

## SUSTAINABLE TOURISM

The tourism development often takes us in front of a paradox: on one hand can contribute to achieve socio-economic and cultural goals, economically justifying the conservation of natural and historical-cultural resources and make a place unique, on the other hand it can lead to their degradation and loss of attractiveness, if the use of resources is not adequately managed. The carrying capacity of a location was defined as: "the number of people bearable for an ecosystem, which is a set resources naturally presented in particular locations, before it deteriorates" (Gland, 1991). To achieve a point where you do not exceed the carrying capacity, we must come to a compromise between the intention to minimise the environmental damage and maximizing the use of the environment, therefore, as a resource. By analysing the tourism bearable capacity, it is possible to focus on different aspects: economic (potentiality and strategies to develop tourism market), the infrastructural (constraints to development connected to reduced receptivity or offer other services), social (compatibility of the tourism presence with the local population), environmental (resource consumption and pressure on land) (Spangenberg, J. H., 2000). Development policies oriented towards demand segments considered preferential for the offer should be defined, which try to promote a conscious behaviour from the tourists. To analyse the effects of tourism development on the social relationship between the visitors and residents, a scholar, G.V. Doxey (1975), offers an interesting contribution; he identifies a first phase (called euphoria phase), in which the few lucky tourists have peacefully entered the host society sharing lifestyle, a second one (apathy phase) in which there is already the conflict, the number of tourists grows and the two groups (tourists and residents) are dividing the existing infrastructures, despite, however, there is still a contact between them. Then there is a situation of separation (irritation phase) characterized by a local community numerically now lower than the one of the tourists. The latter get their own infrastructures and have contact with the residents through established channels only. In fourth time (phase antagonism) we see a reversal of roles as it ends up that the interests of the tourists dominate on those of the residents, who becomes at the service of tourists without no more than an own tradition. Some propose a situation that goes beyond the fifth phase, where there is no host society, nor it has ever existed. The reference, in this case, is the forms of "artificial tourism". The tourism system, presenting as a complex and cross phenomenon, does not make sufficient self-regulating market, so that the dynamics are controlled, but it requires a public intervention and a system of policies that controls the complexity and manages the equities. The different components presented in the destination must act in a logic of the system, identifying common goals to pursue, albeit there are a series of conditions and constraints of exogenous nature, which can heavily influence the construction and operation of the system itself. It is difficult to propose concrete models of sustainable tourism, which agrees the different actors of the supply and