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APPROACHES OF DURABLE DEVELOPMENT OF TOURISM Abstract, Durable development is a dynamic concept, with many dimensions and interpretations. It is seen as a process of permanent change, related to the local context, needs, and regional priorities. Durable development appeared, on the one hand, as an answer to the necessity of a balance between the economic progress and the social one, and on the other hand from the concern regarding the environment and the administration of natural resources. Consequently, durable development of tourism should focus on total valorisation of special

7 natural and cultural resources, on improvement of the quality of life in local communities,

as well as on fulfilment of tourists' motivations and requirements in accordance with environmental conservation and protection for the future generations. Therefore, durable development in tourism cannot take place without a durable tourism. The administration and the assurance of tourism durability imply first the understanding of this concept, and second the analysis and the calculation of durable tourism indicators. In this paper we intend to do these things, and we chose to calculate the durable tourism indicators for the North-East Region of Romania, with the purpose to quantify durable tourism in this area. Key words: tourism, durable development, durable development of tourism, durability JEL classification: L83, Q01 I. INTRODUCTION, "In the last century, a change with enormous implications appeared on the list of human priorities: instead of happiness, the first place was taken by the problem of survival" (Giurgiu, 1995). These problems appear due to the fact that the planet resources are limited (though some of them are regenerating, but in a rather long time), and we are using them in an alarming rhythm. According to the report of World Wide Fund for Nature, "if the practices of consumption and production continue in the same rhythm, after the following 50 years we would need another planet Earth in order to survive" (Grand et al., 2007). In 1987, the

6prime minister of Norway, who was also president of the World Commission of Environment and Development

at that time, offered to the public a report

14with the title "Our Common Future". This report analyses the

entire evolution between man and environment, and it explains the difference between growth and development, rejecting the concept that the ecologists would be against the economic and human society development. According to Daly and Cobb (1989), "the founder of the theory of durable development is considered Herman Daly", who was a great American economist from the University of Maryland. He elaborated from 1971 to 1981 the concept of "steady state economics", representing the basis on which afterwards the notion of durable economy was founded. Starting with this concept of "steady state economics", the concept of durable development was initiated ten years later. In 1990, the World Bank was organising in Washington an International Interdisciplinary Conference with the subject "Ecological Economics of Sustainability", when "The International Society for Ecological Economics" was founded. This became a reunion of several international specialists. the 14th of June, the United Nations Conference on In 1992, in Rio de Janeiro, from the 3rd to Environment and Development took place, attended by 178 states, which was later followed by a two day summit, called EARTH SUMMIT

5(World Conference "Environment and development" in Rio de Janeiro, 1992). This conference constituted the beginning of the

endeavors concerning environmental issues and durable development. The participants in the Summit, leaders of the sates of the world, adopted there the following main documents (Pasdel Brochure, Concepts and definitions of durable development, page 2): a). The Rio Declaration; b). The

11Convention on Climate Change; c). The Convention on Biodiversity; d). The Declaration

on Desertification; e). Agenda 21. Since Romania is member of European Union, the concept of durable development should also have an impact on the territory of our country. Nowadays, not only that the concept of durable development is of great interest, but it has also a long perspective. Durable development, among several other roles, also contributes to change the life style, and it makes us become better and more tolerant. II. LITERATURE REVIEW 2.1. Durable development - concept Taking into account the concept of "durable development", we can state that this mainly refers to the problem of resources. Consequently, a serious problem for our planet is the natural resources, which are limited quantitatively. Also, our environment is more and more polluted, and the population of the planet is continuously growing, which does not limit the main problem of durability only to strictly economic aspects. Efforts are made to optimally combine economic aspects (concerning resources) with social ones (concerning social classes), and with ecological ones (concerning environmental protection and pollution

reduction). According to Enzo Tiezzi and Nadia Marchettini,

1"the new theories of durable development and ecological economy confront us

with a paradigm: today there is no economy

1based on two parameters (capital and work), but an ecological economy which admits the existence of three parameters: work, natural capital, and capital produced by man". We

consider that, consequently, durable development also represents a problem of relationships and interdependence. "Carrying capacity" is the capacity of the planet to support the population and other life forms, flora and fauna, which

