

THEORY OF SUSTAINABLE DEVELOPMENT OF TOURISM

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Abstract

One of the key issues in which tourism will rely is sustainable development, where in this direction there were made various studies on how it is experienced, how development strategies would be functionalized which is really missing in certain countries.

This assignment will explore the theoretical sides of the sustainable development of tourism for a country under various studies from different authors and organizations. Discussions about sustainable development of tourism. Then the role of tourism in economic development and also the calculation of the impact of tourism on the economy.

Keywords: *tourism; sustainable development; tourism product;*

INTRODUCTION

Some people with tourism mean only holidays, for some it can be pleasant holiday, for someone can be curative-healing purposes, for someone traveling for business, etc. However, for the hosts can be understood as providing better services to tourists, business turnover, with the aim of developing opportunities.

With tourism is understood an important sector, an industry with multiple capabilities, which has made great achievements and success. Tourism Sector is linked with and cooperates with many other sectors.

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The term sustainable tourism emerged in the early 1990s. And in 1993, the Journal of Sustainable Tourism was inaugurated. At any rate, sustainable development has been described as the "parental paradigm" of sustainable tourism (Kimura, H. 2011).

According to Lanza, A. & Pigliaru, F. (2000) ensure viable, long-term economic operations, provide socioeconomic benefits to all stakeholders that are fairly distributed – stable employment and income-earning opportunities and social services for host communities – and contribute to poverty alleviation. Studies of the relationship between tourism specialization and economic growth rates have found that small states are faster growing especially when they are highly specialized in tourism.

According to United Nations Environment Programme, (2014) on one hand, tourism yields tremendous economic positive outcomes: it is one of the world's most significant sources of economic outcomes and employment. However, tourism is a very complex industry involving numerous stakeholders (sometimes with opposite interests) and requiring significant amount of resources. As such, tourism can have very opposite effects according to the way activities are managed. Managed well, tourism can play a positive role in the socio, cultural, economical, environmental and political development of the destination and as such represents a significant development opportunity for many countries and communities. On the contrary, unchecked tourism development can lead to very damageable impacts.

According to the United Nations World Tourism Organization (UNWTO, 2014), the definition "Tourist" means a person who travels outside his or her usual residence for a period of time, with a travelling purpose that is different, with a range of various activities paid by the person in a given country. i.e. with tourism is meant the movement of human beings for the purpose recreation, entertainment, healing and expansion of cultural knowledge. According of WTO, the key to success is to identify customer needs and reach potential customers with a comprehensive personalized information (Gorica, K & Vela, F., 2007).

According by Daci, F. (2015) economic development is a very complex phenomenon, which is affected by a large number of factors that manifest different tendencies, among these turism industry. Different studies in different developing countries have found a positive relationship and the significance between tourism and economic growth.

Tourism product is a mixture of interdependent elements, although they exist as special products they complement each other to form a complex product, which is distinguished in the market in order to meet tourist needs. Joinery components are divided into basic element without which this product would not exist and complement element.

At the present stage, all development issues are urged to consider its approaches within the framework of sustainable development. Sustainable development became famous worldwide by the publication of Brundtland Report (Our Common Future) in 1987, in which Sustainable development is defined as to "meet the needs of the present without compromising the ability of future generations to meet their own needs (Kimura, H. 2011).

According to Kruk, E., et al., (2007) as sustainability principles refer to the environmental, economic, and sociocultural aspects of tourism development, sustainable mountain tourism should do the following :

- ✓ Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural resources and biodiversity.
- ✓ Respect the sociocultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to intercultural understanding and tolerance.

Tourism development should be implemented in such a way as to ensure rational use of resources to the environment, respect for cultural values, affirmation of authentic and specific values in certain areas, the spirit and tradition of a country worth for population.

According to [Staniškis, J. Arbačiauskas, V. \(2009\)](#) sustainable development is increasingly considered to be a driving strategy for development. Despite the fact that sustainability performance evaluation receives broad attention from international organizations, industrial enterprises and researchers, a lot of unanswered questions remain in this area. It is commonly agreed that the use of performance indicators is a most effective way to evaluate sustainability performance, but design/selection of sustainability performance indicators and their application wait to be explored at both national and enterprise levels until the consensus concerning the most effective performance indicator systems and methodologies for their application is achieved.

THE IMPORTANCE OF TOURISM IN ECONOMY

The World Tourism Organization defines tourists as people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.¹⁰ Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses. More authors have conclude the what is the tourism.

