

Study Regarding Manifestation Forms of Sustainable Tourism

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Abstract

The paper presents the forms and activities from the hospitality industry, including conventional tourism of table, cultural tourism, business tourism, rural tourism, cruise tourism, religious tourism, sports tourism and urban tourism. The process of direction to the sustainability should normally be coordinated at national level by governmental factors and supported by local factors, at community level.

Sustainability, for tourism, as well as for other industries, has three independent aspects: economic, social, cultural and environmental. Sustainable development involves permanency, meaning that sustainable tourism requires optimal use of resources (including biological diversity), minimizing economic, socio-cultural and ecological negative impacts, and maximizing benefits for local communities, national economies, and conservation of nature. As a natural consequence, sustainability also refers to the managerial structures needed to meet these desires.

Keywords: sustainable tourism, forms of tourism, hospitality industry

1.Introduction

Tourism, as an economic activity, must be linked to the concept of sustainable development, being an industry dependent on the natural resources and cultural heritage of each society, which sells these resources as an integral part of its products and at the same time shares some resources with others users, including local communities [1-3].

Adopting the concept of sustainable development in tourism emerged as an idea in the early 1990s, giving rise to sustainable tourism, a branch that has gained importance in academic and research fields, as well as the activity in the tourism industry. But sustainable tourism dissociates itself from mass tourism and is partly associated with forms of alternative, contemporary tourism. In other words, sustainable tourism is primarily the opposite of mass tourism [2-4].

Sustainable tourism indicators are presented in figure 1.

Sustainable tourism responds to the needs of tourists and recipient regions for protecting and improving resources for future generations. Its goal is to integrate all resources in order to meet economic, social and aesthetic needs without jeopardizing the preservation of cultural integrity, essential ecological processes, biological diversity and the environment.

Extensive expansion of a tourism destination leads to long-term greening costs. The natural path of tourism development from a country follows investment stages such as [4]:

- investments in increasing the accommodation capacity;
- investments for tourism promotion and adequate marketing;
- investments to improve infrastructure (roads, fiber-optic communication networks and high-tech equipment);
- investments to improve the quality of services.

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Exploitation of the tremendous tourist potential that we have must be done with discernment, a recent negative example consisting in the excessive sale of hunting holidays in Romania that

destroy the hunting fund, still considered as one of the richest from Europe, way too fast. As positive examples, were selected some useful for support, rural tourism, ecological tourism, and cultural tourism.

SPECIFICATION	INDICATORS	METHODS OF ASSESSMENT
Loss of flora and fauna	- Reproductive success of indicator species as number of individuals - The continued presence of wildlife in traditionally occupied sites	- Evidence of key species - Changes in species composition - The number of specific accidents at specific species - Visual inspections and photographic recordings
Erosion	- Continuous erosion rate	- % from the eroded surface area - visual inspections and photographic recordings
Lack of access to key sites	- The length of the route accessible to vehicles	- The number of hours spent in the vehicle - The cost of entry/the lowest level of local tariffs
Lack of loneliness	- Consumer satisfaction	- The number of people in peak periods (in the accessible area) - Questioning on the fulfillment of this requirements
Loss of aesthetic qualities	- Site attraction	- agglomerations through human presence
Decreased water quality	- Evidence of pollution	- the level of bacteria and heavy metals

Figure 1. Indicators of sustainable tourism
Source: author's processing from multiple sources

2. Ecotourism - the most important form of sustainable tourism

Ecotourism represents the most valuable form of sustainable tourism. [5] The idea of sustainable tourism is a more recent date, because it has its origin in the ideas of the Rio Conference from 1992. It has emerged in order to protect nature for the future, especially of fragile species and tropical forests. As a result, the environmental composition is very strong.

Through the notion of ecotourism, space is regarded under the dual aspect, namely: in quantitative terms, through the territory's capacity of receiving, which can be natural or created, and qualitatively, through its activity or through the tourism value of the territory, which can be natural or created.

