

## ARGUMENTS SUPPORTING THE NEED FOR TOURISM DEVELOPMENT

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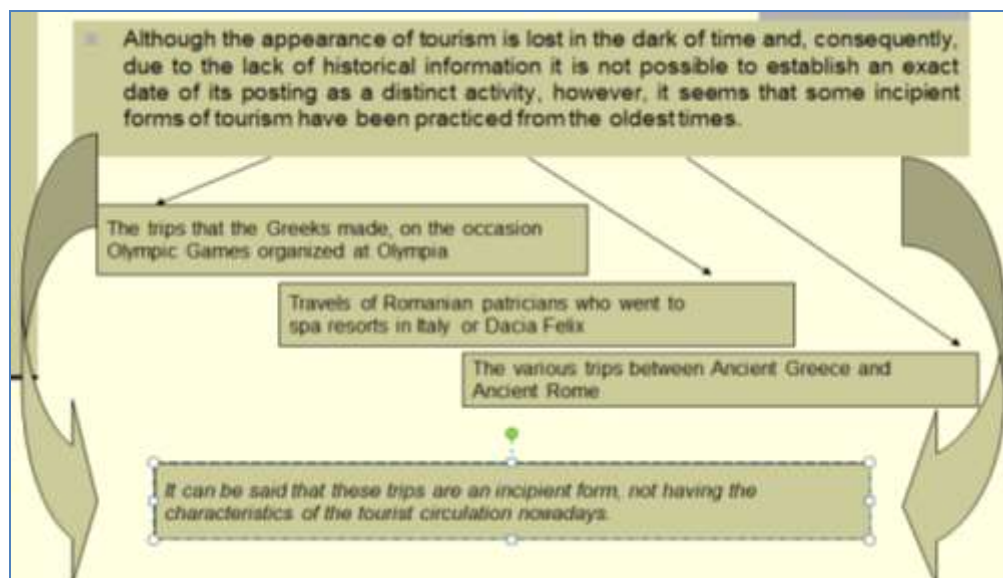
**Abstract:** As we enter the new millennium, we become increasingly aware of the complexity, fragility and invaluable value of our planet. At the same time, tourism tends to become an increasingly popular expression of this consciousness. Tourism is one of the largest industries in the world and at the same time one of the most important factors of global economic development, the rise of tourism creating numerous opportunities for both the conservation and the well-being of local communities. In fact the purpose of the paper is to emphasize the arguments that determine the need for tourism development and the main social and economic benefit of this field of activity.

**Key words:** tourism, development, arguments, necessity

### INTRODUCTION

Today, tourism is an important component of economic and social life. The fact that tourism is a phenomenon with multiple implications and economic, social, cultural and political connections, argues the current concerns for knowing the content of tourism, its incidences and for deciphering the operating mechanisms.

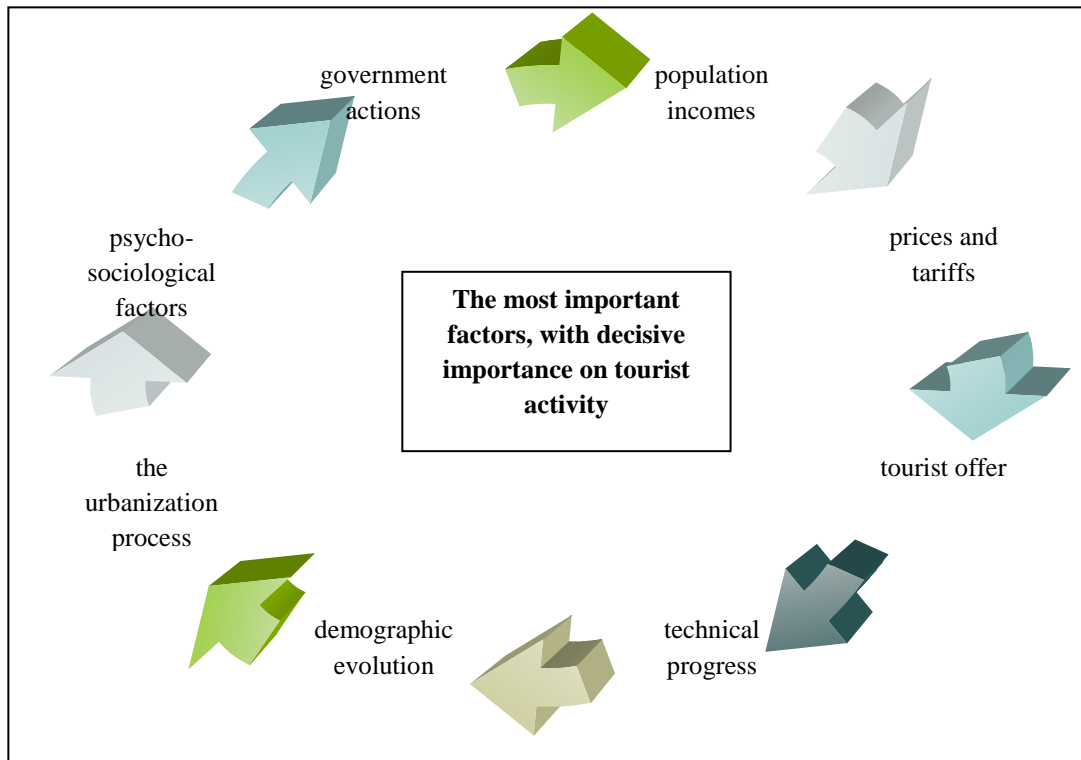
Although the term "tourism" appeared only in the 19th century, tourism activities date back to ancient times. Thus, the study trips of the Romans, to Greece or the trips for their own pleasure, which they carried out in Egypt or frequenting the places where thermal, sanitary springs were found are just a few examples of the incipient forms of tourism, from ancient times. [4,12]



