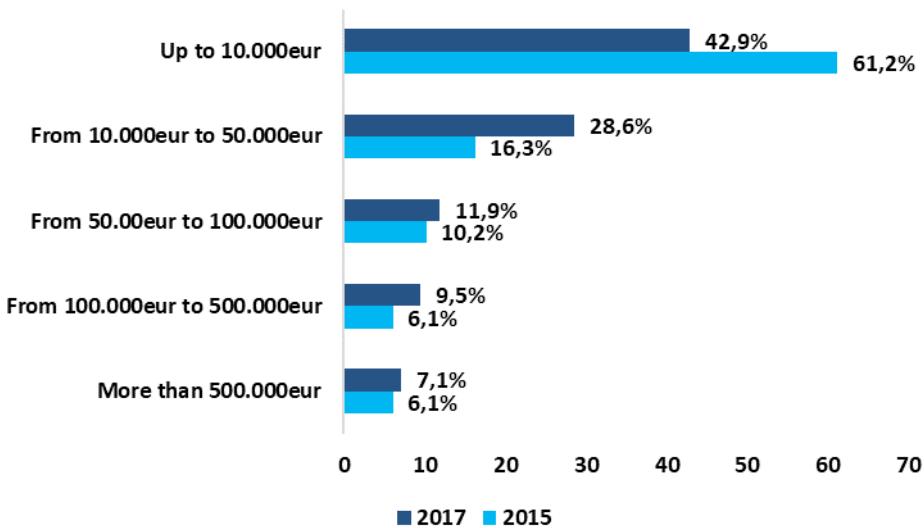
**Graph 8:** The ways in which business entities increased energy efficiency of their facilities during the period from 2015 to 2017



Interviewees engaged in hospitality industry recognise sustainable development and energy efficiency as the road towards achieving balance between optimal guest experience and properly implemented hotel energy management system. Out of the total number of the interviewed business entities, 67% of them expressed willingness to provide further investments to reduce the impact of their business on environment and climate change.

More than 70% of business entities invested 50.000 EUR in energy efficiency projects in 2017. Around 80% of the business entities which invested funds into energy efficiency deem that they achieved partial savings.

**Graph 9:** What was the amount of investment in energy efficiency

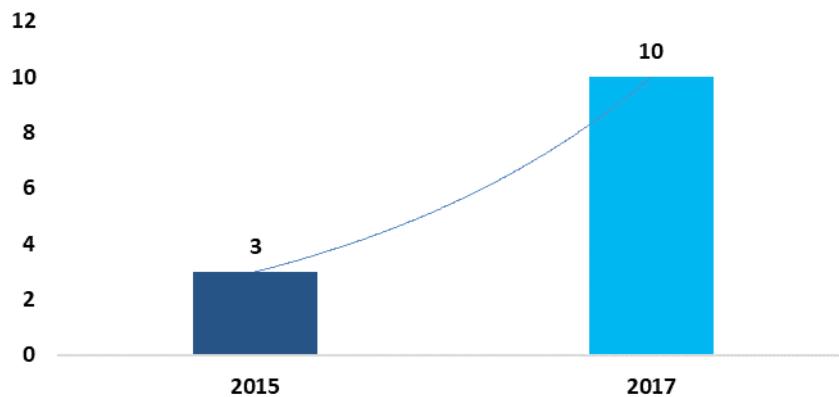


## 5.4. Environmental certification

### Environmental certification in business

A relatively small percentage of business entities introduced environmental certificates into their business in 2017, even though the increase in the number of hotels which introduced environmental certificate during the period from 2015 to 2017 is obvious (from three to ten certified facilities). Business entities which introduced environmental certificates in their business deem that it will improve their business either fully or to some extent.

**Graph 10:** Number of environmentally-certified facilities



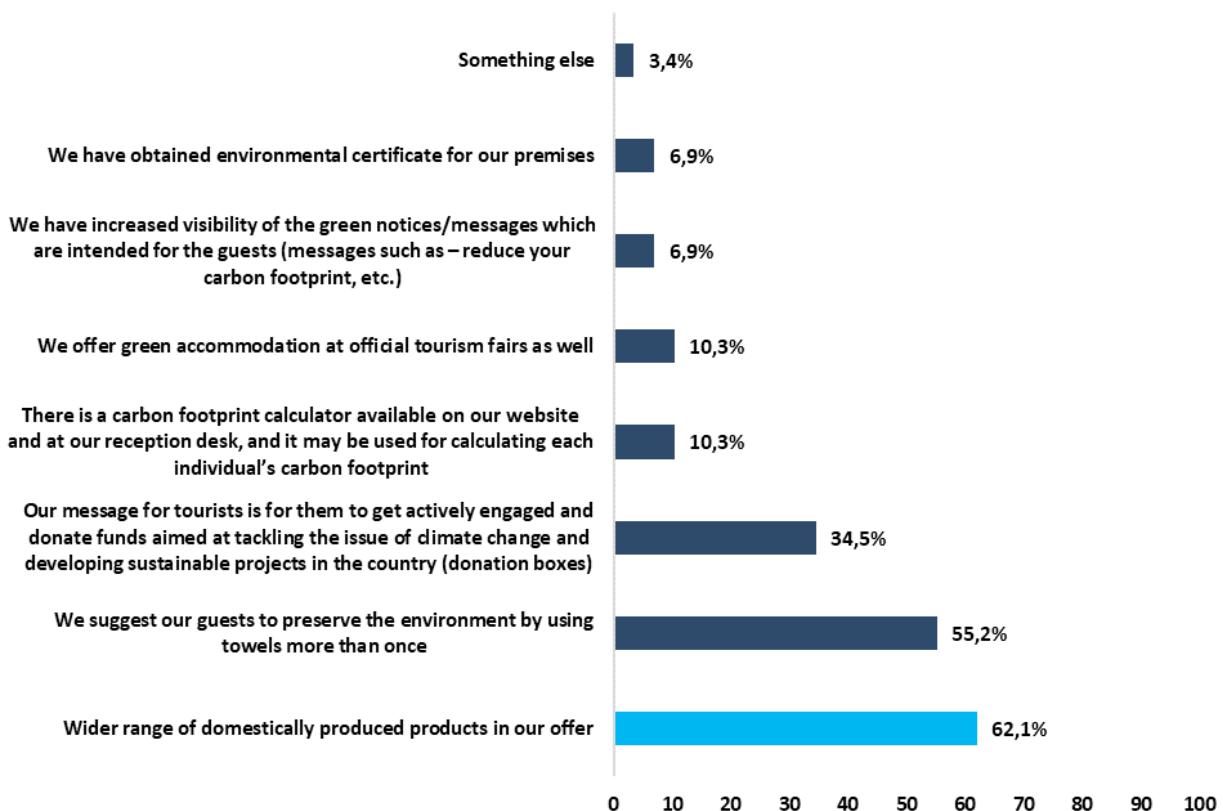
The question “why business entities do not want to introduce environmental certificate” was posed to the business entities who do not plan to introduce that kind of certificate (51%). Lack of financial resources, as well as the lack of need, were stated as the most common reasons for this decision. It is interesting to mention data that the uncertainty in terms of Return on Invest-

ment represents one of the reasons why business entities deem that environmental certification requires significant financial resources. It is clear that there is a need for taking further actions in terms of keeping individuals and entities informed about the benefits ensured by environmental certification to business entities.

### **Tourism offer in tune with low-carbon tourism**

Although the highest percentage of business entities (68%) has not introduced any novelties in tune with green/sustainable low-carbon tourism, the following categories stand out among 32% of the ones who have introduced some novelties: food offer produced as part of domestic breeding, reduced use of towels, sharing messages about donating funds for fighting against climate change with tourists.

**Graph 11:** Novelties introduced by members of the industry into their tourism offer, in tune with eco, green, sustainable tourism



In terms of support programmes of incentive measures which would support members of the industry to invest in green or sustainable projects in the tourism sector, it is indicative that 72% of them deems that those incentives are present, even though they did not specify any particular funds.



### How can we reduce traffic jams during summer tourist season?

Making investments towards road infrastructure, such as building gangways, detours, roundabouts and bike paths are some of the proposed modes for reducing traffic jams during the season. These suggestions are supported by data that the highest percentage of tourists who visit Montenegro use their car, rent-a-car services, or some public transportation services during their stay in Montenegro, while the smallest proportion of tourists uses bicycles, waterway transport or a motorcycle during their stay in Montenegro. Additionally, 35% of interviewees used public transportation services, while the ones who did not use it stated that some of the key reasons for their decision not to use the public transportation services during their stay in Montenegro were lack of need, lack of information and irregularity.

## 5.5. Turn off your engine – reduce pollution

Out of the total number of rent-a-car agencies which were a part of the research, half of them have up to 10 vehicles in their fleet.

Diesel cars are mostly used for transporting passengers (53%). On the other hand, 38% of business entities have expressed willingness to invest in means of transport which can run on environmentally-friendly and alternative fuels to attract more travellers/tourists who are oriented towards low-carbon tourism, and their investment would amount to 14% of the current annual fuel expenditures. Lack of financial resources, as well as incentives by the local self-governments are some of the key challenges for investing in new vehicles.



Regarding the habits related to turning off car or motorcycle engines while they are waiting at gas stations, in front of schools, malls, up to 49% of interviewees state that they always turn off their engines, while 36% of them do that from time to time. The basic assumption which has an impact on data that the percentage of individuals who turn off their engines is high, is the fact that it is prohibited to have the engines running while the vehicle is idle at a gas station.

## VI LOW-CARBON TOURISM FROM THE PERSPECTIVE OF INSTITUTIONS

One aspect of LCT 2017 research was dedicated to attitudes of competent state and local institutions, national and local tourism organisations, educational institutions, as well as to the civil sector in tourism and protection of environment, thus in-depth interviews with 20 representatives of relevant institutions were conducted.

Key results of 2015 and 2017 research indicate that a significant improvement was achieved in the period between two research periods. During 2015, representatives of institutions were just broadly

familiarised with the concept of low-carbon tourism but stated that the offer of that type of products and services did not exist, while it was seen, during 2017, that actors in tourism recognise low-carbon tourism as an integral part of the general tourism offer. Recognised interest expressed by all the entities towards further development, profiling of this offer as a special segment of tourism and promoting the offer on national and local level represent an additional improvement in this segment. A significant improvement was also recognised in terms of establishing Eco Fund as a mechanism for providing financial support for implementation of programs and projects in the domain of protection of the environment and climate change.

During 2015 research, representatives of competent institutions on the national level agreed that there was a lack of promotional campaigns aimed at application of the concept of sustainable tourism based on principles of low-carbon development, as well as that there was a lack of promotion in the media and insufficient incentive for further development of this concept. Research from 2017 shows that there clearly exists a large number of promotional campaigns which are achieving significant results, along with a suggestion that it is necessary to work on achieving higher quality in cooperation and coordination of promotional activities on the national and local level. Improvement is also evident in environmental certification. At the end of 2015 research, 3 accommodation facilities were certified, and it was recognised that there is a need for further development of this process and harmonisation of standardisation and certification with the EU, with the aim of attracting as many tourists as possible, especially from the Western-European market. At the end of the 2017 research, there were 10 certified accommodation facilities in Montenegro, while the dominant certificate was EU Ecolabel, and there are realistic expectations about increasing the number of certified accommodation facilities to 15 by the end of the year.

## 6.1. Impact of climate change on tourism in Montenegro

According to attitudes of most interviewees, climate change has a visible impact on the tourism sector, both globally and locally. Impact of climate change on tourism sector in Montenegro is generally marked as negative, but not significant. Still, in the past few years, that negative impact affected the quality of tourist season, as well as the condition of the environment on the Montenegrin seaside.

 "Based on the available studies and scientific and research papers in this field, it is deemed that the impact of climate change will be felt the latest in the Mediterranean." Mediterana. (Faculty for Tourism and Business, Budva)

Still, the negative impact of climate change was especially prominent over the past three years on the Montenegrin seaside, and it was manifested through a large number of rain days in the previous two years, as well as through a very dry season 2017, marked by a large number of fire outbreaks in municipalities on the Montenegrin seaside. The abovementioned factors had a negative impact on the conditions of the environment in the mentioned areas, poor crops of certain agricultural products and recognisable vegetable cultures, and they also led to other multiplicative effects, such as cancelling tourism arrangements, negative media campaign, etc.

 "There is an entire array of documents dealing with the impact of climate change in Montenegro". (Ministry of Sustainable Development and Tourism)

On the other hand, there is no empirical data or relevant documentation based on which it would be possible to estimate the degree of negative impact of climate change on tourism in Montenegro. An entire array of documents deals with the impact of climate change in Montenegro, above all, the impact on the coastal area as well as on some tourism-related sectors (primarily agriculture sector), thus it is possible to generate a more clear and precise idea about the mentioned impact through analysing the abovementioned documents.

## 6.2. Impact of tourism on environment and its contribution to climate change in Montenegro

Representatives of all institutions which were a part of the in-depth interviews agree that there is an impact of tourism on the environment in Montenegro and that it contributes to climate change, but insignificantly. The most significant impact is manifested through traffic jams in most municipalities on the seaside, crowded beaches, a significant increase in the process of generation of waste, significantly increased consumption of electrical energy, along with a low level of using renewable energy sources and introduction of energy efficiency measures.

---

 "Traffic infrastructure in Budva was designed for 20.000 habitants, while there are an additional 150.000 thousand tourists in the city during the summer season." (LTO Budva)

---

On the other hand, representatives of institutions do not have information regarding different areas (air quality during summer tourist season, amount of waste, amount of energy consumption) based on which they could measure the negative impact of the tourism sector on the environment.

---

 "In Tivat, at a location in the city centre, close to the main roadway, an air quality measurement station was installed in 2012, but it has not been operational since its very installation. The municipality is planning to supply another measurement station during the next year, as well as to start tracking the mentioned air quality parameters." (Municipality Tivat)

---

Still, because summer tourist season lasts only three months and that no additional adverse impacts are produced by the industry sector, the institutions deem that the mentioned adverse effects do not leave lasting consequences on the environment. Additionally, this leads to the conclusion that there should be work done in terms of decreasing, i.e. mitigating the abovementioned adverse impact by introducing an array of measures which are primarily related to extending the duration of the season to pre and post-season, development of sustainable tourism based on principles of low-carbon development, introducing various measures in the area of traffic, development of measures for energy efficiency and wider use of solar energy.

---

 "Traffic jams in Kotor are mostly caused by the tourists coming from cruise ships and a high number of pedestrian crossings distributed at a relatively short interval" (Municipality Kotor)

## **6.3. Carbon footprint generated by individuals and facilities**

Most representatives of institutions are partially familiar with the term “carbon footprint”. They deem that carbon footprint is emitted by facilities, i.e. accommodation capacities, bearing in mind the number of such facilities and the fact that renewable energy sources are used to a very small degree, energy efficiency measures are not implemented sufficiently, and selection and recycling of waste is not done at all.

Apart from facilities, tourists themselves leave a significant amount of carbon footprint, bearing in mind that most of them use fossil fuel cars for coming to Montenegro, as well as during their stay in the country, that the number of tourists arriving by car is increasing, and this information indicates that a part of their activities during their stay in Montenegro involves significant CO<sub>2</sub> emission.

On the other hand, there is an array of measures which are marked by the members of institutions as key for reducing the mentioned carbon footprint. They recognised extension of the duration of the summer season to pre and post-season, with the aim of decreasing the number of tourists in peak season, development of low-carbon products and services, primarily through valorisation of inland in the seaside municipalities and developing connections with the North of Montenegro, development of bus and coach transportation system which will use alternative types of fuel, additional development of the pertaining traffic infrastructure and development of alternative types of transport, greater use of renewable energy sources and development of energy efficiency measures.

## **6.4. Changing awareness, informing, educating about the concept of low-carbon tourism**

According to the interviewees' opinion, the degree of awareness and knowledge about the concept of low-carbon tourism among tourists and general public in Montenegro should be permanently influenced in order to continue the trend of familiarity with this concept. Activities aimed at providing information and educating about the abovementioned concept must be adjusted and primarily aimed at kids in pre-school and in elementary school because the said activities would bring the most significant results in this target group. On the other hand, it is necessary to arrange a special type of promotion of this concept of tourism by rationalising and systemizing the low-carbon tourism offer through various types of representation in hotels (official promotional material, online offer and printed material) in order to support this development of the concept if green offer of tourism products via marketing channels.

Partnership to success: When defining the low-carbon tourism offer, the most important role is played by the tourist destinations, i.e. local self-governments as their management bodies, which want to adjust the offer to the eco-motivated tourists, the ones who want to experience something new during their stay at a destination. The mode of planning the development of this type of tourism does not violate the cultural resources and life in the local community, but, simultaneously, it must create a new tourism product which will satisfy the needs of tourists in this manner.

---

“Green team, which has as a goal to implement different educational and promotional activities in the area of sustainable development, and which includes representative of different actors from Tivat municipality, was formed in Tivat.” (Municipality Tivat)

---

A significant challenge recognised in this segment is the lack of coordination of activities on national and local level, some of which include a high number of individual, quick informative and educational activities, along with the lack of long-term systemic action which encompasses involvement of several actors from both national and local level.

Tourism offer in Montenegro has to be conceptually changed, from the idea for promoting mass tourism and using a small number of popular tourism destinations (Budva, Ulcinj, Kotor), towards emphasizing peculiarities characteristic for Montenegro, which are located further away from the most popular tourism destinations. Presenting domestic history, culture, customs and quality home-made products, at the very localities where they are created, is becoming increasingly more demanded by the guests, and it represents the tourism sector which shall be developed further and within which the green low-carbon offer should be created, all by relying on the joint efforts of all participants in the tourism chain. The combination of high-quality products, economically and environmentally sustainable way of production, as well as the enthusiasm of local manufacturers, can create a scenario which will be requested by foreign tourists.

Representatives of educational institutions deem that a continuation of education of the target groups (tourism practitioners, representatives of institutions in tourism) about the concept of low-carbon tourism would provide the highest quality of results, along with hiring full-time and visiting assistant professors – experts in the mentioned area. In this way, it would be necessary to join forces and develop an all-encompassing communication strategy for the area of education of tourists and citizens about the causes of climate change, causal relationship between human activities and climate change, but also to include the topic of climate change in education on all levels, with the aim of connecting students with the initiatives about climate change in their local communities.

---

 “Faculty for tourism and business regularly organises info days on similar topics for students and wider public, along with engaging full-time and visiting assistant professors” (Faculty for Tourism and Business Budva)

---

## **6.5. Development and promotion of green/low-carbon tourism products and service (support programmes, incentive measures, exemptions, cooperation between actors)**

Low-carbon products and services exist in Montenegro, but currently only as an integral part of the general tourism offer. Sustainable tourism based on principles of low-carbon development, and products and services from this category, do not only exist as a separate, i.e. diversified segment of tourism offer on national and local level. On the other hand, National Tourism Organisation of Montenegro does not offer diversified nor specially promoted offer of low-carbon tourism. It is the same case with the local tourism organisations Montenegrin seaside.

---

 “National Tourism Organisation is interested in creating and specially promoting the offer of sustainable tourism based on principles of low-carbon development in the upcoming period.” (National Tourism Organisation of Montenegro)

---

Significant potential for development of low-carbon products and services is reflected in the fact that all the actors deem that the mentioned offer should be further developed and that they are

interested in developing, diversifying and grouping its segments with the aim of creating a unique offer for sustainable tourism based on principles of low-carbon development. The fact that the National Tourism Organisation of Montenegro and local tourism organisations are extremely interested in special promotion of this type of tourism has a great significance.

In terms of promotion, National Tourism Organisation of Montenegro and all the local tourism organisations have shown willingness and a significant amount of interest for creating a special form for promotion of this type of tourism. The mentioned promotion on national and local level would be related to the special promotion, as part of the existing promotional material, creating special promotional material, promotion via web pages and social networks, as well as planning of participation in fairs focused on this type of tourism.

On the other hand, the fact that there are almost no incentive measures on national and local level represents a significant barrier for further development of this type of tourism. National institutions do not have a developed array of incentive measures for development of this type of tourism. The situation with the local self-governments is almost identical, with the exception of municipalities Tivat, Ulcinj and Cetinje, which have adopted the decision that the entities and individuals who use renewable energy sources and introduce measures for energy efficiency into facilities, which are not primarily tourism facilities, will be exempt from paying one part of public utility fees. Additionally, the fact that most actors have recognised a lack of cooperation, both on local and national level, along with the lack of incentive and coordination of activities from the national level, may represent another barrier.

## 6.6. Environmental certification of hotels and suits

According to opinion of all representatives of institutions, environmental certification of hotels and suits represents a very important initiative for several reasons. The mentioned certification provides a possibility for attracting environmentally-aware guests, mostly from Scandinavian countries, as well as from other countries from West Europe. Additionally, measures of energy efficiency are implemented in facilities through environmental certification, and this leads towards a decrease in consumption of electrical energy, and it brings significant savings in the long term. A higher number of certified hotels is going to improve promotion of Montenegro as a green destination.

In terms of choosing a certificate and bearing in mind the high number of globally available environmental certificates, as well as the three certificates which can currently be obtained in Montenegro, most representatives of institutions deem that EU Ecolabel is the most significant among them, bearing in mind the strategic foreign policy orientation of Montenegro towards EU membership.

Travelife was also popular in Montenegro as part of several projects, especially in municipalities Tivat and Cetinje, but this certificate did not achieve a prospecting success, primarily due to lack of interest of tourism practitioners. Representatives of institutions deem that, while choosing a certificate, it is necessary to consider the cooperation between tour operators who bring guests with certain environmental certificates to Montenegro and that it is significant to choose precisely those environmental certificates.

Still, an aspect which will require attention in the further period is a continuation of a more intensive incentivisation of business entities about the results they may expect in case they introduce environmental certification in their facilities. This is especially important if we take into account the willingness of tourism practitioners to introduce environmental certification in their business (around 40% of the those who participated in the research), as well as the perception that implementation of environmental certificates is going to improve business. In this example as well, the

lack of financial resources and incentives, as well as the lack of need, present the key barriers which prevent business entities from introducing environmental certificates. The fact that a part of local tourism organisation is not familiar with the mentioned process at all, and the fact that majority of local tourism organisation did not actively participate in the process represent an additional concern, and more attention should be paid to this aspect in the future period.

Promotion of environmentally certified hotels and suits should be taken to a new, innovative level, along with active involvement of the National Tourism Organisation and local tourism organisations, which would provide a special form of promotion of these hotels and promotion of the significance of environmental certification. Apart from the local tourism organisation Budva and Hotel Slovenska Plaža, which were defined as the ones who own a certain EU label, together with the other hotels, it is not possible to get information about the process and importance of environmental certification on web pages of the other organisations, nor is it possible to obtain information about environmentally certified hotels and suits, thus it is necessary to implement the measures and campaigns which would be aimed at promoting this type of green offer.

According to opinion expressed by most business entities, and with the aim of managing further development and achieving significant results in the process of obtaining environmental certification, it is necessary to organise consultation meetings with representatives of hotels and suits in each municipality one more time, at which municipalities and local tourism organisations would take part, and where the advantages of environmental certification would be presented, along with the special form of promotion by the local tourism organisations and potential incentive measures provided by municipalities for environmental certification.

## 6.7. Benefits and challenges when introducing green Loyalty tourist card

There is a wide gap between opinions about introducing the abovementioned card. Thus, some of the institutions, mostly local tourism organisations, deem that introducing the mentioned card may bring an array of benefits, generate significant amount of funds and that the very local tourism organisations may play an active role in the process, through incentivising the tourism practitioners regarding their involvement in the process, but also through selling and promoting the card among the tourists, primarily. Key benefits of introducing the card are related to generating significant funds, which would later be used for making re-investments in the sector, i.e. for development of green projects in tourism sector (mostly projects developed by the tourism practitioners involved in the process), additional promotion of Montenegro as a green destination, expanding the array of environmentally-aware tourism practitioners, tourists and citizens.

---

"Montenegro Card is currently being sold at information booths of LTO Cetinje, at the price of 14€, and there is almost no interest for the abovementioned card". (LTO Cetinje)

---

On the other hand, business entities deem that there are potentially significant benefits, but that there are also challenges when introducing the mentioned card which must be taken into account prior to its implementation. This is primarily related to the fact that there had previously already been an almost identical initiative for implementing Montenegro Card, which was based on a similar principle. The mentioned card involved a large number of tourism practitioners who offered significant discounts on their products and services, while the card was promoted by the National Tourism Organisation and local tourism organisations. Even though significant amount of effort was made, the mentioned card did not become popular in Montenegro.

Additionally, the key challenges which were recognised in the process of implementing this card are the lack of administrative capacities for managing the card, i.e. financial demand for a separate administration, insufficient degree of development of awareness of the citizens and the industry, and thus the lack of possibility of informing the tourists, as well as the matter of interest of the tourism sector for their involvement in the process, as a prerequisite for success of the concept.

## 6.8. Promotional activities

Success in tourism is certainly based on tough marketing activities. However, those efforts will bring some success in case they *do not involve the planned joint activities of all the participants in the tourism chain*. Tourism market in the world is becoming prominently dynamic, competitive and increasingly more demanding, thus Montenegro has to follow those processes and adapt to them if it still wants to preserve and develop its image of an attractive tourism destination.

In cooperation with MSDT (Ministry of Sustainable Development and Tourism) and NTO, the UNDP organised several successful campaigns about the ways in which a destination can be popularized via the phenomenon of pop culture, as well as promote sustainable tourism.

Through the power of documentaries in which the UNDP participated, they showed the audience, in an accessible manner, what exactly responsible tourism is and what we are aiming to protect in Montenegro for the future generations. Tourism-related documentary, “No boundaries – Discover the world – Montenegro”, which was made by the reputable German Sat 1 TV, in cooperation with the UNDP in Montenegro, has already been seen by more than 2 million viewers in Germany, Austria and Switzerland, which represents a huge potential tourism market. Movie tourism is expanding all over the world, incentivised by the growth of entertainment industry and by the increase in the number of international trips which give impetus to the movie tourists to visit the country they have heard about.

Live discussion about responsible tourism was incentivised, and there was support provided to development of green and engaged tourism, whereby each tourist contributes to development of the destination he or she visits.

Movies also have the potential to change people's perspective on the world they live in. Contemporary tourism industry is rather competitive, and many relatively new destinations are using aggressive marketing in order to try to attract tourists. Under certain conditions, a movie can incentivise “movie tourism” – a contemporary phenomenon which increases the number of visitors. Interesting landscape, old towns, unexplored areas, festivals, attractions and cultural-historical monuments are chosen as the prime locations for making movies.

One of the ways in which we can impose ourselves and be different from the other destinations is to make music festivals greener, which, according to all the interviewees, led to significant results in terms of promotion of Montenegro, and such practice should be continued on the national level. As part of the pop culture, music festivals are one of the most attractive ways of attracting interest of the wider public, and they are aimed at promoting sustainable development and all the ideas and values which incentivise protection of environment, along with a stronger engagement of the society.

Nowadays, destinations are striving towards achieving revitalisation and attracting passengers in various ways, and music festival are the ones which especially stand out in this segment. By clicking the “like” button on the official festival webpage, the ones who for instance attended Lake Fest or SeaDance in Montenegro, are becoming members of the contemporary community. Domesticated word “selfie” and the notion it denotes may be the best indicator how easy it is for passengers to “catch the moment” and share that via social media immediately.

In this way, campaigns such as ***Turn off your engine***, which was aimed at decreasing air pollution caused by car exhaust gases which are primarily damaging to the children who are still in their development phase, were promoted.

In order for the abovementioned campaigns to give better effects, a prerequisite for success is a better communication among all the participants in the tourism chain, designing a tourism offer and products which will provide higher quality, a stronger support from the local community, and of course, an increased understanding and awareness about the cultural heritage among the employees in the tourism sector, community, tour operators and guests.

