SUSTAINABLE TOURISM IN ROMANIA AND THE TRINOMIAL: QUALITY, CONTINUITY AND BALANCE. COMPATIBILITY WITH MAJOR TOURIST EUROPEAN COUNTRIES

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Abstract:
This paper focuses on the optimum capacity of tourists, seen from the viewpoint of stakeholders in developing sustainable tourism in Gorj.

The analysis of this indicator is necessary, precisely because tourism is considered one of the most profitable economic activities that involve hundreds of millions of people, but can cause great damage to areas considered "tourist interest" if not managed properly. More so, in the region mentioned, tourism activity takes place more chaotic and the pleasure of the tourists on the one hand, and the hosts on the other hand, each pursuing their own interests, protect the environment with overtones propaganda.

Keywords: Optimal reception capacity, sustainable development, environmental conservation, sustainable tourism,

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1. Introduction

Responsive to the transformations of contemporary civilization, tourism is evolving under the impact of their dynamics overall process of integrating sustainable development [1].

Sustainable tourism development will be achieved through major changes taking place in the tourism industry in Romania, in the next period. These changes should cover both aspects of tourism structure and processes and interactions in tourism activities. First, tourism in Romania will also adopt a strategy of diversification, focusing on bringing new fields, like new, with the improvement of existing, new tourist facilities by building centers / units in compliance with the standards required by the current tourism, but primarily new products and tourism programs offered by existing tourist centers. By studying consumer behavior of European tourists visiting Romania in their preferences and trends regarding tourism product asked the authors propose a model of diversification of tourism products and expanding several existing forms of tourism [9]. Growth and diversification of international trade under the impact of individual development of the world's countries, their specialization and deepening international division of labor is one of the major features of global economic development. In conjunction with these changes, tourism stands out as an important component of international economic relations, the role increasingly higher. Worldwide, tourism is considered as one of the most dynamic economic sectors, always evolving upward, even in periods of unfavorable cyclical economic, political, social, etc.

Unlike other tourist regions of the world, Europe has a very special position here concentrating the largest number of developing countries which have a valuable tourism potential. Although its share is declining, both in terms of foreign tourist arrivals and international tourism receipts of Europe still holds the largest market in the world tourism and the UNWTO statistics reflect this fact [2].

Between the countries of central and eastern Europe, Romania is considered the country endowed with rich and diverse natural and anthropogenic tourist resources, which gives him a greater willingness to travel. The transition to a market economy has been through quite difficult Romania has made tourism development. Without notable exceptions, the specialists from Romania and those from abroad agree that the potential of Romanian tourism is superior to many countries and could compete with the tourist offer of any other country in the world, helping to increase revenue from foreign trade .

Like all regions of Romania, Oltenia, particularly North Oltenia highlighted in terms of tourism both in abundance, and by variety, reputation, landscape beauty, specific culture, traditions, customs etc. Between North Oltenia counties, Gorj Gorj can not be summarized in just the few images and words that can be taken in "Travel Guide of Romania". Because, beyond religious establishments, the tabs history and scenery, the people are. With their
traditions and customs, crafts and folk art unique. And more than anything, gave pride of universality Constantin Brancusi [3].

A county that has heritage mountains textured to specific sports, road infrastructure, caves, canyons, gorges, monasteries, resorts spa treatment, accommodations diverse, authentic culture, etc., could live and prosper only in tourism. The emergence of the concept of sustainable development is based on recognition of the limits of growth, ie all economic criteria, limited to economics began only neglected key issues of development, namely, the relationship between man and nature and society-environment relationship. Related to rise unchecked facilities tourist regions, imposed using the concept of reception capacity to materialize the idea of "sustainability", specifically for responsible tourism in socially that is not only sensitive to the environment, but that makes us understand that there are limits to development in a world with limited resources.

2. The trinomial: quality, continuity, balance and link between this and sustainable tourism Romanian

Starting from the idea that economic growth in modern society is increasingly more conditioned by the development of services [13], and that idea to the business of tourism services, businesses operating in this field bring to the fore sales growth and getting great profit and forget that changes in the environment contribute to growth or decline of tourism competitiveness. From the point of view of sustainable development of tourism specialists is closely linked to the notion of optimal reception capacity [11]. Optimum capacity of receipt of a territory is measured by type of operation (intensive, moderate, extensive) or number of visitors that it can accommodate a territory without reaching a negative impact on the environment or on our perception and acceptance tourists by the local population.

