

MONTENEGRIN VILLAGE GNJILI POTOK AT THE BEGINNING OF THE 21 ST CENTURY

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ABSTRACT

This paper analyzes the Montenegrin rural village Gnjili Potok at the beginning of the twenty - first century. The population of Gnjilog Potok, as well as most other Montenegrin rural settlements, passed through the period from 1948 to 2017 all the characteristic stages of demographic transition. The maximum number of inhabitants was recorded in 1948 (325), and from the 1961 (281) censuses, in the processes of industrialization, the depopulation began. In the post - transition phase in the last two censuses in 2003 and 2011, the number of inhabitants in the settlement was reduced from 111 to 87. According to the survey data from 2017, a total of 63 inhabitants live in the settlement. Compared to 1948, the number of inhabitants in 2017 was reduced by 194 %. The outflow of the population due to economic migration is constant and, unfortunately, there is no reversible flow, so it is necessary to define specific measures of social policy so that the demographic emptying of the space caused by these processes can be stopped or at least mitigated. In a sociological sense, the population is attached to traditional values and preserving the common heritage. By ranking the answers about the biggest shortcomings in the settlement, the respondents state that: inability to work, access to health facilities, lack of content for young people, lack of social, cultural and sports facilities, access to trade, access to educational institutions, access to public transport ... Therefore, discouraging the fact that more than half of the respondents (69 %) think that they as individuals can do nothing to improve the lives of the neighborhood. If we add to this group a part of the respondents (12 %) who "do not know" what the individuals could change in the settlement, so we get the result of 81 % of respondents who are considered incompetent to discuss ways of improving the living standards of the village. In these considerations, scientific research and practical experience of countries in which the processes of rural development and cooperation has dominated for a long time can

be a valuable asset for Montenegro, especially given the current national development trends, intentions and commitments.

Keywords: Montenegro, rural village, Gnjili Potok, research, survey

1. INTRODUCTION

Rural development is in a troubled state Ashley and Maxwell (2001) citing research IFAD (2001) emphasizes that the evidence lies in the persistence of rural poverty, but also in the declining flows to the sector, and the concerted effort to rethink policy by both international funding agencies and developing country governments. Of course, there is a paradox. Poverty reduction is the name of the game in international development. Poverty is not only widespread in rural areas, but most poverty is rural, at least for now. Yet this core problem appears neglected. What is going on? The decline in funding applies much more to agriculture than it does to other sectors. But agriculture matters on its own account, and in any case there is a deeper problem. Put briefly, it is that the crisis in rural development reflects a loss of confidence in the rural development „project“, which has for long been central to the development effort. In policy terms, rural development has lacked a convincing narrative, offering manageable and internationally agreed solutions to clear and well - understood problems (ASHLEY;MAXWELL, 2001)

Our research records are based on similar research Vosejková (2002) indicates that the efforts to achieve sustainable development of rural areas are expressed in the origin, functioning and exploitation of development support funds and programs especially intended for the development of less favoured problem regions. The problem of financial support real- location for rural development is liable to many appoint-ed principles and fundamentals of the European Union,which will affect our approaches to rural development inthe process of harmonization of the European legislationto the conditions of the Republic Montenegro. The important question is, what kind of support should be applied and how wide the area of financial resources should be used to maximize the effect of their exploitation. Berkel and Verburg (2011) according to Pechrova and Šimpach (2013) are of the opinion that “targeting of the rural development policies on the areas with high potential can increase the effectiveness of the policies”. Therefore it is import ant that new alternatives which are enabling to reflect the reality more suitably and overcome current, less optimal solutions are submitted, especially in the scientific area. In any case, it is necessary to take in account that none solution will be

completely acceptable for all involved actors - due to the diversity of interests, missions and competences. However, this should not be irremovable barrier for knowledge and for development of the countryside and rural areas themselves” (BINEK et al, 2009).

In the rural village of Gnjili Potok they are dominant livestock production. Climatic conditions favor the development of fruit and beekeeping. In the roosting structure, the most common are the cereals, then the vegetables.



Figure 1 - Climatic conditions in rural village Gnjili Potok favor development of agriculture - rain clouds above Lisa announce storms.

Pastures and meadows together with forests (Paljine, Trešnjevik, Pelinovica, Osoja) occupy about 56 % of the territory of the observed geo - space, which makes this region extremely rich: medicinal plants, mushrooms, forest fruits and wildlife, providing such exceptional natural opportunities for export of specific ecological products as well as development of hunting, rural, excursion, mountain and all other types of tourism that also contain the application of ecological principles (see figure 1). In addition to the location of Rajova River, which provides excellent opportunities for fishing and recreational activities, there are also attractive terrains of Lisa and Trešnjevik, Eko - katun Štavna and the hunting ground Komovi that attract a large number of specific visitors - hunters on high and low wild game, but also nature lovers, mountaineers, researchers, observers of rare animals and birds. On Trešnjevik Pass (1573 m) are located two restaurants. A large number of tourist events are held in the neighboring rural village of Kralje,

and the most important of them is certainly the Folklore Festival. The Tourism Development Program of Andrijevića Municipality and the defined programs and projects defined therein are part of the overall activities of the local self - government aimed, among other things, in solving this problem, which is an attempt to contribute to the development of the local economy and mitigation through various forms of local economic development, in this case, through the development of tourism.

Negative migration and population trends the objectives of the paper is to analyse the challenges facing the rural areas in Montenegro such as Gnjili Potok and suggest ways to overcome these challenges and to create opportunities of gainful self - employment for the rural families, especially disadvantaged sections, ensuring sustainable livelihood, enriched environment, improved quality of life and good human values. This is being achieved (NAIR, 2014) through development research, effective use of local resources, extension of appropriate technologies and up gradation of skills and capabilities with community participation.

2. AREA RESEARCH

Gnjili Potok is located in the southeastern part Andrijevice (give more information of de site...city, capital, country?). It covers the area 42° 44'43" north latitude and 19° 43' 04" east longitude. It occupies an area of 8.83 km². According to statistics from 2017, in a rural village Gnjili Potok lives a total of 63 populations. Investigated geo - space is surrounded by a belt of deciduous and coniferous forests from Bulac (1.632 m above sea level) across saddle Trešnjevik (1.573 m above sea level), according to Javorovo Hill (1.685 m above sea level), according to Lisi (1.878 m above sea level), Pelinovici (1.642 m above sea level), there is a steep descent to katun Đekić i.e. Vučuji Stone (1.100 m above sea level), then the border of the village descends to Suvi Potok according water mills Labović (998 above sea level) and then the boundaries of the village climbs towards the neighboring hamlet Čuka and over Čukačke Hair are stretches towards Stojanovom Lazu to hill Bulac (1.632 m above sea level)(see figure 2).

