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Statement of Purpose

The *International Journal of Responsible Tourism (IJRT)* is a publication that aims to offer, through scientific papers, a better understanding of the responsible tourism within the tourism promoter environments, to explain the consequences of applying these principles for the Romanian society and for the entire world and open a communication platform for successful international concepts and practices.

IJRT will include scientific papers submitted to the International Forum for Responsible Tourism program that have passed the peer-review stage and have been debated in the forum, considered to be important documents for understanding and developing responsible tourism.

IJRT intends to become a reference journal in the field, being the first initiative of this kind in Romania, and will be published exclusively online and quarterly by the Amphitheatre Foundation. The Journal will include applicable notes on the meaning of responsible tourism and methods of increasing the touristic potential by preserving cultural and social identity, the natural and anthropic environment, elements to be integrated in responsible tourism, along with an adequate education in the field.

INTERNATIONAL JOURNAL *for* RESPONSIBLE TOURISM

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MAPPING OF LANDSCAPE-CLIMATIC COMPLEXES FOR RESPONSIBLE TOURISM AT LAKE BAIKAL

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Bashalkhanova Ludmila²

Abstract

Summarized information on mesoclimatic and landscape conditions in the Baikal region is represented on the thematic map “Landscape-climatic resources of the recreational potential development in the Baikal Region” (scale 1:2 500 000). Natural-landscape complexes are characterized by different duration of exposure to favorable and unfavorable climatic factors. Combination of landscape and climatic conditions determine preferable recreational activities and schedule as well as the stability of natural complexes to recreational loads. Information about the accommodation facilities and services to visitors (number of objects, number of beds) is presented on the map, summarized for each administrative district of the RF subjects of the Lake Baikal shore.

Keywords: Baikal Region, landscape-climatic complexes, normal equivalent effective temperature, reduced temperature.

JEL Classification: L83, Q56, Q57, Q58

1. Approaches and methods

The Baikal region unites three subjects of the Russian Federation - the Irkutsk Region, the Republic of Buryatia and the Zabaikalsky Krai (Transbaikalia territory), and includes the World Natural Heritage Site Lake Baikal. The territory abounds with natural and cultural heritage values, which form a harmony of the landscape integrity and has a positive effect on physical and mental health.

The ideas of co-creation of nature and society embodied in the writings of V.B. Sochava present severalfold possibilities for improvement of recreational development resources in the region [Sochava, V.B., 1978]. V.S. Mikheyev, developing the doctrine of geosciences, emphasized, that the various types of recreational activities in Lake Baikal basin in spatial combination can create a common infrastructure of a specific integrated recreation area [Mikheev, V.S., 1994]. He noted the systematic research

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needs of all kinds of natural and socio-economic resources and conditions that are essential for evaluating and optimizing the role of the territory as a recreation area that requires special approaches and natural and geographical evaluation of territory and creation the appropriate information base.

This fully corresponds to this idea of cartographic and GIS-based approach [Bashalkhanov, I.A. & Bashalkhanova, L.B., 2005]. Herewith the complex maps are created on the basis of a landscape-typological map, each of the limits in the geographic information system turns into a special database of information that describes a combination of natural and socio-economic characteristics of the area. Systematic analysis of this information, together with other heterogeneous data gives an indication of the possibilities and conditions of the area: its recreational properties (landscape variety and appeal, recreational sustainability of natural systems), climate resources of tourism and leisure (physiological comfort climate, seasonality), the most appropriate ways of recreation activities (spa treatment, health tourism, sports), etc.

Interpretation of the natural and recreational landscape map “Landscapes of the South of Eastern Siberia” [Landscapes of southern East Siberia, 1977] was the basis and contributed to the development of one of the important areas in recreational geography - “landscape indicators of recreational potential of the area”, its substantiation is presented in a number of papers dedicated to the unique natural and recreational complexes in the Baikal region [Miheev V.S., Bufal V.V. & Dameshek L.M., 1993; Belov A.V., Vorobiev V.V. & Grachev M.A., 1993; Evstropeva O.V., Ryashchenko S.V. & Snytko V.A., 2001; Buslov, S.P., 1993, 1; Buslov S.P., 1993, 2].

Within this field we developed a research map draft “Landscape-climatic resources of the recreational potential of the Baikal region”, a fragment is presented in the figure. The map was made by layering aggregation of information on natural landscapes and climatic conditions, resources, current status of recreational infrastructure and administrative-territorial structure of the area under study. It is a key option for GIS models of territorial recreational system of the Baikal region. The content of the map presented the diversity of natural conditions of the Baikal region for various recreational activities.

2. Research results

The geographical location of this territory in the remotest part of Asia is one of the main factors limiting the development of recreational activities in connection with its sharp continental climate. Climate resources through the duration of comfortable and uncomfortable periods favor to rest, or, conversely, limit human presence on the open air. Aggregated set of the most important characteristics of climate resources, favorable for summer vacation (June-August), can be presented by the long periods of *normal equivalent effective temperature* (NEET - the combined effect of wind speed, air temperature and humidity) above 8⁰ C (Fig. 1). For winter

activities (November-March) by the period with the reduced temperature (Qpr - the combined effects of air temperature and wind speed) below -32°C [Encyclopedia of Climate Resources..., 2005], when the outdoor recreation is limited. These indicators are the background characteristics of climatic conditions for rest [Bashalkhanova, L. B. & Linevich, N.L., 2004]. The calculation is performed according to reference data [Climate Handbook V.23, 1966, 1968; Climate Handbook V.22, 1966, 1968; Scientific and Applied Climate Handbook, V.22, 1991; Scientific and Applied Climate Handbook, V.23, 1990].

In summer the role of landscape conditions in development of climate patterns is diversified. Plains and valleys mesoclimate conditions combining steppe landscapes, subtaiga foothill pine slopes, plains and river valleys are characterized by the ample opportunities for recreation and population treatment. Duration of days with NEET above 8°C is the longest here. Mesoclimate of intermountain depressions and valleys with larch taiga landscapes is distinguished by the same duration of a favorable period.

Recreational resources of the plateau climate and mountainous areas are characterized by significantly shortened favorable period. Its duration is sharply reduced, depending on latitude and altitude location of natural systems. Thus, its duration is 40-70 days for the coniferous landscapes of hills, larch coniferous foothill and intermountain depressions as well as for swampy larch plains.

In the mountain taiga landscapes of flat surfaces, sometimes sloping and coniferous landscapes, usually on the slopes and plateau with an altitude of 1000-1500 m this period is less than 40 days. In the highlands represented by bald, bald mountain taiga landscapes and some larch, monthly NEET are less than 8°C .

