“Promoting Sustainable Agrifood Value Chains through linkages with tourism”

Identification of rural gastrotourism destinations
Introduction

Background

The FAO/EBRD project “Montenegro: Promoting sustainable agrifood value chains through linkages with tourism” (agritourism project), in collaboration with the Ministry of Tourism and Sustainable Development (MTSD) and Ministry of Agriculture and Rural Development (MARD), has been designed to enhance food producers’ market connection with tourism and HORECA markets. It builds on prior FAO/EBRD project activities related to promotion of sustainable value chains including an Inventory of Traditional Montenegrin foods with potential for geographical indications, a tourist-friendly Atlas of typical Montenegrin foods, a cookbook of traditional recipes, enrichment of the local gastro offer in rural hotels and restaurants, a web page to link rural producers to with coastal tourism market, and a gastroroute covering five municipalities in the mountainous northern region.

Montenegro is well on its way to being recognized internationally for a typical gastronomy that captures the local flavor and identity of the place and its people. In recent years, gastronomy has become an indispensable element in order to get to know the culture and lifestyle of a territory. Gastronomy embodies all the traditional values associated with the new trends in tourism: environmental and social sustainability, respect for culture and tradition, a healthy lifestyle, authenticity and experience.

Public authorities and the private sector increasingly realize that gastronomy and traditional agricultural products can strengthen a territory’s capacity to attract consumers and tourists to the production area and can offer a differentiated basket of local products and services based on the use of local resources. In 2019, MARD introduced rural development measures as part of the Agrobudget to support the diversification of agricultural activities into rural tourism, which is timely and well-coordinated with the MTSD’s new Program of Rural Tourism Development of Montenegro with Action Plan 2019-2021, both recognizing the importance of local gastronomy and rural tourism as a key point to improve the livelihoods of rural households and sustainably differentiate from other destinations. In complementarity to the MTSD and MARD initiatives, the objective of this report is to take stock and identify destinations in Montenegro suitable for rural tourism largely based on agriculture, which could then inform future actions.

Defining rural tourism, agritourism and rural gastrotourism

The MTSD and the Program for Rural Tourism use the 1994 OECD definition of rural tourism as “a complex activity taking place in rural areas, which is functionally rural, constructed on special characteristics of the rural world (small businesses, open space, contact with nature, traditional character), most often controlled locally in terms of development and which considers sustainability, i.e. controlled use of resources and preservation of nature, culture and overall rural character of the area. Rural tourism includes not only relaxation in a rural household (a farm), but also a range of other products, such as relaxation in nature, eco-tourism, hiking, mountaineering, horseback riding, adventure tourism, hunting and fishing”.

There is unrealized potential and numerous prospects for economic, cultural and natural resources to provide a basis for sustainable rural tourism throughout Montenegro. By far, the most valuable asset to

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1 Program of Rural Tourism Development of Montenegro with Action Plan 2019-2021
support rural tourism is that of the warm Montenegrin hospitality a guest receives when visiting the household or farm.

**Agritourism** is a growing market and one of the most dynamic segments within the tourism sector. It is a cultural approach to food with rural areas as a backdrop. This can include things like farmstays, day on the farm agricultural activities, traditional meals served with ingredients from the farm, or any other activities to authentic agricultural experiences. Agritourism and the promotion of gastronomy as part of the rural tourism offer represent an opportunity to revitalize and diversify tourism, promote local economic development, promote the diversification of diet and improved nutrition, involves different professional sectors (producers, chefs, markets, etc.), and bring new uses to the primary sector.

**Rural gastrotourism**

Referring to the definitions in the previous section, we use the qualifier “rural gastrotourism” in terms of destinations to encompass both the rural and traditional gastronomy aspects of the destinations, be it local food experiences, tastings, fairs or agritourism, but the key aspect is that the action occurs in rural areas (gastrotourism can occur anywhere) and is linked to traditional food production and processing.

