

A SHORT CONSIDERATIONS REGARDING SUSTAINABLE DEVELOPMENT OF TOURISM

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Abstract

The popularity created the concept of sustainable development has determined the conviction that tourism can develop in compliance with the philosophy of sustainability. For example, if we compare with other activities such as agriculture, forestry or in other sectors of the economy, tourism has a development relatively recent to human evolution.

Tourism place in sustainable development is given the role of this economic activity that "sells" the physical and human environment as a product of his own. Tourism is one of the industries that should be involved in sustainable development, as industry resources, dependency on natural and human potential of cultural heritage in an efficient manner. Tourism "sell" these resources as some parts of his product, but at the same time shares certain resources with other users (local communities, the structure of the central administration). It is essential that tourism to be active in issues of sustainable development and to cooperate with other industries in ensuring the quality and longevity of the resources on which rests the whole tourist activity.

Sustainable development in tourism is a necessity, and the connection between tourism and environment is much stronger than in the case of other industries.

This paper presents the most important aspects of the rural tourism and the contribution which it can bring to the well-being of a nation. The author like to stress some elements related to the concept of rural tourism which has nowadays become very important around the world. The rural tourism can revitalise the conventional concepts and views on tourism, and bring in a new dimension to the sustainable development of tourism. It has been realised that tourism can play a major role in many countries economies, especially in developing ones, where it can substantially contribute to the increase of the national income.

Keywords: sustainable tourism, accommodation capacity, development region, regional analysis.

Classification JEL: L83, Q01, Q57

1. Introduction

The emergence and evolution of the concept of sustainable development implies the existence of several stages, each of which is marked by events and international conferences which have set out to draw attention to the implications of the uncontrolled development on mankind. One of these events was the ONU report, "Our Common Future" report published in 1987, in which it raised the environmental dimension of development and the relationship between rationality and development, between production and consumption. In the framework of this report was issued for the first time a definition of sustainable development "that form of development that meets the needs of present generations without compromising the possibilities of future generations to meet their own needs"[1].

Another important moment was the ONU Conference, in Rio de Janeiro in June 1992. This Conference had the theme "environment and development" and has led to the emergence of multiple points of view in connection with environmental protection, supporting a less-destructive industrializări and finding ways to replace intensive economic development with sustainability. In both cases, however, tourism has not been a main theme of discussion.

Tourism has grown strongly in recent years due to life style consumer-oriented, industrialized countries and characteristic especially due to its capacity to bring significant gains for developed countries.

Sociologists consider that rural tourism can be practiced in the normal conduct of the conditions of rural life. The tourist will get to know the man (the peasant), his life everyday, rural culture. Therefore, the tourist facilities in rural areas must belong exclusively to the rural community. Therefore, the tourist facilities in rural areas must belong exclusively to the rural community, the only one able to keep untouched rural areas (Mac I., Petrea R., Petrea D., 1999).

Sustainable tourism therefore seeks to sustain the quantity, quality and productivity of both human and natural resource system over time, while respecting and accommodating the dynamics of such systems (Reid, 1991). Sustainable tourism is developd and managed together with the principles of sustainable development (Hunter and Green, 1995).

A very important concept, which has been actually taken over from ecologz, is that of carrying capacity; it can be postulated that tourism carrying capacity Is concerned with only two components: the quality of the environment and the quality of the recreation experience (Richards and Hall, 2000).

The economic advantages of tourism, the positive economic impact expressed in the increase of income and creation of new jobs, are undeniable. These advantages have constituted for long time the engine of development tourism expansive and uncontrolled, the feature of the 60s – 70s.

The negative consequences due to the enormous exploitation of the tourist were only later put into question. Negative effects of tourism refers particularly to damage the environment and socio-cultural environment (characteristic of people living in an area with heavy foreignThe cause of these negative phenomena is not tourism in the sense to itself but also how uncontrollable that has characterized the development of certain tourist destinations. To these are added and a concentration of regional and seasonal tourist flow, which affects in particular the sensitive regions from the ecological point of view. An example of the regions falling in this pattern is the islands and shores located in the areas near the shores.