**Figure 1. The appearance of international tourism as an economic-social phenomenon**

Tourism, part of the few socio-economic phenomenon, [13] has prevailed in the contemporary era, with a spectacular evolution on the one hand, through the needs of society, and on the other hand, through the resources of this branch. The large numbers of factors that influence the development of tourism have determined the specialists in the field to classify them according to several criteria. [14,10] The most important factors, with decisive importance in the overall evolution of the tourist activity are: [14]

- population incomes;
- prices and tariffs;
- tourist offer;
- technical progress;
- demographic evolution;
- the urbanization process;
- psycho-sociological factors;
- government actions and facilities provided by tourism organizers.



**Figure 2. The most important factors that influence the tourist activity**

Related to this problem, statistics arbitrarily separate the territory into four vacation areas: coastal, mountain, rural and urban.

### **MATERIALS AND METHODS**

The authors of the paper were used as methods of work: data collection, processing, analysis, observation and their interpretation. The paper aims to highlight the multiple economic and social benefits of the tourist activity, to attract attention and to stimulate the interest for this topical topic, identifying the arguments that determine the need for tourism development.

### **RESEARCH RESULTS**

What causes actually determined the need to explain the content of tourism? The main need to define exactly the tourism arose from the need to establish the appropriate statistical standards. Also, there were legal-administrative considerations. [4,11]

The attempts to define tourism dates back to the beginning of the 20th century, but the first definition accepted worldwide was the one offered in 1940 by the Swiss doctoral professor William Hunziker: "*Tourism represents the assembly of relations and phenomena that result from the displacement and the leisure stay of the people outside*

*their domicile, as long as the displacement and the stay are not motivated by a permanent establishment and/or some lucrative activity". [7]*

The main arguments that determine the need for tourism development, result from the following aspects:

1. Tourism resources being practically inexhaustible, tourism represents one of the economic sectors with real prospects for long-term development.

2. The complex exploitation and capitalization of the tourist resources, accompanied by an efficient promotion on the external market, can be a source of increase of the state's foreign receipts, thus contributing to the balancing of the balance of external payments.

3. Tourism represents a safe market for the labor force and for redistribution of the one available from other highly restructured economic sectors.

4. Tourism, through its multiplier effect, acts as a dynamic element of the global economic system, generating a specific demand for goods and services that leads to an increase in their production sphere, thus contributing to the diversification of the structure of the sectors of the national economy.

a) Transport infrastructure:

- the rehabilitation and modernization of the network of national roads that facilitate the circulation and access to the areas of tourist interest;

- relaunch and development of airports and ports;

- modernization on transport on the railways;

- development of combined transport systems;

- programs for the development of the maritime and fluvial fleet, with implications in diversifying the offer of tourist services and capitalizing on some elements of the tourism potential of the country at a reduced or even non-existent stage of capitalization.

b) telecommunications. Changes in the digital economy are essential for businesses to become and remain competitive. In today's increasingly competitive global market, there is a great need for strong national leadership branding that will optimize resources, to focus the interests in one core public, private, national, regional and national sector interests and to capture the attention of tourists.

c) Organization and financing of communication activities. In many cases a destination consists of many different bidders. In fact, the cooperation between them and/or strategic alliances is a powerful means of coping with the competition of large tourism companies with branches or activities worldwide.

