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# MANAGEMENT OF ECONOMIC AND CULTURAL CONTENT OF THE PLANNED TOURISTIC PROJECT "TESLA-VILLAGE"

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**Abstract:** *This paper presents the ethno-touristic project "Tesla-village", based on outlines and key elements of cultural tourism. We are analyzing this project from the aspects of project guidelines in project management for cultural tourism, provided by UNEP and World Tourist Organization. Tourist management through new project "Tesla village" unite several touristic monuments and contents of different aspects of tourism. According to new trends in cultural tourism, Tesla-village project unites existing historical, spiritual and archeological aspects, but also introduces new additional contents, such as scientific, business and economic touristic offer.*

**Keywords:** *Tesla-village, cultural tourism, ethno-tourism, regional tourism, historical tourism*

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## ETHNO-TOURISTIC PROJECT "TESLA-VILLAGE"

Ethno-touristic project "Tesla-village" is planned to be located in village of Petrovici (Montenegro), about 45 kilometres from Nikšić. Actually, it is located near the border with Bosnia and Herzegovina- Republic of Srpska, at the regional exit road from Niksic, Montenegro to Bileca, Bosnia and Herzegovina. This natural space has it own unique historical, natural and spiritual importance which made this project adequate for preparing a complex and all-encompassing touristic offer.

First of all, here is located one of the most famous European archeological sites, known as "Red rock cave". Although it is a rather unknown tourist attraction in Montenegro, it is well known place for all archeologists and scientists of Europe. However, it content and tour-

istic importance hasn't been acknowledged and developed yet in proper way. Red Rock cave is an archeological site from the Paleolithic Age that is situated in the village of Petrovići. (<http://montenegro-for.me/2014/03/the-archeological-site-of-crvena-stijena-red-rock-cave/>)

The cave itself is situated on the left bank of the Trebišnjica river, around 700 meters above sea level. The cave was discovered in 1954 with more than 5,000 artefacts were found there. Archeologists have revealed thirty-one cultural layers. It is interesting that the oldest stone artefacts are 180,000 years old. (Pejović, 2017) Crvena Stijena was inhabited by people who had a semi-nomadic lifestyle and respected their neighbors who lived in similar groups. (<http://montenegro-for.me/2014/03/the-archeological-site-of-crvena-stijena-red-rock-cave/>)

Second touristic important content is monastery Kosijerevo, which is located near the Red Rock Cave and presents more spiritual and historical rather than cultural content of this comprehensive project "Tesla-village". The Serbian orthodox monastery Kosijerevo is also called the Church of The Nativity of the Blessed Virgin Mary and it dates from XIV century. However, Petrovići wasn't the place where monastery was built. Initially, it was built in old village right on the other side of the border with Bosnia and Herzegovina. In recent history, due to construction of an artificial lake "Bilecko jezero" in 1966, this monastery was moved to new place in 1967. (<https://www.visit-montenegro.com/montenegro/montenegro-museum-in-the-open/monastery-kosijerevo/>)

It is interesting detail that every stone of the church has been initially numbered and marked and later on embedded in the new church in the same way it was done in old church. This conserved local and regional spiritual and cultural significance of the monastery Kosijerevo, as it preserved its original architecture style from XIV century.

Also, it should be mentioned that during the period of 1884 to 1914, this monastery kept the relics of Saint Arsenije Sremac, the second Serbian archbishop, which are then moved to monastery Zdrebaonik in Danilovgrad, also in Montenegro. (<https://www.visit-montenegro.com/montenegro/montenegro-museum-in-the-open/monastery-kosijerevo/>)

Today, it possesses a very significant relic for Christian world, the foot of St. Lucas the Apostle. During the first several centuries, the monastery itself was the educational center of this area. From natural tourism point of view, monastery provides extraordinary sightseeing. Right in front of the monastery there is a small plateau with beautiful view of Bilecko Jezero and the huge reddish rocks above it, where is hidden the abovementioned Red Rock Cave. In spring time, everywhere around there are bright yellow colors of flowering laburnum and dogwood.

Beside the above-mentioned touristic sites, comprehensive project of "Tesla village" will also contain several elements of touristic offer:

- Archeological center of Montenegro;
- Library dedicated to Nikola Tesla;
- Virtual museum on Tesla invents;
- Original monument of Nikola Tesla, world unique of that kind;
- Tesla Tower on Gradina hill;
- Institute on IT technology and innovation applications, based on Tesla's inventions;
- Ethnographic museum – Banjani;

- Business club on economic cooperation “Nikola Tesla”;
- Ethno-restaurant;
- Gallery;
- Congress hall;
- Bungalows – small houses made of rocks, authentic for this part of Balkans etc.