1man and nature need in order to survive. This is the basis of

durability. Durable development should allow human life to continue, and it should also assure environmental protection from the activities of the society. Some natural disasters appeared as a result of activities with high risk and of the way we behaved with the place where we develop our daily activities. The greenhouse effect, acid rain, desertification, ozone holes, pollution, destruction of forests and of biodiversity, erosion are indicated as evidence that an economic development with no limits is a way with no return, which can lead no more to economic welfare; the natural capital and the patrimony left by our ancestors should persuade us to reinitiate a truly durable economy. Over time, it is obvious that from a world rich in

1 natural capital and poor in capital produced by man, we

passed to a world very poor from a natural point of view, and rich in what concerns the capital produced by man. Consequently, Rudolf (1885), the founder of thermodynamics, stated: "In a nation's economy, there is a generally available law: the consumption should never be higher than what can be produced in the same period of time. This is why we should consume as much fuel as it can be possibly reproduced by tree growth." A very clear definition was given within the World Commission on Environment and Development attached to United Nations Organization, also known as Brundtland Commission or Brundtland Report (from Gro Harlem Brundtland's name, who was then the prime minister of Norway): "durable development represents a

4development satisfying the present needs without compromising the capacity of future generations to satisfy their own"

(Ardelean, Maior, 2000). Albu (2007) proposed an economic- ecological definition for durability, widely

accepted. He established durability as the relationship between the dynamics of the economic system and the slower dynamics of the ecological one, where social life can continue forever, individual life can prosper, human culture can develop, but the effects of human activity are somehow limited, avoiding to destroy the diversity, the complexity, and the functions assuring life support, accomplished by the ecological system. In the economic theory, three types of durability are analysed – ecological (environmental), economic, and social, as well as the ethical, ecological, economic and social influences over them. They are presented in table 1. Table 1 Types of durability and their interactions Types of durability Influences over durability (dimensions) Ethical Ecological Economic Social Environmental

10ABCD Economic EFGH Social I

Source: Duguleană (2002) In the case of economic durability we can identify the following influences: • Over the environment – reducing the resources – F; • Economic – inflation, payment balance – G; • Social - social cohesion - H. The ethical dimensions of durability are: • Attitudes toward future generations and non- human life forms – A; • Attitudes toward poverty and income distribution – E; • Attitudes toward family and legal system – I. The environmental durability, influenced by environmental factors, can be represented by: • Earthquakes, volcanic eruptions – B; • Pollution – C; • Social arrangements – ownership systems – D; • Relationship economy – environment, with its multiple dimensions – F and C. Over the time, durable development had several definitions as well. According to Robert Gilman (quoted by Ros and Băcilă, http://www.mim.utcluj.ro/uploads/pages/27_Proiect are_si_fabricatie_ecologica_D16.pdf, accessed on the 23rd of April 2013), president of Context Institute, durable development refers to the "capacity of a society, ecosystem or any other similar system to function continuously in an indefinite future, without running out of key resources"; Taking into account certain aspects less analysed in Brundtland Report, and trying to extend the meaning of the concept, Cămăşoiu et al. (1994) consider that "this new syntagm" promotes conservation and regeneration of natural resources, technological development, production increase, and orientation of investments as to fulfil the present needs of all society members, without compromising future generations' possibilities to assure their own necessities". In order to extend the argumentation to a larger definition, the author considers that "the general objective of durable

2development is to find an optimum of the interaction of four systems: economic, human, environmental and technologic in a dynamic and flexible functioning process".

From a material point of view, durable development means to maintain the possibilities and the conditions of life for the future generations, especially the regenerating natural resources, at least as they are for the present generation, as well as to improve the environmental factors affected by pollution. From a spiritual point of view, durable development means much more; it means to preserve the inheritance of the cultural achievements of the people in the past and of the present people, and to develop in the future the creativity of the elite of those who are our followers (Strategia protectiei mediului, 1996). The fact that many specialists do not feel the need to give a unique definition to this concept leads to the conclusion that no matter how we put it, and how we define it, the problem stays the same – the need to assure a durable future for the peoples of the world, and for the planet Earth, and this implies the existence of an extended international cooperation, a very careful administration of the process, political involvement and much energy and dedication. The recovery of the ecological balance of the planet and the realisation of a

durable development of the society also means, according to Cămăşoiu et al. (1994), to respect the following minimal requirements: • to reduce the uncontrolled demographic increase; • to preserve

