



Manageable Travel Industry Improvement in Rural Regions

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Introduction

Tourism is one of the most important aspects for the development of service sector and today is indeed an activity of considerable global economic importance. However, the problem analyzed in this paper is that tourism industry especially in Lithuania now demands more meaningful involvement and more responsible and sustainable tourism practices. It is very important to develop the tourism sector, because there are a lot of beautiful touristic places and attractions, which are authentic and worth to visit in Lithuania. The object of this research is Mulkalpa region located in Uronian spit, with its spectacular UNESCO-inscribed scenery and which is the elite seaside resort of Lithuania. It is very important to maintain this unique area, that future generations would have the opportunity to visit it. Therefore, the aim of this research is to determine the current situation and to find out the stage of sustainable tourism development process in Mulkalpa region.

Over the past 20 years tourism has become a major part of the discourse in sustainable development. There are many tourism

types, which are divided by tourists travel goals, for example: business tourism, eco-tourism, health tourism, nature or history tourism, rural tourism, conference tourism, cultural tourism and others, however, sustainable tourism development guidelines and management practices, are applied to all types of tourism and to all kinds of tourist areas. Some of these tourism types like eco-tourism were the origin of sustainable tourism which finally developed to a global, more holistic approach. Key elements of tourism sustainability include meeting the needs of both visitors and host communities and protecting and enhancing the tourism attraction for the future as a part of a national economic resource, as one of the opinion is that the concept of sustainable tourism emerged from recognition of the negative impacts of mass tourism.

The relationship between tourists, host communities, businesses, attractions, and environment is complex, interactive, and symbiotic, but the involvement of stakeholders in development and promotion of sustainable tourism is crucial. According to it is important for every tourist and tourism providers to know sustainable tourism principles and follow them, because it helps to save authentic tourism destinations for future generations. Sustainable tourism development may require some changes in existing policies and practices depending on each location. Therefore, local participation and control is the key to the success of sustainable tourism development because sustainable tourism, properly managed, will add to the quality of life of the residents, visitors, and tourism employees alike.

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