

Promoting tourism green- essence of a cleaner environment and sustainable

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Abstract: *Green tourism is defined as environmentally friendly tourism activities with various focuses and meanings. In a broad term, green tourism is about being an environmentally friendly tourist or providing environmentally friendly tourist services. The green tourism concept would be highly appealing to tourism enterprises and operators owing to increasing governmental pressure to improve environmental performance by adopting effective and tangible environmental management techniques. Furthermore, achievement and promotion of internationally recognized environmental awards would be instrumental to the tourism enterprises in marketing their services. As a result, many concerned and responsible parties put forward recommendations for green tourism products to regulate tourism's negative impacts.*

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JEL Classification: *O44, Q56*

1. Introduction

From the well-known economist Adam Smith to the present, economic theory analyzes directly or indirectly "development". Any capitalist desire was, is and will be to develop its business, conquering new markets. With the increasing complexity of connections in the global economy has felt the need to redefine the concept by specialists. After twenty years of unprecedented economic expansion, only in the 70s when the first concerns the redefinition of development. Sustainable development is materially maintaining opportunities and living conditions for future generations, especially renewable natural resources at least to the level of those for the current generation and recovery of the environment affected by pollution. Spiritually, sustainable development means much more; heritage conservation culture means facts made by the past and those of today and developing the creative future elite those who follow us. According to economist Sinclair, two of the three major effects of tourism and economic, environmental, socio-cultural and economic played a dominant role in policymaking. Emphasizing the economic benefits that accompanied the development of tourism, socio-cultural and environmental negative impacts of tourism were relatively ignored. Due to increased awareness of the negative impact of tourism on the environment, we have made efforts to develop approaches to making sustainable tourism. The last two decades have seen a growing interest in the relationship between tourism and the environment with the advent of special interest tourism, including green tourism. Relations between environment and society have a moral component that relates to practical behavior of those involved in ecotourism activities: tourists, tour operators, local, state institutions with regulatory role, NGOs, etc.

2. The concept of "green tourism"

Tourism, economic activity must connect the concept of sustainable development is an industry dependent on the natural resources and cultural heritage of each company, which sells these resources as part of the 'products' of his and at the same time, shares some resources with

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others, including local communities. In other words, a product or service can be considered green when it is beneficial to producers and consumers without harming the environment. . Tourism, traditionally has been considered a relatively green industry, except its implications for transport and land use planning, and therefore has recently become an area of interest.

The concept of green tourism, one with a relatively high complexity can be viewed through the following three areas: environmental responsibility, preservation, strengthening nature and the physical environment to ensure long-term health of the ecosystem to sustain life; supporting local economic vitality of local economies, businesses and communities towards sustainable economic support; experience enriching and satisfying experience through active participation and meaningful personal involvement with nature, people, places and different cultures

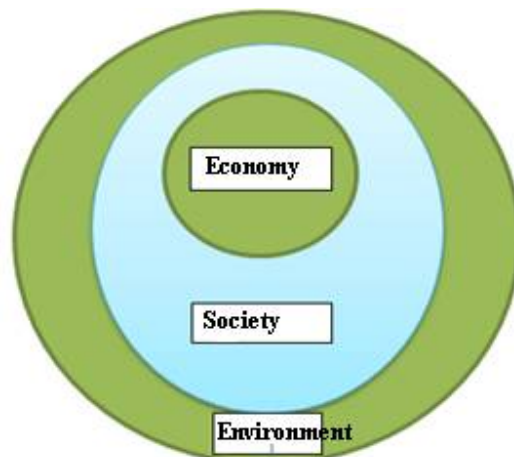


Figure 1- Relationship environment- society-economy

Source: Honey, M. and Rome, A. (2000), *Ecotourism and Sustainable Tourism Certification*. New York: Mohonk Mountain House.

As can be seen in Figure 1, the three major environmental, social, and economic are closely linked. Side subordinate nominal income and social environment is essential for the smooth running of environmental elements.

