

**IMPORTANCE OF AGRO-ECOLOGICAL AND ECONOMIC STRATEGIC
MANAGEMENT WITHIN THE TERTIARY SECTOR**

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Abstract

The aim of this paper is to emphasize the importance of eco-agro-tourism within the tertiary sector economy countries, primarily in terms of the overall development of society as a whole. This question is particularly evident in terms of the Great Depression and every attempt to find out through improvement of business according to the author deserves attention. The authors make conclusions that agro significantly affects the rural areas in the states that are struggling to achieve development in all spheres of economy. In addition, the authors conclude that there is the impact of eco-agro-tourism and environmental and natural environment in which people live.

The impact it has on the following levels such as: general, cultural, demographic, social, and economic, and others. Based on that clearly stands out as a multidisciplinary focus and the basis of observation of eco-agro-tourism. Race for financial gain often overlooked and natural environment in which BITIS people. Eco-agro-tourism includes a range of activities, services and additional facilities organized by the population mainly lives in the countryside or on family farms that have potential chances of developing structural attract tourists and generate income that are not standard.

The authors conclude that organic agriculture can affect the development of the economy especially in rural areas, with it can to promote the concept of farm to be a new view to promote the development of approaches, such as: organic production, traditional crafts in order to increase the total supply, product sales to tourists that are manufactured on farm and more. Consequently,

the authors' conclusion would be that the agro-tourism and eco-tourism have a chance to create a more substantial income people BITIS in the countryside, which produce in their possession, and that tourists can sell their produce at retail-sale prices that are far more of the standard price of agricultural production.

Key Words: *eco-tourism, agriculture, village.*

Classification JEL: *Q50, Z39,*

1. Introduction

In conditions of economic crisis, it is increasingly coming to the fore the importance of proper management that includes comprehensive and multidisciplinary approach [1], [2], [3], which includes many parts of the economy such as agriculture, ecology, economics, sociology, knowledge of the organization holding, tourism and more. Ecological and economic threshold of security, especially in developed countries is on the verge of endurance, and the need to find more efficient-substituted which will reduce the impact of industry primarily in the ecology that is especially disturbed and more devastated. In addition there is also the question of which sectors can employ the population, especially in the countryside.

Such policy should include the social aspect, especially in employment, somehow comes to strengthening the interests of many authors who see the solution in a stronger and multidisciplinary approach to the tertiary sector. Generally one can say that this is a socio-economic observation of social phenomena in the economy [4]. The practical development of the tertiary sector can contribute to the development of general society in an economy, and the state.

Previous to the economy, which can be treated as a neoliberal economy [5], [6], [7], has led to, among other things, to the fact that about 20% of the world's population benefits from a standard set of socio-economic relations. This situation is unsustainable, and the existence of a major economic crisis in particular from 2008. To the present day, begins increasingly to question the development of environmentally responsible behavior of the entire society. In addition, a growing number of individuals, but also the author in his works emphasize the need for solving ecological and economic problems, trying to find among other things, some new models, which primarily offer vocational publicly available [8]. Offered models of ecological and economic management should be in accordance with the general principles of management [9], but also in terms of entrepreneurship [10], in order to achieve real and measurable economic development of a country.

Tertiary industry, such as tourism, it has a real chance to launch a number of other economic activities in all countries. Hence the desire of the population to visit the rural areas, developing countries, uncontaminated environment, the village and the other, just an assumption and a chance of development, because the occurrence and movement of tourists launches tourism, and a range of supporting activities that supply and satisfy demands of the population that has solved to extract a portion of their funds with the aim of temporary movements in a destination.

Thus tertiary activities have features such as:

- provide economic value to ecosystems based on services,
- generate part of the income that can be used for conservation areas,
- generate direct and indirect income for local communities, especially in the countryside,
- create a clientele at local, national and international level,
- Promote the sustainable use of natural resources and more.

