

TOURISM AS A FACTOR OF ECONOMIC VALUATION AND PROTECTION OF NATURAL HERITAGE

Abstract

Effective way of development a village. To prey of possibility of closeness a protected natural value. New way of turism to using a ethnologic and natural diversity otherness an area of Vojvodina.

Keywords: Agro – tourism, ecological – tourism, agro – ecological - tourism

INTRODUCTION

Viewed from the aspect of tourism¹ in the overall number of natural heritage of Serbia, a special place belongs to that part which, according to the Law on environmental protection, includes certain aspects of spatial and selective protection, which are classified into three basic categories:

- natural goods of remarkable importance,
- natural goods of great importance,
- significant natural goods,

and among them there is a degree-like protection (1st, 2nd and 3rd degree).

The concept of protection of natural resources is characterized by the following: space, complexity, functionality.

Focused and sustainable ecological development is influenced by a number of activities: tourism, sports and recreational sports, health, science, education, art, home-grown. The wiews are:

- solvency of resources, as in a lot of high level of ecological functionality, originality and tourist functionality, useful values of a larger number of protected natural resources,
- multifunctionality of the resources based on various characteristics and capabilities of their valorisations and the use in meeting different needs,
- complexity, development integration, contained in a high degree of interdependence and complementarity of functional characteristics of the elements and the phenomenon of natural heritage,
- policentricity, expressed in dispersed regional setting is one of the most valuable natural resource heritage.

It can be pointed out that every natural good, whether it is a part of protected natural heritage or not, may be more - less valorized through certain forms of selective tourism, if you own one of the tourist activity and the source solvency. This comprehensive valorized function of tourism derives from the expansion of permanent interest to the modern tourist destinations, for green and white and original nature, as well as the desire to stay in the tourist quality of natural environment and to achieve various effects. Namely, the great interest of the tourist demand for ecological values as a preferred tourism is the most complex, most economic and ecologically justified kind of valuation of protected natural heritage.

THE DEVELOPMENT AND THE ECOLOGICAL EFFECTS OF TOURISTIC VALORIZATION OF NATURAL HERITAGE

In practice of a number of tourist regions and countries, and with us, tourism is confirmed as a very important factor of economic, social and cultural development. With extra economic and economic features, tourism has positive effects on the overall economic structure of the country. The developing impact of tourism is expressed through direct, indirect and multiplicative effects.

- Direct economic effects of tourism are related analytically only to catering and tourism. Obviously, it is settling on the economic effects realized through the realized consumption in catering and tourist intercedence, which are very important, but rather narrowed, and incomplete. Direct effects of tourism show formative force in shaping the social product, national income, foreign exchange revenues from tourism and employment. Surely, the direct effects of tourism development in the predominantly hilly - mountain areas and underdeveloped areas, and in protected areas, directly contribute to the acceleration of economic development, reducing emigrational movement, improve living standards and the quality of life, and economic stabilization flows in these areas. Although the effects of tourism statistically does not follow and does not express each other, they are of irreplaceable economic, social and demographic significance.

- Indirect effects of tourism strongly affect of the rise of complementary activities, and the total economy and non-economy, due to the development of their performing of the so-called inductive, acceleration and multiplicative effects of tourist spending. It is that, almost all inputs of tourism, starting from the construction, investment and current maintenance of tourist infrastructure and suprastructure, reconstruction and modernization and the need to supply and trade, aliment from domestic production achieved at the local, regional and national market. How large and significant indirect effects of trade are, shows, for example, that in some destinations from tourism they make up to 30% of total revenues, and that is why we talk about the so called trade tourism, today.

- About the beneficial effect of tourism on the social - economic development, his multiplicative effects are speaking very convincingly, because the means of touristic spending are moving in almost all economic sectors, as well as social activities. In addition, funds that are realized through a number of tourism information transactions, which are their effects multiplying even more. It is estimated that multiplication coefficients represent a large income. In particular, a large canvas - balance and economic effects have foreign exchange income from tourism, and it represents a net foreign exchange income of about 95%.

- Indirect economic effects of tourism can be interpreted differently, as well as ecological effects of the protected natural resources and defined zones of protection, can be viewed from several aspects:

- Valorization of natural values,
- Revitalization of space and protected natural values,
- Aesthetic improvement of the quality of space,
- The development of ecological awareness,
- Education, learning
- The presentation of local folklore values, way of life.

Among these characteristics of indirect economic effects, tourism is very important in the protection of area from the destructive effects of other activities of economy and society: industry, mining, energy, traffic and other activities. These activities generate a whole range of negative environmental consequences:

- Degradation of storage,
- Banalisation of space,
- Wasting space,
- Various types of pollution,
- Negative aesthetic landscape changes,
- Suffocating space,
- The destruction of flora and fauna.

The nature is the original environment of human life and the primary framework of the space for the development of various human activities.

