

BRIEF DISCUSSION ON SUSTAINABLE TOURISM

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Abstract

"Sustainability" means property of a system, where the emphasis is on maintaining a particular state of the system in time (Vidrascu, 2015).

Developing sustainable tourism is not just a concept discussed, supplemented or restated in conferences held on the subject, but imposes the need to protect natural resources, social and cultural rights which form the common heritage of mankind and meeting the needs and requirements of tourists and the local population, which led to the existence of associated forms of sustainable tourism.

Objectives, principles, requirements of sustainable tourism development are common forms of tourism such as ecotourism and sustainable tourism. Through its practical forms, sustainable tourism development, reconcile conflicting interests and objectives, and encourages partnership and increased the number of intra-makers, operators and consumers. At the same time, it promotes the general interests of long-term disfavoring particular interest immediately.

Indicators supporting sustainable tourism and tourism planning and monitoring processes are also important communication tools.

Keywords: *Sustainable tourism, sustainable development, sustainable tourism indicators.*

JEL Codes: *L83; Q56; Q01; E00.*

1. Introduction

According to the literature review, sustainable tourism, sustainable development through tourism associated with the principles and development of tourism in sustainable tourism, they are most often treated as a whole for the same phenomenon. Thus, the concept mentioned above has become increasingly interesting to researchers and practitioners' worldwide tourism.

In other words, institutional, sustainable tourism is considered as the most desirable form of tourism development on certain reception areas, especially those who have preserved the values of naturalness, authenticity and culturally.

Sustainable tourism highlights the broad spectrum of sustainable development, emphasizing the importance of rational management of natural environmental resources.

Tourism sustainability is one of the complex concepts because of its latent multidimensional and relative nature.

As a result of the above, it is necessary to list the criteria that this category of tourism must achieve, namely:

- a. The objectives of sustainability must be defined and coordinated management system efficiency.
- b. Tourism must generate most potential socio-economic benefits associated local communities and be able to be able to minimize any possible negative effect.
- c. The cultural heritage of settlements must be respected and must take into account the opportunities that it can strengthen its integrity and richness.
- d. Minimizing environmental impact globally and locally by pollution and depletion of natural resources and the existence of local support for landscape conservation and biodiversity.

2. Institutions and researchers

Concepts, terminology and information on tourism development, specifically on sustainable development have appeared in literature from the International literature since the mid-1980s. However, since 1965 Hetzer, it was noticed by formulating the definition of so-called responsible tourism, which really was very close to the principles of sustainable tourism (Blamey, 2001), quoted in (Kowalczyk, 2010).

Discussions on new ways to develop tourism began to occur when the alternative tourism has emerged terminology (Niezgoda, 2006). Krippendorfer (1986), recognized by the publication in *Annals of Tourism Research*, the article entitled "*Tourism in the system of industrial society*" is considered to be actually defined by the foregoing. Thus, the name, we see

opposition to the so-called mass tourism, seen by supporters as a "bad option". Alternative tourism, often identified as small-scale tourism and treated as a "good option" was created to oppose the idea of alternative tourism (Clarke, 1997), (Lanfant, 1992), (Weaver, 2001).

However, the rich literature on sustainable tourism focuses expressly on descriptive presentation of its various aspects, emphasizing the idea of the origins and evolution of the phenomenon, terminology and aspects related to it. Theorists pays special attention to the discovery of the relationship between sustainable tourism as a form of tourism development and certain types of tourism as tourism forms of movement. Simultaneously, there should be marked skeptics, referring in particular to the role assigned to sustainable tourism, like a remedy for all the problems of contemporary tourism. Also, taking into account scientific publications related to sustainable tourism so far, works dedicated to theoretical aspects of this form of tourism are considered to be made in very small numbers.

One of the most important publications referring strictly on sustainable development worldwide is the report *"Our Common Future"*, which contained a summary of the work of the World Commission on Environment and Development (Brundtland Commission). That fundamental document still valid, supposedly to pursue sustainable development needs and aspirations of the present without disadvantage next meeting of the foregoing.

From the study for the entire literature I achieved a selection of the most important documents which refer directly to sustainable tourism, as can be seen in Table no. 1.

