



SUSTAINABLE DEVELOPMENT IN TOURISM – FACTOR OF ECONOMIC GROWTH

Oana CHINDRIȘ-VĂSIOIU¹, Mădălina TOCAN²

^{1,2}Ecological University of Bucharest, Faculty of Economic Sciences, Bucharest, Romania,

¹E-mail: oana.vasioiu@gmail.com, ² E-mail: madalina.tocan@gmail.com

Abstract

In this paper I have tried an analysis of effective economic and social situation of tourism taking into account both the contribution tourist services to GDP and evolution of employment in the tourism sector. We also give particular importance to objectives of tourism activity. The position and the contribution that tourism, as a branch of tertiary sector, one can have all the gross national product of a country, its beneficial effects on social, cultural, and the environment, require integration to one of the priorities on which any government when considering overall strategy of economic development. Due to the evolution of its worldwide, tourism has become for many countries an important factor for economic and social development. The magnitude and complexity of links between tourism and the other branches of the national economy governments impose their harmonization with an opportunity of drawing up economic and social general development strategy.

Keywords

Tourism, tourism industry, labor market, tourism opportunities, tourism development

1. Introduction

The important role that tourism and travel must play in the future economic and social development of Romania is undeniable. Tourism can be a catalyst for improving the living standards across the country and has been identified as a focus in the National Development Plan. This recognition of the potential contribution of the tourism industry is a step in the right direction, although there is still a common lack of awareness about the economic value and potential tourism segment among all government levels.

The economic impact of tourism can be measured in several ways, using a range of basic indicators that demonstrate the contribution of the sector to the wider economy. Among these indicators include income from foreign exchange operations and their contribution to the travel account balance of payments, expenses and income from tourism contribution to GDP (both expressed in foreign currency earnings and gains in the tourism sector in the broad sense), the contribution to earnings State (mainly taxes), the multiplier effect and create jobs.

An identification of the impact of these factors is a complex action, which depends entirely on the availability of accurate and reliable, commensurate comprehensively. It is known that any economic activity must correspond to concrete needs of society, to meet the real requirements of the material and spiritual life of the people.

2. Literature review

Etymologically, the word "tourism" comes from the English "tour" (travel) or "to tour", "to make the tour" (to travel, to make a trip), term coined in England around 1700, for action designate travel in Europe in general and in France in particular. In turn, this English term derived from the French word "tour" (travel, walking, movement), was taken by most European languages meaning travel leisure.

The French term and deeper roots, it derives from the Greek word "Tournai" and the Latin "Turnus" and means all the travel circuit. Since the term "tourism" was derived and the "tourist", ie person making the journey to their own pleasure.

Regarding the term "tourist" FW Ogilvie in 1933, considered as tourists "... all persons who satisfy at least two conditions, namely are away from home for a period not exceeding one year and spend money in those places without to win ". Similarly, AC Norwal (1936) believes that the tourist "is the person who enters a foreign country for any purpose other than to settle a permanent residence or business and who spends in the country where it is established temporarily money earn elsewhere. A definition of tourism - accepted worldwide, was developed by W. Hunziker, saying that it "tourism is the set of relationships and phenomena resulting from the movement and stay of persons outside their home as

long stay and movement are not as motivated by a permanent establishment and some gainful activity”.

The Shorter Oxford English Dictionary (Oxford, 1950) defines tourism as "... the theory and practice of field trips; the journey of pleasure and the tourist ... one who makes a tour or more rounds, especially one who does this for recreation; one who travels for pleasure or for cultural reasons, visiting different places for their interesting targets for landscape or the like ”.

Romanian Encyclopedic Dictionary (1966, vol. IV) proposes the following definition of tourism "nature recreation or sport activity consisting of walking or going through various means of transport distances, visiting picturesque regions, localities, cultural objectives economic, historical, etc. "

Dictionnaire Touristique International (1969) - "Tourism is the set of measures implemented for organizing and conducting leisure or for other purposes, made either by organizations, companies or specialized agencies or on their own, for a limited time, and industry that contribute to meeting the needs of tourists. "The same dictionary (1980) states that" tourism travel is distinguished in that it involves the person concerned, on the one hand, the deliberate choice of the target and on the Moreover, its exclusive concern for satisfying pleasure".