Low potential for recreational opportunities of climate in winter is caused by circulation and astronomical factors. The number of days with reduced temperatures below -32°C increases to the north and at the height. In subtypes of climate slightly different in summer (valleys, narrow valleys, plateaus) the elements of latitudinal zoning are clearly traced. Period of possible limitations of outdoor activity in one subtype of climate in the north and south of the same region can be longer or shorter by almost half. Stagnation in orographically isolated intermountain basins and river valleys are accompanied by the longest period of the reduced temperature below -32°C , which is especially characteristic for the south-eastern Transbaikalia.

Figure 1, part 1

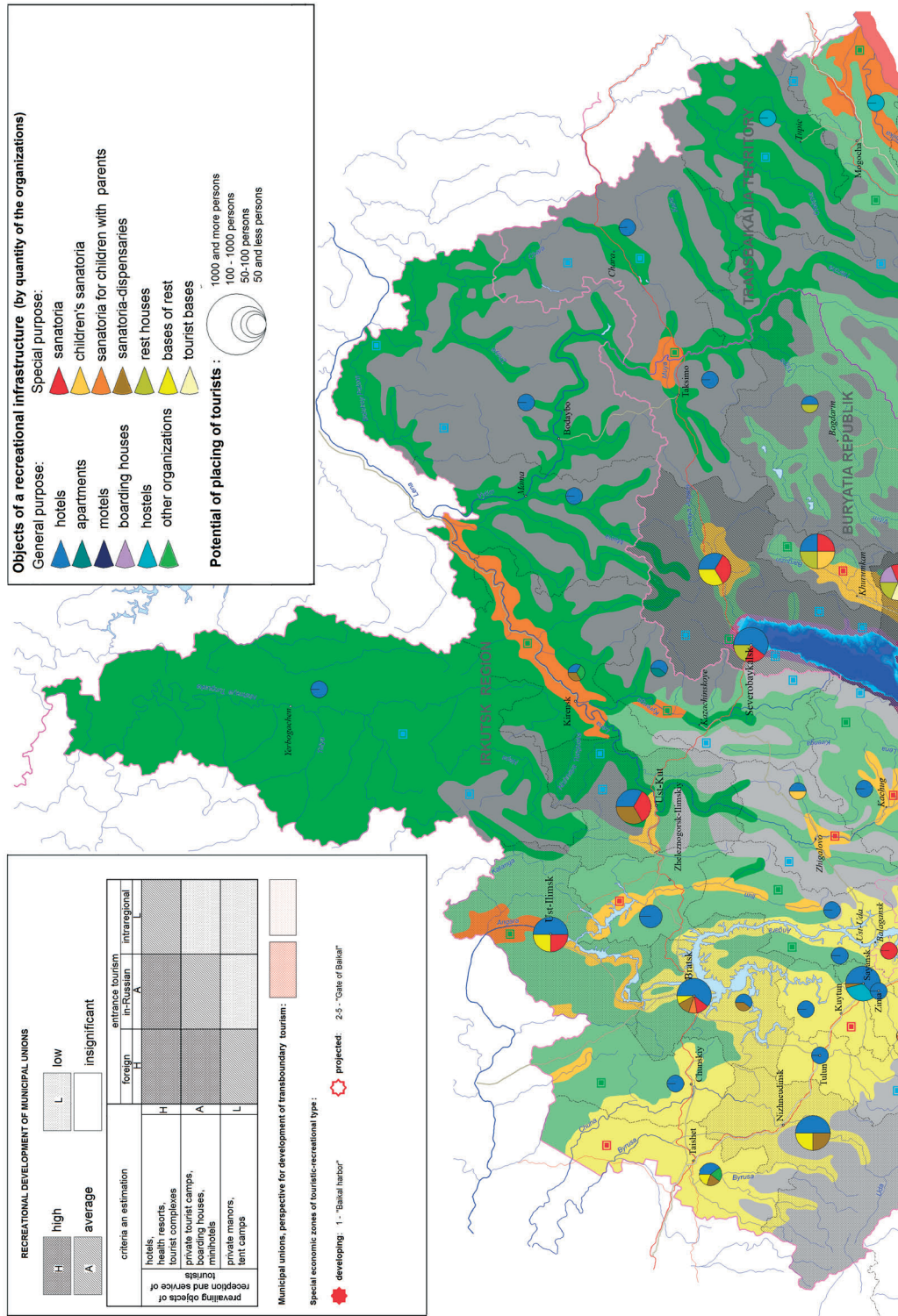


Figure 1, part 2

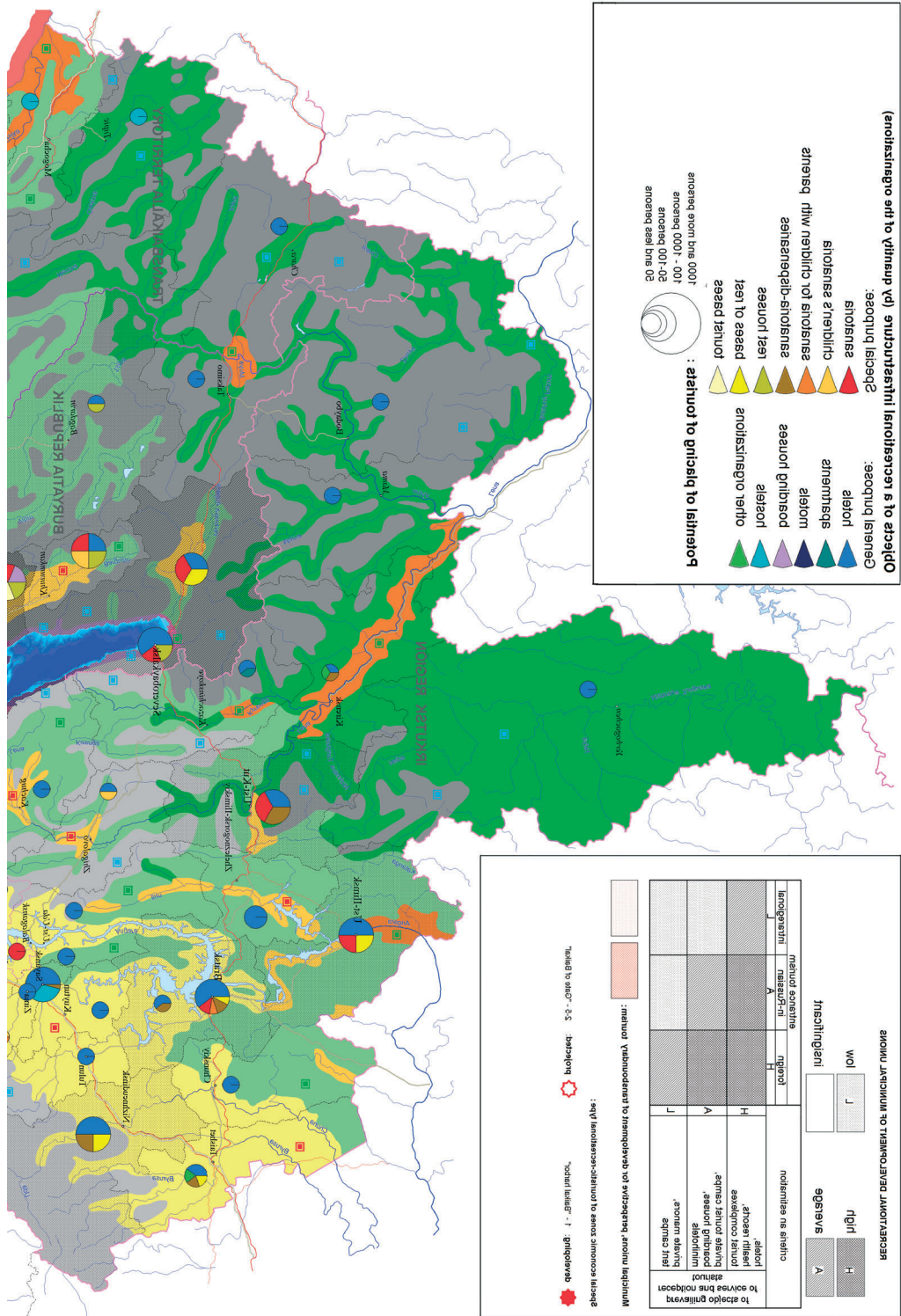


Figure 1: Recreation using of the landscape-climatic complexes of the Baikal Region

Very special conditions are distinguished on the shore of Lake Baikal. Warming effect of the water mass of the lake in winter and cooling one in summer showed a shift towards the reduction of climate-physiological comfort of landscapes as compared to their counterparts outside the influence zone. This is largely due to the large horizontal temperature gradient between the land and the lake, which often causes strong winds with exceptional diversity and unpredictability. Therefore, in some areas of the shore, especially in the west, in the mountain taiga pine and larch landscapes the number of days with NEET higher than 8°C is the smallest (less than 40 days). However, in sheltered areas of the shore (Sandy Bay, valley of the Kuchelga River etc.), there are optimal conditions for the rest [Bufal, V.V., Linevich, N.L., & Bashalkhanova, L.B., 2005].

In winter the dependence of climatic and recreational potential on the location is increasing. The period of the reduced temperature below -32°C differs significantly on parts of the shore, relatively favorable in the summer. Many people consider the period up to the freezing of the lake uncomfortable to rest, when there is a combination of a high frequency of overcast, fog and frequent high wind speeds.

Thus, the identification of meso- and micro-climatic differences caused by different landscapes properties, combined with the analysis of their recreational value, allows to allocate climate-recreational taxons. Each taxon is characterized by the length correlation of favorable factors and obstacles for rest. The level and nature of these relations can determine the form and the preferred mode of rest. Areas with favorable climate, without restrictions on the regime and kind of recreation outdoors have great potential for recreational development. Increasing climate discomfort due to the cumulative atmospheric parameters that limit human presence on the open air reduces the recreational potential of the area.

General analysis presents, that the duration of comfortable and uncomfortable periods largely determines the economic impact of tourism and recreational infrastructure. Long uncomfortable period requires organizers of rest to do additional investment in providing of recreation facilities and to create optimal climate-physiological conditions for the visitors.

