

TOURISM AND ENVIRONMENT

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ABSTRACT

Given that the foundations of future tourism development rely on sustainable development, it is also the basis of strategic planning for tourism development, in which geospaces play the most important role. Accordingly, the tourism industry must respect the principles of sustainability in the planning, design and implementation of travel programs. In that way, there is more and more talk about the spatial aspects of tourism development and the importance of geospaces in creating the tourist offer, and tour operators and travel agencies must create sustainable products in order to better place them on the domestic and foreign tourist market. World tourism, with its mass, also has negative consequences for the natural, social, cultural and economic environment. That is why tourism is increasingly being studied in a different way. Companies in tourism have realized that not only profit should be put in the foreground, but also how much costs the whole society and the human environment should pay due to the reckless development of tourism and all those activities related to tourism. Only in this way can we talk about a changed approach to tourism development in accordance with the concept of sustainable development. The fact is that despite previous research, we can not know for sure the size of the segment of tourist demand that speaks of ecotourism, and "parameters" that can guide us to the size and importance of this part of the market primarily for environmental protection. What can be established with certainty is that visits to the preserved environment are constantly increasing. In 1991. about 8% of domestic tourist movements in the United States were directed towards national parks (Štetić, 1997), and in 2001. 15%. That year, the Great Smokey Mountains National Park was visited by 17 million tourists, Yellowstone by 25 million and Yosemite by over 10 million tourists.

Africa's national parks are a special attraction. Kenya, which was among the first to open its reserves for tourist visits, records a total visit to this area of 2.1 million tourists, of which 1.5 million are foreigners. In addition to the already known areas, new destinations such as Antarctica are also appearing. It is certain that this type of tourist movement is conquering all parts of the geo space and that it includes an increasing number of tourists. It is certain that this type of tourist movement is conquering all parts of the geo space and that it includes an increasing number of tourists. The circle of search is expanding and the number of tourists is constantly expanding, which affects the increased interest in going to a protected unpolluted natural environment. This leads us to a new issue of tourism development, and that is the issue of sustainable tourism development in geo spaces. Given that tourism is the future development of many areas and a large number of tourist destinations, this means that special attention must be paid to tourism development planning. Many geospaces are under global or regional protection and as such should be preserved for future generations. Visitors are often unaware of their negative impact when staying in certain destinations.

Keywords: Tourism and environment, sustainable tourism, area management, consumer behavior, principles of capacity utilization.

INTRODUCTION

Natural resources have always been the basic motive drivers of tourism. Tourist movements in both domestic and foreign tourism were characterized by getting to know new places, cultures, nations. At the beginning of the development of tourism, people fled from morbid to sanotogenic areas. Today, these notions that separate developed countries with dominant morbid spaces and undeveloped countries dominated by sanotogenic spaces have changed a lot. (Vasović, & Jovičić, 1974). Considering that the foundations of the future development of tourism rely on sustainable development, it is also the basis of strategic planning for the development of tourism, in which geospaces have the most important role. Consequently, the tourism industry must respect the principles of sustainability in the planning, design and implementation of travel programs. In that way, there is more and more talk about the spatial aspects of tourism development and the importance of geospace in creating the tourist offer, and tour operators and travel agencies must create sustainable products in order to better place them on the domestic and foreign tourist market. World tourism, with its mass, also has negative consequences for the natural, social, cultural and economic environment. That is why tourism is increasingly being studied in a different way.

