Effects on Tourism and Sustainable Development of Economic Evolution In South East Romania

MIHAELA RUSU¹, MIRELA STOICAN², ADINA LIANA CAMARDA³
¹Bioterra University of Bucharest, ROMANIA
²Transilvania University of Brasov and Bioterra University of Bucharest, ROMANIA
³Transilvania University of Brasov and George Barițiu University of Brasov, ROMANIA

Abstract
Currently there is a need to pay particular attention to the environment, the planet's non-renewable resources and man. Punctual, rural areas need an overall strategy on environmental protection and a specific strategy for sustainable development. Therefore, economic development should be based on appropriate strategies ecological limits provided by the planet by the environment.

Even rural tourism potential can be harnessed properly through various actions and multiple levels through collaboration of public and private responsibility. Priority should be those forms of tourism to save the planet's resources and avoid, whenever possible, waste generation.

Economic growth and sustainable development of tourism must be permanent, but safe and sustainable to meet the aspirations and needs of current and future generations.

Key words: sustainable development, economics, sustainable tourism, tourism potential, environmental protection

1. Introduction

The issue of global environment and sustainable development concept premises were discussed for the first time in Stockholm in 1972, at the Conference on Human, held under the auspices of the United Nations (UN). Discussions focused mainly on environmental hazards and natural resources from industrial pollution and economic development at any cost.

A few years later, in 1987, proposed an integrated Brundtland Report, that the term sustainable development, referring to the decisions and policies of environmental protection and economic growth in the long term.

In 1992, the UN Conference on Environment and Development in Rio de Janeiro, were adopted Agenda 21 and the Rio Declaration on Environment and Development. Here were the overall management decided consensus principles, conservation and sustainable development of forests and to open a list of signatures to the Convention on Climate Change and Biological Diversity. These two international documents clearly support the need for sustainable development. Besides the economic and environmental introduces another variable Conference in Johannesburg in 2002, namely social justice. It outlines here, the idea of developing sustainable equity bringing together environmental sustainability and improving social equity. Thus, sustainable development must aim to improve quality of life for all people, manage as well as possible and to protect ecosystems, provide the basic needs of humanity and to ensure its future prosperity, sure.

Sustainable development meets clean solutions, alternative development models and rethinking consumption and production methods used today, the aim being to avoid geo-bio-chemical imbalances. Rural development brings together instead all activities that improve quality of life in rural areas. It is based on sustainable growth, having as main objective to maintain the natural, spiritual, material and cultural village.

Implications on rural idea is underlined by a number of principles formulated in the Declaration of Cork (Ireland) in 1996. These are general principles of sustainable rural development and are written in the European Charter; of these, the most relevant being: sustainability, assessment,
research, mentoring, creating diversity mainstreaming and implementation of the rural foreground.

With them were set itself objectives of sustainable rural development, upward evolution of socio-economic development of rural areas and rural communities preserve traditional customs.

2. Theoretical background

Our planet has limited capacity to support humanity that is in continuous development. Therefore should apply as soon as the coordinate activities sustainable. Tourism is growing economic segment of about 7% annually. He is due to upward rate, along with other economic activities, the attention of specialists concerned about irreversible environmental destruction. At the World Conference on Sustainable Tourism, held in 1995 in Lanzarote, was accepted definition of sustainable tourism as balancing business interests with nature. Also there was born the now well-known phrase: "without such travel is not possible on the environment can exist without tourism." Sustainable tourism is an economic activity is to satisfy tourists current generation without compromising the ability of future generations to have at least the same amount of tourist resources and even the same quality. Wishing it to be a sustainable tourism must carefully plan the use of resources to avoid jeopardizing the tourist and business travel. For all of them require some general principles apply sustainable development principles to be observed in tourism: environmental protection, flexibility, efficiency, social justice and inter intragenerații. If sustainable development is based on a total of five (5) lines (research, production, resource management, performance evaluation, services and mobility management) and sustainable development of tourism benefits from several major principles. One of these relates to the environment, which has lasting value and should remain so for future generations. Then there is the principle of respect for the place used by tour operators and features of ecological, cultural, economic and social. Another principle is based on the fact that medium-tourism relationship must be so operated so that the environment can sustain long-term tourism activity and tourism development without environmental degradation reach. Finally, another basic principle supports the idea that we must look at tourism as a positive activity beneficial to tourists, local community and environment. But to support this idea require a rigorous and appropriate tourism planning situation. This planning can also create favorite conditions of exploitation inclusive environment for the practice of sustainable tourism, to avoid unwanted issues related to environmental degradation and non-renewable resources, but also to the preservation uicităii tourism potential through tourism forecasting feasible.

3. Problem solution

3.1. Hypotheses of the research

Methods of analysis and evaluation were selected based on several criteria in order to obtain accurate and true view of the evolution and prospects of sustainable tourism development of the South-East. This development is driven by important tourist resources found in the region and the tourism potential in the Southeast Region. In this geographic area can be found various native forms, starting with the fundamental values of human existence and reaching specific elements found in tourist attractions. They operated in optimal shape generates added value of local community development.