Tourism infrastructure, as an integral component of any rank recreation systems, includes facilities that provide a full range of services relating to the reception and servicing of tourists. They include collective accommodation facilities (CAF) of general (hotels, motels, furnished apartments) and special purpose (spa, camp sites, and holiday homes). The number of leisure facilities, their capacity, and the service level they offered represents gradations of the territorial system of tourism and recreational facilities of the area.

A database containing information about the accommodation means of tourists based on official statistical data is created for the mapping the nature of

modern recreational development areas [18-25]. Administrative units (districts, municipalities) of the Irkutsk Region, the Republic of Buryatia and the Zabaikalsky Krai are considered as the information cells. Each of these cells contains data on the number of accommodation facilities, the total number of seats in the period of high season (June-August) and on their use.

Visualization of the available data on the map and in the legend is made in two versions (see Fig.). The first - in the form of circular diagram tied to municipalities and representing the placement potential, as well as the structure of existing collective means of accommodation for tourists and vacationers.

The second version (differently dashed fields) represents the current level of recreational development of administrative areas. It is rated as "high", "medium", and "low" in accordance with the prevailing of tourism objects, as well as the presence of visitors from other regions of Russia and other countries in the structure of tourism. Areas located at the boundary with Mongolia and China and possessing border checkpoints have been described as promising for the development of cross-border tourism.

The subjects of the Russian Federation considered within the study area are characterized by different levels of tourism infrastructure and recreation. Thus, in 2007, the total number of hotel rooms in the Irkutsk region was 6.6 thousand. Besides, there were 62 special purpose entities: 10 health centers for adults, 4 ones for children and for children with parents, 19 sanatoriums, 1 rest house, 24 large camps and 4 small camps with a total one-time capacity of 11.3 thousand people [*Tourism, leisure and hotel complex...*, 2008; *Collective accommodation facilities...*, 2007; *Collective accommodation facilities...*, 2008].

In Buryatia, according to the Republican State Statistics Service, in 2007 the total number of rooms made 1.3 thousand units of one-time capacity of 2.7 thousand people. [Tourism in Buryatia..., 2007; Tourism in the sunny Buryatia..., 2008]. In the Zabaikalsky Krai in 2007, there were 136 units of collective accommodation facilities, 50 of them were hotels and 12 companies of spa types, 29 recreation facilities, and two small camps. The total one-time capacity of CAF of general purpose for this period provide 3.5 thousand places, and special-purpose CAF about 4.6 thousand [*Collective accommodation facilities...*, 2008; *Indicators of collective accommodation...*, 2008].

