

UTICAJ TURIZMA NA ŽIVOTNU SREDINU

INFLUENCE OF TOURISM ON THE ENVIRONMENT

Momir Lazarević

Univerzitet u Istočnom Sarajevu, Ekonomski fakultet Pale, **Bosna i Hercegovina**
University of East Sarajevo, Faculty of Economics Pale, **Bosnia and Herzegovina**

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UVOD

Turizam je više zavistan od sredine nego bilo koja druga grana privrede. Životna sredina i turizam čine nedjeljivu cjelinu. Savremeni turizam zahtjeva značajna prostranstva izvorne ili dobro zaštićene životne sredine, jer se samo na takvim prostorima može planski razvijati i donositi ekonomske i društvene koristi i stanovništvu (receptiva) i turistima (inicijativa). Nauka i operativa zapotrebe turizma uvažava niz pozitivnih odnosa prema životnoj sredini, jer su neki njeni elementi posebn turističke vrijednosti. Za potrebe turizma ističe se potreba uvažavanja načela aktivne zaštite životne sredine, jer je uvek bolje planirati nego sanirati negativne posljedice.

Sve veća zainteresovanost zemalja u svijetu za razvoj turističkog sektora se prije svega objašnjava činjenicom da razvoj turizma proizvodi brojne pozitivne ekonomske efekte (na društveni proizvod i nacionalni dohodak i njihovu teritorijalnu preraspodjelu, na djelatnosti turističke privrede, na zaposlenost stanovništva, na platni bilans i druge) te da se turizam može iskoristiti kao faktor bržeg privrednog razvoja. U drugoj polovini XX vijeka je u mnogim turističkim zemljama bio primjenjivan koncept razvoja turizma koji je vodio računa isključivo o ostvarenju ekonomskih ciljeva razvoja turizma koji se zapravo svode na ostvarivanje što većeg profita. Međutim, iako i danas ostvarenje ekonomskih interesa ima prioritet, mnoge zemlje su počele da sve više obraćaju pažnju I na ekološke interese destinacija.

INTRODUCTION

Tourism is more dependent on the environment than any other economic sector. Environment and tourism make an integral whole. Modern tourism demands a significant expanse of original or well protected environment, because only in those areas it can be systematically developed to create economic and social benefits for the inhabitants (receptive) and tourists (initiative). For the needs of the tourism, science and its practical application acknowledge a number of positive attitudes towards the environment, because some of its elements have significant tourist values. The need to respect the principle of active protection of the environment must be highlighted, because it is always better to plan ahead than to rehabilitate negative consequences.

The growing interest of countries for the development of the tourism sector is primarily explained by the fact that the development of tourism produces a number of positive economic effects (it influences gross national product, national income and their territorial redistribution, activities of the tourism industry, employment of the population, balance of payments and other) and that tourism can be used as a factor to accelerate economic growth. In the second half of the twentieth century, a concept of tourism development that concentrated only on achieving economic goals, that is, a concept reduced to achieving maximal profits, was applied in many tourist countries. However, although the achievement of economic interests is a priority even today, many countries have begun to pay more attention to the environmental interests of destinations.

UTICAJ TURIZMA NA ŽIVOTNU SREDINU

Međunarodni turizam u čitavom periodu nakon Drugog svjetskog rata bilježi izuzetno povoljnu dinamiku razvoja odnosno kontinuirani godišnji rast. Prema najnovijim podacima Svjetske turističke organizacije (World Tourism Organization - WTO)¹ u 2007. godini je u međunarodnom turizmu učestvovalo čak 898 miliona turista, a ostvarena je godišnja stopa rasta od 6,50 % u periodu od 1950. godine do 2007. godine. Procjene Svjetske turističke organizacije su da bi do 2020. godine broj turista koji učestvuju u međunarodnom turizmu mogao da iznosi čak i 1,6 milijardi.²

Ovako dinamičan razvoj turističke industrije ima brojne pozitivne, ali i negativne efekte na razvoj turističkih destinacija. Turizam je više zavistan od sredine nego bilo koja druga djelatnost, jer samo čista i nezagađena životna sredina može biti osnova za uspješno bavljenje turizmom. Takođe, turizam je i glavni korisnik sredine jer se skoro sve aktivnosti turista (bilo da je u pitanju šetnja, ronjenje, ribolov i druge) zasnivaju na korišćenju sredine i svakako značajno utiču na nju.