Companies in tourism have realized that not only profit should be put in the foreground, but also how much costs the whole society and the human environment should pay due to the reckless development of tourism and all those activities related to tourism. Tourism must be developed in such a way as to improve the quality of life of the local community, meet the expectations of tourists and preserve the quality of the environment, which is possible only if the principles of sustainability are applied through tourism. It is considered responsible and sustainable development of tourism, one that meets the needs of current tourists, tourist destinations and all participants in tourism, while preserving and increasing the possibility of using tourist resources in the future, without endangering future generations to meet their own needs. The fact is that despite previous research, we can not know for sure the size of the segment of tourist demand that speaks of eco-tourism, and "parameters" that can guide us to the size and importance of this part of the market primarily for environmental protection. What can be established with certainty is that visits to the preserved environment are constantly increasing. In 1991. about 8% of domestic tourist movements in the United States were directed towards national parks (Štetić, 1997), and in 2001. 15%. That year, the Great Smokey Mountains National Park was visited by 17 million tourists, Yellowstone by 25 million and Yosemite by over 10 million tourists. Africa's national parks are a special attraction. Kenya, which was among the first to open its reserves for tourist visits, records a total visit to this area of 2.1 million tourists, of which 1.5 million are foreigners. In addition to the already known areas, new destinations such as Antarctica are also appearing. It is certain that this type of tourist movement is conquering all parts of the geo space and that it includes an increasing number of tourists. The circle of search is expanding and the number of tourists is constantly expanding, which affects the increased interest in going to a protected unpolluted natural environment. This leads us to a new issue of tourism development, and that is the issue of sustainable tourism development in geo spaces. Given that tourism is the future development of many areas and a large number of tourist destinations, this means that special attention must be paid to tourism development planning. Visitors are often unaware of their negative impact when staying in certain destinations.

SPECIFICS OF SUSTAINABLE TOURISM

The basis of every tourist movement is the space within which there are attractions that move tourists, that is, that motivate them to travel. In recent years, the increasing orientation of tourists towards preserved areas, towards preserved natural and anthropogenic resources, and on the other hand such resources are increasingly recognized by the tourism industry as a driver of both tourism and overall development, with sustainable tourism development should prevent tourism. , ecological and sociocultural devastation of a given space because the value that resources possess is practically priceless and immeasurable. Numerous authors state the dilemma of how much it is possible to increase the space suitable for tourism development (Štetić, Šimičević, & Nicić, 2009),

ie point to the fact that not every space is adequate for tourism, that every space has limited natural and anthropogenic resources. for the development of tourism and that negative climate change in the future may affect the further reduction of areas suitable for tourism development. The World Summit in Rio de Janeiro in 1992 accepted the recommendations of the Brundtland Commission and adopted a number of documents, the most important of which is Agenda 21, which is a plan to ensure a sustainable future for the 21st century. The Convention on Climate Change, the Declaration on Environment and Development, the Convention on Biological Diversity, etc. were also adopted. (Štetić, Šimičević, & Nicić, 2009). Sustainable development is a more recent term that came to full scientific significance in 1992 in the documents of the United Nations Conference on Environment and Development, held in Rio de Janeiro. A universal definition of this term does not yet exist.

Some of the definitions used today are:

Sustainable development is development that meets current needs without risking the ability of future generations to meet their own needs (Brundtland Report, 1987).

Sustainable development is the leading process of global resource management with the intention of ensuring their sustainability and preserving natural and cultural wealth (Charter of sustainable tourism, 1995).

Sustainable tourism meets the needs of current tourists and hosts, protecting and increasing the benefits for the future (World Trade Organization [WTO], 1990).

The principles of sustainable tourism according to the World Wildlife Foundation (World Wildlife Foundation [WWF], 1992) would be as follows:

- sustainable use of resources
- reducing the change in excessive consumption and garbage disposal
- maintaining diversity
- Ensuring fairness (impartiality)
- integration of tourism and planning
- supporting the local economy
- Involvement of local communities
- consulting public opinion
- staff training
- marketing of tourist responsibility
- download research

Through sustainable development, the ecological and economic side of tourism should be reconciled, ie mass tourism should be replaced by sustainable tourism that will be oriented towards quality instead of quantity and thus will maintain positive economic effects while preserving ecological space. In order to increase the chance of a tourist destination to enable its survival through sustainable development and build an adequate position on the tourist market, in addition to the consistent application of the principles towards sustainable tourism development, additional efforts are needed. Therefore, some authors state the need to segment tourist demand and identify segments of tourists who are aware of the need to preserve the environment and act accordingly during their stay in the destination. Sustainable tourism development is based on equal respect for 5 goals:

- making economic profit
- environmental protection
- preserving social integrity
- affirmation of the cultural identity of the local community
- optimal tourist satisfaction

At the United Nations Conference in Rio de Janeiro, a new environmental strategy was adopted, and on that occasion the relevant documents were adopted: the Rio Declaration on Environment and Development, the Convention on Climate Change, the Convention on Biological Diversity, Principles on Governance, Protection and Sustainable Development and Agenda 21. The

most important conclusion of this convention is the obligation of the signatory countries to achieve "sustainable development" based on the principle of environmental protection as an integral part of development and to establish obligations for the polluter to pay the costs of pollution protection.

PROTECTED AREA MANAGEMENT

In the areas under protection, various forms of tourism can be developed that are not in conflict with sustainable development. Most often, tourist movements are realized in these areas, which are connected with the terms: sustainable tourism, eco-tourism, green tourism and the like. These terms are very often used in the literature and everyday communication as synonyms, ie the difference between them is not noticed or emphasized (Vuković, Cvijanović, & Gligić, 2008). However, it is necessary to emphasize that there is a clear and essential difference, especially when it comes to sustainable and eco-tourism. It is necessary to point out this difference in order to avoid further creating ambiguities in their application, but also in planning and implementing the development of these types of tourism. The focus of eco-tourism is the environment, ie the preserved environment that is offered to tourists as a top tourist experience, but also as a tourist product whose integral part are the tourists themselves who are aware of the value of such a product and who will contribute with their actions and experience. its overall protection. There are numerous definitions of eco-tourism that position it as part of sustainable tourism aimed at preserving the environment. If we remember the definition of sustainable tourism according to which sustainable tourism is aimed at preserving existing resources for future generations through respect for the principles of economic, environmental and socio-cultural development, it is clear that sustainable tourism is not only applicable to eco-tourism but to all forms of tourism. The purpose of sustainable tourism development is to ensure sustainability within the tourism development of certain areas, regardless of their characteristics and to apply the principle of sustainability to all types of tourism activities, business operations and project management. It ensures the sustainability of both natural and anthropogenic resources. Accordingly, the notion of eco-tourism is a far narrower notion than the notion of sustainable tourism. Back in 1985, the American Ecotourism Association defined ecotourism as "tourism that develops in regions that are not disturbed by people and that should contribute to the preservation of nature and the well-being of the local population." Štetić defines eco-tourism as "ecologically responsible travel and visits to relatively preserved areas, in order to enjoy nature with the improvement of nature protection, small negative impact of visitors and useful active impact on the local population" (Štetić, 2007). Todorović and Štetić They describe eco-tourism as "a form of tourism in which ecologically conscious individuals and groups participate, who by their actions on the environment try to reduce the effects created by mass tourism" (Todorović, & Štetić, 2009). The International Ecotourism Association (TIES) has defined eco-tourism as "responsible travel to natural areas where the environment is preserved and the well-being of the local population is improved". Taking into account all the above definitions, it is possible to derive a collective definition that will clearly indicate the characteristics of eco-tourism and its relationship to nature, which would be - eco-tourism is a form of tourism towards preserved parts of nature and cultural values in which the individual takes an active part in protection. that space, in order to personally upgrade the individual, preserve the environment and the well-being of the local community (International Ecotourism Association [TIES], 2021).