**Methodology**

During April 2019, Slow Food and FAO carried out 26 field visits in 11 municipalities to collect data in view of the identification of rural gastrotourism destinations (see Annex 1).

The design of the field visits and data collection built on previous work and experiences including:

1) The Program of Rural Tourism Development of Montenegro implemented by the Ministry of Tourism and Sustainable Development;
2) supply mapping of traditional products to link to HORECA conducted in August 2018;
3) the FAO and EBRD developed “Inventory of Traditional Montenegrin foods with potential for geographical indications” which already determined a list of products and the relationship between mobilized stakeholders (people), the territory (places) and the product as part of a territorial strategy of promotion. This identification is the initial phase of a “virtual circle” in which effects are reinforced over time, and allows the creation of value, preservation of biodiversity and natural resources, activation of stakeholder networks, and all contributing to a sustainable production and consumption systems.
4) the on-the-ground experience and contributions of the Regional Development Agency in developing rural tourism and supporting the diversification activities of smallholders in the northern region; and
5) the rich information collected through discussions and observations throughout the project, and during the knowledge exchange and field visits organised jointly with Slow Food to identify what determines the potential to become rural gastrotourism destinations.

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2 [http://www.fao.org/3/i1760e/i1760e00.htm](http://www.fao.org/3/i1760e/i1760e00.htm)
Building on FAO methodologies for an extended territorial strategy (Linking People, Places and Products, 2009) and the Slow Food approach (see box), the contributing factors that act as the “ingredients” for the destination are now defined: the level of presence and cooperation between an important interconnected range of stakeholders (the people), services/activities/products linked to agriculture (the product) and the geographical unit that has a specific identity (the places), which are the three prerequisites for activating a virtuous circle. The result is the identification of five broader destinations that forge a network of smaller areas.

In order to evaluate its potential for gastronomic tourism, Slow Food analyses the food agro-biodiversity heritage that a given territory (or destination) deploys and enlists on the Ark of Taste, an online catalogue counting over 5,000 products from throughout the world, developed in 20 years of experience and grassroots action. From a Slow Food perspective, there are two keys to success to make sure that tourism and gastronomy fully meet. First, the HORECA sector should invest to adequately use local, seasonal, traditional, typical and artisanal products in their kitchens, and contribute to making so that guests and tourists are aware of the local gastronomic heritage – i.e. products and producers. Second, all stakeholders involved should develop gastronomic experiences to further enrich the offers available, hence contributing to better position a given territory as a rich and diverse gastronomic tourism destination.

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“Recipe” for a successful rural gastrotourism destination

<table>
<thead>
<tr>
<th>PEOPLE: The network of stakeholders that are mobilized for this process...this includes rural households, traditional producers, tour operators, HORECA actors, institutional and non-institutional entities that are motivated and willing to work collectively to promote and preserve gastronomy and the destination.</th>
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<th>PLACE: The territory and origin of the product using local human and natural resources is also responsible for providing the backdrop and environment for the tourism experience. A tourism destination should be limited in size in terms of geographical area to both allow the involved stakeholders to successfully network together. At the same time, the destination should be wide enough to encompass a group of stakeholders able to offer a diversified and complementary range of tourist products.</th>
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<th>PRODUCT: Specific quality and reputation of traditional agricultural products that are central to gastronomy or the creation of a gastronomic experience.</th>
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5 Destinations for Rural Gastro-tourism in Montenegro

1. From the lake to the sea: a taste of Mediterranean Montenegro: Crmnica, Vrpizar, Kotor, Lustica, Njegusi
2. Off the beaten path farm food traditions: Niksic
3. Layers of agricultural goodness and cultural heritage: Kolasin and the Katuns
4. Mountain bounty: Bijelasica, Komovi and Prokletije region, includes Mojkovac, Bijelo Polje, Berane, Andrijevica, Plav
5. World heritage and local tastes: Durmitor region, including Zabljak, Pljevlja
1. From the lake to the sea: a taste of Mediterranean Montenegro; Crmnica, Vrpizar / Kotor/Lustica/Njegusi

Around Skadar Lake - Crmnica, Vrpizar

Place

The area located in between the west coast of the Skadar lake and the mountain range dividing it from the sea is well-suited as a year-round gastrotourism destination, and is a quick win in terms of tourist demand for wine tours, quaint fishing villages and lake attractions. This region is incredibly rich in biodiversity with a very specific ecosystem: where the karstic hills typical of the Adriatic region meet the marches of the north portion of the Skadar Lake. Of note is “The Days of Wine and Bleak” festival that is well-known throughout the region.