Besides the negative effects due to the tourism industry, which is manifested at the local scale or regional, can highlight a number of negative effects to global, that affect the environment. We can mention, for example, means transportation by air or land, as part of the tourism product and the negative effects that they cause on the ozone layer.

2. What we understand by sustainable development in the field of tourism?

Looking for ways that you can achieve sustainable development, it is necessary to have a specific sectoral vision as the performance of services in tourism.

Due to intensive tourism connection with many other social and economic areas and in view of its link with nature and the environment, the development of sustainable tourism must be seen as a whole, which embraces all the others, this representing an innovation in the mentality of the people (Nistoreanu P., 2010).

Sustainable development is a complex, multidimensional concept, and tourism in general through its contents, is included in this development. The touristic activity will be dealt with in the context of sustainable development, the evaluation of all categories of resources and defining the directions and priorities of growth, aiming to performances in three separate plans [2]:

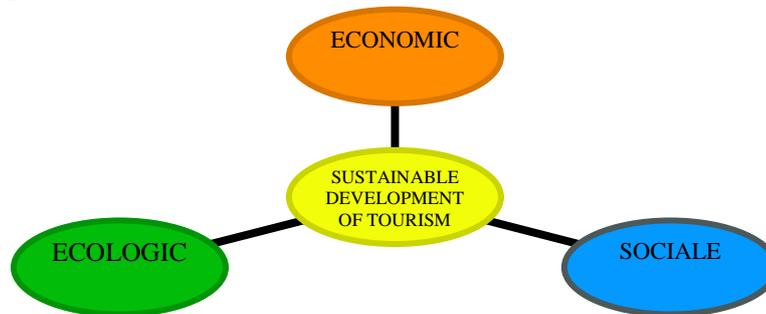


Figure 1: Plans of sustainable development

These plans of sustainable development are pursued the following goals:



Figure 2: Purposes of sustainable tourism development

Source: Kreisel, W. Umweltvertragliche Angebote unter Einbeziehung der Ergebnisse von Erhebung bei Fremdenverkehrsgrenien, Dusseldorf, 1992 pag. 25

On the other hand, tourism manages certain resources with other users (agriculture, industry, industry, manufacturing, production, handcraft, etc.). The approach of tourism from this perspective is required even more than in the case of other types of economic activities, in view of the double direct contact of the activity of tourism with the environment: as activity tourism itself and as an economic activity, generally agricultural, for the obtaining of the products offered to tourists (in the case of rural tourism, or rural tourism).

It follows that, both in the quality of the raw material, and in the quality of material support of tourist activity, the environment must be protected.

In terms of distribution of resources between tourism and other economic activities, it appears necessary to the division of property in accordance with both the needs of the present and the future of the company, but also with maintaining a balance of economic, social and cultural activities in a region at a given time.

Maintenance of ecological functions of tourist destinations can be achieved, given the three sides of the pyramid development sustainable tourism [3].

