

DETERMINATION OF STRATEGIES OF SUSTAINABLE DEVELOPMENT AND PLANNING IN TOURIST TRAVEL

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Abstract

This article analyzed the guidelines for sustainable tourism development and management. The link between protected areas and tourism is as old as the history of these spaces. Although their relationships are complex and sometimes conflicting, tourism is still an essential element to be taken into account in the establishment of protected areas and their management. These guidelines regarding sustainable development strategy has the aim to better understand the role and management of tourism in the protected areas. They provide both a theoretical framework and practical guidance to the tourism managers. The main goal is as tourism to contribute to the objectives of protected areas and not to undermine the motivation of these spaces.

Key words: management, strategy, sustainable tourism, sustainable development

INTRODUCTION

Developing sustainable tourism through its practical forms reconciles conflicting interests and objectives, promotes partnership and cooperation between decision makers, operators and consumers, and promote long-term general interest beyond the particular immediately.

What should be noted is the fact that, starting from any of the classification criteria to define all forms of tourism should contain the idea of sustainability. Ecotourism, rural tourism, scientific tourism, cultural tourism are only "vanguard" sustainable forms of tourism [1].

MATERIALS AND METHODS

The differences which occurred between the concepts of sustainable development and sustainable tourism are subject of a conceptual theoretical analysis. The comparative analysis of the two concepts requires to identify, propose and implement strategies in the field. The identification of the positive and negative effects of tourism development and planning areas in Romania allows to set up a series of proposals and strategies to fight against the negative effects of tourism facilities, tourism default. The need

to protect the natural resources, social and cultural rights which constitute the common heritage of humanity and to meet the needs of tourists and the local population has generated sustainable forms of tourism.

In this context, this paper presents a statistical analysis of capacity and tourist activity in the Alba County of Romania in order to establish the strategy for sustainable development.

RESULTS AND DISCUSSIONS

Sustainable Tourism - concept resulted from the efforts of many researchers - has emerged as a response to the need to more accurately quantify the negative effects that tourism generates in host communities. Although in many communities, tourism represents a path to development, it generated many negative effects especially on the environment and local culture [12].

The need for sustainable tourism development

In the recent decades, tourism has gained an important position among the activities and services in Romania's economy. The tourism industry in its complexity requires the interdependence between various sectors such as: accommodation, catering, transport, entertainment, communications, trade, plus

construction activities, machinery, land, etc [2,4].

Through its specificity, the tourism industry is directly related to the environment more than other industries. Tourism aims to promote particular areas, exotic, and different destinations. The tourism resources (natural or anthropogenic) are more varied and unspoiled, the greater their attractiveness. On the other hand, these areas are more fragile and require a special protection. Because tourism demand is increasing, specific infrastructure has been integrated into the environment, and some tourist destinations began to lose ground [3]. Pollution resulting from the implementation of specific tourism affects the environmental resources, disrupt the local life, and visibly degrade the natural heritage.

Based on the definition of sustainable development, *sustainable tourism is the development which imposes a proper management of resources in order to meet the economic, social and aesthetic requirements of the tourists, maintaining the ecological processes, biodiversity, cultural and structural heritage for the future generations of tourists* [2,5].

To achieve sustainable development of tourism pursues three essential objectives [6]:

- Tourist traffic control

- Proper layout and equipment areas are tourist destinations

- Diversification of tourism products by introducing new forms of tourism integrated environment.

Sustainable tourism should contribute to the preservation, protection and restoration of the planet's ecosystems to support sustainable production and consumption. Also, the formative and educational side of sustainable tourism should not be overlooked. Man should be aware about the role which he plays in managing and maintaining the quality of unspoiled nature.

Sustainable development is based on the following management principles [9,11]:

- Establishing ecological limits, standards and norms of consumption, reducing unjustified consumption;

- Redistribution of economic activity and reallocation of resources and meeting the basic needs of life, at the same time assuring the economic growth;

- Maintaining optimum population, and population growth to be consistent with the potential exploitable ecosystems;

- Conservation and preservation of natural areas supporting the genetic heritage of flora and fauna;

- Legal access to resources, increasing technological effort and their rational use;

- Establishing a minimum rate of exploitation and consumption of the so called "endless" resources;

- Community control, the role of the local community on decision making regarding the local development;

- Ensuring the management of all resources to focus on quality.

