PROPOSAL FOR CLASSIFICATION THE ECO-GUESTHOUSES ON THE ECO-ECONOMIC PRINCIPLES

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REZUMAT. Elaborarea unui nou model de dezvoltare din societatea umană înseamnă schimbarea vechilor concepte, în special cele economice și alinierea acestora la specificul de management de mediu și condițiile crizei actuale. Am analizat din componentele de bază ale conceptului de dezvoltare durabilă: economia și protecția mediului. Aceste componente sunt, de asemenea, puncte de plecare pentru domeniul eco-economie, care trebuie să elaboreze mecanisme, criterii, instrumente, modele care pot fi luate în considerare într-o viziune economico-ecologică de dezvoltare a societății. Dezvoltarea unei eco-economii rurale depinde de viziunea globală a resurselor naturale și de o înțelegere mai amplă a restructurării economice din noțiuni și concepte necesare pentru a realiza această viziune. Evaluând condițiile preliminare pentru acreditarea pensiunilor ca eco-pensiuni, rezultatele obținute vor permite formularea unor propuneri pentru emiterea unei serii de norme metodologice de clasificare a structurilor de primire cu funcție de cazare turistică de tipul eco-pensiuni.

Cuvinte cheie: eco-economie, ecoturism, dezvoltare durabila, turism rural, agro-turism

ABSTRACT. Elaborating a new development model of the human society means changing the old concepts, particularly the economic ones and aligning them to the specific of the environment management and the conditions of the actual crisis. We analyzed to of the basic components of the sustainable development concept: on the one hand, the economy and on the other environmental protection. These components are also starting points for the eco-economy domain, which has to elaborate mechanisms, criteria, instruments, models that can be taken in consideration in an economic-ecologic vision of development of the society.

Developing a rural eco-economy depends on the global vision of the natural resources and on a broad understanding of the restructuring of economic notions and concepts needed to realize this vision. Evaluating the preliminary conditions for accrediting the pensions as eco-pensions and the results obtained will allow formulating some proposals for issuing a series of methodological norms of classifying the reception structures with the function of tourist accommodation of the type of eco-pensions.

Keywords: eco-economy, ecotourism, sustainable development, rural tourism, agro-tourism

1. INTRODUCTION

The eco-economical principles are essential elements when deciding to transform an agro-tourist pension into an eco-tourist pension. Ecotourism creates jobs, sustainable development alternatives, and a well defined image that can be used in marketing the local, regional, or national products. By implementing adequate marketing strategies, we promote, together with the interested tourism agencies, a realistic and attractive tourist product. We propose some classification criteria useful for implementing the eco-pensions in the Romanian rural tourism. Alongside norms regarding the use of ecological building materials, of unconventional sources of energy, the use of biotechnologies, the conservation of biodiversity, the guide will also include menus, traditional recipes for valorizing the ecological food products, and leisure activities in protected natural areas.

2. METHODOLOGY

Evaluating the preliminary conditions for accrediting the pensions as eco-pensions was done through field enquiry and survey. The survey will comprise data useful in the quantitative and qualitative analysis regarding the evaluation of the natural capital, clean technologies, ecological agriculture, economy of natural resources, the evaluation of the ecological impact and strategic eco-marketing, in order to identify the pensions with eco-tourist potential. Ecotourism offer advantages by being more compatible with the traditional way of life than other forms of tourism. We consider that the results obtained in Sibiel village can be multiplied by disseminating them among the specialists in this field. Ecotourism creates jobs, sustainable development alternatives, and a well defined image that can be used in marketing the local, regional, or national products. Sibiel has been chosen because it holds the “Golden Apple” trophy for the hospitality of the people and the well established agro-tourism. Evaluating and directing the activities from the field of tourism in relation to the ecotourism criteria allow the exploitation of local natural and economic resources through the certification of eco-tourist products, the certification of destinations and accommodation structures, in order to guarantee the eco-tourist quality. On a medium- to long-term, the eco-tourist pensions in Sibiel, once certified, will become polarization...
centers for the rural tourism activity. The integrated approach and the possibility to use the methodology of selection, elaboration, and application in the eco-pension of various results that regard the food biotechnologies will represent an opportunity for a future access to the post-adherence structural funds for the sustainable development of the Romanian village. The eco-pension is an important link in the chain ecological agriculture – ecological food – conservation of biodiversity bio and eco-economic development.

