

The theory of sustainable Tourism Development

Prof. Alberta Tahiri
Gjilani College

Prof. dr. Idriz Kovaci
Faculty of Applied Sciences, Ferizaj

Abstract

Tourism is a phenomenon that has seen a rapid multifold increase and growth since the middle of the twentieth century. For host communities and countries, the development of tourism has offered numerous advantages, as well as some significant challenges and difficulties. In recent decades, the awareness has been strengthened that tourism needs to be developed following the sustainable development concept. This approach eliminates or significantly decreases the negative impacts of tourism growth and sets the basis for long-term enjoyment of benefits. In the field of tourism, sustainable development translates in two important categories of considerations: conserving natural environment and resources and the biodiversity and conserving the living cultural heritage and traditions. Designing sustainable tourism development strategies should be done in cooperative efforts by the state, businesses and local communities. The strategies need to focus on maximizing the potential positive and eliminating or minimizing potential negative impacts. Impact monitoring and evaluation mechanisms need to be set up, including identification of performance indicators. When tourism growth emerges from a carefully designed and implemented strategy, tourism is documented to contribute to generating foreign exchange earnings, creating employment and income, and stimulating domestic consumption. It also brings about social and cultural development of the host communities. Researches have shown that smaller and developing countries specialized in tourism experience higher economic growth compared to countries without significant tourism industry. Contemporary economic and statistical methods ensure that the contribution of tourism in national economies can be precisely and easily measured, which in itself can be used as an indicator in assessing the impact and effects of tourism growth.

Keywords: tourism, sustainable development, sustainable tourism development.

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