The mentioned promotional activities represent a good form of promotion, and according to feedback provided by all the interviewees, the abovementioned promotional activities had a great positive impact primarily on changing awareness of citizens and tourists, as well as on promotion of Montenegro as a green tourism destination. Still, the general opinion is that the mentioned activities would provide much more significant results if they were designed as long-term, systemic actions and campaigns which would be supported by the National Tourism Organisation and become official tourism campaigns for promotion of the destination (video, booklets, etc.)

## VII RECOMMENDATIONS AND CONCLUSION

### TOURISTS

- Empirical results regarding motivation of visitors to travel lead to the conclusion that the strongest incentive factor among the interviewees is the wish to relax and sunbathe, coupled with entertainment. Passive tourism was identified as the dominant form of vacation during 2015 and 2017 summer tourist seasons, whereby, in both seasons, sunbathing and swimming represented the main activities practiced by tourists during their stay on the Montenegrin seaside. Up to 98% of tourists who participated in the research wanted to engage in sunbathing and swimming.
- In terms of other activities, the tourists wanted to engage in, it can be concluded that the majority of visitors prefer visiting national parks and historical localities (22%), followed by sports and recreation – riding bicycles and hiking (19%).
- Finally, visitors showed that their decision to visit Montenegro was influenced by the number of online visits of the websites of tourism agencies, as well as by posts on social networks, but not other conventional media forms.
- Tourists who visit Montenegro deem that the condition of the environment is improving from year to year, but they emphasised that both in 2015 and 2017 the problem of waste disposal represented the key challenge during summer tourist season. Most of the negative comments were related to the environment (33%), lack of tourism information (21%), traffic (13%), and noise (12%).
- Analysis leads to the conclusion that the use of car and plane traffic dominates among the tourists, whereby tourists mostly come to Montenegro by car (53%) or by plane (32%). Foreign tourists mostly use air transport, while a significant share of tourists from Serbia comes by car (12%).

Equally, tourists use their own cars for taking tours around Montenegro (54%) or rent-a-car (22%). Thus, the conclusion is that during the continuation of implementation of the successful campaign *Reduce your carbon footprint* it would be good to continue the practice of focusing the promotional activities on the border crossings (road and air traffic).

- The research shows an increase in the degree of familiarity with low-carbon tourism, as well as carbon footprint among tourists, and familiarity with the issue of climate change. Thus, 55% of tourists deem that they have the basic information about the issue of climate change, whereby 16% of interviewees had a chance to calculate their carbon footprint, and this percentage was gradually increasing in 2017, compared to 2015. In terms of sensitivity to climate change and protection of environment, as well as the willingness to calculate and reduce personal carbon footprint – female population among the total number of tourists showed more readiness to take the abovementioned activities.
- Sustainability factors which are becoming more popular in the tourism sector include protection of the environment and less usage of resources. Research results showed that sustainability has already made its way to tourists' general life habits. For instance, key activities performed by tourists during their stay in Montenegro, and which are aimed at decreasing adverse impact of individuals on nature, are related to turning off the lights or AC while leaving a room (66%), and to saving water – taking a quick shower instead of taking a bath (52%), while (54%) of tourists often walk or ride a bicycle instead of driving a car. The mentioned data leads to the conclusion that the tourists who visit Montenegro transfer their habits related to reducing adverse impact during their stay in Montenegro.
- For instance, 55% of interviewees deems that it is important to ensure that each individual contributes to reducing carbon footprint, CO<sub>2</sub> generated during their trip. In line with that, there is the same proportion of tourists who sometimes turn off their car or motorcycle engines while waiting (55%), whereby male interviewees are predominately represented among this population, as well as foreign tourists, compared to the number of domestic tourists. In terms of tourists from Montenegro, 38% of them declared that they always turn off their engines while their vehicles are in idle speed, while 54% of them do this from time to time.
- 80% of interviewees indicate that they are ready to make a compromise in lifestyle during their trip in order to protect the environment. Namely, 48% of them are interested in environmentally certified accommodation, and the highest proportion of foreign tourists who have calculated their carbon footprint are interested in environmentally certified accommodation (87%).
- Statistic data shows that 71% of tourists who visit Montenegro are willing to pay more for a green summer vacation, i.e. that they would be willing to pay an additional 10% for the existing package arrangements or plane tickets, in order to contribute to financing of green project in this way (72%).
- Age of an average tourist who would choose green tourism, if there was such an option, is between 25 and 45 years.
- Potential market for eco-tourism in Montenegro has an intermediate budget at its disposal. Most interviewees (59%) would be willing to spend between 5 to 10 EUR per day for eco-tourism, and (21%) would be willing to pay more than that. Tourists who were a part of the research were mostly employed or self-employed (81%), while 88% of them make an average monthly household income up to 3.000 EUR.

## BUSINESS ENTITIES

- Quality of environment is one of the most important, if not crucial characteristic of tourism destination which significantly contributes to the quality of tourism product of a destination, quality of tourists' experience and long-term success of tourist destination on the market. For

that reason, it is necessary for tourist destinations and business entities to incorporate environment management in their work.

- Up to 60% of carbon footprint produced by hotels is generated by the use of energy, which impacts their earning since energy consumption reduces the income by 6-10%. This may not be the highest operational cost – but it is the fastest growing cost – as it has been determined by the carried-out research (<https://dexma.com/>). Apart from this, clients in fact require greener hotels – but they are not necessarily willing to spend large amounts of money or give up on any type of luxury.

Our research shows that the interviewees who are engaged in the hospitality industry recognise that sustainable development and energy efficiency represent the basis of the road towards acquiring balance between optimal guest experience and properly implemented hotel management.

- Thus, out of the total number of interviewees, 62% of them have invested in energy efficiency of facilities in 2017. Compared to 2015, it is clear that there was an increase in awareness about the significance of investments, whereby investments during 2017 were mostly made in the aspect of insulation (walls, windows and doors), as well as lighting systems.
- Tourism is much more sensitive to degradation of the environment than other branches of industry because nature is its primary resource. For its development, tourism industry requires a high-quality and unpolluted space. Out of the total number of business entities, 67% of them expressed willingness to provide further investments in order to reduce the impact of their business on environment and climate change.
- Growth trend was recognised in the aspect of introducing environmental certificates in facilities, whereby 42% of entities are planning to introduce environmental certificates (EU Ecolabel or Travelife), which points out the positive effects of various campaigns realised by the UNDP among business entities, with the aim of promoting environmental certification, and sustainable tourism based on principles of low-carbon development in Montenegro. Ecolabels represent instruments for protection of environment, obtained on a voluntary basis, which the service providers may use to show high environmental standards aimed at decreasing the adverse impact that production and consumption have on the environment, health, climate and natural resources, as well as at incentivising socially responsible businesses and sustainable life styles.
- The question investigating why business entities do not want to introduce environmental certificate was posed to the business entities who do not plan to introduce this type of certificate. Based on the research results, it was concluded that hotels can achieve benefits from environmental proactivity, which is important for development of tourism. However, top management is not interested in the concept of environmental certification, which they justify by stating that they have limited resources and high costs due to uncertainty regarding return on investment.
- For now, 6,5% of hotels have environmental certificates and that percentage has a growth trend, considering that the possibilities of getting certificates are widely spread. In certified hotels, trained staff has the potential to provide technical information to the tourists in the way which motivates them to change their behaviour. Tourists are able to understand this information, appreciate its significance, develop trust in its reliability and thus they know how to behave in a more sustainable manner.
- Based on research results, it is recommended that hotel manager should focus on education in the area of energy efficiency, with the aim of saving resources and reducing the costs of running business, but in this context hotel owners should clearly be presented with the findings of this research. This brings about a conclusion that there is a need for doing additional work, on national level, regarding promotion of benefits of environmental certification related to business entities.

- Interviewees deem that knowledge about protection of the environment is key for managers and employees in the tourism sector because training of employees is most important due to the fact that it is precisely them who inform guests about green practice of the hotel, and employees are also ideally positioned not only in terms of identifying technical faults, leaks, unnecessary lighting and other signs of energy waste, but also to provide advice about energy efficiency.
- 80% of representatives of hotels, private accommodation, tourism agencies and rent-a-car agencies deem that climate change have a significant impact on development of tourism. On the other hand, a significant number of interviewees deem that low-carbon, green/responsible tourism should represent a strategic orientation regarding development of tourism in municipalities on the Montenegrin seaside and in the central region.
- A gradual increase was noted in the number of business entities who calculated their carbon footprint in 2017, and compared to 2015, the increase in this aspect was 9%.
- It may be concluded that, besides laws and penalties, hotel managers could be even more motivated by different financial incentives and support in case they opt for making their business green. Many of them are still afraid of this process since the amount of initial investments is high, and they are not certain about its profitability. Anyhow, if you want to attract clients who are taking care about sustainable development, service providers have to act accordingly. Attracting environmentally aware tourists who take care of their environment and thus save natural resources of the destination they are visiting, by trying not to leave a large amount of "carbon footprint", leads towards creating a healthier environment, in the long term.
- The fact that 72% of business entities deems that certain exemptions for tourism companies are currently enforced purports the fact that such incentive measures do exist, even though the interviewees did not specify any funds in this regard.
- Montenegro took over various international commitments, conventions and contracts, and it thus accepted application of foundations of sustainability which have become its strategic orientation. Bearing in mind that Montenegro is becoming more and more involved in various projects for protection of the environment, it is only logical to expect an increase in awareness about the need for protecting natural resources among the hotel managers, thus they are increasingly offering more environmentally certified products and services, and consequently confirm their quality. Additionally, tourists nowadays have increasingly more awareness about the matter of the condition of environment. Pursuant to that, this research shows that among (32%) of business entities which have introduced a novelty in line with eco, green, sustainable low-carbon tourism, the following aspects stand out: food offer originating from domestic breeding, reduced use of towels, reduced amount of waste, sending messages to tourists about donating funds for fight against climate change, etc.
- Process of moving towards green business can happen gradually, "with small steps", but the most important aspect is the continuation of raising awareness of all actors in the tourism chain. Using green methods during construction of hotels and energy efficiency is not sufficient in order to define a hotel as green and obtain a certain certificate. That notion includes using renewable sources, sustainable and recycled materials, quality of environment, health and comfort of people, environmentally responsible waste management, providing sustainable transport, and responsible behaviour of the employees towards resources, guests and local community. If Montenegro is aiming to become competitive on the green market, hotel managers must understand this as soon as possible and slowly begin the adjustment process.
- The presented data shows that the offer of low-carbon products and services in Montenegro is currently in the phase of gradual development, and that 10 hotels have obtained environmental certificates. This offer is marked by growth trend, but it is not generated nor unified in a whole, and some actions should be taken in the regard that a coordinated support to development

and promotion of green accommodation on the level of the state and NTO is necessary, as well as a more serious promotion of green tourism offer which could become a special brand according to which Montenegro could be recognised as an eco-destination.

## ATTITUDES OF REPRESENTATIVES OF INSTITUTIONS

- Sustainable, low-carbon tourism should be built on four pillars: sustainability of tourism businesses through permanent investments in innovations and green technologies, building local capacities, protection of environment and joining forces between private and public sector on green projects, as well as social involvement and gender equality.
- Low-carbon tourism has the potential not only to create economical but also social and environmental types of convenience for everyone. Its development demands a harmonious mix of elements such as preserved nature and high-quality attractions, investments and subventions for incentivising development of the offer, trained human resources, exceptionality of offer, sustainable traffic infrastructure, higher participation of the local community and competitiveness of the prices at the destination (value for money).
- Montenegro has a lot of rich natural and cultural goods, but it must be ensured that the tourists from all over the world have more awareness about everything it has to offer. For tourism industry to develop, public and private sectors must get united to provide a joint experience to the tourists. Considering the interest in success of business initiatives, private sector must take the leading role in the new low-carbon paradigm.
- One of the main obstacles for growth of low-carbon sustainable tourism is the lack of coordination in tourism industry, in the sense that there does not exist an entity which can initiate or lead development individually. The range of potential tourists is simply too broad, and channels of engagements are too diverse. Thus, it is necessary to join the efforts into an all-encompassing strategy which will use the resources and energy of all the participants, including Government agencies and companies from the private sector, which may acquire benefits from tourism either directly or indirectly.
- In 2018, an even greater number of tourists will require conditions in which they can get acquainted with the destination and accommodation prior to making the reservation. Another core issue which contributes to the lack of awareness about the rich tourism heritage of Montenegro among tourists is the lack of opportunities for visitors to share their positive experience from trips on social media. Thus, the country should use experience of previous tourists, who could act as "temporary ambassadors in order to share information and increase popularity of the destination among world travellers. There are many occasional efforts (music and film festivals, agencies, etc.), but they are not unified in a whole. It is necessary to strengthen online promotion via official state social media channels, in order for tourists to become spokespersons for Montenegrin tourism.
- In 2018, and in the future, TV shows, TV series, music festivals, movies, sports, as well as content on social networks are going to inspire people to visit a destination, increasingly more and more. Just like each year, Montenegro is going to host several large international manifestations, including Fashion show in Kotor, numerous music festivals, etc., all of which should be used for promotion of sustainable tourism and Montenegro as a destination. Additionally, efforts which have been put towards this end by the UNDP, in cooperation with NTO and MSDT, along with coordinated activities on national level, should be intensified, along with necessary inclusion of the private sector.
- Montenegrin tourism is marked by seasonality, lack of high-quality human resources, and unfavourable business environment. Strategy of Development of Montenegrin Tourism until

2020 recognised development limitations and defined goals which are aimed to be achieved, as measures which are to be taken with the goal of strengthening competitiveness and attractiveness. The state got involved in solving these issues by adopting measures which include financial exemptions, as well as by adopting laws which enhance efficiency of tourism system and improve business environment. To that end, different incentive measures have to provide private tourism companies with means of help in terms of developing traffic infrastructure and introducing new, alternative forms of environmentally-friendly traffic.

- Additionally, it is necessary to create a tourist product according to the profile of eco-tourists, through joint efforts of all participants in the tourist chain.

There are many reasons why the model of low-carbon tourism has the potential for further development, and some of them are as follows:

- 41% of tourists are willing to allocate more money as part of the price of package arrangement or plane ticket in order to finance green projects which would contribute to reducing the adverse impacts on the environment in Montenegro, and they stated that they would be willing to add up to 10% of the price they had paid as part of the package arrangement or plane ticket.
- 66% of tourism practitioners are interested in making further investments through which they would reduce the impact of their business on the environment.
- 38% of rent-a-car agencies would make further investments into their means of transport, with the aim of using alternative fuels and attracting new groups of tourists who are dedicated to protection of the environment.
- 48% of tourists (domestic and foreign – Russia, France, Italy, Serbia and Bosnia and Herzegovina) expressed their interest in environmentally certified accommodation, which does not endanger the environment.
- On average, tourists stay in Montenegro for 8 days, which creates potential for using products and services in low-carbon tourism.

The core findings of the LCT 2017 research indicate that a model of low-carbon tourism currently exists in Montenegro, but only as an isolated part of tourism offer, which has not represented a part of the wider tourism offer so far, and this is purported by the fact that the offer in the area of low-carbon tourism is not diversified in the form of a separate whole. Thus, there is an emphasised need for a systemic approach to the future development of low-carbon tourism in Montenegro because a frame within which this specific form of tourism offer would further develop would be created in that way. This approach would define an array of incentive measures which are necessary in the initial development phases, and which would enable active participation of tourism practitioners in creating green tourism products and services.

What was recognised as important during 2017 research is the fact that the National Tourism Organisation of Montenegro and local tourism organisations in the municipalities on the seaside, as well as the Old Royal Capital Cetinje, are willing to and interested in profiling and specially promoting the low-carbon tourism offer within their promotional material, through creating separate promotional material, via web pages and social networks, as well as through their attendance at various events.

In that way, through active participation and willingness of the institutions, there would be a shift in the former practice whereby activities related to promotion of low-carbon tourism encountered sporadic support, which would not lead to significant effects in the long term.

Process of environmental certification of accommodation facilities is still in the course of gradual development, which is purported by an increase in the number of environmentally certified facilities, whereby the further process of environmental certification should also be supported on the institutional level, i.e. through cooperation with the National Tourism Organisation, local self-governments and local tourism organisations. This offer is marked by a growth trend, but it is currently not generated nor unified.

Integration of the offer may be achieved through incorporating low-carbon tourism as the segment of offer, through the existing official promotional channels of national and local tourism organisations (websites and booklets). Incentive measures which would support projects for environmental certification of facilities would additionally incentivise tourism practitioners to implement environmental certificates in their facilities.

The future promotional campaigns of low-carbon tourism should also be coordinated from the national level, by including as many local self-governments as possible, local tourism organisations and tourism industry, with the aim spreading the idea of low-carbon tourism and creating innovative services in this area.

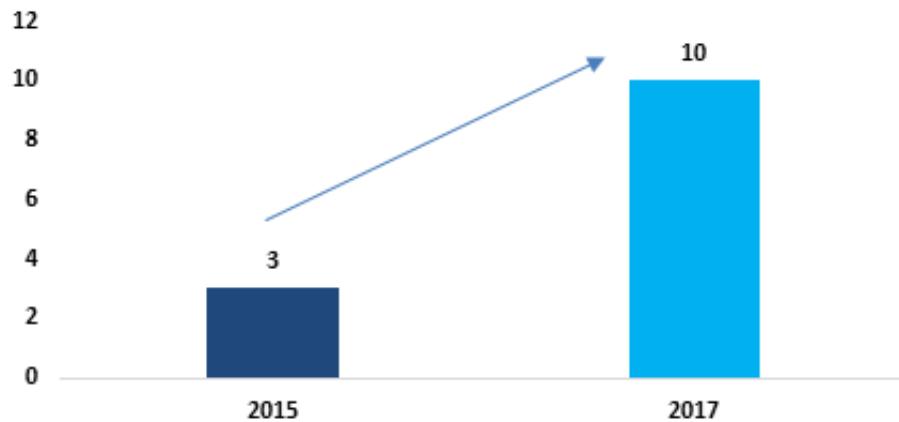


**GRAPHICS**

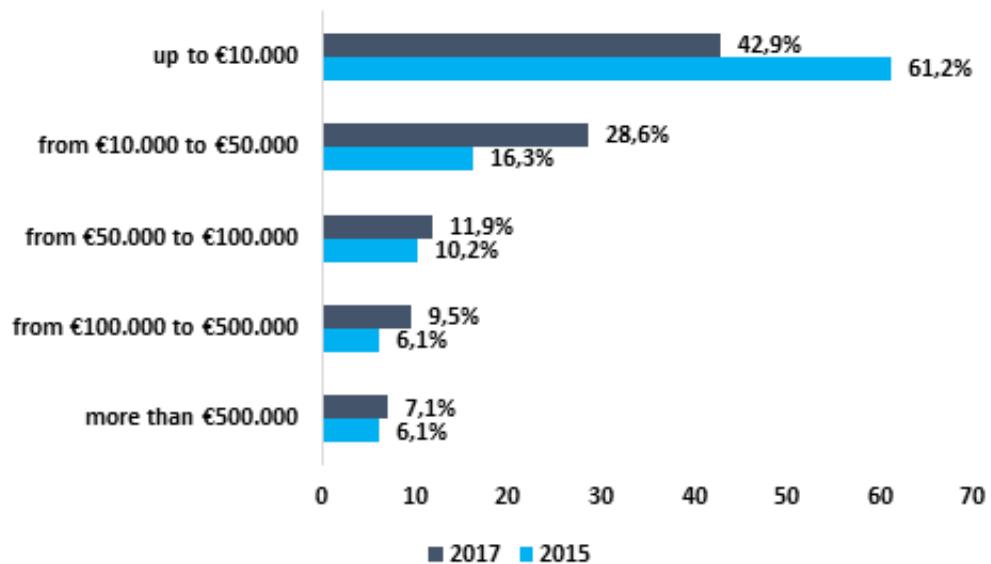


## ATTITUDES OF BUSINESS ENTITIES

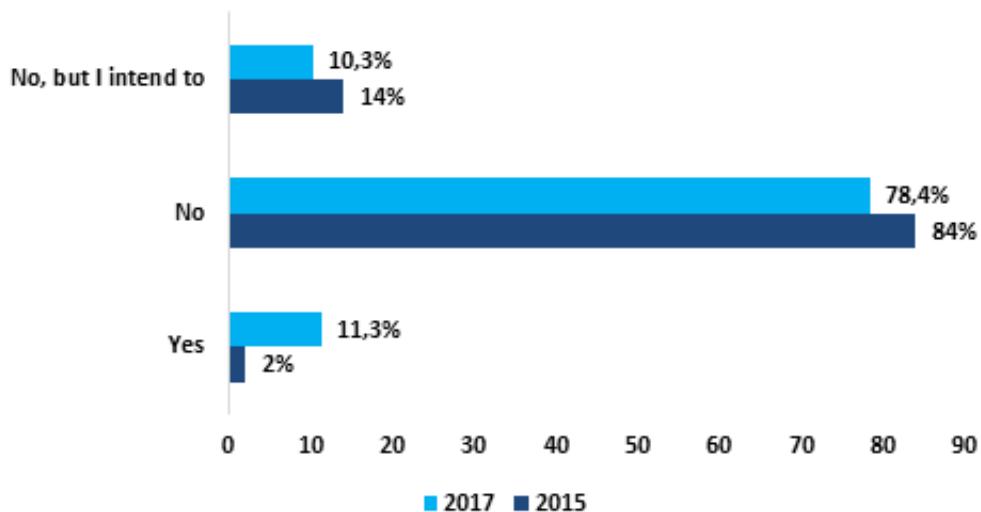
**Graph 1:** Number of eco-certified facilities



**Graph 2:** What is the amount of your so far investments in energy efficiency?

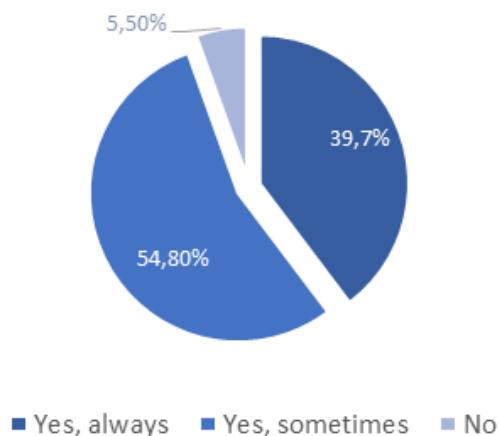


**Graph 3:** Have you ever calculated carbon footprint of your business?

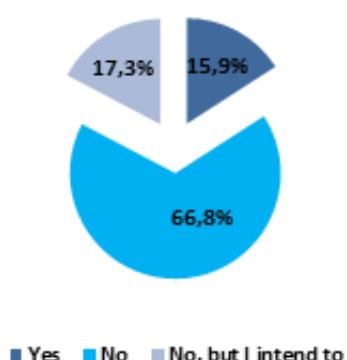


## ATTITUDES OF TOURISTS

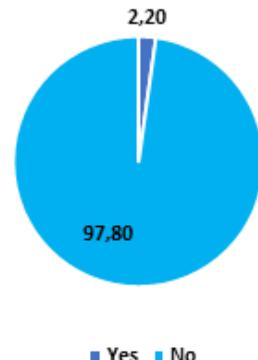
**Graph 1:** Are you in the habit turning off engine of your car or motorbike while waiting, 2017



**Graph 2:** Have you ever calculated your carbon footprint, 2017



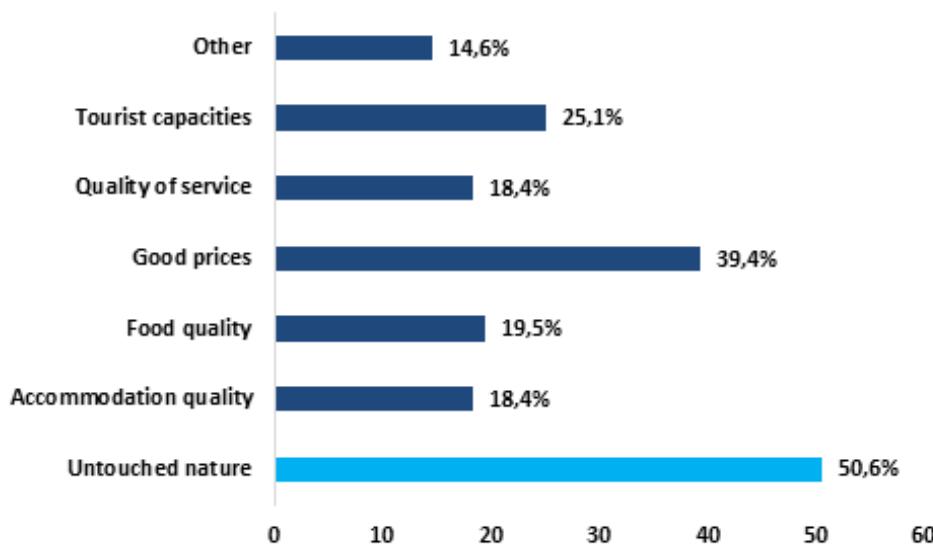
**Graph 2:** Have you ever calculated your carbon footprint, 2015



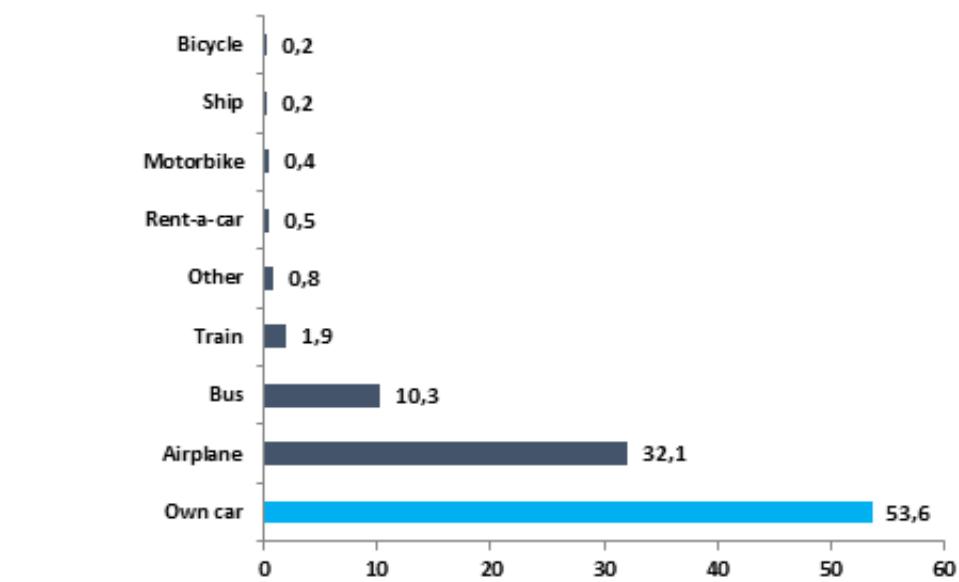
**Table 1:** Why did tourists choose Montenegro for their holiday destination, 2017

	Most important	Some- what im- portant	Less im- portant	The least import- ant
Untouched nature	46	32,7	20,1	1,1
Accommodation quality	58,4	37,5	4	0,1
Food quality	48,2	44,6	6,8	0,4
Favourable prices	55	35,7	8,4	0,9
Quality and diversity of services	44,5	44,2	9,3	2
Popularity as tourist destination	36,1	39,6	17,5	6,8
Transportation connections	38	41,6	14	6,3
Summer music, film, fashion festivals, New Year's Eve celebration	18,1	31,6	27,5	22,8
Other	11,6	15,7	1,5	71,2

