

COMPARATIVE STUDY ON THE MANAGEMENT OF SUSTAINABLE TOURISTIC DEVELOPMENT IN BRASOV AND BRUSSELS COUNTIES

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Abstract

For decades, tourism has experienced steady growth and has strengthened its role in the economy, turning into a real industry that generates annual revenues exceeding 1.3 billion \$ and created more than 260 million employments. With such performance, there is a pressing need to turn our attention to all the advantages and disadvantages that such development brings. Specifically, we must consider the impact of the tourism industry upon the socio-cultural, economic and environmental levels, in order to generate solutions that will ensure a healthy and responsible growth, ensuring the future of touristic destinations. To find a balance between the needs of tourists, host communities and the environment, reducing conflict and acknowledging mutual dependence, it takes a special approach in the management of destinations. This study aims to bring light to the need for sustainable development which appeared in today's society and continues the practice of a proper management of destinations, based on a comparison of documented scientific research methods between the two counties, Brussels and Brasov.

Key words: Sustainable development, Tourism industry, Destination management, European Tourism System Indicator.

JEL Classification: L83, O13

I. INTRODUCTION

The post-war period brought the perspective to thrive for economic growth and change, but from the mid-1960s the conventions of continuous growth began to be questioned because growth damaged the natural environment in an irreversible way and thus the environmentalism was born (Bramwell and Lane, 1993, p. 1). Climate change has a vital importance for tourism because its influences on the economic viability of tourist destinations and activities, tourist behavior, and its ramifications for the entire tourism system (Hall and Amelung et al., 2015, p.4).

Internationally, the past 50 years have increased awareness about climatic changes suffered by our planet, affecting not only the environment, but also people and economic activities, the idea that the attention of international organizations should concentrate upon all human activities appeared, in order to rebuild these concerns in a sustainable way and to ensure the future of next generations.

When considering the development of tourism trends worldwide, at least three main conclusions can be drawn about tourism and its potential to reduce poverty:

- Tourism is one of the most dynamic economic sectors in many countries, developed or developing, with a wide range of upstream and downstream effects on other economic activities due to a very large and diversified chain of supply (WTO, 2013, p.17).

- Tourist movements in developing countries or in less developed countries are growing faster than in the developed world, representing now almost 50% percent of all international tourist arrivals. Many developing countries have the resources of an enormous value to tourism such as culture, art, landscape, wildlife and climate, being well positioned to develop tourism as a key sector contributing to growth (WTO, 2013, p.17).
- Tourism in many developing countries and in the least developed is one of the main resources, if not the only one, to attract foreign exchange income and the only viable option for economic development and poverty reduction (WTO, 2013, p.17).

While tourism is a major force in developing, the negative aspects produced by it cannot be neglected.

Tourism is a factor which contributes significantly to increasing climate changes. Currently, about 5% of global CO₂ emissions are mainly generated by transport (WTO, 2013, p.18). In some areas, the waste generated by tourism businesses are treated incorrectly, soil and water pollution becoming significant problems for the local population. Accommodation establishments are using non-renewable and precious resources such as soil, energy and water. In some areas, a resort can consume 10 times more water per person than the local community who use the same resource to coexist (WTO, 2013, p.18). Tourism development in a sensitive area from an ecological point of view and developing industrial activities might cause devastating effects on

biodiversity, by destroying areas of global importance through poor management of the flow of tourists and facilities. Tourism brings negative impacts on local communities, by restricting access to resources, increase crime level, sexual exploitation, social and cultural threats, losing the traditions and local values. While tourism is one of the largest job providers, inhuman working conditions may be encountered often in this industry (WTO, 2013, p.18).

Of all economic sectors, tourism is the most affected by external factors, such as political, ecological, social and cultural factors, which might interrupt for a long period of time or permanently this activity in a certain area.

II. CONCEPT OF SUSTAINABLE TOURISM DEVELOPMENT

The first warning that the international organization gave was to highlight that an economic activity cannot be considered separately from the natural environment where it is performed, was indicated in 1972 in the "Limits to Growth" (Meadows Report) of the Club of Rome. The report highlighted the evolution of five parameters (population growth, impact of industrialization, pollution, food production and trends in depletion of natural resources), a trend which concludes the tragic end that mankind may face if steps are not taken to mitigate the impact of economic behavior (Ispas, 2011, p.16).