The ecotourist, sustainable development of tourism in tourism areas of maximum interest mainly concerns four plans: [2]

- Economic: by increasing the capitalization of resources, especially the least known, by reducing pressure on the most exploited;
- Ecological: by ensuring the rational use of all resources, reducing and eliminating waste, their recycling, preserving and protecting the environment, reducing the process of evisceration of agricultural and forestry lands from the agricultural and forestry circuit;
- Social: by increasing the number of jobs, maintaining traditional crafts, attracting the population into practicing different forms of ecotourism;
- Cultural: by capitalizing the elements of civilization, special art and culture, expressing a certain cultural identity and developing the spirit of tolerance. Once established the importance of

ecotourism as support of sustainable development of tourism at world-wide level, it has begun to be accepted in more and more countries.

Ecotourism involves the management, organization and development of tourism activity in order not to disturb or destroy the natural balance, the environment with the natural tourism resources and the cultural-historical or technical-economic values and to achieve their sustainable capitalization.

By the notion of ecotourism, space is regarded in two ways: quantitatively, through the "capacity to receive of the territory" that can be natural or created by man and on a qualitative level, through the activity or the tourist value of the territory, natural or created. Both sides of the approach are part of the global policy of sustainable tourism development. Such a tourism policy aims to ensure an ecological, economic, social-cultural functioning based on a rational and efficient use of resources.

On the medium term, some improvements and changes should be introduced in the following areas:

-Improving the environmental quality of the Protected Areas and the prevention of the existing and future negative impacts of tourism.

-Establishing infrastructure and travel facilities for different types of users and activities.

-Improving funding mechanisms.-Providing technical assistance and organizations of collective support to the private actors involved. In order to develop specific accommodations such as "eco accommodation", to organize complex products or to sell niche products on the market, ecotourism often requires some technical skills.

-Development of accommodation adapted to ecotourist expectations. Ecotourism does not require a special kind of comfort and can be hosted in many types of accommodation, from campsites to 5-star hotels. Ecotourists have some specific requirements, such as respecting traditional architecture, integrating in nature, providing educational and translation materials (guides, maps, binoculars, etc.).

- Prioritizing outdoor activities. The analysis of rural and mountain tourism in Romania as well as the situation from the Danube Delta showed that the country has good potential but poorly exploited for outdoor activities. Sale of accommodation is no longer sufficient and efforts

from the past have focused excessively on the development of accommodation capacity.

- Involving the local population in "initiatives, responsibilities and benefits of tourism-eco development".

In order for their existence to be better accepted, Protected Areas must contribute better to local development.

- Adapting the promotion and marketing tools to the ecotourism market in Romania. Romanian ecotourism must first concentrate on the domestic market and European markets from Central and Eastern Europe, which are more accessible than to target Western Europe or overseas countries.

3. Rural tourism - a form of sustainable tourism development

Many of the rural regions of Europe more distant, marginal or mountainous have lost their population, over a long period of time, and this process continues. In these places, the local economy tends to be fragile and can hardly be launched, public services are difficult to sustain, and young people tend to leave. In contrast, many rural areas near towns have quickly changed their specificities, city workers are looking for new housing here, and urban businesses are moving to green-field sites. In such areas the rural population is tempted to migrate to other agricultural regions and at the same time can not afford houses at market prices

The whole rural Europe, more than ever, is affected to a greater or lesser extent by the radical changes in agriculture. Until 1980, the main role of rural areas was (from the point of view of the public and politicians) food production.

Subsequently, the emphasis in rural policy shifted from the formula "more food at low prices" to wider concern regarding population welfare, the economy and the environment in rural areas. In particular, it is a concern about the solidity and diversification of the economy in rural areas. Agriculture is no longer the only or even dominant sector in this economy. The role of farmers has changed in many regions. They still have importance as food producers but are also perceived as entrepreneurs in other areas, resource producers whose value can be added to the local economy, providers of leisure spaces, preservers of natural patrimony, and cultural one to.

