

Methods of approaching the management of tourist destinations through the prism of the sustainable development

Gabriela Nicoleta Diaconescu, PhD candidate

e-mail: gabriela132@rocketmail.com

Gabriela Stănciulescu, PhD

e-mail: cecilia.stanciulescu@gmail.com

Candidate's background

I graduated in 2009 the Faculty of Economics of the University of Pitesti, and in 2011 I completed a master's degree in Business Administration Trade, Tourism and Hospitality Services, with overall average 9.13.

As the area of interest I have chosen to study the issue of sustainable development from the perspective of tourism, I believe that this issue is important for every consumer to travel, Tour Operators, state institutional, cultural and local community, as participants of tourism process.

In a more personal approach, I considered the sustainable development as topical, it is actually a call to business ethics, morality in our relationship with the environment and humanity in the deepest sense.

Brief presentation of the research project

The paper will be the scientific basis underlying the patterns of integration at all levels of responsibility they economic, technological, social, cultural and environment within the structures that make up the tourism – in business and education through awareness of the impact actions of people as individuals, materializing in behaviors that can negatively or positively influence quality of life.

Elements of sustainable influences imbalance tourism (economic, environmental, social and cultural), discovering sustainable solutions for a balance between conservation action and the tourism operation is the main objective of the scientific paper. The chosen theme complements previous approaches by creating a link between the local community rights and sustainable development in tourism. It analyzes the impact of tourism activity in the four main pillars of sustainable development: economic, social, cultural, environmental and sustainable relationship between them to establish a long-term tourism development.

Also an essential aspect of research paper is played by the importance of preserving the natural and cultural environment and respect the vision and wishes of local people regarding tourism development in their territory.

In Delta the main form of sustainable tourism is ecotourism, which is targeting the important principle of tourists education by raising awareness.

Keywords: *sustainable development, sustainable tourism, ecotourism, Danube Delta, tourism awareness*

Research methods

Current research involves centralizing data on tourist flows in the Delta and their analysis, implementation questionnaires to verify the hypothesis of the existence of local tourism vision and application strategies adopted so far in sustainable tourism. Scientific research is staged into periods corresponding to the chapters of scientific thesis.

Collection of data on the current situation of tourism in the Danube Delta is made by creating a database from online source of hostels and accommodation facilities then with the data from the field.

Data interpretation – knowing cause-effect relationships of tourism phenomenon.

Communication of results – synthesis and centralizing data in tables, graphs, diagrams indicating the periods studied, the sample studied.

Drawing Conclusions – solving scientific problems found, checking assumptions, presenting the final outcome of the research.

The methods used to obtain the necessary data are sampling, interviews, focus group, with specific tools (questionnaires, interview sheet).

1. Documentation concerning the Danube Delta from the point of view of the natural, cultural and tourist potential implicitly;
2. The exposition and the presentation of theories concerning the sustainability in the tourism area, the calculation of evaluation and quantification indicators of the tourist activity and the interpretation of the results, referring to the evaluation standards;
3. The diagnostic of tourism in the Danube Delta: the analysis of indicators concerning the tourist circulation, the infrastructure, the services quality according to the specialty standards, the tourism forms practiced;
4. The Danube Delta – the management of the tourist destination: analysis and interpretations;
5. Establishing a model concerning conservation of the Danube Delta area.

The last stage is represented by the finishing of the research paper: publishing and presentation

Research outputs and their implementation

During 2012-2014, I set the aim to attend 3 conferences, treating the subject of the sustainable development, sustainable tourism and tourist destinations management from the perspective of sustainable development, ecotourism I also set a goal to publish 3 scientific articles within the same period in ISI or CNCSIS certified magazines.

I achieved these objectives; in the remained period I am going to publish one article ISI certified. Anticipated results are linked to substantial research base needs of sustainable tourism in the Danube Delta and the possibilities of achieving these needs.

Auxiliary elements that may support the research

I attended as an auditor to the documentary „Danube Delta almost lost paradise”.

„Danube Delta almost lost paradise” is a information and awareness campaign on biodiversity protection Danube Delta Biosphere Reserve, implemented by Save the Danube Delta Biosphere Reserve Administration in partnership with Delta co-funded by the European Regional Development Operational Programme Environment.

Site: <http://www.romaniapozitiva.ro/bucuresti/video-filmul-delta-dunarii-paradisul-aproape-pierdut-pest-200-de-zile-de-filmare-in-delta-dunarii/>

Bibliography

1. Blancas, Francisco Javier; González, Mercedes; Lozano-Oyola, Macarena; Pérez, Fátima; “The assessment of sustainable tourism: Application to Spanish coastal destinations”, *Ecological Indicators*, Volume 10, Issue 2, (**Revista ISI**), March 2010, Pages 484-492
2. Cheong, So-Min; “A new direction in coastal management”, *Marine Policy*, (**Revista ISI**); Volume 32, Issue 6, November 2008, Pages 1090-1093
3. Gabriela Stănciulescu, „Strategii și politici regionale de dezvoltare durabilă a spațiului dunărean. Provocări pentru turism”, Editura ASE, București, 2004
4. Mirjana Golusin; Olja Munitlak Ivanovic; “Definition, characteristics and state of the indicators of sustainable development in countries of Southeastern Europe”, *Agriculture, Ecosystems & Environment*, Volume 130, Issues 1-2, (**Revista ISI**), March 2009, Pages 67-74
5. Puiu Nistoreanu; Gabriela Țigu; Delia Popescu; Mihaela Pădurean; Adela Talpeș; Mădălina Țală; Cristina Condulescu, „Ecoturism și turism rural”, Editura ASE, București, 2006