

Ecotourism - the Main Form of Tourism Exploitation of Protected Natural Areas

Professor Anca Turtureanu, PhD
Danubius University of Galati, Romania
ancaturtureanu@univ-danubius.ro

Associate Professor Cornelia Tureac, PhD
Danubius University of Galati, Romania
tureaccornelia@univ-danubius.ro

Professor Bogdan Andronic, PhD
Danubius University of Galati, Romania
bogdanandronic@univ-danubius.ro

Assistant Professor Alexandra Ivan, PhD in progress
Danubius University of Galati, Romania
ivanalexandra@univ-danubius.ro

Alin Filip
Danubius University of Galati, Romania
alinconstantin.filip@univ-danubius.ro

Abstract: The ecotourism has a significant role in the economic development of this zones or regions as tourist attractions. The most important positive contributions refers to the state revenue generated by tourist spending and export / import of goods complementary for receiving countries, and the boost of investment in various sectors, so the multiplier effect of tourism by contributing to the economic prosperity of the country. Tourist activities carried out under the banner of ecotourism offer opportunities specific to the local population and tourist industry is forced to use natural resources in a sustainable manner and to assess the valuable natural and cultural objectives. As reflected in the various views reflected in literature, ecotourism is also an industry in the tourist market, designed to meet the special travel needs. Because these approaches can be considered ecotourism and tourism market segment, having a common language with cultural and rural tourism, as demonstrated previously. Originally designed as an alternative to mass tourism, ecotourism is materialized as a solution to combat negative effects and minimize impacts on natural ecosystems.

Keywords: ecotourism; protected natural areas; form of tourism

JEL Classification: P48; L83; N5

1. Introduction

In eco-tourism, there are several situations that are based on the current significance of eco-tourism and sustainable development, and reach the actual notification of organic products in the ecotourism destination. Any form of tourism without environmental changes, that is why the tourism industry recognizes the need to keep those items that he finds attractive for tourist, trying to reconcile the costs and benefits of ecotourism in natural protected areas. Leaders of the tourism industry and natural resource managers face many problems in the development of quality tourism in protected territories and in addressing the impacts on biodiversity and local communities. Tourism development can occur in various situations of uncertainty, including both negative effects on the economic, social and environment, and the lack of functional strategies for prevention and monitoring of such situations.

2. Considerations on Ecotourism

As reflected in the various views reflected in literature, ecotourism is also an industry in the tourist market, designed to meet the special travel needs. Because these approaches can be considered ecotourism and tourism market segment, there is a common language in cultural and rural tourism, as demonstrated previously. Originally designed as an alternative to mass tourism, ecotourism is materialized as a solution to combat negative effects and minimize impacts on natural ecosystems. As a form of tourism-specific sustainable development, some features different from the known form of mass tourism.

Distinct characteristics between mass tourism and ecotourism

Characteristics of mass tourism	Characteristics of ecotourism
Large groups of visitors.	Small groups of visitors.
Urban.	Rural.
Touristic general marketing activities.	Eco-marketing activities.
Average prices for purposes of market penetration.	High price with purpose of filtering the market.
Impact on natural environment.	Little impact on the natural environment.
Advanced control options.	Limited possibilities of control.
Management based on macroeconomic	Management based on local economic principles.

principles.	
Anonymous relationship between visitors and local community.	Personalized relationships between visitors and local community.
General development goals.	Local development objectives.
Behavior-oriented leisure activities / entertainment, opponents to education and training actions.	Loyalty in the process of training and education for appropriate conduct for the natural environment.
Intensive development of tourism facilities.	Reduced development of tourism facilities.

Source (Diana Rosca, 2008)

Any form of tourism brings an environmental change that is why the tourism industry recognizes the need to keep those items that he finds attractive to tourism, trying to reconcile the costs and benefits of ecotourism in natural protected areas. Leaders of the tourism industry and natural resource managers face many problems in the development of quality tourism in protected territories and in addressing the impacts on biodiversity and local communities. Tourism development can occur in various situations of uncertainty, including both negative effects on the economic, social and environment, and the lack of functional strategies for prevention and monitoring of such situations.

D. Diamantis, offers three models to assess situations of uncertainty, appropriate in eco-tourism:

- Precursor crisis. It involves conflict between providers of tourist destination in the respective strategic objectives and requirements set by relevant state authorities, local community, to the conditions imposed by the local community;
- Acute crisis. The economic crisis, social and environmental in existing tourist destinations where ecotourism is intended as an alternative to solving problems, the trends for the renewal of its status;
- Chronic crisis. It expresses the crisis in tourism destinations that have already made some strategies for overcoming the negative effects by implementing predetermined objectives.

In eco-tourism, there are several critical situations, which are based on the current significance of eco-tourism and sustainable development, and reach the actual notification of organic products in the ecotourism destination. Crisis phase precursors relates to the existing disagreements in the organization of sustainable

development and ecological tourism. Acute phase of the crisis can be located among mass tourism destinations and other tourism sectors which, because of existing problems related to the optimum capacity of delivery, use ecotourism as a means of regenerating the economic environment, social and political environment of the country. Chronic phase can be recognized in destinations that have developed certain strategies to overcome the negative effects of eco-tourism development within them self. Using the analysis of the crisis permits to avoid the various eco-tourism destinations uncertainty.