The origins of the concepts of sustainability and sustainable development come from the famous Brundtland report of 1987 of the World Commission on Environment and Development (WCED, 1987). Brundtland Report highlighted four principles crucial to the concept of sustainability:

- The idea of holistic planning, cross-sector planning and elaborating strategies.
- The importance of keeping the main ecological processes.
- The need to preserve both valuable human heritage and biodiversity.
- Acknowledging that countyal developments should occur in such a way that it does not reach long-term depletion.

The key words are balance and thinking - it's about predicting the potential consequences before acting precipitately. Additionally, the Brundtland report makes the introduction to the debate regarding the topic of equity - intergenerational equity and international equity - a greater convergence between rich and poor nations to keep the overall system stable (Nastase, p.1).

The precarious balance that humanity has reached in relation to the environment continued to be the main subject of international organizations, hence the first UN Conference on the Human Environment was organized (Stockholm, 1972), which brought to the

fore the work of the World Commission on Environment and Development. The first accepted definition of sustainable development was defined as a "development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs."

Complex issues of sustainable development have become major points of agendas Conference on Environment and Sustainable Development in Rio de Janeiro (1992), Special Session of the UN General Assembly which adopted the Objectives of Millennium (2000) and the World Conference on Sustainable Development in Johannesburg (2002) (Ispas, 2011, p.17).

Tourism depends on the quality of natural and anthropogenic environment, but it may have adverse effects on the environment, local communities, flora, fauna, etc. The concept of sustainable tourism development came as a planning solution in mitigating these negative effects and includes:

- Balanced and rational exploitation of natural and cultural tourism resources to ensure their protection and preservation in order to increase the duration of recovery (Albu, 2005, p.95);
- Creating design projects that are based on reducing the negative impact on the county on which it applies (economic, social, cultural and environmental) (Albu, 2005, p.95);
- Balanced development of all segments of tourism industry in relation to economic policies from other sectors (Albu, 2005, p.95);
- Indicating efficiently the standards for operating plans and tourism planning in terms of environmental impact (Albu, 2005, p.95);
- Monitoring of tourism activity to prevent the adverse effects of the tourism industry, but also to revitalize and redevelop markets and tourist areas;
- Adoption of legislation specific to the needs of the tourist area (Albu, 2005, p.95);
- Support public and private efforts internally and externally to stimulate investment in tourism (Albu, 2005, p.95).

III. THE MANAGEMENT OF SUSTAINABLE TOURISM IN THE EUROPEAN AREA

A destination can be defined as a geographic area that is attractive and has touristic potential to attract visitors / tourists or as an area that has facilities and designed products proper to tourism.

Tourist destinations are the basis for the practice of tourist activity. Eurostat, the EU department for the collection and interpretation of statistical data shows that in 2013 2.6 billion overnight stays were made by

European tourists, average spending per trip is 294 Euros (Eurostat, p.11).

This economic impact is felt in the labor market through increasing taxes, local business development, environmental conservation and cultural preservation.

However, every tourist leaves waste behind him, uses water and energy and has an impact on the communities he visits. Thus, an efficient management of destinations is essential in European tourism so that destinations should be used on long term also by future generations.

For too long, local legal institutions were based on a limited range of statistical indicators such as the number of arrivals of tourists, surveys regarding labor market, the number of tourists overnight stays, the number of accommodation units, in order to monitor tourists activity from a destination. These statistics do not offer a complete picture of the impact that tourism has on the local economy, community and environment.

Although there are many definitions, agenda, principles and countyal strategies, one can say with certainty that there are few tools that can help local institutions to develop harmoniously the tourism from their own areas.

European System of Indicators in Tourism was created specifically for the management of tourist destinations and is a tool that monitors, manages and improves sustainable tourism development of tourist destinations. It was developed by the European Union and it is composed of a set of indicators and a set of data, which bind, gives information and analyzes the performance of the tourist destination, helps in taking the decisions which are ecologically, politically, culturally and socially viable.

The system is flexible one, the basic principle being that the responsibility of a tourist destination, the property right and taking decisions must be shared in a group made up of both public and private institutions that can influence the development of tourist destinations.

