

THE TOURISM'S MEASUREMENT IN THE VIEW OF LASTING DEVELOPMENT

*Marian Zaharia**, *Rodica-Manuela Gogonea^o* and *Carmen Năstase***

Abstract

The process of globalization and of lasting tourism's development aims at the touristic activities placed under the influence of ecology and of reasonable use of resources.

To measure the lasting tourism's development represents a necessity in the conditions of a deep interaction among the natural resources protection, the economic development and the compliance with the needs of the clients-customers.

The need to coordinate the efforts, both on a regional and at a national scale, for the achievement of great projects, is related with the measurement process concerning the activities involved in tourism.

The tourism's measurement, implicitly of the one belonging to the social-economic process, in consideration of the lasting development, supposes the approach and application of principles and methods which constitute the formation and using base of an almost complete set of indicators.

The system of indicators that must converge in an almost complete set has been analyzed by the OCDE forum which considers that their efficiency is higher if the information source is wider and diversified.

The social-economic national development strategy on medium term regards tourism as a priority sector, being considered that it is capable of contributing with an important weight in Romania's launching and economic straightening.

In the lasting development view, tourism has the essential role of observing and promoting society's general objectives. In this way it can be

* Marian Zaharia is Professor of Entrepreneurship at the Romanian American University in Bucharest.

^o Rodica Manuela-Gogonea is Associate Professor of Statistics at the Academy of Economic Studies in Bucharest.

** Carmen Năstase is Professor of Tourism at the "Ștefan cel Mare" University in Suceava.

substantiated the balance between the touristic activities and the ones concerning the lasting development.

Improving the touristic product from the acknowledged values to those matching the international standards supposes the initiation and promotion of certain actions which should include, on one hand, the unrolling processes concerning the education and formation of a mentality which would be adequate to the present development type, and, on the other hand, the emphasis on lasting development in the reception regions. This emphasis needs to deepen in time and space the environment-economy relationship, which implies achieving the balance between the negative and the positive effects resulted from the unrolling touristic activities.

Before carrying on the process of lasting development in our country, it is important to place the component of planning, decorating and touristic activities as part of the strategy concerning the lasting development of the area, region or country.

The unrolling process, as a result of applying the stipulated strategy, needs using supplementary expenses in order to protect the environment and resources, these expenses being supposed to increase the investments' value at a national level, as a consequence of the collaboration among tourism, the other activity sectors and the local and governmental authorities.

The literature dedicated to the environment protection related to the tourism development approaches in general the subject of costs as a problem of resources' management and the intervention in the system is proposed basing on the principles deriving from those that define the lasting development.

The impact of tourism upon a certain area's sectors is being reflected with multiplication and stimulation effects on the production's plan, incomes and labor force.

The need of coordinating the efforts, both on a regional and on a national level for the accomplishment of great projects in the infrastructure area, especially transportation and communication, is being correlated with the process of arranging the territory, which supposes the coordination of all the projects with special implications, and solving possible conflicts appeared in this context by profound changes. The arrangement targeted to establish an evaluation, an hierarchic pattern in order to identify the most suitable and efficient ways of valuing the touristic patrimony by using a multi-criteria analysis of delimiting the tourist regions accompanied by the shaping of the priority actions for every case in particular.

For the touristic zoning, the arrangement of the territory and the proper politics must also find solutions for the threats against the environment made by certain tourists or industrial activities with a direct impact upon the touristic sector.

Considering the resources and this sector as a structural part of its economy, every country or region is dealing with specific challenges against environment. A possible response to these challenges would be applying the concept of mosaic *eco-development*, which proposes the implementation of the lasting development's principles on small areas, which should be gradually extended so that, on a long term, they should cover the whole national territory. In this view, the ecological space should look, ideally, like a chessboard, on which large agricultural land patches should mix with smaller patches allotted for industry, infrastructure, on various categories and with parks and natural reserves. This modification results from the irregular spatial distribution of the natural resources, as well as the application of some economic, social and environmental criteria. In this context, the ecology and the bio-economy can offer original solutions for the arrangement of the territory, so that adequate ecological areas can be allotted to each branch, resulting in a district complementing on the territorial level.