3. Economic and social efficiency of tourism activity

The result of tourism activity simultaneously refers on two aspects, which are interrelated and mutually intertwined: economic efficiency and social efficiency.

Each of these components of the efficiency of tourism has both direct effects and indirect effects.

In terms of economic efficiency expression in literature opinions are polarized in two directions:

a) first, the theoretical approaches are in favor of a single summary indicator of efficiency, usually founded on the net income of the respective units and gross domestic product throughout the economy;

b) second, in which opines for a system of indicators, the idea of capturing the entire contents of the effectiveness of any socio-economic activities (this is actually adopted economic practice).

Setting indicator system efficiency of tourism is based on general principles of calculation efficiency, the structure of resources used, and the component efforts effects.

In determining the effects to be taken into consideration for efficiency indicators, should take into account two fundamental variables:

- a) area of effect;
- b) resource category whose effects are calculated.

In terms of space or area of effect to be distinguished found:

- economic effects in space or area of functional units providing tourism services (regardless of organizational level);

- social, educational and economic effects of human activity in tourism services beneficiaries.

Regarding the human resources category, it is undisputed that should be considered only those that joined in business involved in making tourism product or another useful effect of a unit organizational activities in the sphere of tourism. The evaluation of tourism businesses; economic effects produced operates its own space activities. Other types of educational and socio-economic effects are taken into account in decision macroeconomic complementary resource allocation and policy development branch charges for services rendered.

By harnessing the natural, human, material and financial, made available to tourism generates social effects, which constitute an important factor of economic growth, progress and civilization. Therefore, the efficiency of tourism should be appreciated both by reflecting and measuring the effects of economic and social ones. Only in this way can ensure a proper assessment of the contribution of tourism to economic and social development of the country.

In the general category of social efficiency issue is empower the intensity, content, effects and prospects of treatment and cure spa tourism. The effect is particularly social health tourism, especially in the present moment, when, worldwide, there are already tendency to replace gradually drug therapy cure treatment by natural factors, when proper treatment spa has a side , health care and social tourism has a great scale.

The phenomenon of tourism is inextricably linked to civilization, culture, between tourism, culture and civilization there is a dialectic relationship of interdependence. Tourism is an act of culture since tourism accumulates during his trip, a considerable amount of knowledge in various fields. In other news, the degree of culture and civilization decisive influence the quality and attractiveness of the tourism product offered.

Social effects of tourism, although multidimensional, not quantified only a very small proportion. Measurement of tourism and social efficiency analysis involves two premises: definition of evaluation criteria and indicators of the system for social efficiency.

These criteria outline the general interests of the individual blend. The second premise is difficult because of the preponderance quality element. Evaluation of the social impact of tourism can be done by opinion polls, surveys, etc., is still subjective assessments, missing element quantification synthesis.

Tourism development will help increase its contribution to Romania's balance of payments, international tourism receipts can be well above the world average, which is currently 5% of foreign exchange earnings through export of goods made. Simultaneously, the development of tourism in Romania, taking into account the multiplier effect will affect other areas, stimulating, in particular, the development of other sectors of the national economy, such as agriculture, transport, food industry, light industry, machinery etc.

Tourism is both a major consumer of funds. World consumption of its budget amounts to USD 296 billion (6.4% of total). The volume of international trade of goods and services, tourism participate with 11.8%, ranking third in the world ranking of exports after oil industry and the automotive industry. Given all this evolution, is internationally accepted that the tourism industry is part of the three major industries, which will drive the world economy in the coming years, with information technology and telecommunications. In our opinion, efficient exploitation of tourism potential can not be achieved with current national infrastructure.

The tourism industry is given as an example the economic sector with great development potential as a source of income and foreign exchange. Her contribution is reduced to 2, 5% of GDP.

Changing attitudes to potential tourists will take years, even if the offer will improve. Change characterization of Romania in international tourist guides will be made after two - three seasons in which to find a real improvement in conditions. Website which provides information on the opportunity to spend holidays in Romania correctly highlights the main tourist attractions, but cautions and unpleasant surprises on. "Romania is perhaps the most beautiful country in Eastern Europe, the last bastion of the medieval period, the remains of missing much else" is the introduction section which shows our country on a site managed by a leading American tour.