Most of the enterprises for recreation in the region are located in the administrative centers of the RF subjects (recreational center): 33 in Irkutsk, 19 in Ulan-Ude, and 24 in Chita.

Revealed is a very low use factor of presented places in collective accommodation facilities. In 2006-2007, this index for the CAF of general purpose averaged for the Zabaikalsky Krai and the Republic of Buryatia made just over 30% and it has not exceeded 45% for the Irkutsk region.

The activities of recreation and spa treatment is even lower in the reporting period; in the Zabaikalsky Krai it was about 23%, in Buryatia - 30%, and slightly higher in the Irkutsk region - 37% [Evstropova, O.V., 2009].

Perhaps this situation is caused by the uncomfortable climatic conditions of the territory against the incompetence of existing accommodation facilities. Required is advanced study of this phenomenon and the development of measures to streamline the activities of collective accommodation facilities.

Conclusion

Combination of several information layers about the various components of the regional territorial recreational system within an area on a digital map provides a number of important additional information:

In areas with severe climates due to the limited period of climatic and physiological comfort raise demands are made on insulation placement, rest organizing and recreation areas equipment, and, therefore, require more technically complex and costly engineering solutions for the construction of recreational infrastructure facilities.

The present day network of key sites of tourist and recreational infrastructure represents the uneven development of the recreational area of the Baikal region and is formed according to the settlement system and transport routes, which is rapidly developed in the southern part of the region.

Climatic factor plays an important role in the formation of the territorial structure of tourism, but is not dominant. But the most significant natural objects that serve as resource centers of the territory, Lake Baikal, the Angara and the Selenga Rivers, the mountains of the Eastern Sayan and ridges around Lake Baikal, are critical for localization of recreational activities.

A significant factor is the macro relief of the area. The presented map displays, that the most developed recreational area inclines to the valleys and basins, characterized by less rugged relief and a favorable combination of landscape and climatic conditions.

Weak recreational development in the northern regions, combined with difficult environmental conditions does not mean their low recreational value. Given the trends in world tourism and the growing interest in areas with undisturbed nature and traditional way of life of the indigenous population, provided with right content, these areas can be considered as promising for the development of natural-cognitive, ethnographic and historical and cultural tourism.

In general, the evaluation of landscape-climatic conditions and recreational development of the Baikal region allows to determine the extent of recreational activities, and to identify ways to improve it in order to reach the named direction of genuine co-creation of man and nature.

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EDUCATION, TRAINING OR INFORMATION?Ph.D. Alexandra Crina Chiriac ¹**Abstract**

We live in a society where each individual is the sum of the choices made during its existence, especially in terms of education. Education is the main factor influencing individual and collective behavior, whether we talk about institutionalized education or personal behavior as education.

Talking about education in tourism development, there are to be considered two components: education for ones promoting or working in the tourism field and, on the other side, the ones benefiting from the tourism offer, actually the holiday consumer. Education cannot be considered a segment unilaterally, if we want to talk about responsible tourism, tourist inclusion in education is a must.

As is defined in the main literature, responsible tourism is an industry that wants to have a minimal impact on the environment and local culture while contributing to the conservation of local ecosystems. Thus, understanding the culture, way of life or thinking of the locals is also a priority and a moral obligation coming from the tourists regarding the information suggested by advertising and focusing on a few tourist attractions, offering a false image of the destination. From this point of view, responsible tourism is not a specific form of tourism, but a different approach of planning and managing tourism phenomenon.

Currently, tourists' preference is oriented towards programs with a high component of social and environmental responsibility with visible effects in terms of tourism resources conservation.

Keywords: *education, tourist behavior, responsible tourism, tourism development*

JEL Classification: I25, M31, Q50

1. Introducing the concept of responsible tourism

Society we live in, work, act, train us in a cult managed by a consumption rate. Most of the time we make choices that do not belong to us, but are influenced by information that we come in contact with and which we receive from various sources. Very few decisions belong to us, many incidental factors compel us to adopt “conjuncture” decisions, regardless the fact that it is the purchase of goods, changing a job or spending time whether it is weekend or even a vacation.

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Tourism as a social activity has seen a rapid expansion in recent years, becoming global phenomena. As a result of advanced technology and improved communications industries, tourism has become one of the industries with the highest growth rates. Mass tourism as a form of tourism is manifested more strongly on domestic and international tourism market, means not only the movement of people from the place of residence to another with a purpose other than profit but also the impact on local traditions and communities, and influencing the lifestyle of the locals.

Unfortunately some tourist destinations generate more problems than benefits. Poor tourism planning and tourist infrastructure at large scale tend to alter the landscape, affect wildlife and even destroy the identity of the place. Too many visitors at the wrong place and time cause an imbalance difficult to restore. However, properly managed and planned tourism can generate positive benefits in protected areas and local communities to offset the negative effects.

Based on this consideration, traveling with a component of social and environmental responsibility and with increased economic impact in local communities (responsible tourism) began to be promoted in many travel agencies.

Advantages of promoting responsible tourism results in minimal impact on the environment and local culture, by generating income and jobs for local community members and increased contribution to the conservation of local ecosystems.

In 2002, Cape Town Declaration adopted by the International Conference on Responsible Tourism Destinations, defining and structuring the course of action and stakeholders to develop and implement responsible tourism. According to the Declaration, the most important principles of responsible tourism are (ICRT, 2002):

1. The minimization of negative economic, environmental and social impacts of tourism
2. Generate increased economic benefits for local people and enhances the quality of life of local communities and their working conditions
3. Involvement of local people in decisions affecting their lives and future development of the area
4. The positive contribution to local natural and cultural heritage
5. Provides more enjoyable tourists' experiences through better connection between them and the local realities and facilitates understanding by tourists of cultural, social and local environment.
6. Provides equal access for people with disabilities without discrimination of any kind.
7. Is culturally sensitive, facilitates respect between tourists and hosts, contributing to local pride and confidence.

Considering the above, it can be concluded that responsible tourism is not only a summation of the principles of manifesting but a mix between them and specific request expressed by tourists. Basically we can talk about tourism awareness

education that involves two aspects: education in tourism and consumer education or tourist education.

2. Education in tourism versus tourist education

Nowadays it is clear that tourism forms as in early days are unthinkable. If Thomas Cook was a revolutionary in the development of tourism trips and managed to impose tourism as mass phenomena, organizing actions involving numerous tourists does nothing but destroying tourism resources and make impossible tourism act to be repeated in the same conditions.

