

TOURISM AND THE SPACE FACTOR

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Abstract

The adjustment and adaptation of the offer to the touristic demand, having strong influences one over the other, are essential conditions for tourism planning. In such a context tourism becomes creator of new working places in a number of activities, especially in hotel, changing the social services in economic activities. Further to these changes, these activities, much enlarge by tourism, can be economically treated as secondary activities (tourism industry).

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1. Conditions and consequences of tourism development in space

The space, with all its natural resources, is a component part of the touristic offer and performs an essential influence, not only over its directions and size, but also over the qualitative structure of the touristic traffic. Space is considered as a starting platform in making up an idea about tourism development, since it is by means of the market study that we proceed, further on, to the qualitative and quantitative structuring of the touristic offer, in order to determine, finally, the influence and the possible role of tourism in the social-economic development as a whole of one region, area, or resort.

Tourism, as a natural and social phenomenon, has special requirements over space. As an activity with complex influence over the economy and society, tourism gained in importance, considering its beneficent effects over the health and working capacity of the individuals and of the nation as a whole, the raise of the social standard at home and abroad, while the technical progress will ensure it a long listing place in human spare time spending. Together with the raise in the economic living standard and the reduced number of working hours, this will happen as an effect of the rest and recreation needs, mainly. Recreation and tourism, as its component part, become an imperative in the daily life of both individual and society. The massive migrations produced by tourism in almost regular periods of time of the year, the massive touristic occupation, temporary or long lasting of the inhabitants especially in the attractive places, ask for theoretical and economic considerations and solutions to the problems, as regards the space, its use and fitting.

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The touristic quality of a space is determined by a number of factors, even though the value of the touristic operation space is so much bigger as there are stronger the frequency, the range, the complementary aspect and the concentration of these factors.

The natural factors determine the touristic value of a space not only in terms of touristic living conditions but also in terms of touristic fitting opportunity.

The development of tourism presumes, consequently, the special and functional integration of the determined elements of the natural character, of the pre-conditions put together (infrastructure, built establishments) and a series of organizational activities (agencies, social forms of tourism promotion, state's intervention etc.).

In such an integrated structure, tourism has all premises to become an initial dominant factor of development for each country or region, implying in this functional integration the relationships between larger regions situated on different stages of development, and also the relationships between sectors of economic and non – economic activities.

The economic effects of tourism play a role of economic multipliers, whereas the extent in which these results will remain in the receptor region depend on the rate of development of such a region or else they will be transferred to other regions or abroad.

By means of creating new utilities and by the achievement of the touristic offer, tourism has an essential influence over the raise of the national income. This raise is not independent and can not lasting in terms of balanced growth in case of exclusiveness and mono-economic action.

Tourism acts, directly and indirectly, on the development of, more or less all economic and non-economic activities:

- it acts on the seasonal migration of tourism and on the lasting migration of the residential population, thus changing the structure and function of the towns and urban crow dings;
- it acts initially on the development of the economically less developed regions;
- it intensifies the actions for roads building and communal technical services;
- it changes the population's way of living and its living standard.

2. Space – “raw material” for the development of tourism

Tourism does not need space in the classical meaning of the word, as basis of its activity and production, it needs a quality space. In case of unplanned fitting, tourism can turns into the most “dangerous” user of the space, this meaning that wrong actions may lead to considerable destructions in the landscape and can cause enormous expenditures for the subsequent restoring or sanitation.

The natural conditions can be considered as relatively constant factors in the touristic offer, as factors which can be adapted and difficultly enlarge up to a certain limit.

The space reception possibility is based on the natural conditions and has a determined limit, which can be development up to a determined number of users, and the building which is connected with this space will not damage the natural surrounding. This limit depends upon the selection of the planning and design structure. After all, the planning and selection of the functional structures and their design are not only an aesthetic exigency but also an economic requirement.

Space in tourism is at the same time a factor and a way of covering the distance between countries and the sending and reception points.

The motoring and aviation development, the transport infrastructure already built, the development of the means of transport, especially in the air traffic, lead to:

- the reduction of the time distances;
- the reduction of the travel costs;
- the possibility of access and mass use of the go-return complete touristic services (“package” touristic services) and functionally connected this way the touristic offer and demand.

3. Liants between the touristic offer and demand

If we consider that the basis of the touristic offer and its relatively constant and reflexible element is made of the natural conditions, then we can speak about the touristic offer as about a non-transferable phenomenon, which the offer was released towards the regions where the offer was made.

The offer appears like a succession of objectives which have to meet the motivations generating the demand. The demand becomes more and more heterogeneous, dynamic and penetrating, it is no longer confined to restricted regions but opens up to other regions and covers larger and larger areas.

If this strong protrusion of the demand and the mass of tourists is not receipted by an organized offer, the space is not adequately operated, damage may be produced, the infrastructure undertakings can be stopped, which, on the whole, brake the further development, this situation being not likely to be solved but with expensive corrections.

An organized based on rational space dispositions, on the space and building planning, is able to release, within the range of the demand’s quality, an adequate offer. The diversity of the demand involves also the diversity of the offer, which, for a wholesome demand can be essentially achieved through the offer organization on large areas, within which it can be made so that it can draw demand which, on determined areas and investments, produce concrete economic effects.

