

FACTORS INFLUENCING TOURISM DEVELOPMENT AND THE RELATIONSHIP BETWEEN TOURISM AND THE ENVIRONMENT

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Abstract: Today, tourism has become an activity as important as the one carried out in other key sectors of the world economy (industry, agriculture, trade). We can say that the tourism phenomenon evolves under the intercorrelated action of a complex of factors, with force and direction of influence, varying in relation to the conditions of time and space, with the concrete forms of the tourist circulation. The interference of these factors is materialized in boosting the tourist circulation. The relationship between tourism and the environment, the main aspect pursued in the paper, has a particular importance, the protection and conservation of the environment being the primary condition for the development of tourism. This connection is a complex one, manifesting itself in both directions. The natural environment, through its components, represents the basic resources of tourism, and on the other hand the tourist activity has both positive and negative influence on the ecological environment, modifying its component elements.

Key words: *tourism; development; influence factors; environment*

INTRODUCTION

Tourism, more than any other field of activity, is dependent on the environment, [8] this being defined as "the totality of natural factors and those created through human activities and which, in close interaction influence the ecological balance, determines the conditions of life and work for man and the prospects of the development of the society". The quality of the environment is able to favor or disadvantage the tourist activities. [10]

The components of the environment are also constituted as tourist resources that favor the development of recreational tourism, of spa tourism, coastal tourism, cultural tourism, hiking tourism, etc. As more varied and complex these resources are, and especially unaltered, the greater tourist interest is, and the activities they generate are more valuable and attractive.

The relationship between tourism and the environment is a clear one of double influence and conditioning because: tourism is dependent by the environment because it takes place in the environment; therefore the environment is the condition of being of the tourism: (tourism is carried out in the environment and through the environment, the quality of the environment can favor or disadvantage the tourist activities).

The natural elements of the environment (forests, lakes, mountains) represent at the same time tourist resources and targets that favor the rest, recreation, treatment, so the more varied and unaltered the resources are, the greater their tourist interest, thus responding to various motivations; tourism by the demands that it has represents a solution and a motivation for keeping the environment unaltered; the funds obtained from tourism can be used for the restoration of nature (that is why it is said that the preservation of nature and the conservation of its qualities represent a necessity for tourism, the actions taken in this respect competing to protect the tourist potential).[8]

MATERIALS AND METHODS

The purpose of this scientific paper is to highlight the relationship between tourism and the environment, also to determine and mention the numerous ways of classifying the determinants of tourism, in this regard the authors of the paper have used as methods of work: data collection, analysis of the data, their interpretation and drawing the main conclusions.

RESEARCH RESULTS

In the specialized literature there are numerous references to the factors that support or obstruct the development of the tourist activity. Different of nature and role, these factors participate in different proportions in determining the evolution of the tourism phenomenon. [13,14] The diversity of the factors affecting tourism and the need to quantify their influences bring into question the problem of structuring them into relatively homogeneous categories. Reference studies in the field operate with numerous ways of classifying the determinants of tourism, as well as evaluating the size and meaning of their action.