Pod uticajem turizma dolazi do transformacije prostora koja može biti pozitivna i negativna. U vezi sa tim se u literaturi najčešće pominju kao pozitivni efekti turizma u prostoru: obnavljanje i restauracija postojećih istorijskih mjesta, zgrada i spomenika, transformacija postojećih starih zgrada i mjesta u turističke objekte, zaštita prirodnih resursa, donošenje raznih administrativnih i planskih mjera za zaštitu pojedinih prostora, unaprijeđenje dostupnosti prostora kao i stvaranje novih turističkih prostora, izgrađivanje svijesti o životnoj sredini i drugi.³

Isto tako, pominju se i sledeći negativni efekti uticajaturizmana sredinu: zagađenje prostora usljed izgradnje turističkih objekata i opreme, zagađenje vazduha, vode, zemljišta, vazdušno zagađenje, smanjenje prirodnih poljoprivrednih površina, uništavanje flore i

INFLUENCE OF THE TOURISM ON THE ENVIRONMENT

International tourism in the whole period after The World War II records extremely favourable dynamics of development, that is, continuous annual growth. According to the latest data from the World Tourism Organisation (WTO)¹, 898 million tourists participated in the international tourism in 2007 and annual growth rate of 6.50% in the period from 1950 to 2007 was achieved. According to estimate by the World Tourism Organisation, the number of tourists who participate in international tourism could reach 1.6 billion by 2020.²

Such a dynamic development of tourism industry has a number of positive and negative effects on the development of tourist destinations. Tourism is more dependent on the environment than any other activity, because only a clean and unpolluted environment can be a good base for successful tourism. Also, tourism is the main user of the environment because almost all tourist activities (walking, diving, fishing and others) are based on the use of environment and certainly have a significant impact on it.

Under the influence of tourism, the environmental area is transformed, which can be positive or negative. In this regard, the literature most frequently mentions these positive effects of tourism on the area: the renovation and restoration of existing historical sites, buildings and monuments, the transformation of the existing old buildings and places into tourist facilities, the protection of natural resources, the adoption of various administrative and planned measures for the protection of certain areas, the improvement of the availability of space and the creation of new tourist space, the building of awareness about the environment and other.³

Similarly, the following negative effects of the impact of tourism on the environment are mentioned: the pollution of the area due to the construction of tourist facilities and equipment, the pollution of air, water and soil, the reduction of natural agricultural land, the destruction of flora and fauna, the degradation

¹<http://media.unwto.org/>

²Ogorelc, A. (2001): Međunarodni turizam, Ekonomsko poslovna fakulteta Univerze v Mariboru, Maribor

³Prof. dr Dragan Bataveljić: Značaj i uticaj turizma na privredu Republike Srbije

faune, degradacija pejzaža i kulturno-istorijskih spomenika, zakrčavanje prostora, geološki oblici degradacije, prostorna redistribucija stanovništva i banalizacija prostora.

Dakle, razvoj turizma ima negativan uticaj na prostor u smislu njegovog uništavanja te se tako turizam često pominje i kao “Žderač prostora”.

Time se zapravo ukazuje na opasnost da nekontrolisani razvoj turizma može da dovede do uništavanja životne sredine, a da sa druge strane i tako narušena životna sredina negativno utiče na razvoj turizma. Dakle, preduslov za razvoj turizma je prije svega, kvalitetno i očuvano okruženje odnosno zdrava životna sredina.

VODA

Voda, posebno voda za piće, je jedna od najkritičnijih prirodnih resursa. Industrija turizma uglavnom pretjerano koristi resurs vode za svoje hotele, bazene, terene za golf, za upotrebu turista itd. Ovo možeda dovede do nedostatka vode. U sušnim područjima kao što je Mediteran, nedostatak vode je primjetan. Zbog tople mediteranske klime iobičaja turista da konzumiraju više vode na odmoru nego kod kuće, količina potrošene vode može da poraste do 440 litara dnevno. To je skoro duplo nego što stanovnici španskih gradova potroše.