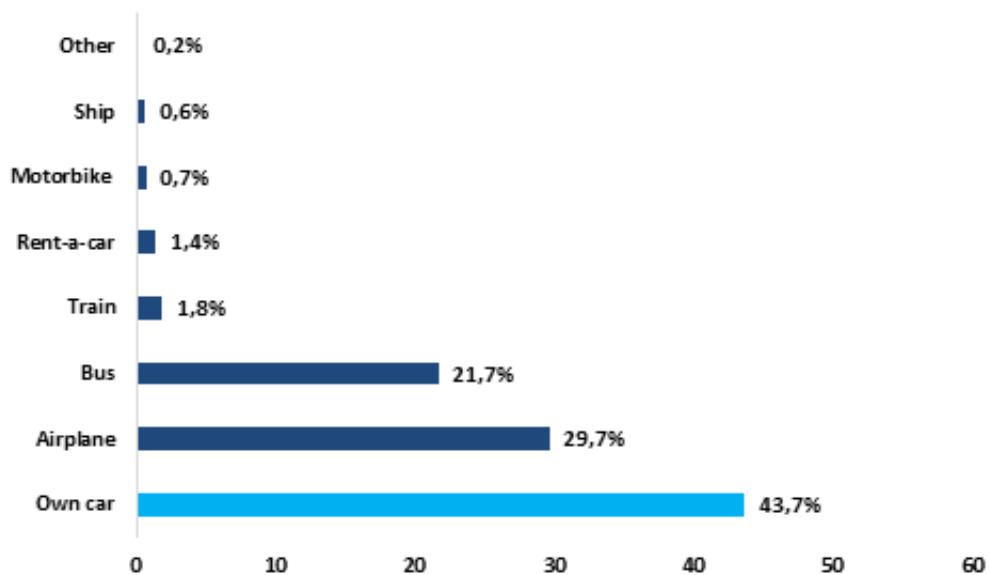
**Graph 3:** Why did tourists choose Montenegro for their holiday accommodation, 2015



**Graph 4:** Which mode of transportation did you use when coming to Montenegro, 2017?



**Graph 5:** Which mode of transportation did you use when coming to Montenegro, 2015?



## QUESTIONNAIRE FOR NATURAL PERSONS



Name and Last Name of the Surveyor:	
Town:	
Location:	
Home country of the tourist: MUST BE INDICATED	
Datum anketiranja:	

## Part 1: Visit to Montenegro

### 1. Is this your first time as a tourist in Montenegro?

1. Yes \_\_\_\_\_
2. No (please state the number of times you have visited Montenegro excluding this visit) \_\_\_\_\_

### 2. Who did you come with?

1. Alone \_\_\_\_\_
2. With family \_\_\_\_\_
3. Total number of persons including you \_\_\_\_\_
4. Number of children below 15 years of age \_\_\_\_\_
5. With friends \_\_\_\_\_
6. With colleagues - business partners \_\_\_\_\_

### 3. How did you choose Montenegro as your holiday destination?

**Note:** Multiple answers possible.

1. Via Internet \_\_\_\_\_
2. Friends and family recommendation. Proceed to question 5. \_\_\_\_\_
3. Via media, social networks \_\_\_\_\_
4. WEB site of NTO \_\_\_\_\_
5. Online tourist agencies (Booking.com, Expedia) \_\_\_\_\_
6. Fairs and exhibitions. Proceed to question 5. \_\_\_\_\_
7. Other, please indicate \_\_\_\_\_

### 4. Which sources did you use on the Internet?

**Note:** Multiple answers possible.

1. Social networks (Facebook, Twitter, Tripadvisor, blogs) \_\_\_\_\_
2. Web pages of tourism organisation of Montenegro ([www.montenegro.travel](http://www.montenegro.travel)) \_\_\_\_\_
3. Pages of accommodation units \_\_\_\_\_
4. On-line tourism agencies (Booking.com, Expedia) \_\_\_\_\_
5. Other: \_\_\_\_\_

5. How long do you plan to stay in Montenegro for your summer holiday? Please put total number of days \_\_\_\_\_

### 6. What are your key reasons for choosing a particular holiday destination?

**Note:** Please put an X.

	Most important	Some-what important	Less important	Least important
Untouched nature				
Accommodation quality				
Food quality				
Favourable prices				
Quality and diversity of services				
Popularity as tourist destination				
Transportation connections				
Summer music, film, fashion festivals, New Year's Eve celebration				
Other, please indicate and mark				

### 7. Why did you choose Montenegro for your holiday destination?

**Note:** Please put an X.

	Most important	Some-what important	Less important	The least important
Untouched nature				
Accommodation quality				
Food quality				
Favourable prices				
Quality and diversity of services				
Popularity as tourist destination				

	Most important	Some-what important	Less important	The least important
Transportation connections				
Summer music, film, fashion festivals, New Year's Eve celebration				
Other, please indicate and mark				

**8. What is the type of accommodation that you chose while in Montenegro?**

**Note:** Please choose one answer and state the prevailing type of accommodation that you use.

1. Hotel
2. Private accommodation
3. Motel
4. Resort settlement
5. Hostel
6. Spa resort
7. Mountain lodge and house
8. Children and youth resort
9. Camp
10. Recreational vehicle
11. Other, please indicate \_\_\_\_\_

**9. What activities did you plan for your holiday in Montenegro?**

**Note:** Please put an X.

	Put an X
Sunbathing	
Swimming	
Cruising	
Eco-tours	
Cycling	
Kayaking	
Horseback riding	
Paragliding	
Kite surfing	
Active tourism	
Sport and recreation/wellness tourism	
Visits to national parks	
Visits to cultural-historical sights	
Other, please indicate	

**10. Which mode of transportation did you use when coming to Montenegro?**

**Note:** Choose only one answer.

1. Plane
  - a) Commercial flight
  - b) Low-cost airplane company
2. Own car
3. Rent-a-car
4. Motorbike
5. Ship
6. Train
7. Bicycle
8. Bus
9. Other, please indicate \_\_\_\_\_

**11. Which mode of transportation did you use when getting around Montenegro?**

**Note:** Multiple answers possible.

1. Own car
2. Rent-a-car
3. Motorbike
4. Ship
5. Train
6. Bus (public transit)
7. Bicycle
8. I do not get around Montenegro
9. Other: \_\_\_\_\_

**12. Do you use public transit in your home country?**

1. Yes
2. No

**13. Did you use public transit services while in Montenegro?**

1. Yes. Proceed to question 15.
2. No

**14. What are the reasons for not using the public transit services?**

**Note:** Multiple answers possible.

1. There is no need for this type of transportation while I am in Montenegro
2. Price
3. Insufficient maintenance and hygiene
4. Irregularity
5. Poor connectedness with locations
6. Lack of information on the existence of the same
7. Other, please indicate \_\_\_\_\_

**15. Which of the offered options best describes your vehicle?**

**Note:** Choose only one answer.

1. I do not own/drive a car. Proceed to question 17.
2. Electric vehicle
3. Hybrid
4. Vehicle that uses diesel
5. Vehicle that uses petrol
6. Other, please indicate \_\_\_\_\_
- 
16. Are you personally in the habit of turning off engine of your car or motorbike while waiting (on a gas station, parking lot, in front of a building)?
1. Yes, always
2. Yes, sometimes
3. No
17. Are you planning to revisit Montenegro in the next five years?
1. Yes
2. No
- Part 2: Carbon footprint**
18. How familiar are you with the issue of climate changes and global warming?
1. Not at all
2. I barely know anything
3. I know basic information
4. To a large extent
19. Your daily energy consumption and business activities that affect environment, i.e. driving your car, heating or cooling premises cause emissions of CO<sub>2</sub> and other harmful gases that contribute to climate changes. This is called carbon footprint. Have you ever calculated carbon footprint of your business operating?
1. Yes
2. No. Proceed to question 21.
3. No, but I intend to. Proceed to question 21.
20. Did you use websites for carbon footprint calculation?
1. Yes I did ([www.izracunajco2.me](http://www.izracunajco2.me), [calculateco2.me](http://calculateco2.me))
2. Yes, foreign websites ([www.ecologicalfootprint.com](http://www.ecologicalfootprint.com), [www.co2.myclimate.org](http://www.co2.myclimate.org))
3. Other, please indicate \_\_\_\_\_
- 
21. Are you familiar with the carbon footprint reduction measures?
1. Yes
2. No
3. Partially
22. Are you interested in eco-certified accommodation that does not affect the environment with its business operating and that offers you opportunities to conduct more concrete actions aimed at reduction of your adverse impacts or carbon footprint?
1. Yes
2. No
23. What specific activities do you conduct in your home to reduce your adverse impact on nature or carbon footprint?
- Note: Put an X.
- |   | Always | Often | Sometimes | Never |
|---|--------|-------|-----------|-------|
| Short shower instead of bathing   |        |       |           |       |
| Towel reusage   |        |       |           |       |
| Turning off lights and air conditioning units when leaving a room/apartment |        |       |           |       |
| Turning off car and/or motorbike engine                                     |        |       |           |       |
| Usage of local public transit   |        |       |           |       |
| Walking and/or cycling  |        |       |           |       |
| Waste separation  |        |       |           |       |
| Shopping local, domestic products   |        |       |           |       |
| Other, please indicate  |        |       |           |       |
24. What are the activities that you conduct or plan to conduct during your stay in Montenegro to contribute to reduction of carbon footprint?
- Note: Put an X.
- |   | Always | Often | Sometimes | Never |
|---|--------|-------|-----------|-------|
| Short shower instead of bathing   |        |       |           |       |
| Towel reusage   |        |       |           |       |
| Turning off lights and air conditioning units when leaving a room/apartment |        |       |           |       |
| Turning off car and/or motorbike engine                                     |        |       |           |       |
| Usage of local public transit   |        |       |           |       |
| Walking and/or cycling  |        |       |           |       |
| Waste separation  |        |       |           |       |

	All-ways	Often	Sometimes	Never
Shopping local, domestic products				
Other, please indicate				

**25. Do you find the state of environment in Montenegro to be at a satisfactory level?**

1. Yes
  2. No. Why?
- 
- 

**26. What do you find the most annoying about the state of environment in Montenegro?**

**Note:** Choose only one answer.

1. Waste
  2. Noise
  3. Dust
  4. Water pollution
  5. Crowded beaches
  6. Traffic jams
  7. Other, please indicate \_\_\_\_\_
- 

## Part 3: Expenditure

**27. Are you interested in an engaged holiday which means that for the purpose of development of green, eco, sustainable, low-carbon tourism, you would pay more for that type of holiday (which entails choosing eco-certified accommodation or that your engagement is reflected in allocating certain funds through airplane ticket, visits, price of concert ticket and such)**

1. Yes
2. No
3. No, but I am planning to

**28. Are you willing to spend more money within the package deal or airplane ticket if you know that these funds will be designated for funding green projects which will contribute to reduction of your carbon footprint in Montenegro, i.e. reduction of adverse impact of your trip on nature?**

**Clarification/needs to be read to the interviewee:**  
Carbon footprint costs are defined as additional resources that your allocated for reduction of personal carbon footprint that you pay as surcharge for e.g. airplane ticket, which are invested in development of

green projects in tourism and in that way you annul adverse impact of your trip or stay on nature and climate changes, because you cannot completely neutralise that impact.

1. Yes
2. No. Proceed to question 30.

**29. What is the amount of your allocations or your planned allocations?**

1. Up to 10% of the price
2. Up to 20% of the price
3. Up to 30% of the price
4. More than 30% of the price

## Part 4: Socio-economic questions

**30. Gender**

1. Male
2. Female

**31. Age of the interviewee** \_\_\_\_\_

**32. Degree of education**

1. Primary school
2. Secondary school
3. University degree

**33. Employment**

1. Employed
  2. Self-employed
  3. Student
  4. Pensioner
  5. Unemployed
  6. Other, please indicate \_\_\_\_\_
- 

**34. Average household monthly income**

1. Less than 1.000 Euro
2. From 1.000 to 3.000 Euro
3. From 3.000 to 5.000 Euro
4. More than 5.000 Euro

## QUESTIONNAIRE FOR BUSINESS ENTITIES



Date of survey: \_\_\_\_\_

Name of business entity:	
Municipality:	
E-mail:	
Phone number:	
Year of incorporation:	
Interviewee's position in the business entity:	

## Part 1: General information on business entity

**Note:** All Interviewees need to respond to questions in Part 1.

### 1. Which type of services do you provide in the tourism sector?

		Number of beds/place/ vehicles	Annual occupancy rate (%)
1.	Hotel		
2.	Apartments/private accommodation		
3.	Tourism agency		
4.	Passenger transportation		
5.	Other (please indicate)		

### 2. How do you promote your offer?

**Note:** Put an X for each of the options indicated in the first column.

	Do not use at all	Use occasionally	Use always
Via our web site			
Via website of National and/or Local tourism organization			
Brochures			
Online reservations			
Tour-operators/Agencies			
Web portals (TripAdvisor, Booking...)			
Inclusion in the catalogue with other lessors of accommodation/tourism agencies			

### 3. What are the home countries of your guests/clients?

**Note:** Rank with 1-the most frequent or 5-the rarest.

	Indicate 1 or 5
Domestic market (Montenegro)	
West Balkan countries/the Region	
EU	
Asia	
Africa	
North America	
South America	
Australia	

### 4. What additional activities do you offer to your clients/guests?

**Note:** Put an X.

	Put an X
Sunbathing/Beach	
Swimming	
Cruises	
Eco-tours	
Cycling	
Kayaking	
Horseback riding	
Paragliding	
Kite surfing	
Active tourism	
Wellness tourism	
Visits to cultural-historical monuments	
Other (please indicate)	

**5. To what extend is your business seasonally limited?**

**Note:** Put an X for each of the options indicated in the first column.

	Do not agree	Some-what agree	Agree completely
We have year-round visitors/guests			
Business in the off-season is an issue for us			
We are greatly affected by the season			
We are closed off-season			

**6. What are your monthly expenses over summer tourist season for the following categories of expenses? (period June-September)**

Type of expenses	Average monthly expenses (€)	% of increase or reduction as to the same period in 2016? (insert +/- %)
Electric power		
Fuel		
Water supplying		
Waste disposal		

**7. Your annual turnover in 2016:**

1. up to €100.000
2. from €100.000 to €500.000
3. from €500.000 to €1.000.000
4. more than €1.000.000

## Part 2: Energy efficiency

**Note:** Questions 8 to 15 are for Interviewees who are hotel and apartment representatives. Others should proceed to question 15.

**8. Do you invest in energy efficiency of your facilities?**

1. Yes
2. No, **proceed to question 12.**
3. No, but we are planning to invest, **proceed to question 12.**

**9. How did you improve energy efficiency in the period 2015-2017? Note: Multiple answers possible.**

1. Insulation (walls, windows, doors)
2. Cooling and/or heating system
3. Lighting system
4. Usage of renewable energy sources (solar panels, wind energy, geothermal energy)
5. We did not conduct any activities to improve energy efficiency in the period 2015-2017 **Proceed to question 11.**

**6. Other, please indicate**

---



---

**10. How much did you invest so far in energy efficiency?**

1. Up to €10.000
2. From €10.000 to €50.000
3. From €50.000 to €100.000
4. From €100.000 to €500.000
5. More than €500.000

**11. Did you manage to make saving on the grounds of investments in improvement of energy efficiency?**

1. Yes, indicate percentage
2. Somewhat
3. No

**12. Please indicate total number of towels per person/bed?** \_\_\_\_\_

**13. How often do you launder towels?**

1. Daily
2. Weekly
3. Biweekly
4. Monthly
5. We have our own laundry room **Proceed to question 15.**
6. Other, please indicate \_\_\_\_\_

**14. Please indicate monthly cost of laundering towels per summer tourist season? € \_\_\_\_\_**

**!!!ALL interviewees need to respond to questions from 15 until the end of the questionnaire (hotels, apartments, tourist agencies, rent-a-car agencies and taxi drivers)!!!**

**15. Do you believe that business entities in Montenegro can get Incentives/enticement, either financial resources or some other incentives/enticement for realization of “green, eco, sustainable” projects in the tourism sector?**

1. Yes
2. No, why?

**Note:** Definition that the surveyor needs to read prior to asking following set of questions.

Eco-certification for the hotels and apartments is a way of promoting and better positioning in the market, in particular the western Europe market and remote destinations (USA, Canada, Australia, New Zealand), better sale of capacities through cooperation with tour operators and save operative costs (electricity, water, chemicals)

**16. Did you introduce some eco-certificate in your business operating?**

1. Yes, which? \_\_\_\_\_
2. I am planning to introduce Eco sign of the European Union (for smaller hotels and apartments, that use individual and on-line booking)
3. I am planning to introduce Travelife certificate (for larger hotels that cooperate with tour operators such as TUI, Neckermann and others)
4. I do not plan to introduce eco-certificate. Please state the reason  
\_\_\_\_\_

*The interviewees who selected options 2, 3 or 4 offered under question 16 will proceed to question 18.*

**17. If you did introduce the certificate, do you believe that it has/will substantially improve your business operating?**

1. Yes, completely
2. Yes, to some extent
3. No

**18. Do you believe that the introduction of the eco certificate (registration and membership) requires substantial financial resources?**

1. Yes, because return on investment is uncertain
2. No, because having the certificate leads to reduction of costs and better sale of capacities
3. Other, please indicate  
\_\_\_\_\_

**19. Did you introduce some novelty in your tourist offer in the spirit of eco, green, low carbon tourism?**

1. Yes
2. No, proceed to question 21.

**20. Which novelties did you introduce?**

**Note:** Multiple answers possible.

1. Enhanced food offer originating from domestic breeding
2. We recommend to guests that by using the same towel more than once preserves the environment
3. We recommend the tourists to become involved during their stay and to donate funds for fighting climate changes and sustainable projects in the country (donation boxes)
4. We have a carbon calculator on our website or the reception desk which we can use to calculate our carbon footprint
5. We increased visibility of green messages for guests (recommendations such as – reduce your carbon footprint, etc.)
6. We also offer green accommodation on official tourism fairs

7. We eco-certified our facility
8. Other, please indicate  
\_\_\_\_\_

**21. What is the size of your vehicle fleet?**

1. Up to 5 vehicles
2. From 5 to 10 vehicles
3. More than 10 vehicles
4. We do not have vehicles. **Proceed to question 25.**

**22. What is the type of fuel that you use most often for transportation of passengers/tourists? (Please indicate)**

**23. Are you willing to invest in transportation vehicles that use eco and alternative fuels to attract more passengers or to attract a particular category of tourists?**

1. Yes (how much per year (please indicate a % of increase in regards to your current annual fuel expenditure \_\_\_\_\_))
2. No

**24. What are the key challenges and barriers to investing in new vehicles?**

1. Lack of financial resources
2. Lack of incentives from local government and/or the country
3. Lack of infrastructure
4. Other, please indicate  
\_\_\_\_\_

**25. Are you personally in the habit of turning off your car or a motorbike while waiting (on a petrol station, parking lot, in front of some building)?**

1. Yes, always
2. Yes, sometimes
3. No
4. No, because I do not drive

## Part 3: Sustainable/green/eco/low carbon tourism

**Note:** All the Interviewees need to respond to questions in part 3.

**Note:** The surveyor needs to read following definition prior to asking following set of questions.

Sustainable/green/eco/low carbon tourism is based on principles of harmonization of economic growth interests and the need to protect environment, natural resources and cultural heritage with implementation of mitigation measures and climate changes adjustment measures.

**26. To what extent do you agree with the following statements?**

**Note:** Please put an X in the fields.

	Strongly agree	Agree	Some-what agree	Some-what dis-agree	Dis-agree	Strongly dis-agree
Climate changes have a great impact on the tourism sector development						
Sustainable/green/eco/low-carbon tourism should be a strategic direction for the development of the tourism sector in our municipality						
Investments in the development of green, eco, sustainable low-carbon tourist services and products will attract high-end tourists from the developed countries and generate long-term revenues						
Resorts and large investment projects affect the concept of eco, sustainable, green, low carbon tourism						
Eco, sustainable, green, low carbon tourism have great impact on tourism sector development in my municipality						

**27. Do you believe that environmental protection is at a satisfactory level in Montenegro?**

1. Yes
  2. No, Why?
- 
- 

**28. Why should tourists choose Montenegro as a destination for sustainable/green/eco/low-carbon tourism?**

**Note:** Multiple answers possible.

1. Untouched nature
  2. Quality of accommodation
  3. Good prices
  4. Diversity and quality of services
  5. Popular destination
  6. Transport connections
  7. Summer music, fashion, film festivals, New Year's Eve celebration
  8. Other, please state
- 
- 

**29. What is the most pressing environmental issue in Montenegro?**

**Note:** Choose one answer.

1. Waste
  2. Noise
  3. Dust
  5. Water pollution
  6. Crowded beaches
  7. Traffic jams
  8. Other, please indicate
- 
- 

**30. In your opinion, what is the effective way of reducing traffic jams in the summer tourist season? Please indicate**

---



---

## Part 4: Carbon Footprint

**Note:** All the Interviewees need to answer to questions under part 4.

**31. How familiar are you with the issue of climate changes and global warning?**

1. Not at all
2. Very little
3. Basic information
4. To a large extent

**32. Your daily energy consumption and activities affect environment, i.e. while you drive your car, heat or cool premises, causing emissions of CO<sub>2</sub> and other harmful gases which contributes to climate changes. This is called carbon footprint. Have you ever calculated carbon footprint of your business operating?**

1. Yes
2. No. Proceed to question 34.
3. No, but I intend to. Proceed to question 34.

**33. Did you use websites for carbon footprint calculation?**

1. Yes I did ([www.izracunajco2.me](http://www.izracunajco2.me), [calculateco2.me](http://calculateco2.me))
2. Yes, foreign websites ([www.ecologicalfootprint.com](http://www.ecologicalfootprint.com), [www.co2.myclimate.org](http://www.co2.myclimate.org))

**34. Are you familiar with carbon footprint reduction measures?**

1. Yes
2. No
3. Partially

**35. Do you implement measures for carbon footprint reduction?**

1. Yes
2. No, proceed to question 37.

**36. How do you implement carbon footprint reduction measures?**

**Note:** Multiple answers possible.

1. Implementation of measures for energy efficiency improvement – energy saving
  2. Rational usage of water and chemicals
  3. Reduction of waste generation from hotels/companies
  4. We plan to purchase of hybrid and/or electric vehicles
  5. We turn off car and/or motorbike engines at “idle speed”
  6. We encourage guests and employees to use public transit and non-motorized forms of transportation
  7. Other, please indicate
- 
- 

**37. Are you interested in additional investments which would reduce the impacts of your business operating on environment and climate changes?**

1. Yes
2. No

**38. Would you support introduction of tourist card which would grant its holder 5% to 10% discount to your services?**

1. Yes
2. No



## **STATISTICAL ANNEX**



# CONTENT

<b>1. ATTITUDES OF BUSINESS ENTITIES .....</b>	<b>65</b>
Part 1: General information about the business entity .....	65
Part 2: Energy efficiency .....	69
Part 3: Eco-certification.....	71
Part 4: Sustainable/green/eco/low-carbon tourism .....	75
Part 5: Carbon footprint.....	77
<b>2. ATTITUDES OF TOURISTS.....</b>	<b>79</b>
Part 1: Visit to Montenegro .....	79
Part 2: Carbon footprint .....	86
Part 3: Expenditure .....	88
Part 4: Socio-economic questions .....	89



# 1. ATTITUDES OF BUSINESS ENTITIES

## Part 1: General information about the business entity

Note: Part 1-General information about the business entity. All interviewees need to answer.

### Municipality

	Frequency	Percent	Valid Percent
Podgorica	10	10	10
Kotor	9	9	9
Tivat	6	6	6
Bar	13	13	13
Ulcinj	9	9	9
<b>Budva</b>	<b>37</b>	<b>37</b>	<b>37</b>
Herceg Novi	13	13	13
Cetinje	3	3	3
Total	100	100	100

### Year of incorporation

	Frequency	Percent	Valid Percent
Up to 1980	3	3	4.5
From 1980 to 1990	6	6	9
From 1990 to 2000	5	5	7.5
<b>From 2000 to 2010</b>	<b>28</b>	<b>28</b>	<b>41.8</b>
After 2010	25	25	37.3
Total	67	67	100
Total	100	100	

### Interviewee's position in the business entity

	Frequency	Percent	Valid Percent
Director	11	11	11.3
Manager	25	25	25.8
Receptionist	9	9	9.3
<b>Owner</b>	<b>27</b>	<b>27</b>	<b>27.8</b>
Deputy director	6	6	6.2
Director of sales and marketing	2	2	2.1
Financial director	1	1	1
Head of Sales	1	1	1
Sales manager	1	1	1
Head of reception desk	2	2	2.1
Foreman	2	2	2.1
Responsible person in the agency	1	1	1
Authorized person	8	8	8.2

Independent administrative officer for marketing	1	1	1
Total	100	100	

**1. Which type of services do you provide in the tourism sector?**

	Frequency	Percent	Valid Percent
<b>Hotel</b>	<b>50</b>	50	<b>50</b>
Apartments/private accommodation	21	21	21
Tourism agency	9	9	9
Passenger transportation	20	20	20
Total	100	100	100

**1.1. Number of beds/places/ vehicles**

	N	Minimum	Maximum	Average
<b>Hotel</b>	<b>44</b>	<b>6</b>	<b>1985</b>	<b>207.06</b>
Apartments/private accommodation	20	3	76	17.1
Passenger transportation	15	1	125	30.4

Note: HOTEL "SLOVENSKA PLAŽA" (1.985 beds)

**1.2. Annual occupancy rate (%)**

	N	Minimum	Maximum	Average
<b>Hotel</b>	<b>32</b>	<b>35</b>	<b>100</b>	<b>66.5</b>
Apartments/private accommodation	19	20	80	53.68
Passenger transportation	13	30	100	73.46

**2. How do you promote your offer?**

	Do not use at all	Use occasionally	Use always
Via our web site	35.2%	12.1%	52.7%
<b>Via website of National and/or Local tourism organization</b>	48.3%	34.5%	17.2%
Brochures	25.3%	29.7%	45.1%
Online reservations	19.4%	14%	66.7%
Tour-operators/Agencies	18.1%	30.9%	51.1
<b>Web portals (TripAdvisor, Booking...)</b>	14.3%	20.9%	64.8%
Inclusion in the catalogue with other lessors of accommodation/tourist agencies	29.5%	39.8%	30.7%

**3. What are the home countries of your guests/clients?**

	Most often	Least frequent
Domestic market (Montenegro)	68.4%	31.6%
West Balkan countries/the Region	66%	34%
EU	<b>75.8%</b>	24.2%
Asia	32.6%	67.4%

Africa	18.8%	81.2%
North America	33.8%	66.3%
South America	18.2%	<b>81.8%</b>
Australia	28.2%	71.8%

**4. What additional activities do you offer to your clients/guests?**

	% of the total sample
Sunbathing/Beach	49
Swimming	48
Cruises	20
Eco-tours	24
Cycling	17
Kayaking	10
Horseback riding	12
Paragliding	13
Kite surfing	11
Active tourism	23
Wellness tourism	36
Visits to cultural-historical monuments	27
Other	20
Total	310

**4.1. What additional activities do you offer to your clients/guests-Other, please indicate**

	% of the total sample
Aqua park	1
Car service	1
Excursions	1
Congressional tourism	1
Cruises	1
Outdoor pool	1
Transportation	1
Rafting, national parks	1
Rent a car	2
All of the above through other agencies	1
All of the above in cooperation with partners	1
Transfer service	4
In cooperation with agencies	1
In cooperation with partners	1
In case of interest, we hire an agency	1
Driver with a rented car	1
Total	20

**5. To what extend is your business seasonally limited?**

	Do not agree	Somewhat agree	Agree completely
We have year-round visitors/guests	40.4%	29.3%	30.3%
Business in the off-season is an issue for us	29%	41.9%	29%
We are greatly affected by the season	20.8%	27.1%	52.1%
We are closed off-season	56.7%	15.6%	27.8%