Based on the key points of sustainable development, *the impact of tourism activities include the following* [4]:

- To increase the viability of small towns with natural resources;

- Less productive agricultural land use, by making appropriate tourist facilities;

- Increasing cash income of residents while reducing grazing and forest exploitation;

- Increasing the economic power of the cities, by obtaining new revenue from local taxes;

- To encourage the traditional activities, particularly the small scale traditional industry;

- To develop a specific trade based on local economy and handicraft products;

- Revenues from tourism and specific trade could contribute to the modernization of the cultural objectives, and improvement of valuable landscapes;

- To increase income resulted from the activities of reception, accommodation, transport and food will have an important contribution to local development.

The analysis of the touristic capacity and activity in Alba County

This study case regarding an analysis of the capacity and tourist activity in Alba County of Romania was destined to establish some strategies for sustainable tourism development and tourism planning. The tourism potential

of the county can be expressed synthetically through the following statistical indicators: the capacity of tourist accommodation, tourist arrivals and overnight stays of the tourists.

The table below shows the evolution of these indicators in the period 2002-2012.

Table 1. Tourist accommodation capacity and activity in Alba

Year	Touristic accommodation capacity				Arrivals of tourists (thou tourists)	Arrivals of tourists (% *)	Overnight stays (thou)	Overnight stays (% *)
	Existing (no. places)	Existing (% *)	In operation (thou places-days)	In operation (% *)				
2002	1641	100	484.9	100	49.3	100	86.2	100
2003	1584	96.5	505.1	104.2	59.9	121.5	95.7	111.0
2004	1559	95.0	418.9	86.4	48.6	98.6	95.3	110.6
2005	1397	85.1	401.0	82.7	52.4	106.3	98.5	114.3
2006	1276	77.8	377.0	77.7	48.2	97.8	90.1	104.5
2007	1179	71.8	362.0	74.7	49.0	99.4	94.6	109.7
2008	1544	94.1	489.4	100.9	50.6	102.6	103.2	119.7
2009	1830	111.5	558.8	115.2	54.1	109.7	117.7	136.5
2010	1828	111.4	588.6	121.4	51.3	104.1	111.1	128.9
2011	2137	130.2	627.8	129.5	44.3	89.9	100.8	116.9
2012	2109	128.5	619.5	127.8	47.8	97.0	101.1	117.3

Source: <https://statistics.insse.ro/shop/>

* These data percentage represent reductions (-) or increase (+) compared to the base year (2002 = 100.0%)

In the year 2007, the "tourist accommodation capacity" in Alba County recorded the lowest value of the analyzed period from 2002 to 2012, representing only 71.8% of the existing level recorded in 2002. After this involution over five years, there has been a significant increase so that in 2012 tourist accommodation capacity was 28.5% compared with 2002.

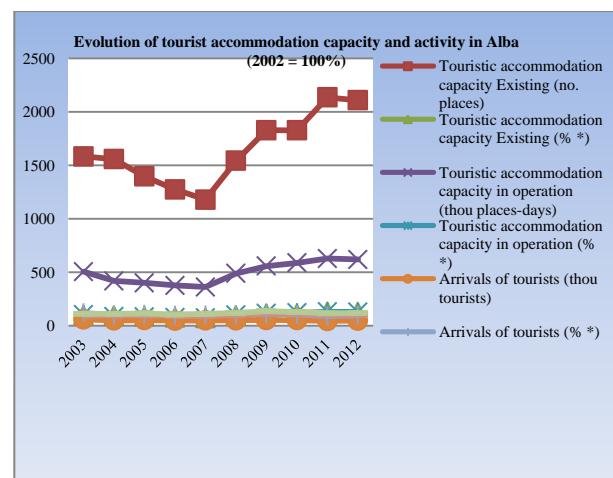
The "tourist accommodation capacity in operation" followed a similar pattern to that of existing tourist accommodation capacity, in 2012 being by 27.8% higher.

In the period 2002-2012, "Tourist arrivals" in this county registered variations from a year to another. In 2011 and 2012, the arrivals of tourists were lower than in 2002. The highest level of arrivals was achieved in 2005 and subsequently has never been similar. This is not likely to show positive results on the existing potential.

In 2006, the indicator "tourist nights" had the lowest values, and the highest level was recorded in 2009, representing an increase of 136.5% compared to the year 2002. In the last two years, the number of overnight stays decreased compared to the previous year.

The evolution of the accommodation capacity and activity in Alba County is shown in Fig.1. In Alba County, the comparison between the indicators "tourist accommodation capacity" and "tourist accommodation capacity in operation" led to the conclusion that there are significant differences between the seats used

in the tourist accommodation recorded in the receiving structures and the number of beds available for tourists at tourist reception.