Održavanje terena za golf zahtjeva veliku količinu čiste vode. U skorije vreme golf turizam je postao veoma popularan i broj golf terena se brzo povećava. Golf tereni zahtjevaju izuzetno velike količine vodesvekoga dana, ovo pretjerano korišćenje vode može da dovede do nestašice vode. Ako se voda dovodi iz bunara, pretjerano crpljenje može da dovede do urušavanja zemljišta. Da situacija bude još gora golf tereni se sve više prave na mjestima gdje je resurs vode ograničen ili blizu zaštićenjih područja pa njihov uticaj još veći. Za primjer možemo da pogledamo terene u tropskoj zemlji Tajland, koji troše oko 1500kg đubriva, pesticida, herbicida i koriste vodu kao 60,000 ljudi u toj zemlji.

of the landscape, cultural and historical monuments, overcrowding of space, various geological forms of degradation, the spatial redistribution of the population and banalisation of space.

Therefore, the development of tourism has a negative impact on the environment in terms of its destruction, so tourism is often referred to as “eater of space.”

This fact points to the dangers of uncontrolled tourism development that could lead to the destruction of the environment on one hand, and on the other hand, the environment degraded in such manner would negatively affect the development of tourism. Therefore, a prerequisite for the development of tourism is, first of all, good quality of environment and preserved environment, that is, a healthy environment.

WATER

Water, especially potable water, is one of the most essential natural resources. Tourism industry excessively uses water for hotels, swimming pools, golf courses, for the use of tourists, etc. This can lead to water shortage. In dry regions, such as the Mediterranean, the water shortage is noticeable. Because of the warm Mediterranean climate and habit of tourists to consume more water on holiday than at home, the amount of water consumed can reach 440 litres per day. This is almost double the amount inhabitants of Spanish cities consume.

Maintenance of a golf course requires a large amount of clean water. Recently, golf tourism has become very popular and the number of golf courses is rapidly increasing. Golf courses require very large amounts of water every day and this excessive use of water can lead to water shortages. If the water is supplied from wells, excessive pumping may lead to the land slides. To make things worse, golf courses are being built more and more in places where the water resource is limited or close to protected areas, thus making their impact even greater. For example, we can look at golf courses in tropical country Thailand, which consume about 1500 kg of fertilizer, pesticides, herbicides and use an amount of water equal to the one that 60,000 people in that country consume.



Golf tereni na Tajlandu



Golf courses in Thailand

VAZDUH

Čist vazduh je bio i ostao jedan od najvažnijih elemenata prvobitne ponude turističkih i izletičkih odredišta. Neka od danas velikih i poznatih alpskih turističkih mjesta, poput Davosa i Arose, nekad su bila klimatska lječilišta. To važi i za mnoga druga turistička mjesta u područjima bogatim šumom ili na moru. Nova medicinska istraživanja došla su do rezultata da boravak u visinama ne djeluje simulativno samo na sportiste nego i na "obične" turiste.

Danas čist i zdrav vazduh, doduše, više nije, kao nekada, glavni razlog za boravak u određenom mjestu, ali je za mnoge goste i dalje važan faktor pri izboru odredišta. Do zagađenja vazduha dolazi usljed zagađivanja prostorija, ispuštanja štetnih gasova iz automobila i drugi prevoznih sredstava, prevelikih količina CO₂ itd.

AIR

Clean air has been one of the most important elements of the original offer of tourist and excursion destinations. Some of today's largest and most renowned Alpine tourist resorts, such as Davos and Arosa, used to be health resorts. This is true for many other tourist destination in areas rich with woods or seaside areas. The results of new medical research conclude that staying in high altitude areas doesn't have a stimulative effect only on athletes but also on 'ordinary' tourists.

However, today clean and healthy air is no longer the main reason for spending time in a certain place as before, but for many guests, it is still an important factor in the choice of destination. Air is getting polluted due to the heating of rooms, the emissions of harmful gases from cars and other means of transport, excessive amounts of CO₂, etc.