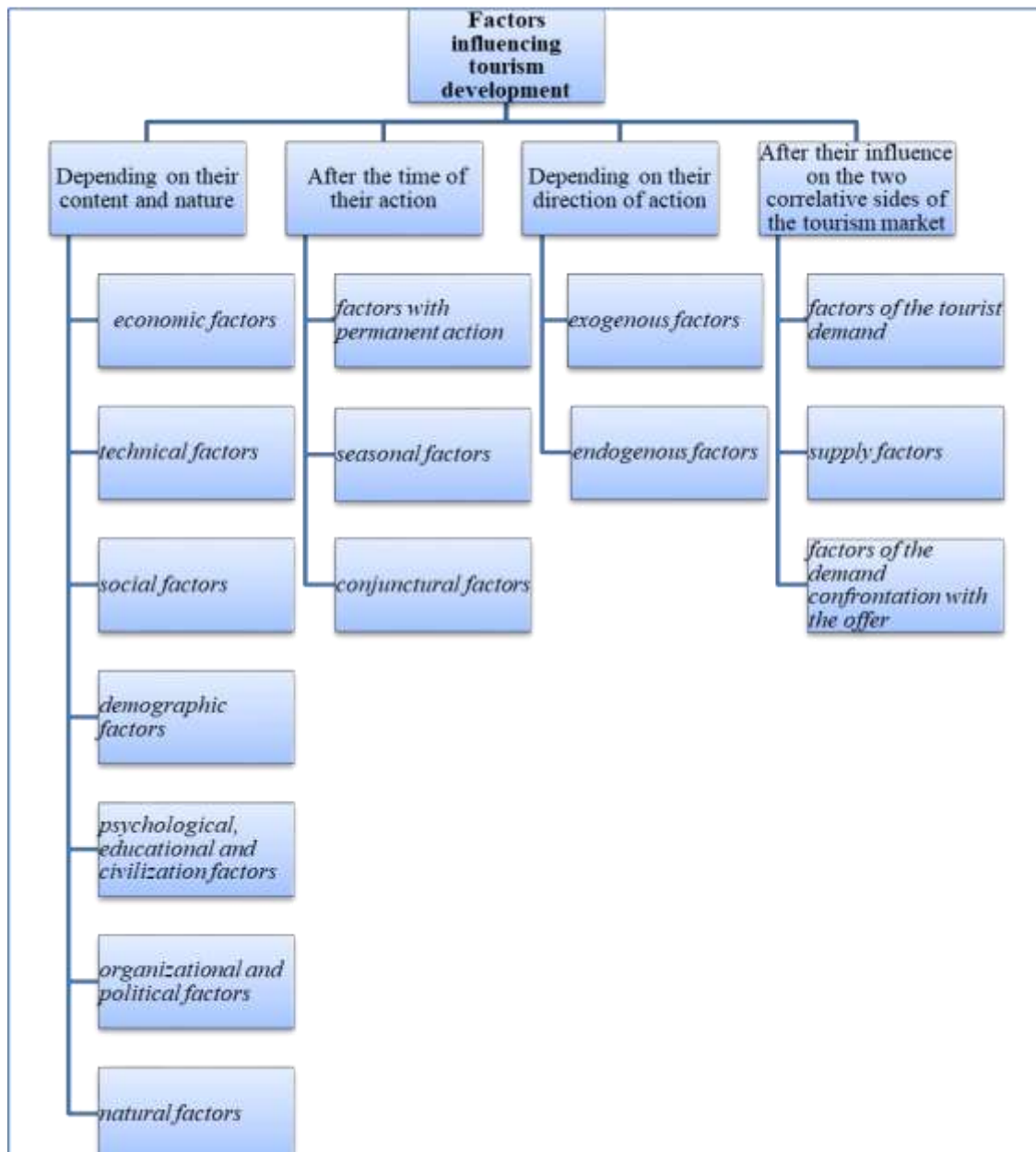


Figure 1. Factors influencing tourism development

A number of negative factors also affect the tourism phenomenon. These are the result of pollution and environmental degradation in the vicinity of major urban and industrial centers. These factors determine the search for new conditions for recreation. Moreover, the restriction of leisure and recreation possibilities in urban centers due to

noise and visual pollution negatively affects the state of health, while at the same time stimulating the desire of potential of tourists to seek new destinations for rest, respectively holidays and vacations in places, where the leisure is not affected by the influence of these factors.

Viewed in correlation with the national economy as a whole, tourism acts as an energizing element of the global economic system because it leads to an increase in the production of goods and services, the development of the technical-material base and the stimulation of the branches involved in the construction and equipping of accommodation and food spaces, the modernization of the network of roads, the realization of means of transport, of facilities for leisure; it is a means of diversifying the structure of the economy, by creating its own activities or branches or developing at new dimensions some of the existing ones.

Tourism is a complex activity, capable of determining changes in territorial development; from this angle, it is considered a lever to mitigate the interregional imbalances, seen at national level. It also favors the use locally of different resources, of labor availability.

Regarding the role of tourism in the national economy, the literature highlights that it has "a considerable impact on the economies, societies and cultures of the different countries of reference". [11]

From a social point of view, tourism manifests itself as an active means of education, raising the level of education, culture and people's awareness. It has a special role in the use of leisure time of the population and is, in fact, one of the main destinations of leisure at the end of the week or holidays. [3]The social importance of tourism can be highlighted under the following aspects:

- Tourism contributes to maintaining the biological and physiological balance of the contemporary man, so that tourism offers solutions to all kinds of constraints to which it is subjected.