3. RESULTS AND DISCUSSIONS

Finding optimal alternatives between economy and environmental protection depends on the decision-makers’ ability to choose and use the financial-economic instrument adequately to an effective promotion of the actions for environmental protection. The financial instruments that can be used, whose efficiency has been verified in other countries are: taxes that can be promoted as tax differentiation; subsidies to encourage the change of attitude and to grant funds for stopping pollution, deposit redemption. It is the results’ problem and the economic consequences of sustainable development. From this point of view there is no long term experience in the enforcement of the concept. Such consequences can be understood without having a certain level of certainty and without being finished: improvement service quality, evolution of large sectors of consumer energy and resources towards “cleaner” technologies and less resource users; the development of new types of approaches, jobs, activities; cutting down the resources and environment emergencies and mostly of their outcomes (Spânu Simona, 2011).

The notion of sustainable development supposes the accomplishment of interdependence between the three main ways of reaching this: education, scientific research, political activity. Underlining the fact that most of present problems regarding the environment are determined by the individuals way of life and solutions are found both by transforming the social conditions and the changing the way of each persons life. Most important are economical and political structures responsible for the determination of the so-called inequity, intra-generations that of the major difference between lower and higher strata which have been emphasized starting from development of the actual global crisis. The population growth is the main pressure on the environment and the imperative of survival is being translated through the obligation to satisfy the need of this huge population. (Bogdan A. T., 2010)

Under the present conditions of the world economic recession we must rethink such notions and try to find adequate solutions to continue the sustainable development even under the conditions of diminishing financial results. The new development depends on the previous experience of people and governments of the ability to interpret the present, of the multiple difficulties our present peoples confront with. The technical substantial base of this development will be a new technical way of production. One of its fundamental characteristic is the tallying on the so called ‘soft’ technologies – biotechnologies – and the narrowing up to eliminating the ‘tough’ ones as far as their use has polluted some geographical areas. The problem is not exactly to know the volume of growth but that one referring to the kind of growth that has been looted for and accomplished.

Taking place under the conditions of limited resources and mostly those that are not recycled the process of economic growth is not a continuous set of circular fluxes where the poles are production and final personal consumerism. This means that on one side the economic development is addicted to the environment. On the other side any economic activity entails problems between nature and economy, man and environment. If energy within a certain source might be infinitely used there would be no more economic activity therefore there would be no economy.

Free energy is the energy used to obtain a certain economic asset. After its degradation its transformation into rubbish, free energy changes into linked energy.

In a world in which the economy demands are forcing the limits of the natural systems to rely on the distorted signals of the market to guide the decisions on the investments is a certain way to disaster. Converting the economy into an eco-economy is a major challenge. Building an eco-economy will affect “every corner of our life” (Brown L., 2001).

In an ecologic vision, tourism finds to be within a tight interaction with abiotic elements, biotic elements, antropic and economic, social, cultural elements of the environment. The current evolution of tourism is characterized by the profound renewal of the world touristic offer especially by developing a new array of touristic products, both by a qualitative and quantitative point of view.

Four general factors determine and influence directly the touristic activity: the quantitative and qualitative value of touristic resources; the general economic growth, which mostly influences jobs and incomes; the exchange rate, which determines the evolution of the purchase power of residents and non-residents; the reparation which determines the purchasing power of clients.

These factors mainly rely on exploiting the natural and cultural resources with touristic shades. All touristic activities determine in time and space potential effects on the environment, health or social system. All these influences together are being expressed through the notion of impact.
Tourism, more than any other domain, relies on the environment; this represents its “raw material”, its object and domain of activity and tourism deployment being its main frame carrying the resources. Tourism is being carried out through the environment and its quality can favor or on contrary, touristic activities.

The tourism-environment relationship has a special meaning, the development and protection of the environment representing a sine qua non condition of tourism, any alteration of it can cause damages also to the touristic potential by diminishing or even canceling its resources. The touristic potential as part of the environment, the existence and development, on its quality, therefore considered a possible quality index for its environment, in other words, a barometer of its quality; it is intensively used in those areas in which the adequate requirements are met and it is diminished and gradually removed in those areas in which, for various reasons, a certain component of the environment, such as the scenery, air, or water is degrading (Glăvan V., 2003).

The economic effects of tourism – estimate income, jobs – are easily emphasized while ecological effects cannot be qualitatively measured rather than quantitatively. Besides the fact that it is a source of income and jobs, tourism is also a source of satisfaction, for people inhabiting touristic areas (Nicula V., 2010).

The protection of the environment and of the touristic heritage is greatly influenced by the ecological awareness of the population and its respect and love of nature, historical, artistic and architectural heritage. Education in the protection of the environment and touristic potential is interdisciplinary; it is a continuous process and an integral part of education in general. It includes the main issues of protection from both a global and regional perspective and examines the economic development and growth in relation to environmental protection, focusing on local, regional and national co-operation for an adequate approach to pollution-related issues.