VISITOR BEHAVIOR MANAGEMENT IN PROTECTED AREAS

The term visitor management must be treated strategically, because it is very important in the field of protected area management, with a very rapid growth in the number of visitors. It is important for the protected area to know precisely that the management of visitors leads to increased participation of tourists as well as raising their awareness regarding the protection of natural and cultural features of the area in which they reside. The concept of sustainable development of visitors includes tourists and strategies related to tourist destinations and maintaining a quality experience for current and future visitors. It is very important to keep in mind not only the influence of tourists during their stay, but also their interest in preserving these

destinations. Visitor management in protected areas around the world developed in the second half of the 20th century. The increase in the number of visits to protected areas and the strengthening of the ecological concept of the importance of a healthy environment, stimulated the authorities in countries around the world to take responsibility for the mass expansion of the system of protected goods. The importance of the so-called carrying capacity as a framework for the first management of visitors in the park. Since protected areas have a multiple role for human society: ecological, social, economic, cultural, the concept of carrying capacity was limited by the simple question: "How much is too much? If we want to properly direct the management of visitors, we must take into account the following:

- Who are the visitors to the protected areas?
- What are the motivations, needs and travel habits of visitors?
- Number of visitors and their consumption?
- What are the limitations of the area and what is the carrying capacity?
- Who manages this area and why?
- What should be allowed and what is forbidden?

The listed issues are only a part of what should be taken into account when creating proper management of visitors in such sensitive areas. What is also very important is the good connection of all actors in the process of development and use of space. This means that a special link must be created between local communities, shareholders, attraction managers and visitors. There are various techniques and methods to properly manage the development of space and visitors, including: selective marketing, strategic information, implementation of regulations, space assessment, financing, etc. Since this is a very important process, we leave it for another paper in which we will describe them in detail.

RESEARCH VISITOR BEHAVIOR IN RELATION TO SPACE

In the modern development of tourism, we must take into account the complete understanding of the origin of natural heritage and its preservation. The needs for conservation of natural resources and biodiversity are growing, as well as the perception of the connection between tourism-geography-geology-biology-culture and economy through the development of geo space, and its valorization in tourism. That is why considering the profile of tourists, and especially ecotourists, is very important, considering the inclusion of geospace in the tourist offer. Tourists who are aware of the need for sustainable development are clientele with higher education, higher payment opportunities, most often individual tourists who talk about their travels, make records and movies ... and often have public appearances. That is why they are a very important segment in the business of tourism companies. With this in mind, the National Geographic launched a research related to tourism in 2002 and the introduction of the new term "geotourism", linking it to the motivation of travelers in tourist movements. In this research, the National Geography in collaboration with the TIA (Travel Industry Association of America) published a study entitled "The Geotourism study" in 2002. This study initially dealt with research on sustainable development and tourism, tourist motivation and their movement according to the preserved nature, as well as the importance of space for the formation of a special form of tourism called geotourism) which were conducted on the American market were investigated:

- attitudes about satisfaction and experiences on trips outside the place of permanent residence special preferences for specific types of travel and experiences
- examining the importance of various aspects of travel (vacation)
- their way of life and activities in the place and region in which they live
- attitudes related to culture, preservation of the environment and cultural and historical heritage attitudes related to tourism related to the place of permanent residence.

Through detailed survey questionnaires with about 150 questions, a profile of 8 groups was created that were found to be interested in travel related to geotourism. The attitudes of these groups can be used according to their preferences and characteristics of the space we want to

include in tourism development. According to TIA research, the most interesting for the development of geotourism are three groups called: "geo aware", "urban profiled", "good citizens". These groups together make up a third of tourist demand and are characterized by similar income levels, frequent travel, but still each one of them has its own special geotourism profile. Their attitudes are extremely affirmative when it comes to preserving space and heritage, authenticity of space, they have a strong desire to learn about new cultures and customs, indigenous cuisine and other elements that spaces that have not yet been devastated have comparative advantages in the tourism market. In addition to these groups, there are five other groups:

- traditionalists (mostly older travelers, average income, propensity for group travel)
- those who want to travel (they are the most numerous and they would travel more if they had financial possibilities. This group mostly consists of students, younger parents and pensioners from rural areas).
- indifferent (a group that is inert and has little interest in traveling, but still travels. 'Locals' - mostly residents of rural areas, travel locally and at shorter distances)
- hedonists (travelers whose only and most important goal is to please themselves on the trip, advocate somewhat extreme attitudes).