KRAJOLIK

Krajolik jeste i ostaje jedan od najvažnijih, a mnogi kažu čak i najvažniji element turističke ponude. Mnoga istraživanja potvrđuju da gosti najviši prioritet daju krajoliku kako pri izboru destinacije tako i pri vrijednovanju. Neki krajolici mogu pridonijeti funkciji odmora i stvaranju vrijednosti, samo ako ga turisti doživljavaju lijepim. Postoje tri osnovna tipa krajolika: prirodni, prirodni bliski kultivirani krajolici i civilizacijski, preoblikovani tehnikom i industrijom. Međutim ljudi malo obraćaju pažnju na krhkost i nepopravljivost krajolika i koliko se štete po okolinu turizam može da ima. Najvažniji faktori turizma na krajolik su: trošenje zemljišta i nagrđivanje krajolika.



LOKALNI RESURSI

Turizam može da izazove veliki pritisak na lokalne resurse kao što su : energija, hrana i druge sirovematerijale koji su već u nedostatku. Zbog toga što je turizam uglavnom sezonskog tipa. Mnoga mjesta se suočavaju sa višestruko većom populacijom tokom turističke sezone nego van sezone.⁴

DEGRADACIJA ZEMLJIŠTA

Začajni resursi koje koristi industrija turizma uključuju : minerale , fosilna goriva , plodno zemljište , šume,močvare i životinjski svijet . Povećanje izgradnje

⁴<http://www.bhtourism.ba/loc/>

LANDSCAPE

The landscape is and will be one of the most important, and many say even the most important element of the tourist offer. A lot of studies confirm that guests give the highest priority to the landscape, when choosing a destination and assessing its value. Some landscapes can contribute to the function of vacation and creation of value, only if tourists perceive them as beautiful. There are three basic types of landscapes: natural landscapes, cultivated landscapes close to nature and civilised landscapes, transformed by technology and industry. However, people pay little attention to the fragility and irreparable nature of the landscapes, and the amount of damage tourism can cause to the environment. The most important effects of tourism on the landscape are: the depletion of land and distortion of the landscape.



LOCAL RESOURCES

Tourism can create a great pressure on local resources, such as energy, food and other raw materials which are already in short supply. Because tourism is mostly seasonal, many places have several times higher population during the tourist season than out of season.⁴

LAND DEGRADATION

Important resources used by the tourism industry include: minerals, fossil fuels, fertile land, forests, wetlands and wildlife. The increase of the construction of facilities

objekata za turizam i rekreaciju dovode do povećanog pritiska na te resurse i na izgled predjela. Direktni uticaj na prirodne resurse, bili oni obnovljivi ili neobnovljivi, u svrhu snadbjevanja turističkih objekata mogu da nastanu korišćenjem zemljišta za smeštaj turista i drugih infrastrukturnih objekata kao i korišćenje materijala za njihovu izgradnju.

FLORA I FAUNA

Flora (biljni svijet) i fauna (životinjski svijet) kao karakteristični sastavni dijelovi krajolika imaju veliko značenje za slobodno vrijeme i turizam. Ako pomislimo na šumu, onda vegetacija nema samo rekreacijsku, nego i zaštitnu ulogu, kojoj posebno u planinskom prostoru, pripada središnje značenje. Ne treba zanemariti ni proizvodnu funkciju (drvo, energija, ljekovito bilje...). Veliko značenje faune za turizam sastoji se u tome što životinje u mnogim krajevima predstavljaju glavnu atrakciju za turiste. To se najbolje vidi kod safarija. Ili ribe za ronioce na Maldivima ili svisci i divokoze za planine u Alpama. Industrija turizma i slobodno vrijeme na floru i faunu djeluje, s jedne strane, izgradnjom infrastrukture, a s druge strane, aktivnostima specifičnim za turizam i slobodno vrijeme. Sve aktivnosti koje se odvijaju u prirodi imaju uticaj na floru i faunu. Neke od aktivnosti koje utiču na floru i faunu jesu: alpsko skijanje, spotrovi na vodi, paragliding te sezonski sportovi.

for tourism and recreation lead to increase of pressure on these resources and the appearance of the area. A direct impact on natural resources, whether they are renewable or non-renewable, for the purpose of supply of tourist facilities, is made by using the land for tourist accommodation and other infrastructure, as well as by using materials for their construction.