This complementing has to be approached not only from a functional perspective, but also from that of the rational use of the plots of land, the rising labor force participation, the increase of the income, of the effective participation in the inter-regional exchanges, the integration in the European structures and processes and the complementing with the restrictions imposed by the environment protection.

The application of the projects for a long-term development of the tourism starts from the early stages which deal with the projection and the construction of the technical-material base, with the purpose of harmonizing with the environment, the local community or other sectors of the economy, and continues during the development of the touristic activities.

The stages of the project development can and must be supervised and stimulated by the authorized bodies, which have also the capacity to establish strategies concerning solutions for the deficiencies occurring during their development.

The application of this criterion for a long-term touristic development is inevitably accompanied by the appearance of certain concepts specific to the creation of the programs which approach explicitly the space problems of the economies and the local communities. Thus, it is mentioned the development of a process of gradual application of the measures which are imperative in the direction of protecting the touristic potential and preventing its degradation, exploiting scientifically and rationally the touristic resources in such a way, that the level of exploitation would not exceed the level of their recycling and regeneration, and the intensity of their direct and indirect relations between

tourism and the environmental factors would not exceed the limits of the touristic reception capacity.

The attention will be focused essentially on the environment because it is the element which allows the appearance of some compensation concerning the positive and the negative changes of the components of the welfare function.

In this context, the ecological tourism has deeper capacities, its contribution to a long-term development being unquestionable. This kind of tourism goes along with the rural one, considered to be a new form of tourism, which, at present, develops in the same framework, viewing the development of the touristic activities in accordance with the protection and the preservation of the environment, of the social-economic, historical-cultural traditions.

The improvement of the tourism, implicitly of the social-economic progress, in the context of a long-term development, implies approaching and applying principles and methods which stay at the basis of the formation and use of a fairly complete set of indicators.

The analysis of the touristic phenomenon involves the approach and the application of methods suitable for the situation at the moment, among which are included those presented by Iordache Maria-Carmen in her work “The perspectives of the Romanian tourism in the context of the international tourism”, synthesized as follows [8]:

1. - *the historical method*, which has the following features:
 - it analyzes the touristic activities from a revolutionary point of view, that is, examining the causes of the innovations, their increase or decrease and the amelioration of the interests;
 - it has a limited use, not being used at a large scale.
2. - *the geographical method*, about which it can be said that:
 - it points out the location of the touristic zones, the inhabitants' migration as a consequence of the places created by the tourist activity, the changes inflicted on the relief by the tourism, under the form of touristic facilities, the dispersion of the touristic development, the physical planning and the economic, social and cultural problems;
 - as it is very comprehensive, this method has multiple positive effects upon tourism.
3. - *the institutional method*, which:
 - implies the analysis of various intermediaries and institutions which carry out touristic activities (state institutions, touristic agencies);
 - requires the investigation of the organization, working methods, problems, costs and economic localization of the touristic agencies, which act on behalf of the client, by buying services from the airline companies, companies which rent cars, hotels, etc.;

- the advantage resides in the elaboration of booklets, guides, yearbooks and statistical-tourist breviaries by various specialized institutions, which are widely used;

4. - *the interdisciplinary method:*

- is the result of the interference of the diverse domains with which the tourism has a direct or indirect link;

- the interdisciplinary nature of the touristic studies, their reciprocity and mutuality has the following shape:

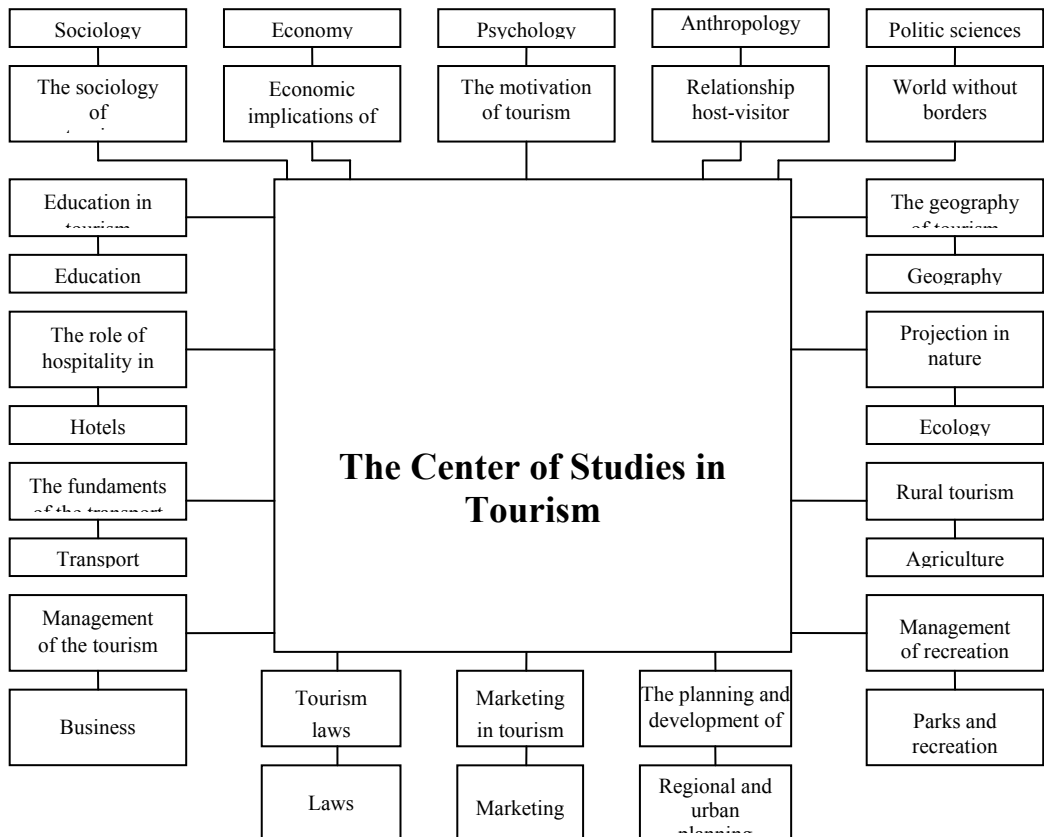


Figure 1. - The study of the discipline and method chosen in tourism

Source: www.world-tourism.org.

5. - *the sociological method*, has the following characteristics:

- studies the touristic behavior at individual or group level, and also the impact of tourism on the society;

- examines social classes, habits and customs of the hosts and visitors (sociology of the rest).

6. - *the product method*, which:
 - implies the study of the various touristic products, how they are produced, capitalized and consumed;
 - because its application supposes enough time spent, this does not allow obtaining a fast result regarding the touristic phenomenon.
7. - *the economic method*, supposes:
 - the examination of demand, supply, payments balance, currency rate exchange, employment, expenses, development, multipliers and other economic factors;
 - the creation of the necessary frame for the tourism analysis, for its contribution at a country's economy and at its development, excluding the aspects regarding the environment, the culture, the psychology, the sociology or the anthropology.
8. - *the management method* is oriented towards:
 - the microeconomic level, so towards the company;
 - the concentration and highlight of applying management-marketing activities in the frame of touristic firms, which should include market, prices' studies, advertising.
9. - *the method of systems*, presented as follows:
 - it is composed of a set of interconnected groups, coordinated to form a whole organized to reach the proposed objectives ;
 - integrates the other methods, because it treats the aspects both at microeconomic and macroeconomic level, being considered an all-comprehensive method;
 - examines the competitive environment of a touristic company, its market, its links with other institutions, with the consumer and the interaction between company and consumer, as well as the whole touristic system of a country, its political, economic and social connections.