2. The presence of standardization in the processes of eco-tourism within the overall business

In countries in transition, all the spheres of socio-economic life are subject to standardization, and thus in the framework of eco-tourism economic events. In addition, the standardization of this activity has to answer the questions of respecting local culture, meeting the needs of users and promoting the activities of standard measures of marketing. However, special consideration and analysis requirements of the European standard for eco-tourism, known as the *European Ecotourism Labeling Standard - EETLS*.

It was created because of the need to initiative for eco-tourism and the harmonization of the tourism market that goes beyond the territory of one state.

This standard regulates issues such as:

- business management and operational planning the same,
- ethics of business,
- responsibility of marketing,
- customer satisfaction,
- focus on the nature of the area,
- normal environmental management,
- interpretation and education of Syria's population,
- contribution to the conservation area,
- work with the local community,
- respecting culture and
- Sensitivity of the population.

3. The association of eco-tourism and agricultural-ecology in economy

Multidisciplinary nature of modern society is reflected through the issues that link environmental protection, but also issues to solve problems damaged the environment by human activities, and the issue of revitalization of living space.

One example of the negative and positive impact of the tertiary sector to the overall behavior of the individual authors systematized in the form of examination which is given in Table 1.

Table No. 1: **Negative and positive impacts of ecotourism as criteria for a code of conduct.**

Economic (Negative)	<ul style="list-style-type: none"> • Inability to pay on-going organizational costs (e.g., infrastructure, wages) • Leakages (e.g., revenue generated to non-local organizations)
Economic (Positive)	<ul style="list-style-type: none"> • Generation of revenue and employment • Provision of economic opportunities for the local community and beyond • Multiplier effect (e.g., spin-off economic benefits that support ecotourism such as purchasing local supplies for development and maintenance)
Environmental (Negative)	<ul style="list-style-type: none"> • Permanent environmental change (e.g., vegetation removal, site leveling) • Creation of waste residuals (e.g., sewage, exhaust)
Environmental (Positive)	<ul style="list-style-type: none"> • Operator involvement in protection and rehabilitation (e.g., protected area designation and cultural resource conservation) • Management of natural areas

	<ul style="list-style-type: none"> • Programs for eco-tourists, neighbors, community members to be involved in environmental protection, rehabilitation, or management (e.g., volunteer, education, or fundraising programs)
Socio-Cultural (Negative)	<ul style="list-style-type: none"> • Social and cultural intrusion (e.g., consumer demands for authenticity) • Erosion of local control (e.g., employment in-migration) • Local inequalities (e.g., disputes over partnerships)
Socio-Cultural (Positive)	<ul style="list-style-type: none"> • Fostering a sense of community and empowerment through local participation (e.g., packaging with local service providers) • Providing aesthetic/spiritual enjoyment for residents and tourists • Fostering socio-cultural respect (e.g., education to raise awareness) • Providing access to resources (e.g., equal opportunity for tourists, employees, and community to access amenities and services)

Source: [11].