It is indeed a fertile context in which rural tourism can play an important role, representing a

significant sector in diversified rural economies and a chance for new activities and incomes for agriculture.

Rural tourism develops slowly but surely, being in the conception of sustainable tourism a keeper of natural environment, traditions, customs, culture. The environment in which it is developed is very well defined, being specifically designed to eliminate modernity. [3]

The combination between sustainable development and tourism facilities is becoming more and more important in tourism development and is also applied under ecological terms. The most used environment for combining them is in rural areas and villages in order to increase the attractiveness of the area from all points of view. In order for tourism not to become a risk for the community, a natural, cultural environment should not receive too many tourists because the environment can be destroyed, even if it has a positive tourism potential and its protection has been considered sustainable tourism. But lately, rural communities often use the term sustainable development, tourism is orienting towards this type of development which also caters for future generations.

The negative effects of the development of tourism on the environment can be diminished by rational development of tourism potential. So, it is possible to avoid harming the terrestrial balances of Terra.

Tourism and especially rural tourism stimulate the preoccupations for the permanent preservation of

the intact nature, of the values and the resources in the conditions of a normal or even favorable life.

Rural tourism is one of the most effective solutions to the damping of tourism requirements with the requirements of environmental protection and sustainable development. Rural tourism is not entirely new, but the one that has been asserting since the 1970s is sensitively different in terms of space delimitation, characteristics and content of holidays.

Generally motivated by the desire to return to nature, to traditional life and habits, rural tourism is broadly defined by spending holiday in rural areas.

At its beginnings, it was designed to have a limited social and economic role only in family spaces, but gradually has diversified its offer, becoming an essential component of regional and local development policies for rural areas.

In the idea of the World Tourism Organization and many European associations, rural tourism is a form of tourism that includes any tourism activity organized and conducted in the rural area by the local population, capitalizing the local tourist resources (natural, cultural-historical, human) as well as facilities and tourist structures, including boarding houses and agro tourist farms. [6] According to this definition, rural tourism is determined by the following aspects (Figure 2):

- the existence of rural localities;
- preserving rural functionality;
- preserving rural infrastructure;
- preserving traditional way of life;
- preserving of specific cultural identity.

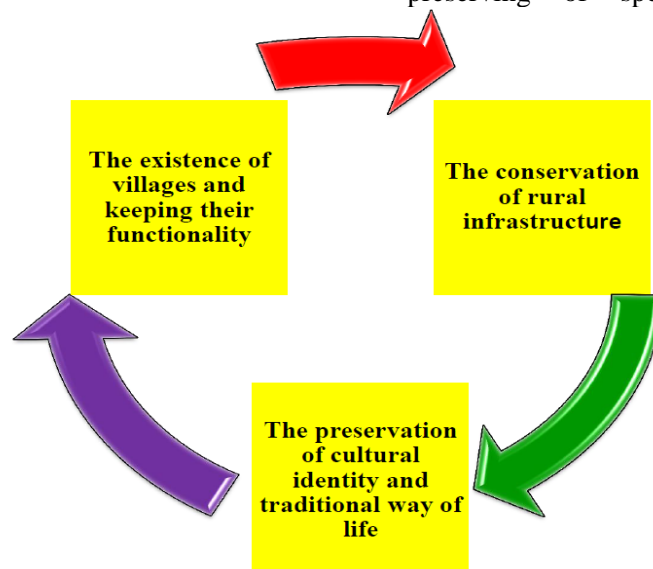


Figure 2. Important aspects of rural tourism

All these essential elements have become the basic components of rural tourism and the fundamental requirement is to keep them as much as possible on the basis of the new principles of sustainable development of tourism in general.