The promotion of a “green” ecological tourism requires the involvement of several decision-makers. First the state, through its economic development policy, through its durable development strategies, provision of high-quality services so as to reduce excessive and inadequate exploitation of cultural and natural heritage. Green tourism involves the improvement of the infrastructure, the rural-urban development, the use of non-conventional sources of energy. Moreover, an effective marketing policy is required, as well as a macroeconomic development able to prevent excessive exploitation of a specific area. The opinion of the local population with reference to the development of touristic areas is equally important (Spănu Simona, 2011).

The green tourism will facilitate the efficient use of resources, of the available labor, for the mitigation of inter-regional imbalances, a complex means of diversification of national economies.

The concept of durable tourism has become increasingly popular at a microeconomic level through the promotion of green tourism. The actors of the industry of hospitality and travel have become increasingly sensitive to environmental issues. Few are those who support the idea the economic activity does not influence the environment. On the other hand, more and more managers and employers in tourism admit that natural resources have a great economic, actual and potential value if they are adequately handled (Nicula V., 2008).

Developing a rural eco-economy depends on the global vision of the natural resources and on a broad understanding of the restructuring of economic notions and concepts needed to realize this vision (Antofie Mihaela, 2010). Concerning the classification of some agro-tourist pensions from Romania (from the actual system with flowers or daisies) like eco-tourist pensions (on could adopting a system with acorn or something else), it is necessary to harmonize the existing system with international models (Swedish, Austrian, Swiss,
German, French, and Italian) in order to adapt the methods and techniques of implementing an eco-pension to the local ecotourism, by taking into account the character and traditions of the Romanian tourist village.

The use of the expertise and results of the research for the specialists in ecology and food industry will enable the implementation of food biotechnologies, the preservation of biodiversity, and the development of eco-friendly economic activities, including ecological agro-tourism.

Evaluating and directing the activities from the field of tourism in relation to the ecotourism criteria will allow the exploitation of local natural and economic resources through the certification of eco-tourist products and that of destinations and accommodation structures, in order to guarantee the eco-tourist quality. The food products obtained in the household through ecological farming and stock raising activities could be valorized as traditional products and ecologically certified, in accordance with the effective legislation (Iagăr, Pompilica, 2010). The eco-economical principles are essential elements when deciding to transform an agro-tourist pension into an eco-tourist pension. Ecotourism creates jobs, sustainable development alternatives, and a well-defined image that can be used in marketing the local, regional, or national products.

4. CONCLUSIONS

By implementing adequate marketing strategies, one could promote, together with the interested tourism agencies, a realistic and attractive tourist product. In the same time, we shall elaborate a guide which will contain short studies, destined for the administrators of pensions, useful for implementing the eco-pensions in the Romanian rural tourism. Alongside norms regarding the use of ecological building materials, of unconventional sources of energy, the use of biotechnologies, the conservation of biodiversity, the guide will also include menus, traditional recipes for valorizing the ecological food products, and leisure activities in protected natural areas.

The marketing of ecological tourist services (accommodation, food, and leisure) that blend tradition and environmental protection will allow the sustainable development of the area. Ecotourism is the best practice for tourism in a sustainable environment. Adopting ecological technologies requires a systematic effort in formulating eco-economic policies, especially for restructuring the traditional agricultural activity. Sibiel has an old tradition (before 1989) and, more recently, holds the “Golden Apple” trophy for the hospitality of the people and the well-established agro-tourism.

Eco-certification is more and more present in many of the fields of economy, including for identifying products with high ecological potential. The tourist product offered by eco-pensions can be a promoter of green tourism. The systematic construction of public support for changing the mentality implies an intelligent and concerted effort, developed with the help of well-informed citizens. Ecotourism contributes to preserving the environment and to supporting the well-being of the local population. Eco-pensions will represent a green model, focused on the strategy of the four R’s (Reduce, Reuse, Recycle, and Reexamine), by using eco-economic systems, procedures, and strategies.

The eco-pension is an important link in the chain ecological agriculture – ecological food – conservation of biodiversity bio and eco-economic development.
5. ACKNOWLEDGEMENTS

This paper was cofinanced from the European Social Fund through Sectoriale Operational Program Human Resources Development 2007-2013, project number POSDRU/89/1.5/S/63258 “Postdoctoral school for zootecchnical biodiversity and food biotechnology based on the eco-economy and the bio-economy required by eco-san-genesis”.

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