

Natural Potential and Community Awareness as Key Components for The Development of Tourism in The Municipality of Belsh

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Abstract

The development of tourism in the municipality of Belsh presents a valuable opportunity for promoting natural assets and enhancing community awareness in support of the sustainable socio-economic growth of the area. This study aims to examine the role of two key components, natural potential and local community awareness, as determining factors for tourism development in this geographical area. Belsh's natural potential is characterized by rich natural landscapes that offer opportunities for various forms of tourism, including nature-based tourism, agritourism, and ecotourism. Meanwhile, community awareness and active participation are essential for the sustainable management of these resources, ensuring a balance between economic development and environmental protection. The study employs both qualitative and quantitative methods, including the analysis of scientific literature and structured questionnaires focused on the local community. The findings reveal that Belsh has a high level of natural potential that remains underutilized, while community awareness is still developing, with significant potential for improvement through educational campaigns and support programs. The role of the community is assessed as fundamental for the preservation and promotion of natural values, as well as for strengthening the local tourism offer. The study recommends the development of integrated policies that include training for residents, institutional support for local tourism enterprises, and the promotion of collaboration between institutions and the community for the sustainable management of natural resources, contributing to the socio-economic development of the municipality of Belsh.

Keywords: sustainable tourism, natural potential, awareness, local community, natural resource management, inclusiveness