

ECONOMIC EFFECTS OF SUSTAINABLE TOURISM

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Abstract: *Sustainable tourism and sustainable development in general, are a topic which gets a lot of attention today. A large number of conferences, scientific meetings and seminars are devoted to the consideration and study of sustainable development, because sustainability is essential to our Earth. Sustainability must be applied in all spheres of life, also in tourism as an activity that involves a large number of people around the world, absorbing a large amount of money and it appears as a large customer and consumer of energy. Tourism must be one of the primary activities where should be paid attention of sustainability development. The theme of this work will be sustainable tourism and the possibility of its development with two positive examples of rural sustainable development in rural areas in Serbia and Portugal.*

Key words: *sustainable development, protection, environment, economic effects, sustainable tourism, tourism*

1. INTRODUCTION

Twenty-first century is characterized by modernization, a high degree of urbanization, an increase in the living and the educational standard of the population. Modern life follows the globalization, the connection between the population and territories at different levels, new trends, the development of technological sciences. As a result of technological and technical progress, in the life of people, there are a series of phenomena that make life easier and move the boundaries of science every day. There are important changes in the sphere of information technologies, traffic has become a mass phenomenon without which life can not be imagined. Increasing availability of different parts of the Earth has been conditioned by the massive development of tourism, which has become one of the unavoidable characteristics of modern society. In addition to existential needs, people increasingly travel, so tourism become one kind of basic needs. During its long history, tourism movements have undergone many stages of development, in order today to gain the characteristics of mass and contemporary social phenomenon. The basis of tourist trips is the movement of the population from the cities or residential areas to the tourist resorts and sites for rest, recreation, treatment and performing various tasks.

With the development of rail transport, in the first half of the 20th century, tourism gained the characteristics of a modern phenomenon and became a mass social phenomenon. From day to day, there is a growing need for human to travel, and an increasing number of people are involved in tourism. Thanks to tourism, people are now able to travel to the farthest parts of the planet, and numerous beaches, deserts, mountains, glaciers, jungles, big cities have become part of the world's global tourist offer. In such a situation where tourism has taken forms of mass phenomenon, a large number of people visit different places each year, which can both positively and negatively affect the life, population and natural environment of the destination. Tourism is considered to be the carrier of a number of positive effects in the destination, such as the increase in gross domestic product and living standards, the inflow of cash, especially from foreign tourism, higher employment, raising the cultural and educational level of the population. However, tourism also has some negative effects that occur as a result of the removal of a large number of people in one destination. These negative effects firstly can be reflected on the state of the environment, when the ecological balance at the destination can be disturbed by the large influx of tourists and even greater negligence and inappropriate behavior. There are destinations that are environmentally sensitive and require a more cautious and sophisticated approach to development, whose ecological and spatial capacity must not be exposed to the development of mass tourism. The negative effects of tourism per destination can also be reflected in the culture and traditions of the destination itself, when due to the large number of foreign visitors, the traditions and original cultural values and the characteristic of the domicile population begin to get lost and merged with some general, global norms of behavior that tourists bring with. From year to year, and in this way, through tourism, the process of globalization comes to the farthest parts of the earth.

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In order to highlight the positive as well as reduce the negative effects of tourism, the concept of sustainable development should be guided, and special attention should be given to the concept of sustainable tourism development as the only lasting solution to prevent all negative consequences of tourism development in one destination. The theme of this paper is to look at the economic aspects of sustainable tourism development.

