

## ECONOMIC EFFECTS OF SUSTAINABLE TOURISM

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**Abstract:** Sustainable tourism and sustainable development in general, are a topic which gets a lot of attention today. A large number of conferences, scientific meetings and seminars devoted to the consideration and study of the topic of sustainable development, because sustainability is essential to our Earth. Sustainability must be applied in all spheres of life, and tourism as an activity that involves a large number of people around the world, absorbing a large amount of money and it appears as a large customer and consumer of energy, must be one of the primary activities of which should be paid attention sustainability development. The theme of this work will be sustainable tourism and the possibility of its development. The paper will be discussed economic opportunities and economic effects of sustainable tourism development, will highlight on the problems, advantages, prospects for further development, with special emphasis on the relationship network between the sustainability and environmental protection in the function of tourism, given that tourism today depends largely on the healthy, clean and preserved environment.

**KEY WORDS:** SUSTAINABLE DEVELOPMENT, TOURISM, PROTECTION, ENVIRONEMNT, ECONOMIC EFFECTS