- Tourism appears as a means of education, raising the level of culture, training and civilization of the people as tourists, but also of the local population in the areas receiving tourists. [9]

- Tourism contributes to maintaining the health of the contemporary man by offering him the relaxation, restoring the work force through rest, movement, spa-medical treatments.

- Tourism influences the quality of life both directly (determines the increase of the quality of life) and indirectly (determines the growth of other economic branches that can positively influence the quality of life).

- Tourism imposes new human relations, facilitates the exchange of ideas and the consultation of opinions which leads to the perfection of the intellectual formation, the widening of the cultural horizon, and on the other hand, to a better understanding between the peoples, to the defense of peace in the world.

- International tourism affirms itself as much as a factor of intensifying the connection between nations, contributing to the promotion of a better understanding between the people.

The role of tourism should not only be seen through the social, but also economic consequences, and can be underlined by the following:

- Tourism fulfills an important economic function as it contributes to the creation and use of national income.

- Tourism contributes to the social-economic increasing of some areas, ensuring the elimination of interregional gaps.

- The tourist activity makes it possible to take over part of the domestic consumption and to entail the money circulation, causing the inflation phenomenon to be attenuated.

- Tourism exploits the areas rich in natural and anthropic tourist resources, without exhausting the "raw material", it exploits those elements that could not have been valued in another activity.

- Tourism also presents an ecological vocation as, in the strategy of tourism development, but in this case measures are required to protect the environment, the fundamental values of human existence, landscape, water, air, flora, fauna.

- Tourism is an important source of foreign currency without requiring special efforts abroad, a source of better use of internal resources spent for the production of means for export. Tourism manifests itself as an important chapter of exports called internal export, offering the market a variety of products and services that, under other conditions, cannot be exported in smaller quantities, with greater efforts and risks. This form of export, characterized by consumption at the place of production and the heterogeneity of the requested products and services is also very efficient: it implies lower costs by eliminating the expenses of transport, promotion, customs duties, and commissions. International tourism influences the balance of payments through the foreign exchange balance of tourism, which, according to its nature, can compensate, reduce or aggravate a deficit balance.

Besides the direct economic and social effects, the tourism determines the obtaining of indirect effects, by sustaining other branches and sectors of the economy (industry, agriculture, transport, etc.), in the so-called multiplier effect.

Shortly, we can say that environmental pollution affects tourism but if it is incorrectly done and tourism affects the environment. The pollution of environmental factors affects tourism as follows:

- by air pollution produced by industry (energy, metallurgical, chemical, petrochemical, construction materials, wood processing, food), meaning by powders, irritating, odorous, toxic, the resources that are the basis for carrying out specific activities can be polluted the specific tourist resources for spa tourism, rest and recreation, with direct and immediate consequence of the expulsion or the attraction of tourists; [4]

- by polluting waters, lakes, rivers and Delta, it is possible to reduce the relaxing effects and decrease the bio therapeutic or bio stimulatory effects of these;

- pollution of the soil by waste, pesticides, chemical fertilizers or by acid rain or by uncontrolled grazing (as in the case of alpine or mountain meadows from Bucegi, Ceahlau, Rodnei, Parang, Ciucas mountains) has adverse consequences for tourism;

- noise pollution is a factor that can intervene in the spa resorts, its presence can even lead to the cancellation of the effectiveness of the spa treatments achieved by tourists;

- visual pollution (such as deforestation, slope excoriation, limestone quarries, tailings holdings). [7]

