

Editor

Nikos Mastorakis



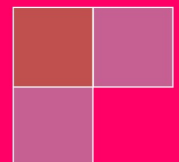
*The Romanian Tourism -
A Promoter of Globalization
and Sustainable Development Factor*

by Prof. Mirela Mazilu



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Editor

Prof. Nikos Mastorakis

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Dedication

This book is dedicated to my family. Without their support this research (along with many other accomplishments in my life) would not have been possible. Thank you for supporting me in all I do. I hope to give my children the same opportunities you have given me.

May 2012

Mirela Mazilu

Note to the Reader

The work proposed for publication at the honorable publisher WSEAS is “for starters” considered by experts in the field in Romania “original, innovative, imperative” by its very new theme: the need to link environmental policies with a field bringing so many spiritual, cultural, collaborative elements, etc.

The book: The Romanian tourism - a promoter of globalization and sustainable development factor explore the future of the tourism industry understanding sustainable tourism the economics of community growth through tourism marketing the sustainable tourism product nature tourism heritage tourism cultural tourism rural tourism practical guidelines for sustainable tourism a workable global sustainable tourism initiative . Sustainable Tourism is an ideal resource for educators, students, developers, entrepreneurs, investors, tourism strategists, planners, policymakers, and anyone interested in sustainable tourism for the new millennium. As written in the space of this book, we can say and conclude that a sustainable and responsible tourism development is inconceivable without thinking green. Sustainability of tourism has a double task: must give long term guarantees to the entrepreneurs that the infusion of capital will be recovered and the company's economic situation will improve at the same time. Sustainable tourism must be economically viable in long term, but at the same time, it must ensure correct relationships socially and ethically for the local population. However, it is expected that this system actors, such as tourists continue to be actively involved and responsible (responsible sustainable tourism).

Or, the Tourist also knows what to ask and to appreciate what is offered. Therefore, the difference lies in the attitude of why and how it consumes, in awareness, in the ability to listen and to know how to solve the most relevant guest wishes that enters the agency. But if one knows how to give an extra touch to paid services, one will ensure that tourists will again place their trust, or that of others, in that agency, because it is known that a satisfied tourist brings another 10! Two elements are essential in the tourist industry system: how to environmentally and sustainably make use of the tourist potential of the landscape and the anthropogenic potential. Those below are dedicated to them. Why ecology in tourism? Why ecology of hospitality? Why ecology of tourism? These are questions that I have answered partially and the book tries to bring to the attention of the tourist phenomenon lovers issues, thoughts, experiences... Analytical methodology used in the space of this book allowed the author a presentation, not exhaustive, leaving room for other complementary analysis designed to give a true image of Romanian tourism and to the desire of those who love this phenomenon-tourism, to develop sustainable and to become a landmark in European tourism market and not only Romania, is indeed a special case study of sustainable tourism, which explains the attraction of the author to address this issue in a time of economic crisis, ecological crisis, when the principles of sustainability are losing value, the economic profit decreases quickly, easily gaining more ground at the expense of sustainability.

Touristic - geographical analysis complex performed relies mostly on inductive approach, based on analytical observations made on very different data supplied by natural and human environment, identifying the causal link between phenomena and explain their functionality and their effects classification and mapping the elements ensuring optimal functionality, now and in the perspective of Romanian tourism.

Beginning with these foundations and using heterogeneous data (geographic, demographic, economic, social, historical,...) which assembled and analyzed have sketched the reality of geo-tourism given space in which converge a variety of processes and phenomena was largely successful, detailed knowledge of the realities on the ground, concluding that tourism from Romania joins undoubtedly in a traditional focus area of maximum structural complexity as a result of past and present heritage.