5. The harmonious development of tourism throughout the territory contributes to the economic and social growth and to the alleviation of the imbalances that have arisen between different areas, constituting also an important source of increasing the income of the population. The policy of sustainable regional development mainly aims at:

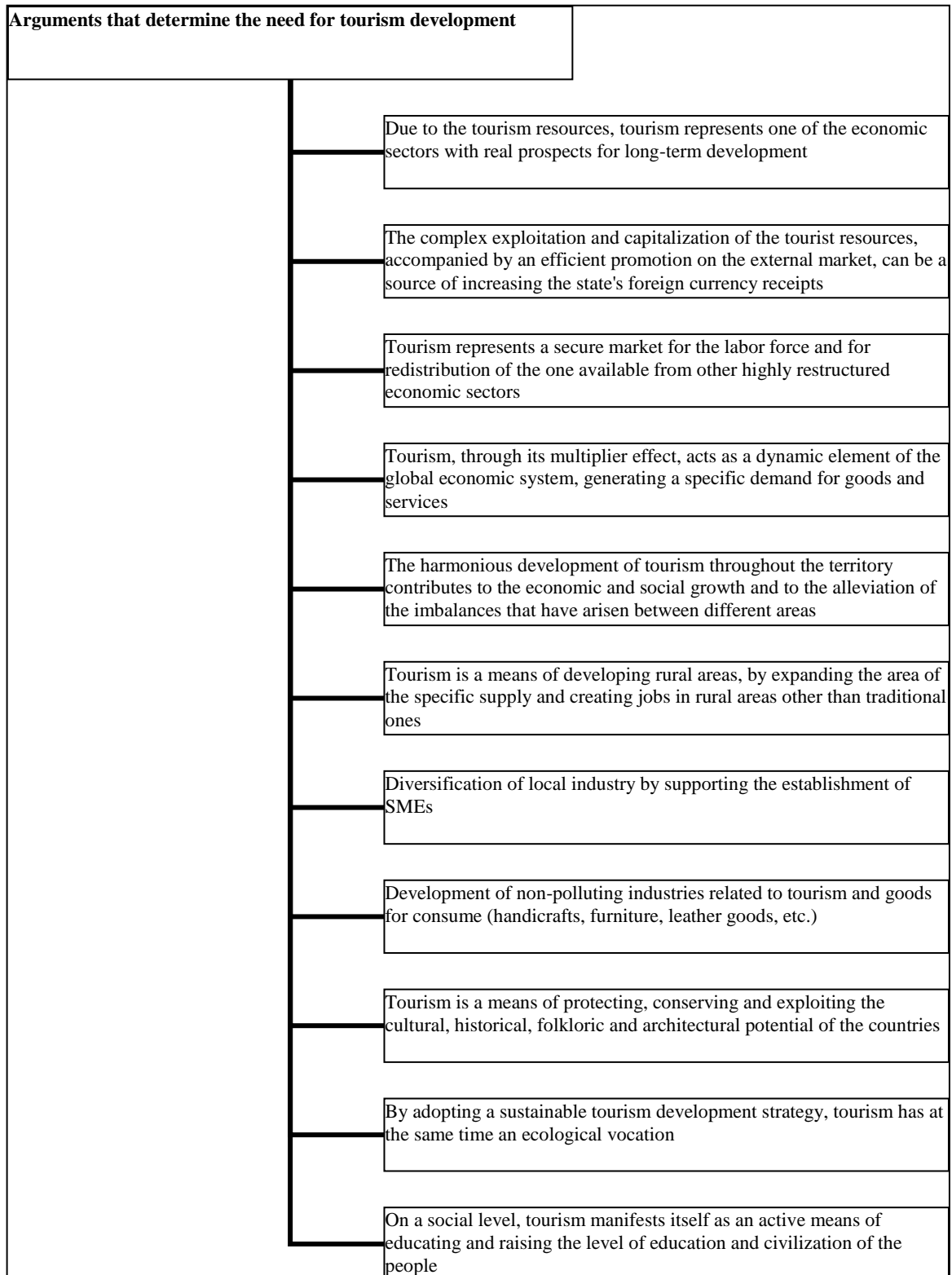
- reducing the existing regional imbalances, with emphasis on stimulating balanced development and revitalizing disadvantaged areas;

- fulfillment of the criteria of integration in the structures of the European Union and of access to the financial assistance instruments;

- correlation with governmental sectorial development policies; stimulation of interregional, internal and international cooperation, which contributes to economic development.