As a result, the research directions pursued objective analysis of the quality and diversity of regional tourism resources and how to exploit them in the current context of sustainable development. Ecosystems are offering tourists a variety of recreation services, with a high monetary value, known as recreational value. Biological diversity of its recreational and aesthetic qualities gives joy to people, leading to improved quality of life. Tourism is contributing to inclusive economic development of local communities, bringing revenue by selling beds, the table, the souvenirs and other tourist areas are supported only if it envisages infrastructure development, existing premises, etc, and creating new jobs for local people. This can develop, refine and
revive local handicrafts, prosper materially and consolidating local cultural identity.

3.2. Means and tools of research

Region synthetic analysis was based on tourism potential diagnosis means and forms of exploitation and potential tourist facilities, which come in addition to the strategic perspective of development of the material base necessary to practice sustainable tourism. Not overlooked gap problem in time, determined by the difference between the potential of tourism and tourist facilities. It reveals, thus the need for technical and material progress by adopting financial and human efforts to equip and modernize outstanding, primarily infrastructure. Hence, the specific objectives arise that analyzes need to establish concrete directions, taken from the general, and resulting in the application of clearly defined actions that builds conduct this scientific research.

3.3. Research results and interpretation

South East accounts for nearly 13% of Romania's total population, the fourth region the importance of the population. It also ranks as the sixth level of socio-economic development compared to other regions of Romania. Industry and agriculture are the main economic sectors, generating about 44% of the region's GDP.

Landforms together here all the formations present in Romania-field (Bărăganului and the Covurluiului), hills (sub-mountainous area outside the Carpathian and Macin Mountains) and mountains (Eastern Carpathians), delta. The maximum altitude of the South East recorded the top Goru, 1.785m, Vrancea County.

The region is traditionally fishery and agriculture, taking first place in the living area on the rod. Tourism contributes about 3% to the regional GDP, generating more jobs in trade, transportation and construction plus the hotels and restaurants.

South East has a diverse range of tourism resources, being able to practice coastal tourism, cruise, spa, mountain, scientific / environmental, fishing and hunting etc.. Unfortunately tourism development is not uniform; there are large regional differences in terms of dynamics and its level of development.
The main tourist attraction is undoubtedly the Black Sea, which groups the 13 stations 40% of the accommodation capacity nationwide and account for about 20% of annual nights at national level. Among the main concerns of tourism providers in the region are extending the season and raising the quality of services that can compete with offerings on the Bulgarian seaside.

Another tourist attraction is the Danube Delta, considered one of the most attractive areas in Romania, due to the rarity and unusual items. Spa tourism constitute strength of tourism in the region, it is well represented by national or regional stations sounding like Salt Lake Techirghiol, salted Monteori or White Marsh.

Cultural tourism is also represented by the monasteries in northern Dobrogea (Celic Dere and Saon Rooster and the mountain from Buzau and Vrancea counties, namely existing museums and ruins of many cities.

Lately entered into a number of regions agro attention in Buzau (live shots Lopătari, mud volcanoes in the commune Berka) and Vrancea (Soveja - Leșa-Tulnici) times the highest concentration of flora and fauna country Macin Mountains, where a relatively small area is more than 50% of species of flora and fauna of the vineyard României. Crama Murfatlar is another attraction for tourists. Coastal and delta tourist attractiveness influenced the development and increased investment in accommodation. In this category are included tourist attractions and various events with an impact on tourists, supporting the growth of tourism activities during the run.

Rural Wealth is hardly visible in Romania for foreign tourists, mingling with "the myth of Dracula."

Romania seems an unattractive tourist destination, the obvious lack of a strategy to promote traditional heritage, identity and authenticity Romanian.

Enhancing public information activities, the expansion of urbanization, increased leisure vacations are dedicated following possible processes of diversification and expansion of service industries.
4. Conclusions

For tourism assets to seek a different vision, orientation linked to scientific research that deepens the natural and human potential recovery priorities is a need for modernization, restructuring, development of heritage tourism. It is necessary to further develop studies that sustainable tourism development policy capable of meeting the requirements to support current market prioritization. Tourism forecasting studies can help to turn the tourism providers in developing their strategies, feasibility studies for medium or long term prognosis.

A team of experts from the World Tourism Organization have developed with Romanian counterparts on behalf of our government a master plan for tourism development in Romania. Its aim is to develop an analysis showing the weaknesses of the domestic tourism. Thus, they can be made some strategic directions restructuring, regeneration and providing the necessary resources so that Saa become globally competitive.

This plan carefully studying all apparent deficiencies in the way rural development deficiencies relationship with the private public sector inefficiency of public management, development planned pace, marketing and implementation of its policies, human resource training services, no statistical basis for analyzing the real situation. The above aspects should be followed, changed or improved if it needs to retrieve a solid development and promotion.

References:
[1] Mihaela Rusu - Job Postdoc, Postdoctoral Research in marketing agro biodiversity prospects in the South East of Romania; Case Study: The current situation of rural tourism in hostels in the South-East, Bucharest, Romanian Academy, 2014