As an author of this touristic project, I was inspired with Tesla’s origins, as well as with his scientific and physical contribution to humanity. (Večernje novosti, 20. 06. 2018) As Nikola Tesla claimed in his own biography, his surname actually originates from the surname Draganici, as this implies that Tesla family tree leads origin from Banjani region in Montenegro. (O,Neill, 1951:27)

Despite the other elements that are about to be constructed within the planned project, Archeological center of Montenegro already exists. Namely, construction works on Archeological center Petrovici are already ongoing, as conducted by National museum in Cetinje. This project is financed and supported by structural funds of European Union, within bigger project called “Roads of continuity”. (Draganić, 2019)

The library called “Nikola Tesla” is planned to be electronic and classic library, containing literature, both in paper and electronic form in several world languages. It will contain as well biography of Nikola Tesla in all the existing world languages. This library will contain literature of relevant scientific, archeological, touristic, historical, ethnological and theological topics. Next to the library, special part of building named Virtual museum would provide virtual presentations of all Tesla’s invents.

According to symbol Tesla represents today, which is not only high and unique scientific achievements, according to project it is intended to develop special manner to help young generations of scientists to develop their knowledge and achievements in science. Under this sub-project, it is planned to construct Institute on IT technologies, as these technologies are the fastest developing in modern science world and require permanent innovations. In accordance with EU supporting programs, we intend to provide student scholarships and research internships.

Ethnographic museum will also be the part of this project. Namely, this part of the Tesla-village will contain and present customs and tradition of the people of this region, their folk costumes, instruments, tools and traditional items. Bungalows will represent the old rocky houses characteristic for this part of Balkan region, which will contain apartments and resorts for renting. Within this complex, there will also be an ethno-restaurant provided, with original Montenegrin and Serbian cousin, i.e. with typical Balkan menu.

Project also provides offers for business and economic touristic content. These will be a Congress hall and a Business club on economic international cooperation named “Nikola Tesla” as well. Also, for the purposes of presenting works young scientists and artists, there will be a special Gallery constructed, with possibility of reusing the space for the organization of the annual ceremonies.

On Orlova greda, which is the top of the hill named Straziste, it is planned to be constructed a unique monument of Nikola Tesla. According to project, it would be made of the same stone as monastery Kosijerevo and big enough to be visible from all parts of Tesla village. There will also be a Tesla’s tower on Gradina, a place located between monastery and Straziste hill.

Last but not the least, the landscape and natural potential of whole this region is monument itself. The landscape which is quite rocky and wild, surrounded with green hills and mountains, on one side, and the blue lake with its green surroundings on the other side, has its special role within the project. It represents the natural part of this ethno-village. The goal of this project is to present this raw nature to tourist groups from all over the world.

## ECONOMIC VIABILITY OF THE PROJECT

United Nations Environment Programme Programmes (UNEP) and World Tourism Organization (WTO) provided guidelines how to ensure the viability and competitiveness of tourism destinations and projects, so that they are able to continue to prosper and deliver benefits in the long term. There are also numerous examples around the world, especially in developing countries, of projects aiming at delivering sustainable tourism products (sometimes initiated or supported by NGOs or donors) that fail through lack of good, long term business assessment and planning. (Making Tourism More Sustainable - A Guide for Policy Makers, 2005:25)

In order to avoid this negative circumstance, there are several initial steps every project initiator has to take before the project gets to its realization phase. First of all, understanding the market. The viability of tourism projects depends on an ability to identify markets that will continue to deliver business in the long term. This means to understand what potential consumers are looking for and to adapt, as well, to trends and changes in market, travel patterns and tastes. This requires effective market research to guide tourism development in the destination as a whole. As for Tesla-village project, this place is already on touristic map of archeologists and religion tourists. Economic benefits of the project will be feasible only when connecting these two and adding now contents of touristic offer, including historical, scientific, ethnographic content.

Also, according to UNEP and WTO guidelines, long-term viability needs satisfied visitors who return and who recommend others to visit. This means delivering an experience that meets or exceeds expectations. Besides, for individual projects such as Tesla-village, the planning and realization phase of the project may face several challenges. The first one is reliable labor supply. In many parts of the world, staff recruitment has proved to be a considerable problem for tourism projects. This may be addressed by policies relating to employment quality and targeting labor markets of the closest cities: Niksic, Bileca and Trebinje.

Opportunities also include adapting to new forms of market access and making the best possible use of information technology. Visiting Tesla-village is actually intended to be the part of bigger tourist route, so called: "3-6-9" route, where key destinations are labelled after famous there numbers which, as Tesla claimed, present the essence of whole universe. Precisely, Tesla's well-known note: "If you knew the magnificence of the three, six and nine, you would have a key to the universe." (<https://www.lifecoachcode.com/2016/10/11/the-secret-behind-3-6-9-revealed/>)

The route would start in Kotor port (number 3), Boka Kotorska, then will continue to Dubrovnik (number 6) and would end in Tesla-village, which is labelled as number 9. Tourist groups would then go back to Kotor, which would make the whole route as closed circle. Realization of this bigger project would be possible only in cooperation with local touristic organizations of Kotor and Dubrovnik.

