

THE TRIADE: GLOBALISATION- ENVIRONMENT TOURISM IN THE OUTLOOK OF EUROPEAN INTEGRATION

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Abstract: In the context of Romania's recent adherence to the European Union, the tourism represents one of the real opportunities that the near future offers to our country. Or, the gained experience, existent facilities and prices competitiveness are factors which recommend Romania as an attractive destination but, in the same time, the imperative action of all the ones involved in tourism will have to focus on the offered services considered to be of the best quality (conformable with the ones of other European countries) and on maintaining a natural environment – its raw material – in complete harmony being known the fact that then when the environment and tourism coexists in harmony, he environment takes benefit of the tourism (and vice versa!).The importance of this reciprocal relation also reflects itself in the positive actions of preserving the tourism potential or rehabilitating the environment, but we must not overlook the destructive actions of some tourism activities such as: the excessive use of some environment components (water, air, soil etc) in recreational purposes amplified by an irrational intervention, often brutal, of humans upon the environment and its natural resources.In this purpose, the lasting tourism is and will remain in harmony with the environment and place population and culture, in such a way that its development will take place in their profit and not their disadvantage.

JEL Classification: E60, G32, H11,O12

1. Introduction

Lasting development is a topical world economy desideratum that is taking action on the fond of globalisation. In the spirit of the discussions of the Davos Summit, which will take place in the week of 21-27 of January and that from Genoa, referring to the world economical problems, the globalisation modifies the context of the local, national, regional and global environmental problems, which engraves new dimensions of lasting economical developments.

The realistic process of the globalisation leads to a development and an

implementation of the environment politics, brings opportunities to promote the environment objectives through the economical politics reorientation (especially those of fiscal nature), as directly protecting the environment's qualities instruments and that need to be taken into consideration at the accomplishment of a lasting economical development from which the tourism will benefit.

Without a lasting utilisation of the resources in tourism, the ecological support that is based on this activity destroys unrecoverable, compromising the possibility of this activity itself. That is why it is imposed the searching of ways for the accomplishment of lasting economical development in this sector, too. The main aspects that are looked at are: the evaluation methods for the environmental quality directly connected to the tourist's activity.

The environment quality evaluation is important for the economical decisions and for the avoiding of irrational use of the environment's resources. The making of the decision implies a radical change of behaviour for the producers and consumers. This thing depends on the human's capacity to understand the gravity of the ecological misbalances, of them to become fully conscious that *"the nature isn't made for us, and she is not at our will"*, that, *"the time has come for some of the alliances that have been forever there, but a long time misunderstood, between the human's, the society's history and their knowledge and adventure to explore nature."*

The "removal" of natural resources from their place, for the mass utilisation of wood or for the tourist "directions" is conditioned by the use of human resources, looked at as quantity, structural and as quality, for further use of the human intervention in nature. Of the quality, structure and quantity of economical resources it depends, lastly the grade in which humans and society satisfy their individual and collective needs.

Once with the economical development, the complexity and diversification of that emphasis, the human-nature relations become more ample, deeper and more contradictory. The growth and diversification of social needs attracts the increase of investing and consumable goods and the satisfying of this at a very high level, in the given production conditions, imposing the increase of economy, of the human intervention in the natural environment. That is why, the natural resources reserves decrease, the auto-regulation of nature is endangered by the comedown of the quality of the environment and the human-nature relations are damaged.

This relation is characterised by a continuous exchange of substance, energy, information and work, generated by the increasing and diverse social need. The man, as an essential compound of the natural biosphere system is also the base of the social one. As a bio-psycho-social being, the human, through his work, consciously modifies the natural environment, adapting it to his needs.

The bio-physiological, cultural, psychological and psychosocial, material and spiritual evolving needs of the humans have a propelling force and are a reason for all the economical activities that took place during the historical development, from the dawns of human history, until today, are some of the constructive elements of social life, by encountering in a whole, the existence and social conscience.

The economical theory defines the concept of human needs as an ensemble of human preferences, desires and expectations to be, to know, to believe and to achieve goods that are conditioned and become effective depending on the economic-social development, as the development grade of the individual. They represent an ensemble of productive and not productive necessities, considered at a social scale, of the economic unities, the institutions and the population, including the spiritual needs –

education, culture, science; also the health consists an impulse of the material and spiritual production development.

The human needs represent the main point in which come together material, direct and the spiritual, indirect factors of the social conscience existence, expressed through a whole system of economical, political and cultural interests. That is why, the knowing of the volume and diversity of these human necessities and also their hierarchy because they have a decisive importance for the orientation and decision fundament regarding the social-economical development process.

We need to respect the social needs and resources system in the forest and tourist space in order to meet the eco-economical requirements taking into consideration the permanent nature-human-economy relation.

The available resources for the environment improvement at a global and even at Romania's level have been and are limited. On another hand, the costs of the accomplishment of some environment objectives in the forest and tourist sectors are generally very high.