4. The place of agro tourism in the forms of sustainable tourism

Unlike rural tourism, which proves to be a wider category, with different forms of manifestation, agro tourism is the activity through which the

existing accommodation surplus in the peasant household is capitalized, previously prepared and arranged for the reception of guests. [7]

The activity is rightly suggested by the slogan "tourism among peasants" used in Germany. There, the classical farm owns a land of about 30 hectares, the animals being relatively numerous. A peasant household must have its own agro food production. At the same time, visitors must be able to participate in the everyday life of the household.

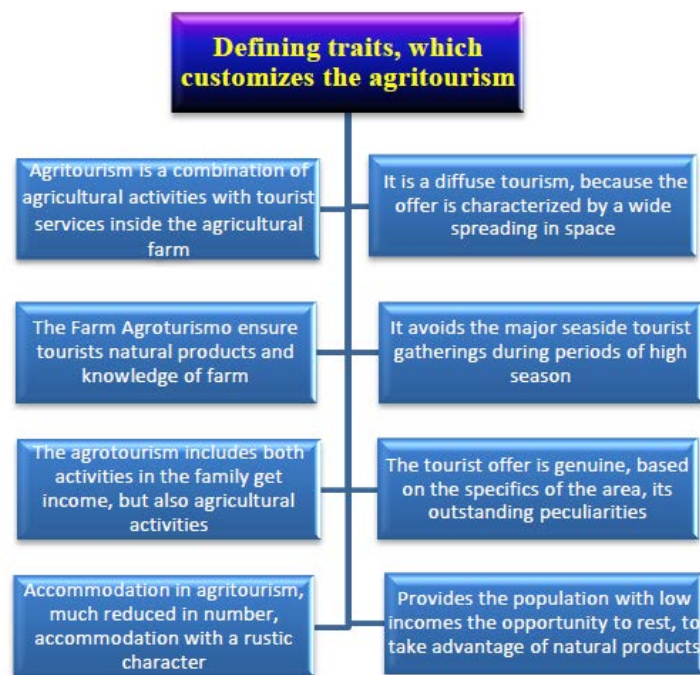


Figure 3. Agritourism particularities

The peculiarities of agro tourism are shown in Figure 3.

The place of agro tourism in sustainable forms of tourism and in sustainable development is given by its specificity as an activity that uses the physical and human environment as its product. On the other hand, agro tourism shares some resources with other users (agriculture, industry, etc.). The approach of tourism from this perspective is even more necessary than with other forms of tourism, given the double direct contact of agro tourism with the environment: [8].

-as a tourist activity itself;
 -as an economic activity, generally agricultural, in order to obtain the products offered to the tourists. The strategic objectives of agro tourism development are:

- should go from achieving complementary incomes to agricultural action by offering new and novel tourism products on the tourism market and thereby to increase living standards in rural areas, thus stimulating the establishment of active rural population (diversification of the active population-the young one) and stopping urban-rural migration;
- ensuring the living conditions and civilization in the rural area stimulating the stability of the active population in this area;
- additional income from tourism activity;
- capitalization of products from own household;
- capitalization the resources available from the area;
- using the surplus space, products and labor force;
- customer satisfaction through the quality, flexibility and price of products and services;

-conservation of traditional housing and customs-tourism contributes to many communities that use these elements as a mechanism in order to encourage tourism circulation;

- supporting the local community.

In the case of agrotourism, can be mentioned some principles for sustainable tourism [7, 8]:

1. The principle of establishing ecological limits and standards. According to this principle, it is necessary to promote values that encourage standard consumption, consumption that falls within the limits of the ecological possible.

2. The principle of economic growth. According to this principle, the redistribution of economic activity, the reallocation of resources and the satisfaction of the essential needs of life in rural tourism and in general must eventually result in an economic growth both in present and in future.

3. Principle of resource control for the population. According to this principle, the existence at one time of a population in a given area must be correlated with the productive potential of ecosystems.

4. The principle of conservation of basic resources. Considering that in a tourist locality (village) there is a direct or indirect resource exploitation activity, sustainable development should aim to protect the natural systems that sustain life: air, water, soils, and living animals.

