

Training 2 :

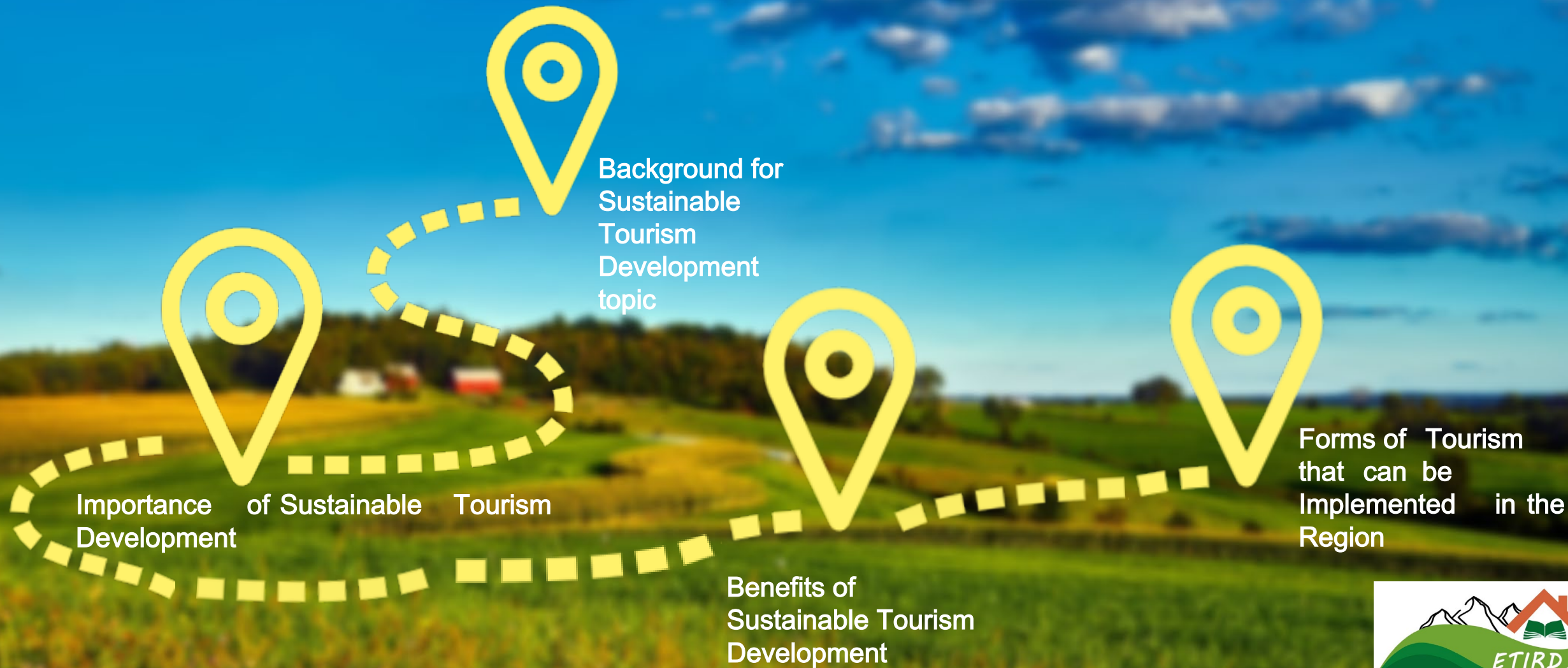
Sustainable Tourism Development: A Comprehensive Approach for Local Communities

LOGBOOK



- Introduction (5 mints)
- Background for Sustainable Tourism Development topic (20 mints)
- Importance of Sustainable Tourism Development (20 mints)
- Benefits of Sustainable Tourism Development (20 mints)
- Forms of Tourism that can be Implemented in the Region (20 mints)
- Final Quiz (20 mints)

SAILMAP



OBJECTIVES

This module aims to train the local community about sustainable development of tourism and to present forms of tourism that can be implemented in a given environment .

- Learning objectives :

- *gain a comprehensive understanding of what sustainable tourism is, and how it differs from traditional tourism ;*
- *understand the relevance of sustainable development to tourism , including the history and evolution of sustainable tourism practices ;*
- *explore the key benefits of sustainable tourism development ;*
- *identify different forms of sustainable tourism that can be implemented in various environments , emphasizing the balance between environmental integrity , economic development , and socio - cultural respect .*



INTRODUCTION

- ❑ The contemporary evolution of the world economy, along with the changes that have occurred in the realities of social life, have imposed sustainable development as a vision of progress that integrates immediate and long-term, global, and local needs, in accordance with social, economic, and environmental requirements, as inseparable and interdependent elements of human evolution.
- ❑ Sustainable development promotes the idea of a balance between economic growth, social equity, rational use of resources, and environmental conservation.
- ❑ The key element of sustainable development is the reconciliation between the economic and the social dynamics, and the quality of the environment and, as a result, the promotion of an integrated process of elaboration and decision-making at a global, regional, national, or local level.
- ❑ Tourism – one of the most dynamic areas of the contemporary economy – must also be integrated into the process of sustainable development, since, through its complex content, it can be involved in achieving a stable balance between the three major dimensions of evolution – environmental, economic, and socio-cultural – thus guaranteeing its long-term sustainability.



