

Modern Trends In Tourist Entrepreneurship

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Abstract: *The authors aim in this paper to identify the possibilities to improve the tourist activity by measuring indicators. Recent research on highlighting the influence of tourism on the economies, societies and culture of various countries stipulate that it should be encouraged, even if there are notices some cases which result in the exploitation by rich countries, issuing tourist resources of the receiving countries, thus claiming a review of the terms to perform the tourist exchanges.*

At the level of the economy of a country, the effects of tourism are analyzed in general, starting from their connection with the objectives of the entire economic system. The interdependence between the development of the tourism and the economic growth is natural as it triggers the demand for goods and services which would not have been produced or delivered otherwise.

Keywords: entrepreneurship, tourism

The Importance of the Tourist Entrepreneurship in the Economic Growth

Recent research on highlighting the influence of the tourism on the economies, societies and cultures from various countries stipulate that it has to be encouraged if there are also found some situation resulting in the exploitation by rich countries, issuing tourist resources from the receiving countries, thus claiming a review of the terms to perform the tourist exchanges.

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The indirect effects of the economic results of some fields of economic activity derived from tourism development consist in:

- Growth of the commercial field;
- Development of the food industry for delivering food products and drinks according to the tourist demand;
- Involvement of the service delivery for the tourists' benefit (urban and interurban transport, post service, internet, telephone, telegraph, hair dressers' parlors, hair styling, repair-maintenance service etc.);
- Development of the sectors providing for the investments of the technical-material premises for tourism;
- Involvement of the sectors providing the general and tourist infrastructure arrangements;
- The cultural-artistic and sports events frequented by tourists coming occasionally or especially for the event.

Tourism development is directly connected to the increase of the living level due to the logical and complete change of the labor force.

The influence of the international tourism on the balance sheet for external payment is deciding, as the commercial balance as constitutive element of it, creates a tight connection between the international tourism on one hand and the commercial balance and the balance of external payments on the other one, by their active or passive balance which set the final balance for the external payments of the involved countries. The increase of influx from the international tourism influences its value size in the external payments balance of various countries. The international tourism finds a comparison element in the volume of the foreign trade from the following considerations:

- The way of origin of the foreign currency in tourism is the equivalent for the amounts resulting from merchandise exports;
- There are countries where the main source of export is the international tourism;
- In most of the countries, there isn't a clear distinction between the international tourism and the traditional export industries considering the importance of this branch in the economies of many countries.

The multiplying effect is not an exclusive attribute of the tourism, as this exists in any chain of companies or persons depending on a producing or service-delivery unit and which blend in various degrees and sectors of the national economy.

In case of the economic effect of the tourism on the overall or regional economic growth, there are three important multiplying effects resulting from the specialized literature:

- The multiplying effect of the tourism;
- The multiplying effect of tourism investments;
- The multiplying effect of foreign trade.

The money cashed from the tourists can be spent few times being distributed in various fields of the national economy, each time generating new incomes until the final withdrawal of the respective funds from the circulation by imports payment, treasury or other reasons.

As higher the number of economic sector benefiting from the visitors' money, as more important are the effects on the gross national product.

In the contemporary times, tourism represents one of the main forms of direct connection between people at national and international levels, and the entrepreneurs in this field have to take seriously into account of it. The tourism satisfy the thirst for information and knowledge, the curiosity, this human treat of the visitors providing more possibilities for knowledge of the objective reality than those offered by publications, prints, and internet.

The tourist entrepreneurship must consider that tourism expresses itself as an active mean of education, of raising the training level, people's level of culture and civilization, favoring the exchange of ideas, stimulating the development of the cultural and intellectual horizon, of inter-relation between the locals and the visitor, thus influencing the dimensions and the structure of the consume.

Tourism contributes in the capitalization of the universal culture, to the preservation and further transmittal of the traditions, customs from various geographic areas.

Trend of the worldwide tourism

The entrepreneur in tourism has to take into account the predictions on the future of tourism, which are based on the exploitation of the various factors' influence, anticipating a continuous growth of this economic sector.

