

MONITORING OF TOURISM ACTIVITIES IN TARGU-JIU - WAY OF MAINTAINING REGIONAL SUSTAINABLE DEVELOPMENT

Enea Constanta
“Constantin Brancusi” University of Targu-Jiu
eneacostante@yahoo.com

ABSTRACT:

Tourism is one of the external factors of influence on an area. To minimize adverse effects and to enhance positive ones may be adopted various policies. A basic approach already highlighted, referring to encourage community participation in the tourism sector. Most important ways to enhance economic benefits are strong links between tourism and other economic sectors, encourage employment of local labor, property ownership and management of tourism enterprises by the local and tourist expenditure growth mainly through the purchase of articles of local production [5].

Between tourism and the environment are closely linked. Impact tourism can have both positive and negative, depending on how it is planned, developed and managed. Have taken various measures to protect the environment, such as the development of appropriate systems for utilities and transport, proper use of land and application of principles and standards development, managing the flow of visitors and tourists access their control objectives. Negative impacts of tourism can be minimized through planning, development and proper management. Tourism development should be monitored continuously, and if problems arise, they must be addressed to ensure sustainable development [6].

KEY-WORDS: *economic benefits, local production, impact tourism-environment, sustainability*

JEL CLASSIFICATION: *M31, M54*

1. Introduction

Socio-economic impact tourism can have both positive and negative. However, socio-economic impact is generated by all development and particularly by exposure traditional societies to modern media.

Tourism is one of the external factors of influence on an area. To minimize adverse effects and to enhance positive ones may be adopted various policies. A basic approach already highlighted, referring to encourage community participation in the tourism sector. Most important ways to enhance economic benefits are strong links between tourism and other economic sectors, encourage employment of local labor, property ownership and management of tourism enterprises by the local and tourist expenditure growth mainly through the purchase of articles of local production [4].

To minimize negative socio-cultural impacts are necessary measures: maintaining the authenticity of local art and crafts, providing access to local attractions and tourist facilities, preventing agglomeration attractions, local information on tourism, such as habits and local port, applying a strict control on trafficking and drug use on crime and prostitution if such problems exist in the area.

Although tourism projects were planned with environmental compliance and impact assessment procedure is applied correctly environment, tourism development should be monitored continuously to avoid serious negative impact. Technique currently used is to establish indicators for monitoring environmental effects for each zone or area tourism development. These indicators should be measured periodically and if problems have taken corrective measures. Must be maintained quality tourism product and the product must be revived periodically, so customer satisfaction level to remain high, and the tourism market to maintain dimensions [3].

In some areas it may be necessary even change the tourism product and tourism markets shift.

2. Environmental quality in the tourist area is important both for locals and for tourists on Tg.Jiu

Between tourism and the environment are closely linked in many ways. Many features of the natural or anthropogenic are attractions for tourists. Environment is the raw material for tourism, they consume or partially damaged, depending on the workload and the application of sustainable development also tourism can contribute to environmental protection. Tourist facilities and infrastructure are elements of anthropogenic environment and tourism development and tourist use of an area can generate both positive and negative environmental impacts. The overall level of environmental quality in the tourist area is important both for locals and for tourists.

Tourism development and use of environmental tourism can generate several types of effects on it. If tourism is properly planned, developed and managed, the effects can be positive and appropriate tourism development help [1]:

- Justification for conservation of natural areas significant costs - parks, green areas - as they are tourist attractions;

- Justification settlements archaeological and historical preservation costs as they are tourist attractions;
- Improve the environment of those areas because tourists like to visit places, clean and unpolluted.
- Improving infrastructure for tourism also contributes to a better quality of environment;
- Determining the locals to pay a higher environment, noting the interest of tourists for its conservation.

If tourism is not well planned, developed and managed, can generate several types of environmental impacts:

- Water pollution resulting from the mismanagement of waste water disposal systems and solid waste by hotels and other facilities. Water pollution includes pollution of rivers, lakes and coastal waters through sewer pipes and groundwater due to seepage of waste materials.

- Air pollution resulting from excessive use of vehicles in tourist areas with inadequate systems of internal combustion flue gas.

- Noise pollution resulting from tourism activities and tourists because of vehicles, including aircraft.

- Congestion caused by tourists in areas with major attractions and facilities.

- Unattractive views (visual pollution) resulting from several factors: inadequate design of hotels and other tourist facilities, poor planning Annexes (bad planning land use), using large and unsightly billboards and obstruction beauty- due to the development of tourist facilities.