2. CONCEPT OF SUSTAINABLE TOURISM DEVELOPMENT

The concept of sustainable development can most easily be defined as a kind of development that will enable future generations to live the same or even better quality of life. It is a kind of development that emphasizes the achievement of the greatest possible prosperity with the least damage to the economy, society and the environment. The concept of sustainable development implies balanced economic, social and cultural development without endangering the environment, which will enable future generations to develop at the same or higher level as the current one (Jovičić, 2008). This concept implies such a development of a society that satisfies human resources with available resources, not endangering natural systems and the environment, thus ensuring the long-term existence of human society and its environment. Although there is no single definition of sustainable development, the World Commission for Environment and Development of the United Nations in its report entitled "Our Common Future", 1987, is widely accepted. According to this definition, sustainable development is a development that meets the needs of the present, without prejudice to the ability of future generations to meet their own needs (Jovičić, 2008). At the United Nations Conference on Environment and Development in Rio de Janeiro in 1992, it was clearly emphasized that environmental protection is an integral part of overall human development. According to this generally accepted concept, each activity must maximally respect the requirements of the environment in its planning and decision-making process so that its development can last; otherwise it can lead to self-destruction (UNEP, 1994). Bearing in mind that it is necessary to balance the development of several fields, this concept implies three dimensions of action: economic, social and ecological dimension. The economic aspect of sustainability implies economic growth and development; social implies values such as equality, competence, accessibility and participation of the individual in social life, while the third, ecological principle implies the integrity of the ecosystem, the care of their capacity and biodiversity. In addition to these three components, the guiding principles of sustainable spatial development introduce the fourth dimension, cultural sustainability.

The expansive and uncontrolled development of tourism over the past several decades has resulted in numerous unwanted environmental, social and cultural consequences for destinations that are recognized as tourist centers on the market, with special emphasis on the destinations in which mass tourism is developed. According to the interpretations of the World Tourism Organization and the United Nations Environment Program, sustainable tourism implies such a development of this activity, which respects and meets the needs of tourists, as holders of demand and tourist destinations, as bearers of the offer, without compromising the ability to develop in future too. These goals are achieved at the same or higher levels in the future. The concept of sustainable development should be a basic guideline in the management of tourism activity, which will enable the achievement of economic, social and aesthetic goals, while protecting cultural values, social integrity, key ecological processes and biodiversity (Jovičić, 2008). In the documents of the Federation of Nature and National Parks of Europe -EUROPARK, the term sustainable tourism refers to "every form of tourism that contributes to the protection of the environment, social and economic integrity and the promotion of natural, created and cultural values on a sustainable basis" (EUROPARK, 1993). When it comes to the sustainable development of tourism, it is important to note that in this case, priority is given to the ecological dimension, i.e. preserving the environment, while the economic dimension in this case is more minor. Having in mind all the characteristics of the current development of tourism, recommendations and suggestions in the future tourism should be developed in compliance with the concept of sustainability, sustainable tourism should be seen as an integral and complex development of this activity, which ensures simultaneous realization of heterogeneous goals, none of which should become dominant in relation to others, which are:

- achieving economic profit
- preserving the social integrity of local communities
- affirmation of the cultural identity of receptive areas
- environmental Protection
- optimal satisfaction of tourist needs (Jovičić, 2000).

3. THE IMPACT OF TOURISM ON THE LOCAL COMMUNITY

In planning and achieving sustainable tourism development, it aims to support positive and reduce negative consequences that reflect on the development of the tourist area itself. The application of the concept of sustainable tourism implies minimizing negative and maximizing the positive impacts of tourism on the environment and the available resources. In order to accurately determine the scope and effects of positive and negative events that are conditioned by the development

of tourism at the destination, the identification, monitoring and management of the effects of tourism's impact on the environment must be accessed.

The overall impact of tourism on the environment in a particular destination can be seen through three categories:

- economic impacts
- socio-cultural influences
- Spatial influences

Each of these three impact categories includes both positive and negative effects. However, the impact assessment cannot be generalized and applied to each destination, because these impacts are not applicable to each area. The resources, the state of the environment, the way of life of the domicile population and their habits vary from place to place, and therefore, it is necessary, by the holder of development at a particular destination, to adopt a plan and program of monitoring the impact of tourism on the environment for a particular destination. Planning the development of tourism must take into account the opportunities and interests of all members of the community, so that the positive effects of tourism prevail those negative, which should be minimized. As the local community is the place where tourism is taking place, i.e. the object of touristic visits, from the aspect of sustainable development of tourist destinations, Areas, they should be given special attention. In particular, the impact that tourism has on the local community must be closely monitored. The following table shows the positive and negative impacts of tourism on the local level.