Tourism development along with diversification of tourism demand, determined tourism scientifically organization, staff training gaining a greater importance. Alongside institutionalized training system has become almost a necessity the tourist education regarding awareness of resources conservation, by reusing them in tourism process and in the preserving of elements of specificity and originality of each destination.

Education in Tourism

In Romania, education in this field is academic and vocational. The law governing the education system is the National Education Law, LEN1/05.01.2011. According to Article 2 of the Law, "The law is promoting a vision focused on values, creativity, cognitive, volitional capacities and capabilities action, fundamental knowledge and also knowledge, skills and abilities of direct utility in the profession and society." (www.anc.gov.ro, 2011)

Higher education and tourism services in Romania have increased at a considerably rate in recent years, mainly due to the liberalization of the education sector but also due to the growing potential of tourism activity. Unfortunately, in time a higher priority was given to quantity or to the number of graduates compared to the real needs of industry, the main consequence resulting in low employability of graduates of this specialty. In addition, one of the findings belonging to the market players relates to the fact that academic education offer is not connected to market needs, graduates demonstrating a lack of practical knowledge and a poor knowledge of the field in which they chose to operate, which requiring a change in the contribution determination of subjects studied to the development of responsible tourism in the future.

Tourism students already face difficulties in finding companies which conduct their internship, which is a mandatory part of university curricula. This restricts their access to the specific information of a real working environment, the possibility to apply theoretical knowledge in practice, familiarity with a professional work environment. Under these conditions, expectations from both sides are decreasing, on one hand young people are not preferred for employment due to lack of experience, on the other graduates have very little information about the area in which they will operate and therefore seek to aim at better paid and where experience is less important for employment.

At the same time, tourism is the sector with the highest staff turnover, marked by a pronounced seasonality. For this reason, a staff responsible qualified is hard to keep and often there is a lack of investment coming from employers in training their staff.

In the adult training, expansion of tourism programs in response to the diversification of existing occupations in COR resulted in a lack of uniformity in offered programs, which led to confusion among employers in the subjects studied (i.e. programs offer) even if they are based on occupational or professional standards. Although the main feature of these training programs is internship, (2/3 of the program is allocated to an internship) graduates may also encounter difficulties in the exercise of accumulated knowledge.

Whether we talk about university or vocational courses, both degrees has become devalued in the evaluation. This was possible largely because of the existence of vocational programs along with the university. Also the dilemma of training versus learning remains and may appear due to inherent problems existing in the tourism industry, where “training is not seen as an important contributor to competitiveness and profitability, and secondly, some barriers to enter the market are generated by specialized qualifications which are not a requirement to be employed, and thirdly, managers tourism industry, which not all have higher education tend not to appreciate the educational value ‘(Peacock et Ladkin, 2002)

At the same time, „exercising the mind” rather than looking after diploma is preferred. The school model, (at no matter what level is applied) that privileges memory as a storehouse of knowledge does not form people who think but that just repeats.

The main role of those working in tourism, regardless of the approach (tourism, hospitality, restaurants) is to inform fair and responsible the potential customers that come into contact. Starting from the premise that the main purpose of the tourist offer, tourist products, and holidays is meeting the needs of tourists, visitors, there is necessary a constant process of adaptation to customer requirements. At the same time, there should be bearded in mind and anticipate consumer needs for tourism, or creating new needs. Knowing the consumer proves to be a difficult process because they can express their wants and needs in a certain way but act totally opposite or may not even know their true motivations that lead to purchase or to respond to factors changing their buying decision. In turn, motivations, which are closely related to education and occupation, age and individual personality, manner of expression generate a demand and consumption.

Tourist education

Promotion and development of responsible tourism involves wise, responsible, educated tourists. Unfortunately, very few have the time and willingness to learn

and also to choose responsibly, seeking the leisure experience, not just a refuge from everyday life.

If tourism workers have a duty to promote responsible tourism using present offer, to practice responsible tourism belongs to the tourist. From this perspective, the study of consumer behavior is a necessity which aims to identify individual reactions to tourism product offerings. Behavior occurs in a broader social context, so it is necessary to examine the role and influence of other factors have on him. In the consumer behavior literature is divided into two main components namely purchasing behavior and consumer behavior. (Olteanu,V. 2005)

There are two basic elements to be taken into account in determining marketing strategies: values and norms specific to each nation.(Blackwell et all, 2006) Rules are regulations of behavior observed by a majority or at least a general consensus on how to act every individual and cultural and social values are those that are found in most people who belong to a group. Culture is adaptive, evolve over time, therefore any product or service should be linked to new values or changed if it does not correspond. Another feature of consumer culture is global spread of brands and consumer practices. Although brands are global, population and consumption remain local. So, inside the consumption process local or traditional elements are mixed with the foreign ones, creating a combined consumption (*creolized consumption*). One of the reasons why individuals experience this type of consumption is that it enables to test other values without sacrificing their own. (Hendrickson,C.,1996)

In this context, when the offer is very less heterogeneous, and the main purpose of travel agencies is to ensure their existence, the question that arises is who is responsible for tourism education?

Tourism education can be equated to the tourist capacity to customize their own travel programs with quality criteria not just price. But if we consider the bidder, tourism education is driven primarily by communicating with the customer, the quality of the information provided in relation to the services provided.

Depending on availability he or she has in discovering new places and experiencing new activities, the tourist is the main actor in achieving his own tourism education. Obtaining specific information, identifying sources, communicating with others, openness to new destinations and experiencing creativity are the main means of self-education.

In terms of involvement in relation with tourists who can contribute in making tourist education there are travel agents, hoteliers, restorers and last but not least, to some extent, creators of opinion.

Travel agencies are the main providers of tour packages, structured by various forms of tourism based on demand expressed by tourists. Regardless the destination or travel motivation, activities resulting pursues an intensive use of natural tourism heritage highlighted by means of public services. In this context tourist offer should

take into account the destination capitalization at local, regional or national level while preserving tourism resources. Tourists information provided through brochures, leaflets, internet, media ads help educate travel consumers. The most important education method remain the directly communication with tourists, here intervening the travel agent, the person with tourism education. As is well known, tourist expectations can differ greatly from what is expected at the destination, therefore a proper communication is designed to prepare tourist for destination with all its necessary: local resources, natural and anthropological traditions, customs, lifestyle of the locals etc. In this way the holiday destination will not simply be an output of the daily routine, but the tourist will be aware to actively participate in local community.