FLORA AND FAUNA

Flora (vegetation) and fauna (wildlife), as typical components of landscape, are of great importance for leisure and tourism. If we think of the forests, then vegetation does not only have recreational, but also a protective role, which is essential especially in the mountain area. We should not neglect the productive function either (wood, energy, medicinal plants...). Great significance of fauna for tourism lies in the fact that animals are the main attraction for tourists in many regions. This is most obvious with safari, or the fish for the divers in the Maldives, or fireflies and mountain goats in the Alps. Tourism and leisure activities have an effect on flora and fauna, on one hand by building infrastructure, and on the other, through the activities specific for tourism and leisure. All activities that take place in nature have an impact on flora and fauna. Some of the activities that affect flora and fauna are: alpine skiing, water sports, paragliding, as well as seasonal sports.



KLIMA

Kod klime i klimatskih promjena radi se o globalnom fenomenu. Savremena definicija klime je opisuje kao dinamički sistem u kome učestvuju i jedni na druge djeluju : atmosfera, okeani, ledeni i snježni pokrivač, procesi na tlu (litosfera) i biosfera uključujući čovjeka . Naravno svaki od ovih učesnika ima svoje zakone i dinamiku na koje vrše uticaj druge komponente i tako ih mijenjaju . U vazdušnom i drumskom saobraćaju nastaje najveći dio emisija koje utiču na klimu, a izazvane su turizmom. Svjedoci smo da se globalna klima menja. Većina promjena se može pripisati uticaju ljudskih aktivnosti; istovremeno u povećanju emisije ugljen-dioksida i drugih gasova i stvaranju efekta “staklene bašte“, kao i u uticaju na smanjenje kapaciteta prirodne sredine da apsorbuje stvoreni ugljen-dioksid. Turističke aktivnosti značajno doprinose globalnoj proizvodnji ugljen-dioksida, kroz saobraćaj, grijanje, hlađenje i ostale oblike trošenja energije. Ova industrija je takođe i značajno pogođena klimatskim promjenama, globalno i lokalno. Prilagođavanje mogućim promjenama i smanjivanje doprinosa turizma klimatskim promjenama, predstavljaju glavnu brigu za turističku industriju u cijelom svijetu. Putem inicijalnih razmjena mišljenja o klimatskim promjenama, većina nacija je počela da identifikuje svoje mogućnosti u smanjivanju emisije gasova u svakom sektoru, ili da ublaži potencijalnu štetu nastalu vremenskim nepogodama.

Klimatske promjene⁵ mogu uticati na turizam na više načina:

- Promjenjivi i nestabilni vremenski uslovi otežaće funkcionisanje i planiranje u turizmu;
- Prirodne vremenske katastrofe mogu naškoditi turističkoj infrastrukturi, prirodnom i kulturnom blagu i lokalnim zajednicama; mnogo turističke infrastrukture je locirano u osjetljivim područjima;
- Klimatske promjene mogu uticati na nivo komfora turista, kao i na broj aktivnosti;
- Povećanje nivoa i temperature mora ugrožavaju priobalne i ostrvske destinacije, kao i lučke gradove;
- Klimatske promjene mogu uticati na prirodna

CLIMATE

Climate and climate change are global phenomena. In modern definition, climate is described as a dynamic system which is comprised of and influenced by: atmosphere, oceans, ice and snow cover, ground processes (lithosphere) and biosphere, including humans. Naturally, each of these factors has its own laws and dynamics which affect other components and thus change them. The air and road traffic produce most of the emissions that affect the climate, and these are caused by tourism. We are witnessing the global climate change. Most of the changes can be attributed to the impact of human activities: at the same time the increase of carbon dioxide and other gases, generation of “greenhouse” effect, as well as the reduction of environment’s capacity to absorb the carbon dioxide generated. Tourist activities significantly contribute to the global production of carbon dioxide, through transport, heating, cooling and other forms of energy consumption. This industry is also greatly affected by climate change, globally and locally. Adjusting to the possible changes and reducing the contribution of tourism to climate change are the main concerns in the tourism industry worldwide. Through the initial exchange of views on climate change, most of the nations have begun to identify their opportunities to reduce emissions in every sector and to mitigate potential damages caused by the extreme weather conditions.

