

THE ECO-BUSINESS AS A TREND IN TOURISM

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Abstract *Durable tourism appeared as a relatively new concept, more precisely in 1991 and it sustains the valuating of touring areas in the same time while preserving their ecological values. But from its appearance till present this concept knew a very large spreading and so presently we can speak about eco-business as a trend in tourism given that at world level we can observe the preoccupation for climatic changes and planet preservation*

Key words: *ecology, tourism, business*

INTRODUCTION

Lately, the concern for environment has a larger spread at local and national administration level, international institutes and among associations for environment protection, among operators from tourism field.

Presently the tourism represents one of the largest industry of the world, it has a major and increasing impact on both people and nature. Its effects can be negative as well as positive. Inappropriate tourism development and practice can degrade habitats and landscapes, deplete natural resources, and generate waste and pollution.

In contrast, responsible tourism can help to generate awareness of and support for conservation and local culture, and create economic opportunities for countries and communities.

Even if the latest years have been marked out by the economical and financial crisis, the tourism sector has shown a remarkable capacity to adjust to the changing market conditions, fuelling growth and job creation around the world, despite the lingering economic and geopolitical challenges. Indeed, tourism has been among the few sectors generating positive news for many economies.

MATERIALS AND METHODS

Even if the hotels and restaurants chains are in competition and even if each of them has its own functioning and environment politics, they gather their efforts in order to protect the environment and undertake environment protection programs in tourism field.

At each accommodation or catering unit level, the concern for environment can be translated through the care for costumers requests satisfaction for ecological services. A large amount of the tourists show a larger concern for environment protection and they wish that services they request to be in a accordance with their concern.

Also at tourism operators level we can notice such a concern because the environment protection represents a success condition in business.

Even if we are speaking of a unit that belongs to a hotels or restaurants chain or we speak about a family business, they must formulate an environment preservation politics.

Formulating such politics must be followed permanently in correlation with realising the corresponding indicators and previewed profits.

RESEARCH RESULTS

The efforts for environment preservation undertaken at unit level have aim to maintain the function standards and must be accompanied by the reducing of power, water and fuel consumption and waste management. In order to verify the progress there will report to past times and through comparing the obtained results.

An important role in environment politics formulation is hold by managers. They must formulate the environment politics, the establish the applying plan of the politics through measures in order to reduce the unjustified resources consumptions. In order to put in practice the politics and to register the previewed results, there is needed that technical department to follow the putting into practice so that the technological processes and services quality not to be affected.

The reporting to the analysed results in order to notice the progress is needed after putting in practice the proactive politics for environment preservation. This analysis must be done periodically in order to be able to make the necessary correction in the case that are needed.

In order that the proactive environment measures to be attractive for tourism field they must bring advantages that can materialise in increasing the business volume or in costs reduction and to obtain a larger profit.

In tourism field the advantages obtained through the applying of this kind of politics can be materialised in:

- Lower consumptions implying lower costs because a major part of measures for environment protection have as purpose the reduction of resources consumption and lower operating costs;
- The concerning for environment may generate between the staff a trusting feeling and in this way to have as result its loyalty through increasing the motivation, through efficiency and on long term staff loyalty lead to lower cost with recruiting and training the new staff;
- Because the customers are more concered by environment preservation a proactive attitude may lead to winning the customer respect and their loyalty, and a good impression may contribute to improve the public image and in this way to increase the profits;
- No matter the unit dimension, a proactive attitude on long term can be a model for other units from the field and so if more units are acting for environment preservation their actions can be united in order to obtain better results.

The measures that can be adopted at the level of tourism units for environment preservation can be simple measures that do not imply higher costs, while some measures can imply large costs, for exemple in the case when there is necessary the change of equipment and endowment out of date. These higher costs needed for refurbishment or other type of investment are justified through lower resources consumptions and here we refer to energy, fuel, water etc., but also through waste management, more exactly through waste compactaion for a smaller volume and differentiated collecting of the residues and selling the recyclable ones.

No matter the location, the units from tourism filed, more precisely the accommodation and catering units, are large consumers of resources without any influence

from the comfort degree or classification, customer type, all these being done in order to satisfy the consumers requests and to maintain the functioning standards.

Among the units from the hospitality field the following resources categories are spend:

- Building materials use to new buildings or to renovations;
- Power resources and here we refer to electric power and solid and liquid fuels needed for heating, lighting, warm water producing, transport etc.;
- Drinking water;
- Equipments and machineries needed to activate in the field;
- Materials and endowments requested for a good development of daily activity, more precisely furniture, linen, dishes, cutlery etc.;
- Cleaning products, advertising materials etc.;
- Foods, beverage etc.;

There are some factors that influence the resources quantities between the units from hospitality industry:

- Business location and the access through transport pathways;
- Easier or heavier access to resources as water, electrical energy, solid or liquid fuels;
- Technical state of used equipments through the registred consumptions, water treatment and reuse, economical bulbs using etc.;
- Involving the staff in economic use of the resources;
- Resources price or the rate that can lead to an economical use.

On the background of suppliers relations in current activities or with the bulders and architects if we refer to the projection and building phase of the unit, each unit must be oriented towards products considered ecological not only from the unit point of view but also from the customer point of view.

For environment protection on long term is necessary that every unit from hotels field to act in order to reach this purpose, no matter the unit size and dimension or its location.

At the level of each unit must be undertaken measures in order to:

- Doing the practice the environment protection for all the time the unit is functional;
- Respecting the law regarding the environment protection in all the activities;
- Energy, water, raw materials diminution;
- Transmission among the customers and suppliers of the actions for environment preservation and their impulsion in order to act in the same manner;
- Developing various activities with the other operators from tourism field, local administration and community;
- Informing the interested persons about the environment politics they assumed;
- Staff training regarding reaching this purpose.
- Monitoring the impact of their actions on environment.

The fields on which the tourism units must focus their attention are a number of six, more precisely energy, water, sewage, gas emissions, suppliers, and company problems.

CONCLUSIONS

No matter the dimensions, all the units put their footprint on the environment, and the actions they undertake for the environment preservation must have results on short term and long term, and the following are considered as positive results:

- New opportunities in business and customers loyalty;
- Good public image among the members from the community;
- Staff motivation;
- Relations continuation in proper conditions with the business society.

Tourism development without a proper management can lead to negative consequences on environment and implicitly on life mood of local communities, and the long term wellbeing does not be neglected in favour of short term results.

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