Previous research was a pioneering step towards the introduction of new types of tourism in the tourism market, using existing resources and preserved spaces. In this way, it contributes to knowledge about the importance of sustainable tourism development through all aspects of tourism business.

SUSTAINABLE TOURIST DEVELOPMENT CAPACITIES

The overall sustainability of tourism is directly related to achieving a balance between the type and scope of tourism activities and the capacity of natural and created resources in the tourist destination. The size of the carrying capacity is crucial for the sustainable development of tourism. The carrying capacity of a tourist destination consists of spatial, biological, social and psychological aspects of the environment and their maximum use without causing negative consequences for resources, reducing consumer satisfaction or causing opposite effects in relation to society, economy and culture of one destination. The World Tourism Organization has defined three levels at which capacity can be assessed, namely: ecological capacity, psychological capacity and socio-cultural capacity.

ecological capacity implies the maximum degree of tourist use of space, without ecological degradation; psychological capacity represents the maximum degree of use of space, from the point of view of the number of tourists, their activities and built facilities, without a decline in the quality of tourist experiences; socio-cultural capacity implies the maximum possible development of tourism, including the number of tourists, their activities, capacity building and infrastructure, which will not disrupt the way of life, culture and tradition of the domicile population.

Considering the basic principles and principles of sustainable development, we can classify them into 6 principles, as follows:

- Environmental quality,
- future,
- quality of life,
- fairness,
- precaution,
- comprehensiveness.

The development of tourism is significantly more than in other activities conditioned by the quality of the environment, its natural and cultural values and features, because the degree of preservation and attractiveness of the environment directly reflects on the possibility of tourism development in a given area. The concept of maximum capacity of the area, proposed by the World Tourism Organization, can refer to the planning of standards for providing statistical measurements to assess the number of visitors in relation to the desired image, level of economic development, land area, infrastructure needs, necessary service support for the population, and

capacity of existing and development sites in accordance with the stated goals for environmental protection. This is important to point out since the market alone cannot control the potential congestion of the area. The concept of the carrying capacity of an area is an attempt to identify, in measurable terms, the number of visitors and the degree of development that can occur, with effective management, in order to reduce the harmful effects on natural resources and the local population. These guidelines will take into account the principles of "limit capacity of the area" for the areas observed and where the area is built in the initial phase of expansion, in order to prevent future problems in tourist arrival zones, transit zones and destination zones. In this way, it should be possible for the authorities to plan in advance in order to avoid future problems of congestion in the area, especially during the tourist season. As estimates of border capacities differ with regard to the types of tourism, it is obvious that the carrying capacities cannot be determined equally for all areas. Rural tourism, compared to other types of tourism, is less visited by the area, but with a wide grouping and interest (Štetić, 2009). This type of tourism is applicable to rural households, katuns, and rural areas, and is a combination of tourist accommodation, catering and agriculture, which is generally characterized by a combination of self-sufficiency and camping, including accommodation in rural areas, so in these parts of the space it is valorized:

Areas of very low attendance in areas where contact with untouched nature is the essence - attendance of a maximum of fifty people per hectare per day.

Individual rural area: low attendance of the area, for individuals or small groups for picnics, camping, walking, hiking, cycling, wildlife observation, swimming and boating on lakes, kayaking and rafting on rivers, sports for small groups of cocoa is golf - attendance from five to fifty people per hectare per day. This type of tourism is intended for individuals, families or small groups who need rest and recovery, with a length of stay of 5-7 days. Accommodation is provided in households, small hotels and camps. This type of tourism can include tourism in protected national parks, educational tourism, eco-tourism, fishing tourism and religious tourism, excursions and the like.

