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Tourism Transformation into Responsible Form towards the Sustainable Development

Tourism is a cross-cutting economic activity with a wide-ranging impact on the environment, climate and economy, in particular on the regions' economic growth, employment and social and sustainable development. For quite a long time, the development of tourism was based on economic goals – income generation, export of services, job creation. However, with the emergence of tourism monoculture and the negative consequences of tourism development in highly visited regions, increasing attention has been paid to integrating sustainable and responsible tourism concepts into tourism development programs, disseminating information to the public and putting them into practice. The aim of the research is to evaluate tourism transformation into responsible form towards the sustainable development. The research methods of scientific literature analysis and synthesis, data analysis, situation modelling, logical conclusions are used. The results of the research revealed that tourism, due to the circumstances (exacerbation of the negative effects of tourism and the sector has experienced a stagnation in recent years) may be the opportunity to transform the pre-existing form of operation of the sector into more responsible and sustainable tourism. To achieve the results of tourism transformation into responsible form towards the sustainable development, the involvement and unity of the actors of the tourism system and complex initiatives and actions are needed. Tourism has an obligation to use its unique power to lead the response to the climate emergency and ensure responsible growth.

Keywords: tourism, responsible tourism, sustainable development, climate change.

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