The indicators' system which must converge in an almost complete set has been analyzed by the OCDE forum which considers that its efficiency is higher if the information source is wider and diversified. This type of established indicator which has been proposed is diagrammatically presented like this (figure 2):

Tourism's measurement in the view of the lasting development

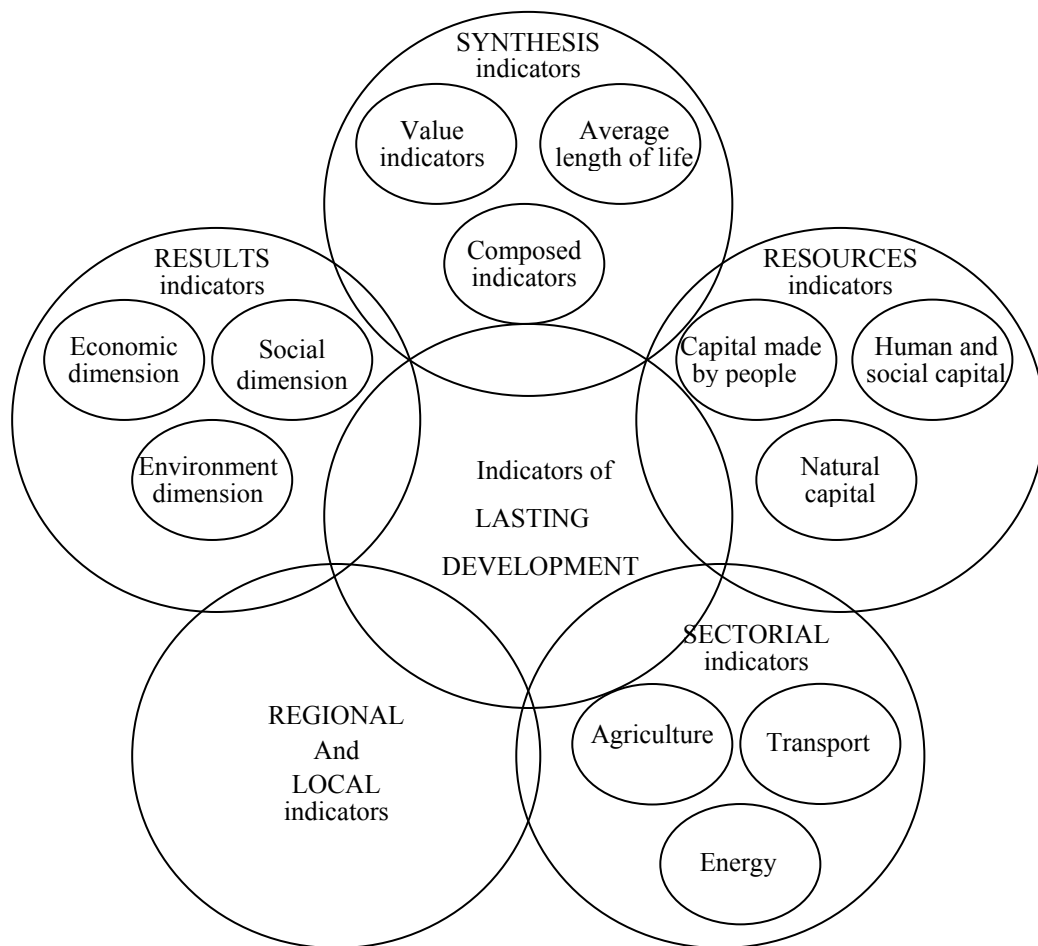


Figure 2 - Indicators of lasting development

It supposes that the efficiency of the presented indicators' system allows their distribution on five levels:

- + + + + - basic level, that includes **regional and local indicators**;
- + + + + - next level, that includes **sectorial indicators**, which distinguish both the impact of development and of sectorial politics upon the environment, social conditions and economic efficiency, and the sectorial trends with implications upon them;
- + + + + - the third level is occupied by the **resources indicators**, which analyzes the accumulation process, the consumption of natural, anthropoid and human capital, thus explaining the extent to which the consumptions will affect future opportunities;

✚ - the precursory level to the last step contains **results' indicators** recouped on three fundamental co-ordinates: economic, social and environmental. They characterize the trends and quality of the actual development, so it is almost impossible to precise clearly the included indicators.

