

Priorities and strategies of sustainable development for tourism in the North East region of Romania

Ștefania Bodolcă, PhD candidate
e-mail: bodosca.stefania@yahoo.com

Prof. Puiu Nistoreanu, PhD
e-mail: puiu.nistoreanu@com.ase.ro

Candidate's background

I graduated the Faculty of Commerce in 2009 at the Academy of Economic Studies Bucharest, general average 9.57 and pursued a Master of research at the Faculty of International Relations, International Economy and European Affairs with a general average 9.10. Scholar of the University Nice Sophia Antipolis 2013.

My areas of research and academic interest are rural tourism, sustainable development, community engagement in environmental decision-making, environmental sustainability strategies, emerging businesses and tourism enterprises. I was an intern for 4 months at the European Institute of Romania in the department of Analysis and European Studies.

Brief presentation of the research project

At present moment, all sectors of the tourism industry have embraced sustainable practices, which have proved in time that can contribute at the increase of profits, diminish the costs in some cases or it can represent the best interests of the local, regional or national community. The most efficient modalities that can facilitate changes in tourism are with the help of business, public policies and consumers behaviours in tourism. Therefore, the motivations of companies that run businesses in tourism and the authorities involved, should be connected to the capacity of subsidize by their actions to a equilibrate and healthy economy, both on short and long term, to produce new jobs, to generate revenues but as well of protecting the region/area that is regarded from socio, cultural, historic, of the natural resources and from the point of view of the locals and tourists.

The first part of the research points out the principals for a sustainable development of tourism and refers with prevalence at the tourism industry. It will contribute at the establishment of a plan of identification, evaluation and analyse of some strategies, a plan that will sustain and will enhance the activity of the policy makers from local and regional level but as well of the companies that activate in the field of tourism, especially rural tourism. The research brings in question and examines diverse modalities through which the sustainable development in tourism can be practiced (through conservation and the rational use of natural, social and cultural resources). It includes the reduction of over-consumption and waste, protecting natural resources, social and cultural diversity, integration of all parties involved in the decision-making process, a qualified staff that can put in practice the principles and a responsible marketing of tourism. One of the problems that appear when the concept of sustainable development is put in practice is the lack of an exact methodology general accepted for measuring this phenomenon. A modality with which it can be realized is with the help of indicators.

Keywords: *competitiveness, plan actions, strategy, benchmarking touristic zones, sustainable development*

Research methods

The research methods utilized are the theoretical research in the purpose of identifying the key problems related to sustainable development, rural tourism followed by the documentation and data collection with reference to the evolution of sustainable development but as well of the rural tourism. The research includes the analyse of different problems, benefits and the presentation of the perfect framework for the development of rural tourism. In the first phase, the study uses secondary dates. They are collected from

articles, scientific papers, rapports, official documents tourism strategies and web sites that have to offer information related to the sustainable development in tourism. The thesis is divided into six chapters, starting with presenting the study, motivation and reasoning research undertaken and a summary of the framework issues raised. The second chapter deal with the concepts outlined terminology and does a review of the literature on sustainable development in tourism, the development of regional/local tourist areas, rural tourism and strategy. The third chapter describes the purpose of the research objectives and hypotheses, provides research methodology, details the research methods and examines the ethical considerations related to this study.

The fourth chapter analyses the context of the social, economic cultural and geographical history of the North-East region of Romania and the strategies adopted so far for the promotion and practice of a sustainable tourism. The fifth chapter identifies the main problems of the North East region in terms of economic, socio-cultural and environment and outlines some priorities and strategies for sustainable tourism development. The research will be based both on information gathered in the field and on responses to two questionnaires in the study area. The results of research will be shared in two parts: 1. quantitative assessment with regard to socio-economic and tourism in the region, 2. qualitative assessment, which resulted from the interpretation of questionnaires. The last chapter will provide conclusions.

Research outputs and their implementation

I am preparing an article to be sent to *ACADEMICA TURISTICA – Tourism and Innovation Journal* (a peer-reviewed journal). As well, I am making research with intention of writing an article for the **Tourism Management**, Research, Policies, Practice (Impact Factor: 2.571, 5-Year Impact Factor: 3.552 Imprint: ELSEVIER, ISSN: 0261-5177). My area of research is connected with the progress made during the last 12 years in the North East region of Romania from the point of view of the strategies implemented so far.

Considering that, I will be for a semester in Lithuania, with an Erasmus scholarship I intend to participate at the International conference held by the Vilnius University, Economics Economic Science for Rural Development.

Auxiliary elements that may support the research

Bibliography

1. Billington R. D., Carter N., Kayamba L., *The practical application of sustainable tourism development principles: A case study of creating innovative place-making tourism strategies*, Tourism and Hospitality Research, 2008 Vol. 8:1, pp. 37-43
2. Gladwin Thomas N., Kennelly James J., Krause Tara-Shelomith, *Shifting Paradigms for Sustainable Development: Implications for Management Theory and Research*, The Academy of Management Review, Vol. 20, No. 4 (oct., 1995), pp. 874-907
3. Lélé M. Sharachchandra, *Sustainable development: A critical review*, World Development, Volume 19, Issue 6, June 1991, Pages 607-621
4. Lane Bernard, *Sustainable rural tourism strategies: A tool for development and conservation*, **RIAT** Revista Interamericana de Ambiente y Turismo. Volumen 1, numero 1 (Agosto 2005), Interamerican Journal of Environment and Tourism
5. Naghiu Alexandru, Vazquez Jose Luis, Georgiev Ivan, *Rural development strategies through rural tourism activities in Romania: chance for an internal demand?*, International Review on Public and Nonprofit Marketing, June 2005, Volume 2, Issue 1, pp 85-95