The tourism industry has a great perspective of sustainable development and the indicators of the European System of Indicators in Tourism can provide support in building a complete and convincing image to persuade local institutions to fund various projects, increasing in this way a healthy destination tourist.

By using indicators one can make an effective risk management, one can prioritize local and national projects, finding niches that can bring value to the tourist destination, the experience of visitors / tourists will be much improved, cost reduction, support from the local community (EU, p.7).

IV. RESEARCH METHODOLOGY

In treating the topic, in order to reach a deeper and fuller understanding of what means and what are the implications of a conscious tourism development to ensure a future to the next generations, one wanted to

use several research tools in order to accomplish this picture accurately.

In order to sustain the theme, one used secondary data that were noted with references. Secondary data is existing data stored in various forms such as digital databases (numeric order information and statistical data), bibliographic databases (information from magazine articles, documents of institutions) and full text databases (the full text of various documents provided by various sources newspapers, magazines, annual reports of companies).

V. ANALYSIS OF THE CURRENT STATE OF BRASOV AND BRUSSELS COUNTIES

The counties chosen for analysis, Brussels and Brasov are antithetical, with different tourist potential, being at extreme intervals of development. A county is an administrative unit of the territory in which one or more big cities reside. In the study, the county refers to the cities of Brasov and Brussels and regions that are administratively assigned to their areal. If we say about Brussels that it is a developed county in terms of tourism for which the sustainability of tourism, and not only this, it already has a history and a future mapped out very well. Brasov is in the stage of tourism development, a good time in which one can act into a "green" direction in order to ensure a future for the next generations, traditions and customs, the environment (being a natural or an anthropogenic environment).

In order to have a general understanding of the two counties, their stage of progress towards sustainable tourism development, but also in order to facilitate their comparison, one used indicators from the four pillars on which the European system Tourism Indicators is based on, namely:

- Destination management;
- The economic value;
- Socio-Cultural Impact;
- Environmental impact.

Destination management assumes to have the tools and policies needed to support the sustainable management of tourism of a destination.

In Romania, from a legal standpoint, nationally, the protection and sustainable development of the environment is closely monitored by the state institutions, environmental law is a vast area made up of countless acts (judgments and orders of the Government, orders issued by different authorities, EU regulations, etc.), which are mandatory and to which Romanian citizens and institutions on its territory are subject of compliance with legal and compliance rules.

- Out of these acts, one recalls some of the most important (<http://legeaz.net>): Government Decision 1268/2010 on the approval of the protection and management of historical monuments listed in UNESCO World Heritage List, the Government Emergency Ordinance no. 57/2007 regarding the status of protected natural

areas, preservation of natural habitats, flora and fauna, approved with amendments and completions by Law no. 49/2011, the Government Emergency Ordinance no. 47/2000 regarding some measures for the protection of historical monuments that are part of the World Heritage, Government Emergency Ordinance no. 43/2000 on the protection of cultural heritage and the archaeological sites as areas of national interest.

- So in pursuit of a harmonious development of economic and environmental development strategies, the following development strategies for the county of Brasov have been completed or are being implemented (<http://addjb.ro>):
- Development Strategy of the county of Brasov horizons 2013-2020-2030 seeking a more efficient commitment and a long-term to answer to challenges of sustainable development, having as stated objectives: environmental protection, social equity and cohesion, economic prosperity and respect international commitments.
- The project "unforgettable cultural experience in the heart of Transylvania".
- The project "historic facade" in order to diversify the cultural offer in Brasov.
- The annual project "Let's do it Romania!" - Cleaning waste from forests and giving instructions on the importance of protecting the environment.
- Nature Reserve Project "Bison Valley".

Also in the sustainable development of a destination, the Association of Ecotourism in Romania has developed and introduced a certification system in ecotourism since 2006 and it is known internationally as one of the most comprehensive evaluation scheme in ecotourism. Currently, the certification system "Eco Romania" is recognized at European level, AER being part of the working group that drafted the European Standard Certification in Ecotourism (European Ecotourism Labelling Standard), a project which aimed at harmonizing the different certification systems in Europe and at the recognition of the existing ones.