The main implementation limitations are determined by the general scarcity of financial resources and especially, by the lack of institutional capacity, more than the specific environment protection problems or possible solutions. In this context, the solving of the problems depends on the clear point-out of the objectives and the identification of the most effective ways of accomplishment.

The priority evaluation, the risks and the advantages is an essential preliminary condition to a lasting development strategy, which identifies those politics and investments that connect the social objectives and those implying the environmental protection, avoiding by this, the need of later expensive remedies.

To obtain noticeable results, are promoted the "winning-winning" type investments – those who justify themselves from the environmental protection point of view (for example, improvements in the efficiency of energy and other resources consume in the homing structure administration).

Priority establishment

The priorities must reflect the urgency and importance of environmental problems with direct implication in the tourist phenomenon. The priority establishment implies a difficult selection process.

The priority establishment criteria, in their importance order are:

❖ ***The harms to health*** .In the existing data base, the population's health is affected in the analysed sectors, mainly by:

1. Plumb in the air and soil coming from the means of transport
2. Depositing dust in the atmosphere coming from the warming of housing spaces, electrical warming stations, etc;

❖ ***The water contamination and aliments with different pollutants***

3. The productivity decrease because of the physical capital and natural resources destroy.
4. The decomposing or threaten with irreversible damage to the biological diversity, generally, and also the underwater areas (natural and artificial lakes, rivers), lawns, marine and gradient ecosystems, forests and especially mountain habitats.

Also, priority is given to the rapports like “small costs-big benefits” in problems of growing importance on a medium and long term, where a long period of time is necessary for the fore seen effects to become concrete (for example, in transports).

The fact that the resources are limited, mustn't lead to the reduction in investments in the environment protection. This is why are promoted the actions that turn to good account the general changing context generated by the economical transition politics, through the creation of bad combinations between the technologies, management, institutions, and the economical applied politics. The necessary flexibility for the reach of the best results with available resources is determined by the evaluation of the improvement level of the environment's quality at different costs.

The priority establishment implies a combination between the following complementary measures:

- The diminution of economical and ecological politics
- Expenses orientated harmoniously to projects or investment objectives, in order to obtain a maximum rapport between benefit and cost.
- The development of some institutions and qualification (professional training, education, exchange programs)

In the complex relation between Economy-Environment-Tourist works an optimum relational balance deployed after the application of some politics specific to the field, as in Fig.1.

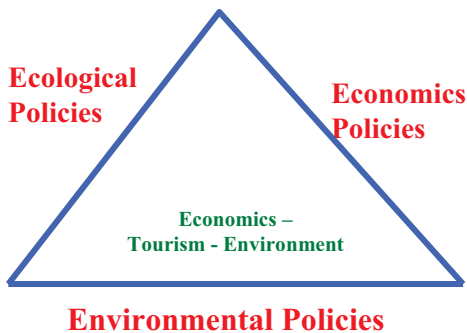


FIG 1 OPTIMUM RELATIONAL TRIANGLE: ECONOMIC-ENVIRONMENTAL-TOURIST

Economical policies

The transition from central planning to the market economy must not only improve the economical function on a long term, but also contribute to the environment improvement through the penalisation of the resource waste- and of the pollution. Among the key factors that bring with them the improvement of economy and environment, are the restrictions for the companies' access to the budgetary state funds and take out subventions for energy, mineral and water resources.

The ecological policies

The accomplishment of the economic restructuring has on its base also directed for the environment protection politics, including a judicious combination between regulations and economical instruments. For example, the subvention exclusion of energy leads to a decrease of the energy consume, but at the pollution level also; the taxes for pollution have a complementary action, promoting the use of some fuels and

some less polluting technologies.

The economical instruments such as taxes are applied to reach a rational utility of the resources. The existing tax systems can be developed continuously to offer an efficient instrument in the design of new healthy practices in the field of environment protection. There also exists the possibility to realise some economies in the process of ecological objectives, through the appliance of methods characteristic to the market economy.

Investment policy

On a long term, the economical reform, especially the industry restructure combined with adequate environment protection measures, will lead to the reduction of the economical and health damaging transmissions. That will happen while it will appear new jobs for those who work in inefficient industries, which are also very polluting, to which we have to give up while the economical growth will offer them the possibility of viable companies and that of investments in new technologies.

On a short term, the public investments are orientated towards:

-The acceleration of the improvement process where there are social and economical restrictions;

-The beginning of studying the environment problems that will persist to the transaction at the market's economy (for example, the air pollution by automobiles).

The investments in the environment protection imply three categories of expenses:

- **Dues**, for functioning and maintenance (especially at local level)
- **Investments with a benefic effect upon the environment** (and which can be justified economically ("winning-winning" or "double-winning"))
- **Investments for the birth of institutions**

The functioning, maintenance, restructure and selective reorganization of the public services for the protection of existing environments:

Assuring the drinkable water, the collecting and deposit of home trash, the good functioning of the public transport systems are priorities. These need funds to cover dues, but on a short term, they mustn't claim major investments of capital.