**5.1. Average monthly expenses (EUR) - (with extreme values)**

	N	Minimum	Maximum	Average
Electric power	70	40	30.000	4.638.686
Fuel	47	80	90.000	5.728.596
Water supplying	68	10	20.000	2.810.647
Waste disposal	69	10	15.472	737.2464

**5.1.1. Average monthly expenses (EUR) - (no extreme values)**

	N	Minimum	Maximum	Average
Electric power	62	40	12.100	2.419.613
Fuel	39	80	5.000	940.7692
Water supplying	57	10	6.000	791.6491
Waste disposal	61	10	1.500	327.5902

**5.2. Which type of services do you provide in the tourism sector-intersection (with extreme values)**

Average monthly expenses (EUR)	Hotel	Apartments/private accommodation	Tourism agency	Passenger transportation
	Average	Average	Average	Average
Electric power	9.386.61	570.25	149.38	261.11
Fuel	4.800.18	194.29	1.516.00	11.900.00
Water supplying	5.669.97	151.05	47.50	95.63
Waste disposal	1.458.70	92.90	23.13	86.25

**Note:** Average monthly expenses (EUR)

**5.2.1. Which type of services do you provide in the tourism sector-intersection (no extreme values)**

Average monthly expenses (EUR)	Hotel	Apartments/private accommodation	Tourism agency	Passenger transportation
Electric power	5.402.64	570.25	149.38	261.11
Fuel	952.5	194.29	1516	1.242.86
Water supplying	1.868.59	151.05	47.5	95.63
Waste disposal	690	92.9	23.13	86.25
Electric power	9.66	19.5	10	10

**Note:** Average monthly expenses (EUR)

**5.3. What is the increase in your monthly expenses during the summer season compared with the same period in 2016?**

	N	Minimum	Maximum	Average
Electric power	34	1	50	14.3706
Fuel	24	2	65	14.5
Water supplying	29	1	60	10.6621
Waste disposal	25	1	20	7

**5.4. What is the reduction in your monthly expenses during the summer season compared with the same period in 2016?**

	N	Minimum	Maximum	Average
Fuel	1	10	10	10
Water supplying	1	5	5	5
Waste disposal	2	20	20	20

**6. Your annual turnover in 2016**

	Frequency	Percent	Valid Percent
up to €100.000	55	55	62.5
from €100.000 to €500.000	11	11	12.5
from €500.000 to €1.000.000	11	11	12.5
more than €1.000.000	11	11	12.5
Total	88	88	100
Total	100	100	

## Part 2: Energy efficiency

**Note:** Part 2 – Energy efficiency. Questions for interviewees – representatives of hotels and apartments.

**7. Do you invest in energy efficiency of your facilities?**

	Frequency	Percent	Valid Percent
Yes	45	63.4	65.2
No	24	33.8	34.8
Total	69	97.2	100
Total	71	100	

**8. Manner in which you increased energy efficiency in the period 2015-2017?**

	% of the total sample
Insulation (walls, windows, doors)	86.7
Cooling and/or heating system	77.8
Lighting system	84.4
Usage of renewable energy sources (solar panels, wind energy, geothermal energy)	35.6
Other	2.2

**Note:** Multiple answers possible

**Filter:** Question for business entities that invest in energy efficiency of their facilities.

**9. How much did you invest so far in energy efficiency?**

	Frequency	Percent	Valid Percent
<b>Up to €10.000</b>	18	40	42.9
From €10.000 to €50.000	12	26.7	28.6
From €50.000 to €100.000	5	11.1	11.9
From €100.000 to €500.000	4	8.9	9.5
More than €500.000	3	6.7	7.1
Total	42	93.3	100
Total	45	100	

**Filter:** Question for business entities that invest in energy efficiency of their facilities.

**10. Did you manage to make saving on the grounds of investments in improvement of energy efficiency?**

	Frequency	Percent	Valid Percent
Yes	8	17.8	18.2
<b>Somewhat</b>	<b>35</b>	<b>77.8</b>	<b>79.5</b>
No	1	2.2	2.3
Total	44	97.8	100
Total	45	100	

**Filter:** Questions for business entities that invest in energy efficiency of their facilities.

**10.1. If YES. please indicate a Percent**

N	Minimum	Maximum	Average
4	5	30	13.75

**Filter:** Question for business entities that invest in renewable energy sources

**11. Indicate total number of towels per person/bed?**

	Frequency	Percent	Valid Percent
Up to 2 towels	23	32.4	37.7
<b>From 2 to 4 towels</b>	<b>37</b>	<b>52.1</b>	<b>60.7</b>
More than 4 towels	1	1.4	1.6
Total	61	85.9	100.0
Total	71	100.0	

**11.1. Indicate total number of towel per person/bed?**

N	Minimum	Maximum	Average
61	1	5	2.8033

**12. How often do you launder towels?**

	Frequency	Percent	Valid Percent
<b>Daily</b>	<b>38</b>	<b>53.5</b>	<b>53.5</b>
Weekly	11	15.5	15.5
We have our own laundry room	21	29.6	29.6
Other	1	1.4	1.4
Total	71	100	100

**13. Please indicate average monthly cost of laundering towels per summer tourist season?**

	Frequency	Percent	Valid Percent
Up to €500	20	28.2	69
From €500 to €1.000	5	7	17.2
From €1.000 to €3.000	1	1.4	3.4
From €3.000 to €6.000	1	1.4	3.4
More than €6.000	2	2.8	6.9
Total	29	40.8	100
Total	71	100	

**Filter:** Answers of business entities that stated to have their own laundry room are excluded.

**13.1. Please indicate average monthly cost of laundering towels per summer tourist season - (with extreme values)**

N	Minimum	Maximum	Average
29	30.00	8000.00	1.043.0345

**Filter:** Answers of business entities that stated to have their own laundry room are excluded.

**13.1.1. Please indicate average monthly cost of laundering towels per summer tourist season? - (no extreme values)**

N	Minimum	Maximum	Average
26	30.00	2000.00	380.3846

**Filter:** Answers of business entities that stated to have their own laundry room are excluded.

## Part 3: Eco-certification

**Note:** Part 3: Eco-certification. questions for all interviewees

**14. Do you believe that business entities in Montenegro can get incentives/enticement, either financial resources or some other incentives/enticement for realization of “green, eco, sustainable” projects in the tourism sector?**

	Frequency	Percent	Valid Percent
Yes	64	64	72.7
No	24	24	27.3
Total	88	88	100
Total	100	100	

**14.1. State reasons why Municipality does not have sufficient financial resources for funding “green” projects?**

	N	% of those who said that the Municipality does not have sufficient financial resources for funding “green” projects
Did not respond	17	70.8
Insufficient promotion	1	4.2
Insufficient incentives	1	4.2
Insufficient financial resources	1	4.2
I am not familiar with it	3	12.5

Low expectations from state measures	1	4.2
Total	24	100

**Note:** Questions only for business entities that said that Municipality does not have sufficient financial resources for funding “green” projects.

#### 15. Did you introduce some eco-certificate in your business operating?

	Frequency	Percent	Valid Percent
Yes	6	6	6.3
I plan to introduce EU Eco sign	23	23	24.2
I plan to introduce Travelife certificate	17	17	17.9
<b>I do not plan to introduce eco-certificate</b>	<b>49</b>	<b>49</b>	<b>51.6</b>
Total	95	95	100
Total	100	100	

#### 15.1. Which eco-certificate did you introduce in your business operating

	N	% of those who introduced eco-certificates in their business operating
Did not answer	2	33.33
<b>Eco label certificate</b>	<b>3</b>	<b>50</b>
All. EU. Travelife. EU MTA/EHC certificates	1	16.66
Total	6	100

**Note:** Question for business entities that said that they have eco-certificate.

#### 15.1.1. Reasons for which eco-certificates do not want to be introduced

	N	% of those who stated the reason for not wanting to introduce the eco certificate
Did not answer	27	55.1
Finances	8	16.3
Not required for now	4	8.2
No incentive measures	2	4.1
We do not have time for that	1	2.0
It is not closely related to the agency's activity	1	2.0
I am not familiar with eco-certificates in my line of work	2	4.1
Specificity of the business sector	2	4.1
Because of the nature of business	2	4.1
Total	49	100

#### 16. If you did introduce the certificate, do you believe that it has/will substantially improve your business operating?

	Frequency	Percent	Valid Percent
Yes, completely	3	50	50
Yes, to some extent	3	50	50
Total	6	100	100

**Filter:** Question for business entities that introduced some eco-certificate in their business.

**17. Do you believe that the introduction of the eco certificate requires substantial financial resources**

	Frequency	Percent	Valid Percent
Yes, because return on investment is uncertain	51	51	56
<b>No, because having the certificate leads to reduction of costs and better sale of capacities</b>	<b>29</b>	<b>29</b>	<b>31.9</b>
Other	11	11	12.1
Total	91	91	100
Total	100	100	

**17.1. Please state why introduction of eco-certificate requires substantial financial resources**

	N	% of those who put "other" as an answer to the question why introduction of eco-certificate requires substantial financial resources
Did not answer	6	54.5
No opinion	1	9.1
Not fully informed	4	36.4
Total	11	100.0

**18. Did you introduce some novelty in your tourist offer in the spirit of eco. green. low carbon tourism?**

		Percent	Valid Percent
Yes	29	29	31.2
<b>No</b>	<b>64</b>	<b>64</b>	<b>68.8</b>
Total	93	93	100
Total	100	100	

**19. Which novelties did you introduce?**

	% of the total sample
Enhanced food offer originating from domestic breeding	62.1
We recommend guests that using the same towel more than once preserves the environment	55.2
We recommend the tourists to become involved during their stay and to donate funds for fighting climate changes and sustainable projects in the country (donation boxes)	34.5
We have a carbon calculator on our website or at the reception desk which we can use to calculate our carbon footprint	10.3
We increased visibility of green messages for guests (messages such as – reduce your carbon footprint. etc.)	6.9
We also offer green accommodation on official tourism fairs	10.3
We eco-certified our facility	6.9
Other	3.4

**Filter:** Question for interviewees who introduced a novelty in their tourist offer in the spirit of eco. green. sustainable low carbon tourism.

**20. What is the size of your vehicle fleet?**

	Frequency	Percent	Valid Percent
<b>Up to 5 vehicles</b>	<b>39</b>	<b>39</b>	<b>40.2</b>
From 5 to 10 vehicles	10	10	10.3

More than 10 vehicles	19	19	19.6
We do not have vehicles	29	29	29.9
Total	97	97	100
Total	100	100	

**21. What is the type of fuel that you use most often for transportation of passengers/tourists?**

	% of the total sample
No response	25.0
Petrol	17.6
Diesel	42.6
Diesel and petrol	1.5
Eco-diesel	10.3
Do not perform transportation of passengers at the moment	2.9
Total	100.0

**Filter:** Question for business entities with vehicle fleet.

**22. Are you willing to invest in transportation vehicles that use eco and alternative fuels to attract more passengers or to attract a particular category of tourists?**

	Frequency	Percent	Valid Percent
Yes	25	36.8	38.5
No	40	58.8	61.5
Total	65	95.6	100
Total	68	100	

**Filter:** Question for business entities with vehicle fleet.

**22.1. If answer was affirmative (How much annually (indicate a % of increase compared with the current annual expenditure for fuel))**

N	Minimum	Maximum	Average
7	1.5	30	14.5

**Filter:** Question for business entities with a vehicle fleet.

**23. What are key challenges and barriers in respect to investing in new vehicles?**

	Frequency	Percent	Valid Percent
Lack of financial resources	31	45.6	50
Lack of incentives from local government	18	26.5	29
Lack of infrastructure	12	17.6	19.4
Other	1	1.5	1.6
Total	62	91.2	100
Total	68	100	

**Filter:** Question for business entities with vehicle fleet.

**24. Are you in the habit of turning off engine of your car or a motorbike while waiting?**

	Frequency	Percent	Valid Percent
Yes, always	49	49	49
Yes, sometimes	36	36	36
No	8	8	8
No, because I do not drive	7	7	7
Total	100	100	100

## Part 4: Sustainable/green/eco/low carbon tourism

**Note:** All the interviewees need to respond to questions in part 4.

**25. To what extent do you agree with the following statements on climate changes and eco-tourism?**

	Strongly agree	Agree	Somewhat agree	Somewhat disagree	Disagree
Climate changes have a great impact on the tourism sector development	47%	32%	18%	1%	2%
Sustainable/green/eco/low-carbon tourism should be a strategic direction for the development of the tourism sector in our municipality	30%	35%	33%		2%
Investments in the development of green, eco, sustainable low-carbon tourism services and products will attract high-end tourists from developed countries and generate long-term revenues	35%	34%	27%	1%	3%
Resorts and large investment projects affect the concept of eco, sustainable, green, low carbon tourism	20%	24%	29%	16%	11%
Eco, sustainable, green, low carbon tourism have great impact on tourism sector development in my municipality	17%	27%	42%	7%	7%

**26. Do you believe that environmental protection is at a satisfactory level in Montenegro?**

	Frequency	Percent	Valid Percent
Da	49	49	49.5
Ne	50	50	50.5
Total	99	99	100
Total	100	100	

**26.1. Reasons because of which you find that the state of environment is not at a satisfactory level in Montenegro**

	% of those who said that they do not think that the state of environment is at a satisfactory level in Montenegro
No answer	26
Landfills, garbage is disposed at illegal landfills, noise, traffic jams, infrastructure	56
Human factor, forest cutting, fires	2
Insufficient attention paid to clean nature, beaches	10
Excessive construction, too little green spaces	2

Poorly developed eco awareness of the citizens	4
Total	100

**Note:** Question for legal entities that said they do not believe that the state of environment in Montenegro is at a satisfactory level.

## 27. Why should tourists choose Montenegro as destination for sustainable/green/eco/low carbon tourism?

	% of the total sample
Untouched nature	79
Quality of accommodation	38
Favourable prices	47
Diversity and quality of services	38
Popular destination	31
Transport connections	18
Summer music, fashion, film festivals, New Year's Eve celebration	23
Other	2
Total	276

**Note:** Multiple answers possible

## 28. What is the most pressing environmental issue in Montenegro that needs addressing?

	Frequency	Percent	Valid Percent
Waste	67	67	69.1
Noise	8	8	8.2
Dust	1	1	1
Water pollution	3	3	3.1
Crowded beaches	1	1	1
Traffic jams	17	17	17.5
Total	97	97	100
Total	100	100	

## 29. What is the efficient manner of reducing traffic jams in the summer tourist season?

	% of the total sample
No answer	23
New road infrastructure	13
Construction of gangways, by-passes, roundabouts, bicycle lanes	25
More cycling	6
Traffic lights	5
Police control	5
Alternative forms of transportation	4
Lower usage of cars	3
Less taxi vehicles	3
Better organized pedestrian street crossings	2
New parking spaces	2
More public transit	2
Completion of works prior to the beginning of the season	2

Better organization at border crossings and roads	1
Relocation of taxis stops	1
Less tourists	1
Tolerance of police toward tourists	1
Regulate movement of pedestrians in streets	1
Total	100

**Note:** Multiple answers possible

## Part 5: Carbon footprint

**Note:** Part 5 – questions for all interviewees

### 30. How familiar are you with the issue of climate changes and global warning?

	Frequency	Percent	Valid Percent
Not at all	5	5	5.1
Very little	4	4	4
<b>Basic information</b>	<b>68</b>	<b>68</b>	<b>68.7</b>
To a large extent	22	22	22.2
Total	99	99	100
Total	100	100	

### 31. Have you ever calculated carbon footprint of your business operating?

	Frequency	Percent	Valid Percent
Yes	11	11	11.3
<b>No</b>	<b>76</b>	<b>76</b>	<b>78.4</b>
No, but I intend to	10	10	10.3
Total	97	97	100
Total	100	100	

### 32. Did you use websites for carbon footprint calculation?

	Frequency	Percent	Valid Percent
Yes I did ( <a href="http://www.izracunajco2.me">www.izracunajco2.me</a> . <a href="http://calculateco2.me">calculateco2.me</a> )	9	81.8	100
Total	11	100	

**Filter:** Question for business entities that calculated carbon footprint of their business operating

### 33. Are you familiar with the measures for carbon footprint reduction?

	Frequency	Percent	Valid Percent
Yes	18	18	18.2
<b>No</b>	<b>50</b>	<b>50</b>	<b>50.5</b>
Partially	31	31	31.3
Total	99	99	100
Total	100	100	

**34. Do you implement measures for carbon footprint reduction?**

	Frequency	Percent	Valid Percent
Yes	34	34	35.4
No	<b>62</b>	<b>62</b>	<b>64.6</b>
Total	96	96	100
Total	100	100	

**35. How do you implement carbon footprint reduction measures?**

	% of those who are familiar with the measures for carbon footprint reduction
Implementation of measures for energy efficiency improvement – energy conservation	82.4
Rational usage of water and chemicals	79.4
Reduction of waste generation from hotels/companies	67.6
We plan to purchase hybrid and/or electric vehicles	2.9
We turn off car and/or motorbike engines at “idle speed”	70.6
We encourage guests and employees to use public transit and non-motorized forms of transportation	32.4
Total	335.3

**Note:** Multiple answers possible

**Filter:** Question for business entities that are familiar with carbon footprint reduction measures

**26. Are you interested in additional investments which would reduce the impacts of your business operating on environment and climate changes?**

	Frequency	Percent	Valid Percent
Yes	<b>66</b>	<b>66</b>	<b>66.7</b>
No	33	33	33.3
Total	99	99	100
Total	100	100	

**37. Would you support introduction of tourist (loyalty) card which would grant its holder 5% to 10% discount to your services?**

	Frequency	Percent	Valid Percent
Yes	<b>43</b>	<b>43</b>	<b>78.2</b>
No	12	12	21.8
Total	55	55	100
Total	100	100	

## 2. ATTITUDES OF TOURISTS

### Part 1: Visit to Montenegro

Note: Part 1 – questions for all the interviewees

#### Home country of the tourists

	Frequency	Percent	Valid Percent
Montenegro	500	50.0	50.0
Serbia	85	8.5	8.5
B&H	53	5.3	5.3
Kosovo	6	0.6	0.6
Macedonia	8	0.8	0.8
Albania	7	0.7	0.7
Poland	7	0.7	0.7
Bulgaria	1	0.1	0.1
Sweden	7	0.7	0.7
G.Britain	68	6.8	6.8
Russia	93	9.3	9.3
France	45	4.5	4.5
Switzerland	4	0.4	0.4
Slovenia	4	0.4	0.4
Hungary	5	0.5	0.5
The Netherland	2	0.2	0.2
Croatia	15	1.5	1.5
Germany	26	2.6	2.6
Belgium	11	1.1	1.1
Spain	3	0.3	0.3
Italy	17	1.7	1.7
Ireland	3	0.3	0.3
Byelorussia	5	0.5	0.5
Moldavia	2	0.2	0.2
Finland	2	0.2	0.2
Norway	2	0.2	0.2
Turkey	5	0.5	0.5
Romania	5	0.5	0.5
Israel	1	0.1	0.1
USA	3	0.3	0.3
Denmark	2	0.2	0.2
Austria	1	0.1	0.1
Africa	1	0.1	0.1
Brazil	1	0.1	0.1
Total	1000	100.0	100.0

### Home country of the tourists – the Region

	Frequency	Percent	Valid Percent
Montenegro	500	50	50
Other European countries	225	22.5	22.5
Balkan countries	162	16.2	16.2
Russia and Former Soviet Union Countries	99	9.9	9.9
Rest of the world	7	0.7	0.7
Albania	7	0.7	0.7
Total	1000	100	100

### 1. Is this your first time as a tourist in Montenegro?

	Frequency	Percent	Valid Percent
Yes	293	29.3	34.8
No	548	54.8	65.2
Total	841	84.1	100.0
Total	1000	100.0	

Please indicate the number of times you have so far visited Montenegro excluding this visit

N	Minimum	Maximum	Average
418	1.00	1000.00	73.5574

Note: Foreign tourists only (with extremes)

Please indicate the number of times you have so far visited Montenegro excluding this visit

N	Minimum	Maximum	Average
385	1.00	35.00	6.2649

Note: Foreign tourists only (no extremes)

### 2. Who did you come with

	Frequency	Percent	Valid Percent
Alone	107	10.7	10.7
With family	551	55.1	55.3
With friends	319	31.9	32.0
With colleagues - business partners	19	1.9	1.9
Total	996	99.6	100.0
Total	1000	100.0	

#### 2.1. Total number of persons including the Interviewee

N	Minimum	Maximum	Average
483	1.00	7.00	3.3292

Note: Question for interviewees who came with family.

## 2.2. Number of children below 15 years of age

N	Minimum	Maximum	Average
259	1.00	4.00	1.5483

**Note:** Question for interviewees who came with family.

## 3. How did you choose Montenegro as your holiday destination?

	% of the total sample
Via Internet	36.6
Friends and family recommendation	49
Via media, social networks	4.2
WEB site of the NTO	1.1
Online tourist agencies	9.8
Fairs and exhibitions	0.4
Other	5.8
Total	106.9

**Note:** Multiple answers possible

## 4. Which sources did you use on the Internet?

	% of the total sample
Social networks	14.98
Web pages of tourism organisation of Montenegro	2.46
Pages of accommodation units	7.39
On-line tourist agencies	14.37
Total	39.21

**Filter:** Question for interviewees who used the Internet as manner of choosing Montenegro as holiday destination.

**Note:** Multiple answers possible.

## 5. How long do you plan to stay in Montenegro for your this year's summer holiday

	Frequency	Percent	Valid Percent
Up to 7 days	452	45.2	47.6
<b>From 7 to 15 days</b>	<b>469</b>	<b>46.9</b>	<b>49.4</b>
From 15 to 30 days	23	2.3	2.4
More than 30 days	6	0.6	0.6
Total	950	95.0	100.0
Total	1000	100.0	

### 5.1. How long do you plan to stay in Montenegro for your this year's summer holiday - (with extreme values)

N	Minimum	Maximum	Average
950	1.00	90.00	8.8579

### 5.2. How long do you plan to stay in Montenegro for your this year's summer holiday – (no extreme values)

N	Minimum	Maximum	Average
891	2.00	14.00	7.9282

**6. What are the key reasons for choosing a particular holiday destination?**

	Most important	Somewhat important	Less important	Least important
Untouched nature	42.8%	37.4%	18.8%	1%
Accommodation quality	<b>52.7%</b>	43.2%	4%	
Food quality	43.9%	<b>48.1%</b>	7.6%	0.4%
Favourable prices	50.8%	39.2%	9%	1%
Quality and diversity of services	43.3%	46%	8.7%	2%
Popularity as tourist destination	32.1%	40.7%	<b>19%</b>	<b>8.2%</b>
Transport connections	30.9%	46.6%	16%	6.4%

**7. Why did you choose Montenegro for your holiday destination?**

	Most important	Somewhat important	Less important	Least important
Untouched nature	46%	32.7%	20.1%	1.1%
Accommodation quality	58.4%	37.5%	4%	0.1%
Food quality	48.2%	44.6%	6.8%	0.4%
Favourable prices	55%	35.7%	8.4%	0.9%
Quality and diversity of services	44.5%	44.2%	9.3%	2%
Popularity as tourist destination	36.1%	39.6%	17.5%	6.8%
Transport connections	38%	41.6%	14%	6.3%
Summer music, film, fashion festivals, New Year's Eve celebration	18.1%	31.6%	27.5%	22.8%
Other	11.6%	15.7%	1.5%	71.2%

**8. What is the type of accommodation that you chose while in Montenegro?**

	Frequency	Percent	Valid Percent
<b>Hotel</b>	<b>387</b>	<b>38.7</b>	<b>39.0</b>
Private accommodation	570	57.0	57.4
Motel	9	0.9	0.9
Resort settlement	9	0.9	0.9
Hostel	7	0.7	0.7
Mountain lodge and house	1	0.1	0.1
Camp	3	0.3	0.3
Recreational vehicle	1	0.1	0.1
Other	6	0.6	0.6
Total	993	99.3	100.0
Total	1000	100.0	

**9. What activities did you plan for your holiday in Montenegro?**

	% of the total sample
Sunbathing	97.3
Swimming	98.8
Cruising	10.4

Eco-tours	8.8
Cycling	5.3
Kayaking	3
Horseback riding	2.8
Paragliding	4.4
Kite surfing	4
Active tourism	10.7
Sport and recreation/wellness tourism	19.4
Visits to national parks	22.5
Visits to cultural-historical sights	19
Other	2.9
Total	309.3

**Note:** Multiple answers possible.

#### 9.1. Other, please indicate

	% of those who put other
Did not respond	3.4
Excursion	3.4
Fun	65.5
Gambling	3.4
Boat rides	3.4
Walking and resting	17.2
Rafting	3.4
Total	100

#### 10. Which mode of transportation did you use when coming to Montenegro?

	Frequency	Percent	Valid Percent
Plane	320	32.0	32.1
<b>Own car</b>	<b>534</b>	<b>53.4</b>	<b>53.6</b>
Rent-a-car	5	0.5	0.5
Motorbike	4	0.4	0.4
Ship	2	0.2	0.2
Train	19	1.9	1.9
Bicycle	2	0.2	0.2
Bus	103	10.3	10.3
Other	8	0.8	0.8
Total	997	99.7	100.0
Total	1000	100.0	

#### 10.1. Other, please indicate

	Frequency	Percent	Valid Percent
Car of a friend	8	100,0	100,0

## 10.2. Interviewees who came by plane

	Frequency	Percent	Valid Percent
Commercial flight	288	90.0	92.0
Low cost airline company	25	7.8	8.0
Total	313	97.8	100.0
Total	320	100.0	

**Note:** Question for interviewees who came with plane

## 11. Which mode of transportation did you use when getting around Montenegro?

	% of the total sample
Own car	54
Rent-a-car	22.3
Motor	0.5
Ship	0.5
Train	1.5
Bus (public transit)	19.2
Bicycle	0.2
I do not get around Montenegro	5.1
Other	3.8
Total	107.1

**Note:** Multiple answers possible.

### 11.1. Other, please indicate

	% of those who put other
Friend's car	5.3
Tourism agency's bus	5.3
Bus	2.6
Walking	7.9
Taxi	78.9
Total	100

## 12. Do you use public transit in your home country

	Frequency	Percent	Valid Percent
Yes	639	63.9	66.7
No	319	31.9	33.3
Total	958	95.8	100.0
Total	1000	100.0	

## 13. Did you use public transit services while in Montenegro?

	Frequency	Percent	Valid Percent
Yes	332	33.2	35.2
No	612	61.2	64.8

Total	944	94.4	100.0
Total	1000	100.0	

**14. What are the reasons for not using the public transit services?**

	Number	% of those who did not use public transit while in Montenegro
There is no need for this type of transportation while I am in Montenegro	543	83.0
Price	9	1.4
Insufficient maintenance and hygiene	8	1.2
Irregularity	30	4.6
Poor connectedness with locations	18	2.8
Lack of information on the existence of the same	35	5.4
Other	11	1.7
Total	654	100.0

**Note:** Multiple answers possible.

**Filter:** Question for interviewees who did not use public transit while in Montenegro.

**15. Which of the offered options best describes your vehicle?**

	Frequency	Percent	Valid Percent
I do not own/drive a car	169	16.9	17.2
Electric vehicle	12	1.2	1.2
Hybrid	24	2.4	2.4
<b>Vehicle that uses diesel</b>	557	55.7	56.5
Vehicle that uses petrol	221	22.1	22.4
Other	2	0.2	0.2
Total	985	98.5	100.0
Total	1000	100.0	

**15.1.Nešto drugo, navesti**

	Frequency	Percent	Valid Percent
Not specified	1	50	50
Gas	1	50	50
Total	2	100	100

**16. Are you in the habit of turning off engine of your car or motorbike while waiting?**

	Frequency	Percent	Valid Percent
Yes, always	324	39.7	39.7
<b>Yes, sometimes</b>	447	54.8	54.8
No	45	5.5	5.5
Total	816	100.0	100.0

**Filter:** Question “Are you in the habit of turning off engine of your car or motorbike while waiting“ is for interviewees who own a car.

