

# THE RELATIONSHIP BETWEEN ECOTOURISM CLUSTERS AND INNOVATION MILIEU IN THE REGION OF SOUTH-EASTERN EUROPE

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*ABSTRACT: Ecotourism destinations can be characterised with typically standalone tourism suppliers. Although competition can be useful, but often cooperation among such small operators yields significantly better overall results. Harmonising nature conservation and tourism is also an important condition of sustainability.*

*Availability of financial assets is also important; but contrary to conventional wisdom the main questions is not the capital available for innovation or the government's grants. According to research, success does not depend on the support of the government, but primarily on the environment, or the so-called milieu of innovation (CAMAGNI, P.R. 1992). Based on our research we can develop ecotourism clusters in peripheral EU countries that are economically and socially successful and at the same time provide a liveable environment.*

*Keywords: Innovative environment (milieu), Ecotourism, Ecotourism Clusters, Networks, Spatial development*

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