Organized rural tourism where the average attendance, for organized groups of recreationists - picnics, camping and other group participation - with attendance from 50 to 300 people per hectare per day. This type of tourism usually includes group excursions, groups for organized sports events, youth and educational tourism and these are mostly daily visits.

Mountain tourism for winter sports depends on the capacity of the slopes and areas for Nordic skiing. There are no set standards, but it measures about 100 skiers, snowboarders per hectare of slopes and trails.

Tourism in historic cities: capacity refers to the number of tourists in relation to the total population. The generally accepted rate is 2-4 tourist beds per 100 inhabitants.

Rural cultural monuments and natural treasures: such as prehistoric caves, archeological sites, preserved Katun mountain villages. Religious buildings and structures are the most sensitive, because the natural environment is also part of these attractions. Strict principles of preservation and limit capacity of the area must be defined here.

PRINCIPLES AND GUIDELINES FOR MEASURING THE FACILITY OF TOURIST DESTINATIONS

The basic assumption is that the carrying capacity of tourist destinations will be effective at the threshold level when, in statistical terms, a certain number of visitors can visit one place at any time of the season or during the year, without compromising image and attractiveness or environmental damage. The balance of statistically measurable total capacities (accommodation, infrastructure, economic benefits, environmental statistics) and immeasurable impacts (cultural tradition, psychological impact on visitors) should be considered in accordance with local conditions, type and customs of the tourist and the constraint actual use of space. Future construction and revision of urban plans at the local and national level will be required to more precisely define and confirm the carrying capacity of a given area, taking into account the reduction of opportunities for unsustainable use. Common measurement techniques and methods include:

- Absolute units of measurement for balancing accommodation, transport and communal capacities;
- Density zones for number measurement persons who can be accommodated per hectare in a certain area and for various activities and changing local circumstances;
- Relationship between local population and number of tourists: For example, this relationship can be defined as the ratio of tourist beds to permanent residents. It is also used to compare traffic density at one location relative to another. In addition to the experience factor, this guideline is useful for establishing acceptable capacity levels.

Capacity threshold / limit analysis: this concept refers to the maximum number of visitors that can be present in one area, without the need to establish new supply resources (electricity, water, etc.). Capacity threshold = number of visitors necessary to achieve economic goals. Capacity threshold = Available resources for supply (electricity, water, utilities) / Consumption per day - per person

Immeasurable criteria: According to the UNWTO analysis, environmental and cultural impact, or psychological impact on consequences is practically immeasurable and subject to further research, but can be used as a significant value in cost-effectiveness analysis, which is necessary to determine financial and economic cost conditions and benefits for tourists, investors and the community. The conceptual approach provided by the World Tourism Organization (UNWTO) for sustainable development has in mind:

Minimize and mitigate the negative effects for: (tourists - in terms of the quality of attractions, as well as dissatisfaction with their expectations, the local population in terms of overuse of infrastructure and resources, irreparable damage to cultural traditions and the environment, imbalance between building and preserving the area.

Expected positive impact: (For tourists: various opportunities to use free time and expand knowledge, for the local population: modernization of existing infrastructure, training centers and hospitals; creating employment opportunities throughout the year; income from renting private rooms to seasonal workers; access to and use of all facilities and services, participation in economic development (small and medium enterprises), and collection of necessary funds for the preservation of natural resources and cultural monuments.