5. Principle of the forecast. It aims at finding and discovering new resources, as well as new technologies to capitalize the resources, long advanced by the exhaustion of current resources or the aging of technologies.

6. The principle of efficient ecosystem loading. The ecosystem load capacity must be within rational limits and at the same time production and incomes should be constant over time. This is determined by taking into account some indicators such as: the average number of tourists, the average duration of the leisure stay, the relative preference of the tourists, the number of days/tourists, etc., as well as the use of an adequate methodology for the tourist circulation measurement, correlated with the determination of the resources capacity, respecting the fundamental limitations (tolerance threshold, comfort threshold, physical threshold).

7. The principle of the existence of a resource reservoir. This principle refers to the need for a minimum rate of consumption of irrecoverable resources.

8. The principle of minimizing the impact of agro tourism activity on the integrity of ecosystems. It aims to minimize adverse impacts on air, water, and other natural elements.

9. The principle of economic viability. According to this principle, local politics should pursue the economic well-being of the community and at the same time respect the governmental policies that set the limits of economic growth.

10. The principle of integrating control at the rural community level. It refers to the control exercised in relation to development decisions affecting local ecosystems and which must be unique to all activities carried out in order to ensure a balance between these activities.

Regarding the sustainable development of Romanian agro tourism, the following major aspects must be taken into account: reduction of environmental degradation; conservation of natural and entropic resources; providing additional income to people in rural communities with tourism potential (Figure 4).

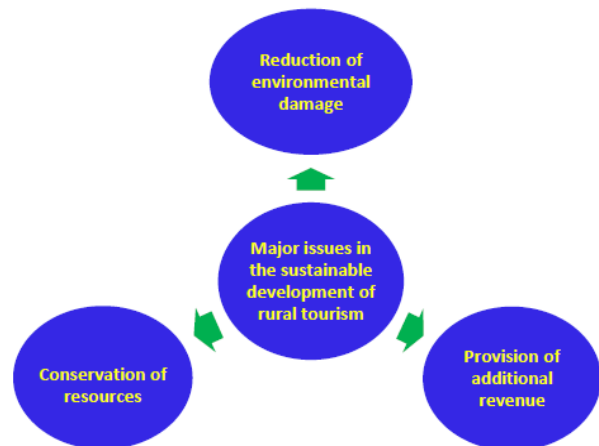


Figure 4. Major aspects in durable development of agritourism

The attraction of industrial activities in rural areas will transform the Romanian village into a poly professional environment, facilitating the emergence of mixed households, where the income is obtained from both agricultural sources and non-agricultural sources. Also, studying the evolution of agricultural balances, of the balance of the labor force, of the balance of the incomes and expenditures made on the branches of the national economy, of the way of pricing forming of the raw and processed agricultural products, researching of the way of organizing the sales markets, marketing studies, will show the way to be followed in the complex development of the rural environment.

The sustainable development of agro tourism can be re-launched, according to the Law on the establishment of the Ministry of Tourism no. 27/1971, the three groups of handicrafts or handicraft jobs: [9]

Traditional craftsmen who manufacture and market traditional items for domestic or agricultural use (rotators, dodgers, knitters, potters, saddlers, garments, jobs related to clothing, etc.). Their job is most often a family or community tradition; the clientele is located in the village or in the neighboring villages. *Art craftsmen* are often of urban origin and with specialized training (for example Art Academies). In their case, creativity unites with traditional techniques and the clientele is urban and of high socio-professional category.

Manual workers who do not manufacture objects, but offer more or less complex services: hairdresser, plumber, electrician repair maker, mason, carpenter, electrician, baker, car mechanic etc.

Like entire traditional rural society, traditional crafts know profound transformations, which will cause some activities to disappear, which is a loss for a country's cultural heritage, and others will remain at the cost of sometimes difficult adjustments (especially at the level of investment). There appear new needs, new techniques, and traditional crafts turn: it is the case of construction and food crafts.