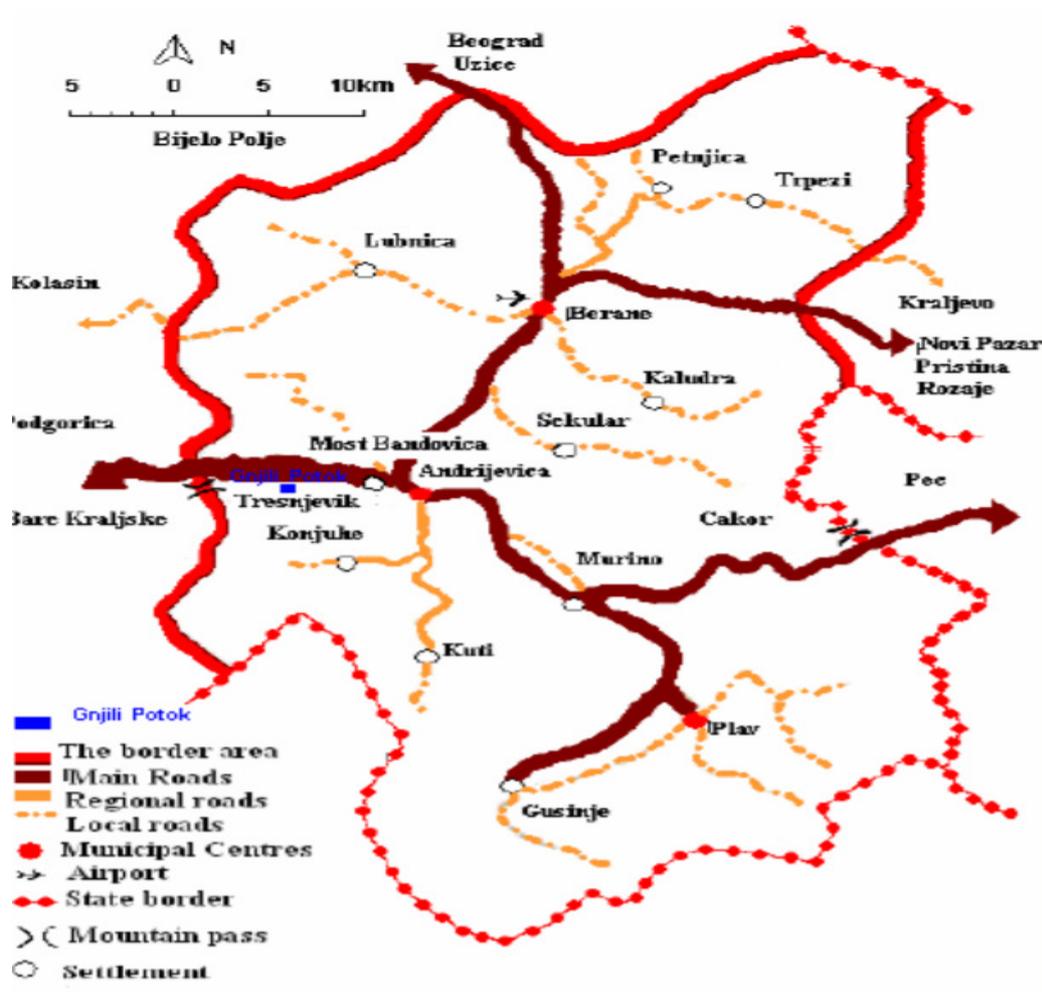


Figure 2 – Rural village Gnjili Potok of the map of northeastern Montenegro (RAJOVIĆ; BULATOVIĆ,2012).

Traffic - Gnjilog Potok geographical location is unfavorable, since it is located far from major roads. Except for roads Andrijevica -Trešnjevik - Mateševo - Podgorica no other more important does not intersect or touch this rural village. Gnjili Potok is distance of 8 km Andrijevica, Mateševo 15 km, Berane 23 km and Kolašin 28 km. The inclusion of a wider settlement in the economy cannot count the construction of the highway Boljari - Belgrade with a tunnel under Trešnjevik. Construction of the high way would certainly Gnjili Potok experienced economic revival (agriculture, timber industry, small business, tourism). Of course this is closely and directly related to the construction of roads and modernization Trešnjevik saddle with a narrow base Koma, through press and Štavna where the Eco - katun and through the communication of Trešnjevik over Javorovim Hills and mountains Lise, Bačkog Hill in the direction and Vranještica (see RAJOVIĆ; BULATOVIĆ, 2012).



Figure 3 - Winter landscape in a rural village Gnjili Potok - Nature that only a man could want.

People living and working in rural areas and decision makers in governments and in small and large companies are confronted with difficult questions concerning the future of rural areas and rural life on the globe: Will the villagers end up in (mega) cities? Will the rural areas be left behind in isolation, remoteness and hopelessness by fast development in the cities? (see figure 3). Will the rich and immensely diverse cultures (including languages) of the world's rural areas vanish? Will the emerging technological and institutional changes further increase the political insignificance of villagers. There is a paradox here: the rural areas today are both places of misery and of beauty. Problems and potentials have moved much closer together, due to technological options and the recognition of the key roles of good policy and governance. Global improvement in living standards and food security in rural areas achieved through appropriate policies, institutions (rights) and technology is also very much in the interest of those living in the urban areas of the developing world and of people in the largely urbanized industrialized countries (VON BRAUN; VIRCHOW, 2001). Intended development in rural areas according to Ashrafiet al (2007) that rural planners should be consider as follows: 1) Development should be changed to improve conditions for the majority of the people; 2) People who would benefit from the development should be more people who are damaged by it; 3) Development should make sure people to their minimum needs or their essential needs; 4) Development must conform and coordinate to the needs of people; 5) Development should be encouraged to self - sufficiency; 6) The development should

bring a long and continuous improvement; 7) Development should not damage environment. Von Braun and Virchow (2001) conclude that despite all the efforts to improve rural livelihood, poverty clearly will characterize most rural areas in the next decades. Still, there is opportunity and hope for villages in the future. The diversity of approaches to improve the quality of life in rural areas together with the inventiveness of the rural people provide great opportunities for the future development of these areas. The village is not the place where one has to stay if he or she has not yet “made it” in life. The village in the 21st century has the potential to be an exciting place for crops, jobs and livelihood.

3. METHODOLOGY RESEARCH

Grounded theory, a research methodology primarily associated with qualitative research, was first proposed by Barney Glaser and Anselm Strauss in 1967. According to its founders, grounded theory constitutes an innovative methodology, facilitating “the discovery of theory from data” (Glaser and Strauss, 1967). This implies that in grounded theory the researcher is not focused on testing hypotheses taken from existing theoretical frameworks, but rather develops a new “theory” grounded in empirical data collected in the field. As such, these data are deliberately privileged above extant theoretical concepts (see DUNNE, 2011; SINGLETON et al, 1988). Traditionally, the rural spaces refer to places where natural landscapes and low population density predominate (ÖĞDÜL, 2010). The rural definitions, in academic institutions and others, have generated in the last decades a wide discussion without a consensus definition (see BRAGA et al, 2016). The UNITED NATIONS (2009) alerted that 2007 was the first time in human history when the majority of the world's people were living in urban area. The survey fits in with its objectives in the research because the opinions of the interviewed persons can be collected in a very short time, which can then be used for deeper analysis of certain causal and consequential connections. With the advantages of collecting, the survey has a number of advantages in the processing process. Its data is significantly more standardized and almost brought to the level of statistical processing. They should be practically read and entered into a computer, all of which make the survey a quick, economical and modern method (see MIHAJLOVIĆ, 1995; BULATOVIĆ; RAJOVIĆ,2018).

3.1. Sample

The sample included 15 inhabitants of the rural village Gnjili Potok. This makes up 42 % of the total number of permanently settled inhabitants. So this survey research can be considered representative. Sample included people of different age - sex distribution and educational level. Age range covered is from 18 to 60 years and over (see RAJOVIĆ; BULATOVIĆ, 2018).