6. Tourism represents a means of developing rural areas, by expanding the area of the specific supply and creating jobs in rural areas other than the traditional ones, improving the living conditions and increasing the incomes of the local population. [1,6,9]

7. Diversification of local industry by supporting the establishment of SMEs.



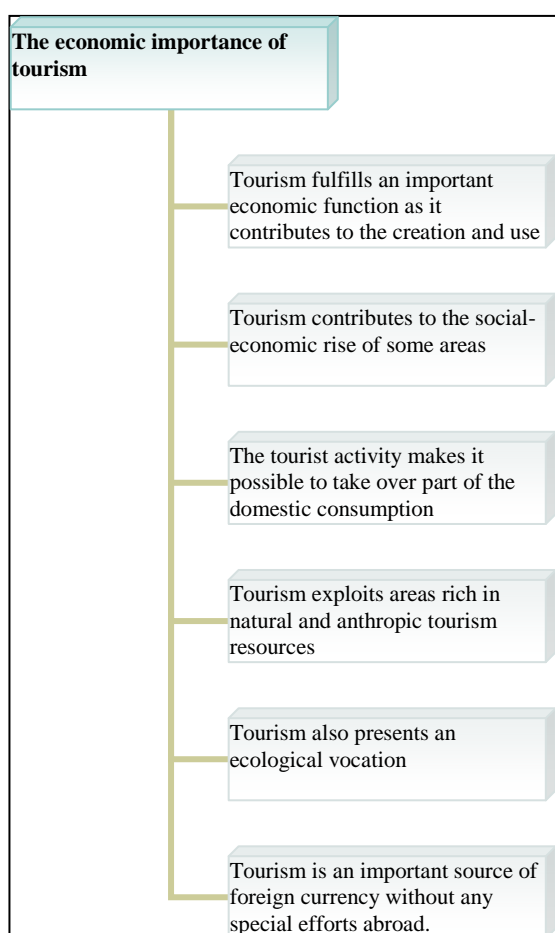
**Figure 3. Arguments that determine the need for tourism development**

8. Development of non-polluting industries related to tourism and consumer goods (handicrafts, furniture, leather goods, etc.).

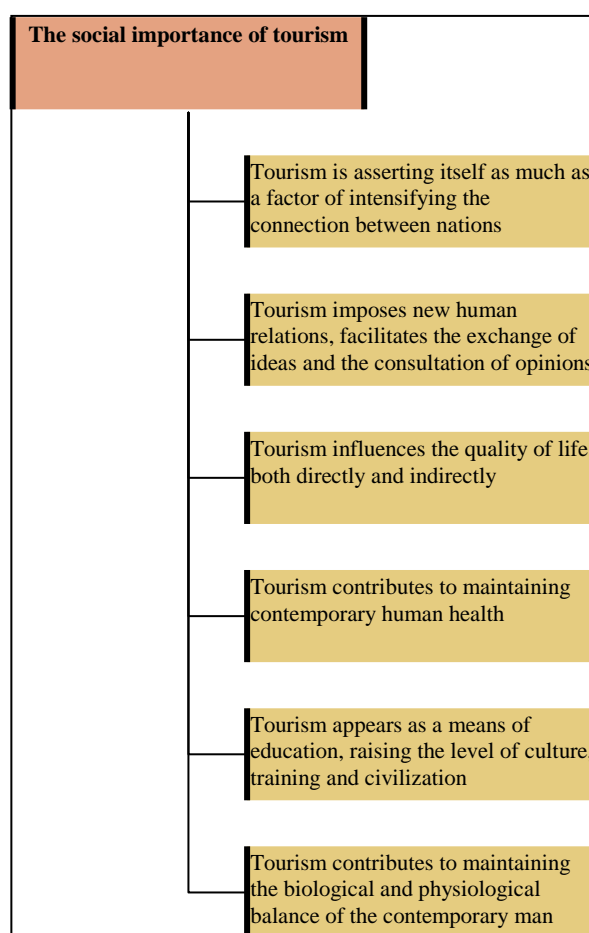
9. While respecting and promoting the principles of sustainable development, tourism is a means of protecting, conserving and exploiting the cultural, historical, folkloric and architectural potential of the countries.