Table 1. The impact of tourism on the local community

Type of impact	Positive impacts	Negative impacts
Economic impacts	<ul style="list-style-type: none"> • increased consumption • new jobs and employment • new workforce • new investments • new knowledge and skills 	<ul style="list-style-type: none"> • localized inflation • speculation on immovable property • outflow of capital • inadequate estimation of the costs of tourism development • increased costs for health and education • getting bad reputation due to inadequate capacity, service or price • inadequate reactions of existing companies due to competition in providing local workforce and state funds • economic exploitation of the local population for political ambitions
Socio-cultural impacts	<ul style="list-style-type: none"> • increasing the quality of life • Increasing the interest and engagement of the local population • strengthening regional values and traditions • new perceptions of the population • recognition of the value of local communities in the regional environment 	<ul style="list-style-type: none"> • Commercialization of almost all activities in the function of tourism • modification of activities and events for the tour. Needs • potential increase in crime • Changes in the social structure • the dissolution of social groups • Cultural differences between tourists and the local population • Using tourism to introduce unpopular measures
Spatial impacts	<ul style="list-style-type: none"> • development of new attractions, receptive capacities and local infrastructure • increased availability of space • investments in the protection and presentation of natural and cultural heritage • Visitor management strategies 	<ul style="list-style-type: none"> • environmental pollution • changes in environmental processes • endangering biodiversity • changes in habitats, conditions of reproduction and nutrition of species • endangering cultural heritage • architectural contamination of space by inappropriate architecture • uncontrolled expansion of the construction and increase in the intensity of the use of space

Source: Maksin M., Pucar M., Korać M., Milijić S., Menadžment prirodnih i kulturnih resursa, FTTHM, Beograd, 2009.

4. ECONOMIC ASPECTS OF SUSTAINABLE TOURISM AND “GREEN ECONOMY”

The general concept of sustainability, as well as the concept of sustainability of tourism development as a special activity, implies a steady and continuous development of society from three aspects, ecological, economic and social. Sustainable development must be such as to activate the positive effects of one activity as much as possible, in this case tourism, and to minimize the harmful negative effects of this phenomenon. Tourism is an activity that connects all three dimensions of sustainable development in a specific way, and it is necessary to incorporate each of them into the plan of development of a destination. As a basis for the development of tourism, the preserved environment and the original natural environment stand out in the first place, and the tourist offer is supplemented by cultural tourism motifs, such as numerous museums, galleries, monuments, then the way of life of the domicile population that is interesting to tourists, their tradition, customs, folklore and gastronomy. On the other hand, as a part of tourism, the economic dimension stands out, whose favors and putting into the forefront may conflict with the principles of sustainability in the field of ecology and the preservation of the socio-cultural values of the destination, so often the question arises whether the relationship between economic development, i.e. the economic aspect of tourism must be in conflict with the preservation of the environment.

If the relationship between economic development and the preservation of the environment is viewed through the traditional principle of economics, surely these two dimensions are in conflict. The traditional economic approach to growth and the development of the economy is based on an expansion that does not take into account the needs of ecology and biodiversity, without considering whether the nature has sufficient carrying capacity that can withstand the rapid economic development. On the other hand, there is a concept of a market economy that conflicts in relation to economic development - the protection of the environment is viewed from the point of view of the price, so that the concept for everything has its value, the economic growth and the quality of the environment.

In order to reconcile the diversity of the two dimensions of development, economic progress from one side and the preservation of the environment on the other hand, the output must be found in the integration of economic development and environmental protection through the concept of environmentally sustainable development, which can be applied in all activities, in tourism, both globally and locally.