Products

- **Small scale wine production**, especially for the Vranac (originally from Bosnia, but widespread throughout southern former Yugoslavia) and the local autochthonous [Kratošije and Lisićna grapes](#). The latter are rather use to “cut” Vranac, mostly or rosé production.
- **White corn**
- **Skadar lake bleak**, or [ukljeva](#) as it is called locally, is an endemic species that lives in large schools. Individual ukljeva can reach a length of 20 cm. During hot summers, this fish occupies deeper lake waters, while during the winters it retreats to the underground springs, because the spring water during the winter is warmer than the lake’s water. This is the reason that ukljeva is a seasonal fish; it appears after the first rainy period in October or November. In the period between the end of March and mid-June, it spawns in the lakeside areas on gravely or rocky bottoms.
- **Skadar lake eel**
- **Crmnicki luk**, a local variety of red onion. It is difficult to find any historical reference of this onion variety, but the Crmnicki luk is considered to be indigenous. It is said in Montenegrin that “you eat it like an apple, and in fact could be marketed very well as part of a salad or grilled with meat.
- **Domača Kobasica** – a peculiar homemade sausage in both taste and texture. Small in circumference and yet made of very big pork meat and fat pieces. Apparently, this sausage is produced by cutting the meat with a knife (mostly noble part of the pig, leg and belly), salted with sea salt, and then watered with garlic water and left to rest overnight.

People

Though producers have begun to construct agritourism facilities, networking and joint actions need to be developed among them for building territorial strategies around the promotion of quality products and preservation of local resources, so to promote the destination. The municipality and local tourism
organizations are active, benefiting from easy access to tourism from the coast, and could play an important role in developing the local dynamic around such a destination.

Photos available here:
https://www.flickr.com/photos/162002195@N03/albums/72157708902807271/with/47992438727/

From a higher altitude: Kotor/Lustica/Njegusi

Place

Boka Kotorska (Boka bay) represents a geographical unicum as it is the only fiord in the Mediterranean Sea. Together with the Montenegrin Riviera, Boka Kotorska represents the main tourist destination in the country – visited both for its cultural heritages and the beauty of its landscape. Yet its gastronomic potential remains largely unveiled, as incoming mass tourism has contained the efforts to correctly link tourism with local producers and products.

An old, scenic road links Kotor with Njegusi, and is located within the National Park Lovcen. This is already a mountainous zone, with an altitude of 900m, with completely different conditions for agriculture. There are existing gastroroads and benefit from the most well known GI in Montenegro, Njeguski Prsut.

Products

- Njegusi Prsut (PGI)
- Njegusi cheese
- Montenegrin Prsut (PGI) nearby Cetinje
- Organic olive oil
- Goat cheese
- Sir iz ulija - sheep and goat cheese
- Organic mussels

People

Many local producers are found in the Luštica peninsula, located in between the Kotor bay and the open Sea, and their connections with the main HORECA businesses of both Boka Kotorska and Budvar region remain largely unexploited. Agricultural sectors that are most significant in this zone are olive growing and mariculture, and further inland, small scale milk and meat processing, vegetable and fruit growing.

In Lustica peninsula at the very entrance of Boka bay, once an isolated community, there are farms and smallholders producing their own olive oil, cheese, prosciutto, wine and rakija from local ingredients. Though it has a perfect location, there is very little tourism development here mostly in coastal zone, while the inland is idyllic, rural, traditional and rich with cultural heritage. There have been some positive trends in the past 10 years, and more people have been returning to their olive trees. The Association of olive growers in Boka is doing a lot to engage new people in this activity and provide assistance to active olive producers.
The municipalities and local tourism organizations of this rural coastal region are active, and the producers already enjoy a good relationship with HORECA.