In Brasov county, there are eco-certified accommodations by AER "Eco Romania", among them being: the pension and travel agency Carpathian Nature Tours, The Country Hotel Harman, "Grandmothers House" in Bran, "Casa cu Zorele" in Crit, Moroșel Pension, etc.

From a legal standpoint, in Belgium, protecting the environment derives from EU laws and directives or orders are applied which are afterwards implemented as national laws. The main schemes that serve to protect nature are (<http://us.practicallaw.com>): approving environmental authorizations that combines pollution prevention and control, related to license issues and waste management, nature conservation, wildlife and

habitats, environmental impact assessment (Directive 97/11/EC) from building a refinery to the infrastructure and appearance of the buildings, each project must include measures to protect the environment and the impact it has on it.

Regarding sustainable development strategy and environmental tourism, Brussels created IBGE-BIM, Brussels Institute for Management of the Environment, the institution responsible for the environment, nature and energy in the county of Brussels and which implements strategies to protect and promote the environment. Its projects and strategies include (Institut Bruxellois, 2012):

- The project "Clean Up Day européen" - project for cleaning streets, parks, public places, etc. in the capital by encouraging citizens to participate and fight against pollution.
- Issuance of building permits in relation to the laws for the protection of nature.
- The project for relocation of industries from Brussels' county and includes eco building construction, environmental information centers rethinking environmental impact etc.
- Brussels Sustainable Economy Project that contains the definition of the vision and strategy for Brussels along with a strategic plan and actions to define green areas of the city, water, eco-foodstuff, waste management, organic chemistry and biotechnology, sustainable construction.

La Clé Verte or Green Key is an eco brand, which is addressing to tourism establishments through which it aims to promote sustainable tourism. La Clé Verte is an international program recognized and supported by the World Tourism Organization and UNEP (United Nations Environment Programme).

In Brussels, 35 tourist accommodation units bear this mark having as benefits: savings in water, energy and waste, a visibly better environment for visitors and employees, marketing advantages, strengthen tourism activities by taking responsibilities that extend outside the accommodation.

Through the correct analysis of the economic indicators of the pillar Economic Value, one can follow the contribution of tourism to support the local economy in the analyzed county.

So the volume and value of tourism are critical to sustaining the economy of a county, it is important that indicators such as the number of accommodation facilities for receiving tourists, the number of overnight stays of tourists in the tourist county, the number of arrivals in tourist accommodations, employment in tourism to be taken into account and watch over through the years in order to implement strategies that will unlock the potential of the tourist area.

In terms of the number of structures of accommodation facilities that receive tourists, one can observe a clear difference between the two analyzed counties, Brussels and Brasov.

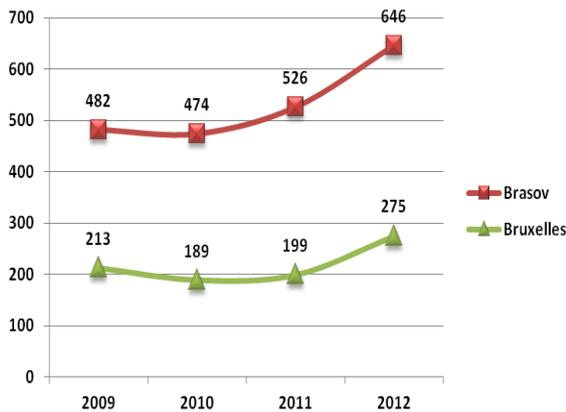


Figure 1. Tourist receptions with functions of tourist accommodation during 2009-2012

Due to an extended area of Brasov County compared to the one of Brussels, about 1,369 square km opposed to 161 square km, one can underline an increased number of structures with functions of tourist accommodation facilities. Moreover, the increased number of tourist structures may be an evidence of the diversity of tourism that we meet in Brasov county compared to the one of Brussels, the last county being focused more on weekend tourism, cultural and business, while Brasov, apart from these ones, offers as well forms of religious tourism, sports, mountaineering, ecotourism, etc.

However, when one looks at the number of arrivals of tourists from one county to another, one can actually realize the real level of each county's tourism, its development, its popularity as a destination, and of course it brings economic values.