Due to the development of a new concept of sustainable development, a new term "ecological economy" or "green economy" has emerged that has been developed to try to change the conflicting relationship between economic development and the state of the environment in the long run. The term basically represents the synergy of economy and ecology for the purpose of sustainable development. So far, economic growth has implied the exploitation of resources, human, financial and energy, as well as the unlimited exploitation of natural resources. Current practice shows that current economic principles are supported by economic policies in the world that are in one kind of opposition to ecology, that is, an ecological movement that actively advocates the principles of green economy. This points to the fact that it is imperative to approximate, conditionally opposing sides on issues where there are touch points and common interests. The wider social community is interested in this because the awareness of the connection between socio-economic and ecological development prevails. Ecologists are increasingly interested in studying the principles of economics, which contributes to the approaching attitudes with economic theoreticians. Common interests are the approximation of economic principles and laws of the market in contributing to the activities of environmental regulation.

The concept of a green economy is very important when it comes to considering and studying the economic effects of sustainable tourism development at a destination. The objective of the receptive areas, as well as the governments of the countries that have been singled out as receptive tourism countries on the market, should in the first place be a long-term market sustainability. When it comes to market sustainability, it also refers to the preservation and protection of the environment, the enchantment of the socio - cultural identity of the local community, as well as the long - term economic sustainability of tourism, which will result in numerous positive effects per destination. Long-term market sustainability in fact implies the ability of all actors in the development of a country's tourism or destination, through the interaction, cooperation and joint action, produce and market products and services that will ensure the satisfaction and satisfaction of tourists, and hence the positive economic effects on the local economy.

The ability to sustain a long-term sustainable market must in the first place provide such a product and service that will enable the visitor to experience and experience and meet their tourist needs for which they have decided to visit a particular destination. If viewed in the long run, the ability to meet the tourist needs of visitors leads to repeated visits and attracting new visitors and tourists, which inevitably leads to an increase in tourist income. Visitors leave satisfied with destinations where the natural environment is not degraded and disturbed and where the spirit of tradition and mentality of the local population is preserved, which will positively reflect on the final economic effect of tourism in the destination itself. In this way, the relationship between visitor satisfaction and ultimate economic effects from tourism is formed, and this is the true principle of sustainable long-term development, which can reconcile the long-standing conflict in the relation economic

progress - ecology.

In addition to profitability, which emerged as a result of satisfying the tourist needs of visitors, long-term sustainability also means ensuring the quality of life of the local population, which represents the third, socio-cultural dimension of sustainable tourism development.

5. TOURISM POTENTIALS OF “GREEN INFRASTRUCTURE”

Under the green infrastructure, it is generally understood as free, open areas on the planet characterized by a distinct presence of plants, from those created by natural processes, without the participation or direct participation of man, to those who in an effort to improve the quality of urban life a man built with the desire to slow down or reverse Processes of constant degradation of the environment. Different types and shapes of green surfaces in this way have become a completely specific green network that extends over the entire land, permeating, with the exception of the ice regions and deserts almost all the spaces in which a man resides or uses them in different ways (Honey, 1999).

The interest of visitors to large forest massifs in the whole world is not only a consequence of a man's natural determination to spend his free time in an environment similar to that from which he once emerged, but also a consequence of a poor quality real environment in which they live today. Increasing the difficulty of the inhabitants that cause large areas of urbanized areas in the climate and microclimate are most felt in areas where a high degree of heating of asphalt, concrete or metal causes a biologically very stressful situation, further aggravated by lowering the content of water vapor in the air. Anyone who has walked at least once in a group of visitors through the central areas of large cities in the world, knows from experience how much in the era of summer walks the city is a precious impact of shorter or longer respiration in the city park, more valuable if the green area in which it resides is more valuable. This experienced confirmation of the importance of greenery for human nature is one of the main motives for compiling tourist marches in a form that necessarily involves visiting green areas. Sometimes they are specialized visits, whose ultimate goal is to stay and get to know natural green areas and its inhabitants, such as jungle visits, rainforests, national parks, saunas, green river edams and coastal areas, but it is more and more commonly the case By-pass visits to numerous urban and suburban green areas, excursions, forests, parks, memorial complexes, resorts, beaches and recreational areas, as well as city parks, the largest and best located or small and located in a picturesque setting Old town core. In all these cases, there are many motives for visiting. The basic ecological motive, of course, should not be understood when it comes to urban green zones, as the only one. On the contrary, in the case of a green complex in an ecologically environmentally unfavorable environment composed of materials that very accumulate heat, draining simultaneously the air, and greatly intensifying irritation processes of the visitor's organism, it is also necessary to create special ones from such incidental stations for holiday Attractive zones in which many affirmative artifacts, works of art, natural features of the space, plant and animal world can be shown during respite and rest (Anastasijević, Vratuša, 2003).