The second challenge is good accessibility- easy and inexpensive access to markets is a key determinant of the viability of tourism projects. This is a particular issue in many developing countries, where road access may be poor and other transport options limited. This is very important if we bear in mind that the cost and convenience of local and regional roads is a primary determining factor for a destination's competitiveness. (Making Tourism More Sustainable - A Guide for Policy Makers, 2005) As regards project analyzed, we may say that the ongoing reconstruction of roads connecting Niksic-Bileca road proves that this will not be the challenge in our case. However, some other aspects of accessibility, such as telecommunications, may be the key challenging factors to be addressed.

In order to maintain and make a tourist project an attractive destination, the destination as a whole has to be perceived by visitors in desired way. Three critical aspects of this are: a positive and consistent image, safety and security (which includes health care available to visitors, quality of information available and support services for visitors in need of assistance etc), as well as overall environmental quality. For the first two aspects of our project, we may say that certain support and marketing by national and private tourist organizations should be provided. As for the third aspect, we may say that project as a part of the natural and cultural environment already has its eco-label.

Last but not the least, an aspect quite relevant to our project is prosperity of local community. Data about visitors and residents are incredibly important for sustainable tourism. (Making Tourism More Sustainable - A Guide for Policy Makers, 2005) The underpinning goal of our project is to maximize the contribution of tourism to the economic prosperity of the host destination. By developing the Tesla-village project, we will not only bring new visitors to Red Rocks Cave and monastery Kosijerevo, but also bring back life to village Petrovici and whole wider region. The project will redirect the migration policy of young generations of this region and reduce the unemployment rate. On the other hand, bearing in mind that local communities have to meet a number of external costs associated with tourism, it is important to develop touristic strategy which will maximize the economic returns to the local community. (Making Tourism More Sustainable - A Guide for Policy Makers, 2005) Local and regional prosperity, in overall, ensures that tourism is well integrated within the regional economy and interconnected with other sectors.

Governments, together with the private sector, should aim to reduce the potential disadvantages and provide support the advantages of small touristic projects. (Making Tourism More Sustainable - A Guide for Policy Makers, 2005) In general, touristic projects should seek a diversity of types of product, that are in line with market demand. They also have to meet the needs of local communities and environment standards.

## **CULTURAL TOURISM**

Cultural tourism is one of the oldest forms of tourism and today continues to be an important pillar of the tourism industry worldwide. In order to clearly define the concept of cultural tourism, it is necessary to define its two core elements: culture and tourism. However, the definition of cultural tourism itself is quite different and should not be assumed as a combination of the meanings of these two terms, culture and tourism. (Mousavi, 2016)

Comparing to the broad concept of culture, tourism is perhaps an easier term to understand. There is the „conceptual” definition of tourism, which is dealing with the core content

of tourism, and the „technical” definition of tourism, which is focused on evaluating and measuring aspects of tourism in different countries. (Mousavi, 2016)

According to Silberberg (1995), Cultural and Heritage Tourism is a tool of economic development that achieves economic growth through attracting visitors from outside a host community, who are motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution. (Vidal, 2016) Such travel is focused upon experiencing cultural environments, including landscapes, the visual and performing arts and special lifestyles, values, traditions, and events.

According to the OECD, cultural tourism presents around 40% of all international tourism with about 360 million arrivals in 2007. (OECD Tourism Trends and Policies, OECD, 2007)

Although a bit difficult to distinguish culturally motivated tourists from other travelers, these are particularly attracted and desired by concrete tourist destinations and contents, seeking high quality tourism. (OECD Tourism Trends and Policies, OECD, 2007)

Much of the research on cultural tourism today focuses on determining the qualitative aspects of the tourist experience and the cultural impact of tourism, both on the tourist, as on those who are visited. (OECD Tourism Trends and Policies, OECD, 2007)

Ethnographic tourism, or so-called ethno-tourism, represents a type of cognitive tourism aimed at visiting ethnographic objects in order to learn about culture, architecture, traditions, and ethnos that are living or used to live on the visited territory. Ethnic differences, uniqueness of place and culture are more often becoming the local tourism brand in the world practice. This is one of the ways through which new tourist destinations are created, for example, in France, Spain and some Scandinavian countries. Besides, shifts in tourist preferences lead to the development of a new model of tourism, which involves the ethno-tourism landscape, preserving the traditional lifestyle with all its characteristic features. These facts make project Tesla-village competitive in terms of presenting ethno-elements of this part of the region.

In other words, this part of Montenegro has numerous hidden touristic treasures, which are still unknown to foreign tourists and are waiting to be part of quality touristic product. Tourist management through new project “Tesla village” unite all these monuments and contents and make them more familiar to new generations of tourists, not only for their historical, spiritual and cultural reasons, but also as a natural phenomenon.

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