3. Ecotourism as a Market Segment

The eco-tourism is a small but rapidly growing industry, operating in a market segment that is governed by specific rules and market forces. Ecotourism is promoted mainly in the market as equivalent to nature tourism. Some countries, companies and destinations have rules and social and environmental programs on ecotourism, others not. This led to confusion in the world of what the term ecotourism as applicable on the market.

In eco-tourism, the primary motivation is the observation and appreciation of nature and culture related to it. From a functional perspective eco-tourism market has individual characteristics and requires a small-scale tourism, tourist groups up to 25 people and hotels with more than 100 beds, type of tourism that is practiced by small and medium companies. It is a market segment that focuses on small-group accommodation and management of natural places, as little affected by human intrusion in an educational way, using local materials and guides.

4. Zoning Touristic Potential

Customizing the tourism potential of Braila County the grouping it is done in areas of tourist interest. Thus, we identified seven areas within the county with tourism development prospects:

- area tourism-Balta Braila Braila "including the city of Braila, Baldovinești, Sarat Lake Resort, Corotisca, Blasova, Zaton, Island of Braila, Gropeni;
- tourist area -Jirlau Ciineni "with the lake with the same name;
- tourist area - Knoll-Miresii Ianca "Knoll Miresii including lakes, Ianca, Plopu, Lutu-White;

- tourist area "Siret Valley" including Siret Valley, Maxineni, Vadeni;
- tourist area "Batogu" with the lake and Lake Vultureni-Batogu Sarat;
- tourist area "corner-Dudesti" forest-cover area Tataru corner;
- tourist area "Intercourse" including thermal water sources and forest Viisoara.

5. Forms of Current and Future Tourism

Now, in Braila county tourism activity are materialized in three known forms of tourism - health tourism, and the weekend traffic, but the register forms of tourism are quite low. Spa tourism traffic has the largest share. As new types of tourism we retain: treatment tourism, tourism and recreation associated with a form accept, sport fishing, nautical tourism, which is done spontaneously, picnic, and as a form included, valid for all types is also the knowledge tourism, confusing up to a point, with cultural tourism.

Ecotourism in the Small Pond of Braila Danube Natural Park and the Big Island of Braila

First, the main river arteries - Cremenea and Macin - Vilciu can be used for boat trips. Both the arms and protection flood dams, for the most part, black poplar planted are covered with natural forests since the willows.

To these are added the arm Cremenea with a beautiful natural landscape - forests of willows, canals, small lakes, which attract many visitors. These marginal areas, together with the islands of the busiest waterways can be used for leisure travel. Also, areas around the lakes and backwaters Blasova, Poplars whit Filipoiu privar can be for leisure and recreational attractions. Plain Călmățui Braila, although dull at first glance, there are no landscape elements to attract attention of tourists. Salt lakes, brackish and fresh water are the most important objectives in this regard.

The chemical composition of water and sludge quality, a series of lakes are or may be involved in the tourism spa. It stands out in this the Salty Lake -Braila Ciineni, heap-Miresii, Salty Lake -Batogu, and navigate UP Bentu-Batogu.

Objectives are also valuable fisheries resources, with large audiences in the application retain existing real opportunity for the two arms of the Danube, Blasova, Ianca, Jirlau, Dudesti and Maxineni.

A special attraction, both nationally and especially internationally, is the hunting. In some areas of Braila are very good condition for hunting: Vadeni, Siret Valley, Blasova, Little Island, and Camnita Viisoara. Natural beaches are other tourist attractions in terms of design appropriate, may acquire the status of tourist attractions themselves. Thus, it can rearranged beaches at Braila (on the left bank of the Danube - lippovan Beach ") Corotisca, Blasova, Ianca, etc. Ciineni. Also on the left bank of the Danube, in the Braila city, but not limited to, the public food units can be set on pontoons and scrapped boats.

Small Pond of Braila Natural Park (NP-BMB) is a wetland of international importance, declared RAMSAR site in June 2001, which preserves an area of 205 km² last complex aquatic ecosystems, land and mixed freely under the flood are impoundment ponds left from Braila and Ialomita (ie 8% of the former Inner Delta - 2413 km²).

Unlike the Danube river delta, where forest ecosystems are 3.6% (1.2% under flood alluvial forests, maritime forests on the banks 1.0% and 1.4% embanked enclosures forests), the Small Pond Braila forest ecosystems represent 52% of the total protected area. That participation in different proportion in the alluvial forest aquatic and complexes terrestrial ecosystems result in structural uniqueness of biodiversity and landscape. While impressive the aquatic and terrestrial biotopes on Delta covered with reeds (reed largest expanse in the world), Little Marsh attraction of Braila is due to permanent change of view alternating between forest ecosystems and aquaculture.