Tourism as an economic activity has, in addition to the economic, health, social, recreational and other highly stressed and spatial dimension in its development. This component is visible in the global tourism spacing in the world, and in its zone concentration within the receptive countries and their regions. In the largest part, it is conditioned by the spatial distribution of those values which are the foundations of existence and development of tourism, and natural and social activities of a space. The spatial planning of tourism development does not only target object reallocation and adjustment features to achieve development goals and interests. This concept must be understood and treated more widely as an integral part of planning the entire social - economic development of space. Tourist space can not be viewed only as a framework in which the distribution of content will be made and as a coordination functions, but as an active factor and an important determinant of the quantitative and qualitative development, based on original properties and derived values of resources with which a certain territory disposes. So, planning tourism could be defined as a deliberate and organized activity in the coordination and direction of development of tourist activity in a given area, based on its original features and values. There is almost no economic activity, which, in some way, is not related to the natural space and that it does not reflect in it. Tourism is a business that is determined by double-fold space - morbid and sanogenic areas that are intensively conserved in its tourist facilities and infrastructure and suprastructure.

Every natural area that is environmentally sound, to a greater or lesser extent, includes certain attractiveness and values in tourism and has multiple functions, primarily:

- Function to attract certain segments of demand and on the basis the of realization of tourist traffic and consumption,
- Function to meet specific needs of the tourists who come to the concrete areas, primarily, health - recreational - educational needs.

Attractive properties of natural elements and their influence over the appearance of functional agents act directly on the dismissal of tourist needs. Hence, the space in tourism appears as an element of supply and in this way gets its touristic - market value, or its economic dimension through a derived-secondary offer. Thus, space through the development of tourism, among other things, should get its price, which in the form of tourist rental must be composed and should significantly affect the total cost of integrated tourist product. The main goal in planning the development of tourism sets the establishment of more harmonic relations: characteristics and value of bids - the requirements and needs of the market demand - derived - a secondary offer.

Planning of tourism development in protected areas of natural heritage must precede complex, studious and interdisciplinary analysis of resources, as well as defining the criteria for evaluation of the tourist zone and locality, in accordance with their natural and ecological features. Because the natural elements and phenomena are the base for economic - touristic activation of certain protected spatial units, respectively, the basic assumption of the development of tourist activities. As analysis and planning of the use of protected natural resources, resources through the development of tourism must include a variety of analytic and synthetic components:

- Inventorization and choice of carrying elements of tourist activities and the functionality of space
- Determination of characteristics and attractive properties of natural elements of space and quality sistematization
- Assessment of the tourist value of attractive properties of natural elements, which can be achieved by applying appropriate econometric methods, is the most important and most complex task in the process of economic valorization of protected natural elements and space.
- Determining the quantitative features of space and resources, and their physical private features, is a very important task when it comes to tourist valorization of natural protected areas.

- Differentiation of basic tourist values, serves as the basis for specific tourist valorization of protected areas and their parts and as a starting base in determining the amount of annuity and the total cost of tourist use of concrete space.

Determining the economic value of protected natural space and their quantitative features is very important and complex task.

Planning of tourism development and protection of natural heritage should be set as an active and interrelational process between society-natural environment, which is planned to regulate the measures and instruments of social policy. Additionally, the main goal is preserving the natural heritage, with the rational and differentiated use of potential and determining the extent of their rehabilitation, reconstruction and improvement. For touristic evaluation of natural areas and the number of sites, the criteria of general and special characters are being used. Within the general criteria, of greatest importance are:

- The tourist values of natural resources, ecological and landscape - ambient characteristics of space;
- Economy of investment from the standpoint of security markets, and domestic and foreign tourist demand;
- The possibility of space for the construction of appropriate infrastructure and suprastructure and the formation of a complex and integrated tourist product with the capabilities of the present agrar options.

For the evaluation of certain regions, zones and sites thirteen basic criteria are used:

1. Assessment of natural conditions, especially the size and characteristics of major space and the protection regime, exposure and the overwhelming navigational, geological and morphological composition, degree of seismic hazards, climate characteristics;
2. Characteristics of natural and cultural landscapes, in the sense that it is attractive, dynamic, flat, pleasant, etc., as well as its core values with the composition aspect, panoramic views, standpoints;
3. Ecological conditions, with respect to their stability, devastiveness or distraction, and then rate the standpoint of traffic, the sources used to obtain thermal and electrical energy, characteristics of recipients
4. Recreational terms, in the sense that weather they are favorable or not for different kinds of summer and winter sports and recreation, especially denivelation capacity, exposure, quality and duration of snow cover;
5. Health conditions, from the aspect of the pathology, altitude, insolation, air humidity, cloudiness, air currents, and positive and negative indications to improve the general health and physical condition of visitors;
6. Traffic conditions, from the aspect of pollution of roads;
7. The amount of availability in all weather conditions and possibilities for more types of traffic, as well as of development of telecommunications;
8. Conditions and opportunities for safe water supply, and channeling waste water;
9. Security sources in the supply of electric power quality, appropriate character of the tourist area and the protection of nature
10. Tourist activities on gravitational areas and possibilities to visit the vicinity of valuable cultural - historical monuments, various touristic events and the like;
11. Cost of construction, economic rationality and profitability of investment in tourist facilities and tourism complementary activities;
12. Economics of the tourist infrastructure and suprastructure;
13. The possibility of providing a quality level of service of appropriate personnel structure and the necessary manpower.

CONCLUSION

For the successful development of tourism, the criteria from 1 to 5 must be fully met, and from 6 to 8 should be able to be implemented. Of the conditions for the fulfillment, criteria from 9 to 13 mostly depend on profitability and performance of the tourism business.

REFERENCE

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