- Dirty cityscape by tourists and change appearance by writing graffiti and vandalism.

- Destruction of natural areas by overuse or misuse by tourists and inadequate development of tourism.

Coastal natural environment, all major tourist areas are particularly vulnerable to environmental damage.

- Damage to archaeological and historical settlements by overuse or improper use by tourists and inadequate development of tourism.

- Environmental hazards such as erosion, landslides, damage caused by high waves, earthquakes, floods etc. and land use issues, from planning, positioning and construction of tourist facilities inadequate.

Environmental problems can occur in any area. Are the types of negative effects may arise coastal tourist areas.

And minimal environmental impact it merits should be considered in tourism planning. An important basic principle is not exceeded their capacity to support settlements. Other environmental protection measures to be included in the planning, development and tourism management include:

- Development and design appropriate corresponding utility systems water, electricity, waste management for tourist facilities. Energy saving measures such as solar energy and water saving should be incorporated in the development of tourist facilities;

- Development of appropriate vehicles and other transport, focusing on the use of clean public transport systems. Trolleybuses, for example, can be used in resorts and parks. Adequate maintenance of tourist vehicles is important for preventing air pollution and security passengers;

- Capitalization of proper ecological land planning and application of principles, rules, standards development and strict architectural design in tourist areas. Control means the power of advertising and burying pipelines are important in maintaining an attractive environment;

- Providing space, parks and landscape environment according to tourist areas and resorts;

- Carefully controlling the flow of visitors to the attraction goals. In sensitive areas, the number of visitors will be limited or prohibited at certain times or even all year round. Important areas can be used simulation techniques, such as building a replica of tourist attraction with tourists denying access to the original;

Regarding the direct control of the use of attractions for visitors - especially municipal park located where the works of Constantin Brancusi - is important to inform tourists of the controls and what have they applied. If tourists understand what controls are needed, they will support it. It is necessary to monitor patrolling tourist areas attractions use by visitors, preventing tourists if it violates regulations and establish penalties for those who commit serious violations. If the locals get some benefits from tourism in protected areas, they will respect and will not engage in activities such as poaching or conducting agricultural activities in these areas.

Tour operators play an important role in controlling and maintaining the environmental impact of tourism by promoting the proper types of products and tourist activities.

3. Socio- economic effects of tourism on Targu-Jiu

Between the social, cultural and economic, both positive and negative, there is a close relationship. In addition to environmental impacts, tourism planning should take into account the socio-economic effects that could occur throughout the entire planning process, so that benefits are maximized and minimized problems.

Tourism is sometimes criticized for its negative socio-cultural effects, especially in small communities and traditional. Although tourism can cause negative effects, we must recognize that all new development without effects,

including exposure to external influences such as modern media, with newspapers, magazines, radio and television. Citizens who travel outside their country, bringing new ideas and changes in behavior.

Tourism is usually only one of many types of development and external influence which produces effects in a particular field.

It is important to understand all kinds of socio-economic effects, how it can cause the positive and avoid negative ones. Positive socio-economic effects relate to the following:

- Economic benefits and improved living standards in a Economic benefits will be measured by:
 - Number of employees and revenue from the tourism sector, both direct from hotels, restaurants, travel agencies, retail stores, and indirectly, the supply sectors, such as agriculture, fishing, and handicraft production in different sectors manufacturing and construction. There are also employment generated by expenditures made by employees directly and indirectly, for example in retail shops.

- Stimulating local investment by creating local tourism businesses and developing skills for employment in the tourism sector.

- Exchange gains nationally.

- Contribution to government taxes, including local if local taxes related to tourism. These fees can be used to improve community facilities, services and local infrastructure.

- The multiplier effect of tourism, serving as a catalyst for the expansion of other local economic activities.

- Improving infrastructure that serves the local community, funded in part by tourism.

- Conservation of cultural heritage of an area. Cultural heritage, including dance, music, theater, crafts, costumes, customs, traditions, ceremonies and other cultural patterns, may be in danger of extinction due to modern development. Because these cultural patterns are major attractions for visitors, tourism provides a justification and financial support to help their conservation. Furthermore, tourism contributes to the maintenance of museums, theaters and other places and cultural activities that are used both locals and tourists.

- Locals are proud of their culture, seeing that tourists are interested and want to know. Maintaining the formation of dances and songs Doina Gorjului is evidence of appreciation by local traditions and etno-culture.