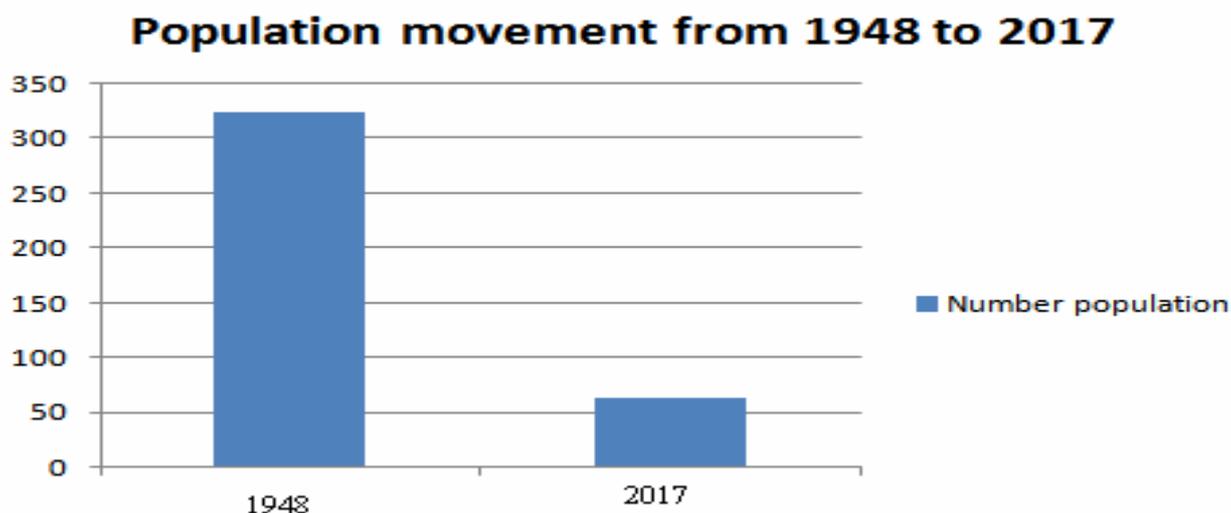
3.2. Instrument

For research purposes, we have created a curriculum. Questions divided into six categories: assessment of the state of communal and social infrastructure, advantages and disadvantages of living in the village, what could you as an individual do to improve the living environment, proposes measures that the local self-government could improve the life of the municipality of Andrijevica and the ecological awareness of the population. The questionnaire made after the model of an instrument designed for the intentions of this research, using the formulation of rules of inquiry questions: D'Agostini et al (2008), Rajović (2009), Žutinić Bogadi et al (2010), Brauer and Dymitrow (2014), Klempić et al (2015), Bulatović and Rajović (2016), Bulatović and Rajović (2018). The survey was, conducted at the end of July 2014 and at the beginning of August 2016 by the author of this text G.R. and J.B. with the full support of Darko Rajović on temporary work in Copenhagen. In this context, in terms of results and their interpretation, we used to study Bulatović and Rajović (2013), Idris et al (2016), Rajović and Bulatović (2016), Miljenović et al (2016), Rajović and Bulatović (2017), Riberio et al (2017), Rajović and Bulatović (2017).

4. RESULTS AND DISCUSSION

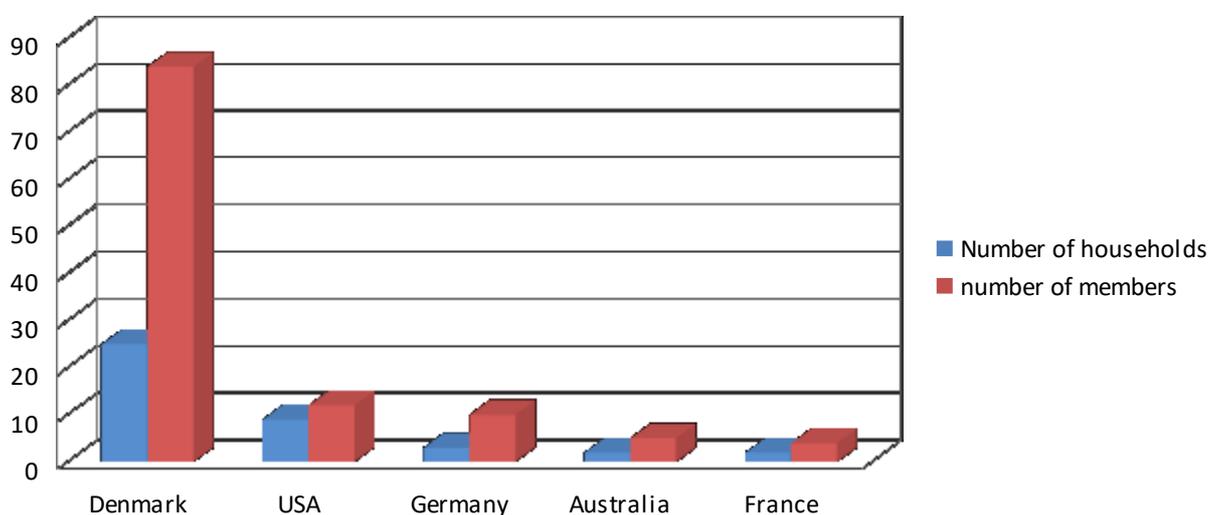
The main aim work is presenting the result of the empirical research aimed at deepening scientific knowledge about the quality of life in rural areas Montenegro on the example of the rural village of Gnjili Potok. Yet, not only the settlement dimension, according to Von Meyer and Muheim (1996) but also the sectoral composition of the regional economies and inherited assets are key factors for the future development of local economies (structural dimension). A main difference between rural and urban areas is that rural economies depend more directly on environmental resources than urban economies. Land and other natural

resources are direct inputs into production processes in agriculture and forestry. Moreover, the quality of the environment, which is characterised by a landscape consisting of semi - natural and natural areas, is an asset for rural tourism, as well as for the attractiveness of a region for living and for leisure activities. Agriculture is no longer the backbone of rural economies. Nonetheless, their structure is still characterised by relatively high shares of agriculture and other resource-based industries that are declining. But, with respect to their development performance during the 1980s, rural economies in the OECD area are not outperformed by urban ones. The emerging „winners“ were apparently intermediate regions, which are significantly rural in character but possess a network of easily accessible towns (see HEDIGER et al, 1998). Study geo - space shares similarities with most rural areas in Montenegro that are characterized by economic underdevelopment and demographic regression. The population as the basic premise of economic development was analyzed with the aim of determining whether there is adequate human potential for diversification of the rural economy (see RAJOVIĆ; BULATOVIĆ, 2017). Statistics shows that the maximum number of inhabitants was recorded in 1948 (325), and from the 1961 (281) and 1971 (262) censuses, in the processes of industrialization, the depopulation began - 1981 (199), - 1991 (178) (see graph 1). In the post - transition phase in the last two censuses in 2003 and 2011, the number of inhabitants in the settlement was reduced from 111 to 87. The average age of the population is 41.4 years (38.2 in males and 46.1 in females). According to the survey data from 2017, a total of 63 inhabitants live in the settlement, or 7 inhabitants on 1 km². Compared to 1948, the number of inhabitants in 2017 was reduced by 194 %. (RAJOVIĆ; BULATOVIĆ, 2018).



Graph 1 - Population movement from 1948 to 2017.