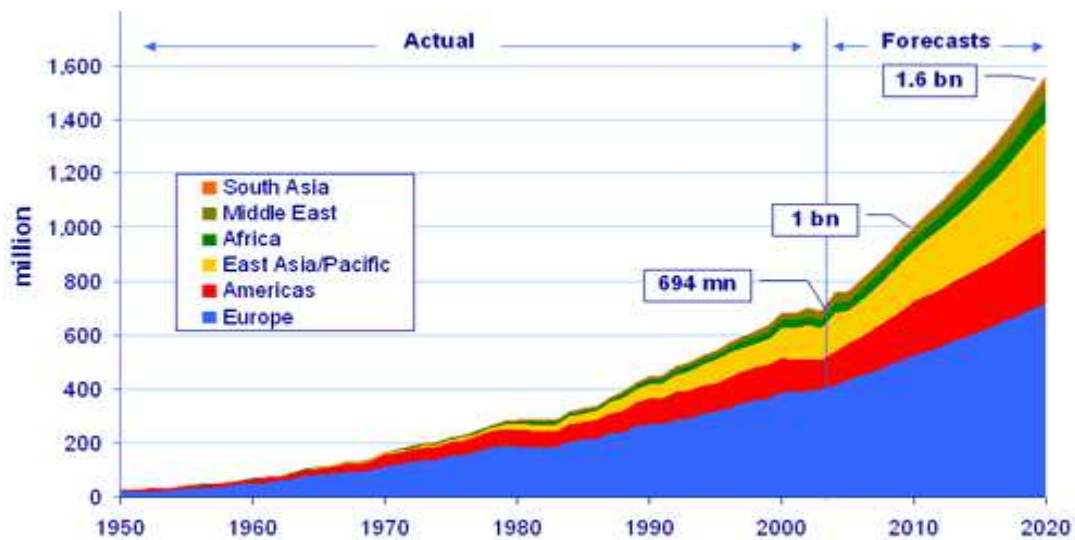
Communities may be involved in several ways in the creation of surplus value within the tertiary sector. For example by providing services in the field of tourism to generate income for their families, and the society, however, can indirectly be involved in conservation and environmental protection areas or countries. This is achieved in addition to the social dimension and the dimension of the protection of nature, ecology, and economy because government cuts spending to protect the area.

Agro-touristic farm can offer a form of agro - tourism and ecotourism if it offers more tourist services in their holding and operates on the principles of organic farming (Figure 1). Such an economy can be considered eco-agro-touristic economy [12].

3.1. The global observation of the tertiary sector over the general tourist predictions in the world

Mass tourism observed globally in the world over the tertiary sector which it belongs, will be the largest segment of the tourist market in the future. It has characteristics which are reflected both positively and negatively by local advent economy with constant consideration of the development and rejuvenation of new tourist destination and forms of action [12]. It is obvious that some regions (Europe, Asia and the Pacific region), in the future, constitute the largest tourist destination which can be seen from the illustration of Figure 2.

Figure 2: **The development and vision of world tourism by region**



Source: [13].

Based on the data the picture clearly shows the progressive movement in the period from 1950 to 2020. In all parts of the world, although the biggest and strongest trend can be seen globally in Europe and America. This can be explained by the highest standard, which has a population of Europe and North America (USA and Canada), followed by East Asia.

Generally, it can be seen that the said parts of the world are the places where the fastest way to develop new forms of tourist offer that will include new aspects of the economy and eco dimension observations within eco-agricultural tourism.

4. Conclusion

In this work the authors have tried to identify and represent some of the essential factors of economic-ecological, social, and agricultural factors that are primarily interconnected and intertwined numerous impacts on the tertiary sector of activity in the economy. The authors took into account the global influences in the world and given the survey of developments over the general tourism trends in the world in the period 1950-2020, with the aim of gaining general belief that this activity, a little before mentioned, promising and should be considered multidisciplinary. In addition to the general factors influence the tertiary sector, the authors wanted this paper to highlight the connection between agro-tourism and eco-tourism. This is particularly important because it treated the tertiary sector of economy can be seen in several parts.

The first part of the observation points out a general trend of increasing tourist traveling primarily from Europe and the USA and Canada, and the second relates to the development chance of employment of the population living in the countryside and which may provide services to tourists, especially in the field of eco-agro-tourism. Population movement, travel and the like, as a rule mean a potential sale of agricultural, tourist, shopping and other services. Have the same value, higher than the average, especially if the population that normally live in the countryside sell products that only produce as a final product by tourists. This frees mediation traders, unnecessary margins, labor value added tax, customs duties and other levies, and the greater part of the value created by a population that remains structurally exists in its agriculture, but also in the framework of the tertiary sector providing services to other people.

The last aspect of observation in this study points to the importance of treatment to protect the area. This issue should be considered from the aspect of reducing state spending that would

otherwise be allocated for the protection of nature or ecology, but just across the population is rural, which remained to live in the countryside and which partly makes her living by providing services to tourists.

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