"Winning-winning" investment: Are represented by small investments (often under 500 000 \$) in the energy and water saving- the meter installation, the reduction of leaps- technologies with a small consume and less waste, also expenses for "good keeping" and minor improvements of the installations for the reduction of waste, leaks and material consume. All these are investments that justify themselves as such, financially and economical, but which also bring major benefits for the environment.

LASTING POLICIES IN TOURISM

The lasting tourism development policy imposes the adopting of corresponding policies for different activity domains of that sector such as:

▪ **The tourism product policy** takes into consideration the stimulation of economical agents for the modernisation and growth of offer Romanian tourist quality, having as a purpose the growth of competitiveness and its activity on the intern and international market. According to the systems and quality methodologies practiced in the European Union state members (ISO 9000, ISO 14 000), quality system integrated, star classification systems, different specific quality systems- **Mark Q-** programme recently launched by the Tourism National Authority. Or, the Minister of Tourism will develop the following directions of action:

1. The taking over and implementation of quality indicators in tourism.

2. The grant of financial support for the tourism IMMs that implement quality systems.
3. The utilisation of the Promoting and Development of the Tourist Products Fund to improve the quality of tourist products and it implies:
 - ☐ **The marketing and promotion policy**
 - ☐ **The work field policy**
 - ☐ **The policy regarding the rol of scientific research and technological development**
 - ☐ **Politics in the law field:**
 - ☐ **Policy in the fiscal field**, who has as a purpose the stimulation of economical development, investments and the birth of new work places in the *private sector*;
 - ☐ **Policy in the field of the tourist activity and national policies correlation** that is the integration of politics in the field of tourisms and in national economical policy, through the establishment of law proposals and concrete measures that facilitate the development of tourism. The accomplishment of the up-mentioned proposals presumes the realisation of national priority programmes and the adoption of measures that through their effect would put into motion the whole system of tourism development, both at the tourist national product and at each of the main tourist destinations (sea, mountain, bathing places, other destinations)

National prior programs

-**The national tourist development program “Super-ski in the Carpathians”**. As a national interest program for the development of mountain tourism, which in a first stage will include the Prahova Valley area with Sinaia, Busteni, Azuga, the Predeal-Rasnov area, the station Poiana Brasov, the Leaota area and Padina Cave (Ialomita Valley), Doftanei Valley area and the Upper Valley of Teleajen- the station Cheia. It will be tried to include in this program the Parang area too.

-**The program for the modernization of the Romanian seaside**, through the building of the station Europe, the practice of “Continuing seaside line” project., the systematisation of the whole Black Sea seaside, the design and built of some nautical agreement areas on the principle “Aqua Land”, the development of the casino activities on the seaside.

-The applying, despite the numerous failures of the tourist program “Dracula Park”, designated to the revaluation of the myth, but also the historical and cultural values connected to Vlad the Empaler’ époque.

-Programmes for the rural and ecologic tourism development. The actions in this field will consist of

- The improvement of the law system referring to the chase and report of tourist activity, classification of tourist structures, tourist stations and the harmonisation of those at an European level.
- The focusing of efforts in the form of prior programmes of the partner state system – with the role to ensure the infrastructure (roads, communication ways, other utilities), local public administration (which would contribute

with the necessary lands to realise the projects) and the private sector, asked to finance, built, use this type of projects;

- The making permanent of social programmes addressed to Romanian tourists like: *Seaside for all, Tourism for health, New Year in Romania*, who will allow the access to tourism and vacations to some unfavourable categories of the population.
- The stimulation, (as a social objective) of the development of some tourist products designated to some segments of the internal requests, with low incomes, including a web of incoming adequate structures
- The adoption of a new tourism law

Conclusions:

In the next period-2010- will be developed other forms of tourism too, the most important being the cultural and religious tourism, the rural and agro-tourism, the eco-tourism. In this way, there will be considered the creation of an offer for youth and adults, the extending of rural tourism and agro-tourism through the support of OMT and ONU through the “International Eco-Tourism Year” and “Mountain Year”. It can be estimated that the extend of the tourist potential through a managerial activity that will have all the means of tourism, putting into light, through the homing offer and services, through the design of new various tourism programmes, developing the mountain, bathing areas, cultural, eco-tourist and rural tourist circulation, etc.

It is therefore foreseen a tourism that will take place parallel to other activities and integrate in a complementarity's from which will benefit the production and consume.

According to data published Monday by the Statistical Office of the EU, the spread of financial crisis has affected tourism obvious. According to statistics, last year, spent the night in hotels in the EU was 1.578 billion, registering a decrease of 0.5% over the previous year. The same number saw an increase of 3.4% in 2008 compared with the previous year and an increase of 2.9% in 2007. If an analysis of different periods, you can see the obvious influence of financial crisis on tourism development and its impact on environment.

In terms of sustainable development, an issue to be highlighted concerns that tourism, as a phenomenon, but that activity is unique in its way through dependence on a show against the environment, social and cultural values what is found in the areas of interest. Because of this dependency, tourism has an undeniable interest in ensuring the sustainability of these values.

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