

MACROECONOMIC IMPACT OF TOURISM AND THE DEVELOPMENT OF SUSTAINABLE TOURISM

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Abstract: Sustainable development is a global and systemic orientation focusing on conceiving, promoting and guaranteeing such an evolution that meets two major requirements: the first requirement refers to the growing satisfaction of the needs of present generations, the second requirement implies not having a negative reaction to the possibilities of meeting the needs of future generations. In the economy of a country the effects of tourism are generally analyzed starting from their link with the objectives of the entire economic system. The interdependence between tourism development and economic growth is natural because it involves the demand for goods and services that would otherwise not be produced or delivered.

Key words: tourism, enterprise, shareholders, creditors, capital

INTRODUCTION

Tourism has become an important sector of activity in most countries and around the world since the last decades of the twentieth century and all trends show that it will continue to grow in the future. Parallel to this growth, there is a diversification of tourism products and destinations.

A complex phenomenon with multiple implications in all sectors of the national economy and on culture, education and international relations, tourism is one of the characteristics of contemporary civilization, being at the same time the consequence of political, economic, socio-cultural and technological mutations.

Through its defining features and content, tourism is a factor in stimulating economic and social life in countries that practice this activity.

Thus, it represents the largest economic business in the world, with over 2 thousand million \$ in revenue, the entire tourism industry (national and international tourism), contributing roughly 12% in the world gross profits.

Due to its nature and as a result to its interference and synthesis branch character, tourism has an important driving effect, of stimulating production in other areas such as food and agriculture, construction, cultural and educational services, road and air transport, automobile construction, photographic production, etc.

MATERIALS AND METHODS

Developed differently from one region to another, from one state to another, tourism is a good alternative for economic growth. Many of the world's states are trying to develop this branch of activity because of the beneficial effects it brings, and the competent bodies are implementing policies and programs to stimulate tourism.

RESEARCH RESULTS

This increased awareness of the economic impacts of tourism has been acknowledged along the way so that a number of countries and international organizations have been involved in developing relevant techniques to measure the economic impact of tourism.

Held, McGrew and Goldblatt[9] state that while independent travels are relatively widespread, all the tourists who travel abroad must use the services of many companies, large and small, domestic and international, which organizes and coordinates travels and tourism.

Cristureanu[4] referring to the heterogeneous tourist offers shows the ways of perceiving each of its components in terms of their own categories of tourists determining the existence of a variety of tourist submarkets. Thus, the entire tourist market has the characteristics of a fragmented market.

Cristureanu[4], as shown in the literature, shows that tourism consumption covers the entire hierarchy of needs mentioned in Maslow's model. Tourist consumption extracts the main determinants from all levels of Maslow's pyramid.

Kotler[10] present an inter-relationship of dynamic factors comprising of simultaneous analyses of tourism specialization: labor productivity, dynamics of human labor and the production of investment goods (as an expression of the rate of technological progress and economic development) and dynamics of free time or spending leisure time as an expression of the size and dynamics of tourism demand.

Tourism[11] is a segment of the service industry, but specifically the application of marketing in tourism was done long before the conceptualization of marketing services.

Costi[6] appreciates that information is a communication, a message that transmits meaning about objects, people, events, processes and intentions.

Bogdan[1] states that financial management is a subsystem of the general management of the enterprise with the purpose of ensuring the necessary financial resources, their profitable allocation and use, increasing the value of the enterprise and the security of the patrimony.

Cristea and Pirtea[5] state that in order to realize and appreciate an investment project, from an efficiency point of view, it is done by assessing the cash flows released by it, and by estimating them.

According to Buckley et al.[3], foreign investments have positive effects on firms in emerging markets, but other studies[8] have not been able to demonstrate with certainty the existence or absence of such effects.

Brezeanu[2] states that through fiscal policy, states must be careful not to increase too much fiscal pressure in an attempt to maximize tax revenues, as opposing the increase in mandatory taxes can be manifested in many ways, generating adverse phenomena and processes.

1. Tourism categories

Tourism categories are distributed as follows [7]:

From the point of view of the way of hiring and paying tourism consumption, the tourist traffic can be:

- unorganized, which implies an absolute autonomy of the tourists who hire their travel benefits on the way and directly to the providers and pay the value of the consumption as it unfolds;

- organized, which involves paying a global price to a trader who hires the voyage;

- semi-organized, combining features of the other two categories;

From the point of view of the degree of mobility of the consumer we have:

■ itinerant tourism, where the tourist covers a certain route, stopping at short intervals of time in different tourist localities;

■ travel tourism assumes the full realization of the consumption at the tourism destination for a longer period of time depending on the motivation of the tourist and the return to the place of residence;

Residential tourism involves the realization of holidays in the secondary residences of tourists:

■ depending on the frequency of the tourist traffic:

■ Seasonal tourism, which occurs only at certain times of the year, single season (seaside tourism), or bi-seasonal (mountain tourism);

■ Continuous tourism, which manifests throughout the year;

Depending on the criterion of covering the tourist expenses:

■ on their own tourism;

■ social tourism, where part of the expenses or all travel costs are covered by organizations and institutions, both state and private;

According to the means of transport used, the circulation can be:

■ terrestrial (cars, train);

■ naval (ship);

■ air (airplane);

■ mixed forms;

According to the place of consumption, tourist traffic can be:

■ according to the main purpose of the trip:

■ leisure and recreation tourism;

■ cultural tourism;

■ sports tourism;

■ social tourism;

■ business tourism;

■ political tourism;

■ rural tourism and agro-tourism;

■ eco-tourism, etc.

The macroeconomic impact of tourism

The incentive effects that tourism development has in the national economy are materialized in a significant increase in production output, as a result of both the production increase in tourism industry and that generated by industries directly or indirectly involved in the creation of the tourism product.

A very good illustration of these effects is offered by the share of domestic and international tourism in the creation of the gross world product.

For the population, the tourism expenses represent expenses above the ones related to the satisfaction of the elementary needs, thus tourism being the instrument for regulating the money circulation.

With its help, our state brings back some of the population's savings, while acting on achieving the necessary balance between the quantity of goods and services offered to the population and institutions and the solvable demand of buyers.[12]

Tourism's contribution to GDP is increasingly important and growing, both as a tourism "industry" and as a tourism "economy".

CONCLUSIONS

The impact of tourism activities in the world economy can be identified to the extent in which it is seen as a system in which each national economy is an important component for ensuring a harmonious functioning, tourism is seen as an essential element of capitalizing the economic potential in both developed countries as well as in developing countries. These considerations are based on the multifunctionality of tourism and its importance in relation to:

- diversification of economic structures;
- capitalization of resources;
- increasing national income;
- creating new jobs;
- stimulating investment;
- reducing inflation.

International service exchanges have, in recent years, increasingly attracted the attention of analysts of the contemporary international economic scene that is circumscribed to their role as a globalization factor for the global economy, with the whole arsenal of consequences for national development strategies and, integration into world economic structures.

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