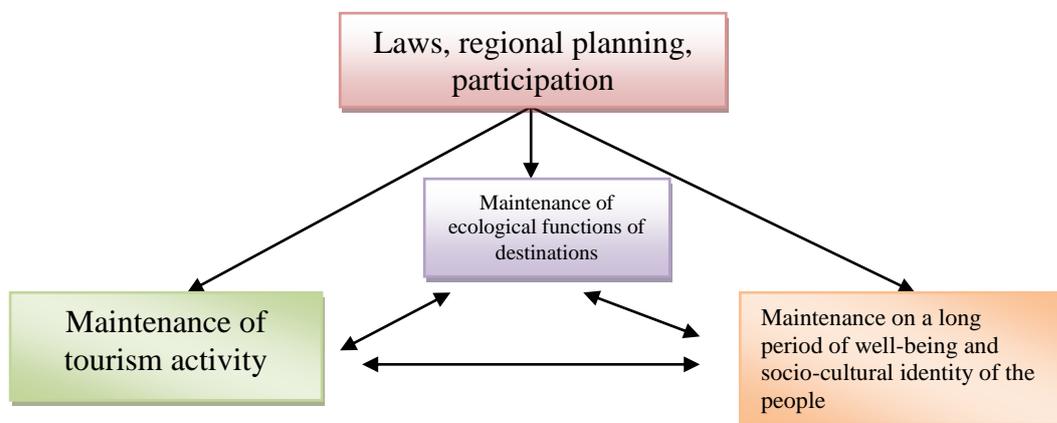


Figure: 3. Sustainable tourism development pyramid

Source: author's contribution

Addressing ways and means of development of tourism activities can have two sides of the main, which underpin the overall strategy for the development of tourism:

- the approach to regulation – which includes the main thresholds and rules of operation, operation and protection;
- probabilistic approach-with a forecast and using as a basis for the calculation of forecast tourist movements follows: ensemble favorable tourism motivations of the possibilities of each zone, natural and human potential, economic opportunities through tourism valorisation of various regions.

Trying a short summary, this strategy involves the tourism conservation of the ecosystems of the Earth, their biodiversity, the preservation of the capacity of the ground support, reducing the exploitation of exhaustible resources, change the attitude of the individual in favour of sustainable development, the raising of rural habitats, respect and caring towards the way of life of local communities, etc.

3. Aspects on the environment - a factor of tourism development

The protection of the environment constitutes one of the problems which concern the mankind increasingly more. Due to the fact that pollution (in all its forms: air, water, soil) is a complex phenomenon which knows no borders, in the '80s have started to crystallize certain policies of protection of the environment.

The objective of the said policy of environmental protection aims at putting under control of the phenomena of pollution that need to be linked with your own level of development of each country.

The relationship between tourism and the environment is particularly delicate because we have to achieve and keep a balance between tourism development and protecting the environment. The declaration of Manila (1980) brought to the fore the fact that the satisfying of tourist demand must not be made at the level at which would cause a series of harm to the interests of the social and economic characteristics of the resident population, the environment as a whole or of natural resources, historical sites and cultural which shows a great attraction for tourism.

The environment, natural or manmade, constitute the resource base of the tourism industry. If this resource is but used the irrational and excessive be reached until after the damaging and even destroying them. Tourism is often regarded as a form harmless to the industrial development compared with other industries.

Over the past years, policies for the protection of the environment have had in view the realization of the practice of a sustainable development, as mankind has begun to recognize the fact that the problems of the environment are inseparable from those of wealth and of economic processes, in general.

Sustainable development takes into account environmental protection as an integral part of the economic development and follow the idea that the protection of the environment has international character, and imbalances of the contemporary world participate in large part to environmental degradation (the poverty is and the cause and effect of global issues of environmental protection) [6].

The general objective of sustainable development is to find an optimal interaction of four systems: economic, human, environmental and technological, in a dynamic process and flexible of functioning.

In order for the model to be operational, we need this interaction to be applicable to all subsystems that form the four fields of sustainable development, i.e. starting from energy, agriculture, industry and investment, human settlements and biodiversity.

Sustainable development can be the solution to reconcile all conflicts, with the condition that the interests of the unanimous to converge towards human development.

For sustainable development to be able to implement, we need to adopt a way of life that respects the ecological limits of the planet, I mean not to damage the natural ecosystems due to which we exist: the atmosphere, water, soil, subsoil, flora and fauna, human health.

The approach of sustainable development is not a simple search of environmental protection. On the contrary, the sustainable development represents a new concept of economic growth, the one who produces the moderation and fairness, without destroying nature and without compromising the carrying capacity of the offspring.

The resources of the environment represents the entire range of non-economic that characterizes the area and that influence tourism and the satisfaction of those who practice tourism.