This is caused by the existence and the globalization of some premises, namely:

- Accentuated increase of the worldwide population and, implicitly, the growth of those travelling nationally or internationally;
- The economic growth and the implications on the incomes;
- The extension of the spare time assigned for holidays and weekends;
- Development of the transport means;
- Occurrence of new emerging markets;
- Occurrence of the issues related to environmental deterioration and natural resources.

The overall tourist activity is characterized synthetically by the indicator of global world circulation, evaluated in the specialized literature, to over 5 billion of travels. Within it, according to the statistics, 70-85% represents domestic tourism and 25-30% international tourism.

Predictions on the evolution of the tourism in Romania

Preoccupations of organization of the tourist activity in Romania are known since the 19th century. They belonged to the private initiative of some associations, organizations, societies or clubs. Their concern moved towards the capitalization of the tourist potential of our country and especially to the development of the tourism in the area of the Romanian shore of the Black Sea; their

actions concretized in the attraction of some social categories with material possibilities, in sponsoring the arrangement of constructions of the material tourist facilities on the seaside.

Their activity was carried out before the first world war and between the two world wars; they concretized especially in the building of chalets, road constructions, markings, organization of ski classes, the publication of monographs, almanacs, guides, maps, etc.

During the communist regime, the Romanian tourism knows a new impetus, by involving our country in the international circuit of reception; thus, it appears again the need for coordinating the tourist activity on national level.

The economic analysts assess the real sizes of the tourist movement depending on the available sources of collecting statistic information. However, currently, the tourist statistics do not prove themselves sufficiently comprehensive as they do not comprise reporting on the self, semi-organized tourism, of the rural tourism, and no concrete image on the multiplying effect of the tourism on the visited resorts.

The tourist demand at the level of our country is influenced by the changes occurring in the Romanian society during the last years. The decentralization, the economic restructuring, the inflation, the beginnings of the privatization, the new initiatives in the field of the tourist legislation, the re-directing of the group and individual interests, the new directions of aggressive promotion of the Romanian tourism on the domestic market, and especially of the international one had sensitive and chaotic effects on the social-economic mechanisms and on the individual behaviors.

It is found out that the tourism on the seaside and the mountain tourism represent major points of the Romanian tourism in the last years, being on the top of the first places on the evolution of the destinations.

The value, the diversity, the political, socio-economic transformations led to an evolution of the Romanian and foreign tourists. Thus, analyzing the dynamics of the tourist flows in Romania, their continuous growth is highlighted; in 2017, the number of accommodated tourists represented 77.2% compared to the tourists' number of 2016, of which foreign tourists represented 22.8% compared to foreign tourists accommodated in 2016. In addition, the value of the indicator of the number of overnights increased to 7.1% in 2017.

Modern forms of entrepreneurship in tourism

The statistic reports prove that the tourism development influences largely the economic growth of a country and represents an intensification of the local entrepreneurship. Therefore, the entrepreneurship encouragement and the development of sustainable tourism enjoy both political and funding support.

As for the tourism, the entrepreneurship takes innovative and much diversified forms. The development of the tourist activity relies on its turning into a more attractive one for the potential domestic and international visitors. Certain tourist destinations have been re-vitalized by local entrepreneurs who capitalized the natural and cultural-popular inheritance of the respective area.

The transit tourism made the entrepreneurs to develop accommodation and

restaurants units, as well as tourist stopovers on the main traffic and transport ways. This kind of tourists have the possibility to pleasantly spend some hours by visiting the main tourist sites or the entertainment areas in the towns and their surroundings.

The health or spa tourism developed especially in areas with rest and therapy resorts. The entrepreneurship for this tourist sector gave value to natural resources which are capitalized by the development and diversification of all industrial branches related to balneo-spa resorts or to the thermal beach facilities of local interest.

The tourism for rest, recreation and entertainment represents another sector where the entrepreneurship had impetus during the last years. Thus, weekend or longer stays are offered depending on guests' demand.