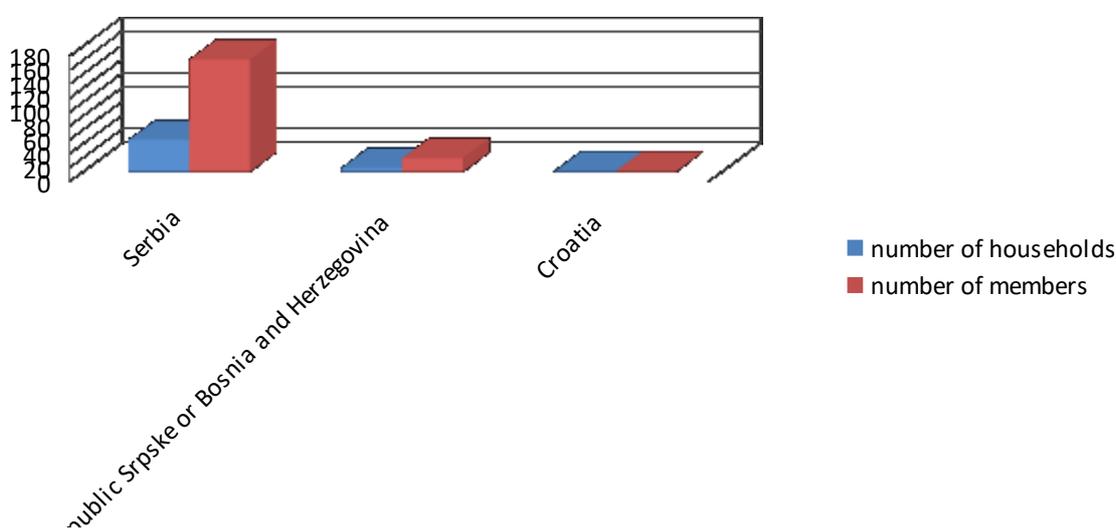
The mentioned data in the given circumstances are increasingly difficult for the efforts and activities directed towards the local economic and rural development of the village, precisely because of the lack of human resources. At some points in the development of settlements and in certain economic and social areas, the state of human resources is alarming both from the point of implementation of certain processes and from the point of use of the same. Despite this, there is a smaller number of returnees from abroad who want to invest in the development of the village they have just expired, and this fact can be a driving factor for weakened developmental economic processes, including those in agriculture and tourism. The outflow of the population due to economic migration is constant and, unfortunately, there is no reversible flow, so it is necessary to define specific social policy measures so that the demographic emptying of spaces caused by these processes can be stopped or at least mitigated. The largest number of displaced inhabitants from Gnjili Potok, who today formed their families, lives and works in Denmark. According to Rajović and Rajović (2010) state that in Denmark since 1969 years formed 25 households with 84 family members, USA 9 households with 12 members, Germany 3 households with 10 family members, Australia 2 households with 5 family members and France 2 households with 4 family members (see graph 2).



Graph 2 - External migration of the population.

Taking into account migration movements of the population of the rural settlement Gnjili Potok, we will serve in this place research Rajović (1995) and Rajović & Rajović (2010) i.e., in order to fully analyze the analyzed tendencies, we will group the data into four

homogeneous groups: I grouped into Montenegro, where the largest number of displaced inhabitants of Gnjili Potok (88 households with 330 family members) is also greatest; II group includes the territory of Serbia (46 households with 161 family members) (see graph 3). Note, after 1999 from the territory of Kosovo and Metohija 9 households with 27 family members, it is displaced in the regions of Serbia and Belgrade; III group is composed of Republic Srpske, or Bosnia and Herzegovina (6 households with 20 family members) and Croatia (1 households and 1 family members). After the break - up of the former Yugoslavia, two households with 7 family members returned to Montenegro (see RAJOVIĆ, 2011; RAJOVIĆ; BULATOVIĆ, 2017).



Graph 3 - Migration of the population in the territory of the former Yugoslavia.

In a sociological sense, the population is attached to traditional values and preserving the common heritage. The significance of the values of tradition and the new possibilities and challenges of modernization are inevitable in geographical, socio - anthropological and cultural analysis and understanding of urban and rural reality. Starting from the conceptual definition of tradition and modernization according to these two models of culture, they are perceived through the particular way of life of urban and rural society, as well as through the system of values and the ways and forms of communication shaped by these societies.

5. SURVEY - QUESTIONS AND ANSWERS

Abiding by the rules of survey phrasing: Sabbah et al (2003), Klempić Bogadi et al (2015), Boncinelli et al (2015), Rajović and Bulatović (2016), LEAP (2017), Morrison and Beer (2017), adapted for the needs of this research. We give review the questions and answers given.

5.1. Analysis of Results and their Interpretations

Even this fragmentary sketch of the rural village Gnjili Potok does not entice too much optimism and warns of important shortcomings in the realization of desirable existence and living standard. In these circumstances, the question is whether the emigration trend will continue. Namely, according to Žutinić et al (2010) migration is always a reaction to unfavorable living conditions and an attempt to change this situation on an individual level. There is no doubt that further emigration of a more vital population will further exacerbate the demographic and social picture, especially in remote rural areas, such as the settled village, and significantly limit the possibilities of stabilization and change of unfavorable demographic and general development tendencies in the Montenegrin village. Therefore, empirical checks are necessary which can contribute to the understanding of the circumstances and situational factors that influence the population's intention to leave the village to a greater or lesser extent.

Table 1 - Assessment of the state of communal and social infrastructure

Questions	Answers				
	%				
	Very bad	bad	Neither good nor bad	good	Perfect
Traffic connection of the village with the municipal center Andrijevisa	42	37	21	-	-
Road (asphalt, macadam)	13	18	32	34	3
Sewage	100	-	-	-	-
Electricity supply	12	16	62	10	-
Drinking water supply	22	42	19	17	-
Phone / Internet	87	23	-	-	-
Cemetery	-	-	-	13	87
Ambulance	100	-	-	-	-
Tidiness of houses and yards	-	-	29	61	10

State of the Church and Chapel	-	-	-	93	7
School	-	-	37	63	-
The library	67	33	-	-	-

Source: Klempić Bogadi et al (2015). Calculating data from the authors.

The village has a primary school with a youth hall, a catering facility, a church and a chapel. Within the school there was an outpatient clinic and a library, as well as two mixed - goods stores in village. Unfortunately, in the mid-nineties of the last century, all the above objects were out of function. In order to determine the satisfaction of the respondents with the state of communal and social infrastructure of the village of Gnjili Potok, respondents were offered 12 questions with the possibility of 5 responses. The worst grade - very bad respondents have assigned sewage problems. Namely, this response of the respondents is not surprising, since the issue of sewage is not solved in the village, which respondents consider a crucial shortcoming for the development of the village. According to the spatial plan of the Municipality of Andrijevisa, the construction of a sewage network is not planned in due course, which is probably connected with a small number of potential users and dispersed house layout within the village. The respondents are 87 % of them, who are very poor, and 23 % are poor cable telephony or cable internet (there is only one household with a cable phone in the village). And if the presence of mobile telephony is at a high level, the respondents state high prices of impulses. Namely, there is no ambulance in the area of the village (respondents estimate very badly - 100 %), shops, libraries that the respondents estimate - 67 % are badly bad and 33 % bad. Respondents are unhappy with traffic connections with the Andrijevisa municipal center (42 % - very bad, 37 % - bad, 21 % - neither good nor bad) drinking water supply (22 % - very bad, 42 % - bad, 19 % -neither good nor bad) elements of primary infrastructure (13 % - very bad, 18 % - bad, 32 % - neither good nor bad) electricity supply (12 % - very bad, 16 % - bad, 62 % - neither good nor bad). Even 34 % and 3 % of the respondents consider the road infrastructure (asphalt, macadam) as good or excellent, as well as 10% of the respondents think that electricity supply is good. Such an answer as regards the respondent's response to the issue of primary infrastructure is expected as it is about locals living in the immediate vicinity of the road Andrijevisa - Trešnjevik - Kolašin. Drinking water supply - respondents estimate a very bad 22 %; poor 16 %, neither good nor bad is 19 % and good 17 %. Significantly higher grade was obtained by elementary school (not good or bad

37 %, well 63 %), arrangement of houses and yards (neither good nor bad 29 %; well 61 %; excellent 10 %). The respondents assessed the other contents with relatively good estimates: the state of the Church and Chapel (good 93 %, excellent 7 %), cemetery (good 13 %, excellent 67 %).