Applied biological and social sciences, the concept of reception capacity was expanded tourism to materialize the idea of "sustainability" in relation to its use of resources and the natural environment. Over time they have outlined the following indicators [11]:
- Physical capacity, biological, social and psychological, in support of tourism activity, without diminishing the quality of the environment or visitor satisfaction;
- The number of visitors you can accommodate an area without reaching a negative impact on the physical environment, the level of social acceptance rating;
- The number of individuals that can be supported by a territory without degradation of biological and social systems;
- The type of operation that can withstand a developed area, a certain period of time, up to a level that does not cause excessive damage to the environment or visitor experience;
- The maximum number of persons who can use a recreation area without unacceptable alteration of the physical environment and without a significant decline in the quality of the recreational experience;
- Maximum number of guests that can be accommodated without causing excessive damage or a decline in visitor satisfaction.

Developing sustainable tourism is very complex in many aspects, among which the preparation, planning and management makes it necessary to achieve this in two phases, in which businesses and institutions involved have their own responsibilities regarding the development of the activity, compliance projects and economic sustainability concepts. The initial phase of planning, design and development of tourism should be preceded by preliminary studies to determine the location, type, dimensions tourist equipment, harmonization with the environment and conditions for realization. We know that the development of local tourism authorities have several levers: economic, legal, social as well as laws on the use of public services in developing major tourist development projects. Also, businesses that initiate or carry out projects to develop tourism have also an important role by ensuring that projects do not create environmental problems, and comply with local and national field [10].

Evaluation of the reception depends on the area's natural conditions - mountain, hill, plain etc. - Nature protected area of the humanization of the rural area of economic and social development, but also the rules for the use of resources and space, different from country to country. Depending on the relationship Desk - environment, differentiates several categories of optimal accommodation capacity of the territory in accordance with the general principles of sustainable development and tourism planning. A series of formulas allow calculation of optimal accommodation capacity of a given territory or tourist resorts, ski area etc. The formula is [11]:

\[ C = S \times K / n \]

Where:
- \( C \) = optimum capacity of tourists
- \( S \) = surface area in hectares or m\(^2\);
- \( K \) = coefficient of correction; It can range from 0.5 to 0.80;
- \( n \) = norm for the use of space, ha / sqm / tourist
In addition to receiving optimal capacity, one can find in the literature [11]:
- Ecological capacity: is that level of tourism development or recreational activities over the environment becomes degraded or compromised; a certain level of use, must be two problems: how tourism affects the entire ecosystem - from ground water to plants and animals, and that the cost of restoring the ecosystem. It is also known as “satisfaction capacity of the ecosystem”.
- Physical capacity: relates to that level of development of tourism or recreational activities at the facilities of the territory are “saturated” or begin to manifest damage to the environment due to overuse tourist or network infrastructure inadequate. There are numerous examples of tourist destinations where water is polluted discharges directly or through tributaries because of outdated sewer systems or other reasons, which affect beach areas and therefore tourists' satisfaction. These undesirable changes in physical capacity of the area (tourist equipment saturation) can be rectified by fairly significant investment in order to protect the physical elements of the territory.
- Social-perceptual capacity:
  Between environmental factors contributing to the increase of tourism in the county Gorj, remember [15]:
  - The use, protection and improvement of areas of great natural beauty of the landscape or tourist resources representative;
  - Improving transport and network communications technologies and clean;
  - Diversification especially in rural areas by exploiting the local hospitality;
  - Protecting and improving the urban environment - creation of green spaces and recreational gardens Gorjean tourism in 2016 is facing two major problems, which identifies the region of southwest (6):
    - A great responsibility and a profound respect for the people and their culture destination host.
    - A great responsibility to those traveling reflecting new ways of consumption, growing attention paid by tourists education.

Therefore, sustainable tourism in Gorj county will need in the future to reflect three important aspects [12]:
- Quality - sustainable tourism provides a valuable experience for visitors, while improving the quality of life of host communities and protecting the environment;
- Continuity - continuity ensures sustainable tourism that relies on natural resources and the continuity of the culture of the host community with satisfactory experiences for visitors;
- Balance - Sustainable Tourism ensures a balance between needs of the industry, partisan environment and local community.

