

THE RESPONSIBLE ENVIRONMENTAL BEHAVIOR IMPORTANCE ON THE SUSTAINABLE USE OF RESOURCES FOR TOURISM DEVELOPMENT

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Abstract

The environmental irresponsibility of many people has been harmful and destructive for the nature and the ecosystems on worrying proportions. This situation accompanies the touristic development of Saranda and Ksamil in South of Albania, one of the most frequented areas of the country. It is a fact that, this almost reassures us that it has always been a lack of environmental responsibility of the residents in the study area. Responsible behavior of people towards environment is provided by the literature as the right and unique solution to protect nature and the damage caused by the development of tourism and to ensure sustainable use of its resources. The purpose of this study is to help clarify this problem by investigating if the environmental irresponsibility of the residents in the study area derives from attitudes about nature damaging nature and environment definitely and if positive, on the possibilities of community involvement in solving environmental problems by considering sustainable use of resources to develop tourism in the area.

The objectives of the study aim to test empirically: 1) the community attitudes towards nature in general and the environment, 2) the community support for the development of sustainable tourism strategies as an approach that ensures sustainable use of resources in its development and 3) interaction between residents' attitudes towards the environment and their support for the development strategies of sustainable tourism in the study area.

The proposed hypothesis identify the interaction between these two variables in a model that will be examined through a series of descriptive statistics and derivative analysis based on random interviews of residents of the area of Saranda and Ksamil. Finally, through this research we will try to answer the question whether the resident's attitudes on environment and nature are in harmony with nature and if there is a positive impact on community support for the development of sustainable tourism as an approach that ensures the sustainable use of his development resources. The guiding principle of this study is that the support of residents and their active participation in the planning process and development of tourism is a key element for its successful development through the sustainable use of tourism's resources.

Key words: *Environmental responsible behavior, sustainable use of tourism resources, resident's attitudes on nature and environment.*