All the reasons are that, apart from the achievements of civilization and technology, history and culture, the tourist host boasts of its natural, spatial, "green" specifics. Thus, as an equal tourist destination, green areas as such are also established elements of green infrastructure, spatial contents made primarily from the elements of the living world, representatives of the first vegetable and then the animal kingdom. In most cases on the elements of green infrastructure that should become a tourist destination, certain corrective actions are necessary, which is aimed at achieving minimal comfort in the use of the area itself (Anastasijević, Bobić, 2009).

6. GOOD EXAMPLES OF SUSTAINABLE TOURISM DEVELOPMENT IN SERBIA AND EUROPE

6.1. Open air museum “Old village” Sirogojno in Serbia

The economic and demographic situation in villages across Serbia is not at a satisfactory level, it is even very bad, and because of that, the policy of the whole country is directed towards measures of popularizing rural life and introducing various incentives and benefits in order the population decide to stay or return to the village and deals with agriculture or some other activity in the rural area. One of the positive and promising ways to revitalize the village is rural tourism, which is gaining to be more massive in the last decades. The development of this type of tourism is also important for the tourist demand and for the tourist offer, for the local rural community, the rural economy, as well as for the whole country. The emphasis is placed on the sustainable development of villages and sustainable tourism in the villages. Sustainable development of villages and tourist activities in rural areas implies that the rural local economy develops in accordance with the preservation of the environment and the original nature of the rural area. It is understood that such development in the future will ensure that the visitors of the village leave satisfied with their vacation, and the hosts in this way provide funds

for further investments in the household and tourist facilities. Tourism promotes the development of the entire local community. It is not uncommon for the hosts to associate themselves with the village tourist associations and go on the market with a common offer. This step encourages the renewal of old crafts for the purpose of selling souvenirs, agricultural products are more easily placed on the market and sold, since mainly tourist offer in the countryside includes catering.

Village Sirogojno in Western Serbia is one of the best examples of sustainable development in rural area. In Sirogojno was founded the working organization of women who initiated the initiative for the formation of open-air museum "Old Village" are a good example of how the development process of a village should look. Sirogojno began to experience its tourist armor in the 1960s, when a working community of women was founded in this village. The Women's Association was initiated with the idea to facilitate the placement of woolen garments which were produced by women from Sirogojno and the surrounding villages. Sirogojno residents more than half a century ago realized that association is one of the best ways to enter the market with any product. A large number of women from Sirogojno and other villages put their wool products and clothes on market over the working organization, which made it easier to sell. In this way they acquired money and the status of women in the village has been greatly improved. In this way, they have secured their personal financial security, security for their families and gradually become equal members of society. At the beginning of the seventies, the formed working organization" started in cooperation with the Republic of Iceland. Namely, the wool was imported from Iceland, brought to Sirogojno where the skillful hands of rural women drew a number of garments from the wool, in order that as a final product, these garments would be exported back to Iceland. Soon the exports expanded throughout Europe, and Sirogojno became a specific center of the fashion industry in Serbia.

The "Old Village" museum is living museum which was founded by initiative of woman working organization and represent the way of life of one family in Zlatibor region in the end of 19th and beginning of 20th century. The development of Sirogojno can certainly be characterized as sustainable development, because the economic, ecological and cultural effects of development are intertwined in a successful way. Considering the existence of such affirmative tourist attractions in Sirogojno and its surroundings and the successful development of the tourism open-air museum launched in Sirogojno, a large number of residents decided to stay in the village and convert their households into rural households to accommodate tourists. Residents of villages that have not decided to deal with accommodation have continued to engage in agricultural production, and the museum purchases local agricultural products and uses food prepared in traditional inn within the museum. A large number of households are engaged in the cultivation of raspberries, as well as other fruit and production of local juices, which are produced, packed and sold through the museum through a standardized procedure. It is similar with meat and meat products producers, as well as milk and dairy products.