- There will be cultural exchange between tourists and residents, informing each other about each other's culture. They can lead to understanding and tolerance and peaceful relations between people coming from different cultural backgrounds.

Negative socio-economic impact refers to the loss of potential profit if tourism is not closely related to other economic activities in the area, the most important being the production of goods and services used in tourism. If services are rendered, and sights are owned and run by people from outside the area or locals are employed in tourism, can record both loss benefits local tourism and rejection by locals. If it is developed and systemic, tourism can lead to increased land prices and local products.

It also can create economic distortions labor, if tourism is concentrated in a few areas without corresponding development (of any kind) other areas of territory or attract people from other areas of activity, such as agriculture. Reliance tour of an area can lead to a decline in other areas, economic activities and trade imbalance.

Uncontrolled development of tourism can impact sociocultural negative [6]. Concentration local attractions can be rejected by the locals, who can not benefit from them. Excessive commercialization of local arts and crafts can lead to loss of authenticity of dance, music and artistic values in general. "Demonstration effect" to imitate tourist behavior patterns and clothing, especially the young, can cause social problems and loss of cultural identity. Misunderstandings and conflicts may arise between locals and tourists because of differences in language, customs, religious values and behavioral patterns. Tourists can be irritating and may make a negative impression about the area, they are bombarded by constant marketing and sellers of goods and services. Local social problems related to drugs, alcoholism and prostitution can be exacerbated by tourism, although tourism is not the main cause of these problems.

An important overall planning to increase the positive and reduce the negative is to encourage community involvement in tourism. Local people should understand tourism, to participate in decision-making for planning, development and management of tourism and be able to benefit from tourism. It is also important to promote certain forms of tourism, to match social and natural environment of the area. Medium and large resorts are advisable in certain places, and developing small scale is better suited elsewhere, while in urban areas it is advisable intensive development of tourism. One important tourism policy is to develop tourism gradually, gradually, allowing locals to adapt over time and makes it possible to reduce environmental and social impacts and creates the opportunity to remedy the problems that arise.

A basic policy regarding tourism, increase local benefits. establishment of strong cross-links with other sectors. Tourism should make full use of local production of goods and services: building materials, decoration and furniture, art and craft, local transport services. In fact, the use of local goods and services can make tourism in an area more attractive to tourists in terms of education, giving them the impression that they were in a unique and original. Programs must be such as to encourage cross-links.

It may be necessary, for example, improving the quality of agricultural products used in the tourism industry to provide a quality level of products. However, imports of goods from other parts of the country or region is sometimes necessary and unavoidable to create appropriate quality tourism product. However, tourism can greatly benefit the area, even though some goods and services are imported.

It is also important to seek ways to encourage local participation in the ownership and management of tourist facilities and services by providing low-interest loans and other facilities to local investors, and offer their advice for start-ups in tourism. However, large-scale tourism, it is necessary to resort to external capital and management if there are not enough resources locally. Tourism activities should be prioritized hiring local people and would be necessary to apply special training programs so that they work efficiently. If there is potential and access roads, tourism should be encouraged in disadvantaged areas where there are problems with lack of economic activities and jobs [6].

Receipts from tourism can be increased by various methods. Tourist Area can provide opportunities for trade, by producing handicraft and especially articles of clothing. The number and variety of local attractions and tourism activities can be expanded as local tourist circuits, leading to increased length of stay and expenditure of tourists. Sometimes, this can be achieved by simply informing tourists about the variety of circuits and their facilities provided to them.

Other approaches on strengthening positive economic impact and decreasing the negative impacts are [9]:

- Maintaining the authenticity of dance, music, theater, arts and mouths meșteșu local traditional areas through training programs and quality control.

- Provide access to local attractions, the establishment of measures to lower taxes for them, free for locals on certain days, discounts for students and seniors groups.

- Establishment of organizational and control of the use of attractions for tourism, so as to avoid overcrowding tourist attractions.

- If local revenues are reduced, it is necessary to establish rates lower accommodation and other facilities for locals.

- Informing locals about tourism (Programs Information / public awareness) and their tourists about local customs. (Code of tourist behavior).

- Architectural hotels and other tourist attractions which reflect the local architectural style and integrate into local environmental cultural environment.

- Selective marketing technique will be attracted tourists segments will respect the environment and cultural traditions and will be interested in knowing them.

- Perform a strict control of drug trafficking and, of crime, prostitution and prostitution of children, especially if they are current or potential problem area. Tourists should be warned about visiting areas with high rates of crime.