Those jobs that until recently were ordinary trades became *rare jobs*: with the loss of traditional markets, disappear the motivation of their existence. Old craftsmen continue to practice their job, but, after them, the activity is likely to be extinguished because no one takes over the relay. And yet, when these trades become rare, there is a new demand. In consequence craft is reevaluated and even overvalued: tissue, embroidery, fabrication of embroidered and furring leather, etc. [10]

In the current context of rural development, there have been some problems specific to craftsmen, among whom we take into account the following: isolation and lack of access to information, legal and fiscal status; supply of raw materials, market, and adaptation to the current changes of rural society. [11, 12]

5. Cultural tourism - the most suitable tourism option for sustainable development

Cultural tourism was the tourism option declared the most suitable for sustainable development by many of the international destinations with a long tradition in the tourism industry. [13] The tourist attracted through cultural tourism is often a highly educated, high-moral person who calls for quality services. The guide for such groups is in his turn highly qualified, consciously involved and directly interested in preserving and respecting the natural tourist landscape.

Framework Program 6 and the new European Union's Framework Program 7 also pay attention to the development of sustainable tourism through cultural tourism.

The influence of the development of cultural tourism in Romania has begun to be felt.

Romania has a cultural-historical and ethno-folkloric heritage of great tourist value and representativeness for the Romanian people. The development and diversification of the cultural tourism offer, as well as the awareness on the international markets that Romania is a cultural destination with objectives and attractions valuable at European and universal level (churches with exterior frescoes, fortified churches, medieval fortresses, folk architecture, crafts, etc.) are priority objectives in the development of the tourism product with a cultural component.

The strategic directions in the development of cultural tourism as a form of sustainable tourism aim at: [14, 15]

- The establishment of material heritage elements for Romanian culture.
- The establishment of representative material heritage items for Romania, including for minorities.
- Promoting of religious tourism from Romania at international level.
- Increasing the level of training of guides involved in cultural tourism.
- Ensuring access to the tourist attractions, of the area near them and the enclosures.
- Developing a network of tourist information centers in the most representative areas of cultural tourism.

Specific actions for the development of sustainable cultural tourism:

- identification (through specialized institutions) of large-scale handicraft villages in order to provide assistance for craft development, selection of craftsmen, identification of the export market, and support for the creation, promotion and

marketing of traditional crafts. In this respect, the were obtained special results by Astra-Sibiu Museum, in the ethnographic areas Bistrita, Nasaud, Maramures, Codru, Salaj, etc.,

- creation of production centers, exhibition and marketing of handicraft products, ceramics, glassware, etc. in the main ethnographic areas, tourist resorts.

- promotion of the popular fairs, festivals and popular spectacles in tourist centers, resorts or craft centers.

- promotion of folk artists in tourism fairs, festivals, exhibitions organized in resorts and tourist centers.

- designing a project - designing the production, packaging and promotion of handicraft products.

- promotion of thematic tourism programs for capitalizing folk art in the main ethnographic areas: "The Road of the Clay"; "The Civilization of the Wood"; "Traditional folk port" (in each folkloric area); "Popular architecture"; "Wooden churches".

6. Conclusions

Sustainable tourism is a concept designed not to stop tourism but to direct it to the interests of all parties involved: host habitats and their communities, tourists and the tourism industry itself.

In the concept of sustainable tourism, not only tourism activities and tourism development are planned, tourism is integrated into a balanced relationship that includes future developments in the context of achieving conservation goals.

In conclusion, sustainable tourism is an alternative form of tourism that is based on several principles:

- Minimizing the impacts of tourism activity on the natural environment in order to achieve ecological sustainability, contributing to maintaining and improving the conservation status by returning of a part of the income to the protected area.

- minimizing the negative impacts of tourism activity on the local community and its members in order to achieve social sustainability.

- minimizing the negative impacts of tourism activity on the culture/traditions/customs of local communities in order to achieve cultural sustainability.

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