3. Certification of green tourism in developing countries

The negative impact of tourism development in developing countries has been well highlighted in research from the past and the current. Recognizing the natural environment as a vital resource for tourism, public and private sector in supporting the tourism industry becoming more adoption and implementation of environmentally compatible development measures to limit negative environmental effects associated with tourism development. Among the key elements of environmentally sustainable tourism development generally include conservation and protection of areas of outstanding natural beauty and biological diversity and rehabilitation of tourist interest. It is worth mentioning that uses tourism industry certification of green tourism and environmental awards as trademarks or logos to communicate environmental qualifications of a company, giving customers the opportunity to develop positive attitudes towards the product. In the market, this strategy can give companies a differential advantage over their competitors. Use certification green tourism emitted by a body is usually intended: control environmental impact negatively tourism on the natural resource base of the destination areas by

encouraging tourism enterprises to achieve high environmental standards, educating tourists on the impact of their actions and decisions, and development of standards for environmentally friendly tourism products and services. The concept of green tourism could arouse interest tourism enterprises in developing countries due to increased government pressure on the tourism industry to improve environmental performance by adopting effective and practical techniques for environmental management. Moreover, implementation and promotion of environmental awards internationally recognized as useful for tourism enterprises in developing countries development in promoting their services While tourism enterprises in developing countries development consist mainly of property private, large chains, franchising internationally on the one hand and small entrepreneurial businesses on the other hand, tourist facilities in these countries are largely controlled and operated by the public sector.

4. Comparative Approaches of "green tourism"

The concept of green tourism in developed countries such as Japan is similar to the concept of rural tourism, where it is carried out in the natural environment, and offers tourists the opportunity to experience the local culture and lifestyle of the countryside. Residents of rural areas are engaged in agriculture and forestry play an important role in environmental management. Green Tourism in Japan focuses mainly on environmental sustainability for rural areas and managed by residents, although the capital needed for businesses is shared by the central and local governments and rural residents. The key to revitalizing local economies is interaction with citizens in urban areas, where buying and selling, such as direct sale of agricultural products is critical. In other words, green tourism in Japan is a type of rural tourism, using both rural culture that has been cultivated in the long tradition of agriculture and forestry, and the nature of rural areas, such as forests and secondary nature as land farm. Another example is the UK, where it is well known Green Tourism Business program, established in 1997 and covers the entire country. It is the largest of its kind in the world, with the main objectives to ensure that the country remains at the forefront of sustainable tourism in the future. Using companies accredited by the Green Tourism Business scheme for holiday or overnight stay, visitors or tourists can be sure that certain environmental criteria were met by accommodation they choose. Units will be assessed every two years based on rigorous criteria, covering areas such as energy efficiency, waste minimization and recycling, using local produce and support public transport.

5. Promotion of the eco pure medium

5.1. The concept of ecotourism

In practice environmentally and economically there are many features associated with the idea of ecotourism, among which we can mention: sustainability, responsibility, protection, conservation, friendly to the environment and not least "green", a buzzword for this new industry. It can not overlook the fact that ecotourism has an important educational component is a chance to learn respect for nature and local culture, and an opportunity for some self-reflection inspired by the beauty of the surroundings. Another characteristic of ecotourism is to obtain benefits for the local community. This means hiring staff locally sourcing local produce, local involvement in decision making and organizing tourism activities.

5.2. Ecotourism market

Ecotourism can boast a very large market segment, but on the other hand can build a rapid growth potential within a niche governed by market forces and laws. He was initially promoted as equivalent to tourism in natural areas, and the lack of social and environmental policies in some countries, companies and destinations led to a general confusion as to the meaning of ecotourism as a market segment. While there were many discussions and debates on market size and growth of ecotourism; although proponents of ecotourism, or any other phenomenon, will provide significant estimates, others doubt this increase in certain contexts. The lack of a widely accepted operational definitions of ecotourism prevent market estimates and prevent effective comparison areas. Moreover, thanks to component sustainability of ecotourism definitions that are particularly difficult to measure, most existing estimates are based solely on the component-based nature.