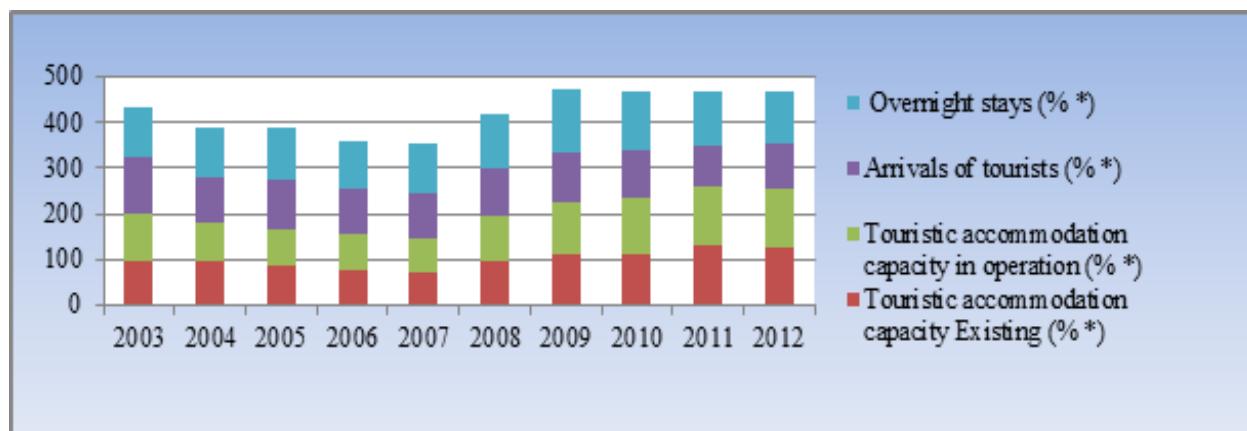
Source: based on the data <https://statistics.insse.ro/shop/>

Fig. 1. The capacity of tourist accommodation and activity in Alba County

However, the indicators of tourist traffic reflected a similar evolution between tourist arrivals and tourist nights. The "net use index of tourist accommodation capacity in

operation" in Alba County in the period 2002-2012 is presented in Fig.2. The graph below showed that the "net use clues capacity of tourist accommodation service" peaked in 2007, and in 2011 the minimum levels of the index were still very low, which suggests that there is a large discrepancy between supply

and solvent demand. The force of attraction of tourists in tourist destinations in the county is low. The county has a high touristic potential, but the road infrastructure, which is defective, prevent tourists coming to these places.



Source: based on the data <https://statistici.insse.ro/shop/>

Fig. 2. Indices of net use of tourist accommodation capacity in operation (%) in Alba

Based on the data trends and figures shown above, it can be concluded that there are serious limitations in the process of exploiting the existing potential, since the developments in recent years are not different from those in early 2002, and in some cases, such as tourist arrivals they are lower.

Harmful effects of tourism

Tourism can be the direct cause of constraints being placed on the environment by the pressure of tourists and the specific infrastructure. The problems are particularly acute given that tourism is experiencing a major worldwide destructive action on natural resources presenting a variety and intensity increasing from year to year. The concentration in time and space which characterized tourism activities in recent years had a negative impact on ecosystems [7]. Most affected there were the coastal regions, islands, aquatic ecosystems, historical sites and high value monuments, unique landscapes which were the attractions for tourist products from an economic perspective. In Europe, regions most ecologically threatened as a result of tourism activities are the Alps and the Mediterranean coasts.

Tourism, by definition, involves moving from

place to spend the vacation. This is done by public transport to a destination that is all the more attractive the more permanent residence away from the tourist. Generated by tourism, the motorized movement produces has a strong impact on the environment by pollution [8]. However, numerous studies have shown that tourists have a high interest for the access facilities to tourist destinations, making it the most sought after destinations which are the most polluted due to heavy traffic. The data showed that the most used means for transporting tourists is car unfortunately the most harmful. The train, which affects more than the environment, comes only on the 3rd position, while the 2nd position is occupied by air transport. Therefore, there are serious problems due to noise, fuel use, CO₂ generators and airport location without considering the effects on cities [9].

Another significant negative impact on the environment is the arrangements made for tourism. To meet the rising demand, the tourism buildings have been more developed. The accommodation capacities were not always taken into account in the design and implementation of construction organization. In this way, instead of green

spaces there have appeared urban curtains in the natural environment. The extensive tourist complexes have altered the original topography and also they often affected the landscape.