Hoteliers and this includes all those who provide accommodation, have quite an important contribution in achieving responsible tourist education. In addition to the mandatory information and assistance provided to those who come into contact with tourists in a close familiar environment are owners of boarding houses. The presence of tourists in a confined space can generate involvement in various activities generating respect for local and traditional values, a higher level of understanding of the local community and the desire to preserve the authentic spiritual heritage resource to be reused in another holiday.

Restorers contribute to tourist education by forming a “gastronomic education”. Romanian cuisine, which contains specific items (both dishes and ingredients) can generate only a sufficient basis for the development of specific tourism programs. Destinations where gastronomic traditions are kept (Maramures, Danube Delta, Bukovina, Transylvania) offers a variety of other tourist resources with each unique value, generating a high-impact on practicing responsible tourism. (Eg., In Maramures there is Mocănița train, transport is often combined with a traditional Romanian lunch).

Creators of opinion represented mainly by those who have blogs, reporters, have an important role in tourist education. Unfortunately not always the means used to achieve the proposed articles or reports may be influenced by personal opinion. Also here can be highlighted discussion boards that give a more homogeneous opinion of the subject, opinions, though divided, come from more people who are directly related to the overall topic and can form a more realistic view.

Certainly the list of “educators” does not end here. But for sure the best educators are even tourists themselves. Once for them, using the experience gained, and second for those whom they advise (relatives, friends, neighbors), that the information submitted is in the best guarantee that responsible tourism is not only a duty but also an experience that can be repeated at any another destination.

Conclusions

Understanding the culture, way of life or thinking of the locals is also a priority and a moral obligation on the part of tourists regarding the information suggested

by advertising and focusing on a few attractions, offering sometimes a false picture of the destination.

Today, holiday consumers are the ones that affect the direction that is going to change the industry. Increased travel experience, flexibility and a stronger independent nature are the main elements that create a demand oriented towards better quality of services. If we take into account the structure of the new consumers, it reflects a multitude of elements which manifests itself in tourist consumers' behavior and demographic changes that have occurred in recent years, a modified lifestyle, leisure being segmented over several holidays a year, and requiring different approaches in terms of tourism offer. Changing preferences for holiday destination has generated demand for trips in nature but also for those pursuing sustainable exploitation of tourism resources. In recent years, the tourism niche with its most practiced (tourism for health, sports tourism, cultural tourism, theme parks) has become an important industry, reflecting the tourism diversification and personalization in ensuring sustainability of the tourism product and practicing responsible tourism.

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**ON THE PILGRIMAGE PATTERN RELATED TO
DUMITRU STANILOAE¹ AND ARSENIE BOCA².
PRISLOP MONASTERY (E-)SITE. DOES
SCIENCE-RELIGION-PHYLOSOPHY-ART-MANAGEMENT
RELATION MATTER?**

Nicolae Bulz³

Abstract:

This dedicated study comprises the (re)presentation of three levels related to extraordinary topos: (1) on Hateg County; (2) on Prislop Monastery, and the pilgrimage mostly at the Priest Arsenie Boca's simple tomb; (3) on the dyadic entity {Priest-monk Arsenie Boca – Priest and professor/academician Dumitru Staniloae}. There are some radial consequences to these three levels related to extraordinary topos: (4) on a relation SCIENCE-RELIGION-ART ON SYSTEMIC THINKING – as it would be elicited through an other extraordinary pilgrimage case at the Church Draganescu (near Bucharest); (5) an affirmation on the dyadic entity {Priest-monk Arsenie Boca – Priest and professor/academician Dumitru Staniloae} and the Aristotelianism; (6) on the relation SCIENCE-RELIGION-PHYLOSOPHY-ART-MANAGEMENT ON SYSTEMIC THINKING / on an introductory comprehension on: "I" and "you" - the first and the second persons: scientist, theologian (toward illuminated priest), philosopher, artist, manager, human being in the widest sense / on an introductory analysis of an "I" and "you" matrix / on an invariant within the matrix-distance between "I" and "you"; (7) on the systemic dynamics related to Tourism / e-Tourism.

Keywords: Extraordinary cases within Theology and Philosophy, Hateg County / Prislop Monastery, beyond the logistics for tourism, generations conflict and consensus versus the extraordinary peripatetic lessons by tourism, Faculties of Tourism/ e-Tourism and extraordinary cases

JEL Classification:

¹ 1903-1993, a great Romanian theologian/Dogmatic, professor, writer, philosopher

² Arsenie Boca, 1910-1989, a founder of non-canonic Orthodox Church painting and one of the resistive-priests-monks to the injustice in the communist period in Romania

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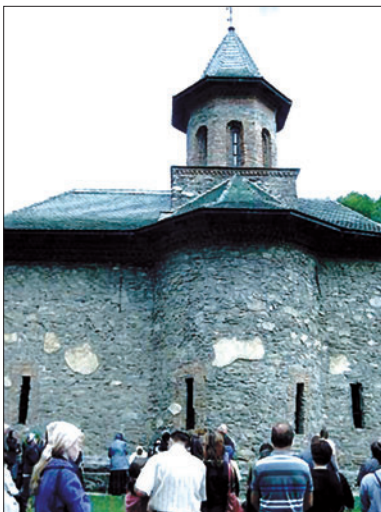
Introduction

Let present an extraordinary journey alongside Hateg County (central site coordinates: 45°36'27"N 22°57'0"E), Romania. The today existence of this County is a *first level extraordinary topos*. In a brief, on Hateg County, one may comprehend (radial traveling cca. 1/3 from the total 7063 Kmp of the actual inclusive administrative Hunedoara County) that there are 20-30 mostly rural *vivant communities* through important *Roman and Middle Age traces* – mainly old churches and ruins which may be found/seen at *Densus* (2nd / 4th – 13th century), *Streisangeorgiu*, *Strei*, *Santamaria Orlea*, *Colt/Rau de Mori* [it is the “model” to the *Carpathian Castle* (French: *Le Château des Carpathes*); i.e. novel by *Jules Verne* first published in 1892 / 1893 in English. It is possible that *Bram Stoker* took inspiration from this for his 1897 novel *Dracula*.], *Gurasada* (all of them from the 13th century), and *Ostrovul Mare*, *Sanpetru*, *Nucsoara*, *Pesteana*, *Lesnic*, *Criscior*, *Ribita*, *Prislop Monastery* (all of them from the 14th century). (Mălinaș, 2008)

1. A pilgrimage to Prislop Monastery

A *second level extraordinary topos* – is a today elicited pilgrimage within the above mentioned Prislop Monastery – where there is the simple tomb for *Priest Arsenie Boca* / the so popular called “Saint of Transylvania”. Let (e-)find that there is a *day by day continuous* pilgrimage (on usual countryside roads) at his tomb. On his death day, *November 28* there are 30 000 - 40 000 pilgrims, during this single day. His death had suddenly happened on year 1989; just some days before our anti-communist *Revolution*.