Based on these fundamentals and using heterogeneous data (geographic, demographic, economic, social, historical, statistical...), which assembled and analyzed have sketched the geo-tourist reality of a given space, in which converge a variety of processes and phenomena, it was largely managed to knowing in detail the realities on site, concluding that tourism in Romania is undoubtedly inscribed in an area of maximum traditional focus and structural complexity as a result of past and present heritage. Solutions to tourism-related pollution in the travel and tourism industry are technologically available. Overcoming economic barriers to their implementation may require government regulation, the development of economic instruments, and industry self-regulation

Now we need only to believe in an aggressive commitment to the tourism, not miss the opportunities offered by the Danube Strategy, hopefully in a pragmatic, efficient, sustainable vision and especially respecting the inseparable binomial TOURISM-ECOLOGY, especially since “Visions usually have a happy instinct. They come only to those who believe in them” (Antoine de Rivarol).

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Introduction

Motto: "Ecological and economic deficits are now shaping not only our future, but our present.
The future is here. "Lester R. Brown" (World on the Edge)

Tourism is a growing market, especially in Romania, where it started to grow increasingly bolder wings. This makes room for everyone, but seeks out the best. The difference is not given by the hotel offered to the tourist, or by the program. Tourists are becoming more educated, more responsible and savvier. The tourist knows what to ask and to appreciate what is offered. Therefore, the difference lies in attitude, awareness, the ability to listen and to know how to solve the most relevant wishes of guest that steps into one's agency. Only if you know how to provide a nuance in addition to paid services, will you be sure that the tourist will entrust his holidays to you again or to others ever, for it is known that a satisfied tourist brings another 10 with him!

Two elements are essential in the tourism industry system: how to make use environmentally, sustainably of the tourism potential of the landscape and the anthropogenic potential. The following are dedicated to them. Why ecology in tourism? Why ecology of hospitality? Why ecology of tourism? These are questions that I have partially answered and the book tries to bring to the attention of tourism phenomenon lovers issues, thoughts, experiences...

When asked "who is responsible for the suffering of many in the tourism industry?", the response of the era is abstract and impersonal, "system logic". Really? Perhaps the solution would be the recognition of responsible, green, smart tourism opportunities and I could add more synonyms for the concept of ecotourism.

However, Ecotourism has grown rapidly in recent decades. Although it has the potential to positively influence the natural and social environment in which it takes place, it can be as damaging as mass tourism, if not properly organized.

Although some details vary, most definitions of ecotourism reflect a distinct form of tourism that meets four basic criteria: it takes place in natural and cultural areas, it involves conservation measures, it encourages local community involvement and it supports local welfare.

- **Ecotourism can be seen as a business opportunity.** An ecotourism business can succeed on the long term if it is a responsible business, abiding both by market laws and of sustainable development.
- **Ecotourism is a sustainable version of tourism in natural areas**, while also including elements of rural and cultural tourism. In addition to the principles of sustainable tourism to which it subscribes, ecotourism has specific principles: actively contribute to the conservation of natural and cultural heritage; includes local communities in planning, development and operation activities and contributes to their well-being; involves a full and interesting explanations for visitors on the natural and cultural resources; is intended mainly for individual visitors and small organized groups.
- Ecotourism is a market niche within tourism in natural areas, which has recorded an impressive growth in recent decades. It tends to become an independent market segment under the influence of factors such as: population aging, the preference of travelers to choose educational holidays, which enrich their existence, their desire to escape in nature, to be active and to spend quality time with family and friends, etc. Local, regional, national and international organizations, in whatever form of organization, have a determining role in promoting and spreading ecotourism worldwide.
- **Romania, integral part of the European Union**, of the European tourism market is and remains a special case of analysis for any lover of the tourism phenomenon, especially since the economic crisis, the rampant globalization, and not only, provides new opportunities, new metamorphosis to the tourism product, to the attractiveness and to the image of Romanian tourism, to which we all must work to improve it, to give it authenticity and uniqueness, to promote it in a Europe which disputes in a fast rhythm the tourism symbol areas.
- The book: ***THE ROMANIAN TOURISM - A PROMOTER OF GLOBALIZATION AND SUSTAINABLE DEVELOPMENT FACTOR*** - is a real synthesis, a diagnosis and prognosis of Romanian tourism phenomenon. The study aimed at knowing the characteristics of tourism, its multiplying effects, both quantitatively (human potential, density, structure, tourist traffic, territorial

mobility), dynamic (manpower resources involved in this field, the degree of skill, professionalism) of rural communities, and qualitatively (tourism products).