The tourism facilities did not affect only the landscape. Made with an irrational conception without environmental infrastructure (wastewater treatment plants, waste treatment platforms, etc.), tourism could generate pollution, affecting the existence of flora and fauna. In some areas, it has appeared the problem of water shortage, because the peak of tourism season coincides with the period of drought, and water supply was designed to serve less population [14]. For example, the island of Malta in the Mediterranean Sea, during the summer season receives three times more tourists than the native population, which raises the question of water supply, which is a scarce resource. To cover the needs, much of the revenues from tourism are geared towards the construction of a seawater desalination plant (energy-intensive facilities).

The massive presence of tourists and tourist facilities affect specific mountain ecosystems. The growing popularity of winter sports determined the resorts arrangement in wild places. Most buildings did not meet local architectural style or were not harmoniously integrated into the environment, and ski slopes destroyed large areas of lawn.

Running uncontrolled tourism activities, at random, without taking into account the standards development and exploitation *can lead to environmental degradation and tourism resources. These issues are influenced by two main groups of factors* [10]:

- Factors that are a direct result of the economic development (industry, agriculture, transport and other fields);
- Factors which result from the use of environment for tourism and recreation.

Although the tourism activities do not aggress environment, such as industrial plants, one could not hide the fact that tourism has negative influences on the environment.

Given the development of tourism activities in a rapid pace, the phenomenon of negative

impacts can be expressed by:

- Increasing trend of structures and tourism services, instead of using complex existing facilities;

- Increasing urbanization of settlements;

-The extended influx of tourists leads to oversaturation of existing tourist infrastructure and diversification of pollution. In this context, especially in tourist areas which have the status of reserves and national parks, the question is under control and oriented to the development of ecotourism.

The tourist activities in a protected area should be consistent with load capacity of existing ecosystems and ecological peculiarities.

The effective management of tourist settlements and activities should become the cornerstone for maintaining the ecological integrity of such resources.

The guiding principle of the development of tourism in such a protected area should be to balance the exploitation of all natural human and cultural resources in a way which ensures a great satisfaction to tourists and balanced possibilities and sustainable development of tourism related settlements. Although at first glance tourism activities are perhaps less polluting, however, they gradually lead to environmental pollution [17].

Firstly, it is about the horizontal overgrowth of the tourist settlements under the direct influence of population growth and urban growth, with the disappearance of natural lands and forests, and not least of agricultural land by expanding infrastructure. Secondly, the intense tourist traffic with private high speed vehicles generates multiple forms of pollution (air, sound, soil compaction, etc.). The evaluation of the impact of tourism on the natural environment is reflected by the presence of the unwanted effects which may occur and affect the ecological balance of the ecosystem components [16].

Also, not forget that tourism development is linked by virtue of the multiplier effect of tourism activities, industry and agriculture, practiced near protected areas leads to irreversible environmental changes.

To reduce the negative impact on the environment, the development of

multidisciplinary collaboration can pave the way to sustainable development of all forms of tourism.

All forms of tourism (not only of the above) should follow the principles of sustainable development and implicitly, *the principles of sustainable tourism* [13]:

- tourist activity should be run by the local community, and it must maintain the control over the tourism development;

- tourism should offer jobs to residents in order to improve the quality of life of local communities and balance the existing economic activities in the area and the tourism activity;

- It was established a code of practice for tourism at all the levels: national, regional and local level, based on the accepted international standards. Also, can be set guidelines for tour operators, monitoring the impact of various tourism activities and the acceptance limits for different areas;

- educational and training programs are required to improve the protection management of natural and cultural resources.

In order to apply the concept of sustainable development it has been developed a number of criteria designed to demonstrate the usefulness of its application. So, all the administrative, economic, social sectors have a major impact on tourism.

The political and administrative sectors:

- Development strategies proposed at general and sectorial level;
- Programs, projects, activities proposed for travel or for certain forms of tourism;
- Priority objectives for tourism or tourism forms;
- Implementation of radical changes to the general forms of tourism or its components.

In the physical and territorial sectors:

- Accessibility to tourist resources;
- The degree of tourist accommodation;
- Public and private land for tourism;
- Communication paths which can serve tourism;
- General infrastructure and municipal level;
- Category of tourist attractions, ranked by quality and originality.

Economically

- The general investment and tourism;
- Costs and achievement of favourable tourism products and services;

- Direct and indirect effects of other economic sectors;

- The labour demand;
- General inflation;
- Development of tourism supply and demand.

In social and cultural

- The degree of development and population stability;

- Development of internal and external migration;

- The standard of living and housing;

- The existence of social problems;

- Level of satisfaction;

- Language and traditions.