BACKGROUND FOR SUSTAINABLE DEVELOPMENT OF TOURISM TOPIC

- Overall, tourism is a complex economic and social phenomenon, specific to the contemporary civilization, strongly anchored in modern society and, as a result, strongly influenced by its evolutions.
- At the same time, it activates the human and material potential, with significant implications in the evolution of the entire society.
- Tourism is one of the industries that must be directly involved in sustainable development, as a resource industry, dependent on the beauty of nature and the cultural heritage of each society; tourism sells these resources as part of its product and, at the same time, shares certain resources with other users, including the local population.
- In Romania, tourism is the main priority sector, since, through the resources it entails and the interconnections with the other branches of the national economy, it is the main factor of progress of the country. The future of the Romanian tourism depends decisively on the ability to capitalize on the huge potential that Romania has in this respect, on the way of in which it will take on techniques of permanent adaptation to the requirements of tourism demand, and on the need to increase quality from all points of view.
- Along with other sectors of the economy, tourism, which has the fastest growth rate, must be aligned with the general concept of **sustainability**.
- First defined in 1995 at the World Conference on Sustainable Tourism (Lanzarote), sustainable tourism is an economic activity that aims to satisfy the current generation of tourists, without compromising the ability of future generations of visitors to benefit from – at least – the same access to the quality and quantity of tourism resources.



BACKGROUND FOR SUSTAINABLE DEVELOPMENT OF TOURISM TOPIC

- In summary, **sustainable tourism** can be defined as a form of tourism fully aware of the present and future economic, social, and environmental impact corresponding to the needs of the visitors, the industry, the environment, and the local communities.
- **Sustainability** is often perceived as an interaction between three integrated elements: environment (ecology), economy, and society.
- **Sustainability** resides in the possibility that an anthropic activity be carried out without depleting the available resources and without destroying the environment, therefore, without compromising the possibilities of meeting the needs of future generations.
- In relation to tourism, sustainable development engages actors in the correct management of natural, anthropogenic tourism resources and, at the same time, in ensuring the improvement of the quality of life in human settlements that receive tourists, in the possibility of offering visitors first-class experiences, while preserving the quality of the environment, as an essential element for visitors and hosts.

According to WTO, the notion of sustainable tourism takes into account the following three important aspects:

- quality** - sustainable tourism relates to a valuable experience for visitors, while improving the quality of life of the hosting community, its cultural identity, simultaneously leading to poverty reduction, and environmental protection;
- continuity** - sustainable tourism ensures an optimal exploitation, and the continuity of the natural resources on which it is based, and the preservation of the culture of the hosting community, which leads to providing satisfactory experiences to visitors;
- balance** - sustainable tourism ensures a balance between the needs of the tourism industry, the environmental stakeholders and the local community, with economic and social benefits correctly distributed to all of the actors involved.



BACKGROUND FOR SUSTAINABLE DEVELOPMENT OF TOURISM TOPIC

Main directions of sustainable tourism development:

- ✓ **ecological sustainability** - encompasses the development focused on maintaining the functionality of ecological processes, with a focus on preserving the diversity of biological resources through adaptive and integrative management;
- ✓ **social sustainability**, that favors and guarantees economic development without discrimination between generations and inside generations;
- ✓ **cultural sustainability**, which guarantees the preservation of culture in its various forms, while preserving the identity of the hosting community;
- ✓ **economic sustainability** – in order to ensure an efficient economic development, based on the conscious use of resources and the promotion of the quality of products, their life cycle, a fairer distribution of income among the representatives of the local communities, and a leverage for increasing the quality of life.



BACKGROUND FOR SUSTAINABLE DEVELOPMENT OF TOURISM TOPIC

Sustainable tourism objectives

- the relationship between the environment and tourism must be developed so that they support each other;
- compliance with ecological, social, economic, cultural norms, specific to each peculiar area;
- meeting the needs of tourists in relation to the tourist offer;
- carrying out projects at a national and an international level, for the preservation and capitalization of the tourist heritage;
- preserving the highly authentic character of the environment, since it must also be enjoyed by future generations;
- maintaining the positive character of the tourism activity, from which the environment, the locals, and the tourists must benefit;
- carrying out national and international projects aimed at the preserving and capitalizing on the tourist heritage.