2the natural resources, to maintain the diversity of the ecosystems, to monitor the impact of the economic development over the environment; to give a new

dimension to the economic development,

2taking into account a more balanced distribution of resources, and to emphasise the qualitative aspects of production;

• to give a new orientation to the technology, and to control its resources; • to eliminate poverty – which can be realised by fulfilling the main necessities in order to assure a workplace; food, water, energy and health; • to unify on an international level the decisions concerning the environment and the economy. 2.2. Durable

12development of tourism The concept of durable development penetrated all the fields of

economic and social life, including tourism. "The growing popularity of the concept of durable development determined the conviction according to which tourism can develop too by observing the philosophy of durability" (Buttler, 1991). Consequently, at the beginning of the 90's, "durable development of tourism" appeared as a new approach for the administration of tourism activities. Ever since, durable development of tourism has been admitted as "a new paradigm of tourist industry" (Godfrey, 1996). Durable development of tourism is a concept defined by some tourism organisations like: World Tourism Organisation (WTO), Tourism Council, and Earth Council. According to Stănciulescu et al. (1998), durable development of tourism is "that kind of development of tourism activity which emphasises the present valorisation of resources, in order to maintain their reproduction capacity in the future". According to Barlet and Collombon (2004), durable tourism is a form of tourism which, as opposed to mass tourism, favours the administration of the totality of resources on long term, so that people's economic and social needs could

9be fulfilled, maintaining culture integrity, essential ecological processes, and

biodiversity.

13On the other hand, durable tourism means the ability of the tourist destination

to remain competitive against all the problems that appear, to

15attract visitors for the first time,

and to keep them afterwards, to remain unique from a cultural point of view, and to be in a permanent balance with the environment. Consequently, durable tourism implies social responsibility, a powerful engagement in what concerns nature and integration of local population in any tourist activity or development. This development can be obtained only if the following conditions are observed (Theobald, 1998): decision making and implementing specific policies for durable development should be characterised by large participation, by partnerships and cooperation activities among the affected social groups; the policies should be integrated with each other, and should be based on admitting the interdependence of tourist policies with the ones specific to other related fields (transport, labour etc.); the implementation of these policies should be realised taking into account the existent constraints from the practical activity, which means to choose some objectives on short term, which should be re-evaluated periodically - therefore it is recommended to establish the objectives progressively; it is important to take into account the consequences generated by the development of tourist activity over the natural and anthropic environment, and to avoid such risks by reducing the chance for these activities to create irreversible damages over the environment and over the quality of life; some of the tourists' needs are fulfilled by the use of non-durable resources. With the help of durable development policy, these needs should be reduced and redirected; the damage producers should pay for these damages, in order to be stimulated to change their behaviour. Consequently, we consider that the basic principles of durable development of tourism can be as follows (figure 1): Reducing overconsumption Maintaining and waste diversity Integrating tourism in Durable use of Principles of planning and resources durable marketing tourism Training the Supporting employees the local economies Involvement of local communities and consulting the participants Figure 1. Principles of durable tourism Source: Dinu (2005) The role of tourism as factor of durable development is conclusively expressed by a few recommendations of WTO: all the participants in tourism development should protect the natural environment in order to assure the continuous economic development, generating equity in the fulfilment of present and future generations' needs and aspirations; all forms of tourism development which help preserving

8rare and precious resources, particularly water and energy, but also avoiding as much as

possible the

3waste production should be encouraged by national, regional and local authorities; planning in time and space the flow of tourists and

of visitors in order

3to reduce the pressure of tourist activity over the environment, and increasing the positive impact over tourist industry and local population; tourism infrastructure should be designed