**17. Are you planning to revisit Montenegro in the next five years?**

	Frequency	Percent	Valid Percent
<b>Yes</b>	865	86.5	92.5
No	70	7.0	7.5
Total	935	93.5	100.0
Total	1000	100.0	

## Part 2: Carbon footprint

**Note:** Part 2 – questions for all interviewees

**18. How familiar are you with the issue of climate changes and global warning?**

	Frequency	Percent	Valid Percent
Not at all	104	10.4	10.5
I barely know anything about it	218	21.8	21.9
<b>I know basic information</b>	586	58.6	58.9
To a large extent	87	8.7	8.7
Total	995	99.5	100.0
Total	1000	100.0	

**19. Have you ever calculated carbon footprint of your business operating?**

	Frequency	Percent	Valid Percent
Yes	158	15.8	15.9
<b>No</b>	663	66.3	66.8
No, but I intend to	172	17.2	17.3
Total	993	99.3	100.0
Total	1000	100.0	

**20. Did you use websites for carbon footprint calculation?**

	Frequency	Percent	Valid Percent
<b>Yes I did</b>	62	39.2	47.0
Yes I did, foreign	55	34.8	41.7
Other	15	9.5	11.4
Total	132	83.5	100.0
Total	158	100.0	

**Filter:** Question for interviewees who calculated business footprint of their business operating.

**21. Are you familiar with the carbon reduction measures?**

	Frequency	Percent	Valid Percent
Yes	157	15.7	15.8
No	378	37.8	38.0

<b>Partially</b>	460	46.0	46.2
Total	995	99.5	100.0
Total	1000	100.0	

**22. Are you interested in eco-certified accommodation that does not affect the environment**

	Frequency	Percent	Valid Percent
Yes	473	47.3	48.0
<b>No</b>	512	51.2	52.0
Total	985	98.5	100.0
Total	1000	100.0	

**23. What specific actions do you perform at your home to reduce your adverse impact on nature or carbon footprint?**

	Always	Often	Sometimes	Never
Short shower instead of bathing	27.8%	43.1%	27%	2.1%
Towel reusage	26.8%	38.7%	28.5%	6%
Turning off lights and air conditioning units when leaving a room/apartment	60.6%	31.1%	7.6%	0.7%
Turning off car and/or motorbike engine	36.2%	36.7%	22.1%	5%
Usage of local public transit	10.9%	30.4%	39.3%	19.4%
Walking and/or cycling	9.3%	54.6%	30.7%	5.4%
Waste separation	11%	36%	27.5%	25.5%
Shopping local, domestic products	16.8%	54.4%	24%	4.9%

**24. What activities do you conduct or plan to conduct during your stay in Montenegro to contribute to reducing carbon footprint?**

	Always	Often	Sometimes	Never
Short shower instead of bathing	29.8%	<b>52.4%</b>	15.8%	2%
Towel reusage	29.3%	49.2%	16.1%	5.5%
Turning off lights and air conditioning units when leaving a room/apartment	<b>66.7%</b>	27.3%	5.3%	0.7%
Turning off car and/or motorbike engine	43.9%	32.8%	17.8%	5.4%
Usage of local public transit	12.6%	24.8%	23.7%	<b>39%</b>
Walking and/or cycling	12.2%	49.6%	<b>30.2%</b>	8%
Waste separation	10.2%	35.7%	22.9%	<b>31.2%</b>
Shopping local, domestic products	16.6%	51.8%	26.6%	4.9%

**25. Do you believe that environmental protection is at a satisfactory level in Montenegro?**

	Frequency	Percent	Valid Percent
<b>Yes</b>	<b>779</b>	<b>77.9</b>	<b>78.5</b>
No. Why?	213	21.3	21.5
Total	992	99.2	100.0
Total	1000	100.0	

**25.1. Reasons that the state of the environment is not at a satisfactory level in Montenegro.**

	% of those who stated reasons for believing that the state of environment in Montenegro is not at the satisfactory level
No comment	19.2
The country is investing too little in the system	0.5
People do not pay sufficient attention about the environment	2.3
No bike renting	0.5
A lot of waste, traffic jams, water and air pollution, noise	71.8
Seawater is polluted, sewage content discharge into the sea	1.4
More could be done on collecting waste in smaller places	1.4
Attention is not paid to protection of plants, people and animals	0.9
Insufficient green cover at the littoral	0.9
Insufficient knowledge about environment	0.5
More is being done about developing south of Montenegro than the north	0.5
Total	100

**Note:** Question for interviewees who stated reasons for believing that the state of environment is not at a satisfactory level in Montenegro.

**26. What do you find the most annoying about the state of environment in Montenegro?**

	Frequency	Percent	Valid Percent
<b>Waste</b>	<b>378</b>	<b>37.8</b>	<b>38.0</b>
Noise	75	7.5	7.5
Dust	21	2.1	2.1
Water pollution	50	5.0	5.0
Crowded beaches	117	11.7	11.8
Traffic jams	349	34.9	35.1
Other, please indicate	4	0.4	0.4
Total	994	99.4	100.0
Total	1000	100.0	

## Part 3: Expenditure

**Note:** Part 3 – questions for all interviewees

**27. Are you interested in an engaged holiday which means that for the purpose of development of green, eco, sustainable, low-carbon tourism, you will pay more for that type of holiday.**

	Frequency	Percent	Valid Percent
Yes	278	27.8	28.0
<b>No</b>	<b>467</b>	<b>46.7</b>	<b>47.0</b>
No, but I am planning to	248	24.8	25.0
Total	993	99.3	100.0
Total	1000	100.0	

**28. Are you willing to spend more money within the package deal or airplane ticket if you know that these funds will be designated for funding green projects which will contribute to reduction of your carbon footprint in Montenegro, i.e. reduction of adverse impact of your trip on nature?**

	Frequency	Percent	Valid Percent
Yes	407	40.7	41.3
<b>No</b>	<b>579</b>	<b>57.9</b>	<b>58.7</b>
Total	986	98.6	100.0
Total	1000	100.0	

**29. What is the amount of your allocations or your planned allocations?**

	Frequency	Percent	Valid Percent
<b>Up to 10% of the price</b>	<b>328</b>	<b>32.8</b>	<b>80.0</b>
Up to 20% of the price	71	7.1	17.3
Up to 30% of the price	10	1.0	2.4
More than 30% of the price	1	0.1	0.2
Total	410	41.0	100.0
Total	1000	100.0	

**Filter:** Question for interviewees who are willing to spend more money within the package deal or airplane ticket if you know that these funds will be designated for funding green projects which will contribute to reduction of your carbon footprint in Montenegro, i.e. reduction of adverse impact of your trip on nature?

## Part 4: Socio-economic questions

**Note:** Part 4 – questions for all interviewees

**30. Gender**

	Frequency	Percent	Valid Percent
<b>Male</b>	<b>510</b>	<b>51.0</b>	<b>51.0</b>
Female	490	49.0	49.0
Total	1000	100.0	100.0

**31. Age of the Interviewee**

	Frequency	Percent	Valid Percent
Up to 18 years of age	3	0.3	0.3
From 18 to 25 years of age	187	18.7	18.7
<b>From 26 to 35 years of age</b>	<b>395</b>	<b>39.5</b>	<b>39.5</b>
From 36 to 45 years of age	258	25.8	25.8
From 46 to 55 years of age	116	11.6	11.6
From 56 to 65 years of age	38	3.8	3.8
Over 65 years of age	3	0.3	0.3
Total	1000	100.0	100.0

### 32. Degree of education

	Frequency	Percent	Valid Percent
Primary school	23	2.3	2.3
Secondary school	365	36.5	36.5
<b>University degree</b>	<b>612</b>	<b>61.2</b>	<b>61.2</b>
Total	1000	100.0	100.0

### 33. Employment

	Frequency	Percent	Valid Percent
<b>Employed</b>	<b>682</b>	<b>68.2</b>	<b>68.2</b>
Self-employed	132	13.2	13.2
Student	121	12.1	12.1
Pensioner	17	1.7	1.7
Unemployed	47	4.7	4.7
Other	1	0.1	0.1
Total	1000	100.0	100.0

#### 33.1. Other please indicate

	Frequency	Percent	Valid Percent
Housewife	1	100.0	100.0

### 34. Average household monthly income

	Frequency	Percent	Valid Percent
<b>Less than €1.000</b>	<b>447</b>	<b>44.7</b>	<b>44.7</b>
From €1.000 to €3.000	437	43.7	43.7
From €3.000 to €5.000	102	10.2	10.2
More than €5.000	14	1.4	1.4
Total	1000	100.0	100.0

		Is this your first time as a tourist in Montenegro	
		Yes	No
Gender	Male	17.1%	34.4%
	Female	17.7%	30.8%
	<b>Total</b>	<b>34.8%</b>	<b>65.2%</b>
Degree of education	Primary school	1.0%	1.2%
	Secondary school	8.9%	28.7%
	University degree	25.0%	35.3%
	<b>Total</b>	<b>34.8%</b>	<b>65.2%</b>
Employment	Employed	25.4%	42.6%
	Self-employed	5.5%	7.7%
	Student	3.3%	9.0%
	Pensioner	0.2%	1.8%

	Unemployed	0.4%	3.9%
	Other	0.0%	0.1%
	<b>Total</b>	<b>34.8%</b>	<b>65.2%</b>
Age of the Interviewee	Up to 18 years of age	0.0%	0.4%
	From 18 to 25 years of age	6.1%	12.8%
	From 26 to 35 years of age	13.8%	25.6%
	From 36 to 45 years of age	8.8%	15.3%
	From 46 to 55 years of age	4.4%	8.2%
	From 56 to 65 years of age	1.8%	2.5%
	Over 65 years of age	0.0%	0.4%
	<b>Total</b>	<b>34.8%</b>	<b>65.2%</b>
Average household monthly income	Less than €1.000	10.9%	32.5%
	From €1.000 to €3.000	14.3%	29.0%
	From €3.000 to €5.000	8.6%	3.2%
	More than €5.000	1.1%	0.5%
	<b>Total</b>	<b>34.8%</b>	<b>65.2%</b>
Home country	Domestic tourists	2.0%	38.6%
	Foreign tourists	32.8%	26.5%
	<b>Total</b>	<b>34.8%</b>	<b>65.2%</b>
Regions	Other European countries	32.5%	12.4%
	Balkan countries	10.0%	22.4%
	Russia and Former Soviet Union Countries	11.0%	8.8%
	Rest of the world	0.8%	0.6%
	Albania	1.0%	0.4%
	<b>Total</b>	<b>55.3%</b>	<b>44.7%</b>
Municipality	Ulcinj	3.8%	7.8%
	Bar	1.8%	14.1%
	Herceg Novi	9.6%	16.5%
	Kotor	1.9%	2.1%
	Budva	13.3%	17.7%
	Tivat	3.2%	4.4%
	Cetinje	1.2%	2.4%
	<b>Total</b>	<b>34.8%</b>	<b>65.2%</b>

		Is this your first time as a tourist in Montenegro	
		Yes	No
Home country	Serbia	5,5%	20,6%
	B&H	5,8%	10,5%
	Great Britain	16,0%	4,9%
	Russia	15,4%	13,2%
	Germany	5,8%	2,2%
	<b>Total</b>	<b>48,6%</b>	<b>51,4%</b>

		Who did you come with			
		Alone	With family	With friends	With colleagues – business partners
Gender	Male	4.5%	28.6%	16.5%	1.4%
	Female	6.2%	26.7%	15.6%	0.5%
	<b>Total</b>	<b>10.7%</b>	<b>55.3%</b>	<b>32.0%</b>	<b>1.9%</b>
Degree of education	Primary school	0.8%	1.3%	0.2%	0.0%
	Secondary school	2.3%	19.9%	13.9%	0.4%
	University degree	7.6%	34.1%	18.0%	1.5%
	<b>Total</b>	<b>10.7%</b>	<b>55.3%</b>	<b>32.0%</b>	<b>1.9%</b>
Employment	Employed	7.4%	40.1%	19.5%	1.2%
	Self-employed	1.4%	8.1%	3.3%	0.4%
	Student	0.9%	3.0%	7.9%	0.2%
	Pensioner	0.7%	0.9%	0.1%	0.0%
	Unemployed	0.3%	3.1%	1.2%	0.1%
	Other	0.0%	0.1%	0.0%	0.0%
	<b>Total</b>	<b>10.7%</b>	<b>55.3%</b>	<b>32.0%</b>	<b>1.9%</b>
Age of the Interviewee	Up to 18 years of age	0.0%	0.2%	0.1%	0.0%
	From 18 to 25 years of age	2.6%	5.5%	9.9%	0.5%
	From 26 to 35 years of age	4.3%	20.4%	14.5%	0.4%
	From 36 to 45 years of age	1.9%	18.5%	4.8%	0.6%
	From 46 to 55 years of age	1.0%	8.6%	1.7%	0.3%
	From 56 to 65 years of age	0.8%	2.0%	0.9%	0.1%
	Over 65 years of age	0.1%	0.1%	0.1%	0.0%
	<b>Total</b>	<b>10.7%</b>	<b>55.3%</b>	<b>32.0%</b>	<b>1.9%</b>
Average household monthly income	Less than €1.000	6.7%	21.8%	15.7%	0.4%
	From €1.000 to €3.000	2.8%	26.0%	14.1%	1.0%
	From €3.000 to €5.000	0.9%	6.7%	2.1%	0.4%
	More than €5.000	0.3%	0.8%	0.2%	0.1%
	<b>Total</b>	<b>10.7%</b>	<b>55.3%</b>	<b>32.0%</b>	<b>1.9%</b>
Home country	Domestic tourists	4.2%	26.8%	18.0%	1.0%
	Foreign tourists	6.5%	28.5%	14.1%	0.9%
	<b>Total</b>	<b>10.7%</b>	<b>55.3%</b>	<b>32.0%</b>	<b>1.9%</b>
Regions	Montenegro	4.2%	26.8%	18.0%	1.0%
	Other European countries	2.0%	13.2%	7.1%	0.2%
	Balkan countries	2.4%	8.6%	4.6%	0.6%
	Russia and Former Soviet Union countries	2.1%	6.1%	1.6%	0.0%
	Rest of the world	0.0%	0.5%	0.1%	0.1%
	Albania	0.0%	0.1%	0.6%	0.0%
	<b>Total</b>	<b>10.7%</b>	<b>55.3%</b>	<b>32.0%</b>	<b>1.9%</b>

Municipality	Ulcinj	1.5%	4.6%	3.3%	0.4%
	Bar	0.0%	7.2%	6.2%	0.0%
	Herceg Novi	0.3%	14.2%	7.1%	0.4%
	Kotor	0.5%	2.0%	0.8%	0.0%
	Budva	6.9%	21.9%	12.1%	1.0%
	Tivat	1.2%	3.8%	1.3%	0.1%
	Cetinje	0.3%	1.6%	1.1%	0.0%
	Total	10.7%	55.3%	32.0%	1.9%

		Who did you come with			
		Alone	With family	With friends	With colleagues - business partners
Home country	Serbia	5,2%	10,8%	9,3%	0,9%
	B&H	1,9%	9,9%	4,0%	0,6%
	Great Britain	1,5%	13,9%	5,2%	0,3%
	Russia	6,2%	17,6%	4,6%	0,0%
	Germany	0,6%	5,2%	2,2%	0,0%
	Total	15,4%	57,4%	25,3%	1,9%

		What is the type of accommodation that you choose while in Montenegro?								
		Hotel	Private accommoda-tion	Motel	Tour-ist resort	Hostel	Mountain lodge and house	Camp	Recre-ational vehicle	Other
Gender	Male	19.4%	29.5%	0.6%	0.5%	0.3%	0.0%	0.3%	0.0%	0.3%
	Female	19.5%	27.9%	0.3%	0.4%	0.4%	0.1%	0.0%	0.1%	0.3%
	Total	39.0%	57.4%	0.9%	0.9%	0.7%	0.1%	0.3%	0.1%	0.6%
Degree of education	Primary school	1.7%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
	Secondary school	10.5%	24.3%	0.5%	0.6%	0.3%	0.0%	0.1%	0.0%	0.2%
	University de-gree	26.8%	32.8%	0.4%	0.3%	0.4%	0.0%	0.2%	0.0%	0.4%
	Total	39.0%	57.4%	0.9%	0.9%	0.7%	0.1%	0.3%	0.1%	0.6%
Employ-ment	Employed	30.4%	36.1%	0.4%	0.4%	0.4%	0.1%	0.2%	0.1%	0.3%
	Self-employed	5.9%	6.6%	0.3%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%
	Student	1.9%	9.6%	0.0%	0.3%	0.1%	0.0%	0.1%	0.0%	0.1%
	Pensioner	0.3%	1.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%
	Unemployed	0.4%	3.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Total	39.0%	57.4%	0.9%	0.9%	0.7%	0.1%	0.3%	0.1%	0.6%
Age of the Interview-ee	Up to 18 years of age	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	From 18 to 25 years of age	4.0%	14.2%	0.0%	0.2%	0.2%	0.0%	0.1%	0.0%	0.0%
	From 26 to 35 years of age	16.6%	21.8%	0.3%	0.4%	0.3%	0.0%	0.1%	0.0%	0.1%
	From 36 to 45 years of age	10.2%	14.2%	0.5%	0.2%	0.2%	0.0%	0.1%	0.1%	0.2%

	From 46 to 55 years of age	5.4%	5.7%	0.1%	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%
	From 56 to 65 years of age	2.4%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Over 65 years of age	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Total	39.0%	57.4%	0.9%	0.9%	0.7%	0.1%	0.3%	0.1%	0.6%
Average household monthly income	Less than €1.000	13.3%	29.8%	0.1%	0.5%	0.2%	0.1%	0.3%	0.1%	0.2%
	From €1.000 to €3.000	17.2%	24.6%	0.8%	0.4%	0.5%	0.0%	0.0%	0.0%	0.4%
	From €3.000 to €5.000	7.8%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	More than €5.000	0.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Total	39.0%	57.4%	0.9%	0.9%	0.7%	0.1%	0.3%	0.1%	0.6%
Home country	Domestic tourists	10.7%	37.5%	0.3%	0.5%	0.0%	0.1%	0.1%	0.1%	0.4%
	Foreign tourists	28.3%	19.9%	0.6%	0.4%	0.7%	0.0%	0.2%	0.0%	0.2%
	Total	39.0%	57.4%	0.9%	0.9%	0.7%	0.1%	0.3%	0.1%	0.6%
Regions	Montenegro	10.7%	37.5%	0.3%	0.5%	0.0%	0.1%	0.1%	0.1%	0.4%
	Other European countries	16.6%	4.9%	0.1%	0.3%	0.6%	0.0%	0.1%	0.0%	0.0%
	Balkan countries	5.1%	10.5%	0.3%	0.0%	0.1%	0.0%	0.1%	0.0%	0.2%
	Russia and Former Soviet Union countries	5.9%	3.7%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
	Rest of the world	0.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Albania	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Total	39.0%	57.4%	0.9%	0.9%	0.7%	0.1%	0.3%	0.1%	0.6%
Municipality	Ulcinj	2.8%	5.4%	0.0%	0.4%	0.2%	0.1%	0.2%	0.1%	0.6%
	Bar	0.7%	11.9%	0.8%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
	Herceg Novi	12.7%	9.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	Kotor	0.4%	2.5%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
	Budva	21.7%	19.8%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tivat	0.2%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Cetinje	0.5%	2.3%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
	Total	39.0%	57.4%	0.9%	0.9%	0.7%	0.1%	0.3%	0.1%	0.6%

		What is the type of accommodation that you chose while in Montenegro?					
		Hotel	Private accommodation	Motel	Resort settlement	Hostel	Other
Home country	Serbia	6,2%	19,1%	0,6%	0,0%	0,0%	0,3%
	B&H	5,5%	10,2%	0,3%	0,0%	0,3%	0,0%
	Great Britain	16,3%	3,7%	0,0%	0,3%	0,6%	0,0%
	Russia	16,6%	11,1%	0,6%	0,3%	0,0%	0,0%
	Germany	7,7%	0,3%	0,0%	0,0%	0,0%	0,0%
	Total	52,3%	44,3%	1,5%	0,6%	0,9%	0,3%

		Which mode of transportation did you use when coming to Montenegro?								
		Plane	Own car	Rent-a-car	Motor	Ship	Train	Bicycle	Bus	Other
Gender	Male	15.9%	29.1%	0.4%	0.2%	0.1%	0.7%	0.0%	4.1%	0.4%
	Female	16.1%	24.5%	0.1%	0.2%	0.1%	1.2%	0.2%	6.2%	0.4%
	<b>Total</b>	<b>32.1%</b>	<b>53.6%</b>	<b>0.5%</b>	<b>0.4%</b>	<b>0.2%</b>	<b>1.9%</b>	<b>0.2%</b>	<b>10.3%</b>	<b>0.8%</b>
Degree of education	Primary school	1.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
	Secondary school	8.8%	20.2%	0.2%	0.1%	0.1%	1.3%	0.1%	5.2%	0.5%
	University degree	22.1%	32.5%	0.3%	0.3%	0.1%	0.6%	0.1%	4.9%	0.3%
	<b>Total</b>	<b>32.1%</b>	<b>53.6%</b>	<b>0.5%</b>	<b>0.4%</b>	<b>0.2%</b>	<b>1.9%</b>	<b>0.2%</b>	<b>10.3%</b>	<b>0.8%</b>
Employment	Employed	23.3%	38.7%	0.3%	0.4%	0.1%	0.4%	0.2%	4.5%	0.3%
	Self-employed	5.7%	6.9%	0.1%	0.0%	0.0%	0.2%	0.0%	0.2%	0.1%
	Student	2.1%	4.1%	0.0%	0.0%	0.1%	1.0%	0.0%	4.3%	0.4%
	Pensioner	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
	Unemployed	0.3%	3.1%	0.1%	0.0%	0.0%	0.3%	0.0%	0.9%	0.0%
	Other	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Total</b>	<b>32.1%</b>	<b>53.6%</b>	<b>0.5%</b>	<b>0.4%</b>	<b>0.2%</b>	<b>1.9%</b>	<b>0.2%</b>	<b>10.3%</b>	<b>0.8%</b>
Age of the Interviewee	Up to 18 years of age	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
	From 18 to 25 years of age	4.2%	7.0%	0.2%	0.0%	0.1%	1.2%	0.1%	5.5%	0.4%
	From 26 to 35 years of age	12.2%	23.4%	0.2%	0.3%	0.1%	0.5%	0.0%	2.4%	0.3%
	From 36 to 45 years of age	8.3%	15.9%	0.1%	0.0%	0.0%	0.1%	0.1%	1.2%	0.0%
	From 46 to 55 years of age	4.8%	5.8%	0.0%	0.1%	0.0%	0.1%	0.0%	0.7%	0.1%
	From 56 to 65 years of age	2.3%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
	Over 65 years of age	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Total</b>	<b>32.1%</b>	<b>53.6%</b>	<b>0.5%</b>	<b>0.4%</b>	<b>0.2%</b>	<b>1.9%</b>	<b>0.2%</b>	<b>10.3%</b>	<b>0.8%</b>
	<b>Total</b>	<b>32.1%</b>	<b>53.6%</b>	<b>0.5%</b>	<b>0.4%</b>	<b>0.2%</b>	<b>1.9%</b>	<b>0.2%</b>	<b>10.3%</b>	<b>0.8%</b>
Average household monthly income	Less than €1.000	8.4%	25.3%	0.2%	0.1%	0.1%	1.6%	0.2%	8.4%	0.4%
	From €1.000 to €3.000	15.6%	25.2%	0.3%	0.1%	0.0%	0.3%	0.0%	1.7%	0.4%
	From €3.000 to €5.000	7.0%	2.8%	0.0%	0.2%	0.1%	0.0%	0.0%	0.1%	0.0%
	More than €5.000	1.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
	<b>Total</b>	<b>32.1%</b>	<b>53.6%</b>	<b>0.5%</b>	<b>0.4%</b>	<b>0.2%</b>	<b>1.9%</b>	<b>0.2%</b>	<b>10.3%</b>	<b>0.8%</b>
Home country	Domestic tourists	1.1%	39.1%	0.3%	0.1%	0.0%	1.1%	0.0%	7.7%	0.5%
	Foreign tourists	31.0%	14.4%	0.2%	0.3%	0.2%	0.8%	0.2%	2.6%	0.3%
	<b>Total</b>	<b>32.1%</b>	<b>53.6%</b>	<b>0.5%</b>	<b>0.4%</b>	<b>0.2%</b>	<b>1.9%</b>	<b>0.2%</b>	<b>10.3%</b>	<b>0.8%</b>
Regions	Montenegro	1.1%	39.1%	0.3%	0.1%	0.0%	1.1%	0.0%	7.7%	0.5%
	Other European countries	16.5%	4.9%	0.1%	0.3%	0.2%	0.1%	0.1%	0.1%	0.2%
	Balkan countries	4.7%	8.2%	0.0%	0.0%	0.0%	0.7%	0.1%	2.4%	0.1%
	Russia and Former Soviet Union countries	9.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
	Rest of the world	0.6%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Albania	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Total</b>	<b>32.1%</b>	<b>53.6%</b>	<b>0.5%</b>	<b>0.4%</b>	<b>0.2%</b>	<b>1.9%</b>	<b>0.2%</b>	<b>10.3%</b>	<b>0.8%</b>

Municipality	Ulcinj	2.7%	5.8%	0.2%	0.0%	0.0%	0.0%	0.1%	1.0%	0.0%
	Bar	1.5%	9.2%	0.0%	0.0%	0.0%	1.5%	0.0%	0.5%	0.7%
	Herceg Novi	8.7%	11.5%	0.1%	0.2%	0.0%	0.1%	0.0%	1.3%	0.0%
	Kotor	1.6%	1.7%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
	Budva	15.9%	20.5%	0.1%	0.2%	0.1%	0.3%	0.0%	4.7%	0.1%
	Tivat	1.1%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%
	Cetinje	0.5%	2.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%
	Total	32.1%	53.6%	0.5%	0.4%	0.2%	1.9%	0.2%	10.3%	0.8%

		Which mode of transportation did you use when coming to Montenegro?					
		Plane	Own car	Motorbike	Train	Bus	Other
Home country	Serbia	6,5%	11,7%	0,0%	2,2%	5,6%	0,3%
	B&H	4,9%	9,9%	0,0%	0,0%	1,5%	0,0%
	Great Britain	14,8%	5,2%	0,6%	0,0%	0,0%	0,3%
	Russia	26,5%	1,5%	0,0%	0,0%	0,3%	0,0%
	Germany	6,5%	1,5%	0,0%	0,0%	0,0%	0,0%
	Total	59,3%	29,9%	0,6%	2,2%	7,4%	0,6%

