

ECOTOURISM AND SUSTAINABLE DEVELOPMENT

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ABSTRACT: The concept of ecotourism appeared to highlight the interaction between tourists and local population resources of the regions visited. Strategic objectives of sustainable development, ecological safety and social inclusion means incorporating a certain extent, ecotourism in national and transnational development strategies. Strategic objectives of sustainable development, ecological safety and social inclusion means incorporating a certain extent, ecotourism in national and transnational development strategies.

KEY WORDS: tourism, ecotourism, sustainable development

1. INTRODUCTION

Humanity is going through a challenging period manifested in all fields. Knowledge and knowledge is and support growth and development in the context of intense searches limiting or neutralizing the many negative effects, unwanted consequence of progress, translate into support sustainability in the future. The world is changing, not necessarily in a good way. Comfortable living, which enjoys a large number of people while struggling with and more chronic poverty, is paid a very high price, some unanticipated agodecades ago or simply ignored. We refer to the destructive which manifests on ecosystem industrialization, life, nature, everything that surrounds us.

Situational awareness of gravity extreme is a small step in the right direction. Reality shows antagonism justified: saving the ecosystem (reducing pollution, saving Endangered species, conservation, etc.) and conditions. Growth, material prosperity, but without sacrificing comfort, on the contrary, in terms of economic and social progress.

Ecoactivity far as our real and effective bioactivity it is relative. In reality, few businesses operate activities on the principles of sustainability. Even fewer manage to achieve objectives of growth and sustainable development in a polluted environment (air, water, soil) the pecuniary interest prevails. With all the hardships and limitations in understanding the need for sustainable development, it must become a priority. Tourism is an activity whose effects spill over ecosystem and not always positively.

Travel arrangements, construction, deforestation, reduction of arable land, upgrades are just a few examples of activities carried out with the intention of developing tourism activity and maximize gains. Awareness environmental issues, the desire to preserve nature transformations products due to the increasing share of tourism in local communities and especially effects recorded in a relatively short time that displease locals and beyond, promoting growth and sustainable development concepts with emphasis on supporting human and environmental safety and have created a

favorable environment to promote new forms of tourism.

Ecotourism is inserted in the vast range of tourist activities as one of niche as the promoted so sought after.

2. CONCEPT OF ECOTOURISM

The concept of ecotourism is directly linked to the growth and sustainable development and its principles were formulated in 1988 World Trade Organization: resource management is to cover economic necessities, social and aesthetic while keeping cultural integrity, ecological processes, biological diversity and systems that sustain life.

The tourism industry has not only sustained economic growth but received global recognition as important sector, by branch which are attracted substantial revenues to the state budget, with implications not only economic but also cultural and environmental. The latter are not constructive.

Environmental destruction through tourism practically forced almost all economies to assess damage to the ecosystem and to develop activities based on the conservation of biodiversity.

In particular tourists whose main objective is to obtain a high degree of satisfaction. Ecotourism not only contributes to the preservation of riches natural and cultural but focuses primarily on local communities.

Not suitable practicing ecotourism areas where resources.

Natural heavily exploited, where soil, air and water are heavily polluted, where forests are heavily deforested, where animals live in the ecosystem, its nonspecific plants or birds, where hunting is practiced intensively, fishing, deforestation or illegal activities.

Definitely not classified suitable for ecotourism areas affected by pollution and activities economic intensive. Ecotourism is based on biodiversity (species rare animals, plants and birds), the area with low population density, the surfaces protected

with rare geo-physical with parks and monuments natural.

3. PRINCIPLES OF ECOTOURISM

Analysis of these definitions lead us to believe that the concept of ecotourism refers only to a certain segment of tourist activity and is based on certain principles. The strongest bonds of ecotourism are rural and cultural. Ecotourism is a niche activity with implications for the entire tourism market. I can list some strengths of ecotourism activities, as shown in the theoretical arguments:

- Conserve biodiversity;
- Supports the local population - economic and social development of the rural community;
- Relies on traditional activities;
- Involves responsible actions from tourists, locals and tourist industry;
- Requires low consumption of non-renewable resources;
- Involving local people which opens new opportunities;
- Improves the image of the local community and contribute to the extra notoriety etc.

Properly practiced, ecotourism is tourism component of sustainable revenue source, method of preserving the environment and local culture.

Apparently, ecotourism is an aggregate of activities involving nature conservation cheap. In reality, the funds necessary for the management of protected areas, local funds allocated in order not to affect through their own activities, the environment, the funds needed to build an adequate infrastructure leading to substantial amounts totaled demonstrates that ecotourism is a costly financial activity. Local communities must take special care for the environment, landscape and local values.

Unlike other forms of tourism, creating jobs, ecotourism does not benefit the labor market, on the contrary. Keeping archetypes main objective of regional development priorities eliminates category

creating jobs, the most disadvantaged are women.