In addition to the placement of agricultural products, the development of tourism has encouraged the revitalization of traditional crafts. A large number of households that have dealt with blacksmiths and other crafts in the past are now returning to the production of traditional craft products, because these products can be sold as souvenirs. Souvenirs are sold individually, within their tourist households or via the museum. Naturally, knitting and woolen garments still occupy the first and most important place, since everything started from it.

Benefits from this development are not only in the village of Sirogojno, but also many villages located in the area, so that the principle of sustainable development has expanded to a larger area and the development of a village, actually encourages the development of others. Sirogojno is today a village with an eight-year school, an enviable number of inhabitants compared to other villages in Serbia, as well as three restaurants, a children's resort, a fruit processing and drying company, two museums, a large number of jobs, preserved original nature and a certain safe and bright future, which is definitely the main goal of sustainable development.

6.2. Region „Aldeias do Xisto“ in Portugal

In the continental part of Portugal, in the central part of the country, there is a group of 27 small villages in the rural region, which connects the same rural architecture, culture and tradition, cultural heritage, customs, the surrounding environment. A group of these villages is characterized by a specific and unusual style of building houses and other facilities. Houses and buildings in these villages are made of shingles, a kind of metamorphic wall, such as quartz and amphibole which are traditionally used in this rural mountain as building material, for building houses and other buildings. A group of these villages is based on that stone from which houses were built and were named "Aldeias do Xisto", since in the Portuguese word aldeias means a village, and the word xisto stone shale from which the buildings were built in these villages. This rural landscape of Portugal has suffered a serious demographic and economic crisis in recent decades, as a large number of the population is moving out and going to big cities, the villages remain deserted, with the majority of the population and agriculture, the culture and tradition of these specific villages are dying. At the beginning of 2000, this region of central Portugal was the subject of a European Union project for the implementation of sustainable development and sustainable tourism in order to restore and revitalize rural areas. The project was named "The Schist Villages Network Program" and is

a project of sustainable regional development, developed from the cooperation and partnership of 16 municipalities and covers 27 villages of the central region of the country.

The project began with research of every village, environment and demographic and economic characteristics, then concrete actions that were necessary for the development of this territory were defined. The project was first based on the development of rural tourism, and in fact is the overall result of improving the overall social and economic development of the region. The development of the plan encompassed the identification of the material and non-material cultural heritage that are crucial for the development of tourism and define how to include this heritage in the tourist offer and turn it into a tourism product. The program was managed by ADXTUR, a non-profit agency, created as a result of a private public partnership. The general program of the Agency's work, when it is only established, but still today, aims at the development of tourism in the function of reducing significant problems of the country's interior, such as population aging, depopulation, lack of infrastructure, poor accessibility. The development process included regular meetings and meetings with the local population and business leaders and local community authorities for education in order to better and more successful implementation of the project. Education also included meetings with owners or builders of buildings of great historical and architectural value in order to make the best solution regarding their restoration and tourist valorization. ADXTUR not only promoted expert visits to the villages, but also mutual visits of residents of a village, other surrounding villages, in order to improve their mutual cooperation, to see similarities, differences, identify problems and possible solutions.

The project started with the revitalization and restoration of old buildings, the construction of infrastructure, the arrangement and marking of the pedestrian and biking trails connecting these 27 villages. As a result of the project, several sales facilities were opened where local products are sold and provide tourist information. In this way, the problem of lack of access to the main distribution channels of local micro-agricultural producers was solved. ADXTUR has formed its own network of sales outlets and thus secured the sale of local products. Today there are 12 stores from this chain where you can buy agricultural and handicraft products, as well as souvenirs and handicrafts from the region of these villages, and some of these stores are located even in Lisbon, Barcelona and Coimbra. ADKSTUR has launched several other initiatives, such as a culinary journal, with recipes from the traditional cuisine of central Portugal, then a calendar of events and events related to the culture and traditions of this region was published.