This book has many practical facets, the situations presented in this study, (Romanian tourism) as the new proposed strategy being able to be the basis of the political orientation for sustainable organization of the Romanian tourism by the institutions involved in these tasks. The scientific structure and value of the book is doubled by a multitude of items with practical, efficient, quality applicability, sustainable subscribed in the topic's broad context.

Global trends and priorities are changing: more than ever, the challenge for the tourism sector is to remain competitive and sustainable, recognizing that long-term competitiveness depends on sustainability. In particular, climate change is now a fundamental aspect that also requires tourism industry to reduce its contributions to greenhouse gas emissions, and destinations to adapt to the demand and types of tourism offered. The dynamics, depth and extent of changes in all sectors of economic and social life is reflected, among other things, in the changing of economic structures, in the classification of components in accordance with the requirements of scientific-technical progress, with rational exploitation of the full potential of resources and increase efficiency, with the requirements of improving the quality of life. However, major changes in economic growth patterns are taking place by focusing on intensive types, on sustainable development, globalization and integration fields. In this context, tourism acts as a social component, with a significant participation in the overall progress and, not least, as a promoter of globalization and sustainable development factor.

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She graduated from the University of Bucharest (Romania) in 1984, with a Bachelor degree of 4 years in Urban Geography. In 1995, she obtained the Ph. D. Degree in Urban Geography with the Doctoral Thesis "Peri-urban Area of Craiova Town - A Complex Geographical Analysis".

She graduated the Master of European studies (SISEC), in 2006, obtaining the Master Degree and the title of Expert in Tourism and European studies (2008).

She published 15 Books and many University Manuals, more than 160 articles in the volumes of National and International Congresses, 44 ISI articles which are ranked by THOMPSON and 12 articles in NAUN Journals.

In 2010 she was invited as a Plenary Lecturer at the 5th WSEAS International Conference on Economy and Management Transformation (EMT '10), in 2011 she was invited at the 4th WSEAS International Conference on Cultural Heritage and Tourism (CUHT '11) and in 2012 at the 1st International Conference on Sustainable Development, Sustainable Chemical Industry, Pollution, Hazards and Environment (SDSCIPHE '12). Also, she was the organizer of a Special Session on Sustainable Tourism at the 5th WSEAS International Conference on Economy and Management Transformation (EMT '10) and she coordinated the 1st International Conference on Tourism and Economic Development (TED '11) in Drobeta Turnu-Severin, Romania.

WSEAS awarded her papers twice. The Titles were "Tourism and Culture - Major Drivers of Regional Attractiveness", pp. 277-286, (CUHT '11) and "Romania Oscillating in the Shaping of the Tourist Destination Profile at a World Level", pp. 33-39, (TED '11). Also in 2010 she received the Education Award "Professor of the Year" from Dinu Patriciu Foundation.

She is a peer-reviewer in WSEAS Journals and many others, member of the "Association Internationale d'experts en Tourisme" 2007-2010 (AIEST), International Union of Geography (IGU- Member of the Commission on the Geography of Tourism, Leisure and Global Change), International Center for Research and Study in Tourism (CIRET-FRANCE), International Society of Ecotourism) (TIES-SUA), Balkan Environmental Association (BENA-Greece) and Mountain Research Initiative (MRI-Germany) and Cluster Observatory in Tourism.

Her Research interests are in Tourism, Sustainable Tourism, Ecotourism, Environment and Urban Geography.