		Do you use public transit in your home country		Did you use public transit services while in Montenegro?	
		Yes	No	Yes	No
Gender	Male	31.8%	18.9%	15.4%	35.4%
	Female	34.9%	14.4%	19.8%	29.4%
	Total	66.7%	33.3%	35.2%	64.8%
Degree of education	Primary school	1.8%	0.5%	1.6%	0.7%
	Secondary school	22.9%	13.0%	11.0%	24.3%
	University degree	42.1%	19.7%	22.6%	39.8%
	Total	66.7%	33.3%	35.2%	64.8%
Employment	Employed	46.3%	22.8%	22.4%	46.1%
	Self-employed	8.0%	4.7%	4.7%	8.3%
	Student	8.6%	3.0%	5.4%	6.6%
	Pensioner	1.0%	0.7%	0.5%	1.2%
	Unemployed	2.6%	2.1%	2.1%	2.8%
	Other	0.1%	0.0%	0.1%	0.0%
	Total	66.7%	33.3%	35.2%	64.8%
Age of the Interviewee	Up to 18 years of age	0.2%	0.1%	0.2%	0.1%
	From 18 to 25 years of age	12.6%	5.5%	9.4%	9.4%
	From 26 to 35 years of age	25.7%	14.1%	13.3%	26.2%
	From 36 to 45 years of age	17.3%	8.6%	8.2%	17.5%
	From 46 to 55 years of age	7.8%	3.8%	3.0%	8.5%
	From 56 to 65 years of age	2.7%	1.3%	0.8%	3.1%
	Over 65 years of age	0.3%	0.0%	0.2%	0.1%
	Total	66.7%	33.3%	35.2%	64.8%

Average household monthly income	Less than €1.000	29.9%	15.2%	20.4%	23.6%
	From €1.000 to €3.000	26.9%	16.0%	12.1%	31.7%
	From €3.000 to €5.000	8.8%	1.8%	2.3%	8.4%
	More than €5.000	1.1%	0.3%	0.3%	1.2%
	<b>Total</b>	<b>66.7%</b>	<b>33.3%</b>	<b>35.2%</b>	<b>64.8%</b>
Home country	Domestic tourists	26.8%	21.4%	18.1%	29.8%
	Foreign tourists	39.9%	11.9%	17.1%	35.1%
	<b>Total</b>	<b>66.7%</b>	<b>33.3%</b>	<b>35.2%</b>	<b>64.8%</b>
Regions	Montenegro	26.8%	21.4%	18.1%	29.8%
	Other European countries	18.1%	5.3%	5.1%	18.4%
	Balkan countries	12.5%	4.3%	6.1%	10.6%
	Russia and Former Soviet Union Countries	8.4%	1.8%	5.3%	5.1%
	Rest of the world	0.6%	0.1%	0.5%	0.2%
	Albania	0.3%	0.4%	0.0%	0.7%
	<b>Total</b>	<b>66.7%</b>	<b>33.3%</b>	<b>35.2%</b>	<b>64.8%</b>
Municipality	Ulcinj	6.8%	3.4%	2.5%	7.7%
	Bar	7.1%	6.9%	2.0%	12.2%
	Herceg Novi	12.1%	10.6%	2.5%	17.8%
	Kotor	1.7%	1.7%	1.8%	1.7%
	Budva	34.3%	5.5%	23.3%	18.4%
	Tivat	3.2%	3.4%	2.1%	4.7%
	Cetinje	1.5%	1.7%	0.8%	2.3%
	<b>Total</b>	<b>66.7%</b>	<b>33.3%</b>	<b>35.2%</b>	<b>64.8%</b>

		Do you use public transit in your home country		Did you use public transit services while in Montenegro?	
		Da	Ne	Da	Ne
Home country	Serbia	20,6%	5,6%	9,1%	16,9%
	B&H	10,0%	6,5%	5,6%	10,7%
	Great Britain	15,6%	5,3%	4,1%	16,6%
	Russia	22,7%	5,6%	13,5%	15,4%
	Germany	5,6%	2,5%	0,9%	7,2%
	<b>Total</b>	<b>74,5%</b>	<b>25,5%</b>	<b>33,2%</b>	<b>66,8%</b>

		Which of the offered options best describes your vehicle?					
		I do not own/drive a car	Electric vehicle	Hybrid	Vehicle that uses diesel	Vehicle that uses petrol	Other
Gender	Male	6.5%	0.6%	0.9%	30.2%	12.3%	0.2%
	Female	10.7%	0.6%	1.5%	26.4%	10.2%	0.0%
	<b>Total</b>	<b>17.2%</b>	<b>1.2%</b>	<b>2.4%</b>	<b>56.5%</b>	<b>22.4%</b>	<b>0.2%</b>
Degree of education	Primary school	0.8%	0.1%	0.0%	0.5%	0.9%	0.0%
	Secondary school	7.7%	0.2%	0.5%	22.2%	5.8%	0.1%
	University degree	8.6%	0.9%	1.9%	33.8%	15.7%	0.1%
	<b>Total</b>	<b>17.2%</b>	<b>1.2%</b>	<b>2.4%</b>	<b>56.5%</b>	<b>22.4%</b>	<b>0.2%</b>

Employment	Employed	7.7%	0.7%	1.8%	41.5%	16.0%	0.1%
	Self-employed	1.6%	0.3%	0.3%	7.3%	3.7%	0.1%
	Student	6.0%	0.2%	0.2%	4.2%	1.6%	0.0%
	Pensioner	0.6%	0.0%	0.0%	0.7%	0.4%	0.0%
	Unemployed	1.2%	0.0%	0.1%	2.8%	0.6%	0.0%
	Other	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
	<b>Total</b>	<b>17.2%</b>	<b>1.2%</b>	<b>2.4%</b>	<b>56.5%</b>	<b>22.4%</b>	<b>0.2%</b>
	Up to 18 years of age	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%
Age of the Interviewee	From 18 to 25 years of age	8.4%	0.3%	0.2%	6.7%	3.0%	0.1%
	From 26 to 35 years of age	4.7%	0.3%	0.7%	24.5%	9.5%	0.0%
	From 36 to 45 years of age	2.2%	0.5%	1.2%	15.1%	6.6%	0.0%
	From 46 to 55 years of age	1.1%	0.1%	0.3%	7.2%	2.6%	0.1%
	From 56 to 65 years of age	0.5%	0.0%	0.0%	2.6%	0.6%	0.0%
	Over 65 years of age	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%
	<b>Total</b>	<b>17.2%</b>	<b>1.2%</b>	<b>2.4%</b>	<b>56.5%</b>	<b>22.4%</b>	<b>0.2%</b>
	Less than €1.000	11.7%	0.2%	0.2%	23.8%	8.9%	0.0%
Average household monthly income	From €1.000 to €3.000	4.5%	0.9%	1.0%	26.1%	10.9%	0.2%
	From €3.000 to €5.000	0.9%	0.1%	0.8%	6.5%	1.9%	0.0%
	More than €5.000	0.1%	0.0%	0.4%	0.2%	0.7%	0.0%
	<b>Total</b>	<b>17.2%</b>	<b>1.2%</b>	<b>2.4%</b>	<b>56.5%</b>	<b>22.4%</b>	<b>0.2%</b>
	<b>Total</b>	<b>17.2%</b>	<b>1.2%</b>	<b>2.4%</b>	<b>56.5%</b>	<b>22.4%</b>	<b>0.2%</b>
Home country	Domestic tourists	7.7%	0.3%	0.4%	29.2%	12.6%	0.0%
	Foreign tourists	9.4%	0.9%	2.0%	27.3%	9.8%	0.2%
	<b>Total</b>	<b>17.2%</b>	<b>1.2%</b>	<b>2.4%</b>	<b>56.5%</b>	<b>22.4%</b>	<b>0.2%</b>
Regions	Montenegro	7.7%	0.3%	0.4%	29.2%	12.6%	0.0%
	Other European countries	3.4%	0.3%	0.8%	14.5%	3.1%	0.0%
	Balkan countries	4.2%	0.1%	0.3%	7.9%	3.8%	0.0%
	Russia and Former Soviet Union countries	1.7%	0.5%	0.9%	3.8%	2.9%	0.1%
	Rest of the world	0.2%	0.0%	0.0%	0.5%	0.0%	0.0%
	Albania	0.0%	0.0%	0.0%	0.6%	0.0%	0.1%
	<b>Total</b>	<b>17.2%</b>	<b>1.2%</b>	<b>2.4%</b>	<b>56.5%</b>	<b>22.4%</b>	<b>0.2%</b>
Municipality	Ulcinj	1.3%	0.2%	0.0%	5.7%	2.7%	0.0%
	Bar	1.9%	0.0%	0.0%	8.8%	2.7%	0.1%
	Herceg Novi	1.9%	0.0%	0.1%	17.3%	2.0%	0.0%
	Kotor	0.1%	0.0%	0.0%	2.4%	0.9%	0.0%
	Budva	8.8%	1.0%	2.3%	16.6%	13.3%	0.0%
	Tivat	2.5%	0.0%	0.0%	3.7%	0.3%	0.0%
	Cetinje	0.5%	0.0%	0.0%	2.0%	0.4%	0.1%
	<b>Total</b>	<b>17.2%</b>	<b>1.2%</b>	<b>2.4%</b>	<b>56.5%</b>	<b>22.4%</b>	<b>0.2%</b>

		Which of the below options best describes your vehicle?					
		I do not own/drive a car	Electric vehicle	Hybrid	Vehicle that uses diesel	Vehicle that uses petrol	Other
Home country	Serbia	9,4%	0,3%	0,6%	11,9%	4,1%	0,0%
	B&H	2,8%	0,0%	0,0%	8,8%	5,0%	0,0%
	Great Britain	2,8%	0,3%	0,6%	14,4%	2,2%	0,0%
	Russia	4,7%	1,6%	2,5%	11,2%	8,4%	0,3%
	Germany	0,9%	0,0%	0,0%	6,9%	0,3%	0,0%
	Total	20,6%	2,2%	3,8%	53,1%	20,0%	0,3%

		Are you personally in the habit of turning off engine of your car or motorbike while waiting		
		Yes, always	Yes, sometimes	No
Gender	Male	20.9%	29.0%	2.6%
	Female	20.2%	23.2%	4.1%
	Total	41.1%	52.2%	6.7%
Degree of education	Primary school	1.8%	0.2%	0.2%
	Secondary school	6.0%	25.6%	1.9%
	University degree	33.3%	26.4%	4.5%
	Total	41.1%	52.2%	6.7%
Employment	Employed	33.3%	35.5%	4.1%
	Self-employed	5.1%	7.8%	1.1%
	Student	1.4%	4.9%	1.2%
	Pensioner	0.7%	0.6%	0.1%
	Unemployed	0.6%	3.4%	0.1%
	Other	0.1%	0.0%	0.0%
Age of the Interviewee	Total	41.1%	52.2%	6.7%
	Up to 18 years of age	0.1%	0.2%	0.0%
	From 18 to 25 years of age	4.2%	7.5%	1.8%
	From 26 to 35 years of age	18.3%	21.4%	2.3%
	From 36 to 45 years of age	13.6%	12.2%	2.0%
	From 46 to 55 years of age	3.9%	8.0%	0.5%
	From 56 to 65 years of age	0.8%	3.0%	0.1%
	Over 65 years of age	0.2%	0.0%	0.0%
Average household monthly income	Total	41.1%	52.2%	6.7%
	Less than €1.000	19.2%	19.0%	3.4%
	From €1.000 to €3.000	17.5%	26.2%	2.5%
	From €3.000 to €5.000	3.4%	6.7%	0.6%
	More than €5.000	1.0%	0.2%	0.2%
Home country	Total	41.1%	52.2%	6.7%
	Domestic tourists	18.8%	26.9%	3.6%
	Foreign tourists	22.4%	25.2%	3.1%

Regions	Montenegro	18.8%	26.9%	3.6%
	Other European countries	7.0%	14.8%	1.6%
	Balkan countries	8.4%	6.2%	1.0%
	Russia and Former Soviet Union Countries	6.7%	3.2%	0.1%
	Rest of the world	0.2%	0.3%	0.2%
	Albania	0.0%	0.7%	0.1%
	<b>Total</b>	<b>41.1%</b>	<b>52.2%</b>	<b>6.7%</b>
Municipality	Ulcinj	3.9%	5.1%	0.8%
	Bar	0.1%	11.6%	1.4%
	Herceg Novi	2.7%	19.7%	0.3%
	Kotor	0.5%	2.5%	0.9%
	Budva	28.4%	11.8%	2.2%
	Tivat	4.3%	0.2%	0.6%
	Cetinje	1.2%	1.2%	0.6%
	<b>Total</b>	<b>41.1%</b>	<b>52.2%</b>	<b>6.7%</b>

		Are you in the habit of turning off engine of your car or motorbike while waiting		
		Yes, always	Yes, sometimes	No
Home country	Serbia	9,8%	11,9%	1,4%
	B&H	10,5%	5,3%	1,1%
	Great Britain	7,7%	12,6%	2,1%
	Russia	18,9%	9,8%	0,4%
	Germany	0,7%	7,7%	0,0%
	<b>Total</b>	<b>47,7%</b>	<b>47,4%</b>	<b>4,9%</b>

		Are you planning to revisit Montenegro in the next five years?	
		Yes	No
Gender	Male	46.3%	4.1%
	Female	46.2%	3.4%
	<b>Total</b>	<b>92.5%</b>	<b>7.5%</b>
Degree of education	Primary school	2.2%	0.2%
	Secondary school	32.7%	1.8%
	University degree	57.5%	5.5%
	<b>Total</b>	<b>92.5%</b>	<b>7.5%</b>
Employment	Employed	64.9%	4.7%
	Self-employed	10.9%	2.2%
	Student	11.0%	0.4%
	Pensioner	1.7%	0.0%
	Unemployed	3.9%	0.1%
	Other	0.1%	0.0%
	<b>Total</b>	<b>92.5%</b>	<b>7.5%</b>

Age of the Interviewee	Up to 18 years of age	0.3%	0.0%
	From 18 to 25 years of age	16.8%	1.2%
	From 26 to 35 years of age	36.7%	3.0%
	From 36 to 45 years of age	23.9%	2.1%
	From 46 to 55 years of age	10.5%	1.2%
	From 56 to 65 years of age	4.1%	0.0%
	Over 65 years of age	0.3%	0.0%
	<b>Total</b>	<b>92.5%</b>	<b>7.5%</b>
Average household monthly income	Less than €1.000	42.6%	2.5%
	From €1.000 to €3.000	39.1%	3.6%
	From €3.000 to €5.000	9.8%	0.9%
	More than €5.000	1.0%	0.5%
	<b>Total</b>	<b>92.5%</b>	<b>7.5%</b>
Home country	Domestic tourists	44.2%	2.8%
	Foreign tourists	48.3%	4.7%
	<b>Total</b>	<b>92.5%</b>	<b>7.5%</b>
Regions	Montenegro	44.2%	2.8%
	Other European countries	21.2%	2.8%
	Balkan countries	16.1%	1.1%
	Russia and Former Soviet Union Countries	9.8%	0.5%
	Rest of the world	0.4%	0.3%
	Albania	0.7%	0.0%
	<b>Total</b>	<b>92.5%</b>	<b>7.5%</b>
Municipality	Ulcinj	9.2%	1.2%
	Bar	13.7%	0.6%
	Herceg Novi	23.2%	0.2%
	Kotor	0.7%	2.9%
	Budva	35.7%	2.6%
	Tivat	6.8%	0.0%
	Cetinje	3.1%	0.0%
	<b>Total</b>	<b>92.5%</b>	<b>7.5%</b>

		Are you planning to revisit Montenegro in the next five years?	
		Yes	No
Home country	Serbia	25,2%	1,2%
	B&H	15,2%	0,9%
	Great Britain	19,3%	1,9%
	Russia	27,0%	1,2%
	Germany	8,1%	0,0%
	<b>Total</b>	<b>94,7%</b>	<b>5,3%</b>

		How familiar are you with the issue of climate changes and global warning?			
		Not at all	I barely know anything	I know basic information	To a large extent
Gender	Male	4.8%	12.4%	29.5%	4.4%
	Female	5.6%	9.5%	29.3%	4.3%
	<b>Total</b>	<b>10.5%</b>	<b>21.9%</b>	<b>58.9%</b>	<b>8.7%</b>
Degree of education	Primary school	1.4%	0.1%	0.7%	0.0%
	Secondary school	1.6%	11.5%	21.4%	2.2%
	University degree	7.4%	10.4%	36.8%	6.5%
	<b>Total</b>	<b>10.5%</b>	<b>21.9%</b>	<b>58.9%</b>	<b>8.7%</b>
Employment	Employed	7.1%	12.6%	41.5%	6.9%
	Self-employed	2.2%	2.3%	7.8%	0.8%
	Student	0.6%	5.3%	5.8%	0.4%
	Pensioner	0.0%	0.5%	0.9%	0.3%
	Unemployed	0.5%	1.2%	2.8%	0.2%
	Other	0.0%	0.0%	0.0%	0.1%
	<b>Total</b>	<b>10.5%</b>	<b>21.9%</b>	<b>58.9%</b>	<b>8.7%</b>
Age of the Interviewee	Up to 18 years of age	0.1%	0.0%	0.2%	0.0%
	From 18 to 25 years of age	2.5%	6.9%	8.3%	1.0%
	From 26 to 35 years of age	4.8%	7.5%	24.5%	2.6%
	From 36 to 45 years of age	2.5%	4.5%	16.0%	2.7%
	From 46 to 55 years of age	0.4%	2.0%	7.2%	1.9%
	From 56 to 65 years of age	0.1%	0.9%	2.4%	0.4%
	Over 65 years of age	0.0%	0.0%	0.2%	0.1%
	<b>Total</b>	<b>10.5%</b>	<b>21.9%</b>	<b>58.9%</b>	<b>8.7%</b>
Average household monthly income	Less than €1.000	7.1%	13.0%	22.1%	2.4%
	From €1.000 to €3.000	3.0%	7.7%	28.8%	4.2%
	From €3.000 to €5.000	0.1%	1.1%	7.2%	1.7%
	More than €5.000	0.2%	0.1%	0.7%	0.4%
	<b>Total</b>	<b>10.5%</b>	<b>21.9%</b>	<b>58.9%</b>	<b>8.7%</b>
Home country	Domestic tourists	4.2%	13.2%	29.0%	3.5%
	Foreign tourists	6.2%	8.7%	29.8%	5.2%
	<b>Total</b>	<b>10.5%</b>	<b>21.9%</b>	<b>58.9%</b>	<b>8.7%</b>
Regions	Montenegro	4.2%	13.2%	29.0%	3.5%
	Other European countries	1.8%	2.8%	14.7%	3.1%
	Balkan countries	3.1%	4.9%	7.3%	0.9%
	Russia and Former Soviet Union countries	1.2%	0.9%	6.8%	1.0%
	Rest of the world	0.0%	0.0%	0.5%	0.2%
	Albania	0.1%	0.1%	0.5%	0.0%
	<b>Total</b>	<b>10.5%</b>	<b>21.9%</b>	<b>58.9%</b>	<b>8.7%</b>

Municipality	Ulcinj	1.5%	1.5%	5.0%	1.7%
	Bar	0.1%	3.7%	9.5%	0.1%
	Herceg Novi	0.8%	3.9%	15.1%	2.3%
	Kotor	0.4%	1.1%	1.7%	0.2%
	Budva	7.3%	6.9%	23.6%	3.9%
	Tivat	0.2%	4.3%	1.7%	0.2%
	Cetinje	0.1%	0.4%	2.2%	0.3%
	<b>Total</b>	<b>10.5%</b>	<b>21.9%</b>	<b>58.9%</b>	<b>8.7%</b>

		How familiar are you with the issue of climate changes and global warning?			
		Not at all	I barely know anything about it	I know basic information	To a large extent
Home country	Serbia	4,6%	9,0%	11,1%	1,5%
	B&H	3,1%	4,0%	8,3%	0,9%
	Great Britain	1,2%	2,8%	14,2%	2,5%
	Russia	3,4%	2,8%	19,8%	2,8%
	Germany	0,3%	1,2%	5,9%	0,6%
	<b>Total</b>	<b>12,7%</b>	<b>19,8%</b>	<b>59,3%</b>	<b>8,3%</b>

		Have you ever calculated carbon footprint of your business operating?		
		Yes	No	No, but I intend to
Gender	Male	7.6%	34.6%	8.7%
	Female	8.4%	32.1%	8.7%
	<b>Total</b>	<b>15.9%</b>	<b>66.8%</b>	<b>17.3%</b>
Degree of education	Primary school	0.9%	0.9%	0.1%
	Secondary school	1.7%	30.2%	4.8%
	University degree	13.3%	35.6%	12.4%
	<b>Total</b>	<b>15.9%</b>	<b>66.8%</b>	<b>17.3%</b>
Employment	Employed	12.0%	43.3%	12.9%
	Self-employed	3.0%	9.0%	1.2%
	Student	0.3%	10.0%	1.9%
	Pensioner	0.3%	0.9%	0.5%
	Unemployed	0.3%	3.5%	0.8%
	Other	0.0%	0.1%	0.0%
	<b>Total</b>	<b>15.9%</b>	<b>66.8%</b>	<b>17.3%</b>
Age of the Interviewee	Up to 18 years of age	0.1%	0.2%	0.0%
	From 18 to 25 years of age	2.3%	13.8%	2.7%
	From 26 to 35 years of age	6.0%	26.4%	7.0%
	From 36 to 45 years of age	5.3%	16.0%	4.4%
	From 46 to 55 years of age	1.9%	7.3%	2.3%
	From 56 to 65 years of age	0.2%	2.9%	0.7%
	Over 65 years of age	0.0%	0.2%	0.1%
	<b>Total</b>	<b>15.9%</b>	<b>66.8%</b>	<b>17.3%</b>

Average household monthly income	Less than €1.000	7.5%	30.1%	6.9%
	From €1.000 to €3.000	6.2%	28.5%	9.1%
	From €3.000 to €5.000	1.6%	7.5%	1.2%
	More than €5.000	0.6%	0.7%	0.1%
	<b>Total</b>	<b>15.9%</b>	<b>66.8%</b>	<b>17.3%</b>
Home country	Domestic tourists	5.7%	33.9%	10.3%
	Foreign tourists	10.2%	32.8%	7.0%
	<b>Total</b>	<b>15.9%</b>	<b>66.8%</b>	<b>17.3%</b>
Regions	Montenegro	5.7%	33.9%	10.3%
	Other European countries	4.1%	15.7%	2.8%
	Balkan countries	3.4%	10.8%	1.9%
	Russia and Former Soviet Union Countries	2.6%	5.3%	1.9%
	Rest of the world	0.0%	0.6%	0.1%
	Albania	0.0%	0.4%	0.3%
	<b>Total</b>	<b>15.9%</b>	<b>66.8%</b>	<b>17.3%</b>
Municipality	Ulcinj	1.5%	6.9%	1.4%
	Bar	0.0%	10.5%	3.0%
	Herceg Novi	0.3%	18.7%	3.1%
	Kotor	0.0%	3.2%	0.2%
	Budva	13.8%	19.4%	8.4%
	Tivat	0.2%	6.0%	0.2%
	Cetinje	0.1%	1.9%	1.0%
	<b>Total</b>	<b>15.9%</b>	<b>66.8%</b>	<b>17.3%</b>

		Have you ever calculated carbon footprint of your business operating?		
		Yes	No	No, but I intend to
Home country	Serbia	5,0%	18,0%	3,1%
	B&H	3,7%	10,2%	2,5%
	Great Britain	3,4%	16,1%	1,5%
	Russia	7,1%	16,1%	5,3%
	Germany	0,9%	6,5%	0,6%
	<b>Total</b>	<b>20,1%</b>	<b>66,9%</b>	<b>13,0%</b>

		Are you familiar with the carbon footprint reduction measures?		
		Yes	No	Partially
Gender	Male	7.6%	19.6%	23.8%
	Female	8.1%	18.4%	22.4%
	<b>Total</b>	<b>15.8%</b>	<b>38.0%</b>	<b>46.2%</b>
Degree of education	Primary school	0.9%	0.7%	0.7%
	Secondary school	1.6%	16.2%	18.7%
	University degree	13.3%	21.1%	26.8%
	<b>Total</b>	<b>15.8%</b>	<b>38.0%</b>	<b>46.2%</b>

Employment	Employed	11.7%	21.4%	35.1%
	Self-employed	2.7%	5.5%	5.0%
	Student	0.6%	7.7%	3.7%
	Pensioner	0.4%	0.6%	0.7%
	Unemployed	0.3%	2.7%	1.7%
	Other	0.1%	0.0%	0.0%
	<b>Total</b>	<b>15.8%</b>	<b>38.0%</b>	<b>46.2%</b>
Age of the Interviewee	Up to 18 years of age	0.0%	0.2%	0.1%
	From 18 to 25 years of age	2.0%	11.2%	5.4%
	From 26 to 35 years of age	7.0%	14.1%	18.5%
	From 36 to 45 years of age	4.6%	7.8%	13.5%
	From 46 to 55 years of age	1.5%	3.9%	6.0%
	From 56 to 65 years of age	0.4%	0.8%	2.6%
	Over 65 years of age	0.2%	0.0%	0.1%
	<b>Total</b>	<b>15.8%</b>	<b>38.0%</b>	<b>46.2%</b>
Average household monthly income	Less than €1.000	6.3%	18.7%	19.6%
	From €1.000 to €3.000	6.3%	17.1%	20.4%
	From €3.000 to €5.000	2.2%	1.9%	6.0%
	More than €5.000	0.9%	0.3%	0.2%
	<b>Total</b>	<b>15.8%</b>	<b>38.0%</b>	<b>46.2%</b>
Home country	Domestic tourists	4.4%	21.0%	24.7%
	Foreign tourists	11.4%	17.0%	21.5%
	<b>Total</b>	<b>15.8%</b>	<b>38.0%</b>	<b>46.2%</b>
Regions	Montenegro	4.4%	21.0%	24.7%
	Other European countries	4.6%	5.1%	12.7%
	Balkan countries	3.7%	8.6%	3.7%
	Russia and Former Soviet Union Countries	3.0%	2.6%	4.3%
	Rest of the world	0.0%	0.3%	0.4%
	Albania	0.0%	0.3%	0.4%
	<b>Total</b>	<b>15.8%</b>	<b>38.0%</b>	<b>46.2%</b>
Municipality	Ulcinj	2.1%	3.1%	4.6%
	Bar	0.0%	10.3%	3.2%
	Herceg Novi	0.8%	5.0%	16.1%
	Kotor	0.7%	2.4%	0.3%
	Budva	11.9%	10.9%	19.2%
	Tivat	0.1%	5.2%	1.1%
	Cetinje	0.2%	1.1%	1.7%
	<b>Total</b>	<b>15.8%</b>	<b>38.0%</b>	<b>46.2%</b>

	Are you familiar with the carbon footprint reduction measures?		
	Yes	No	Partially
Home country	Serbia	3,4%	17,7%
	B&H	5,3%	6,5%
	Great Britain	2,8%	4,3%
	Russia	8,7%	8,4%
	Germany	0,6%	1,2%
	<b>Total</b>	<b>20,8%</b>	<b>38,2%</b>

		Are you interested in eco-certified accommodation that does not affect the environment	
		Yes	No
Gender	Male	24.2%	27.1%
	Female	23.9%	24.9%
	<b>Total</b>	<b>48.0%</b>	<b>52.0%</b>
Degree of education	Primary school	1.4%	0.7%
	Secondary school	12.0%	25.0%
	University degree	34.6%	26.3%
	<b>Total</b>	<b>48.0%</b>	<b>52.0%</b>
Employment	Employed	36.9%	31.5%
	Self-employed	5.1%	8.0%
	Student	3.8%	8.4%
	Pensioner	0.8%	0.8%
	Unemployed	1.4%	3.2%
	Other	0.1%	0.0%
	<b>Total</b>	<b>48.0%</b>	<b>52.0%</b>
Age of the Interviewee	Up to 18 years of age	0.2%	0.1%
	From 18 to 25 years of age	7.0%	11.6%
	From 26 to 35 years of age	19.7%	19.7%
	From 36 to 45 years of age	13.9%	12.1%
	From 46 to 55 years of age	5.7%	5.9%
	From 56 to 65 years of age	1.3%	2.5%
	Over 65 years of age	0.2%	0.1%
	<b>Total</b>	<b>48.0%</b>	<b>52.0%</b>
Average household monthly income	Less than €1.000	19.7%	24.7%
	From €1.000 to €3.000	22.0%	21.8%
	From €3.000 to €5.000	5.3%	5.1%
	More than €5.000	1.0%	0.4%
	<b>Total</b>	<b>48.0%</b>	<b>52.0%</b>
Home country	Domestic tourists	23.5%	26.8%
	Foreign tourists	24.6%	25.2%
	<b>Total</b>	<b>48.0%</b>	<b>52.0%</b>
Regions	Montenegro	23.5%	26.8%
	Other European countries	9.7%	12.9%
	Balkan countries	6.8%	9.0%
	Russia and Former Soviet Union Countries	7.2%	2.6%
	Rest of the world	0.4%	0.3%
	Albania	0.4%	0.3%
	<b>Total</b>	<b>48.0%</b>	<b>52.0%</b>