But warns that the accommodations are definitely not the strong point of Romania: "In general, hotel offers a chance to sleep in a bed and reasonable to take a shower, but do not expect a style or comfort and particularly if you discover that you do not mind paying up to five times more than a Roman citizen for a similar room. Facilities and amenities such as hot water can be a problem even in top hotels, especially on the upper floors". With such warnings, which are quite real, a trip to Romania amounts to a vision of a tourist adventure in the West.

The quality tourist services not only attracts foreigners, but cast out and the Romans, who found that the same money can benefit from excellent conditions in Turkey or Greece.

4. Estimating the contribution of tourism to GDP

The calculation of estimated gross earnings of tourism related overnight stays domestic and international visitors permit the disclosure contribution of tourism to the national economy in two different ways. First, foreign exchange earnings from operations for international visitors can be expressed separately for their contribution to GDP and secondly, total earnings from tourism can be expressed as a percentage of GDP.

Table 1 presents estimates of earnings from foreign exchange operations as a percentage of totals GDP estimate for the Romanian economy for the years 2016, 2021 and 2026. Romania's GDP is expressed in Euro, based on an exchange rate of 4.45 lei for 1 Euro, according to data from the National Bank of Romania's 2014, and it was used for the entire period estimates. Future growth was estimated at a rate of 5% for the entire period, based on medium-term estimates made by the Ministry of Public Finance and banking sources in the environment. Significant and continuing contribution of this indicator of tourism economy can be seen from tripling the growth rates of foreign exchange transaction gains in GDP between 2016 and 2026, in constant price terms.

Table 1. Wins estimated from foreign exchange operations as a percentage of GDP in Romania for the years 2016, 2021 and 2026

	2016	2021	2026
Romania's GDP (billion. Euro)	106,5	135,7	173,3
Earnings from foreign exchange operations (bln. Euro)	2,947	4,798	7,740
Earnings as a percentage of GDP	2,1	2,6	3,3

Source: National Bank of Romania, Ministry of Finance

Table 2. Estimated total earnings from tourism as a percentage in Romania's GDP for the years 2016, 2021 and 2026

	2016	2021	2026
Romania's GDP (billion Euro)	106,5	135,7	173,3
Total earnings from tourism (billion Euro)	7,005	10,712	16,069
Earnings as a percentage of GDP	4,9	5,9	6,9

Source: National Bank of Romania, Ministry of Finance

Table 2 shows the estimation of total earnings from tourism (domestic and international earnings) as a percentage of total GDP estimate for the Romanian economy for the years 2016, 2021 and 2026. According to Table no 2, GDP is expressed in Euro, calculated on an exchange rate of 4.45 lei for 1 Euro, and to estimate future levels of GDP in the medium term was

considered a growth rate of 5% per year. It demonstrates once again significantly increasing tourism and permanent contribution to Romania's GDP.

It is important to understand that the earnings from international tourist arrivals and tourism activities extend from the scope, potential and attraction of the sector for domestic and international visitors, which represents a cost to be deducted from the total earnings.

Romania produces a wide range of real food, wine, beer and spirits and although many specialty items will definitely be imported high class hotels and restaurants (beef is an important article, do not need to be specialized imported), their volume and value are not significant. Most large beer factories in Belgium, Denmark, the Netherlands and Germany operates today in Romania, own property or as joint ventures with local partners, and this type of organization can be observed in other sectors supplying hotels and food industry.

Electric equipment, specialized electronics and the kitchen, and other types of equipment can still be imported especially for units with high standards of quality, but many building materials and components are manufactured in Romania through subsidiaries owned companies international or operate on the basis of license agreements. Especially since 2000, direct investment in the economy (except tourism) have skyrocketed in the momentum generated in the previous period Romania's accession to the EU and the privatization program of former state enterprises.

International hotel brands of high standard, visibly almost exclusively in Bucharest, are funded mostly by investors/developers and they are based on management contracts, which mean the transfer abroad of management expenses and payment of employee's foreigners, but total amounts are small.