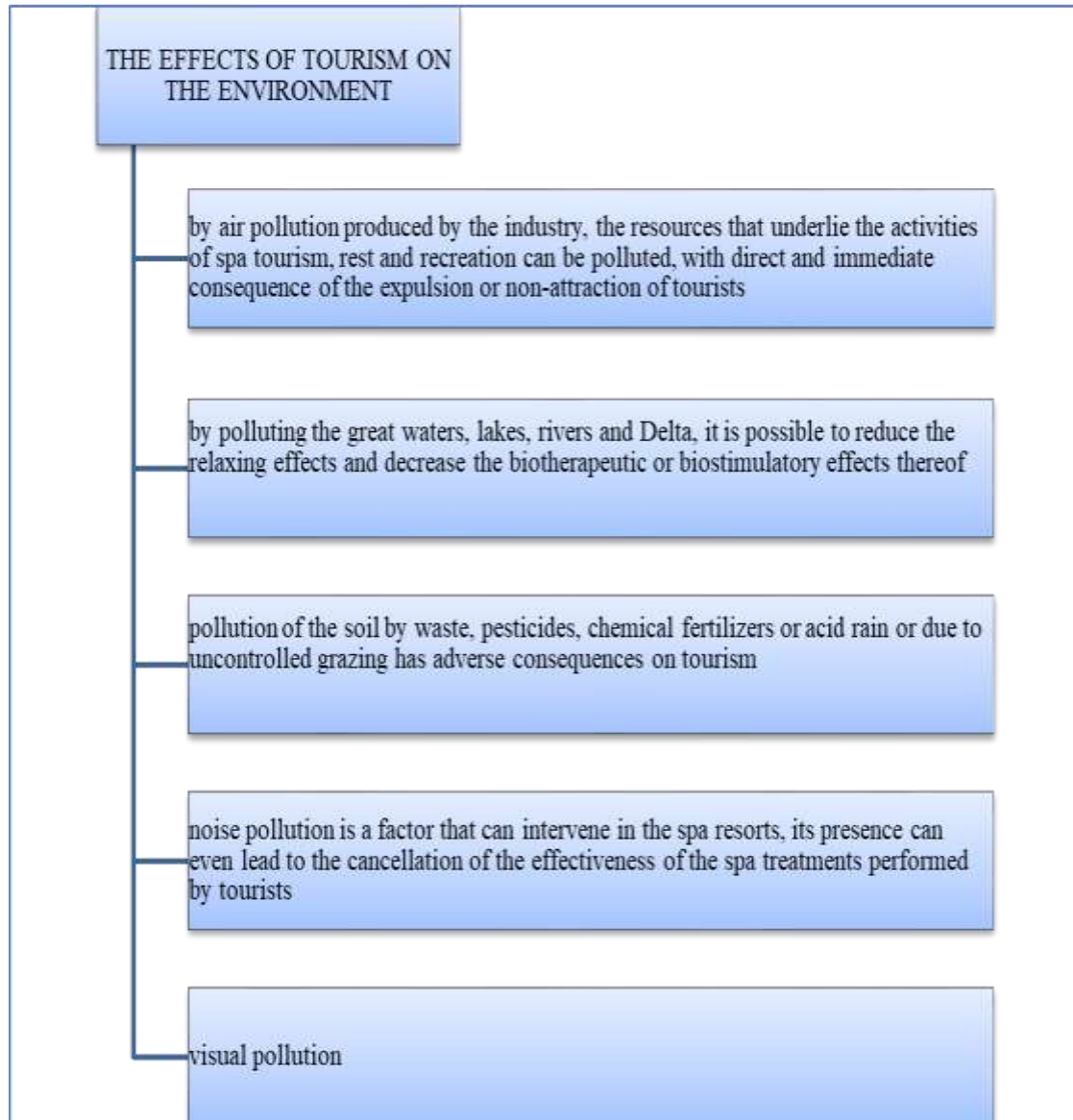


Figure 2. Environmental impact on tourism

It turns out that the relationship between tourism and the environment has a particular importance, the protection and conservation of the environment being the primary condition for the evolution and development of tourism. Any destructive intervention or modification of its primary properties harms the tourist potential, which consists in diminishing or canceling its resources, but also the ecological balance, being able to ultimately endanger the health or even the existence of future generations. [15]

In turn, tourism, being a consumer of space and resources, leads to the degradation of the environment either through the direct action of tourists on the landscape, flora, fauna or other tourist objects that can damage them, or through the wrong conception of capitalization of certain areas or tourist objectives. The tourist activities with negative impact on the environment are:

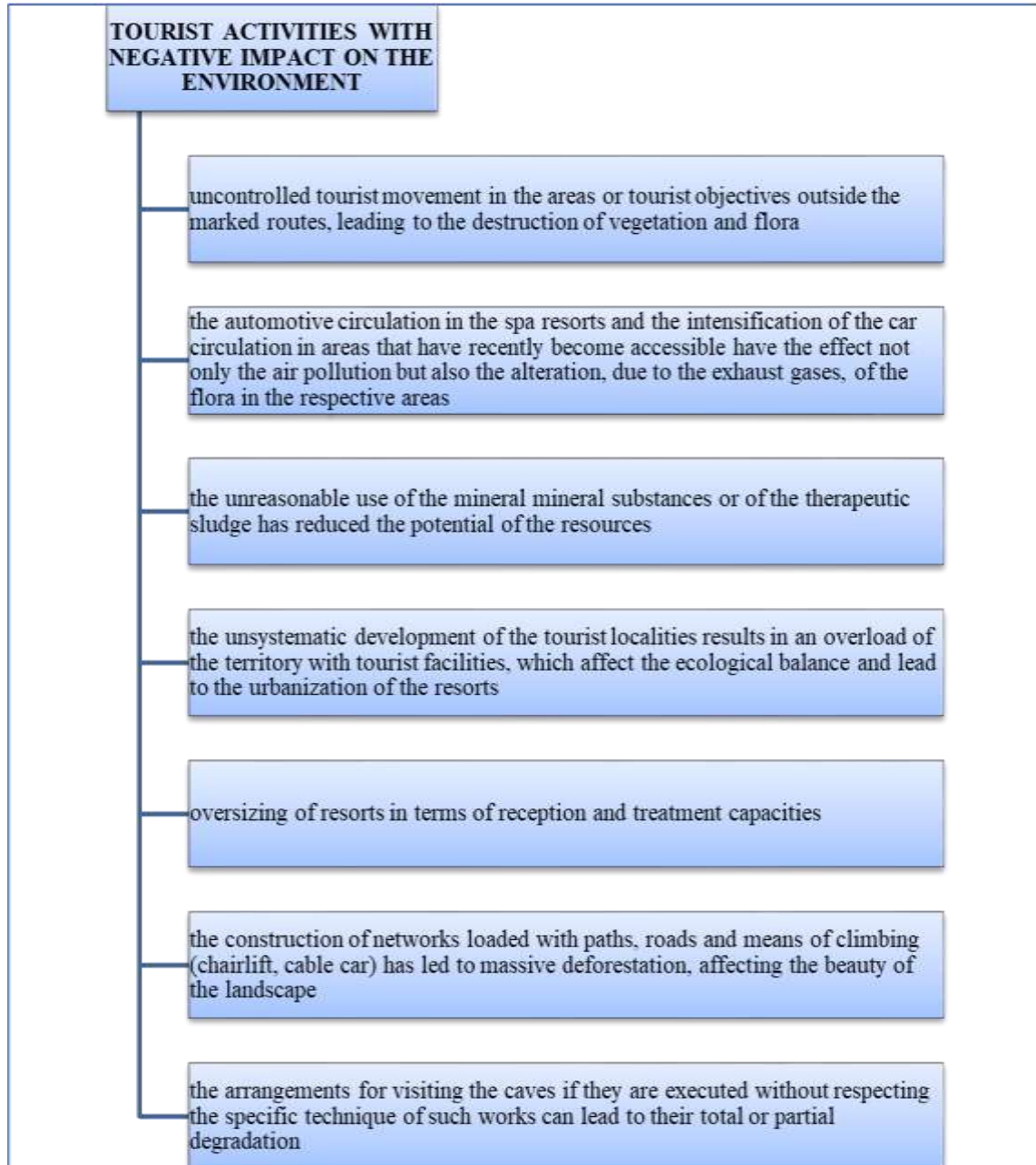


Figure 3. Tourist activities with negative environmental impacts

The tourist experience has shown, over time, that regardless of the form of tourism practiced, in general results a series of impacts felt both by society and at the level of the natural environment. Tourism also has positive effects on the environment but unfortunately much less and of a lower intensity than the negative ones. To mitigate or even stop the degradation of the environment, some solutions for intensifying the positive effects and strictly applying them to tourists and the host population must be found. [1,2,5,6,]