At the Prislop Monastery, erected nearly 1530 (near Silvasul de Sus, into the Hateg district, Transylvania) – by a Walachian she-landlord (Princess / Domnitza Zamfira)





2010



*At the tomb of the Priest ARSENIE BOCA
(popular as the Saint of the Transylvania + Nov. 1989),
pilgrimage on 29 august 2010 / at Prislop Monastery*





Into the cave of the Saint Ioan from Prislop Monastery (carved near 1500)

A *third level extraordinary topos* is the today comprehension of the dyadic entity (**Priest-monk Arsenie Boca – Priest** and **professor/academician Dumitru Staniloae**); the monk was a theological student of the professor – and he collected old manuscripts as source for the academician’s main opera, entitled *Filocalia*.

2. The figure of Dumitru Staniloae

* The figure of **Dumitru Staniloae** (1903-1993) is one of those, to hope, not tantalising elusives in the history of both *Theology* and *Philosophy*. Though widely admired in his day, his long term Christian Dogmatic research and teaching activity, his **90 original** and **33 translations works** (during his life time: 1929 / 1993) and seven travels (studies/academic conferences) in the Western European arena (1928 / 1981), and a set of original constructs are possible soon to be just “disappeared” from today’s knowledge (versus active memorised initiator) if larger spread English translations would not be over appearing. It is to focus on Staniloae’s original type of *‘Holism within a World Theology’* – as defined into his book, <<**Jesus Christ or the Human’s Restoration**>>, Sibiu, 1943 / it is prevailing Staniloae’s understanding of the „*incarnation of the Christ’s related Logos as a restoration of the initial dynamism of the world through God’s act of creation*” – but then this dynamism was perverted by sin – “*leading to an ever-greater distance from God*” - so, it follows the fall, which ultimately culminated in death. But it is “reversed” by the Son of God; that “*His incarnation opens to creation an infinite perspective becoming the subject of human dynamism to reason and love*” versus the “*not only Human’s Restoration but Human’s healing and Deification/Sanctification – called <<Theosis>> of human nature, but also the <<glorification of God>>; “when human beings are sanctified, God is glorified”; “God’s uncreated energies” and the “double truth of God’s departure but still nearness to human”; toward the conceptual elicitation of a “Cosmic transfiguration vision” – and so – a Cosmic Ecclesiology based on “Trinitarian pneumatology” or “spiritualisation” regarding the Resurrection – Christ’s and, so, human’s.*

However, from the few (www English e-translated) works it is not difficult to understand why after **Olivier Clement** (1921-2009) [who enjoyed friendship and entered into dialogues on major spiritual themes with a number of personalities including *Patriarch Athenagoras*, *Pope John Paul II*, and the *brother Roger of Taizé*] directly met **Dumitru Staniloae**, and had studied his works, including <<**Jesus Christ or the Human's Restoration**>>, so, he wrote that “*Priest Dumitru Staniloae is certainly the greater contemporary Orthodox theologian*”.

Meanwhile, into the recent printed <<**Theological Interpretation of Culture in Post-Communist Context: Central and East European Search for Roots**>>, at *Ashgate Publishing*, in 2010, by the Czech theologian **Ivana Noble** who develops a Trinitarian theology through a close dialogue with literature, music and film - she affirms that „*Looking back over post-war period, it has to be admitted that in Communist Europe there were not many great theologians with an impact outside their own country, perhaps with a few exceptions such as Dumitru Staniloae or Alexandr Men, or Pope John Paul II.*” (pp. VIII)

So, academically, **Olivier Clement** and **Ivana Noble** revered and reveres **Dumitru Staniloae's** judgment as excelling in its subtlety. Within and beyond the ‘*Cosmic Ecclesiology / Human's Restoration*’, set of constructs [for Staniloae was meant to academically solve the problem of the *three stance* of ‘*well being*’ construct at **Saint Maxim the Confessor** (Byzantine Empire, VII century)] it is to detect an Ancient Greek subtle philosophical influence - more **Socrates** and **Plato** than to deny **Aristotle** who is often so cited. The sectional nature of the set of constructs and the modulation from the contemplative to the virtuosic, gives us a glimpse of why Staniloae was so influential over his contemporary and following generations which included both *scientists* (e.g. **Editors John Witte, Jr., Frank S. Alexander** /at Columbia University Press, **Lucian Turcescu, Francesco Strazzari, Lorenzo Prezzi, Macoiej Bielawski**) and *theologians* (e.g. **Bishop Mitrophan - of Eastern America, Vicar-Bishop Joachim Giosanu – of Roman and Bacău**). (Stăniloae, 1993), (Stăniloae, 1996), (Strazzari, Prezzi, 1989), (Bielawski, 1998)

3. The figure of Arsenie Boca

** The figure of **Arsenie Boca** (1910-1989), beyond today *extraordinary pilgrimage* at this tomb, at **Prislop Monastery**, is *extraordinary related to a contemporary vivid memorising* over: * his long term deeply pastoral dedication, * his lightly communion over person-to-person gap, * his erected two open preaching communities (at *Sambata de Sus Monastery*/near Sibiu, and at *Prislop Monastery*) so enabling a day by day advice to the up-coming mostly rural Transylvanians (but not only), * his extraordinary visionary capacity over human life and historian periods, * his sufferings caused during the communist regime (i.e. prison, hard labor camp, torture, interrogatory, expelling from priesthood and in the last nearly from

