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Management of sustainable development in ecotourism. Case Study Romania

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Abstract

The paper presents specific elements knowledge management applied to a current component of tourism in order to provide its sustainable development process. It shows the current status of natural areas in Romania and the development of ecotourism activities in specific geographical areas of relief. The set of policy proposals for recovery efforts oriented ecotourism in how to ensure sustainable development. The purpose of implementing knowledge management in ecotourism is to promote and develop ecotourism by increasing the number of tourists, increase the economy, protect and preserve nature, to ensure long-term contributions. In Romania be it about mountains, rivers or other natural landforms do mention that they have a territory spreading that favour the development of tourism as an industry, sustainable development aims to develop specific strategies for medium and long term oriented in two separate discussion: - Annual growth in the number of tourists visiting Romania, - Providing attractive new locations. The evocation of these arguments is a motivation for the development of ecotourism in Romania. In the present work will present specific issues areas: Danube Delta Reservation, National Park Retezat. Aim of the study is to realize foreign tourists, citizens of Europe, and why not the world of the natural beauties of Romania, and also to create in Romania, in tourism, both in terms of openness to visitors, and in promoting the idea of finding new solutions to promote eco-tourism, and tourists to change attitudes towards the natural beauty of Romania. It outlines the obligations of managers in the field to increase quality ecotourism. Presentation ecotourism benefits and specific objectives and implementation strategies for the development of ecotourism are the objectives of this work. The presentation will open a "window" for the incomparable beauties of Romania.

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1. Introduction

Tourism is the sector with the most dynamic development; sustainable tourism development is a necessity.

Development of tourism activities needs to pay particular attention, firstly, to the quality of the environment through measures aimed at its conservation and development.

Sustainable tourism can be defined as the development of all forms of tourism that respect the natural, social and economic integrity of the environment, to ensure the exploitation of natural and cultural resources for future generations.

There are a number of components in order to develop a strategy for achieving sustainable tourism, namely:

- respect and care for the environment,
- rationalizing the exploitation of exhaustible resources so as to preserve the sustaining capacity of the planet,
- conservation of Earth's ecosystem and human biodiversity,
- establishing possibilities for communities to preserve its environment.

Ecotourism is actually the most valuable manifestation of sustainable tourism. Romania has a unique natural and cultural heritage that can become a special attraction for international tourism, given the current trends worldwide, which target tourism flows to destinations with natural potential tourism. Socio-economic and European integration bring many threats to nature conservation in the Carpathians and Danube Delta, but at the same time offer a series of opportunities.

The development of ecotourism can be considered the main opportunity offered by the current economic context since this form of tourism brings significant socio-economic benefits with minimal investment by using in a sustainable manner the natural tourism potential and is a tool for nature conservation and local sustainable development.

Romania has about 800 protected areas currently covering about 5% of the country.

Most ecotourism destinations are located within or close to these protected areas, such as the Danube Delta Biosphere Reserve, the “paradise of birds”, or Retezat National Park –the oldest park in Romania. It should also be pointed out that in our country there are still un fragmented forests, over a third of the population of bears and wolves in Europe, unique paradise of birds in the Danube Delta, more than 12,000 caves and, last but not least, authentic local traditions such as in northern Maramures and Transylvania. Ecotourism allows valorisation and preservation of this natural capital.

Over time, it became apparent that in order to conceive, to achieve and maintain at an accessible level the ecotourism destinations, relevant investments are needed in the following directions:

1. The need of investment in certain values, which often for investors (in this case private individuals or families) are not available, not even through bank loans. This is mostly because the return on investment in this area is quite slow. Moreover, the Romanian state, along the last twenty-five years has allocated only to a small extent funds for such activities. During the years 2010- 2013 in Romania a timber volume of 73,212 cubic meters was harvested, a deforestation area equalling 600 football fields. In the same period, the state investments in environmental protection, forestry and logging were more than modest: 72.927 lei in four years.
2. Another direction was the legislature. Over the years, taking into account the so-called economic arguments, which favoured certain political groups, and which took advantage of a legal vacuum artificially supported in Romania, important areas were sacrificed, detrimental to the development of ecotourism destinations. The champions of these destructive actions, carried out with the tacit consent of the governments of Romania, were both Romanian national companies (Romsilva) and multinational companies, starting with Holzindustrie Schweighofer from Austria.

2. Retezat Nature Reserve

One of the most important reserves in our country has an area of 20000ha, located in the South West of the county Hundoara.

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