Table 2 - The advantages and disadvantages of living in the village

Questions	Answers
Advantages	%
Life in a natural environment (preserved nature, pure and spring water, clean air)	39
Lower cost of living (independent food production)	2
The sense of security is greater in the village than the city (less crime)	4
Calmness and ease of life (less stress, crowding)	3
The village preserves tradition and customs (stronger family ties, more faith and religious life are nourished)	12
It's easier to raise children	7
Good interpersonal relations (closeness, inevitability and harmony between locals)	32
Something else	1
Total	100
Deficiency	
Lack of employment opportunities	64
Lack of privacy - intrusion into someone else's life	1
Lack of content for young people (gathering place, playground, cafe ...)	6
Access to the store	4
Access to educational institutions	3
Access to public transport	3
Lack of social, cultural and sports content (various events, sports tournaments ...)	5
Access to health facilities	13
Something else	1
Total	100

Source: Klempić Bogadi et al (2015). Calculating data from the authors.

The next question dealt with the evaluation of the major shortcomings and the greatest benefits of living in the village. Respondents were offered answers, among which three were, in their opinion, the greatest advantages and the three greatest drawbacks that affect the overall quality of life. By ranking the answers about the biggest shortcomings in the village we get the

following order: the impossibility of employment (64 %), access to health facilities (13 %), lack of content for young people (gathering place, playground, cafe ...) (6 %), lack of social, cultural and sporting contents (different events, sports tournaments ...) (5 %), access to trade (4 %), access to educational institutions and access to public transport with 3% each, lack of privacy - indulging in someone else's life and something else with 1 %. Respondents as the greatest lack of living in the village recognize the impossibility of employment in accordance with their education. A high second place was access to healthcare facilities, which is understandable since the village is dominated by elderly households. Lack of content for young people are (gathering place, playground, cafe ...) 6 % of respondents recognize. Respondents as the greatest advantages of living in the village recognize life in a natural environment (preserved nature, pure and spring water, clean air) (39 %), good interpersonal relations (closeness, inevitability and harmony between the locals) (32 %), in the third place the respondents ranked - the village preserves tradition and customs (stronger family ties, more faith and religious life are nourished) (12 %), then it is easier to raise children (7%), the sense of security is higher in the village compared to the city (less crime) (4 %), calmness and simplicity of life (less stress, crowd) (3 %), lower costs of living (independent food production) (2 %) and something else (1 %).

It is not enough according to Maxwell et al (2001) to note that poor rural people live in different kinds of rural areas: the constraints and opportunities are markedly different and require different strategies. Key factors are (a) proximity and access to cities, (b) the amount and quality of natural resources, (c) density of settlement, and (d) vulnerability to natural catastrophes. Simplifying a complex spatial picture, it may be helpful to distinguish between peri-urban zones, the “standard” countryside, and remote rural areas. In general, though, “location theory suggests that rural areas in developing countries only have a comparative advantage in a narrow range of activities”.

Table 3 - What would you as an individual could are to improve the lives in the village?

Questions	Answers
Nothing like an individual	69
I do not know	12
Left to the municipality and region young educational personnel to initiate development	4
Very few	1
Start your own production	4
Participate in some sort of arrangement or humanitarian action	2
Employment	3
Actively join the social and political life of the	2

municipality	
First edit "their backyard"	2
Other	1
Total	100

Source: Klempić Bogadi et al (2015). Calculating data from the authors.

Therefore, discouraging the fact that more than half of the respondents (69 %) think that they as individuals can do nothing to improve the lives of the neighborhood. If we add to this group a part of the respondents (12 %) who "do not know" what to change as individuals in the village, then 81 % of respondents consider incompetent to discuss ways to improve the living standards of the village. It is necessary to go from you "take care of your yard", arrange your own home, social life and the environment, thinks 2 % of the respondents. Participation in a joint action of arrangement or humanitarian action is one possible way to improve living in the village (2 % of respondents). A part of the respondents (3 %) think that employment could contribute to raising the quality of life (satisfaction and happiness) and thereby affect the overall quality of life. There are a bit more of those (4 %) who believe that the municipality and the region should be left to young educational staff to initiate development, and 4% of respondents think that by starting their own production they will improve the overall quality of life. A small number of respondents (1 %) conclude that "very little" can improve the quality of life in the settlement as well as the rest (1 %).

In rural areas are according to Surchev (2009) outlined several typical problems. Low income and employment are among the main problems inherent in the rural areas. They emerge in several aspects: problems with the labour force, low labor productivity, lower prices of agricultural products (see RAJOVIĆ; BULATOVIĆ, 2017; BULATOVIĆ; RAJOVIĆ, 2017). Typical feature of the rural areas is the surplus of labour force due to fewer jobs that are opened. Most new jobs are for unskilled workers, so the wages and nature of the work are unattractive. Workers with higher qualification migrate to the cities. In rural areas remain peoples mostly in retirement age. These problems can be solved by creating more employment opportunities and extra income for the people of these regions. Problems of the labor force are the most serious and difficult to solve because they affects people with their skills, initiatives and opportunities. Besides unemployment, another problem is the depopulation of the rural areas and strong aging. In rural areas there is also low labor productivity, which may be increased by introducing more modern technology, upgrading skills of workers, providing better working conditions (see SURCHEV, 2009).

Table 4 - Suggestions for measures that the local self - government could improve in the village

Questions %	Answered %
I do not know	9
Increase employment	53
Investing in social and communal infrastructure	11
Support for young people	2
Encouraging the development of local entrepreneurship	8
Investing in the development of tourism (rural, excursion, sports and recreational ...)	3
Support to the development of agriculture	5
Establishing better cooperation with locals	1
Self-employment support	6
Providing assistance (poor, elderly and powerless)	1
Other	1
Total	100

Source: Klempić Bogadi et al (2015). Calculation data from the authors.

On the question: "List some measures that the local government could improve in the village", respondents are allowed to list as many measures they deem necessary for a better life. The most common answer was the opening of new jobs and increase of employment at the municipal and regional level (53 %), "I do not know" (9 %). The key measure for improving living in the settlement, according to 8 % of respondents, was the encouragement of the development of local entrepreneurship and 6 % of respondents declared they to support self - employment. The importance of investments in social and communal infrastructure (11 %) is also emphasized. A part of the respondents (2 %) consider it an important measure of progress to provide support to young people. As an important factor in the improvement of life in the village, support for the development of agriculture has also been recognized (5 %), followed by investments in tourism development (rural, excursion, sports and recreational ...) (3 %), establishing better cooperation with locals, as well as providing assistance (poor, elderly and infirm) and only 1 % of respondents answered the group.

Surchev (2009) as he points out one of the reasons for lower income of the people in rural areas are the low prices of agricultural products. Thanks to market forces demand for basic goods grows up more slowly than that of luxury goods and services. Sometimes purchase prices are maintained intentionally low, when there is only one buyer (or group of purchasers)

in agricultural production. To solve this problem at least partially, many farmers are trying to increase their income by processing the raw material and production of finished products, i.e. closing the production cycle. Second group of problems are associated with poor working and living conditions in the rural areas due to underdeveloped infrastructure and public services. In the state of infrastructure - roads, water supply and sewerage, electrical and communications networks, is more than poor. This situation, together with the low quality of health and education, is the main reason for migration and depopulation of rural areas. Solving these problems is possible through close cooperation with local government authorities which make efficient the use of opportunities provided by EU for regional development (see SURCHEV, 2009).