in order

3to protect the natural inheritance made of ecosystems and biodiversity, and to

conserve the disappearing wild species; the participants in tourism activities, especially professionals, should agree on imposing some limitations or constraints in their activities when they develop in sensitive areas: desert, polar regions, high mountains, coast regions, rainforests, or humid areas (deltas, swamps), favouring the creation of protected natural areas. According to Vellas (2002), durable development of tourism belongs to the process of planning the activities whose purpose is to avoid any actions affecting the very bases of development, as follows: ecosystems degradation, endangering the cultural patrimony, brutal modification of traditions and people's life style, as well as competition for the access to equipment and infrastructure. Consequently, the main objectives followed by durable development of tourism (Rojanschi, Bran, 2002) are as follows: control of tourist circulation; development and proper equipment of the areas – tourist destinations; diversification of tourist products by introducing new forms of tourism, specialised and integrated in the environment. II. RESEARCH ASPECTS Choosing and formulating the research aspects help explaining the approach of durable development in the field of tourism. For that purpose, we formulated five research questions: (1) What is the meaning of durable development and durable development of tourism? (2) Which are the main types of durability, and how do they interact with each other? (3) Which are the conditions for durable development of tourism, and which are the basic principles of durable development of tourism? (4) Which are the objectives, and what is the role of durable development of tourism? (5) Which are the indicators of durable tourism, and how can be durable tourism quantified in the NE Region? The gathering, the processing, and the analysis of the data involved both a qualitative approach from the study of the documents to the empirical comparative analysis, and quantitative, by systematisation and interpretation of statistical data used for the quantification of durable tourism in the NE Region. IV. DURABLE TOURISM INDICATORS The quantification of durable tourism can be realised with the help of a number of indicators, and the literature proves it. They can ease the knowledge of normal values, of minimal and maximal limits between which the parameters involved must vary. These indicators help us learn about the qualitative state of tourist attractions, the degree in which the visitors' needs are fulfilled, the emphasis of different local economic issues (labour, income), about the biodiversity and the degradation of the ecosystems etc. From another point of view, the indicators of durable tourism are directly related to the definition and implementation of the concept of tourism carrying capacity, which takes into account the following dimensions: ecological, physical, social-perceptive, economic, psychological, or of tourist exchange. The most used method to calculate the tourist carrying capacity of a territory (www.incdt.ro - accessed on the 3rd October 2009) is according to the following formula: Cc = (Sx Kv)/N • Cc - carrying capacity • S - surface, expressed in ha or sgm • Kv - coefficient of correction of the degree of use of the area; • N – norm of use of the area, in ha or sqm /tourist The quantification of tourist carrying capacity can be also realised with the help of some indicators describing quantitatively and qualitatively the economic, social and environmental impact of tourism development (Surugiu, 2008), as follows (for example – North- East Region): ? Ecological conservation indicator: Table 2 Calculation of ecological conservation indicator for the North-East Region Location Surface of protected areas (ha) Total surface (ha) lec Romania 2,020,785 23,839,100 0,085 NE Region 49,183.6 3,685,000 0.013 Bacău 9,884.7 662,100 0.015 Botoşani 3,223.8 498,600 0.006 laşi 5,036.4 547,600 0.009 Neamţ 25,800.2 589,600 0.044 Suceava 4,959.2 855,300 0.006 Vaslui 276.3 531,800 0.001 Source: Development plan for the national territory, section III and subsequent additions (processed data), INS According to the data from table 2, 8.5% of the surface of the country is represented by protected areas, and in the North-East Region they cover just 1.3% of the territory. We can see that the protected area of