A proposal for a set of results' indicators is presented in the following scheme (figure 3):

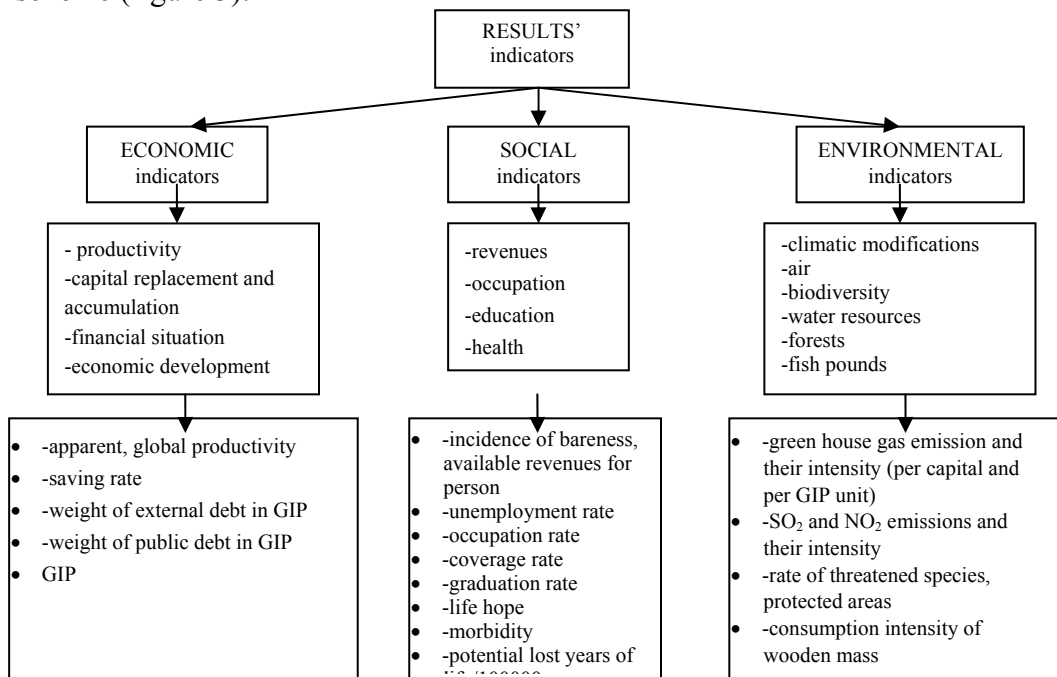


Figure 3 – Results indicators

✚ - the last level, but in fact the most important, is represented by the **synthesis indicators**, because they process and interpret information from other levels, giving in this way the ensemble vision of the present achievements.

The main category of indicators [4] that reveal more exactly the situation of lasting development, used at a large scale and at a world level, are:

- value indicators: gross intern product (GIP) and consumption expenses per inhabitant;
- indicators of the economic-social development result: average length of life;
- composed indicators, calculated with the support of important indicators for the undertaken research, using simple or temperate average method.

Considered the most important indicator, the Index of Human Development (IHD), is used for the characterization of human development level of a country. This represents a composed indicator calculated by PNUD (Programme of United Nations for Development) in Reports on human development.

Human development is the process of extending the choice possibilities for people, through their abilities development. At all development levels, those three essential capacities for people are: to have a long and healthy life, to have knowledge and access to the necessary resources for a decent life. These led to the establishment of the following components of IHD:

- ✓ hope of life;
- ✓ teaching level of adult population;
- ✓ gross rate of learning coverage.

In the limits of those three components, IHD had a substantial contribution to attract more attention upon the development process evaluation. Nevertheless, IHD should not be regarded in a restrictive way, as an attempt to concentrate upon a gross index and to include in a simple number the complex realities of development. It should be rather perceived as one of the many components that ensure together the necessary data for analyses of opportunities and obstacles concerning human development policies. That is why IHD was always accompanied by a large analysis, a variety of additional information distinguishing social, economic and political characteristics that influence nature and quality of human life.