Table 1
Summary documents that refer to sustainable tourism

Document	Publishing subject	Year	Place of publication
Charter for Sustainable Tourism	World Conference on Sustainable Tourism	1995	Lanzarote, Canary Islands
Agenda 21 a for the Travel and Tourism Industry: Towards Environmentally Sustainable Development	WTTC, UNWTO, Earth Council	1995	Madrid (1996)
Berlin Declaration	International Conference of Environment	1997	Berlin

Document	Publishing subject	Year	Place of publication
	Ministers on Biodiversity and Tourism		
Global Codes of Ethics for Tourism	UNWTO	1999	Santiago de Chile
The encyclopedia of ecotourism	Weaver, D.B. (ed.), CABI Publishing	2001	Oxon (UK), New York (USA)
Sustainable development of tourism. Conceptual definitions	UNWTO	2004	Madrid
Global Sustainable Tourism Criteria	World Conservation Congress (Rainforest Alliance, UNEP, UNWTO)	2008	Barcelona

Source: Leszek, 2001

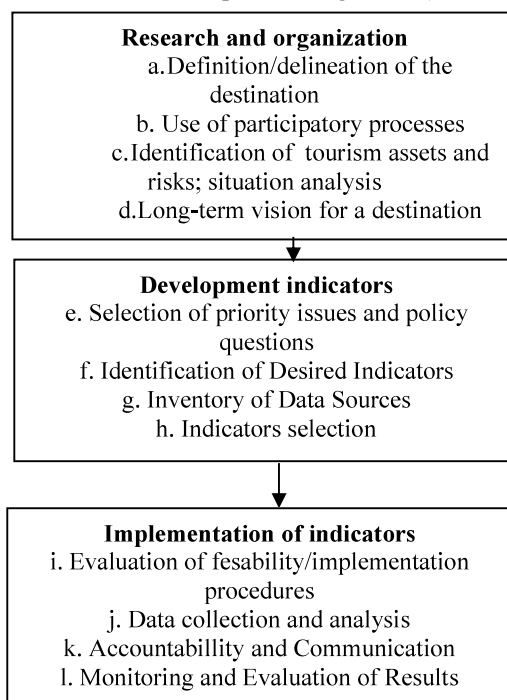
3. Exemplifying a possible procedure associated indicators of sustainable tourism development

In destinations where tourism planning and strategic process in place, focusing on sustainability indicators can stimulate improved data sources, analysis and reporting processes. For destinations that has not been started a process of formal procedure for developing indicators can be a real catalyst.

Therefore, the procedure to be recommended for possible indicators related to sustainable tourism development, containing certain basic elements of tourism planning, including specialized assessment indicators in order to make a selection as relevant and feasible.

In other words, the proposed procedure can be divided into three distinct phases: *a. Research and organization*; *b. development indicators* and *c. implementation of indicators* (see figure 1).

Figure 1. Steps for a possible development procedure for durable tourism
Source: Personal processing after (Yunis, 2004)



4. The importance of indicators for sustainable tourism study

The importance of quantifying sustainable tourism can be demonstrated by the succession of reports provided by the United Nations (see Project Millennium rating Ecosystem Millennium, the Intergovernmental Panel on Climate Change) that coincide in their diagnosis, with some of the reasons why the last two decades, progress towards sustainability was difficult. The main reasons for the lack of sustainability globally recognized in the literature (Bass, 2007), as follows:

- The economic growth remains an indisputable principle, regardless of the rights and welfare of people and the environment load limits.
- Outsourcing benefits and environmental costs.
- Ignoring the marginalization of the poor and social injustice.
- The current governance models are not designed to internalize environmental factors, to confront social injustice or develop economic models that converge in the process of sustainability.

Sustainable performance measurement and monitoring its results will enable local authorities to undertake the following:

- Getting better data for policy decisions knowingly;

- Establishing a comprehensive approach to tourism planning;
- Identifying areas for improvement;
- The action of prioritization the projects;
- The efficiency of risk management;
- Creating performance benchmarks.

Conclusions

Due to the rapid expansion of the tourism sector, traditional and emerging tourism destinations are facing the pressure of increasingly large on natural environments, cultural and socio-economic. Currently, they are confident that an increase in uncontrolled tourism aimed at obtaining short-term benefits, which often can lead to negative effects, may negatively affect the environment and society and also can destroy the basis on which it is built and that tourism thrives. Only when tourism is planned, developed and managed using sustainable criteria, its benefits can be spread through society and the natural and cultural environment.

Indicators can provide the necessary information to support their active involvement and commitment to accountability emergency unavoidable managers of the tourism public and private sectors, so as to create a tourism sector more sustainable and contribute more strongly to sustainable development and reducing poverty, which represent two major challenges of our contemporary societies.

The use of indicators of sustainable tourism generates multiple difficulties mainly due to diverse interpretation of the concept of sustainability and development through the concept studied in this research. Add to those difficulties is the absence of a strong academic background, who represent the result of incompatibilities arising between the need and academic goals versus politics, which most often are the reason we need the existence of specific indicators.

Finally, I have to say that regardless of the models followed or indicators used, the need to estimate and forecast of tourism activity is and will continue to be an important advantage in implementing strategic decisions for sustainable tourism there.

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