Climate change may affect tourism in several ways:

- Variable and unstable weather conditions will make operation and planning in tourism very difficult;
- Natural weather disasters can harm tourism infrastructure, natural and cultural treasures and local communities; a lot of tourism infrastructure is located in sensitive areas;
- Climate change may affect tourist’s level of comfort, as well as, a number of activities;
- Increasing levels and temperature of seas threaten coastal and island destinations, as well as the port cities;

⁵The strategy for adapting to climate change and low-emission development (United Nations Development Program, Bosnia and Herzegovina)

staništa i biodiverzitet, koji su glavna atrakcija ekoturista i ljubitelja prirode;

- Promjena u količini padavina i hidrološki ciklus mogu uticati na dostupnost izvora slatke vode na destinaciji, što je osnovna potreba turista;

- Smanjivanje snježnih padavina direktno utiče na planinski i ski-turizam.

Mnoge turističke aktivnosti (skijanje, plivanje, divlji svijet, turizam baziran na prirodi) zahtijevaju specifične vremenske uslove. Malo povećanje zimske temperature, na primjer, eliminisat će ski centre na nižim padinama Alpa. Odgovor turista na klimatske promjene može biti negativan utisak o atraktivnosti destinacije (na primjer, mrtav koral, oskudnost vrsta, gubitak staništa).

UTICAJI TURIZMA KOJI DOPRINOSU UZROKIMA KLIMATSKIH PROMJENA:

Iako zagađenje u turizmu utiče na brojne aspekte turističkih aktivnosti, osnovni problem se odnosi na upotrebu i korišćenje transportnih sredstava, prije svega u putničkom i vazдушnom saobraćaju. U širem okviru održivosti razvoja u turizmu, uticaji turizma na klimatske promjene se mogu povezati sa potrošnjom vode i energije po glavi stanovnika, kao i uticaj koji turizam može imati na floru i faunu. Turizam doprinosi stvaranju ugljen – dioksida, prije svega putem transporta, grijanja i hlađenja objekata za smještaj, pri čemu se uglavnom koriste fosilna goriva.

Da bi se smanjili negativni uticaji turizma, potrebno je prihvatiti environmentalne upravljačke tehnike i tehnologije. Za destinacije je važno da odgovore klimatskim promjenama uvođenjem različitih strategija kao što su veća energetska efikasnost i upotreba goriva sa manje ugljenika.

- Climate change may affect the natural habitats and biodiversity, which are the main attraction of ecotourists and nature lovers;

- Changes in precipitation and hydrological cycle may affect the availability of freshwater resources in the area, which is a basic need of tourists;

- Decreasing snowfall has a direct impact on the mountain and ski tourism.

Many tourist activities (skiing, swimming, wildlife, nature-based tourism) require specific weather conditions. A small increase in winter temperatures, for example, will eliminate the ski-centres on the lower slopes of the Alps. Tourist response to climate change can be a negative impression of the attractiveness of the destination (for example, dead coral, scarcity of species, loss of habitat).

IMPACT OF TOURISM WHICH CONTRIBUTES TO THE CAUSES OF CLIMATE CHANGE

Although pollution in tourism affects many aspects of tourist activities, basic problem lies in the use of means of transport, primarily, in passenger and air transport. In the wider context of sustainable development in tourism, impacts of tourism on climate change can be linked to the consumption of water and energy per capita, as well as, the impact that tourism can have on flora and fauna. Tourism contributes to carbon dioxide emissions, primarily through transportation, heating and cooling of facilities for accommodation, where mainly fossil fuels are used.

In order to reduce the negative effects of tourism, it is necessary to accept environmental management techniques and technologies. It is important for destinations to respond to climate change by introducing various strategies, such as greater energy efficiency and the use of fuel with less carbon.



ODRŽIVI RAZVOJ TURIZMA

Održivi turizam u svom najčistijem smislu, podrazumjeva privrednu granu koja vrši minimalan uticaj na životnu sredinu i lokalnu kulturu, istovremeno pomažući sticanje zarade, nova radna mjesta i zaštitu lokalnih ekosistema. Naime, to je odgovoran turizam koji se prijateljski odnosi prema prirodnoj i kulturnoj baštini.⁶

Najjednostavnija definicija jeste da se „pod održivim turizmom podrazumjeva svaki vid turizma koji doprinosi zaštiti životne sredine, socijalnog i ekonomskog integriteta i unapređivanju prirodnih, stvorenih i kulturnih vrijednosti na trajnoj osnovi”.

