Relationship between the Local, Regional and Global – Montenegro in the XXI Century

Cultural and demographic changes that Montenegro will be facing in the coming decades will be strongly influenced by both external and internal factors. First of all, they will be instigated by the national, and especially the European (cultural) integration, and by the process of (cultural) globalization. Migratory movements, associated with rapidly-surging migration of people across national borders will also take their toll on the acculturative processes in Montenegro.

The aforementioned cultural dynamics can predominantly be observed with respect to general tendencies. However, it is possible to identify national cultural challenges and formulate the means of overpowering them in a way that is in line with the concept of democratic and multicultural development in Montenegro.

Key words: region(alization), European identity, globalization, nation branding.