5.3. Limits and trends in the activity ecotouristic

Unfortunately in this industry developing there are some limits on the efficient conduct of tourism activities. Among the most important elements we can mention: lack of interest among stakeholders such as investors, shareholders, and suppliers., Mecesitatea to respond to actions competitive. Need to promote and check the destination and other involvement sector . A We represent a global problem that ecotourism need to be treated in a business approach to respond to the market changes and customer satisfaction as ecotourists. In this sense can indicate two general options: either natural agents management area can take this responsibility, or invite the private sector to do so in a partnership According to a study by the WTO, ecotourism is the fastest growing sector tourism industry with a global extension between 20% and 34% / year.

d. Global dimension

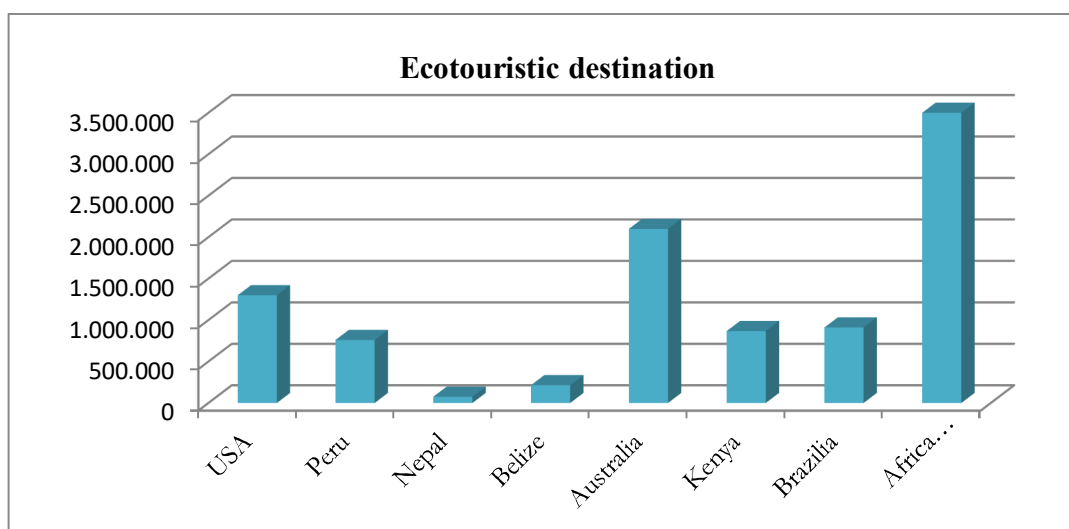


Figure 4- The graph main destinations ecotourism
Source: OMT, 2015

According to international statistics, since the 1990s, ecotourism has registered a growth rate of 20% - 34% per year. In 2004, this branch of green tourism has grown rapidly globally and is three times higher than the tourism industry as a whole. As shown in Figure 4, South Africa detaches the year 2015 top ecotourism destinations through wild landscapes, traditions specific natural. Globally imposed by such countries, such as Australia, the US, Kenya, holding key elements that allow tourists to experience and learn about them.

7. Conclusion

International tourist practice demonstrated over time that regardless of the type of tourism (mass tourism or alternative) finally results in a series of impacts felt both society and the natural environment. Clearly, mass tourism is responsible for the visible and profound negative influence in the areas of destination, which is in most cases negative impacts. In analyzing the meanings of sustainable tourism will always get particularly important following three aspects: A. CAL - sustainable tourism provides a valuable experience for visitors, while improving quality of life and protecting the host community; b.continuitate - sustainable tourism ensure continuity of natural resources they rely on a host of community cultural continuity satisfying experience for visitors. c. Balance - Sustainable Tourism ensures a balance between needs of the industry, the environment and local community supporters. Continuing education work in the spirit of ecotourism and sustainable tourism should be achieved by the development of ecological awareness of the population twinned with feelings of love and respect for nature, historic sites, monuments of art and architecture over time. This should be supported by actions related to "inestimable value of the environment" and the tourism potential in developing and becoming aware of developments beneficial communities in the spirit of ecotourism.

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