

THE IMPACTS OF TOURISM GROWTH ON THE ENVIRONMENT OF A DESTINATION: CASE OF STUDY IN THE DESTINATION OF POGRADEEC, ALBANIA

Denada OLLI

PhD candidate, Department Marketin – Turizëm, Faculty of Economic, University “Fan Noli” of Korça,
Korça, **ALBANIA**

ABSTRACT

The growth of the tourist flow trend and the development of many tourist attractions have made it necessary to use tourist means to be successful. Therefore, tourism takes many meanings: it is a summary of the relationships and phenomena of two different characters: social and economic; the latter takes priority. Tourism is closely linked to the environment where it operates. Environmental quality is an important part of the product that tourism offers but at the same time many activities related to this industry can bring undesirable effects on the environment. In this way, development should not be considered as independent, but as closely related to the environment. This paper analyzes these phenomena and the relationship between them based on a study conducted for the destination of Pogradec.

Keywords: Natural resources, quality of the environment, nature protection, environment, tourism.