This definition of the environment includes factors various which taken together can influence the desire of the tourist to be back in an area date: natural resources (water quality of the sea or the attractiveness of the area), the hospitality of the locals, the traditions of this place, the presence of works of art and of historical monuments well preserved. Thus we can distinguish [7]:

- the natural environment: the whole range of resources: natural: land (beaches, mountains etc.), air, water, climate, fauna and flora. The natural ecosystem is without doubt the most delicate and the most difficult to control of the resources of the environment.
- the socio-cultural environment: the entire set of traditions, customs, history, art, hospitality and culture that characterize an area. This category includes first of all the climate.
- social of the area in which it conducts tourism activities (the relationship between locals and tourists, the presence of extremist groups, social tensions).
- the economic environment (urban): this category called "artificial environment" includes transport, communications and in general all services provided for both locals and for tourists..

Obviously tourists will not be used at the same time and the maximum of the three categories. For example, a vacation on an exotic island will tend to satisfy a strong demand for the natural environment, a medium for the artificial and an application poor for the socio-cultural factors.. A summer vacation in the mountains will tend to seek the natural environment, but also on the socio-cultural and will manifest a relative indifference to issues artificial. A visit in a city famous for its attractions to the artistic involve in particular the socio-cultural environment and artificial environment, and is more or less attention to aspects of natural.

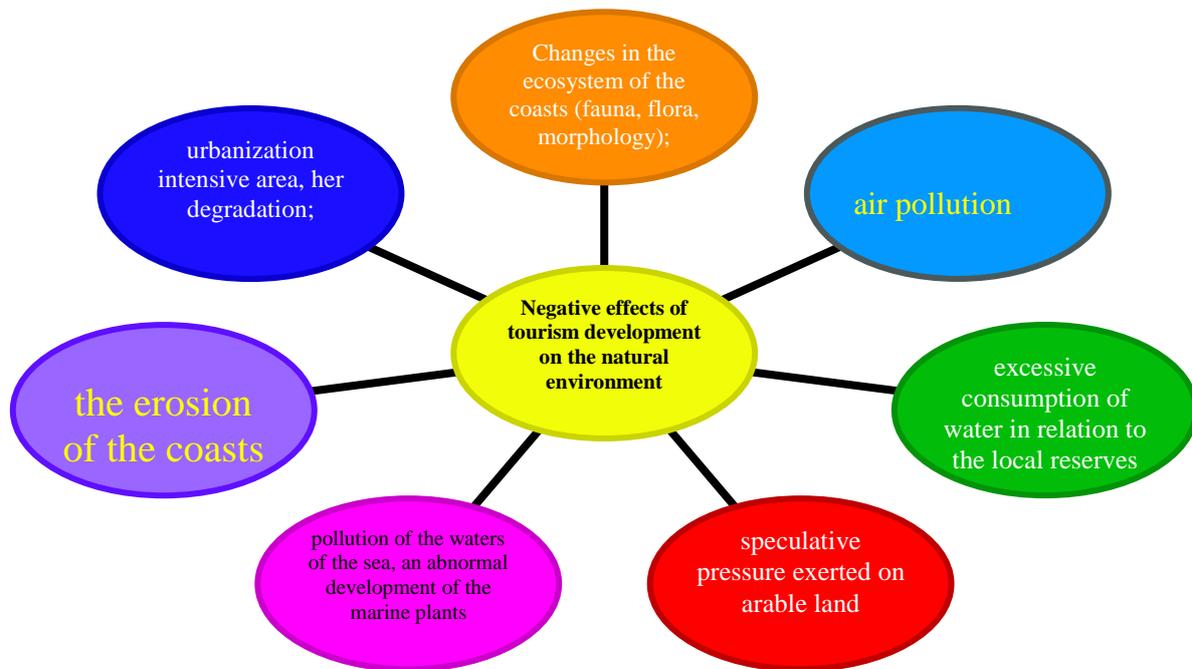


Figure 4. The negative effects of the development of tourism on the natural environment

Source: the contribution of the author

The main and most common negative effect of the development of tourism is the pollution of marine waters. The degradation of large their is a concern for both areas of the coast, and for the continental[8]. Investments in tourism tend to transform once and for all, the ecosystem of the coasts, whose delicate balance can be severely damaged even by intervening relatively small. Damage causes often and most of the buildings that don't fall into the legal norms (often illegal). Losing sometimes and the characteristics of the original, they are not responding functions for the protection of the environment.