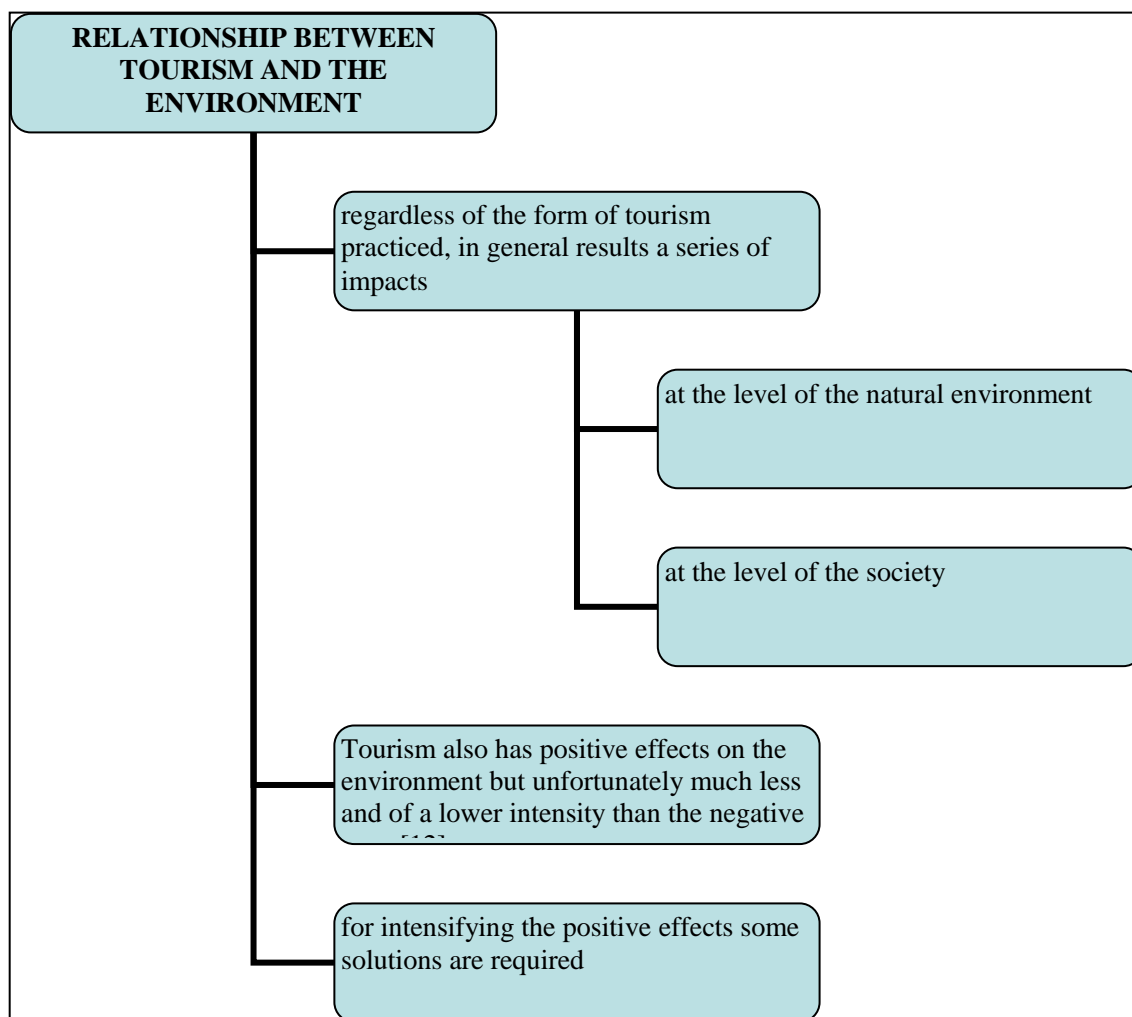


Figure 4. The principles of sustainable tourism

The environment has a particular importance, the protection and conservation of the environment being an important condition for the development of tourism.

CONCLUSIONS

Responsibility in tourism is a basic premise of tourism development in perspective of sustainability, based on some principles:

- the environment has an intrinsic value that is particularly high for tourism, which future generations must enjoy;
- tourism must be seen as a positive activity benefiting from:
 - the environment
 - local communities
 - visitors.
- the relationship between the environment and tourism can be developed so that the environment supports the long-term tourism activity, tourism, in turn, being "forced" not to cause by its development the degradation of the environment.
 - the development of the tourism activity must respect the ecological, social, economic, cultural characteristics of the geographical space in which it is developed;
 - the purpose of tourism development must always be to balance the needs of tourists with those of their destinations and hosts;

- The tourism industry, governments, authorities responsible for environmental protection and international bodies must respect these principles and work together to put them into practice.

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