Another two types of analysis and appreciation indicators of rural tourism are:

1.- fundamental indicators: those with applicability at the level of all national or international tourism regions;

2.- supplementary indicators: used only in tourism areas (seaside areas, mountain areas, coast areas, unique ecologic areas, national parks, urban environment, cultural patrimony, small islands).

Table 1- Fundamental indicators of lasting tourism

INDICATOR	SPECIFIC INSTRUMENTS OF MEASUREMENT
1. - protection of site	Protection category of site after the index of International Union of Nature Conservation (IUCN)
2. - exerted pressure	Tourists' number that visit the site (during the year/month with a maximum influence)

3. - intensity of utilization	Using intensity in peak periods (as number of persons and per ha)
4. - social impact	Report tourists/residents (in season and in rest of the period)
5. - control of development	Existence of a surrounding study method or concrete controls concerning the way the area is fitted out and density of utilization
6. - waists' organization	% of treated used water of site (supplementary indicators can determine structure of other infrastructure of the site, like water supply)
7. - planning process	Existence of a methodical plan for named tourism destination (with a component: "tourism")
8. - fragile ecosystems	Number of rare species or in disappearance
9. - consumers' satisfaction	Satisfaction level of the visitors (using a questionnaire)
10. - local population satisfaction	Satisfaction level of local population (using a questionnaire)
11. - tourism contribution to local economy's development	What represents tourism (%) in ensemble of economic activity
UNIT INDEXES	
A. - support capacity	Type of unit measure that informs before as regards key factors which influence the support capacity of the site, concerning different levels of tourism development
B. - site perturbation	Type of unit measure for impact levels upon the site (to find out natural and cultural particularities under the effects of cumulated constraints of tourism and other sectors)
C. - interest	Type of quality measure of site's particularities that makes it attractive for tourism and that can change with time

Source: "Guide a l'intention des autorités locales: développement durable du tourisme", OMT, Madrid, 1999, p.143

In the same direction, it is acted also, by the Satellite Control of Tourism (C.S.T) initiated by Statistic Office of EU (EUROSTAT), in collaboration with W.T.O and with W.T.T.C.

C.S.T represents the statistical instrument used with the purpose of measuring goods and services in accordance with international standards concerning concepts, classifications and definitions that make easier the achievement of viable comparisons with other industries, between countries or group of countries [8]. This makes the connection between non-monetary information about tourism (motivation of travel, number of arrivals, time of stay

etc.) and financial information (visitors' consumption, value of touristic production, etc.), consisting of a set of economic flows (monetary) followed from the touristic consumption units to the ones of production, which are occupied with production or import of goods and services bought by tourism.

Information from C.S.T aims [9]:

- ✚ macroeconomic components, to describe economic dimension and importance of tourism in agreement with similar components of economy as a whole and for other production activities and functional areas of interest;

- ✚ detailed data about the touristic consumption and how it is assured by domestic supply and imports;

- ✚ detailed production accounts about the touristic industry, that includes data on jobs, investments' multiplication etc