The producers we have encountered are used to interacting with international tourists and are able to offer multi-dimensional food experiences encompassing not just the tasting of the products themselves, but also the local history, geographical and cultural background. Some of them have learnt the importance of preserving ancient agricultural and processing tools, that help projecting tourists into a unique experience. In this regard, most of the producers we have encountered in the region find in tourism an essential contribution to their livelihood.

Photos available here: https://www.flickr.com/photos/162002195@N03/albums/72157708925204673
And https://www.flickr.com/photos/162002195@N03/albums/72157708902807271/with/47992438727/2.

2. Off the beaten path farm food traditions; Niksic

Place

Niksic is the second largest city in Montenegro and is an interesting hybrid of post-industrial remnants around the more populated areas and small scale production of mostly organic vegetables in the less dense rural areas. It is well known for Krupac and Slansko lakes, Ostrog Monastery, Crvena Stijena Archaeological Site and some others as tourist attractions. This lesser known Zupa area between Durmitor and Kolasin also features the glacial lake Kapetanovo Jezero and Hiker’s Lukavica Eco Village- a collective of village residents working together to provide organic foods from their gardens and farms to make traditional meals. Overnight stays still need to be developed, though there is a strong agritourism presence in nearby Grahovo.

While major domestic players such as Goranovic meat processing and Niksic beer are also produced here, the rural areas are well known for small-scale family fruit and vegetable production and processing: from artisanal cornelian cherry juice to rastan, the dark leafy green that is the main ingredient of the namesake traditional specialty dish which is also prepared with GI potential kastradina (sausage). While Niksic proper and immediate surroundings may have some ecosystem management problems, 20-30kms further out you will find the authentic rural farm experience is there. There are several tourism and gastronomy clusters, and strong support from the municipality.

Products:

- Organic vegetables such as rastan
- Kastradina sausage
- Vegetable pickles and fruit preserves
- Goat cheese
- Cow cheese
• Fruit juices such as cornelian cherry and quince
• Nuts

People
Though active in gastronomy tastings and dispersed throughout smaller villages, there are few (3) overnight registered agritourism activities. That number is expected to increase as there is a local action group for the development of rural tourism and the existing of several hiking and gastronomy NGOs/clusters (see Annex 1). The municipality and local tourism organizations, as well as “larger” local businesses also organize cultural events and traditional food festivals throughout the year.

What would need to be more strongly developed is a network of households offering experiences, though the potential is there.

3. Layers of agricultural goodness and cultural heritage; Kolasin and the Katuns

Place
Kolasin is a quaint town where the rivers Tara and Moraca stream along it and is surrounded by the mountains Sinjajevina, Bjelasica, Kljuc and Vucje. There is a strong winter tourism offer and well known hotels and national restaurants.

From a gastronomic perspective, the Balkans peninsula is associated with pastoralist societies, transhumance and dairy productions. In this sense the Katuns – which indicates both the alpine pastures, and the small wooden hats that were built next to the pastures, where shepherds used to live and make cheese in the summer seasons – symbolise a whole culture strongly associated with the region. Transhumance in Montenegro is a dying tradition, but compared to other European countries, it is still practiced to a higher extent, and there is still a significant number of smallholders moving with their cattle to the katuns.

There is a great potential to build a tourism destination based on connecting Katuns with each other, and linking them with dairy production, especially that of Kolasin Lisnati Sir PDO. This ambitious gastronomic destination would allow to promote and experience the very heart of the Balkans with its high diversity in landscape, biodiversity, agriculture, through areas of high natural value farmlands, with a specific focus on biodiversity conservation and culture preservation. Very few other areas possess this potential.