The cultural and historic tourism capitalizes the cultural sights of some towns or areas, and the entrepreneurs involved in this economic field consider it more seriously. Adjacent to this type of tourism, the museums and other cultural institutions (theaters, cinemas, philharmonics, etc.) also develop.

Tightly connected to this type of tourism, there is the tourism of conferences. This sector is constantly developing. More often national and international conferences, symposia, scientific sessions are organized, and this field is also under tourist entrepreneurship consideration, which developed constantly the offer by offering thematic trips, visits of the host-towns, and of the surroundings of them.

Considering the process of economic development taking place lately, by the penetration of the foreign capital in the Romanian business environment, the tourism for business constitutes itself as a market segment

in full progress. This materializes into various actions organized by the companies in the area such as fairs, exhibits, seminars, symposia, trainings, while trips, visits, performances, wine tasting or local cooking are organized for the spare time.

The freedom of religious events brought along the development of the religious tourism or pilgrimage. Lately, the tourist entrepreneurship did not avoid this field, the offer being extremely diversified. It is taken under consideration the visiting of some cult sites (churches or monasteries) full of history both at domestic and international levels. Between the religious events, regardless on the cult, an important place from tourist point of view is taken by the yearly organization of pilgrimage at the main cult sites of Romania, and abroad. For international tourism, there are more and more often offers on pilgrimage to Jerusalem and Holy Country, for Greece and other destinations, as well.

There is in full development the scientific tourism. For those interested in studying the nature, Romania gives them the possibility to know the domestic flora, having many protected species in its natural protected areas, reservations and dendrology parks.

The rural tourism or agri-tourism is an excellent development sector for the local entrepreneurs in particular. For those loving the nature, enjoying the silence and the ecological food, the possibility to spend few days in the rural environment in one of the numerous agri-tourist pensions, established during the last years, is given. In addition, there, the tourists have also to possibility to participate actively in the perpetuation of the local traditions, inherited from our ancestors. Especially the foreign tourists are delighted to take part in manual milking of the cattle,

in manual woodcutting or to other activities specific for a traditional household.

The sport tourism is developed in the mountain area in particular, where there are arranged sports facilities meant especially for the winter sports fan. However, recently, there is also the possibility to perform extreme water sports and other sports as well. In this field, the entrepreneurs try to present an increasingly diversified offer in order to satisfy the more demanding claims.

The wish to escape at least for a few hours from the daily stress led to the extension of the demand on mountain tourism and hiking. In the same time, the entrepreneurs saw the profit for such actions, increasingly developing this tourist branch. Thus, there are offers for each and everybody, from the easiest hikes to some very demanding. This way, the most picturesque tourist areas of Romania are capitalized.

The tourism entrepreneurs also target the tourism for hunting and fishing by providing more destinations for them. For the hunting lovers, there is given the possibility to practice such hunting activities, also providing accommodation and meals facilities in the units of the Counties Forestry Departments. Fishing can be practiced on both rivers and lakes in Romania. In addition, a sector in full-development is the arrangement of private units for professional and amateur fishing, having all the necessary utilities.

On one hand, there are identified in Romania numerous elements which could be comprised in the tourist holding as sites with various possibilities as level of interest and of capitalization and, on the other hand, with an infrastructure in rehabilitation process on the main directions.

The ecological impact of the tourist entrepreneurship

The tourist entrepreneurship, just like that from all economic fields, has to take into account the impact of the human activity on the environment and to try to reduce almost to zero the negative effects.

There are to be appreciated the advances at international level towards greater ecological and social responsibility. Part of these changes is due to the development of tourists' ecological awareness, as they look for tourist products enjoying the quality of being environmentally friendly.

Most changes in the tourist industry are motivated by financial reasons, but also by ecological concerns. The deterioration of the environmental quality draws in the leaving of the destination by a great number of tourists having direct implications on the acquired profits of the tourist entrepreneurship. On the other hand, ecologically "cleaner" destinations are more attractive and lead to the increase of the profit resulting from tourist activities.