- Control relationships between tourists and local vendors of goods and services. Can develop handicraft markets in tourist areas, where vendors are able to rent premises at low prices.

The newly established tourist areas, it is necessary to establish socio-cultural programs to enable a systemic approach to tourism and help maintain cultural values. At the same time, these cultural values can become tourist attractions.

4. Conclusions:

The permanent monitoring of tourism in tg-jiu involves

- Domestic tourism's sustainable development;
- Developing projects and opinions on draft laws related to national tourism;
- Initiating and promoting performing studies substantiating the recovery of carrying out internal tourism potential;
- Working with central and local government bodies, scientific institutions and specialized in domestic and foreign NGOs in specific areas of activity;
- Ensuring rational use of tourism resources and compliance with conservation and environmental protection areas and tourist resorts;
- Correct classification of tourist accommodation;
- Development, approval and recording of itineraries and travel products under the law;
- Providing, within skills, health information specialist in tourism businesses, tourism associations, individuals and local authorities;
- Participation in professional documentation, congresses, seminars, symposiums and other activities organized at national and international level;
- Participation in joint bodies, the verification and compliance with licensing tourist activity, examines and solves the limit abilities, complaints regarding the quality of services provided;
- Large application regarding the tourism information systems;
- Monitor record tourist traffic;
- Soliciting businesses in the tourism industry to present established reports and statistical reports on their activities;
- Participation in developing and implementing business plans current and future in the field.

Maintaining the sustainability of the tourism sector requires maintenance and sometimes improving the quality of tourism product, tourism attractions, facilities, services and infrastructure. Physical fitness attractions, facilities and

infrastructure is essential for tourism activity in good condition. Effective management ensures that the quality of services.

The existence of quality standards of tourism, customer satisfaction levels are maintained at a high level and enhanced tourism market

Achieving sustainable tourism in the city of Miami requires cooperation between all parties involved. Local authorities, national government departments of tourism, the tourism private sector companies, NGOs and even tourists have responsibilities in achieving sustainable tourism. Tourism industry, particularly through trade associations should play a key role in maintaining the high quality standards of facilities, the implementation and monitoring of environmental protection measures in respect of local cultural traditions and in bringing tourism benefits local communities. Tourists have become more sensitive to environmental and social issues have an important role in the selection of facilities and services they require and respect for the environment and community when traveling.

It is important for local authorities to establish a strong tourist office, led effectively, with adequate funding and a professional team motivated and competent to perform management functions in tourism. Lack of Targu Jiu Tourist such an obstacle in promoting tourism in the city of Targu Jiu, especially the image of Constantin Brancusi, in his works in this city. NGOs are becoming increasingly active (Gorjul Integrated Tourism Association, Pro-Brancusi, Endless Column Foundation in Tg. Jiu Constantin Foundation Brâncuși), especially in tourism development and conservation of monuments and can provide strong support sustainable tourism.

BIBLIOGRAPHY:

- [1] Neacsu N., *Tourism Economy - Case studies. Regulations*, Uranus Publishing House, Bucharest, 2002.
- [2] Nedelea AI, *Tourism marketing policies*, Economic Publishing House, Bucharest, 2003.
- [3] Nistoreanu P, *Tourism management*, ASE Publishing House, Bucharest, 2002.
- [4] Nistoreanu P, Dinu V. and Nedelea AI, *Production and marketing of tourism services*, Didactic and Pedagogical Publishing House, Bucharest, 2004.
- [5] Nistoreanu P and Tudorescu N, *Tourism services management*, Ed Cargo, Turnu Severin, 2002.
- [6] Stanculescu G. and staff, *Regional strategies and policies for sustainable development of the Danube area* AS.E. Publishing, Bucharest, 2004.
- [7] *** Hall Targu-Jiu, Local Agenda 21, Sustainable Development Local Plan Targu-Jiu, http://www.ncsd.ro/documents/local_agenda_21/AgLoc21_TgJiu_rom.pdf
- [8] *** Development Strategy Tg-Jiu, http://www.cjgorj.ro/strategia_de_dezvoltare/tg-jiu1. M. Ioncica and tertiary sector development strategies, Uranus Publishing House, Bucharest, 2004.
- [9] *** Development strategy has a socioeconomic County Gorj www.cjgorj.ro/.../Strategia%20socio-economica/strategie%20dezv%20...
- [10] www.prefecturagorj.ro
- [11] *** Data taken from Regional Operational Programme 2007 – 2013
- [12.] *** Under the National Spatial Plan