

BUDI ODRŽIV!

- KUPUJ DOMAĆE
- UKLJUČI LOKALNO STANOVNIŠTVO I NASTAVI SA AKCIJAMA SAMO UZ NJIHOV PRIŠTANAK
- POŠTUJ LOKALNU KULTURU I ŽIVOTNU SREDINU
- POŠTUJ TRADICIONALNI NAČIN ŽIVOTA
- ČUVAJ BAŠTINU
- ŠTEDI ENERGIJU
- BUDI INOVATIVAN

BUDI KONKURENTAN - RAZVIJAJ INOVATIVAN I ODRŽIV TURISTIČKI PROIZVOD!

BE SUSTAINABLE!

- BUY LOCAL
- INVOLVE THE LOCAL POPULATION AND PROCEED
- ONLY WITH THEIR APPROVAL
- RESPECT THE LOCAL CULTURE AND ENVIRONMENT
- RESPECT THE TRADITIONAL WAY OF LIFE
- PROTECT HERITAGE
- SAVE ENERGY
- BE INNOVATIVE

BE COMPETITIVE - DEVELOP AN INNOVATIVE AND SUSTAINABLE TOURISM PRODUCT!



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Comune di Perugia



REGIONE MOLISE



OPŠTINA TIVAT

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Interreg

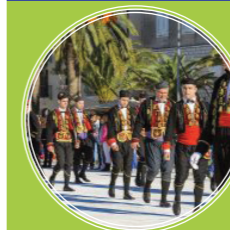
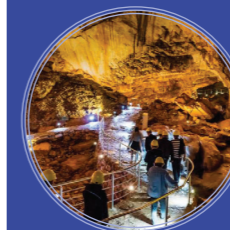
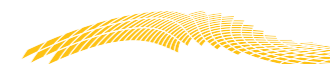


ADRION

ADRIATIC-IONIAN

European Regional Development Fund - Instrument for Pre-Accession II Fund

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ZAŠTO ODRŽIVI TURIZAM?

Turizam - alat za postizanje održivog razvoja kroz podsticanje ekonomskog i socijalnog rasta, uz smanjenje negativnih društvenih, kulturnih i ekoloških uticaja.

WHY SUSTAINABLE TOURISM?

Tourism - a tool for achieving sustainable development by fostering economic and social growth, while minimizing negative social, cultural and environmental impacts.



POZITIVNI EKONOMSKI UTICAJI ODRŽIVOG TURIZMA:

- stvara prihode
- stvara deviznu zaradu
- stvara nova radna mjesta
- podstiče razvoj poslovanja
- podstiče lokalnu proizvodnju
- stimulira investicije
- pomaže u razvoju udaljenih i slabo razvijenih područja
- implicira poboljšanje infrastrukture

POSITIVE ECONOMIC IMPACTS OF SUSTAINABLE TOURISM

- generates income for the host economy
- generates foreign exchange earnings
- generates employment
- stimulates business development
- stimulates local production
- stimulates investment
- assists in the development of remote areas
- implicates infrastructure improvements

POZITIVNI UTICAJI ODRŽIVOG RAZVOJA NA ŽIVOTNU SREDINU:

- podstiče zaštitu životne sredine
- podiže svijest lokalnoga stanovništva o problemima životne sredine
- podstiče sprovođenje aktivnosti očuvanja životne sredine

POSITIVE IMPACTS OF SUSTAINABLE TOURISM ON THE NATURAL ENVIRONMENT

- fosters environmental protection
- raises the awareness of the local population concerning environmental problems
- enhances the motivation for conservation activities

POZITIVNI SOCIJALNO - KULTURNI UTICAJI ODRŽIVOG TURIZMA:

- podstiče kulturnu razmjenu
- poboljšava razumijevanje između ljudi i kultura
- vodi do međusobnog razumijevanja i smanjenja predrasuda
- čuva kulturni identitet
- čuva materijalnu i nematerijalnu kulturnu baštinu
- povećava ponos lokalnog stanovništva
- podstiče participativni pristup i uključivanje zainteresovanih strana
- povećava kvalitet života

POSITIVE SOCIO-CULTURAL IMPACTS OF SUSTAINABLE TOURISM

- enhances cultural exchange
- enhances understanding between people and cultures
- leads to mutual understanding and the reduction of prejudices
- preserves cultural identity
- preserves tangible and intangible culture
- increases the pride of the local population
- encourages the participative approach and involvement of stakeholders
- increases the quality of life

Kako bi ostvario pozitivne uticaje, održivi turizam:

- Treba optimalno koristiti resurse životne sredine, održavati bitne ekološke procese i pomagati očuvanje prirodnih resursa i biodiverziteta.
- Treba poštovati socijalno - kulturnu autentičnost lokalnog stanovništva, očuvati kulturnu baštinu i tradicionalne vrijednosti te doprinijeti međukulturalnom razumijevanju i toleranciji.
- Treba osigurati dugoročno održive ekonomske aktivnosti, pružajući svim zainteresovanim stranama društvene i ekonomske koristi, uključujući stabilne mogućnosti zapošljavanja i zarade, te doprinijeti ublažavanju siromaštva.
- Zahtijeva informisanje i učešće svih relevantnih zainteresovanih strana, kao i snažno političko vodstvo.
- Treba posmatrati kao kontinuirani proces koji zahtijeva stalno praćenje uticaja i uvođenje preventivnih i/ili korektivnih mjera, kad god je to potrebno.
- Treba održati visok nivo turističkog zadovoljstva i obezbijediti turistima sadržajno iskustvo, podizati svijest o pitanjima održivosti kao i promovirati održive turističke prakse.

UNWTO i UNEP, 2005

In order to generate positive impacts, sustainable tourism

- should make optimal use of environmental resources, maintain essential ecological processes and help to conserve natural resources and biodiversity
- should respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance
- should ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation
- requires the informed participation of all relevant stakeholders, as well as strong political leadership
- should be seen as a continuous process that requires constant monitoring of impacts, introducing preventive and/or corrective measures whenever necessary
- should maintain a high level of tourist satisfaction and ensure a meaningful experience to tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

UNWTO and UNEP, 2005