Occasionally, the development of tourism in an area can determine the action of preservation of the environment or of the area concerned, be of contiguous areas. This tendency can be observed when the natural values of an area (the beauty of the landscape, the presence of animals or rare plants, etc.) become themselves the main tourist attraction. In this case they place actions focused on the part of those involved in the tourism activity in terms of protecting and improving the quality of the environment. These interventions sometimes result in the creation of natural parks, but most of the times, the problem of environmental protection is not viewed as a whole, the main objective being the attraction of the tourist[9].

The situation of the natural environment as it appears today compared with twenty years ago seems to be getting worse in almost all areas. Environmental conditions have deteriorated or at best remained more or less unchanged.

The positive effects are much more marked when there is a local authority or regional able to regulate the growth of the tourism industry. It has been observed that in the resorts developed more recently social imbalances seems to be much more serious and much more deep.

No matter but if the resort is new or old it is relatively easy to start a new business in the field of tourism even if you have reservations relatively modest capital or to perform work of the season which is an important supplement to family income.

4. Conclusion

Today, regional development at national level have to follow a certain dynamics what is the feature to continuous changes caused by the restructuring of production and increased competitiveness at the national and local levels. Recorded at various levels-local, regional, national and european regional policy is in charge of the coordination of the various sectors and the cooperation between levels of decision-making and the balancing of financial resources.

Along with other sectors of the economy (e.g., agriculture) tourism is part of those areas of economic activity dependent directly of the sustainable management practiced. No tourist wants to spend their holidays in a natural environment polluted, degraded, unsightly and unwelcoming, with a local population hostile. Tourism focuses on what is special, beautiful, valuable or unique. For this reason, tourism depends to a large extent by keeping the unaltered beauty of natural, attitude hospitable and positive local communities. The beneficiaries of the tourist activity doesn't have to be just tourists and sellers of tourist services but also the inhabitants of the different destinations, which can to

feel the beneficial influence of the development of tourism in the region through: upgrading the general infrastructure, increasing the supply of jobs, increased quality of life, etc. Tourism can also reduce the rate of the exodus of the population from rural regions to major urban centers where there are more opportunities to win, by providing variations appropriate and advantageous employment.

Tourism can support, at the same time other areas of the economy, such as agriculture (agrotourism), the production craft, the offer of recreational and leisure activities, food industry, etc. Through tourism can facilitate the process of changing attitudes, mentalities and at the same time takes place a better cooperation and understanding between people and between regions.

Sustainable development should not be reduced only to the issue of the protection of the environment, but must be approached in a much wider vision, which is to correlate the systemic aspects of economic, social and ecological.

Sustainable development involves developing all forms of tourism, management and marketing of tourism, that respect the integrity of natural, social and economic environment, ensuring the exploitation of natural and cultural resources for future generations. Sustainable tourism must be based on the partnership of various decision makers involved. For the realization of a sustainable tourism shall recommend:

- the development of plans for tourism development, to enroll in regional contexts broader and not be limited to the territories restricted;
- avoidance actions isolated sectoral arrangements, partial, excluding realization of a sustainable tourism;
- realization of tourist facilities and equipment to be in harmony with the local environment, to make the best use of traditional building materials;
- development of new non-polluting means of transport, silent, that use alternative sources of energy;
- organizing types of vacations that would require low energy expenditure, to exploit existing resources to a minimum and to contribute to the conservation and protection of the environment; finding clear explanations that aware of both tourists and the local population, about how to practice sustainable tourism.

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