The mountain bike trail network includes marked and marked trails, three cycling centers and complete equipment in the form of decorated info points, parking space, toilet, shower cubicle. Along this network there are stations that are arranged as bicycle services, and through each village there are well-organized paths of four levels of weight, so that in the rural ambience, bicycles can enjoy both beginners and experienced bikers.

Project promoters and ADKSTUR marketing promotion are conducted through the interaction, presence at domestic and international fairs, as well as by attracting tour operators to come to the local community and are convinced of the possibilities for investment and investment. The association currently gathers about 70 accommodation providers and 6 camp villages in these 27 villages. The basic financing of this non-profit organization which is the bearer of the project is the domains of European funds, as well as the annual membership fees of larger local business organizations and businessmen, ranging between 10 and 500 Euros, depending on the activities they are dealing with.

By implementing this project and forming the ADKSTUR Agrarian Region of Central Portugal and a group of old and abandoned villages, the opportunity has been presented to the market in the best light. The result was revitalized and revitalized villages, the population that returned to the village and continued the traditional production and life in the countryside. The result is a positive economic effect for the local community, a preserved tradition that has found its way to the market and successful valorization, as well as satisfied tourists and visitors who spend their holidays in this rural region.

7. CONCLUSION

The development of tourism cannot be viewed separately from the overall economic development, both at the level of a tourist destination or region, as well as at national and even global levels. In recent decades, tourism has grown and developed as a special activity, but due to its specificity it is highly dependent on other activities, because it cannot become without traffic, catering, trade, craft activities, communal infrastructure. It is precisely for this reason that it is very important to incorporate it into the general context of development. Considering that at the global level, but also at lower micro levels, it seeks to establish and implement the concept of sustainable development, tourism is one of the activities that is susceptible to adjusting to sustainability.

Tourism depends on the state of the environment, because it is generally known that the condition for the development of tourism in an area is preserved and the original, ungraded environment, and thus the development of tourism and environmental protection are interconnected. Therefore, planning sustainable development of tourism is very important. The basis for the planning and implementation of new projects in this field must be the full knowledge and observation of the social and ecological consequences of tourism. In order to maintain the level of environmental quality, permanent monitoring (surveillance, monitoring and monitoring system) of the impact of tourism is needed, which can prevent possible

conflicts and the possibility of the risk of environmental quality and nature caused by the use of space for tourist purposes. Consistent and continuous research is also needed, a consistent policy of development in tourism regions, wider application of ecological approach, integrated activities and participation of local communities in planning.

In addition to the concern for the preservation of the environment, as one of the dimensions of sustainable development, there is concern about the social and cultural integrity of the local community. Namely, one of the negative consequences of massive and uncontrolled development of tourism can be very detrimental to the local community itself. The process of globalization, adaptation to tourists who come to the tourist destination and around the world, development, monitoring and promotion of new trends, can significantly affect the loss of local identity of the domicile population. Also, due to the development of uncontrolled and mass tourism, there is also a need for a large amount of workforce, especially during the main tourist season, so there may be a poor exploitation of the local workforce (employers require overtime and often poorly paid work, the inability to get an annual holiday, Work only during the season due to the nature of tourism). Sustainable development should enable social and justice and to reduce, or completely prevent, the negative social and social effects that may arise as a result of the development of tourism in the local community.

In the context of sustainable development, there is a third dimension, an economic dimension of sustainability, which is not primary as the first two, but it is also very important. Namely, in order to enable further growth and development within any activity, including tourism, it is necessary to provide economic security and funds, as well as the economic well-being of the population and the local community, in order to be able to invest in the future in the sustainability and preservation And natural and cultural environments. However, care must be taken to ensure that economic interests do not become the most important and to respect the needs of the preservation of the environment and the care of the social and social progress and the life of the local community and the local population.

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