the counties is not significant, only Neamt County (4.4%) and Bacău County (1.5%) register an ecological conservation indicator higher than the regional average. ? Overcrowding indicator or tourist density indicator loc=number of tourists / total surface Table 3 Calculation of overcrowding indicator for the NE Region (2006/2012) Location Total surface (sgkm) Total number of tourists 2006 (thousands) 2012 2006 loc Tourists/sqkm 2012 Romania 238,391 6,216 7,653 26.07 32.10 NE Region 36,850 678 735 18.40 19.95 Bacău 6,621 118 95 17.82 14.35 Botoşani 4,986 26 35 5.21 7.02 laşi 5,476 153 186 27.94 33.97 Neamt 5,896 141 145 23.91 24.59 Suceava 8,553 211 237 24.67 27.71 Vaslui 5,318 29 37 5.45 6.96 Source: INS - processed data We see in table 3 that both in the country, and in the NE Region, the indicator of overcrowding had an ascending trend, except Bacău County, and in laşi County the degree of requirement of natural surface is higher than the national average and the regional one (situation applicable also for Neamt and Suceava counties). Consequently, there is a more intense requirement of the area, especially that the pressure over the environment is higher if we take into account the residents, the families who have second residences in the area, and the unregistered tourists. ? Environmental protection indicator lp=number of tourists / surface of protected areas Table 4 Calculation of protection indicator for the NE Region (2006/2012) Location Surface protected areas (sqkm) Total number of tourists 2006 (thousands) 2012 2006 lp Tourists/sqkm 2012 Romania 2,020,785 6,216 7,653 3.08 3.79 NE Region 49,183.6 678 735 13.79 14.94 Bacău 9,884.7 118 95 11.94 9.61 Botoşani 3,223.8 26 35 8.07 10.86 laşi 5,036.4 153 186 30.38 36.93 Neamt 25,800.2 141 145 5.47 5.62 Suceava 4,959.2 211 237 42.55 47.79 Vaslui 276.3 29 37 104.96 133.91 Source: INS – processed data According to the data from table 4, the protection indicator corresponding to the NE Region and to the component counties is higher than the national average. We can see that in Bacău, Botoşani and Neamt counties it is lower than the regional average. The pressure over the protected areas is the more important as they are more fragile, needing a special attention; the pressure from the According to the data from table 5, in the North-East Region only 1.3% of the working population develop their activity in the field of tourism, less than the national level. As we can see, only in Neamt and Suceava counties the number of? Indicator of the density of tourist infrastructure tourists only brings a negative impact over the biodiversity of the protected areas. ? Indicator of the population working in tourism lpo=(no. of persons working in tourism / total no. of working persons in economy) *100 Table 5 Calculation of the indicator of the population working in tourism for the NE Region (2006) Location Population working in tourism (thousands) Working population (thousands) Ipo (%) Romania 134.0 8,469.3 1.6 NE Region 16.3 1,246.2 1.3 Bacău 1.9 224.2 0.8 Botosani 1.5 151.1 1 Iasi 4.0 291.7 1.4 Neamt 3.7 196.0 1.9 Suceava 4.2 239.2 1.8 Vaslui 1.0 144.0 0.7 Source: INS – processed data the population working in tourism is higher than the national and regional average, which is explained by the development of agritourism and rural tourism in the area. ldti = No. of tourist accommodation places/ Permanent population Table 6 Calculation of the density of tourist infrastructure for the NE Region (2001/2006/2012) Location No. tourist accommodation places Permanent population ldti Places/person 2001 2006 2012 2001 2006 2012 2001 2006 2012 Romania 277,047 287,158 301109 22,408,393 21,584,365 21355849 0.012 0.013 0.014 NE Region 16,971 18,968 24200 3,836,835 3,732,583 3700695 0.004 0.005 0.007 Bacău 3,554 3,188 3613 706,623 721,411 710926 0.005 0.004 0.005 Botoşani 1,326 753 1096 452,834 456,765 442416 0.003 0.002 0.002 laşi 3,198 3,314 3530 816,910 824,083 835045 0.004 0.004 0.004 Neamt 2,989 4,121 5586 554,516 567,908 557981 0.005 0.007 0.010 Suceava 5,034 7,012 9447 688,435 705,730 708764 0.007 0.010 0.013 Vaslui 870 580 928 455,049 456,686 445563 0.002 0.001 0.002 Source: INS - processed data According to the data from table 6, in the Immigration=migration of labour / local North-East Region and its components, tourist population infrastructure is lower developed than the national one, only Suceava County is getting close to the national average. ? Indicator of the local working population lwp=no. of accommodation places/ local working population Table 7 Calculation of the indicator of the ratio of accommodation places to working population for the NE Region (2006) Location No. tourist accommoda tion places Working population