Products
• Kolasin Lisnati sir PDO
• Kajmak
• Traditional dishes that use the Kolasin Lisnati sir such as kacamak with potatoes, flour (usually corn), water and kajmak and cheese.
• Organic fruits and vegetables
• Wild aromatic herbs
People

There are only a handful of registered tourism households, but some of the strongest and most well-known agritourisms in Montenegro. With the adaptation of the technical standards of the Katun (see previous workshop report and findings), there are many opportunities for rural households to register for agritourism. There are three national restaurants, including the renowned Savardak ethno-restaurant, two more restaurants that have integrated local food into the tourist offer as part of the project pilot activities, existing tourism infrastructure for the winter including a Sheraton hotel and the well-known Hotel Bianca, as well as a supportive municipality and a strong local tourism organization that organizes cultural fairs and traditional food festivals.

The NGO Regional Development Agency (RDA) is already working on the Katun Roads farther north with good quality communication materials and an itinerary discovering “the Land of Shepherds and Cheese”, and it would be interesting to expand the connection. The Kolasin Lsnati Sir body association is also largely made up of women who are also involved agritourism, so the connection between promoting the GI cheese and territory is natural.

Photos available here: https://www.flickr.com/photos/162002195@N03/albums/72157708903574808

4. Mountain bounty: Bijelasica, Komovi and Prokletije region, includes Mojkovac, Bijelo Polje, Berane, Andrijevica, Plav

Place

Bjelasica and Komovi ranges are amongst the most spectacular peaks in the Balkans peninsula. The five municipalities that surround them are relatively less known than the Durmitor area, and yet are easier to reach, located on the main road from Podgorica to Belgrade and on the future highway connecting Montenegro and Serbia. The area is home to two National parks. This area is rich in both producers and unique food products product that could potentially become a symbol for local gastronomic tourism. The area is home to wide range of fruit varieties that translate in high quality brandies, jams, and juices.

There could be an interesting potential cross-border cooperation to be developed with the neighbouring region of Kelmend, in Albania, where Slow Food has been operating on sustainable tourism initiative since 2014.

Products

- Skrob od koprive – a hearty dish resembling polenta, with kajmak, cheese and wild nettle.
- Mountain cereals
- Mountain honey
- Wild herbs and Mushrooms;
- Rakija; plum, apple, pear
- Trout
- Potatoes
- Peppers (ajvar, pickled)
• Cabbages
• Raspberries
• Plav blueberries

**People**
At different stages, many rural households have started investing in tourism by renovating their homes and facilities so to host tourists overnight and serve them with their own home-made products. Yet, the main challenge to be addressed is the differentiation of the tourist offer that each household performs. Differentiating the type of tourist experiences offered by rural household is not an easy task, as it requires a high commitment from all stakeholders involved to work together for the sake of a better positioning of the gastronomic destination as a whole, this area is also benefiting from the recent increase in incoming tourism in the summer period.

These municipalities are also home to some of the most authentic subsistence or semi-subsistence farmers we have encountered during our visit. Some of these farmers too have improved their facilities so to both host tourists overnight and serve them with home-made food. No doubt tourists who are hosted in such renovated facility have access to truly authentic experiences.

The region also has the support of local municipalities, tourism organizations and the NGO Regional Development Agency (RDA). There are two gastroroutes already in place and linkages have been established with local HORECA actors including enriched menus with local products. A jewel in Berane is the Restaurant Dva Jelena. The owner and chef, Ms Jelica Pesic, has worked for the past 50 years in cooking traditional dishes from local ingredients and teaches these traditions within hospitality education programs.

5. World heritage and local tastes; Durmitor region, including Zabljak, Pljevlja

**Place**
The Durmitor National Park is a UNESCO world heritage protected area - a national part and amongst the most visited regions of the country, and the only one who is considered a tourism destination both in winter (ski resort) and summer period (trekking, mountain bike). It is home to two of the most famous products of the country: kajmak - a creamy dairy product similar to clotted cream, made from cow milk highly appreciated by both locals and tourists - and Crnogorska Goveđa pršuta - dried ham produced from cow’s muscle. We have met with producers and restaurant owners.

