

APPLICATON OF THE CONCEPT OF SUSTAINABLE TOURISM DEVELOPMENT ON THE EXAMPLE “GORGE OF THE RIVER GRADAC”

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Abstract: Area of exceptional importance “Gorge of the river Gradac” extends south of Valjevo, including the gorge with its narrow hinterland. Favors the development of different forms of tourism: environmental, caving, excursion, sports, fishing and cultural. The main objective of this paper is to highlight the possibilities and limitations on the use protected area for tourism in the context of sustainable development. It implies a balanced economic, social and cultural development without compromising the environment. The results showed that the use of an integrated approach to the necessary application, requires that the use of different measures and instruments in the formation and presentation of contemporary tourism products to tourists.

Key words: protected area, Gorge of the river Gradac, ecotourism, sustainable developmet