In terms of perceptual and motivational

- Assessing tourists preferences, and motivations;

- Analysing the quality of the natural and cultural landscapes;

- Category of tourist activity;

- The level of dissatisfaction in tourism;

- Existence of environmental degradation.

In terms of ecological and environmental protection

- The occurrence of changes in natural processes (temperature, air circulation, water, wind, etc.);

- Analysis of the pollution forms;

- Presentation forms of risk (fires, landslides, debris flow, erosion, garbage, etc.);

- Forms of anthropogenic degradation;

- Assessment of wild biodiversity (flora and fauna, vulnerable species, etc.).

The negative socio-cultural effects of poorly planned mass tourism. By their nature, the tourism activities involve the contact between locals and visitors, which may result in changes in value systems, behaviour of lifestyle in general [15]. Between tourists and the local population often arise some incompatibilities related to the behaviour of tourists, regarding the respect for moral values, religion, customs, etc. *The negative effects were reflected on the traditions of the religious life; excessive use of cameras, the colourful presence in religious tourists gives it a commercial aspect; music and traditional dances disappear in favour of the show.* It is

affected even linguistic identity, indigenous language, over time, marked and modified by the presence of tourists.

This conception of development of tourism activities is contrary to the requirements of sustainable development of the society. Sustainable tourism does not mean uniformity or destroying habits to meet tourists hungry for sensational, but respect for traditions, culture, social order and respect for the community.

In conclusion, the negative effects of tourism activities are due to the misconceptions in organization and leadership.

Tourism can be a carrier of positive effects, not only in economic terms, if tourism is properly planned and integrated in the sustainable development strategy of a country,

Specific Policies sustainable tourism

To avoid mistakes and achieve in practice Sustainable Tourism, World Tourism Organization document entitled "The 21st Agenda for the tourism industry" provides a series of action steps as a recommendation, but the priority for the authorities in the field, includes:

- evaluation of the economic, social, cultural and environmental impacts of tourism activities;
- training, education and public awareness about the necessity to ecological forms of tourism;
- sustainable tourism development planning;
- exchanging information and technology on sustainable tourism between developed and developing countries;
- developing new tourism products with the main objective to protect the environment;
- assessing the progress made towards restoring the relationship between tourism and the environment;
- promoting partnerships in order to achieve sustainable tourism;
- water resource management needed to human communities involved in tourism, both during off-season, but especially during the tourist season;
- treatment of waste resulting from tourism activity;
- involvement of tourism workers, local communities, tourists in solving

environmental problems;

-efficient management of accommodation.

A very important aspect is related to tourism planning, necessary for achieving sustainable tourism. Tourist scheduling and control measures aimed to save the natural cultural, and social heritage, in order to raise the quality of life of the local communities, providing quality for tourism products adapted to ecological requirements.

The control can be achieved by:

- Financial leverage which establishes the resource recovery costs and pollution charges, according to the principle "polluter pays";
- Technical measures which refers to the use by the entire hospitality industry of the best equipment, which affect the environment as little as possible;
- Legislative measures in terms of regulations, as the effects of tourism activities to be constantly supervised.

The complexity of tourism activities often requires an international cooperation and joining the efforts in appropriate measures to achieve sustainable tourism.

CONCLUSIONS

Although tourism industry gives more importance to environmental issues and more attention to sustainable tourism, the differences between the good intentions expressed by people when subjected to research and what they actually do on vacation, should not be underestimated.

There is no doubt that tourism, if well planned and managed, can help generate income for the local population and can accelerate the development of the region.

It becomes a major income source for many areas and many countries in the world. World Cultural and Natural Heritage attracts visitors from all over the world and becomes the engine of the local development.

But more attention should be paid to the physical and cultural impact of mass tourism including indirect losses arising where overcrowding occurs.

The relationship between the tourism industry and world heritage is so delicate that tourism is also a strong argument for establishing the

World Heritage property.

If people can not bear the social and environmental impact of the number of visitors, brought in the areas falling within the world heritage, more attention will be given to bring the world cultural and natural heritage to humans.

The future of sustainable development depends on the restructuration of the global economy and will require major changes in human behaviour, the system of values and lifestyle.

World cultural and natural Heritage should be used as well to sensitize people about the importance of building links between nature and culture, between different cultures.

Therefore, sustainable tourism is facilitating dialogue, debate, confrontation between different actors, to tap all the existing wealth and promote tourism projects addressing collective challenges of development planning.

In terms of effectiveness, the objective of the sustainability is to manage practices moulded on local challenges.

Sustainable tourism arising from sustainable development, expresses the need for reconciliation between territorial growth, human development, conservation, harmonization customer demand with the development of territories.

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