Table 5 - Ecological awareness of the population

Questions	Answers
• Do you consider yourself nature lovers?	
Yes	98
No	2
• Do you behave ecologically responsibly?	
Yes	98
No	2
• Do you do something for the benefit of the environment in the neighborhood?	
Yes	87
No	13
4. Do you run environmental actions in your village and park or participate in them?	
Yes	74
No	21
Maybe	6
1. Do you dispose of waste in the village or in the immediate vicinity?	
Yes	6
No	94
2. Are there waste bins in the village?	
Yes	-
No	100

3. Do you think that the local self-government is doing enough for the purity of your village?	
Yes	24
No	76
4. What should be done?	
Bring important laws on environmental protection	82
Money help	6
Propose important projects in the field of ecology	12
5. What are the most commonly used vehicles (daily transport)?	
Car	36
Bicycle	1
Taxi	45
I'm walking on foot	18
6. Would you rather to continue to live on village, periphery of city or in the city?	
On village	11
On periphery city	12
In city	77

Source: Calculating data from the authors.

It is interesting that almost all respondents (98 %) declared to act environmentally responsible and that is something made for the benefit of the environment. It is interesting that almost all respondents, more precisely, 98 % of them stated that they behave ecologically responsibly, and only 2 % of respondents responded with - no. Even as many as 87 % of the respondents consider that they are doing something for the benefit of the environment, 13 % cite other reasons (that is, the work of local self-government, the government, various environmental organizations ...). In the village, 74 % of the respondents start or participate in environmental protection actions. The respondents state the actions of the locals on removing the cemetery from the cemetery, cleaning the chapel, disposing of waste from Rajova (Rajovića) River... A total of 21 % of respondents said they did not participate in environmental protection, while 6 % of respondents did not think about it at all. The environmental awareness of an individual population is reflected in the disposal of waste. By conducting the survey, we learned that as much as 94 % of the respondents did not dispose of waste in the area of the village or in its immediate surroundings. However, 6 % of the respondents said that there were uncontrolled landfills. As we noted in the field, it is

not a rare case that the "mini wild" landfills occur in the forest itself (slopes Trešnjevika, Paljine, Osoja, Pelinovica, slopes Čukačke Hair). Much of the waste ending in the "wild landfill" is made of shock and building materials. We confirm the statement by Pjević (***) "There have been some sad times. Insecure people began to cut the forest and discard the trees for heating. Some others, by refurbishing their houses, handed over piles of shots to the forest, because, it was the easiest: just go over the road! There was second garbage bought. The forest does not have its guard, as if it no longer matters to anyone"(see BULATOVIĆ; RAJOVIĆ, 2018). In the settlement there are no containers for the disposal of waste, so the population is forced to put waste into streams or cracks. It is alarming that 76 % of respondents answered that local self - government does not do enough for the cleanliness of the village, and only 24 % of the respondents consider it to be doing. Respondents point to the problem of traffic and communal infrastructure. The respondents consider that the local self - government should hire more workers who should take care of the cleanliness of the village, of course, and a guard who would be tasked with protecting the forest. Namely, the respondents consider that the local self - government should pass important laws on environmental protection (82 %), financially assist (6 %), propose important projects in the field of ecology (12 %). Response to the survey shows that 39 % of respondents participate in transport by their own car 36 %, bike 1 %, taxi 45 %, and while only 18 % of pedestrians. Walking is the most natural and healthful way of life. Bus transportation does not exist in the village. Across Trešnjevik there was a bus line that went from Berane to Podgorica. Then in the past there was a school bus on the route Andrijevića - Miravčine, i.e. Rajova (Rajovića) River. According to the results of the survey, 11 % of respondents would prefer to stay alive live in the village, while 12 % of the respondents stated that they were peripheral. So, 77 % of the respondents answered the question, in order to live in the city. At first glance, life in urban environments provides a diverse life filled with dreaming possibilities.

The withdrawal of excess labour from agricultural production by Gill et al (1999) activities does not mean that it is to be taken to urban centers, but to be gainfully employed in and around villages through rural employment opportunities by retaining and using rural resources, human or capital, in rural areas, particularly in the production of wage goods from activities like agro-based industry, horticulture-based industry, industry related with dairy, fisheries, sericulture, cottage industries of different types and style, agro-forestry and forest based industry. Such activities fetch a better price for the farmer, and the value added to the product is shared by the rural community. This paves the way for the generation of new indigenous

technologies giving rise to further employment opportunities, and paving way for correction of distribution patterns and alleviation of poverty. In the long run this can increase incomes and would result in upgrading villages into towns, and serve as a natural check on rural to urban migration. It can further enhance a strong agriculture - industry link in the long - run. As an outcome the creation of small towns and large villages and industrialization based around these centers will be easy to handle in terms of planning, security and other related problems and provide an incentive for further development (see Gill et,1999).

Drăgulănescu and Druțu (2012) using research Eagles (1992) and Richards & Hall (2000) emphasize that in the shift from an “industrial to a “risk” society, the need for development to be “sustainable” becomes paramount. Local communities become important in terms of actions taken to pretend their own natural environment, and also form part of wider alliances to preserve the environment globally. Place based communities have become more interested to the concept of sustainability, which integrates environmental, economic, political, cultural and social considerations. In this way there is recognition that to be sustainable, the preservation of the “natural” environment must be grounded in the communities and societies, which exploit and depend upon it. The model of village reinforcement (education and management system) encompasses human resource development, reinforcement policy and institution. This model according to Bachri (2017) was developed based on subsequent intervention described on the flowchart below (Figure 4). Both of them are the organizing efforts for reinforcing social capital of rural communities and for increasing the level of financial understanding by communities for the development of social business in the village. Reinforcement of social capital will be a part of pillar of “environmental and social development and human resources” at the village level. While the development of social business will be a major pillar of the “Economic development and the Creative Economy” which will based on the principles of social community.

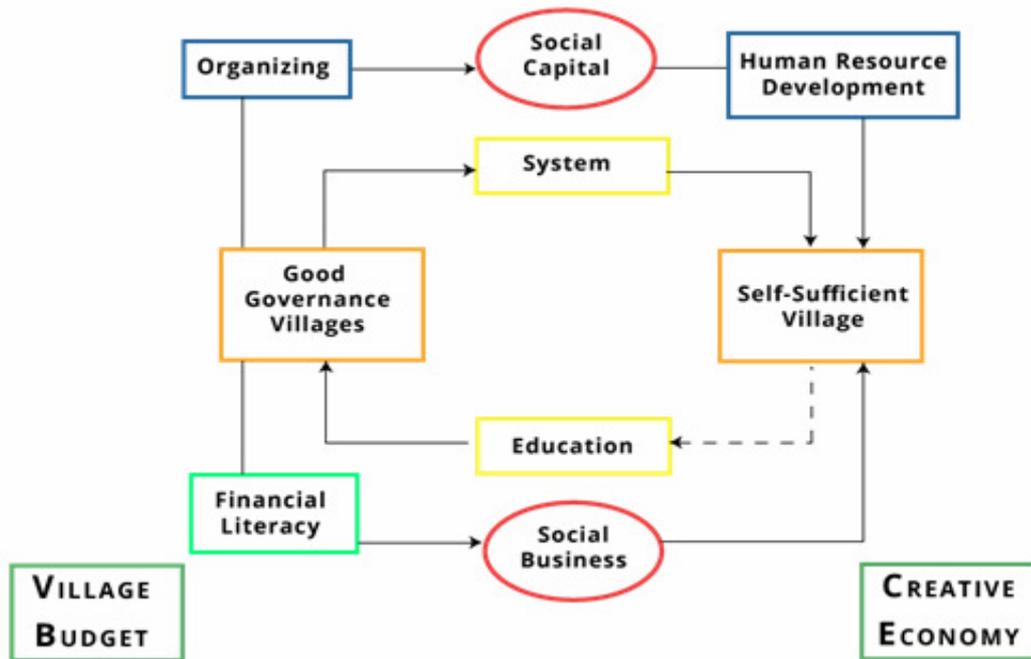


Figure 4 - Economic development and the Creative Economy (BACHRI, 2017).