Also characterised by high plateaus and mountains, Pljevlja is less renowned and visited than nearby Durmitor area, from which it is separated by the Tara river valley and its outstanding gorges. This area is characterised by an interesting production chains related to high-mountain cereals, such as buckwheat. The area presents many cereal producers who are certified organic and cultivate local varieties, often in low-input production with high biodiversity, also given that producers often replicate their own seeds.

Adding the gastronomic dimension to the outstanding beauty of this National Park would imply to strengthen the interaction between the HORECA businesses related to the Park to the many small-scale artisan food producers located in Žabljak and Pljevlja municipalities.
Home to the an outstanding plateau, the landscape of Zabljak is impressive and incredibly rich in biodiversity – this area is renowned throughout the region for the quality of its kajmak – a type of cheese which is very symbol of the Balkan dairy tradition. On top of this, many interesting experiences could be developed around high-mountain cereals production, water mills, and vast range of authentic recipes that this agro-pastoral societies have developed over history.

**Products**

- Stelja PDO;
- Govedja prsut PDO;
- Durmitorski Skorup PDO;
- Pljevljalski sir cheese PDO;
- High-mountain cereals value chain, including mills and old varieties of cereals;
- High-mountain honey value chain;
- Durmitrorsko uze;
- Pita Helda
- Wild herbs and Mushrooms;
- Rakija; plum, apple, pear

**People**

Producers are aware of the value of inbound tourism as an important contribution to their livelihood. Restaurant owners, such as those of the local Durmitor Inn, already do their best to incorporate local ingredients in their recipes and are aware of the importance of focusing on local gastronomy as a further tool to attract tourists and contribute to the overall attractiveness of the destination.

Nevertheless, the level of interaction between producers and restaurants and hotels is much lower than the coastal region, similarly for the quality level of both restaurants and hotels in general, with many facilities that rely on dated infrastructures, and limited management ability to improve their gastronomy. There are some remarkable exceptions, such as the Durmitor Inn restaurant, which is working hard to build connection with local farmers and update the local food tradition with innovations.
## Annex 1: SWOT of destinations