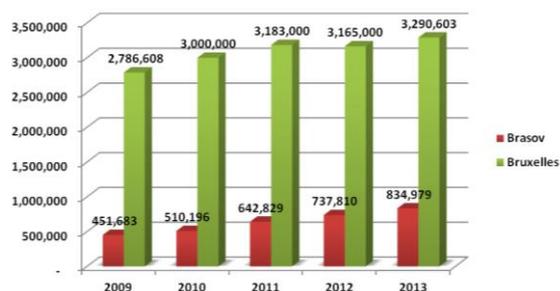


Figure 2. Arrivals of tourists in touristic establishments during 2009-2013

In 2013, the number of arrivals in Brussels county has brought an increase of 4% over the previous year and an increase of 3% since 2011. The growing conditions in this county are normal considering the fact that Brussels is a county which is in the stage of maturity, the up-coming years are important for local and private authorities to keep steady growth, but also to seek ways in which to refresh tourist market bringing extra value and extra income from this industry.

Overnight stays in the establishments of tourists' reception with functions for tourists in Brasov County was in 2013, compared with 2012, an increase of 18%.

Upward trend has remained as it was, from 2010 to the end of last year an increase of overnight stays increased by 38%, which indicates the great potential of Brasov area from year to year, not recording a decrease, on the contrary.

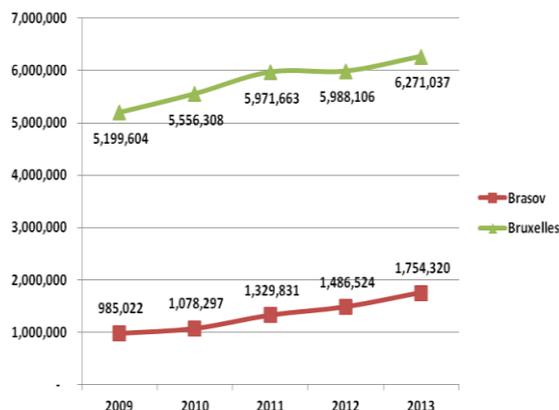


Figure 3. Tourists overnight stay in the establishments during 2009 - 2013

Overnight stays in the establishments of tourists' reception with functions for tourists from Brussels county was in 2013, compared with 2012, an increase of 5%. In Brussels County, the strategies should aim to maintain the number of overnight stays, tourist arrivals being a priority.

The average length of stay, calculated by dividing the number of overnight stays made to the number of arrivals of tourists, Brasov County indicates that over the five years analyzed, kept the average 2.07 over the four years, the area being preferred by tourists especially for weekend party. However, one can see an increase of 0.09 percentage points in 2013 compared to 2012, increasing the chances that these destinations would be preferred in the future and that they will gain more popularity among tourists.

Table 1. - Average length of stay in 2009 – 2013

Average length of stay	2009	2010	2011	2012	2013
County Brasov	2.18	2.11	2.07	2.01	2.10
County Bruxelles	1.87	1.85	1.88	1.89	1.91

The average length of stay shows that Brussels County is growing, but the county is preferred for city-break holidays for 2 days. The percentage registered by hotels and restaurants in all national economic activities is one of 3% in Brasov for 2012. The percentage is relatively due to a high seasonality of this tourist destination, the biggest wave of tourists being during the winter months.

The tourism potential of Braşov County in terms of economy is very high one, maintaining the growth trends, and therefore it emphasizes the major impact that tourism will play in the county's economy. Hence the perspective of looking towards the development of sustainable tourism to maintain an upward trend, but

also to protect what actually constitutes Brasov as a tourist area for other generations.

In 2012, the percentage that hotels and restaurants have in all national economic activities is one of 7% in Brussels county, a percentage that does not bring any surprise being given the fact that in this tourist destination the average length of stay is about two days, the destination being more a transition point to France or England, business tourism and weekend tourism being the most common forms of tourism.

Brussels County has a strong tourism industry, which has already reached maturity, the destination is now in a phase of overloading, increases are no longer significant. Being the number of tourists or the number of nights, the percentages of increase are about the same, the county needs tourism recovery strategies in order to begin to support tourism and attract tourists.

Socio-cultural impact is expressed by indicators that highlight the effects of tourism on the local community and cultural heritage destination.