According to Fanell, D. & Butle, R. (2003) tourism needs for a truly interdisciplinary ethical theory to shift attention to the impact of values and interconnection with the natural world. Tourism is the sum of the phenomena and relationships that create during the travel and stay of foreign in a country which is not their permanent residence and do not practice any profit activity.

Tourism is the total interactions and phenomena that result from traveling and attitudes of the people, for the residence that region is not their permanent residence and not related to their workplace (Kaspar, C. 1991). As an engine for economic growth, tourism has been found to be resilient and associated with positive impacts in terms of generating foreign exchange earnings, creating employment and income, and stimulating domestic consumption.

Tourism is an international event that includes a combination of facts economic, political, environmental and social consequences of more complex, more controversial, which occurs with delicate ways and often unexpected. The role of tourism is increasingly recognized by governments of all countries of the world, as one of the key indicators of economic growth. Research by the World Council of Tourism and Travel clearly show the potential of tourism to recover the global economy, to reduce unemployment by helping in this way in ensuring sustainable development and poverty alleviation. The impacts of tourism are: economic, social, natural or environmental, political and cultural. Economic factors are among the most important factors affecting the growth or decline of demand for tourism. The most direct effects occur within the primary tourism sectors: restaurants, transportation, amusements, and retail trade. Through secondary effects, tourism affects most sectors of the economy. An economic impact analysis of tourism activity normally focuses on changes in sales, income, and employment in a region resulting from tourism activity.

According to Jayakumar, A. & Palaniyammal P. (2014) tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance.

Tourism contributes to increased national income, creating employment opportunities, limits the deficit gap trade, reinforces economic development in peripheral regions, intensifying the activity of enterprises of produce goods and services which complete the needs of direct or indirect of tourism.¹¹

According to Kreag, G. (2001) a goal of developing the tourism industry in a community is maximizing selected positive impacts while minimizing potential negative impacts. First, it is essential to identify the possible impacts. Tourism researchers have identified a large number of impacts. Grouping the impacts into categories shows the types of impacts that could result from developing tourism in a community. The following tables list a range of important tourism impacts in a concise format. Readers needing additional information about specific impacts should contact appropriate professionals or consult tourism texts and research papers.

¹⁰ "UNWTO technical manual: Collection of Tourism Expenditure Statistics". World Tourism Organization. 1995. p. 10. Retrieved 26 March 2009.

¹¹ "2012 Tourism Highlights". UNWTO. June 2012. Retrieved 17 June 2012.

THE CALCULATION OF THE IMPACT OF TOURISM IN ECONOMY

According to Stynes, D. (1999) multipliers represent the economic interdependencies between sectors within a particular region's economy. They vary considerably from region to region and sector to sector.

Sales multiplier The Type I = direct sales + indirect sales / direct sales

There are many different kinds of multipliers reflecting which secondary effects are included and which measure of economic activity is used (sales, income, or employment).

Sales multiplier The Type II & III = direct sales + indirect sales + induced sales / direct sales

The ratio of local final demand to tourist spending is called the capture rate.

Capture rate = local final demand / tourism spending in local area

Economic Impact of Tourism = Number of Tourists * Average Spending per Visitor * Multiplier

The economic impacts of tourism are typically estimated by some variation of the following simple formula:

According to Kreuzmann, H. Yong, Y. and Richter, J. (2011) global tourism has increased from 25 million international arrivals in 1950 to 842 million in 2006, a more than 30-fold increase, with international arrivals expected to double to 1.5 billion by 2020.

CONCLUSION

Understanding of tourism depends very much on the aspect of scholarly approach. When we talk about tourism development, economic experts agree that tourism creates many new places of work whether direct or indirect, seasonal or permanent, but certainly it should be treated as a separate sector and managed by professional staff with dignity and maximum dedication towards natural resources. However, the spontaneous development without clear strategies and quality services cannot be converted into a sustainable tool for ensuring high growth rates. There can be no progress without sustainable economic development, especially tourism development through feasibility study in the relevant area, development strategies.

With regard to the definition of sustainable development, many theorists have provided definitions of tourism in attempting to raise the value of those scientific theories.

Expansion and uncontrolled development of tourism, particularly in the last decade, is conveyed with negative consequences such as ecological, social, cultural, etc., due to the lack of a concept for sustainable development, which heavily depends on the environment of life opportunities and it serves as a basis for long-term development.

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