Numerous entrepreneurs in tourism, and tourist agencies, hotels, etc., as well as investors in other fields, perform actions by which they try to restructure their management and marketing ecologically, by reducing the consume of water, power, by the waste management etc. The concerns on the reduction of the negative impact of the environment on the transport sub-system have a very complex character. The impact of the transport activity may be assessed as a unitary whole causing pollution, the destruction of the ozone layer or the acid rains or individually for each of the transport categories. This is the reason why, ecological transport alternatives are offered especially in the field

of rural tourism (such as tourists' transport with animals).

The impact on the relief must be seen: as attractive resource and as material substrate of all activities related to tourism practicing. As result, the anthropic intervention on the material support is to produce changes of its structure, but with consequences on its attractive dowery.

As for the relief, the forms of the anthropic impact of tourist origin aims for the way and the place of the accommodation facilities, the type of access ways, and the action of arranging the tourist objectives and area.

The climate impact of the tourism. The weather is an element of the natural framework which the tourism is constantly facing, even if not appealing to own recreational valences. The climate created the general "atmosphere" for performing the recreational act. Thus, it results an inter-relation between man and weather, which receives real consistency in the context of high visitors' numbers whose movement or concentration disturbs or influences the evolution of the topographic-climatic parameters.

The tourism and hydrography are in tight relation, depending on each other. The totality of the hydrographic elements is comprised in the tourist resources. The river networks, lakes, karst springs, waterfalls, the water in the seas and oceans in the adjacent area, the ground waters (thermal or mineral) possess major recreational and curative dowry, intensely exploited by various forms of tourism. The impact of tourism on the hydrosphere is expressed in two main directions on the quantitative aspect when the excessive anthropic action leads to exhausting and deterioration of the resources, while the second

aims for the quantitative side.

Flora, fauna and tourism. The development of the recreational activities affects the integrity and the composition of the flora. Thus, in the process of building the access way and premises with recreational purpose, the vegetation of the stripes and zones under arrangements is to be removed entirely. Often, the wood is used as construction material for the chalets or tourist villas.

Notable damages are brought to the integrity of the vegetal carpet by the practice of un-organized tourism. The tourists' overloading some wooden parts, mostly those from pre-town area, leads to the damaging of the respective vegetal associations.

The game and fishing fauna is an attractive resource causing the practicing of two types of recreational tourism: hunting and fishing. How the fauna resources of a territory are managed influences the balance or imbalance relations in its holding.

The tourists' action on the soil layer is expressed with increased intensity, the soil interposing itself between the relief the shapes of which are usually covered by it, and the human being. Building the elements of infrastructure removes from the circuit of the natural evolution the soils from more and more extended areas.

The analysis of the negative component of the tourism ecological impact leads to highlighting some solutions, which are to be applied by the tourist entrepreneurship for limiting or stopping the harmful consequences, namely:

- ⊙ Ergonomic arrangement of the tourist objectives or areas in order to assign to their exploitation an organized and controlled character;

- ⊙ Diversification of the tourist offer in

order to regularize the flows and to reduce the overloading;

⊗ Corrections brought to the strategy of tourist exploitation where the trend of the instant gain by any cost has to be re-considered; the social and ecological sides of tourism must prevail compared to the economic ones;

⊗ The intensification of the process of tourist education, with precise revealing of the consequences for destructive acts for nature and society;

⊗ Legal measures for protection of the attractive dowry and of the adjacent landscape.

Conclusions.

The need for knowledge on the entrepreneurship importance in tourism and, implicitly in adjacent industries, became a topic

of study which is more and more approached lately since the service suppliers have to focus their entrepreneurial skills and techniques in order to be able to respond to the tourist consumers' more and more diversified demands and expectations.

The tourism represents one of the most dynamic sectors of the contemporary economy and, for many countries or areas of the world, it represents one of the main factors of progress and prosperity. A process of diversification of the delivered products and destinations accompanies the development of the tourism, expressed by the increase in the tourists' number and of the cashing in the field.

Triggering large masses of persons, with their temporary displacement from one region to another, inevitably, the tourism has an impact of first offer on the eco-geosphere.

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