Rich tourist offer of Brasov County allow the practice of many forms of tourism such as mountaineering, cultural and religious tourism, sports tourism, scientific tourism theme, eco, business tourism and conferences.

Socio-cultural impact in a county can be analyzed by observing the number of people in that county and the number of tourist arrivals in Brasov county, the number of tourists exceeds the population rate of 600,352 people with approximately 235,000 tourists arrived in 2013. The impact is not yet worrying because it can still maintain a ratio of 1: 1 per square meter, but taking into account an increased evolution regarding the number of tourists, the question arises when the number of tourists will double and will take over the existing population, the effects would be disastrous not only socially but also in terms of the environment, be it the natural or cultural elements.

Gender equality in the workplace is a key element in the sustainable development in terms of social impact. A healthy society can develop harmoniously as long as it provides equal development conditions for women and men.

Gender equality in terms of employment in tourism Brasov County is approximately equal to 51% of seats occupied by females representatives and 49% males representatives.

Disabled access in tourist accommodation establishments and facilitating them to practice tourism is a mandatory condition for the development of society, primarily, and the development of tourist destination as one which is accessible to everyone, which facilitates access and offers equal conditions for all types of visitors.

As forms of practiced tourism, Brussels County include the following forms: cultural tourism, business tourism and conference tourism, events, sports tourism.

With a population of 1,154,635 inhabitants it can be said that Brussels is crowded with tourists, every citizen being awarded to a ratio of 1: 3 tourists. Such

agglomeration may cause socio-cultural conflict between locals and tourists, but Brussels County is well known for its multiculturalism, the population structure is a mix of people from other countries that came and settled in the capital. Moreover, overcrowding is questionable considering the average stay, of 2 days, which may appear most likely on weekends.

Gender equality in terms of employment in tourism for Brussels County is approximately equal to 44% of seats occupied by females representatives and 56% males representatives.

Brussels County is engaged in several projects to facilitate disabled persons to have a normal life whether it comes to travel or everyday life. Associations such as Voir et Streaks Brussels, ARAU, Arkadia.be, Le Bus Bavard, Itinéraires and Pro Vélo organize touristic itineraries for people with disabilities in order to facilitate their travel itineraries to visit the Belgian capital during the year, offering guides, adapted financial support, special transport to tourist destinations, specialized assistance.

In terms of environmental impact, indicators focus on the elements that are critical to the sustainability of the natural environment in the tourist county.

Mountains and hills represent almost half of the county of Brasov, is a great resource that offers one of the most intact biodiversity in Europe, and a number of tour packages based on the attractive nature with exceptional diversity. In these circumstances it is important that the impact of tourism on the elements to be regulated by the public institutions in order to provide security for the future of these areas.

Therefore, we find reserves and natural monuments representing touristic attractions, that are monitored such as: basalt columns from Racoș, reserve Piatra Craiului, Reserve National Park, Mount Tampa, bison reserve from Buzau, bear reserve in Zarnesti, etc., a third protected reserve will to established: Piatra Craiului National Park.

In Brasov there are 19 environmental and tourism associations with local public institutions participating in sustainable development projects to ensure a clean future for the next generations.

With numerous parks, gardens and forests, Brussels has for each local citizen 27 square meters of green space, being the greenest capital in Europe. Be it the garden Mont des Arts or the park of Brussels, the county abounds in green tourism activities such as hiking, trips to organic farms, walks in the gardens of the royal domain Laeken, in Brussels port, etc.

VI. DATA ANALYSIS AND INTERPRETATION

In terms of legislation, one can easily see that both counties have a strong legislative framework regarding the protection and preservation of the environment. What is to be noted, and we have such a perspective for Romania, is that Belgium focuses on environmental protection in a more careful and active

manner. Projects cleaning, waste management, training of the population, removal of the industrial area from the town towards the adjacent area, involving of public or private institutions in ecological projects, how to grant building permits to not destroy the historic harmony of surrounding buildings, all of these are pros so it is important to look like it is a standard to such types of movements and to adapt them to our economic, social and political environment.

Efforts to "green", to ecotourism are noticed in Romania, especially in the studied area, Brasov, in this county one can identify the largest number of units with certification for ecotourism.