BACKGROUND FOR SUSTAINABLE DEVELOPMENT OF TOURISM TOPIC

Dimensions of sustainable tourism development :

- ***economic sustainability*** - generating prosperity at different levels of society and implementing cost-effectiveness. Essentially, it is about the viability of small and medium-sized enterprises in tourism and their ability to operate in the long term;
- ***social sustainability*** - respecting human rights and offering equal opportunities for all members of society; its prerequisite is a fair distribution of benefits, for the purpose of fighting against poverty. In this regard, emphasis is placed on local communities, on maintaining and strengthening their systems of life, on recognizing, and respecting different cultures, and avoiding any form of exploitation;
- ***environmental sustainability*** - conservation and management of resources, especially of those that are not renewable. To this end, action is needed to minimise air, land, and water pollution, as well as to preserve biodiversity and natural heritage.



IMPORTANCE OF SUSTAINABLE TOURISM DEVELOPMENT

Sustainable tourism:

- *protects the environment* by respecting the capacity of natural spaces and protected air as a result of maintaining the biological diversity;
- makes greater and more efficient use of the *local human resources*;
- has an *educational character*, as it cultivates the respect for nature - awareness of tourists and local communities;
- *has an insignificant negative impact on the natural and on the socio-cultural environment*;
- involves the development of the private sector and, at the same time, the implementation of codes and programs of good practice. In this way, it is necessary to develop a code of practice at all levels: at a national, regional and local level, based on already accepted international standards;
- involves *creating new jobs* within the community and ensuring local participation in planning and decision-making. Sustainable tourism must generate jobs that lead to an improvement in the quality of life of the local communities and achieve a balance between the economic activities already existing in the area and the tourist activity.



BENEFITS OF SUSTAINABLE TOURISM DEVELOPMENT

Benefits:

- it provides local sourcing services that ensure specific goods, extracted directly from nature, such as: food, water, wood and natural fibres;
- it offers local cultural services that build on attractiveness and beauty, promote positive emotions and recreations, which contribute to the spiritual well-being and, at the same time, instill respect for third cultures;
- it encourages knowledge transfer and innovation in local agriculture and forestry;
- it increases the viability and competitiveness of all branches of agriculture, promotes innovative agricultural technologies and sustainably manages the forest fund;
- it preserves and develops ecosystems that are linked to agriculture and forestry;
- it leads to increasing the notoriety of the area and promoting the area's cultural heritage;
- it promotes craft traditions and local customs preserved from ancient times;
- it supports the transition to a low-carbon economy via an efficient use of resources;
- it promotes the social inclusion, the poverty reduction, and the economic development of rural areas;
- it determines the maintenance of a correct and objective local taxing system, as it generates new revenues (tourist tax, VAT, cadastral taxes, sales taxes, copyright fees, etc.).

FORMS OF TOURISM THAT CAN BE IMPLEMENTED IN THE REGION

- **Mountain tourism** – the diversity of mountain tourism and its potential offer the possibility of capitalization this form of tourism in different ways:
 - *cycling tourism* can be practiced in very good conditions in mountain areas with forest roads;
 - *mountain hiking* - practiced individually or in a group, hiking ensures a high quality tourist experience that allows discovering unspoiled nature and spectacular landscapes;
 - *adventure tourism* – features activities related to: climbing, surfing, bungee jumping, rappelling, rafting, paragliding, skydiving, zip line riding, mountain biking, etc.;
 - *winter sports*: alpine skiing, sledding, ski touring, snowshoeing, etc.;
- **Scientific tourism** – has a great potential for development due, in particular, to the remarkable biodiversity of the nature reserves that cover a large part of the rural areas;
- **Ecotourism** – hiking, excursions, greening actions, visiting parks and nature reserves, observing wildlife, orienteering activities in the field, based on a map and a compass, etc.;
- **Theme-oriented educational tourism** – educational programs contribute to raising awareness about the value of natural and anthropogenic resources existing in a rural area. It is also of major importance to organize courses in order to for tourists to learn the techniques employed in developing the traditional local crafts;
- **Cultural tourism** – the highly original ethnographic and folkloric treasure in the rural areas is represented by: the specific architecture, the unaltered handicrafts, the folk costumes, the art of decorating everyday objects, the traditional ethno-cultural and religious manifestations, the rural and pastoral holidays, the specific traditional gastronomy, and the communities embracing a traditional rural life;