Mu and Giles (2014) using research Acemoglu et al (2001) and Au Chun - Chung & Henderson (2006) emphasize that an economy - wide structural shift from employment in agriculture to non -agricultural activities is a prominent feature of the development process. At the level of the household, or family, the shift of labor from agriculture to industry and commensurate movement out of rural areas often proceeds incrementally, with individual family members migrating to urban or manufacturing areas while leaving other members behind. An important aspect of this gradual process is that family members in rural and urban areas remain linked, and this arrangement often benefits the household in numerous ways. The decision to migrate, however, is shaped by institutional arrangements, both locally and in migrant destinations, that shape the benefits of migration and employment off - farm. If poor institutions limit the function of land, labor or credit markets, they may raise or lower the expected benefits to individuals and households from moving out of agriculture. When an individual's presence in the village and active work on land improves a household or family's claim to land, then such endogeneity of land tenure security may influence migration decisions and shape the process of structural change (see MU; GILES, 2014).

Maunder (1972) according to Anaeto (2003) defined Extension as “A science which deals with the creation, transmission and application of knowledge designed to bring about planned

changes in the behavior complex of people with a view to helping them live a better life through learning new ways of improving their vocation, enterprises and institutions". Williams (1981) according to Anaeto (2003) summed up Extension in three basic task comprising: 1) Disseminating useful information; 2) Applying it to analysis of practical problem; 3) Helping people to use it to help themselves. Extension concentrated on the development of agriculture as the economic foundation for rural progress but it is also indirectly concerned with other rural problems such as health, nutrition, cooperatives and cooperates with other agencies directly responsible for promoting and facilitating these services which are not exclusively agriculture. The success of this approach depends on the competence and morale of the staff as well as taking the farmers into confidence and the effectiveness of Extension is measured by its ability to change a static situation into a dynamic one. A lot of prospects would be derived from developing the rural areas if properly done. Such prospects include according to Anaeto (2003): 1) Employment would be enhanced because there would be job opportunities; 2) There would be reduction in rural - urban migration resulting to healthier urban environment, 3) There would be increase in agricultural productivity thus bringing about generation and conservation of scarce foreign exchange. E.g. generation in the sale of cash crops and surplus food grains and conservation in the stoppage of importation of foodstuff. It is clear that a country that is self - sufficient in food production enjoys a reasonable measure of power status to a certain degree in the world and can be use food effectively as a powerful weapon of foreign policy, 4) There would be an increase in the living standard of people through better food and nutritional level, better health, education, housing, better roads, provision of infrastructure, recreation and security (see RAJOVIĆ; BULATOVIĆ, 2016; BULATOVIĆ;RAJOVIĆ,2017); 5) Bridge income gap between the urban dwellers and rural dwellers (income parity), 6) Bring about changes in attitude (behavior), skill and knowledge through better education, 7) Rural development is a sine qua non/conditions for proper take off of industrial, agricultural and economic development since it allows both urban and rural sector to grow in harmony (see ANEATO, 2003).

Hediger et al (1998) citing research Pearce et al (1994), Turner et al (1994), Solow (1974), Common and Perrings (1992), Opschoor (1996), Costanza eta al (1991), Daly (1991a), Hediger (1998),Toman (1994) indicates that the concept of "weak" sustainability involves an economic value principle which is founded within the body of neoclassical capital theory. It requires that some suitably defined value of aggregate capital - including human - made capital and the initial endowment of natural resources and social assets - must be maintained intact

over time. In narrow terms, “very weak sustainability” requires that the generalized production capacity of an economy is maintained intact, such as to enable constant consumption per capita through time. In narrow terms, “very weak sustainability” requires that the generalized production capacity of an economy is maintained intact, such as to enable constant consumption per capita through time. As a minimum necessary condition “strong sustainability” requires that the total stock of natural capital remains constant over time. However, from an ecosystem perspective, it seems more appropriate to formulate an ecological principle which only requires maintaining the overall quality of the environment (ecological capital) intact over time. In their attempt to make sustainability an operational principle, proposed that every investment project should meet a set of minimum sustainability standards for natural resource use and waste discharge into the environment. This is a stationary - state principle, which is also referred to as “very strong sustainability”. It is static, and not generally consistent with ecological and economic system requirements, such as the above ecosystem principle of strong sustainability, or efficient use of scarce resources. Another approach to strong sustainability is based on the concepts of critical natural capital, carrying capacity, and resilience. We refer to this as “limits”, or thresholds of “criticality”, that must be respected at any time.

Silvius and Schipper (2010) see sustainability as the balance or harmony between economic sustainability, social sustainability and environmental sustainability as shown on Figure 5 below. McKenzie (2004) according to Hassan (2017) social sustainability is a life - enhancing condition in communities, and a process within communities that can achieve that condition. This include equity of access to key services (including health, education, transport), equity between generations - that future generations will not be disadvantaged by the actions of the current generation, the widespread political partaking of citizens not only in electoral processes but also in other areas of political activity, particularly at a local level, a sense of community obligation for preserving that system of transmission and mechanisms for a community to collectively identify its strengths and needs. Koglin (2009) according to Hassan (2017) defines economic sustainable development as development that puts the profit into action to enable a more sustainable society, such as higher wages, ecological modernization, and effective technologies. The growth progress must however be sustainable also for future generations, likewise those generations have to work and economic progress. Economic sustainability requires that the different kinds of capital that make economic production possible must be maintained or augmented. These include

manufactured capital, natural capital, human capital, and social capital. Some substitutability may be possible among these kinds of capital, but in broad terms they are complementary, so that the maintenance of all four is essential over the long term.

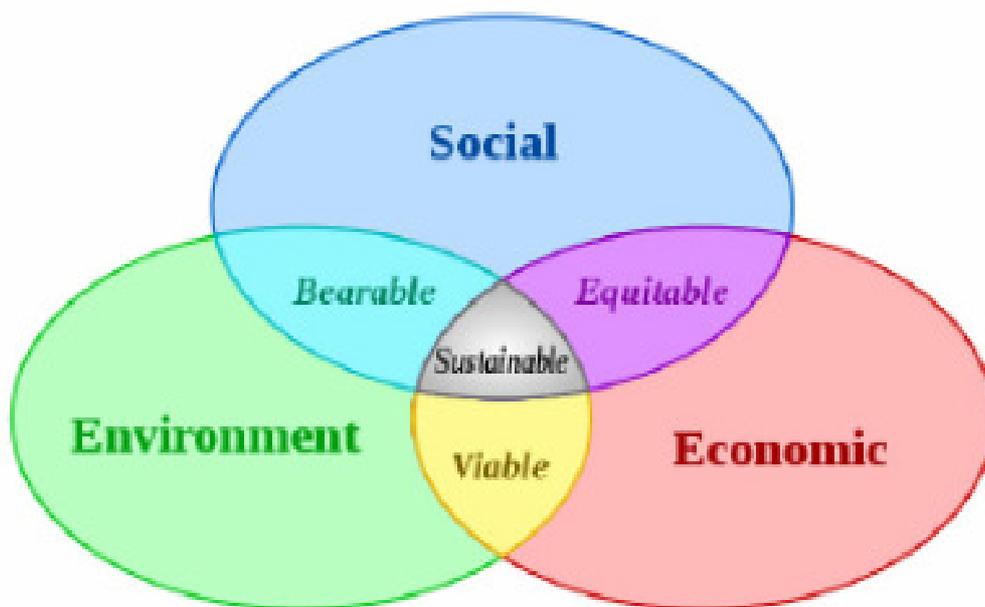


Figure 5 -The Triple - P concept of sustainability (HASSAN, 2017).