Glavni cilj ovakvog vida turizma je da se omogući ljudima uživanje i sticanje znanja o prirodnim, istorijskim i kulturnim karakteristikama jedinstvenog okruženja, uz očuvanje integriteta mjesta i podsticanje ekonomskog razvoja i dobrobiti lokalne zajednice.

Da bi se postigao razvoj održivog turizma, neophodan je integralni pristup njegovom planiranju i upravljanju. Primjetna je sve veća potvrda neophodnosti kombinovanja potreba tradicionalnog urbanog upravljanja (saobraćaj, planiranje eksploatacije zemljišta, marketinga, ekonomskog razvoja, zaštite od požara) sa potrebom planiranja turističkih djelatnosti.

Održivi razvoj, ni u kom slučaju nema za cilj da zaustavi razvoj turizma već da omogući njegov razvoj na način da turisti vide i dožive ono što žele, ali da pritom ne unište same činioce koji su ih privukli. U isto vrijeme, društvo, kultura i okruženje ljudi koji žive u turističkim destinacijama nisu uništeni niti ugroženi. Turistička industrija treba da komunicira sa lokalnim zajednicama i da ih uključi u razvoj. Težnja za uvođenjem međunarodnih standarda je veoma bitna za primjenu koncepta održivog razvoja turizma. Međunarodne organizacije, kao što su ECEAT i EuroGites, imaju posebnu ulogu u tom procesu. Predstavljajući nevladin sektor, ove organizacije, kao udruženja nacionalnih organizacija, time značajno pospešuju razvoj različitih oblika održivog

SUSTAINABLE DEVELOPMENT OF TOURISM

Sustainable tourism, in its purest sense, is a branch of economy that exerts minimal impact on the environment and local culture, while helping gain profits, creating new jobs and protecting local ecosystems. Namely, responsible tourism has a friendly attitude towards the natural and cultural heritage.⁶

Its simplest definition is: “the sustainable tourism includes every type of tourism that contributes to environmental protection, social and economic integrity and improvement of natural, created and cultural values on an ongoing basis.”

The main objective of this type of tourism is to enable people to enjoy and acquire knowledge about the natural, historical and cultural features of unique environments, while preserving the integrity of the area and fostering the economic development and welfare of the local community.

To achieve development of sustainable tourism, an integrated approach to its planning and management is necessary. Growing need for combining the needs of the traditional urban management (transport, planning of land exploitation, marketing, economic development, fire protection) with the need to plan tourist activities is noticeable.

By no means does the sustainable development aim to halt the development of tourism but to enable its development in a such a manner that allows tourists to see and experience what they want without destroying the features that attracted them in the first place. At the same time, society, culture and environment of tourist destinations are not destroyed nor threatened. The tourism industry needs to communicate with local communities and involve them in the development.

The tendency for the introduction of international standards is very important for the application of the concept of sustainable tourism development. International organisations, such as the ECEAT and the EuroGites, have a special role in this process. Representing the NGO sector, these organisations, as the associations of national organisations, significantly accelerate the development of different forms of sustainable tourism, as well as, local

⁶Strategija razvoja turizma Federacije Bosne I Hercegovine za period 2008-2018

turizma kao i lokalnu inicijativu. CenORT, kao član ECEAT-a i EuroGites-s, sa svoje strane će težiti da ovaj proces proširi i na Srbiju. To bi veoma povoljno uticalo na promociju i komercijalizaciju proizvoda vezanih za turizam posebnih interesovanja za koje Srbija posjeduje odgovarajuće resurse (posebno seoski i eko turizam).⁷

initiative. CenORT, as a member of ECEAT and the EuroGites, will strive to extend this process to Serbia as well. It will have a very beneficial impact on the promotion and commercialisation of products related to special interest tourism, for which Serbia has adequate resources (especially rural and eco-tourism).⁷

⁷<http://europa.ba/?p=46071>

ZAKLJUČAK

Nekontrolisana upotreba prirodnih izvora i zagađenje životne sredine radi ostvarivanja što većih ekonomskih koristi dugoročno negativno utiče na čitavo čovječanstvo. Odgovornim ponašanjem sadašnjih generacija se mogu umanjiti posljedice po buduće naraštaje. Održivi turizam je model razvoja koji, prije svega, podrazumjeva jedno odgovorno ponašanje kada je u pitanju životna sredina i korišćenje prirodnih resursa. Održivi razvoj turizma kao cilj sebi postavlja, prije svega "očuvanje svih bitnih vrijednosti okruženja, kao djela turističkog proizvoda, i postizanja neophodne ravnoteže u kojoj zadovoljavanje sadašnjih potreba turista neće ugroziti zadovoljavanje potreba budućih generacija". Iz toga proizilazi da se koristi od održivog turizma protežu na dugoročne staze, i da se nikako ne može govoriti samo o nekom kratkoročnom pozitivnom efektu.