Sustainable development of socio-economic cooperation area of progress involves the application of that model that does not affect the foundation of the natural heritage of PN-BMB. The Integrated Management Plan and the PN-BMB adapted in Braila Small Pond are allowed the following categories of tourism:

- ecotourism, a rural tourism;
- scientific tourism;
- educational tourism.

According to PN-BMB Administration, within the category of ecotourism, the fastest growing in the short term will be recorded for bird watching and angling. Most important is that by angling management plan in PN-BMB is considered a form of ecotourism, not a way to use renewable resources renewable resources (ichtyofauna) provided by natural capital. According to the integrated and adaptive management plan and park in PN-BMB Regulation are:

- nautical tourism practiced individually (kayak) and group (rowing boat or motor boat);
- equestrian tourism or horse harness;
- cycling;
- pedestrian tourism.

The PN-BMB Rules are the conditions under which access is regulated within the protected area for tourists, motor means categories that can be used to form the Tn in ostrov islands and buffer zone, how as tn, tn park where camping is allowed. Touristic package proposed: Introduction to Pond's hidden Terente without hotel accommodation in Braila or in the Salt Lake Resort:

- Duration: 8:30 hours;
- Price: 122 € / group of five persons, composed of the following administration charges levied by the park;
- 15 € / 30 minutes / craft boat motor transport park administration (maximum capacity 5 people) Braila (Nautical Base) - Shut Hogioaia prival and return, May 1 tour information visit Hogioaia € - 1 € per person (fee Entry into the park);
- 22 € / day park fee accompanying guide (English speaker). Companion guide, land agent, which makes transportation whit the boat frames or is one person employed by the park administration. o 80 € / 8 hours / transport boat rowing boat.
- it is composed of a route: Nautical Base - Shut Hogioaia - Hogioaia weir (visiting tour information Hogioaia) - rowing boat boarding - Privalul Hogioaia - Lake Chiriloaia (Chirui, Chiralinei footsteps) - mixed colony visiting cormorants, herons and egrets from Hogioaia - bird watching from the lookout tower at Darna - Terente's visiting from Darna ascunzătorii - observing the eagle family from the Observatory on Lake Mishael - observations on aquatic and terrestrial ecosystems on Lake Fundu Mare - rowing boat trip at weirs Hogioaia.

6. Conclusions

A complex phenomenon characteristic of the last century, tourism can be characterized in the late twentieth and early this century as one of the industries with the highest degree of economic efficiency. All these are supported by high growth rates registered in this area and also the increasing trend trends. But there is

a law of compensation, there is an absolute winner, whenever someone wins, someone loses.

The eco-tourism is a lucrative business but you must be a responsible business that tends to achieve higher goals of ecologically. Therefore, ecotourism is dependent on the involvement of companies and business owners must agree to apply a single set of standards activity.

Many people ask why ecotourism should be treated differently from other forms of tourism. In essence, should be planned and managed ecotourism, for this need:

a specialized promotion to attract passengers who are mainly interested in visiting natural places;

leadership skills to work with individual tourists visiting natural places protected;

guiding and interpretation services should preferably be organized by the locals and be placed on natural history and legacy of ecosystem development;

the methods adopted by the government using taxes from tourism to generate funds for both objectives to consider: the conservation of wild places and the development of local communities;

attention focused on residents who should have the right to be informed ahead and give their consent to participate and if they are involved should be given school to support ecotourism.

7. References

- Bran, Florina, Tamara, P. & Nistoreanu, Simon (2000). *Ecotourism*. Bucharest: Economic.
- Eagles, P. (1997). *Ecotourism International Management*.
- Glavan, V (2010). *Tourism in Romania*. Bucharest: Economic.
- Manea G. (2000). *Protected Areas and Their capitalization in tourism*. Bucharest: University Publishing House.
- Matthew, E. (2006). *Ecotourism*. Bucharest: Geography Collection.
- Wood, Megan Epler (2002). *Ecotourism: Principles, Practices and Policies for Sustainability 2002*.
- Ministry of Agriculture and Rural Development, *National Program of Rural Development, March 2009*.
- Ministry of Environment and Water Management, Ministry of Transports, Constructions and Tourism, *Natural and National Parks and Biosphere Reservation from Romans (2003)*. Bucharest: Picturesque Romania Publishing House.
- Ministry of Transport, Constructions and Tourism, National Authority for Tourism, Romania *ecotourism Strategy (2004)*. Theoretical Framework of Development, Bucharest.
- Nistoreanu, P. (2003). *Ecotourism and rural tourism*. Bucharest: ASE Publishing House.
- Nistoreanu, P et alli. *Ecotourism and rural tourism*. the Digital Library of ESA.
- National Strategy for Development of ecotourism in Romania (2009)*. Bucharest: INCDT.
- WTO, *Development of National Master Plan for Tourism 2007-2026*.
- WTO (2009). *Technical assistance for the elaboration of the strategy of ecotourism Romania (Final Report)*, 2005, Prefecture Braila - Braila Natural Park Little Pond.
- ****Development of National Master Plan for Tourism 2007-2006*.