

Conference Title

Planning of sustainable tourism development

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Abstract

In striving to prevent disorderly tourism development, in order to successfully overcome the daily changes that occur in turbulent surrounding, planning of sustainable tourism development occurs as the only way to do it successfully.

So, sustainable development refers to the use without exploitation of natural, cultural and all other tourist resources from the current generation, it means to preserve them for future use by future generations.

Since the development of tourism in a certain area largely dependent on natural and anthropogenic attractiveness which are located in the surrounding, the practicing of sustainable development gets more and more important. In case these resources to be destroyed or degraded, the attractiveness of the destination is reduced as well, but also leads into question for development of tourism in this region, because potential tourists are interested in visiting attractive and clean destinations which offer services with high quality. However, the environment that has no attributes of a quality environment is not only unattractive to tourists, but in that environment do not feel comfortable and domestic population.

Planning of sustainable tourism development actually concerns planning of preserve the environment, and it encompasses a variety of research and analysis before making a decision on any determination of the direction of development.

All these activities are done in order not to allow intensive exploitation of resources in some specific areas, without care about the preservation of resources.

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sustainable development, sustainable tourism, planning, attractiveness, destination

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1. Introduction

The concept of sustainable tourism development involves balanced economic, social and cultural development without endangering the environment, which enables the development of the same or higher level. Sustainable development is a process that allows development to be achieved without degradation or depletion of those resources on which it is based. That, generally speaking, can be accomplished or resource management so that they can renew the extent and used, or with greater representation and use of resources in which the regeneration period is short. This approach, resources can be used in future to the same extent as the current generation. (UNEP, 1994)

The concept of sustainable development is based on four basic principles, namely:

- **The principle of environmental sustainability**, which provides development to be compatible with the maintenance of vital ecological processes, biological diversity and biological resources,
- **Principle of social sustainability**, providing development be compatible by traditional values of a community, while adding strengthening of their identity,
- **The principle of sustainability**, provides cultural development to be compatible with the cultural values of human community, which also has an impact on the strengthening of their identity,
- **The principle of sustainability-economic** development to provide a cost effective and resource to be managed in a way they can use and future generations.

The concept of sustainable tourism development involves more dimensions showing the relationship of economic, social and cultural development and its compliance with the needs and constraints of the environment.

2. Sustainable development planning

Planning for sustainable tourism development actually refers to environmental preservation planning and as such includes a variety of research activities and analysis prior to the decision for determining the direction of the development. All these activities are undertaken in order to prevent from the intensive use of resources in some specific areas, without previous care for the preservation of the resources.

According to Hall, sustainable development as well as the previously used term 'conservation' obviously attempts to review the conflicting value positions in terms of the environment. The author describes sustainable development as an 'essentially disputed concept'^b. Sustainable development (and its sequel sustainable tourism) could be understood differently from everyone, and is easily accepted by any group.^c According to some authors, this concept is seen as the development and intensification of tourism, while others understand this concept as an alternative tourism and counteract to the development of mass tourism.

^b Hall, C. (1998): Historical antecedents on sustainable development: New labels on old bottles?, In Sustainable Tourism: A Geographical Perspective (C.M. Hall and A.A. Law, eds), Longman

^c Romeril, M. (1994): Alternative tourism: the real tourism alternative? In Progress in Tourism, Recreation and Hospitality Management, Vol. 6, (C. Cooper and A. Lockwood, eds) Wiley

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