Ono što je takođe veoma važno istaći jeste da je ovaj koncept podjednako prihvatljiv, kako sa stanovišta interesa nosilaca turističke ponude, tako i nosilaca turističke tražnje. Ekološka osnova turističke ponude je veoma značajna i za jedne i za druge. Interes nosilaca ponude u turizmu je logičan i sasvim jasan, jer samo zdrava i očuvana životna sredina omogućuje uspješno bavljenje turizmom na dugi rok. A sa druge strane činjenica je da u svijetu raste broj i uticaj potrošača koji insistiraju na ekološkoj prihvatljivosti turističke ponude te se zahtjevi ovog dijela turističke tražnje moraju sve više uvažavati.

Pri tome, za uspješno sprovođenje održivog turizma u praksi je veoma značajno da lokalna zajednica prepoznaje koristi koje će imati od toga i da se uspostavi neka vrsta partnerskog odnosa između privatnog sektora i lokalne zajednice. Upravo je jedna od bitnih razlika između starog i novog koncepta razvoja turizma u tome što su u starom konceptu zainteresovane strane bile slabo međusobno povezane, dok savremeni koncept razvoja podrazumjeva partnerstvo i međusobnu povezanost svih zainteresovanih

CONCLUSION

Uncontrolled use of natural resources and environmental pollution in order to achieve the highest possible economic benefits has a long-term negative impact on the whole humanity. Responsible behaviour of the current generation can reduce the consequences for the future generations. Sustainable tourism is a development model that, first of all, implies a responsible behavior when it comes to the environment and use of natural resources. Primarily, sustainable tourism development as a goal sets 'the preservation of all essential values of the environment as a part of the tourism product and the achievement of the necessary balance which will meet the current needs of tourists and not jeopardize the needs of future generations'. It follows that the benefits of sustainable tourism can have long lasting effects, and that we can not be talking only about a short-term positive impact.

It is also very important to note is that this concept is equally acceptable, from the standpoint of the interests of the bearers of the tourist offer as well as the bearers of tourist demand. Ecological basis of tourist offer is very important for one as well as the other. Interest of the bearers of tourist offer is logical and very clear, because only healthy and protected environment enables successful tourism in the long run. On the other hand, it is a fact that the number and influence of consumers who insist on environmental tourist offer is growing in the world and the requirements of this part of the tourist demand must be taken into account more and more.

At the same time, it is very important for the successful implementation of sustainable tourism in practice that the local community recognises the benefits they will gain and it is also important to establish some kind of partnership between the private sector and local community. One of the major differences between the old and the new concept of tourism development is in the fact that in the old concept the interested parties were poorly interconnected, while modern concept of development implies the partnership and the interconnectedness of all interested parties (tourism enterprises, local population,

učesnika (turističkih preduzeća, lokalnog stanovništva, turista).

Kao što smo vidjeli, održivi turizam zahtjeva napore svih zainteresovanih strana u razvoju turizma, ali je garant očuvanja kako ekonomskih tako i ekoloških i kulturnih vrijednosti, a osim toga kako se često ističe, „obezbjeduje i zaštitu ekosfere, stabilan privredni razvoj i jednaku raspodjelu životnih šansi” a te nam se čini da se radi o jedino mogućem prihvatljivom konceptu budućeg razvoja turizma u svijetu.

tourists).

As we have seen, sustainable tourism requires the effort of all parties interested in tourism development, but it also guarantees the preservation of economic as well as environmental and cultural values, and as it is often pointed out, it provides protection of the ecosphere, stable economic development and equal distribution of life opportunities and it seems that this is the only possible acceptable concept for the future development of tourism in the world.

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