The goals of sustainable tourism in Gorj county are:
- Improve the quality of life of the host community;
- Provide fairness between generations;
- Protect environmental quality by maintaining biological diversity and ecological systems, without taking into account the economic interests of small groups;
- Ensure cultural integrity and social cohesion of the community
- Providing high quality experiences for visitors.

Gorj county general policy must be subordinated to national policies, regional, local and main laws and regulations established by government bodies must ensure that the quality of the environment in the interest of tourists, local communities, in line with national targets. Therefore, in our county should be followed strictly following goals such as shaping local tourism potential theory in relation to existing national and regional resources; determining the type of tourism product or image you want to exploit; examine the level of demand for a specific tourism product; the estimation of useful materials to achieve appropriate reception capacity in relation to the existing transport network, the volume of investments required; defining the dimensions of socio-economic impact, cultural and ecological environment of any kind. [4]

In this respect, as we have seen, they are considered rules which measure the impact of tourism activity on the environment variable in space and time, intended to direct the development of an optimum level of any tourist areas.

3. Conclusions:

UNWTO estimates regarding the future of tourism in the world is very optimistic.

In these circumstances, Gorj county will have to focus its efforts for optimum sustainable use of tourism potential at its disposal, permanent correlated with diversification, modernization and adaptation of supply to the domestic and international requirements.

By its geographical position Gorj County has an abundance of natural resources which enable the practice of diverse forms of tourism. To develop this sector Gorj has the advantage of diverse forms of relief, the presence of the most beautiful caves and gorges existing in Romania, the existence Road King, places of worship, unique existing here, the existence fame works Brancusi, historical past rather agitated and the favorable climate of practicing tourism activities throughout the year. Since mid-2000 Gorj has developed significant capabilities tourist accommodation, especially in mountainous areas, tourism development policy materialized primarily in the achievement of important technical and social infrastructure. As a result, the accommodation capacity is significant in Gorj (number of tourist reception has increased by 1475 places in 2000 to 1974 in 2010 and 2755 for tourist accommodation in 2015)
compared to other counties that do not enshrined in terms of tourism, as is our county. Practicing mass tourism did prevail accommodation of inferior categories (the share of hotels and hostels 1-2 stars in the county exceeds 80%).

Regarding the sustainable development of tourism in Gorj to express their viability as a tourist destination, it must highlight its entirety defining and activities in the field of recreation, curative or cultural context which was specialized (a). This involves several steps, organically linked in a frame planned to set targets and specific strategies at micro, meso and macro, starting from "studying demand motivational resources, through the their functionality and profitability in tourism in operation"[5].

Perception Gorj county as a tourist destination is unclear; It has a reputation as a destination "bona fide" tourists occasion. This is caused in part: destination marketing deficiencies, lack of government support in tourism, unprofessional practices in the tourism business, low standards of services for visitors, poor tourism infrastructure, facilities and inadequate ways of spending time.

The launch tourism in Gorj county, tourist destinations and attract more foreign tourists could bring additional benefits, according to the managers in tourism, but more and necessary changes. Here attention is drawn to that transformation, change, or promoting tourism revival requires different strategy than incremental change (continuous improvement), because the success of the past may be the biggest obstacle sometimes [7]. The motto "action and not beautiful words" should guide local travel policies in any region, based on respect for typical responsibilities taken at national, regional and local level [14]. Therefore, it is necessary to organize a Destination Management (DMO - Destination Management Organisation), whose steps including governance can ensure the sustainability of tourist destinations such as Gorj. The existence of a valuable tourist assets (as is the case for South-West Oltenia) does not automatically lead to the emergence of a profitable tourism, unless it is accompanied by appropriate services, to make them accessible to tourists and to capitalize on them. Management activity at the tourist destination of Gorj is a challenge because it acts in private companies, public whose interests must be harmonized with the interests of the destination.

The strategic objectives of sustainable development of tourism in Gorj county should consider are the following: increased prosperity for the local population, maximize satisfaction of tourists, maximizing business profitability local travel, maximizing the impact of tourism by ensuring a balance between economic benefits and costs and socio-cultural environment Systemic vision of sustainable tourism development strategy in Gorj county, in the context of structural adjustment of the national economy requires attention that tourism has become a priority economic sector in organic interdependence with other sectors and socio-economic sectors. The decisive element in the scientific and decision-making farms is the definition of a concept, realistic objectives heritage and sustainable tourism development in South-West Oltenia.

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