Support for the development of new tourist destinations and products is not limited to providing financial development initiatives, but also to a diverse infrastructure of small and medium enterprises for tourist accommodation, improving transport and utility infrastructure, providing a tinge brand at the national level and improving management. The proposed criteria for controlling optimal capacity should be measurable in absolute and experiential terms (such as environmental impact and cultural tradition, etc.). When building accommodation, it is important that hotels with 7 to 100 rooms must have limited space. Built area for hotels (public spaces for bedrooms and services / communication) depending on the quality of the hotel varies from 15 m² per person to 35 m², while the average European gross area for apartments and villas ranges from 32 m² in a studio apartment in winter resorts up to 150 m² for three-bedroom Swiss-style mountain villas. The average store has an area of 100 m², and the average standard for planning stores in the destination is 0.67 m² per tourist. The construction area for restaurants ranges from 2 to 4 m² per tourist, depending on the quality of the facility. In hotels with accompanying facilities for rest and recreation, 0.25 m² should be planned for an indoor entertainment facility per tourist. Open spaces for recreation and green areas in these hotels should be from 5 to 15 m² per bed, and the total occupancy should be in the range of 60 to 100 beds per hectare.

Access to the parking lot depends on whether it is for buses or cars. In typical hotels with accompanying facilities for rest and recreation, the average is one parking space per bedroom, with roads and service spaces for access to the parking lot, and is measured from 5 to 25 percent the total construction of the site (daily visitors must be taken into account). Water supply - The minimum demand for water varies significantly depending on the type of arrangement and climate. Daily consumption per tourist in these hotels has a range of 50 to 300 liters per person per day plus the need for artificial snow during the winter season, if necessary. Ski lift systems and their

construction capacity are calculated in relation to the number of people who can be transported by lifts in one hour (technical capacity) with the number of residents. In this way, we also get data on the impact on the local population (in Tyrol, Austria, this parameter ranges from 0.59 to 5.32, depending on the location). Preserved settlements in autochthonous style:

- Physically. A more acceptable level of visible impact: the point at which environmental damage occurs; the need to preserve rich biodiversity;
- Economic: Structure and number of tourists that provide maximum economic benefit; the level of employment appropriate to the local community;
- Social and cultural: The extent of tourism that can be absorbed without adverse effects on the social / cultural life of the community;
- Availability of resources: Availability of public utilities (water supply, electricity supply, etc.); accessibility by means of transport;
- availability of other essential facilities such as training centers, hospitals, etc.
- Tourist image / product:
- Physical: climatic conditions (seasonal and target markets), attractiveness of cities and suitability of landscapes; quality of tourist accommodation and attractions;
- Economic: vacation costs - price competitiveness in relation to value;
- Social and cultural: interests and aspirations of the local community; quality of local crafts; the uniqueness of the festival and gastronomic offer of local biofood products and beverages;
- Resources: standards of transportation, infrastructure, and tourism services, including marketing, sales, and guide services (Visit Montenegro, 2021).

CONCLUSIONS

Tourism cannot be economically sustainable if it endangers nature, culture and the economy and has a negative impact on the development of the local community. It is considered responsible and sustainable development of tourism, one that meets the needs of current tourists, tourist destinations and all participants in tourism, while preserving and increasing the possibility of using tourist resources in the future, without endangering future generations to meet their own needs. In recent years, the increasing orientation of tourists towards preserved areas, towards preserved natural and anthropogenic resources, and on the other hand such resources are increasingly recognized by the tourism industry as a driver of both tourism and overall development, with sustainable tourism development should prevent tourism, ecological and socio-cultural devastation of a given space because the value that resources have is practically priceless and immeasurable. In that way, it will maintain positive economic effects while at the same time ecologically preserving the space.

In order to increase the chance of a tourist destination to enable its survival through sustainable development and build an adequate position in the tourism market, in addition to consistent application of the principles of sustainable tourism development, additional efforts are needed. In modern tourism development we must take into account the full understanding of natural heritage and its preservation. The needs for conservation of natural resources and biodiversity are growing, as well as the perception of the connection between tourism-geography-geology-biology-culture and economy through the development of geo space, and its valorization in tourism. The concept of maximum capacity of the area, proposed by the World Tourism Organization, can refer to the planning of standards for providing statistical measurements to assess the number of visitors in relation to the desired image, level of economic development, land area, infrastructure needs, necessary service support for the population, and capacity of existing and development sites in accordance with the stated goals for environmental protection.

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