<table>
<thead>
<tr>
<th>Destination</th>
<th>Typical products</th>
<th>Local resources (points on SF Travel methodology)</th>
<th>Interesting Experiences linking gastronomy and tourism</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crmnica, Kotor Bay and Lustica Peninsula</td>
<td>Extra Virgin Olive oil, local olive cultivars; Organic shellfish; Wine production, especially for the Vranac and the autochthonous Kratošije and Lisićna grapes; Njeguska prsut (PGI); Njeguska cheese; Sirz iz ulija cheese, potential AoT inventory; Rakija-grape; Honey; Skadar lake bleak, (fresh or smoked) AoT inventory Skadar lake eel; Crmnicki luk , AoT inventory; Domaća Kobasica; White corn;</td>
<td>9 registered tourism 2 National restaurants Connected with MTSD infrastructure Panoramic Road “Sea and Heights” Strong LTO Landscape Existing gastroroutes, Connected with MTSD infrastructure Panoramic Road “Sea and Heights”,</td>
<td>Olive oil-related experiences (tasting, pairing, picking) Shellfish harvesting and eating; Artisanal beer &amp; brewery; Prsut and cheese route (existing?) MTSD&amp;MRDA-Support for olive oil and wine producers NGO Malsina I More, NGO Drustvo maslinara, Local tourism organisation of Bar, Tivat and Kotor</td>
<td>Cultural and Food events/festivals Good cooperation with LTO Can easily pull tourists from the coasts for one day Sensitized to tourism Local stakeholders already sensitized to tourism Stakeholders sensitized to tourism already, strong activities already</td>
<td>Difficult to have more than a day trip due to pull of the coastal attractions. Same problems in quality/quantity as northern counterparts. Lack of registered households for overnights stays in view of higher volume of tourists compared to other regions.</td>
<td>Aggregation of offer to incorporate a more diversified offer, longer stay Gastroregion, build on wine tourism to promote gastronomy.</td>
<td>Lack of will to work together. Mediterranean influenced cuisine challenged by international cuisines (strong presence of Italian food) with same characteristics. Over exposition to mass tourism led to standardised offers limiting opportunities for local food and authentic experiences.</td>
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<tr>
<td>Niksic</td>
<td>Kastradina, Surutka, a slightly fermented whey drink that is enjoyed</td>
<td>3 households Existence of a local action group for the</td>
<td>Hiking and gastronomy NGOs: Cultural and Food events/festivals Ecosystem management;</td>
<td></td>
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<td>Local agritourism cluster could unite in common vision to work on</td>
<td>Lack of will to work together.</td>
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<tr>
<td>Location</td>
<td>Infrastructure</td>
<td>Attractions</td>
<td>Challenges</td>
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<td>Durmitor,</td>
<td>Stelja PDO;</td>
<td>Hiking and visiting milking facilities; Possible bread, pita helda, or kacama</td>
<td>Lack of will to work together. Restaurants and food businesses lack of ability to liaise with local food producers;</td>
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<td>Zabljak,</td>
<td>Govedjada prsut PDO; Durmitorski Skorup PDO; Durmitorsko uze, potential AoT inventory; Pljevljacki sir cheese PDO; Kajmak PDO; High-mountain cereals value chain, including mills and old varieties of cereals; High-mountain honey value chain; Pita Held (TSG);</td>
<td>Existing gastro-route (FAO/EBRD cooperation)</td>
<td>Ecosystem management. Leverage Niksic beer and Goranovic to promote destination, link national beer to local food.</td>
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<td>Pljevlja</td>
<td>16 registered rural tourism households</td>
<td>Visiting fields &amp; in-farm food, visiting mills, workshops to learn how to make your own bread, pita helda, or kacamak;</td>
<td>Lack of major non-food tourist attractions; Lack of strong product or GI to be able to lead a gastronomic trend in tourism development;</td>
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<td>Hiking and visiting milking facilities; Possible bread, pita helda, or kacamak experiences; linking the whole production chain: visiting fields &amp; in-farm food, visiting mills, workshops to learn how to make your own bread, pita helda, or kacamak;</td>
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<td>Very strong presence of local gastronomy (5 PDOs), autochthonous grains, breath-taking scenery and landscapes. Already a winter tourism destination, by promoting gastronomy experiences, four season tourism could be a reality;</td>
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<td>Local motivated stakeholders vs foreigners/external investors in mass tourism infrastructures and tourism model;</td>
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<tr>
<td><strong>Bjelasica Komovi &amp; Prokletije (Kolasin, Bijelo Plje, Mojkovac, Berane, andrijevica &amp; Plav)</strong></td>
<td><strong>Cow and sheep milk cheese, Artisanal flours and ancient grains – such as the jarik corn variety (Ark of Taste)</strong></td>
<td><strong>Meats including Stelja PDO and Govedja PDO</strong></td>
<td><strong>Wild Herbs and mushrooms</strong></td>
<td><strong>Trout</strong></td>
<td><strong>Potatoes</strong></td>
<td><strong>Traditional dishes like Skrob od koprive – polenta with nettle, kajmak and cheese,</strong></td>
<td><strong>Wild herbs</strong></td>
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<tr>
<td>Plav blueberries</td>
<td>Rakija</td>
<td>organic food culture consisting of apples, blueberries, plums and other fruits and vegetables which are processed by households (pickling, juicing etx)</td>
<td>Kolasin Lisnati sir PDO and possible Slow Food Presidium;</td>
<td>Wild herbs and mushrooms</td>
<td>Traditional dishes with Lisnati as an ingredient like kacamak</td>
<td>Organic fruit and vegetables</td>
<td>Skrob od koprive (polenta like dish that uses wild nettle)</td>
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