The most important source of revenue contribution of tourism to local and central authorities is the taxes in various forms, including VAT, personal income tax, taxes on companies, aircraft landing fees, rates of entry to museums, municipal taxes customs duties on imports.

Statistics on labor in the tourism sector are limited. In Romania, in 2013, about 151,000 people worked in the sector "Hotels and Restaurants", representing approximately 1.6% of the population of working age. Personnel employed in hotels and restaurants are the most visible type of labor in tourism and generally speaking, the data source is easily identified and collected. Although there are still difficulties, particularly regarding the inclusion of restaurants, whose personal work mostly in cafes and fast food whose main customers are local residents and workers, and less domestic or international tourists. These figures

corresponds employees working in hotels and restaurants registered and still unquantifiable existence of a number of hotels and other accommodation unregistered official statistics suggest that significantly understates the actual number of people working in this sector.

In addition, there are numerous other specialized tourism whose number of employees is difficult to identify and whose numbers seem to be included in the official statistics in other categories of economic activities. For example, the transport activity in tourism, staff used to attract visitors, staff sports tourism and recreation of travel agencies and tour guides. Travel Guides officials are required to be registered with the National Authority for Tourism and obtain this status, they must meet a set of standards for certain requirements such as the use of a foreign language fluency, knowledge of the subject, knowledge of national history geography and tourism. It is believed, however, that there are approximately 4,000 registered guides.

Targets were set target for visitor accommodation demand that translated into growing demand for accommodation from visitors for the years 2016, 2021 and 2026. It was a personal request additional accommodation in the structures associated with increasing the supply of rooms, applying the average number of staff report the number of rooms.

5. The objectives of tourism development

Romania's transformation as a tourist destination based on natural and cultural patrimony that meet European Union standards for the provision of products and services by 2016 and achieving sustainable development in terms of environmental tourism sector at a pace of development superior to other destinations in Europe, involves the following objectives:

- creating a nuanced both internally and externally on the advantages of Romania as a tourist destination and its tourism brand image;
- ensuring sustainable development of tourism in a manner that its riches environmental, cultural and heritage to be equally appreciated today and preserved for future generations;
- ensure recognizing tourism as a key factor in the economy and as a generator of new jobs;
- develop and implement annual marketing plans of tourist destinations through collaboration between the public and private sectors, targeting all major markets with potential for Romania;
- ensure coordinated support mechanisms for local and regional tourism organizations in the development of regional tourism policy.

Tourism development strategies into account the following aspects:

- extension of the system for the collection, analysis and dissemination of statistics and regular market research to assist in the creation of a Tourism Satellite Account for Romania;
- creating a network of tourist information centers in all major tourist areas coordinated;
- making a nationwide database of products, units, events and services in both the tourism industry and in terms of public access;
- expanding national tour page;
- the introduction of mechanisms and subsidies to facilitate investment in tourism;
- encourage municipal authorities, county and regional integrated development plans for tourism development, including all infrastructure elements to avoid uncoordinated development.

6. Conclusions

The effects of tourism on the economy of a country or region, must be analyzed starting from their relationship with the fundamental objectives of the entire economic system; can thus determine the contribution of tourism to economic growth, price stability, balance of payments equilibrium, the fair and equitable distribution of national income and full use of labor. The economic impacts of tourism are demonstrated by its contribution to ensuring a balanced monetary circulation, conducted both on account of domestic and international tourism.

Another important role that tourism has in national economies is to generate jobs and help decrease unemployment. The contribution of tourism in socio-human sector is as important as in economic terms. Action be passed on both tourists and visited areas on population effects in consumption plan, training and education, use of leisure time, environmental quality, ties between nations.

Successful and sustainable development of tourism depend not only attractive scenery and tourist facilities but also competitive and quality services. As one of the world's most competitive economic activities, tourism requires understanding, professionalism, commitment, organization and an effective strategy for human resource development. Hospitality and tourism sector also means facilities and services. Competitive services can be provided only by well trained and specialized, with a proper attitude, proper behavior and proper performance. Creating an educated and skilled workforce requires training, basic education and training courses and continuous training practice in the workplace.

Besides allowing a higher valorization of natural resources, tourism contributes to the development of local economies. Tourism becomes a lever to mitigate

interregional imbalances both national level and global level.

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