

Service sector in terms of changing environment

SUSTAINABILITY AND COMPETITIVENESS OF TOURISM

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Abstract

Tourism is an activity that can have a really big impact on sustainable development. Sustainability of tourism involves extensive cooperation between tourist companies, tourist destinations and national, regional and local authorities in order to cover a wide group of challenges and at the same time to remain competitive.

Opportunities for sustainable tourism development and preservation of its competitiveness, is largely influenced by the quality of the environment, to preserve and attractive natural and cultural heritage and other values, goods and resources. For sustainable it is considered any kind of tourism that contributes permanently for the protection and promotion of the environment, natural and other resources, cultural values and integrity of the local community.

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1. Introduction

When we talk about sustainable development of tourist destinations, travel activities, they represent one of the most important ways of achieving this goal. However, the creation of attractive destinations requires more than natural resources that left us breathless and favorable conditions for rest in nature.

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Despite these potentials which one tourist destination may have, the supply of different types of services to the guests that are followed by access to a storage environment that is at the core of sustainable tourism

As in any other type of tourism, sustainable tourism has many "moments of truth" that should be carefully seen to create a memorable experience for visitors. These moments of truth may vary from the hospitality of the hosts, the quality and taste of the food that is served to the hygiene of the household and the availability of basic necessities such as drinking water.

Tourism can use objects and space and facilities that are not of interest for other activities. Only tourism can valorize rocky peaks as viewpoints, steep mountain slopes as ski trails, caves, swamps, sandy beaches and rocks, setting sun, gorges, horses, mirage, some experiences, holidays, memories, monuments, etc... These advantages tourism should use always and everywhere.

Sustainable development of a tourist destination and its brand is part of the economic development of a society which is the basic goal of all countries that care about their future and their place in the global world. Sustainable development not only involves protecting the environment, but the appropriate economic development, social security and a healthy lifestyle also.

Sustainable development of one tourist destination can not be observed without the environmental aspects and development of agriculture as one of the most important concepts is the question of durability of environmental facilities. The capacity of the battery system is an eco size of the population or community that can be unlimited support with the available resources of that system.

2. Competitiveness of tourist destination

Competitiveness among tourist destinations is considered to be one of the forms that fulfill the wide phenomenon of the new economic competition in the XXI century. This kind of competitiveness, besides the special characteristics, maintains the nature of the competitiveness itself in the frames of other forms of human activities. The competitiveness abilities of tourist destinations in an explicit way show the level of socio-economical development of tourist destination with a special review to quality of life.

The competitiveness of tourism begins with the statement that experience, the images that the tourist acquires in the tourist destination is fundamental product in tourism. According to this, the competitiveness in tourism is towards tourist destinations. There is competitiveness between the products in enterprises in the area of tourism (organizers of travels, hotel, transport and other tourist services), but this kind of competitiveness arises from the choice and depends on the choice that is made by the tourist regarding alternative tourist destinations.

Under competitiveness in tourism it can be seen the ability of increasing the tourist consuming, to attract much more tourists supplying them with experience which satisfy them and that are remembered and at the same time it is made in a profitable way by improving the wellbeing of people in the destinations and to preserve the natural heritage for future generations.

Tourism is an activity that may have a great impact on sustainable tourism. Sustainability of European tourism considers cooperation between tourist companies, tourist destinations and nationalities, regional and local authorities in order to cope with a wide group of challenges and to remain competitive at the same time.

3. Sustainable development of tourist destination

Over the last few decades, expansive and uncontrolled tourism development is accompanied by many undesirable environmental, social and cultural implications that impose the need for tourism to be under the concept of sustainable development. Sustainability of tourism development depends on environmental opportunities to ensure a stable and lasting basis.

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