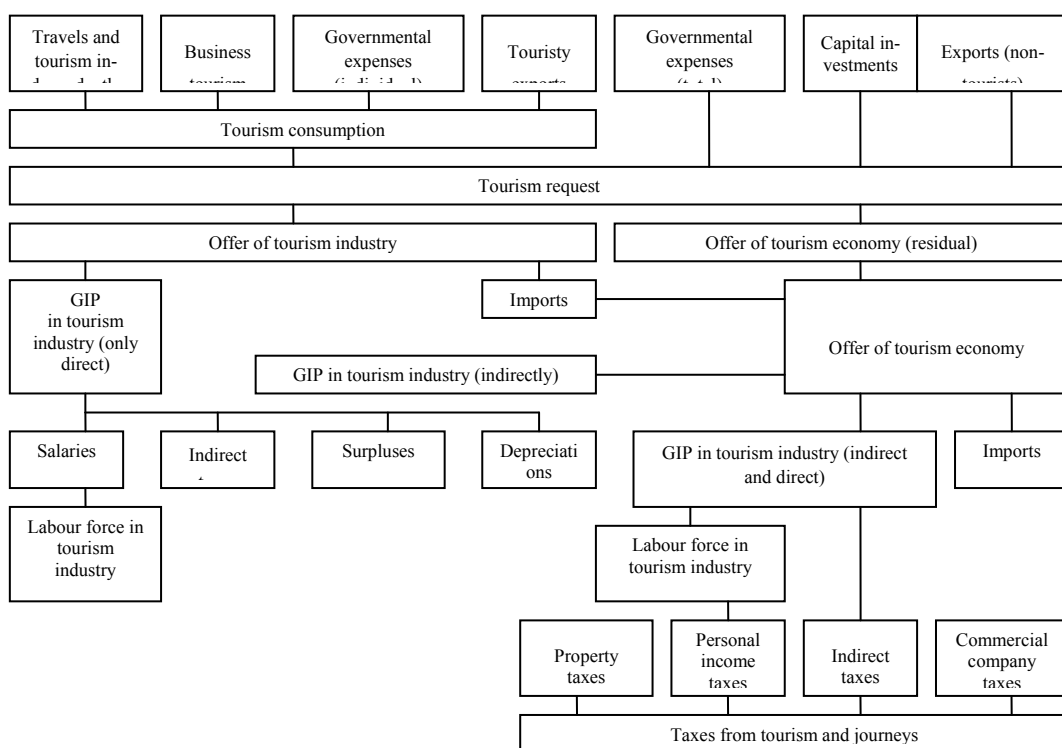


Figure 4 - Structure of the Satellite Account of Tourism

Sours: *The tourism satellite account as an ongoing process: past, present and future development*, WTO, Madrid, Spain, 2002

Implementation of C.S.T requires the following next steps:

- ensuring and creation of basic instruments;
- facilitation or creation of basic conditions;
- definition of project's priorities;
- definition of priorities;
- monitoring of development;
- synthesis and comparison of obtained results.

This process of C.S.T's implementation represents the first step in the creation of the incorporated information system concerning the tourism demand and offer, therefore implicitly of rural tourism, its importance consisting in making a priority from the statistics' improvement, as a necessity tackled by touristic national authorities and statistics offices, domestic and from abroad.

Lasting development's measurement represents a necessity in the conditions of the existence of a deep interaction between the natural resources protection, the economic development and complying with the satisfaction of the clients-tourists needs.

References

Constantin D.L.2000. *Tourism and strategy of lasting regional development; effects and costs*, Romanian Statistics Revue, no. 8-9, Bucharest.

Glavan V. 2000. *Tourism and environment protection – previous problems*, Romanian Statistics Revue, no. 8-9, Bucharest.

Gogonea R.M – *Statistic methods in rural tourism analysis* – PhD. paper, Bucharest, 2005

Gogonea R.-M. 2006. *Statistic research in rural tourism. Rural tourism study from Bran-Moeciu area*, University Publishing House, Bucharest.

Hapenciuc C.V. 2004. *Analysis elements and prognosis in tourism*, Junimea Publishing House, Iasi.

Hapenciuc C.V. 2003. *Statistical research in tourism - A study on the touristic phenomenon in the Suceava county*, Zoloti Litavry Publishing House, Chernivtsy.

INS. 2000. *National Report of Human Development in Romania*.

Iordache M.C. 2004. *Romanian tourism perspectives in the dynamics of world tourism* – PhD. paper, Bucharest.

Zaharia M. 2007. *Models and methods for firm economy*, Economica Publishing House, Bucharest.

OMT. 2001. *L'impact économique du tourisme –Un compte satellite du tourisme pour savoir l'essentiel*, Madrid.

www.world-tourism.org.