FORMS OF TOURISM THAT CAN BE IMPLEMENTED IN THE REGION

- **Agrotourism** is the form of tourism in which a person (or a group) travels to a natural setting, and accommodates and carries out his/her/their activity in a natural setting, in the rural environment. It is carried out by involving tourists in the life of the household and providing them with services and activities (meals, accommodation, interaction with the socio-natural environment) specific to the peasant households, without disturbing their specificity. Rural tourism embraces all tourist activities carried out in rural areas, aiming to capitalize on the natural and human potential of villages. It is supported both by classified tourist reception structures and by secondary residences.
- **Sports and nautical leisure tourism** – favored by the existence of lake surfaces: canoeing, kayaking, canoeing, ski jet, etc.;
- **Recreational and leisure tourism** is supported by the picturesque natural setting, and the favorable bioclimate that creates special conditions for recreational activities. The existence of a significant number of second homes in rural areas is an advantage. This type of tourism mainly involves families with children. Its subtypes include walks on casual routes designed for all categories of tourists, regardless of physical training and age, and **equestrian tourism**, which is highly acclaimed and is an increasingly appreciated leisure opportunity;
- **Religious and pilgrimage tourism** – sought after by tourists who have a certain level of education and culture and religious devotion, as they are able to appreciate the sights in terms of architecture and their spiritual value and signification. Its purpose, beyond the need for knowledge and aesthetic emotion, is the desire for a special divine experience. Many historically and architecturally valuable churches and monasteries are located in rural places;
- **Hunting and sport fishing tourism** – a form of tourism with an old tradition, favored by the existence of a rich hunting fund and an attractive fish fund;

FORMS OF TOURISM THAT CAN BE IMPLEMENTED IN THE REGION

- **Wine-centered or oenological tourism** is based on the presence of rural wine-growing areas, associated with wine production and storage units. Thus, the role of wineries in carrying out this activity was highlighted. More recently, tasting and accommodation spaces have been set up especially for lovers of this form of tourism;
- **Speleology** – a form of sustainable tourism favored by the diversity of karst landforms with high tourist potential. Caves, due to their beauty, have been and will remain the most curious and fascinating places for tourists;
- **Health tourism** – it is favoured by the presence of mineral springs, peat or sapropelic muds, and mofettes in rural localities. The tourist product offered by rural spa localities is mainly based on treatment services such as providing tourists with medical assistance and services of recovery after a convalescence, and wellness packages;
- **Silvotourism** – is focused on activities centered around the forest fund. Local administrations and those who work in the field of rural tourism have an important role in encouraging recreational activities in forests: observation of fauna and flora, picking berries, mushrooms, etc;
- **Cultural route-based tourism** – by creating cultural routes on different themes, the interaction between the tourists and the locals is facilitated, while the experience of tolerance and acceptance is deepened, as tourists are invited to discover how the area's heritage shares a common cultural ground with their own tradition;
- **Tourism centered on agrarian events** is dedicated to certain specific products and traditional culinary events: the festival of goulash, wine, beer, honey, pancakes, fish, tomatoes, etc.;
- **Farm-based Tourism** – involves certain specific activities for tourists:
 - participating in farm-specific activities; horseback riding, fishing, harvesting, fruit picking, milking cows, animal feeding, collecting eggs, honey harvesting, etc
 - courses for learning specific household activities; ploughing, sowing, livestock handling, etc.;
 - educational visits, traditional therapy, the farm's theme park (micro petting zoo, organization of crops, etc.);
 - farm shops selling traditional products: beverages, juices, milk, cheese, honey, fruits, vegetables, etc.

BIBLIOGRAPHY

Elena Matei, Turism și Dezvoltare Durabilă, Ed. Universitară, Bucharest, 2016

Roncea Adrian Nicolae, Dezvoltarea Durabilă a Turismului Românesc, Universitatea Constantin Brâncuși, Facultatea de Științe Economice, 2018.

Glăvan V., "Turismul de România", Editura Economica, Bucharest, 2000

Ionescu, I., Turismul fenomen social-economic și cultural, Ed. Oscar Print, Bucharest, 2000

Rodica Minciu, Delia Popescu, Mihaela Padurean, Remus Hornoiu, Andreea Baltareu, "Comercializarea vacanțelor în ariile naturale protejate – formă a dezvoltării durabile în turism", Academia de Studii Economice din Bucuresti, Romania, 2010.

Elena Bogdan, Tamara Simon, "Turism Rural", Editura Universitară, Bucharest, 2019.

Nistoreanu, P., Ecoturism si turism rural, Bucharest, Editura ASE, 2003

UNWTO. (2019). Tourism and Culture Synergies. World Tourism Organization (UNWTO).



Is everything understood?
Proceed to take the Final Quiz!

FINAL QUIZ

- ❑ 1. How would you define sustainability ?
- ❑ 2. What are the dimensions of sustainable tourism development?
- ❑ 3. How would you define agrotourism?
- ❑ 4. Give examples of three forms of sustainable rural tourism implemented in your business.

Thank you for participation!