Capital in both aspects, structural (networks, rules și proceduri - what people do or how they do) and cognitive (norms, values, attitudes, beliefs - the perception of reciprocity, trust, what people feel) usually is affected as a result tourism development. However, tourism destroys capital and in so far as it creates.

Ecotourism in rural orientation changes from tourists to the host community. It is an agent of change and provides well done, a positive outlook for economic and social development and the environment.

The relationship between the principles of ecotourism and sustainable development are shown in Fig. 1.

We must bear in mind that ecotourism is a far more complex than it seems after a superficial analysis. The social impact of ecotourism is presented in Table. 1.

Ecotourism is an activity based on the natural environment and its virtues and educational for tourists and locals managed properly and sustainably. Sustainable management refers to community and the environment. The consequences are products, jobs, education etc.

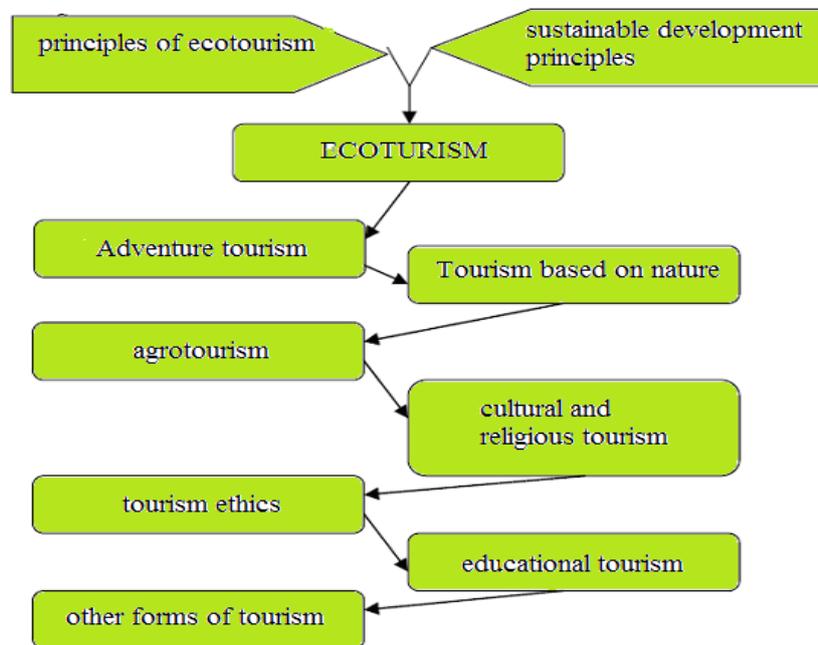


Fig. 1 The relationship between ecotourism and sustainable tourism

Table 1. The social impact of ecotourism on rural communities

<p>Development of tourism activity</p>	<ul style="list-style-type: none"> • Modify the internal structure of the rural community; • Rural divide the community into two groups distinct locals who interact with tourists and locals who interact with tourists; • Colonial characteristics; • Creates or not, depending on the situation, places work; • Determines the social changes; • Determines the local population to improve by increasing professional education;
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	<ul style="list-style-type: none"> • Efforts to improve infrastructure; • Improving quality of life; • Changing mentalities; • Access to technologies and modern elements.
The cultural impact	<ul style="list-style-type: none"> • Revitalizing arts, crafts, traditions and, generally, local culture; • Risk acculturation; • Assuming the negative effects of tourism table on local culture; • Preservation or loss depending authenticity ability to preserve local values traditional.

Positive or negative effects that ecotourism had on the rural communities (listed in Table. 1) depends, to a large extent, the inclination to change the locals, the ability to adapt to any change in their space and how implementing the development measures through ecotourism.

3. CONCLUSION

Ecotourism in rural communities requires investment, employment, the environment, culture and traditions, the development of traditional local production (especially local manufacturing industry: textile, handicrafts, carpentry, folk art), the birth of a story,, "place, devising itineraries in which to visit the main points of attraction, training of local guides to accompany tourists and explain the history of each place visited. Experience every tourist must be accompanied by information. Without additional information provided by authorized persons, the purpose of the act will not be complete ecotourism.

Strategic objectives of sustainable development, ecological safety and social inclusion means incorporating a certain extent, ecotourism in national and transnational development strategies. Ecotourism, as well as tourism generally involves: complex use of natural resources, cultural and human; It assumes a communication infrastructure, transport,

training of social networking, utilities existence; assumes a specific infrastructure: hostels, hotels, reception staff, guides, qualified to provide food, particularly from local gastronomy; the existence of recreational infrastructure: cultural, disconnection activities, sports activities; promotion through travel agencies, information offices, etc. but especially to protect the ecosystem.

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