Municipality	Ulcinj	5.5%	4.5%
	Bar	6.2%	7.4%
	Herceg Novi	5.5%	16.8%
	Kotor	1.0%	2.4%
	Budva	27.0%	14.2%
	Tivat	0.7%	5.8%
	Cetinje	2.1%	0.9%
	<b>Total</b>	<b>48.0%</b>	<b>52.0%</b>

	Are you interested in eco-certified accommodation that does not affect the environment	
	Yes	No
Home country	Serbia	9,4%
	B&H	8,2%
	Great Britain	6,6%
	Russia	20,4%
	Germany	0,9%
	<b>Total</b>	<b>45,5%</b>
		<b>54,5%</b>

	Short shower instead of bathing				
	Always	Often	Sometimes	Never	
Gender	Male	14.6%	22.3%	13.2%	0.9%
	Female	13.1%	20.9%	13.7%	1.2%
	<b>Total</b>	<b>27.8%</b>	<b>43.1%</b>	<b>27.0%</b>	<b>2.1%</b>
Degree of education	Primary school	1.4%	0.5%	0.3%	0.1%
	Secondary school	4.7%	17.8%	13.5%	0.6%
	University degree	21.7%	24.9%	13.1%	1.4%
	<b>Total</b>	<b>27.8%</b>	<b>43.1%</b>	<b>27.0%</b>	<b>2.1%</b>
Employment	Employed	22.0%	28.9%	15.6%	1.6%
	Self-employed	4.5%	5.5%	3.0%	0.2%
	Student	0.7%	4.9%	6.3%	0.2%
	Pensioner	0.3%	0.9%	0.5%	0.0%
	Unemployed	0.2%	2.9%	1.5%	0.1%
	Other	0.1%	0.0%	0.0%	0.0%
	<b>Total</b>	<b>27.8%</b>	<b>43.1%</b>	<b>27.0%</b>	<b>2.1%</b>
Age of the Interviewee	Up to 18 years of age	0.1%	0.0%	0.2%	0.0%
	From 18 to 25 years of age	3.2%	7.0%	8.0%	0.5%
	From 26 to 35 years of age	12.3%	15.5%	10.7%	0.9%
	From 36 to 45 years of age	9.5%	11.1%	4.4%	0.7%
	From 46 to 55 years of age	2.1%	7.0%	2.4%	0.0%
	From 56 to 65 years of age	0.4%	2.3%	1.1%	0.0%
	Over 65 years of age	0.1%	0.1%	0.1%	0.0%
	<b>Total</b>	<b>27.8%</b>	<b>43.1%</b>	<b>27.0%</b>	<b>2.1%</b>

Average household monthly income	Less than €1.000	14.1%	14.8%	14.6%	1.0%
	From €1.000 to €3.000	11.2%	21.3%	10.2%	1.0%
	From €3.000 to €5.000	2.2%	6.5%	1.5%	0.0%
	More than €5.000	0.2%	0.5%	0.6%	0.1%
	<b>Total</b>	<b>27.8%</b>	<b>43.1%</b>	<b>27.0%</b>	<b>2.1%</b>
Home country	Domestic tourists	13.8%	19.2%	15.9%	1.0%
	Foreign tourists	13.9%	24.0%	11.0%	1.1%
	<b>Total</b>	<b>27.8%</b>	<b>43.1%</b>	<b>27.0%</b>	<b>2.1%</b>
Regions	Montenegro	13.8%	19.2%	15.9%	1.0%
	Other European countries	5.0%	13.8%	3.4%	0.2%
	Balkan countries	5.3%	5.0%	5.3%	0.6%
	Russia and Former Soviet Union Countries	2.9%	4.5%	2.3%	0.2%
	Rest of the world	0.4%	0.3%	0.0%	0.0%
	Albania	0.3%	0.3%	0.0%	0.1%
	<b>Total</b>	<b>27.8%</b>	<b>43.1%</b>	<b>27.0%</b>	<b>2.1%</b>
Municipality	Ulcinj	3.5%	5.1%	0.8%	0.3%
	Bar	0.2%	7.7%	5.5%	0.0%
	Herceg Novi	1.3%	11.9%	8.5%	0.2%
	Kotor	2.7%	0.6%	0.1%	0.0%
	Budva	19.0%	15.8%	6.3%	0.9%
	Tivat	0.1%	0.8%	5.1%	0.4%
	Cetinje	1.0%	1.1%	0.6%	0.3%
	<b>Total</b>	<b>27.8%</b>	<b>43.1%</b>	<b>27.0%</b>	<b>2.1%</b>

	Short shower instead of bathing				
	Always	Often	Sometimes	Never	
Home country	Serbia	5,2%	8,9%	11,4%	0,6%
	B&H	7,4%	4,0%	4,3%	0,6%
	Great Britain	3,4%	12,6%	4,6%	0,3%
	Russia	7,7%	13,2%	6,8%	0,9%
	Germany	1,2%	6,2%	0,6%	0,0%
	<b>Total</b>	<b>24,9%</b>	<b>44,9%</b>	<b>27,7%</b>	<b>2,5%</b>

	Towel reusage				
	Always	Often	Sometimes	Never	
Gender	Male	14.1%	19.6%	15.1%	2.3%
	Female	12.7%	19.1%	13.4%	3.7%
	<b>Total</b>	<b>26.8%</b>	<b>38.7%</b>	<b>28.5%</b>	<b>6.0%</b>
Degree of education	Primary school	1.3%	0.4%	0.4%	0.2%
	Secondary school	4.7%	15.5%	14.8%	1.6%
	University degree	20.7%	22.8%	13.3%	4.2%
	<b>Total</b>	<b>26.8%</b>	<b>38.7%</b>	<b>28.5%</b>	<b>6.0%</b>

Employment	Employed	20.7%	26.2%	16.3%	4.8%
	Self-employed	3.8%	5.6%	3.6%	0.2%
	Student	1.5%	3.9%	5.9%	0.8%
	Pensioner	0.4%	0.9%	0.3%	0.1%
	Unemployed	0.3%	2.0%	2.3%	0.1%
	Other	0.0%	0.1%	0.0%	0.0%
	<b>Total</b>	<b>26.8%</b>	<b>38.7%</b>	<b>28.5%</b>	<b>6.0%</b>
Age of the Interviewee	Up to 18 years of age	0.1%	0.1%	0.1%	0.0%
	From 18 to 25 years of age	3.2%	5.9%	8.1%	1.5%
	From 26 to 35 years of age	11.2%	13.3%	11.5%	3.5%
	From 36 to 45 years of age	9.4%	10.5%	5.3%	0.6%
	From 46 to 55 years of age	2.4%	6.3%	2.5%	0.3%
	From 56 to 65 years of age	0.4%	2.4%	0.9%	0.1%
	Over 65 years of age	0.1%	0.2%	0.0%	0.0%
	<b>Total</b>	<b>26.8%</b>	<b>38.7%</b>	<b>28.5%</b>	<b>6.0%</b>
Average household monthly income	Less than €1.000	12.9%	13.6%	14.2%	3.9%
	From €1.000 to €3.000	11.0%	18.4%	12.5%	1.9%
	From €3.000 to €5.000	2.4%	6.1%	1.7%	0.0%
	More than €5.000	0.5%	0.6%	0.1%	0.2%
	<b>Total</b>	<b>26.8%</b>	<b>38.7%</b>	<b>28.5%</b>	<b>6.0%</b>
Home country	Domestic tourists	14.0%	16.0%	15.9%	4.2%
	Foreign tourists	12.8%	22.7%	12.6%	1.8%
	<b>Total</b>	<b>26.8%</b>	<b>38.7%</b>	<b>28.5%</b>	<b>6.0%</b>
Regions	Montenegro	14.0%	16.0%	15.9%	4.2%
	Other European countries	4.1%	13.7%	4.3%	0.2%
	Balkan countries	4.9%	4.1%	5.6%	1.5%
	Russia and Former Soviet Union countries	3.2%	4.4%	2.2%	0.1%
	Rest of the world	0.4%	0.3%	0.0%	0.0%
	Albania	0.1%	0.2%	0.4%	0.0%
	<b>Total</b>	<b>26.8%</b>	<b>38.7%</b>	<b>28.5%</b>	<b>6.0%</b>
Municipality	Ulcinj	3.5%	3.7%	1.5%	1.0%
	Bar	0.2%	6.2%	7.0%	0.0%
	Herceg Novi	1.2%	11.2%	8.7%	0.9%
	Kotor	1.0%	2.3%	0.1%	0.0%
	Budva	20.4%	14.0%	6.6%	1.0%
	Tivat	0.3%	0.7%	3.3%	2.1%
	Cetinje	0.1%	0.6%	1.2%	1.0%
	<b>Total</b>	<b>26.8%</b>	<b>38.7%</b>	<b>28.5%</b>	<b>6.0%</b>

		Towel reusage			
		Always	Often	Sometimes	Never
Home country	Serbia	4,9%	8,3%	11,1%	1,9%
	B&H	7,1%	2,2%	4,9%	1,9%
	Great Britain	3,4%	12,3%	5,2%	0,0%
	Russia	8,6%	13,0%	6,5%	0,6%
	Germany	0,9%	6,5%	0,6%	0,0%
	<b>Total</b>	<b>25,0%</b>	<b>42,3%</b>	<b>28,4%</b>	<b>4,3%</b>

		23.3.Turning off lights and air conditioning units when leaving a room/apartment			
		Always	Often	Sometimes	Never
Gender	Male	31.0%	15.8%	3.9%	0.3%
	Female	29.6%	15.4%	3.6%	0.4%
	<b>Total</b>	<b>60.6%</b>	<b>31.1%</b>	<b>7.6%</b>	<b>0.7%</b>
Degree of education	Primary school	1.0%	0.8%	0.3%	0.2%
	Secondary school	22.2%	11.1%	3.3%	0.1%
	University degree	37.4%	19.2%	3.9%	0.4%
	<b>Total</b>	<b>60.6%</b>	<b>31.1%</b>	<b>7.6%</b>	<b>0.7%</b>
Employment	Employed	43.8%	18.8%	4.7%	0.5%
	Self-employed	5.9%	6.4%	1.0%	0.1%
	Student	7.1%	4.1%	0.9%	0.1%
	Pensioner	1.1%	0.2%	0.4%	0.0%
	Unemployed	2.6%	1.6%	0.5%	0.0%
	Other	0.1%	0.0%	0.0%	0.0%
	<b>Total</b>	<b>60.6%</b>	<b>31.1%</b>	<b>7.6%</b>	<b>0.7%</b>
Age of the Interviewee	Up to 18 years of age	0.2%	0.0%	0.1%	0.0%
	From 18 to 25 years of age	10.9%	6.0%	2.0%	0.0%
	From 26 to 35 years of age	23.7%	12.8%	2.5%	0.4%
	From 36 to 45 years of age	14.1%	9.0%	2.1%	0.2%
	From 46 to 55 years of age	8.1%	2.9%	0.6%	0.1%
	From 56 to 65 years of age	3.3%	0.3%	0.2%	0.0%
	Over 65 years of age	0.2%	0.1%	0.0%	0.0%
	<b>Total</b>	<b>60.6%</b>	<b>31.1%</b>	<b>7.6%</b>	<b>0.7%</b>
Average household monthly income	Less than €1.000	26.0%	13.9%	4.5%	0.4%
	From €1.000 to €3.000	26.3%	14.7%	2.6%	0.1%
	From €3.000 to €5.000	7.6%	2.0%	0.3%	0.1%
	More than €5.000	0.8%	0.4%	0.1%	0.1%
	<b>Total</b>	<b>60.6%</b>	<b>31.1%</b>	<b>7.6%</b>	<b>0.7%</b>
Home country	Domestic tourists	28.9%	16.3%	3.8%	0.5%
	Foreign tourists	31.7%	14.8%	3.7%	0.2%
	<b>Total</b>	<b>60.6%</b>	<b>31.1%</b>	<b>7.6%</b>	<b>0.7%</b>

Regions	Montenegro	28.9%	16.3%	3.8%	0.5%
	Other European countries	15.5%	5.9%	1.3%	0.1%
	Balkan countries	10.4%	4.8%	1.1%	0.0%
	Russia and Former Soviet Union Countries	5.4%	3.5%	1.0%	0.1%
	Rest of the world	0.3%	0.3%	0.1%	0.0%
	Albania	0.2%	0.3%	0.2%	0.0%
	<b>Total</b>	<b>60.6%</b>	<b>31.1%</b>	<b>7.6%</b>	<b>0.7%</b>
Municipality	Ulcinj	4.9%	3.8%	0.9%	0.2%
	Bar	9.8%	3.6%	0.1%	0.0%
	Herceg Novi	15.7%	4.0%	2.4%	0.0%
	Kotor	0.7%	2.7%	0.0%	0.0%
	Budva	21.4%	15.9%	3.7%	0.5%
	Tivat	5.6%	0.8%	0.1%	0.0%
	Cetinje	2.5%	0.2%	0.3%	0.0%
<b>Total</b>		<b>60.6%</b>	<b>31.1%</b>	<b>7.6%</b>	<b>0.7%</b>

		Turning off lights and air conditioning units when leaving a room/apartment			
		Always	Often	Sometimes	Never
Home country	Serbia	17,8%	7,1%	1,2%	0,0%
	B&H	9,8%	4,9%	1,5%	0,0%
	Great Britain	12,6%	6,2%	1,8%	0,3%
	Russia	15,7%	9,5%	3,1%	0,3%
	Germany	7,7%	0,3%	0,0%	0,0%
	<b>Total</b>	<b>63,7%</b>	<b>28,0%</b>	<b>7,7%</b>	<b>0,6%</b>

		Turning off car and/or motorbike engine			
		Always	Often	Sometimes	Never
Gender	Male	19.3%	18.9%	11.8%	1.6%
	Female	17.0%	17.8%	10.3%	3.4%
	<b>Total</b>	<b>36.2%</b>	<b>36.7%</b>	<b>22.1%</b>	<b>5.0%</b>
Degree of education	Primary school	0.7%	1.1%	0.5%	0.1%
	Secondary school	9.5%	12.9%	10.5%	2.1%
	University degree	26.0%	22.8%	11.1%	2.7%
	<b>Total</b>	<b>36.2%</b>	<b>36.7%</b>	<b>22.1%</b>	<b>5.0%</b>
Employment	Employed	26.6%	25.5%	15.2%	2.4%
	Self-employed	3.7%	6.3%	3.3%	0.5%
	Student	4.1%	2.5%	2.4%	1.5%
	Pensioner	0.4%	0.4%	0.4%	0.3%
	Unemployed	1.4%	1.9%	0.8%	0.2%
	Other	0.1%	0.0%	0.0%	0.0%
	<b>Total</b>	<b>36.2%</b>	<b>36.7%</b>	<b>22.1%</b>	<b>5.0%</b>

Age of the Interviewee	Up to 18 years of age	0.1%	0.0%	0.2%	0.0%
	From 18 to 25 years of age	5.7%	5.8%	3.6%	2.0%
	From 26 to 35 years of age	16.0%	15.1%	7.9%	1.3%
	From 36 to 45 years of age	9.5%	10.7%	5.2%	1.1%
	From 46 to 55 years of age	4.3%	4.1%	3.2%	0.3%
	From 56 to 65 years of age	0.5%	0.8%	2.1%	0.3%
	Over 65 years of age	0.1%	0.1%	0.0%	0.0%
	<b>Total</b>	<b>36.2%</b>	<b>36.7%</b>	<b>22.1%</b>	<b>5.0%</b>
Average household monthly income	Less than €1.000	15.5%	15.7%	9.8%	3.1%
	From €1.000 to €3.000	16.8%	17.6%	8.3%	1.7%
	From €3.000 to €5.000	3.1%	3.3%	3.7%	0.1%
	More than €5.000	0.9%	0.1%	0.3%	0.1%
	<b>Total</b>	<b>36.2%</b>	<b>36.7%</b>	<b>22.1%</b>	<b>5.0%</b>
Home country	Domestic tourists	18.2%	18.0%	10.2%	2.6%
	Foreign tourists	18.0%	18.7%	11.9%	2.3%
	<b>Total</b>	<b>36.2%</b>	<b>36.7%</b>	<b>22.1%</b>	<b>5.0%</b>
Regions	Montenegro	18.2%	18.0%	10.2%	2.6%
	Other European countries	6.7%	7.8%	7.9%	0.9%
	Balkan countries	7.1%	6.0%	2.1%	1.1%
	Russia and Former Soviet Union countries	3.9%	4.0%	1.7%	0.2%
	Rest of the world	0.1%	0.6%	0.0%	0.0%
	Albania	0.2%	0.2%	0.2%	0.1%
	<b>Total</b>	<b>36.2%</b>	<b>36.7%</b>	<b>22.1%</b>	<b>5.0%</b>
Municipality	Ulcinj	4.0%	3.8%	1.7%	0.4%
	Bar	7.0%	5.1%	0.2%	1.9%
	Herceg Novi	1.9%	9.1%	11.2%	0.2%
	Kotor	1.6%	1.9%	0.1%	0.0%
	Budva	14.5%	15.6%	8.9%	1.3%
	Tivat	5.7%	0.2%	0.0%	0.8%
	Cetinje	1.6%	1.1%	0.1%	0.3%
	<b>Total</b>	<b>36.2%</b>	<b>36.7%</b>	<b>22.1%</b>	<b>5.0%</b>

	Turning off car and/or motorbike engine				
	Always	Often	Sometimes	Never	
Home country	Serbia	9,3%	8,7%	4,5%	2,9%
	B&H	8,4%	6,8%	1,3%	0,0%
	Great Britain	3,5%	9,3%	8,4%	0,6%
	Russia	11,3%	11,3%	5,1%	0,6%
	Germany	1,3%	2,9%	3,5%	0,3%
	<b>Total</b>	<b>33,8%</b>	<b>38,9%</b>	<b>22,8%</b>	<b>4,5%</b>

		Usage of local public transit			
		Always	Often	Sometimes	Never
Gender	Male	5.5%	14.2%	19.5%	11.8%
	Female	5.4%	16.2%	19.7%	7.7%
	<b>Total</b>	<b>10.9%</b>	<b>30.4%</b>	<b>39.3%</b>	<b>19.4%</b>
Degree of education	Primary school	0.6%	1.3%	0.3%	0.1%
	Secondary school	2.6%	9.5%	17.9%	7.0%
	University degree	7.8%	19.5%	21.1%	12.4%
	<b>Total</b>	<b>10.9%</b>	<b>30.4%</b>	<b>39.3%</b>	<b>19.4%</b>
Employment	Employed	8.1%	18.7%	27.2%	13.7%
	Self-employed	1.2%	4.9%	4.8%	2.4%
	Student	1.0%	4.8%	4.6%	1.9%
	Pensioner	0.0%	0.6%	0.8%	0.3%
	Unemployed	0.5%	1.3%	1.8%	1.1%
	Other	0.1%	0.0%	0.0%	0.0%
	<b>Total</b>	<b>10.9%</b>	<b>30.4%</b>	<b>39.3%</b>	<b>19.4%</b>
Age of the Interviewee	Up to 18 years of age	0.1%	0.0%	0.2%	0.0%
	From 18 to 25 years of age	2.0%	7.6%	6.2%	3.3%
	From 26 to 35 years of age	4.6%	10.5%	15.5%	8.8%
	From 36 to 45 years of age	2.8%	8.8%	9.3%	4.5%
	From 46 to 55 years of age	1.3%	2.8%	5.3%	2.2%
	From 56 to 65 years of age	0.1%	0.5%	2.7%	0.5%
	Over 65 years of age	0.0%	0.2%	0.0%	0.1%
	<b>Total</b>	<b>10.9%</b>	<b>30.4%</b>	<b>39.3%</b>	<b>19.4%</b>
Average household monthly income	Less than €1.000	6.2%	15.5%	14.3%	9.1%
	From €1.000 to €3.000	3.3%	11.7%	19.1%	9.2%
	From €3.000 to €5.000	1.3%	2.4%	5.5%	0.9%
	More than €5.000	0.1%	0.8%	0.3%	0.2%
	<b>Total</b>	<b>10.9%</b>	<b>30.4%</b>	<b>39.3%</b>	<b>19.4%</b>
Home country	Domestic tourists	4.6%	12.8%	19.1%	12.6%
	Foreign tourists	6.3%	17.6%	20.1%	6.9%
	<b>Total</b>	<b>10.9%</b>	<b>30.4%</b>	<b>39.3%</b>	<b>19.4%</b>
Regions	Montenegro	4.6%	12.8%	19.1%	12.6%
	Other European countries	2.6%	5.9%	11.5%	2.9%
	Balkan countries	2.1%	7.0%	4.8%	2.7%
	Russia and Former Soviet Union Countries	1.5%	4.1%	3.5%	1.0%
	Rest of the world	0.0%	0.5%	0.1%	0.1%
	Albania	0.1%	0.1%	0.3%	0.2%
	<b>Total</b>	<b>10.9%</b>	<b>30.4%</b>	<b>39.3%</b>	<b>19.4%</b>
Municipality	Ulcinj	2.1%	3.9%	1.6%	2.1%
	Bar	0.0%	3.4%	7.0%	3.4%
	Herceg Novi	0.4%	2.8%	13.1%	5.8%
	Kotor	1.0%	2.0%	0.3%	0.1%
	Budva	6.9%	15.5%	14.9%	4.0%
	Tivat	0.1%	2.1%	1.2%	3.1%
	Cetinje	0.4%	0.6%	1.1%	0.9%
	<b>Total</b>	<b>10.9%</b>	<b>30.4%</b>	<b>39.3%</b>	<b>19.4%</b>

		Usage of local public transit			
		Always	Often	Sometimes	Never
Home country	Serbia	2,5%	11,4%	8,3%	4,0%
	B&H	3,1%	4,9%	4,9%	3,4%
	Great Britain	1,5%	4,6%	11,1%	3,4%
	Russia	4,0%	11,4%	10,2%	3,1%
	Germany	0,6%	0,3%	5,2%	1,9%
	<b>Total</b>	<b>11,7%</b>	<b>32,7%</b>	<b>39,8%</b>	<b>15,7%</b>

		Walking and/or cycling			
		Always	Often	Sometimes	Never
Gender	Male	5.2%	27.2%	16.1%	2.8%
	Female	4.1%	27.4%	14.6%	2.7%
	<b>Total</b>	<b>9.3%</b>	<b>54.6%</b>	<b>30.7%</b>	<b>5.4%</b>
Degree of education	Primary school	0.4%	1.5%	0.4%	0.0%
	Secondary school	2.2%	23.1%	10.3%	1.2%
	University degree	6.6%	30.0%	20.0%	4.2%
	<b>Total</b>	<b>9.3%</b>	<b>54.6%</b>	<b>30.7%</b>	<b>5.4%</b>
Employment	Employed	6.8%	35.8%	21.0%	4.0%
	Self-employed	1.1%	8.3%	3.4%	0.7%
	Student	0.9%	6.7%	4.2%	0.5%
	Pensioner	0.0%	0.8%	0.8%	0.1%
	Unemployed	0.4%	3.0%	1.3%	0.1%
	Other	0.0%	0.1%	0.0%	0.0%
	<b>Total</b>	<b>9.3%</b>	<b>54.6%</b>	<b>30.7%</b>	<b>5.4%</b>
Age of the Interviewee	Up to 18 years of age	0.0%	0.0%	0.3%	0.0%
	From 18 to 25 years of age	1.7%	10.0%	6.9%	0.4%
	From 26 to 35 years of age	3.6%	20.8%	12.5%	2.5%
	From 36 to 45 years of age	2.4%	14.0%	7.2%	1.7%
	From 46 to 55 years of age	1.4%	7.1%	2.5%	0.5%
	From 56 to 65 years of age	0.1%	2.5%	1.1%	0.1%
	Over 65 years of age	0.0%	0.2%	0.0%	0.1%
	<b>Total</b>	<b>9.3%</b>	<b>54.6%</b>	<b>30.7%</b>	<b>5.4%</b>
Average household monthly income	Less than €1.000	4.8%	22.2%	16.0%	1.9%
	From €1.000 to €3.000	3.1%	24.5%	13.1%	2.9%
	From €3.000 to €5.000	1.2%	7.0%	1.4%	0.4%
	More than €5.000	0.2%	0.9%	0.1%	0.2%
	<b>Total</b>	<b>9.3%</b>	<b>54.6%</b>	<b>30.7%</b>	<b>5.4%</b>
Home country	Domestic tourists	3.9%	26.2%	16.3%	2.9%
	Foreign tourists	5.4%	28.4%	14.4%	2.5%
	<b>Total</b>	<b>9.3%</b>	<b>54.6%</b>	<b>30.7%</b>	<b>5.4%</b>

Regions	Montenegro	3.9%	26.2%	16.3%	2.9%
	Other European countries	2.3%	14.9%	4.5%	1.1%
	Balkan countries	1.9%	7.5%	6.2%	0.7%
	Russia and Former Soviet Union Countries	1.0%	5.3%	3.1%	0.7%
	Rest of the world	0.0%	0.4%	0.3%	0.0%
	Albania	0.1%	0.3%	0.3%	0.0%
	<b>Total</b>	<b>9.3%</b>	<b>54.6%</b>	<b>30.7%</b>	<b>5.4%</b>
Municipality	Ulcinj	3.0%	5.5%	1.2%	0.3%
	Bar	0.0%	8.7%	4.9%	0.1%
	Herceg Novi	0.5%	15.3%	6.1%	0.3%
	Kotor	0.7%	2.0%	0.7%	0.0%
	Budva	4.8%	20.9%	10.8%	4.6%
	Tivat	0.1%	0.6%	5.8%	0.0%
	Cetinje	0.2%	1.6%	1.1%	0.1%
<b>Total</b>		<b>9.3%</b>	<b>54.6%</b>	<b>30.7%</b>	<b>5.4%</b>

		Walking and/or cycling			
		Always	Often	Sometimes	Never
Home country	Serbia	1,9%	11,1%	11,4%	1,9%
	B&H	2,8%	6,8%	6,2%	0,3%
	Great Britain	1,2%	13,0%	5,2%	1,5%
	Russia	2,8%	14,8%	9,3%	1,9%
	Germany	0,6%	6,5%	0,9%	0,0%
	<b>Total</b>	<b>9,3%</b>	<b>52,2%</b>	<b>33,0%</b>	<b>5,6%</b>

		Waste separation			
		Always	Often	Sometimes	Never
Gender	Male	6.2%	17.5%	14.5%	13.0%
	Female	4.8%	18.5%	13.0%	12.5%
	<b>Total</b>	<b>11.0%</b>	<b>36.0%</b>	<b>27.5%</b>	<b>25.5%</b>
Degree of education	Primary school	0.3%	1.5%	0.4%	0.1%
	Secondary school	2.2%	14.0%	8.2%	12.5%
	University degree	8.5%	20.4%	18.9%	12.9%
	<b>Total</b>	<b>11.0%</b>	<b>36.0%</b>	<b>27.5%</b>	<b>25.5%</b>
Employment	Employed	8.3%	27.6%	19.7%	12.0%
	Self-employed	1.5%	4.8%	3.2%	3.9%
	Student	0.8%	2.7%	3.4%	5.5%
	Pensioner	0.0%	0.5%	0.9%	0.3%
	Unemployed	0.4%	0.4%	0.3%	3.7%
	Other	0.0%	0.0%	0.0%	0.1%
	<b>Total</b>	<b>11.0%</b>	<b>36.0%</b>	<b>27.5%</b>	<b>25.5%</b>