In the Oino et al (2014) according to Hassan (2017) view, environmental sustainable development is one that meets the needs of the present generation without compromising the ability of future generations to meet their own needs. It is strengthened if environmental issues are well - thought - out at all stages of the project cycle, he adds. Environmental impact assessment (EIA) is often a key tool for strengthening the environmental sustainability of programs and projects. Environmental impact, being indirect and long term in nature, can hardly be captured for inclusion under any of the three traditional measures, but has implications on sustainability of the project within the community (see NGACHO, 2013).

6. CONCLUSION CONSIDERATIONS

In developing countries, identifying the most effective community - level governance structure is a key issue because vulnerable populations are often unable to access services provided by higher levels of government, and hence rely on local communities for their provision (World Bank, 2000). Despite the importance of this issue in developing countries, few studies have

quantitatively examined the link between governance and public goods provision at the local level, largely because of lack of detailed information (DETHIER; EFFENBERGER, 2012). In planning the development of rural areas, village Gnjili Potok should be viewed as a potential, not as a problem, and in accordance with that their potentials should be used. Planning of rural development should focus on regional characteristics and values such as cultivating the tradition of the village and the development of rural tourism, the use of cultural heritage, creating the eco image of villages, the promotion of the local economy and sustainable forms of agriculture, and finally the use of the social capital of villages and infrastructure development. Implementation of these measures would contribute to the sustainability of the countryside in Montenegro and countryside generally and to stopping the current negative trends associated with rural areas.

A total of 15 interviewed persons of different age and educational level. The main aim work is presenting the result of the empirical research aimed at deepening scientific knowledge about the quality of life in rural areas Montenegro on the example of the rural village of Gnjili Potok. Surveys have shown the results and interpret the causes of the situation. As a conclusion of the poll conducted, can be highlighted, according to their own assessment that the outflow of the population due to economic migration is constant and, unfortunately, there is no reversible flow, so it is necessary to define specific social policy measures so that the demographic emptying of the space caused by these processes can be stopped or at least mitigated. By ranking the answers about the biggest shortcomings in the settlement, we get the following order: inability to work (64 %), access to health facilities (13 %), lack of content for young people (gathering place, playground, café ...) (6 %), lack of social, cultural and sporting contents (various events, sports tournaments ...) (5 %), access to trade (4 %), access to educational institutions and access to public transport with 3%, lack of privacy - the other with 1 %. Therefore, discouraging the fact that more than half of the respondents (69 %) think that they as individuals can do nothing to improve the lives of the village. If we add to this group a part of the respondents (12 %) who "do not know" what to change as individuals in the village, then 81 % of the respondents find it incompetent to discuss ways of improving the living standards of the village.

Cizler (2013) citing research Milić (2011) indicates that an important factor of rural development is the development of infrastructure. This would contribute to the improvement of economic conditions in village Gnjili Potok, elimination of inequalities, improved access to the market and an increase in investments in village. Infrastructure development is associated with the social aspect of life as it increases mobility and access to health care and schools. Infrastructure development involves greater access to knowledge, education, and information

resources and can have a positive impact on gender equality, youth activities and civil initiatives. A bottom up approach to rural development would mean involving the entire community in local development. The transfer of power from central to local levels enables civil society to participate more deeply in the decision making process and could contribute to greater efficiency in public management and the creation of better conditions for economic development. For local governments according to Donnges (2001) of rural areas a major issue is rural development and investment choices that are associated with this process. Transport is obviously an important factor in rural development in that its existence or absence limits the opportunity that rural people have to improve their social and economic well being. According to Petković (2007) the interweaving of urban and rural culture, a modern and traditional, global and local basic feature of our socio - cultural reality in which modernization and traditional social values are blended. The convergence of urban and rural culture is one of the consequences of modernistic homogenization, and in our society there is a continuing manifestation of the powerful process of their influence, which, in the context of global social and cultural changes, significantly affects the shaping of our everyday life.

Before you can begin promoting environmental awareness in your own village you must first make sure that you have a thorough understanding of environmental issues. People's actions do not reflect such high levels of environmental consciousness (AI HIRAMATSU et al, 2015). Such contradiction between attitude and action has been mentioned in studies (see STERN, 2000; KOLLMUSS; AGYEMAN, 2002; GIUSEPPE, 2006; ANDO et al, 2007; HARJU - AUTTI et al, 2014; BULATOVIĆ; RAJOVIĆ, 2018). The aim of this paper is to among other things, it is review environmental awareness, for example rural village Gnjili Potok. Rural development is actually according to Gilaninia (2015) means maturity of thought and hard work and determined action of villagers to improve their community, through self-education and self - help and cooperation, and thus rural development can be considered development of economic, social and cultural Introduction and at the national level. Accordingly, rural development requires: 1) Long - term planning and short term based on scientific strategies; 2) Evaluation of the final and stage from operational designs in planning process; 3) Elimination of discrimination in providing public services to rural communities compared to urban communities; 4) Trying to fill the cultural gap between urban and rural communities; 5) Boosting agriculture, as most people employment in rural communities; 6) The transformation in ((culture of silence)) in order to release rural people from peasant communities from ((unaware and unconscious)); 7) Sustained and continuous efforts in providing educational

services in rural areas; 8) Expansion of investment and effort in creating economic boom in rural communities. And based on these requirements, can be stated that rural development requires national determination and so it is essential that state and nation in search and sustained effort realize it together.

Another way to cushion rural communities according to Varshney et al (2015) against shocks is by improving diversification opportunities and creating less risky environments through better infrastructure and utilities, including roads, electricity, and water, as well as services such as education, basic healthcare, information and communication technology services, and financial services. Within the infrastructure and utilities category, decentralized energy production is especially effective to alleviate poverty in rural communities. Social good projects in rural settings are hampered by lack of ground knowledge necessary for informed planning and decision making. This lack of knowledge stems from the lack of infrastructure to allow easy data gathering from remote rural locations, such as Gnjili Potok which is one of the reasons why social good projects are needed in the first place (see BULATOVIĆ; RAJOVIĆ,2018; BULATOVIĆ; RAJOVIĆ,2018). "To be successful, efforts to rejuvenate the rural countryside must rest on genuine local preferences. Underlying these preferences some understands of what rural individuals, considered simply as citizens of a country, are thought to deserve. Since the 1940s many countries have made the political determination that all citizens, regardless of place, were entitled to electricity, decent roads, schools, and adequate water/wastewater facilities. The question in the next century is whether access to information management through digitalization and fiber optics will be similarly defined as elements of social citizenship. The question is on the table, and the viability of most of our rural areas hangs in the balance" (GALSTON et al, 1995).

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