10. By adopting a strategy of sustainable tourism development and imposing measures to protect the environment, the fundamental values of human existence (water, air, flora, fauna, ecosystems, etc.), tourism has at the same time an ecological vocation.

11. On a social level, tourism manifests itself as an active means of educating and raising the level of education and civilization of the people, having a special role in the use of leisure time of the population. The absence of modern and competitive mechanisms to create production factors is often one of the most crucial weaknesses of a destination. Therefore, putting in place the mechanisms for creating the factors-education and research, investment programs in these areas-is the most important instrument in obtaining sustainable competitive advantages.



**Figure 4. The economic importance of tourism**



**Figure 5. The social importance of tourism**

The economic and social importance of tourism, its contribution to improving the quality of life represents arguments regarding the need for intervention. Also, tourism can contribute more than other sectors to achieving broader goals set by governments as priorities in the general interest of citizens: combating poverty, improving living conditions, increasing foreign exchange earnings, strengthening ties between countries and even political goals. [2,3,8,15]

The measures taken by the state, at central level, should help to create a favorable environment for the development and promotion of tourism, and therefore for spa tourism. These measures can be implemented through: [5]

- financial and investment policy;
- legislation against environmental pollution;
- income policy;
- competition law;
- the structure and objectives of national, regional and local tourism bodies;
- labor market policy;
- training and research policy.

In this context, the essential tasks of the state in the field of tourism development and promotion policy are mainly:

1. defining and elaborating the fundamental principles of tourism policy, respectively determining the basis of the decisions to be taken (statistics, studies of specialized services) and strategy (concept and program);

2. training the participation of state services in order to create a favorable environment for tourism, possible only through a close activity of coordination and collaboration between them;

3. catalyst for tourism promotion; it is indisputable that the communication activity required to market a national destination needs centralized public support, creating and protecting a "brand image" for a tourist country;

4. development of the offer in the field of vocational training, also considered a state task; obviously, in this context, the principle of subsidiarity must be applied, because it is mostly about obligations to society, which fall to either the government or the regional and local authorities on which they depend;

5. the state has a particular duty to support small and medium-sized enterprises involved in tourism. The support of individual enterprises by the state is in contradiction with the principles of a policy focused on market rules; however, this key sector is often not able to finance the necessary investments using the capital market. It is necessary the intervention of the state to help these companies to cover the lack of financing.

Considering the advantages of tourism as a mobilizer of the job offer, the most important contribution that the state can make to encourage the growth of the number of jobs in tourism is to create an environment favorable to the growth of the tourism sector in the markets on which it can operate, with a strong focus on liberalization, regulation and privatization and the industry's ability to invest and innovate. This fact implies:

• introducing tourism into the main programs for creating and training the workforce;

• providing the statistical data and analyzes necessary to identify the links between tourism and the labor force in the economy, in order to make decisions;

• encouraging research and policies to increase productivity within the organizational structures, product, marketing and information technology;

• investing in infrastructure programs, which will ensure sustainable growth and good employment;

• eliminating excessive taxes to encourage specific market growth and investments;

• recognition of the value of the entire range of jobs that derive from the tourism demand, including the contribution of seasonal, part-time or occasional jobs especially for young people, students, women or minorities and jobs in regions, urban centers or rural areas undergoing structural changes;

• education and training programs to improve the skills, productivity and quality of services;

- strengthening the partnership relations between the public and private sectors in order to improve the standards, structures and systems on the basis of which the workforce can develop their skills and training and can follow the path in the tourism industry.

## CONCLUSIONS

Tourism represents now a huge global market, where the demand of consumers for a huge variety of products and services is manifested. Not only its size and growth rates make this market very attractive, but also it's potential for the future, far from being exhausted.

Tourism is influenced by the way the state plays its major role in ensuring macroeconomic stability, in creating an incentive legislative framework, in ensuring a modern general and tourist infrastructure, in protecting tourists, in preserving and protecting the environment.

By harmonizing sectorial economic policies, the state can contribute substantially to strengthening the position of tourism within the general economic framework of the country. State intervention in the development and modernization of infrastructure and services through state-funded investments, indirectly supports the development of tourism.

By achieving European standards for airports, rail and road networks, distribution networks, fundamental services such as health and vocational training services, ensuring peace, order and security, the state is also committed to tourism development.

The tourism promotion is entrusted to some specialized governmental bodies and consists in involving the financial or administrative state in promotional actions. The state can be a catalyst for tourism promotion, the communication activity necessary to market a national destination in need of centralized public support, creating and protecting a "brand image" for a tourist country being a public good.

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