Initially, it is important that these efforts should be permanently supported and promoted constantly by public institutions, involving meanwhile both public and private institutions in order to bring Brasov County where a sustainable tourism is a feasible fact and mandatory in everyday actions.

From an economic perspective, Brussels county in terms of tourism in an area of harmonization, it's tourism potential is already developed, strategies for the county must be directed not only to preserve this ascending line, but one has to search ways in which the potential is led to tourism niches. Brasov County is in the stage of tourism development, the flow of tourists increases every year, the number of overnight stays, average length of stay keeping the positive trend.

For the future, it is important to look both the growing of the tourist county of Brasov with its impact on the natural and human resources dedicated to tourism, taking as an example the evolution of tourism development in Belgium, which has already reached the developed stage, now it is moving towards conservation and environmental support out of which its potential flows.

With a rate of 7% compared to the 3% for hotels and restaurants in the indicated professions, internationally (indexed COR), Belgium has brought its few forms of tourism to a higher level, but the tourism potential of Brasov can easily overcome this level if all market players focus their resources on understanding and on the fundament of a healthy development targeted to all types of tourism.

As a socio-cultural impact, it is worth mentioning the positive development of both counties to protect the environment, encourage people with disabilities to live a normal life, gender equality in the workplace. It is important that not only these aspects to be monitored and traced over time, but to set the direction in which a healthy environment is built on healthy principles, in which the rights of our environment where we live and the people who built it to be in harmony and according to each individual needs in order to prevent further disasters.

In terms of environmental impact, the effort of Brasov County is notable towards a bigger protection, but also a promotion of tourism in fragile ecosystems. Brussels, not having such natural potential, is focusing on improving the quality local people life. Both

counties, however, are noted for their efforts to ensure a balance between nature and mankind.

In conclusion, counties can be viewed from the perspective of Maslow's pyramid built through the eyes of tourism. If Brussels has achieved economic, environmental, political and social vision of tourism, now it begins a journey in which it can continue to support the same objectives in a sustainable, "green" for the future. The target of Brasov County is to achieve the same objectives that can be realized just by starting to build a vision of "green" from the beginning to evolve in the same time and to achieve its potential in a healthy manner.

CONCLUSIONS

Man, by nature, will want to ensure to his children, to himself, to his loved ones a safe environment where resources will always be available, in which his and the other's development is possible. We can already observe selfishness in these actions. We often do not think about what effect brings an action or another when it happens, we only expected the benefit without taking into account the disadvantages that could occur around us. Briefly, we seek that one thing which fully satisfy our immediate needs, and by our way of being, this cycle becomes intense and repetitive until a disaster breaks this cycle.

Nowadays, we can see, without having to access a specialized study, the effects of greed into our development: increased waste, melting glaciers, the quantity of fish in the oceans and seas is diminishing, poor quality of food, genetic engineering, various diseases which appear. Having all this in mind, the man realized that he is the one that shortens his life and he started various steps in order to stop the less good effects of an immediate development.

Tourism industry, as a factor of growth of an economy, is an industry that uses natural and human resources directly from one area to bring cash flow into local and national economy of a country. Looking the uptrend on which this industry started, and looking behind us to the disastrous effects produced by other industries, it is important that for helping, tourism should continue to be the pillar of the economy of a country and should brings benefits to the sustainable development.

The case study chosen for research, comparing Brasov and Brussels counties, was chosen from the perspective that, namely Brussels county is a top tourist destination that reached maturity. So we can look at tourism development in the county, we see the effects over the years, the measures taken by them to reduce pollution, increasing flow of tourists and we can apply the strategy to Brasov county. This one is in an increase regarding the number of tourists, accommodation, tourism investment, and can therefore act at the same time in order to achieve sustainable tourism development.

Brasov, as shown above, has the potential and the means to achieve a development of tourism towards a sustainable approach, therefore we must consider to adjust the existing laws and regulations, the agreement of different public and private institutions to accept and apply the idea of a sustainable tourism destination.

The tourism industry is one of the most prolific industries which can develop and bring sustainable economic performance while sustained over time and it is mandatory that we focus on this sector as it provides a safe and healthy way by which a country can develop in a simple, easy and secure manner.

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