(thousands) lwp (places/pe rsons) Romania 287,158 8,469.3 33.91 NE Region 18,968 1,246.2 15.22 Bacău 3,188 224.2 14.22 Botosani 753 151.1 4.98 lasi 3,314 291.7 11.36 Neamt 4,121 196.0 21.03 Suceava 7,012 239.2 29.31 Vaslui 580 144.0 4.03 Source: INS – processed data According to the data from table 7, we can see that the number of the accommodation places per working person in the North-East Region and in the component counties is lower than the national average, and in Neamt and Suceava counties it is higher than the regional one. ? Indicator of the density of tourist circulation in peak periods Density of tourist circulation=no. of tourists/no. of inhabitants (in peak periods) Table 8 Calculation of density of tourist circulation for the NE Region (2006/2012) Location Total number of tourists (thousands) Permanent population Density of tourist circulation Tourists/inhabitant 2006 2012 2006 2012 2006 2012 Romania 6,216 7653 21,623,849 21,355,849 0.29 0.36 NE Region 678 735 3,732,583 3,700,695 0.18 0.20 Bacău 118 95 721,411 710,926 0.16 0.13 Botoșani 26 35 456,765 442,416 0.06 0.08 Iași 153 186 824,083 835,045 0.19 0.22 Neamt 141 145 567,908 557,981 0.25 0.26 Suceava 211 237 705,730 708,764 0.30 0.33 Vaslui 29 37 456,686 445,563 0.06 0.08 Source: INS – processed data According to the data from table 8, we can see that the density of tourist circulation in the North-East Region is lower than the national average, and that only in Suceava County, in 2012, it is higher than the national one. We can say that in the North-East Region there is no important tourist flow to affect the local population in a special way. In conclusion, in our opinion, the quantification of tourism effects through these indicators is important for better understanding the tourist phenomenon and its implications, in order to implement the best measures, policies and strategies for the protection, development and promotion of tourism. Conclusions. We consider that, due to the attention and support it received, durable development of tourism is still a subject of intense debate, with no consensus in what concerns its definition and practical applicability. No matter of the opinions of several researchers and analysts, durable development of tourism represents the dominant approach regarding the administration of the relationship between tourism and environment, based on an ensemble of principles and objectives which had been adopted almost unanimously, with the purpose to minimise the negative impact of tourism over the environment. In what concerns the durable tourism indicators, they offer the possibility of monitoring the impact of tourism over the environment of a tourist destination. This is necessary, because uncontrolled development of tourism could reach a limit over which the increase, the use, or the change could not appear at some point, or they would not be allowed, and after this threshold, the destination would not be the same as before. The final conclusion is that quality tourism should be based on both respect for the environment, and efficiency of tourist activities. Bibliography, 1. Albu, R., G. (2007), Evaluarea potentialului turistic în perspectiva dezvoltării turistice durabile, Transilvania University, Brasov 2, Andrei, R., Gogonea M., R. (2007), Commensurability of tourism with the vision of sustainable development, Journal Revista de Turism No. 3, pp. 48-53 ISSN 1844-2994 URL http://www.revistadeturism.ro 3. Ardelean, A., Maior, C. (2000), Management ecologic, Servo-Sat, Arad 4. Barlet S., Collombon, J., M. (2004), Approches de quelques definitions in Tourisme solidaire et developpement durable, du Gret, Paris 5. Bănacu, C., S. (2004), Analiza pe ciclul de viaţă economic – ecologică al produselor între utilitate şi necesitate, Management, Economia, 1/2004 – www.management.ase.ro/reveconomia/2004 6. Buttler, R., W. (1991), Tourism, Environment and Sustainable Development, Environmental Conservation, Vol. 18 7. Cămășoiu, C. (1994), Economia și sfidarea naturii, București, Economică 8. Cămășoiu, C. (coord.) (1994), Economia și sfidarea naturii, Economică, București 9. Chemnasiri, N., THE DEVELOPMENT AND PROMOTION GUIDELINES OF ORGANIC FARMING FOR SUSTAINABLE TOURISM: CASES IN THAILAND, HTTP://WWW.REVISTADETURISM.RO/INDEX.PHP/RDT/ARTICLE/VIEW/81 10. Daly, H., Cobb, J., B. (1989), For the Common good, Beacon Press, Boston 11. Dinga E. (coordinator) (2006), Surse de finanțare a dezvoltării durabile a României, Romanian Academy, National Institute of Economic Research – Centre of Financial and Monetary Research "Victor Slăvescu", Bucureşti 12. Dinu, M. (2005), Impactul turismului asupra mediului – indicatori și măsurători, Universitară, București 13. Duguleană, C. (2002),

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