The most appropriate territorial unit for this kind of offer organization is the area, which has to be an economic and functional entity, enough representatives for projecting its elements and the complex results of the market analysis an enough concrete to be able to examine all the necessary elements of space and its quality within it. The regional approach to the tourism and space development planning

offers favorable opportunities, enabling, on one hand, the infrastructure to get to optimum rates within the area, and on the other hand, the relations between different areas which belong to the regions (see the macro-regions).

The consideration of the regional tourism really ensures a more efficient policy, the opportunity to found it on entirely concrete factors, on different sizes, on qualities and specificity of space and operations considered, on the direct application of the measures and their effects in different regional limits.

The outline of the touristic areas and of some other space units starting from common space plans, may serve as a sure and objective indication for the space turning into account by means of adequate touristic buildings, for the choice of the financing system and of the investment methods. At the same time it permits the right choice not only in the staff problem but also in the measures which may get general solutions. They can only be efficient if they are based on regional solutions. The separation into areas may represent an important indicator of the organizational formulas and forms, especially if they suggest the insurance of the economic and modern technology foundation and their direction towards cooperation and its graduation toward higher forms of integration. In this respect, the separation into areas may serve, at the same time, as basis for the establishment of a rational, economical and efficient publicity. Consequently, the systematization and classification of the touristic areas, made by means of the scientific delimitation of the territorial units, offers multiple basis for the touristic policy, on local, regional and inter-regional scale, and finally, for the national touristic policy.

4. The complexity of space planning of the touristic areas and its dependence on other developmental factors

Space is a unique phenomenon and it depends on the extent in which it has to satisfy the need of space that tourism requires, it has to equally satisfy some other economic and non-economic activities. This makes the specific activities planning necessary, mainly of tourism which has to be planned in terms of space fitting on the whole, in order to meet the requirements of all the factors. The whole activity has its specific requirements about space and behavior within space, which can be in a complete opposition.

The industry imposes concentration. In principle, we should be interested in regions which have the advantage of place and yet, actually, the location of an industry tends to dispersion, even if this nor entirely justified.

The building of the urban crow dings imposes a determined concentration, even if the saying “spread out building” and certain urbanistic plans neglect this demand, economically justified. The agriculture and forestry are relatively little flexible in space turning into account, so they appear where the determined natural and economic conditions were met.

The fact that all the phenomena and activities are limited within a space imposes the knowledge and respect of the requirements of all the production forces in the given region, the same as it is necessary that they should be compared, adjusted, and even selected. Then, we should consider all the factors which participate in the social development and social life and foresee the relations between those and tourism. Such an approach makes it necessary that each economic-social sector worth to be considered in a given region should proceed to a previous elaboration, so that the minute analysis should produce the best result of the plan. By doing that, the decisive action and criterion have to represent the final force of such a result, to be converted into the most favorable outcome of a given area, minding the area as a whole, as much as the complex inter-regional interests, and often, the national ones.

Such an assertion makes us conclude that planning, meaning the regional planning of the touristic areas, cannot be made but starting from the analysis of all the economic, social and cultural phenomena and activities.

Any other approach of the tourist development planning contains in itself the danger of directing this development towards mono-economy, with consequences in terms of country or area development, taking into account its dependence on the conjectural changes. Consequently, even in the most favorable conditions for the exclusive development of tourism in a larger region, this development has to be in keeping with the development of other goods and services activities.

Within a balanced development, starting from the multiple economic activities of larger regions, it is permitted that, without important risks, the development of more restricted areas should be based essentially, or even exclusively on tourism. In the touristic areas fitting plans this thing becomes indispensable.

In certain areas the established activities assume characteristics of development factors. In modern economy, industry was traditionally considered as accompanying agriculture, as a development factor implying agriculture's modernization. In certain particular cases, the development factors can be, depending on the position and resources of an area or of a country, other activities, such as marine economy or tourism.

The experience we got up to now in the complex planning of development in certain touristic regions indicates that tourism easily becomes the initial development factor of an underdeveloped area. Yet problem is to know how the touristic development can be converted in development actions in industry, agriculture, transports and society as a whole, aiming at an optimum balanced development.

The infrastructure of transports and catering (the national and regional roads, the railways and the due installations, the ports and the portuary installations, the high tension lines etc.) of a region appears in the first draft as a development factor, if it is planned in terms of including the future requirements and of later becoming its function.

The urban network (towns, urban crow-dings) appears in itself as a developing factor (positive or negative) in order to permanently exist and in keeping with its function. The building of a strong urban scaffold, of a network of towns and urban crow-dings is one of the essential tasks of planning and particularly of space

planning. Without some strong centers of urban life and a cultural climate, we cannot speak about the development problem such as history demonstrated. The importance of the relation between tourism development and the urban centers which have to ensure certain functions in the development of tourism (transit, cultural, attractive) is considerable.

The experience resulting from the development planning in countries which are not yet development, the experience gathered in touristic development planning of some European regions indicates that the development policy based on isolated enterprises or even sectors (isolated industrial works, relatively isolated towns development etc.) was not a success with respect to the main objectives, being able to activate only a certain number of effects of development in a limited region and it did not reach or it reached considerably late (from 10 to 20 years) the general development of the given region or its functional relation with the whole country economy.

A complex economic and space planning of development of a touristic area, issued on the basis of the political and cultural conditions knowledge, as a new way of approaching the studies on the development of the touristic regions in a developing country. Only such an approach will permit the assessment of all the necessary elements for the simultaneous activation of quite a number of variables which are able to constitute by themselves a foundation aiming at starting the sustained and efficient development process.

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