Age of the Interviewee	Up to 18 years of age	0.0%	0.1%	0.2%	0.0%
	From 18 to 25 years of age	1.6%	4.5%	5.1%	7.9%
	From 26 to 35 years of age	4.5%	14.1%	11.8%	9.1%
	From 36 to 45 years of age	2.7%	9.6%	7.2%	5.8%
	From 46 to 55 years of age	2.0%	5.1%	2.4%	2.1%
	From 56 to 65 years of age	0.2%	2.6%	0.8%	0.3%
	Over 65 years of age	0.0%	0.0%	0.1%	0.2%
	<b>Total</b>	<b>11.0%</b>	<b>36.0%</b>	<b>27.5%</b>	<b>25.5%</b>
Average household monthly income	Less than €1.000	4.2%	17.0%	13.8%	10.2%
	From €1.000 to €3.000	4.0%	12.8%	11.9%	14.6%
	From €3.000 to €5.000	2.5%	5.7%	1.5%	0.4%
	More than €5.000	0.4%	0.5%	0.3%	0.2%
	<b>Total</b>	<b>11.0%</b>	<b>36.0%</b>	<b>27.5%</b>	<b>25.5%</b>
Home country	Domestic tourists	3.0%	14.5%	14.0%	17.6%
	Foreign tourists	8.1%	21.5%	13.5%	7.9%
	<b>Total</b>	<b>11.0%</b>	<b>36.0%</b>	<b>27.5%</b>	<b>25.5%</b>
Regions	Montenegro	3.0%	14.5%	14.0%	17.6%
	Other European countries	5.6%	11.5%	4.5%	1.3%
	Balkan countries	1.5%	4.4%	5.5%	5.0%
	Russia and Former Soviet Union Countries	0.8%	4.9%	3.3%	1.1%
	Rest of the world	0.0%	0.5%	0.2%	0.0%
	Albania	0.1%	0.2%	0.0%	0.4%
	<b>Total</b>	<b>11.0%</b>	<b>36.0%</b>	<b>27.5%</b>	<b>25.5%</b>
Municipality	Ulcinj	2.5%	3.5%	1.7%	2.2%
	Bar	0.0%	0.3%	3.2%	10.2%
	Herceg Novi	2.7%	14.8%	4.0%	0.7%
	Kotor	0.8%	1.7%	0.8%	0.1%
	Budva	4.4%	14.3%	11.6%	10.8%
	Tivat	0.1%	0.7%	5.0%	0.7%
	Cetinje	0.6%	0.6%	1.2%	0.6%
	<b>Total</b>	<b>11.0%</b>	<b>36.0%</b>	<b>27.5%</b>	<b>25.5%</b>

		Waste separation			
		Always	Often	Sometimes	Never
Home country	Serbia	0,6%	4,6%	10,5%	10,5%
	B&H	2,8%	4,6%	4,9%	3,7%
	Great Britain	3,7%	12,0%	4,0%	1,2%
	Russia	2,2%	13,3%	9,9%	3,4%
	Germany	1,9%	5,9%	0,3%	0,0%
	<b>Total</b>	<b>11,1%</b>	<b>40,4%</b>	<b>29,6%</b>	<b>18,8%</b>

		Shopping local, domestic products			
		Always	Often	Sometimes	Never
Gender	Male	9.0%	27.1%	12.5%	2.3%
	Female	7.8%	27.2%	11.5%	2.7%
	<b>Total</b>	<b>16.8%</b>	<b>54.4%</b>	<b>24.0%</b>	<b>4.9%</b>
Degree of education	Primary school	0.3%	1.5%	0.5%	0.0%
	Secondary school	5.2%	22.6%	8.3%	0.8%
	University degree	11.3%	30.2%	15.1%	4.1%
	<b>Total</b>	<b>16.8%</b>	<b>54.4%</b>	<b>24.0%</b>	<b>4.9%</b>
Employment	Employed	11.6%	36.7%	15.6%	3.8%
	Self-employed	2.9%	7.8%	2.5%	0.3%
	Student	1.2%	6.3%	4.4%	0.4%
	Pensioner	0.1%	0.7%	0.7%	0.1%
	Unemployed	0.9%	2.8%	0.8%	0.3%
	Other	0.1%	0.0%	0.0%	0.0%
	<b>Total</b>	<b>16.8%</b>	<b>54.4%</b>	<b>24.0%</b>	<b>4.9%</b>
Age of the Interviewee	Up to 18 years of age	0.0%	0.1%	0.2%	0.0%
	From 18 to 25 years of age	2.3%	9.4%	6.4%	0.9%
	From 26 to 35 years of age	7.2%	21.3%	9.2%	1.8%
	From 36 to 45 years of age	4.1%	13.1%	6.3%	1.7%
	From 46 to 55 years of age	2.7%	7.7%	1.1%	0.2%
	From 56 to 65 years of age	0.5%	2.7%	0.6%	0.1%
	Over 65 years of age	0.1%	0.1%	0.0%	0.1%
	<b>Total</b>	<b>16.8%</b>	<b>54.4%</b>	<b>24.0%</b>	<b>4.9%</b>
Average household monthly income	Less than €1.000	5.7%	23.5%	13.4%	2.3%
	From €1.000 to €3.000	7.5%	24.3%	9.4%	2.4%
	From €3.000 to €5.000	3.0%	6.0%	0.9%	0.2%
	More than €5.000	0.6%	0.5%	0.2%	0.1%
	<b>Total</b>	<b>16.8%</b>	<b>54.4%</b>	<b>24.0%</b>	<b>4.9%</b>
Home country	Domestic tourists	7.4%	25.5%	13.3%	3.0%
	Foreign tourists	9.4%	28.9%	10.6%	1.9%
	<b>Total</b>	<b>16.8%</b>	<b>54.4%</b>	<b>24.0%</b>	<b>4.9%</b>
Regions	Montenegro	7.4%	25.5%	13.3%	3.0%
	Other European countries	5.2%	13.9%	3.3%	0.6%
	Balkan countries	2.1%	8.9%	4.8%	0.4%
	Russia and Former Soviet Union Countries	1.8%	5.2%	2.3%	0.8%
	Rest of the world	0.1%	0.4%	0.1%	0.1%
	Albania	0.1%	0.4%	0.2%	0.0%
	<b>Total</b>	<b>16.8%</b>	<b>54.4%</b>	<b>24.0%</b>	<b>4.9%</b>
Municipality	Ulcinj	2.6%	4.9%	2.1%	0.3%
	Bar	2.3%	8.9%	2.6%	0.0%
	Herceg Novi	2.5%	16.3%	3.5%	0.1%
	Kotor	1.2%	1.5%	0.7%	0.0%
	Budva	7.7%	21.1%	8.7%	3.6%
	Tivat	0.2%	0.4%	5.0%	0.8%
	Cetinje	0.4%	1.2%	1.3%	0.1%
	<b>Total</b>	<b>16.8%</b>	<b>54.4%</b>	<b>24.0%</b>	<b>4.9%</b>

		Shopping local, domestic products			
		Always	Often	Sometimes	Never
Home country	Serbia	2,5%	13,4%	9,6%	0,9%
	B&H	3,1%	8,7%	3,4%	0,3%
	Great Britain	3,7%	13,7%	3,1%	0,6%
	Russia	5,3%	14,3%	6,8%	2,5%
	Germany	1,6%	5,9%	0,6%	0,0%
	<b>Total</b>	<b>16,1%</b>	<b>55,9%</b>	<b>23,6%</b>	<b>4,3%</b>

		Do you find the state of environment in Montenegro to be on a satisfactory level	
		Yes	No
Gender	Male	39.5%	11.5%
	Female	39.0%	10.0%
	<b>Total</b>	<b>78.5%</b>	<b>21.5%</b>
Degree of education	Primary school	2.1%	0.1%
	Secondary school	28.3%	7.9%
	University degree	48.1%	13.5%
	<b>Total</b>	<b>78.5%</b>	<b>21.5%</b>
Employment	Employed	55.1%	13.0%
	Self-employed	10.0%	3.3%
	Student	9.1%	2.9%
	Pensioner	1.2%	0.5%
	Unemployed	3.1%	1.6%
	Other	0.0%	0.1%
	<b>Total</b>	<b>78.5%</b>	<b>21.5%</b>
Age of the Interviewee	Up to 18 years of age	0.3%	0.0%
	From 18 to 25 years of age	14.3%	4.3%
	From 26 to 35 years of age	31.8%	7.9%
	From 36 to 45 years of age	20.0%	5.8%
	From 46 to 55 years of age	8.6%	3.0%
	From 56 to 65 years of age	3.5%	0.2%
	Over 65 years of age	0.1%	0.2%
	<b>Total</b>	<b>78.5%</b>	<b>21.5%</b>
Average household monthly income	Less than €1.000	34.9%	9.6%
	From €1.000 to €3.000	33.8%	10.1%
	From €3.000 to €5.000	8.9%	1.4%
	More than €5.000	1.0%	0.4%
	<b>Total</b>	<b>78.5%</b>	<b>21.5%</b>
Home country	Domestic tourists	38.6%	11.6%
	Foreign tourists	39.9%	9.9%
	<b>Total</b>	<b>78.5%</b>	<b>21.5%</b>

Regions	Montenegro	38.6%	11.6%
	Other European countries	18.5%	3.9%
	Balkan countries	11.9%	4.1%
	Russia and Former Soviet Union Countries	8.3%	1.7%
	Rest of the world	0.7%	0.0%
	Albania	0.5%	0.1%
	<b>Total</b>	<b>78.5%</b>	<b>21.5%</b>
Municipality	Ulcinj	5.5%	3.9%
	Bar	6.6%	7.0%
	Herceg Novi	21.1%	0.9%
	Kotor	2.1%	1.3%
	Budva	34.2%	8.0%
	Tivat	6.4%	0.1%
	Cetinje	2.7%	0.3%
	<b>Total</b>	<b>78.5%</b>	<b>21.5%</b>

		Do you believe that environmental protection is at a satisfactory level in Montenegro	
		Yes	No
Home country	Serbia	19,4%	6,8%
	B&H	12,0%	4,0%
	Great Britain	19,4%	1,5%
	Russia	23,5%	5,2%
	Germany	7,1%	0,9%
	<b>Total</b>	<b>81,5%</b>	<b>18,5%</b>

		What do you find the most annoying about the state of environment in Montenegro						
		Waste	Noise	Dust	Water pollution	Crowded beaches	Traffic jams	Other, please indicate
Gender	Male	19.7%	4.2%	0.7%	2.5%	5.1%	18.7%	0.2%
	Female	18.3%	3.3%	1.4%	2.5%	6.6%	16.4%	0.2%
	<b>Total</b>	<b>38.0%</b>	<b>7.5%</b>	<b>2.1%</b>	<b>5.0%</b>	<b>11.8%</b>	<b>35.1%</b>	<b>0.4%</b>
Degree of education	Primary school	1.6%	0.3%	0.0%	0.1%	0.1%	0.2%	0.0%
	Secondary school	9.5%	2.4%	0.6%	2.2%	6.0%	15.5%	0.2%
	University degree	27.0%	4.8%	1.5%	2.7%	5.6%	19.4%	0.2%
	<b>Total</b>	<b>38.0%</b>	<b>7.5%</b>	<b>2.1%</b>	<b>5.0%</b>	<b>11.8%</b>	<b>35.1%</b>	<b>0.4%</b>
Employment	Employed	25.2%	5.5%	1.6%	2.7%	7.0%	25.9%	0.2%
	Self-employed	5.8%	1.4%	0.2%	0.3%	1.4%	4.0%	0.1%
	Student	4.4%	0.3%	0.1%	1.3%	2.1%	3.8%	0.0%
	Pensioner	0.7%	0.0%	0.0%	0.4%	0.1%	0.5%	0.0%
	Unemployed	1.9%	0.3%	0.2%	0.3%	1.1%	0.9%	0.0%
	Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	<b>Total</b>	<b>38.0%</b>	<b>7.5%</b>	<b>2.1%</b>	<b>5.0%</b>	<b>11.8%</b>	<b>35.1%</b>	<b>0.4%</b>

Age of the Interviewee	Up to 18 years of age	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
	From 18 to 25 years of age	7.9%	0.9%	0.5%	1.7%	2.9%	4.7%	0.0%
	From 26 to 35 years of age	17.2%	2.6%	1.0%	1.2%	4.6%	12.7%	0.1%
	From 36 to 45 years of age	8.8%	2.4%	0.5%	1.4%	3.4%	9.3%	0.1%
	From 46 to 55 years of age	3.1%	1.3%	0.1%	0.3%	0.6%	5.9%	0.2%
	From 56 to 65 years of age	0.6%	0.3%	0.0%	0.3%	0.2%	2.4%	0.0%
	Over 65 years of age	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	<b>Total</b>	<b>38.0%</b>	<b>7.5%</b>	<b>2.1%</b>	<b>5.0%</b>	<b>11.8%</b>	<b>35.1%</b>	<b>0.4%</b>
Average household monthly income	Less than €1.000	20.7%	3.7%	0.8%	2.1%	5.4%	11.8%	0.1%
	From €1.000 to €3.000	15.0%	2.9%	1.0%	2.2%	4.9%	17.4%	0.2%
	From €3.000 to €5.000	2.0%	0.8%	0.3%	0.5%	1.3%	5.3%	0.0%
	More than €5.000	0.3%	0.1%	0.0%	0.2%	0.1%	0.6%	0.1%
	<b>Total</b>	<b>38.0%</b>	<b>7.5%</b>	<b>2.1%</b>	<b>5.0%</b>	<b>11.8%</b>	<b>35.1%</b>	<b>0.4%</b>
Home country	Domestic tourists	19.9%	2.8%	0.9%	3.0%	5.7%	17.6%	0.2%
	Foreign tourists	18.1%	4.7%	1.2%	2.0%	6.0%	17.5%	0.2%
	<b>Total</b>	<b>38.0%</b>	<b>7.5%</b>	<b>2.1%</b>	<b>5.0%</b>	<b>11.8%</b>	<b>35.1%</b>	<b>0.4%</b>
Regions	Montenegro	19.9%	2.8%	0.9%	3.0%	5.7%	17.6%	0.2%
	Other European countries	5.6%	1.4%	0.6%	1.1%	2.1%	11.7%	0.0%
	Balkan countries	8.4%	1.2%	0.2%	0.4%	2.6%	3.1%	0.1%
	Russia and Former Soviet Union countries	3.8%	1.5%	0.3%	0.5%	1.2%	2.5%	0.1%
	Rest of the world	0.2%	0.3%	0.1%	0.0%	0.1%	0.0%	0.0%
	Albania	0.1%	0.3%	0.0%	0.0%	0.0%	0.2%	0.0%
	<b>Total</b>	<b>38.0%</b>	<b>7.5%</b>	<b>2.1%</b>	<b>5.0%</b>	<b>11.8%</b>	<b>35.1%</b>	<b>0.4%</b>
Municipality	Ulcinj	3.2%	1.1%	1.0%	0.9%	1.3%	1.8%	0.1%
	Bar	7.0%	0.1%	0.0%	0.0%	2.4%	3.9%	0.0%
	Herceg Novi	1.0%	1.0%	0.2%	1.0%	2.8%	16.1%	0.0%
	Kotor	2.3%	0.1%	0.4%	0.0%	0.3%	0.3%	0.0%
	Budva	17.8%	4.8%	0.5%	2.8%	4.1%	11.8%	0.2%
	Tivat	5.5%	0.0%	0.0%	0.1%	0.3%	0.5%	0.0%
	Cetinje	1.1%	0.4%	0.0%	0.2%	0.5%	0.7%	0.1%
	<b>Total</b>	<b>38.0%</b>	<b>7.5%</b>	<b>2.1%</b>	<b>5.0%</b>	<b>11.8%</b>	<b>35.1%</b>	<b>0.4%</b>

		What do you find the most annoying about the state of environment in Montenegro						
		Waste	Noise	Dust	Water pollution	Crowded beaches	Traffic jams	Other, please indicate
Home country	Serbia	13,6%	0,9%	0,3%	0,9%	4,0%	6,5%	0,0%
	B&H	8,0%	2,2%	0,0%	0,3%	2,8%	2,5%	0,3%
	Great Britain	4,0%	0,9%	1,2%	0,6%	0,9%	13,3%	0,0%
	Russia	11,1%	4,3%	0,9%	1,5%	3,4%	7,1%	0,3%
	Germany	0,6%	0,3%	0,0%	0,0%	0,6%	6,5%	0,0%
	<b>Total</b>	<b>37,3%</b>	<b>8,6%</b>	<b>2,5%</b>	<b>3,4%</b>	<b>11,7%</b>	<b>35,8%</b>	<b>0,6%</b>

		Are you interested in an engaged holiday which means that for the purpose of development of green, eco, sustainable, low-carbon tourism, you would pay more for that type of holiday		
		Yes	No	No, but I am planning to
Gender	Male	13.4%	24.5%	13.3%
	Female	14.6%	22.6%	11.7%
	<b>Total</b>	<b>28.0%</b>	<b>47.0%</b>	<b>25.0%</b>
Degree of education	Primary school	1.8%	0.5%	0.0%
	Secondary school	4.8%	24.0%	7.6%
	University degree	21.3%	22.6%	17.4%
	<b>Total</b>	<b>28.0%</b>	<b>47.0%</b>	<b>25.0%</b>
Employment	Employed	22.7%	26.6%	18.9%
	Self-employed	3.3%	7.8%	2.2%
	Student	1.2%	8.8%	2.1%
	Pensioner	0.2%	0.9%	0.6%
	Unemployed	0.5%	3.0%	1.1%
	Other	0.1%	0.0%	0.0%
	<b>Total</b>	<b>28.0%</b>	<b>47.0%</b>	<b>25.0%</b>
Age of the Interviewee	Up to 18 years of age	0.2%	0.1%	0.0%
	From 18 to 25 years of age	3.6%	12.5%	2.6%
	From 26 to 35 years of age	12.6%	16.6%	10.5%
	From 36 to 45 years of age	7.6%	9.7%	8.5%
	From 46 to 55 years of age	3.2%	5.5%	2.7%
	From 56 to 65 years of age	0.8%	2.5%	0.5%
	<b>Over 65 years of age</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.2%</b>
	<b>Total</b>	<b>28.0%</b>	<b>47.0%</b>	<b>25.0%</b>
Average household monthly income	Less than €1.000	13.5%	22.3%	8.9%
	From €1.000 to €3.000	11.2%	20.0%	12.6%
	From €3.000 to €5.000	2.6%	4.5%	3.1%
	More than €5.000	0.7%	0.2%	0.4%
	<b>Total</b>	<b>28.0%</b>	<b>47.0%</b>	<b>25.0%</b>
Home country	Domestic tourists	11.4%	24.2%	14.7%
	Foreign tourists	16.6%	22.9%	10.3%
	<b>Total</b>	<b>28.0%</b>	<b>47.0%</b>	<b>25.0%</b>
Regions	Montenegro	11.4%	24.2%	14.7%
	Other European countries	6.2%	12.2%	4.1%
	Balkan countries	4.9%	8.5%	2.6%
	Russia and Former Soviet Union Countries	5.0%	1.8%	3.0%
	Rest of the world	0.2%	0.3%	0.2%
	Albania	0.2%	0.1%	0.3%
	<b>Total</b>	<b>28.0%</b>	<b>47.0%</b>	<b>25.0%</b>

Municipality	Ulcinj	2.3%	3.6%	3.4%
	Bar	1.6%	10.9%	1.0%
	Herceg Novi	2.8%	16.2%	3.0%
	Kotor	0.2%	2.9%	0.3%
	Budva	18.1%	7.8%	16.3%
	Tivat	0.8%	5.3%	0.3%
	Cetinje	2.1%	0.3%	0.6%
	Total	28.0%	47.0%	25.0%

		Are you interested in an engaged holiday which means that for the purpose of development of green, eco, sustainable, low-carbon tourism, you would pay more for that type of holiday		
		Yes	No	No, but I plan to
Home country	Serbia	5,3%	15,5%	5,6%
	B&H	6,5%	7,4%	2,2%
	Great Britain	5,9%	11,8%	3,4%
	Russia	13,9%	5,9%	8,7%
	Germany	0,9%	6,8%	0,3%
	Total	32,5%	47,4%	20,1%

		Are you willing to spend more money within the package deal or airplane ticket if you know that these funds will be designated for funding green projects which will contribute to reduction of your carbon footprint in Montenegro, i.e. reduction of adverse impact of your trip on nature	
		Yes	No
Gender	Male	19.5%	31.7%
	Female	21.8%	27.0%
	Total	41.3%	58.7%
Degree of education	Primary school	1.8%	0.5%
	Secondary school	7.2%	29.1%
	University degree	32.3%	29.1%
	Total	41.3%	58.7%
Employment	Employed	33.7%	34.7%
	Self-employed	4.8%	8.6%
	Student	1.6%	10.1%
	Pensioner	0.6%	1.1%
	Unemployed	0.6%	4.1%
	Other	0.0%	0.1%
	Total	41.3%	58.7%
Age of the Interviewee	Up to 18 years of age	0.2%	0.1%
	From 18 to 25 years of age	4.0%	14.4%
	From 26 to 35 years of age	18.3%	21.6%
	From 36 to 45 years of age	13.0%	12.8%

	From 46 to 55 years of age	4.6%	7.0%
	From 56 to 65 years of age	1.0%	2.8%
	Over 65 years of age	0.3%	0.0%
	<b>Total</b>	<b>41.3%</b>	<b>58.7%</b>
Average household monthly income	Less than €1.000	16.7%	27.9%
	From €1.000 to €3.000	18.4%	25.6%
	From €3.000 to €5.000	5.3%	5.0%
	More than €5.000	0.9%	0.3%
	<b>Total</b>	<b>41.3%</b>	<b>58.7%</b>
Home country	Domestic tourists	16.8%	33.3%
	Foreign tourists	24.4%	25.5%
	<b>Total</b>	<b>41.3%</b>	<b>58.7%</b>
Regions	Montenegro	16.8%	33.3%
	Other European countries	9.8%	12.9%
	Balkan countries	6.7%	9.3%
	Russia and Former Soviet Union Countries	7.3%	2.5%
	Rest of the world	0.3%	0.4%
	Albania	0.3%	0.3%
	<b>Total</b>	<b>41.3%</b>	<b>58.7%</b>
Municipality	Ulcinj	3.9%	5.7%
	Bar	2.1%	11.5%
	Herceg Novi	3.9%	18.2%
	Kotor	0.3%	3.0%
	Budva	27.8%	14.3%
	Tivat	1.2%	5.2%
	Cetinje	2.1%	0.9%
	<b>Total</b>	<b>41.3%</b>	<b>58.7%</b>

	Are you willing to spend more money within the package deal or airplane ticket if you know that these funds will be designated for funding green projects which will contribute to reduction of your carbon footprint in Montenegro, i.e. reduction of adverse impact of your trip on nature		
	Yes	No	
Home country	Serbia	9,3%	16,8%
	B&H	7,5%	8,7%
	Great Britain	8,7%	12,5%
	Russia	20,9%	7,5%
	Germany	0,9%	7,2%
	<b>Total</b>	<b>47,4%</b>	<b>52,6%</b>

		What is the amount of your allocations or your planned allocations			
		Up to 10% of the price	Up to 20% of the price	Up to 30% of the price	More than 30% of the price
Gender	Male	37.1%	8.5%	0.7%	0.2%
	Female	42.9%	8.8%	1.7%	0.0%
	<b>Total</b>	<b>80.0%</b>	<b>17.3%</b>	<b>2.4%</b>	<b>0.2%</b>
Degree of education	Primary school	3.9%	0.5%	0.0%	0.0%
	Secondary school	14.4%	2.4%	0.5%	0.2%
	University degree	61.7%	14.4%	2.0%	0.0%
	<b>Total</b>	<b>80.0%</b>	<b>17.3%</b>	<b>2.4%</b>	<b>0.2%</b>
Employment	Employed	64.4%	14.4%	2.0%	0.0%
	Self-employed	10.2%	1.2%	0.2%	0.0%
	Student	2.9%	1.2%	0.2%	0.0%
	Pensioner	1.0%	0.5%	0.0%	0.0%
	Unemployed	1.5%	0.0%	0.0%	0.2%
	Other	0.0%	0.0%	0.0%	0.0%
	<b>Total</b>	<b>80.0%</b>	<b>17.3%</b>	<b>2.4%</b>	<b>0.2%</b>
Age of the Interviewee	Up to 18 years of age	0.2%	0.0%	0.2%	0.0%
	From 18 to 25 years of age	8.0%	1.5%	0.5%	0.2%
	From 26 to 35 years of age	37.8%	5.4%	1.5%	0.0%
	From 36 to 45 years of age	23.9%	6.8%	0.2%	0.0%
	From 46 to 55 years of age	7.8%	2.9%	0.0%	0.0%
	From 56 to 65 years of age	1.5%	0.7%	0.0%	0.0%
	Over 65 years of age	0.7%	0.0%	0.0%	0.0%
	<b>Total</b>	<b>80.0%</b>	<b>17.3%</b>	<b>2.4%</b>	<b>0.2%</b>
Average household monthly income	Less than €1.000	35.6%	4.6%	1.0%	0.2%
	From €1.000 to €3.000	34.4%	8.5%	1.0%	0.0%
	From €3.000 to €5.000	9.0%	2.9%	0.5%	0.0%
	More than €5.000	1.0%	1.2%	0.0%	0.0%
	<b>Total</b>	<b>80.0%</b>	<b>17.3%</b>	<b>2.4%</b>	<b>0.2%</b>
Home country	Domestic tourists	35.6%	4.9%	0.7%	0.2%
	Foreign tourists	44.4%	12.4%	1.7%	0.0%
	<b>Total</b>	<b>80.0%</b>	<b>17.3%</b>	<b>2.4%</b>	<b>0.2%</b>
Regions	Montenegro	35.6%	4.9%	0.7%	0.2%
	Other European countries	17.1%	5.6%	0.5%	0.0%
	Balkan countries	12.9%	2.2%	1.0%	0.0%
	Russia and Former Soviet Union countries	13.2%	4.4%	0.2%	0.0%
	Rest of the world	0.7%	0.0%	0.0%	0.0%
	Albania	0.5%	0.2%	0.0%	0.0%
	<b>Total</b>	<b>80.0%</b>	<b>17.3%</b>	<b>2.4%</b>	<b>0.2%</b>
Municipality	Ulcinj	7.1%	1.5%	0.2%	0.0%
	Bar	4.6%	0.0%	0.0%	0.0%
	Herceg Novi	7.1%	1.7%	0.0%	0.0%
	Kotor	0.2%	0.2%	0.2%	0.0%
	Budva	55.9%	11.2%	1.7%	0.0%
	Tivat	2.2%	0.7%	0.0%	0.2%
	Cetinje	2.9%	2.0%	0.2%	0.0%

		What is the amount of your allocations or your planned allocations		
		Up to 10% of the price	Up to 20% of the price	Up to 30% of the price
Home country	Serbia	14,3%	3,2%	1,9%
	B&H	14,3%	1,3%	0,6%
	Great Britain	12,3%	5,8%	0,0%
	Russia	33,8%	9,7%	0,6%
	Germany	0,6%	1,3%	0,0%
	Total	<b>75,3%</b>	<b>21,4%</b>	<b>3,2%</b>











ISBN 978-9940-614-32-4



9 789940 614324 >