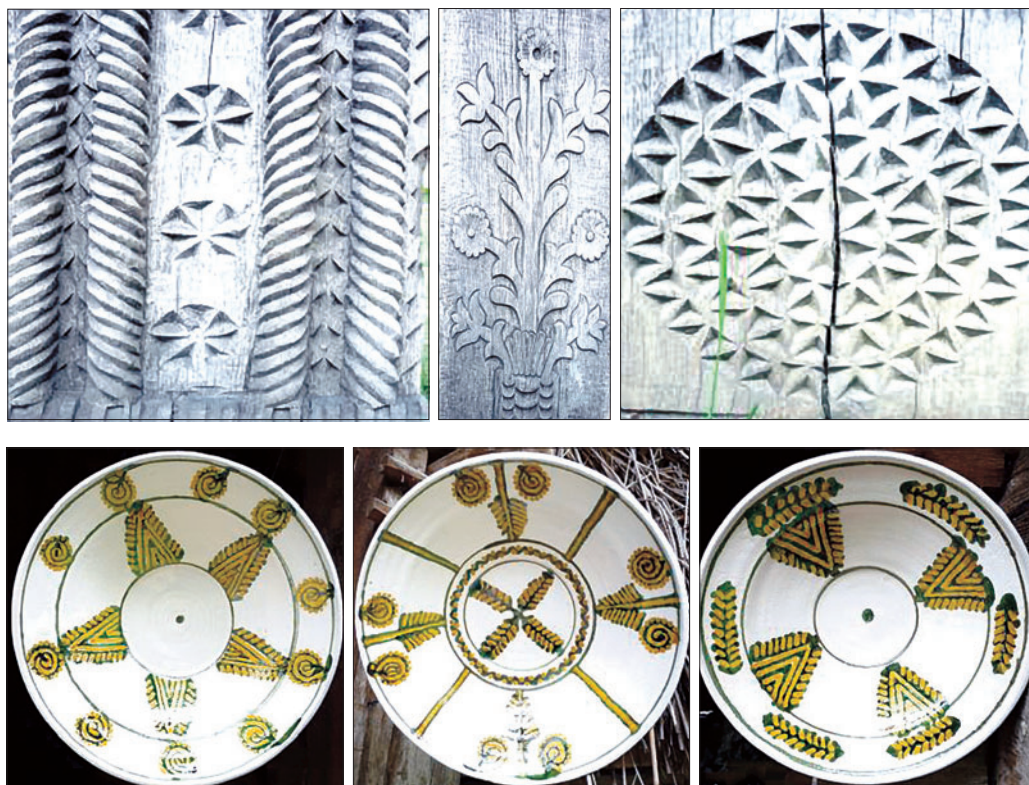
the church, * his fixed last station - at *Sinaia*, and a possible death-implication), * his permitted/restricted church painting and writing activities (mainly at the *Church Draganescu*/near Bucharest – on a nearly non-canonical Byzantine style, but surprising extraordinary topoi). This, last mentioned, Arsenie Boca's constrained artistic and theological activity is an *extraordinary "sample"* within the **relation SCIENCE-RELIGION-ART ON SYSTEMIC THINKING** – and today is, also, an other *extraordinary pilgrimage* case at this *Church Draganescu*.



From Arsenie Boca's church painting: (left) the crest of the altar from the *Sfantul Elefterie Nou* Church, Pta. Operei, Bucuresti - Saint Mary with Jesus „prisoner's striped coat (remembering on the communist penal servitude policy) / in zeghe”; (right) the miracle at the Caana wedding feast

So, here, it is proposed a re-focusing on an *extraordinary person's* <<positively>> *fragility and/or* on an *extraordinary illumination* („I” and „you”) - but (re) collecting a <<comparative>> subtle positioning of {*Priest-monk Arsenie Boca – Priest and professor/academician Dumitru Staniloae*} - and *Aristotelianism*.





Carved pattern within village wooden gates and wooden window [from Moiseni / 1780 (Satu Mare area), from Ieud / 1890 (Maramures area), from Bancu / 1862 (Harghita area)]; pottery plates from Leuceni (Arad area) - Romania

4. The relation science – religion – philosophy – art – management on systemic thinking.

All the above (re)collecting stance is to be framed by the **relation SCIENCE-RELIGION-PHYLOSOPHY-ART-MANAGEMENT ON SYSTEMIC THINKING**: from “active” separation toward *dialogue*, and maybe *negotiation*; there are: “**I**” and “**you**” - the first and the second persons: *scientist, theologian (toward illuminated priest), philosopher, artist, manager, human being in the widest sense*. It is to represent all these *six (or more) possible entities* on the lines and columns of a **matrix** - and to elicit the **elements of this matrix** as, at least, a *case study* on “**I**” and “**you**”. This paper/study is dedicated to (re)present an open, extensible, dynamic matrix - identifying/proposing a *consequent inter/ trans/ co-disciplinary approach* on the “**I**” and the “**you**”: (*hypothetical*) **reality, model, ideal**. (Guitton, 1992)

Also, this presentation/paper/study (including the just presented *three levels extraordinary topoi*) is dedicated - within an analysis/synthesis- to identify/present **an**

invariant regarding/resulting from this *consequent approach*: i.e. the **matrix-distance between “I” and “you”**.

The author takes into account to compare the stance of “this” invariant to the other stance resulting from four other case studies (other than the relation SCIENCE-RELIGION-PHYLOSOPHY-ART-MANAGEMENT); i.e. the extraordinary relations between (let be focused on *four cases presented within the Exploring the Extraordinary 4th Conference / organised at York University / 21st - 23rd September, 2012*) ... *child-parent; uncanny history-historical interpretations; women’s mystical experiences-memoirs on the Goddess; noise-infinite* - and to inquire about the possibility to prove a(n) **(a)symmetry of “this extended” invariant**.

A *fourth level extraordinary topos* would be possible to be sustained (beyond the upward presented three - the “*first*”, the “*second*”, the “*third*” *levels extraordinary topoi*) only and only if the *(a)symmetry of “this extended” invariant* would be comprehended/proved, according to the above implied case studies or else.

Images taken from the Church painted between 1968-1988 by the Priest ARSENIE BOCA, Village Draganescu - near Bucharest





Conclusions

Although I am not a great lover of “re-arrangements” for the research/studies/papers - it seems a pity when there is so much un-affirmed e-systemic written for the *extraordinary joint topics on science, religion, philosophy, art, management and*

large audience! But I could not resist [paying a tribute to a personality of our world in this celebratory 20 years from *Dumitru Staniloae's* death on 1993]. I hope you will forgive my indulgence for arranging this ending deceptively “crafted piece” as so:

The comprehension on a systemic /within a much more holistic/ way of the followings:

- extraordinary cases within near future of the e-Tourism; near future ratio Tourism/ e-Tourism; near future ratio Tourism/ e-Tourism into the GNP; near future ratio Tourism/ e-Tourism // Leisure / e- Leisure; near future ratio Tourism/ e-Tourism // Education / e-Education / long term (e-)Education.
- near future stance of peripatetic-teaching disciplines versus extraordinary cases.
- near future ratio regarding the studentship travels outside native/studies countries; near future ratio regarding the mature persons' [vacations] travels outside native/studies countries; near future ratio regarding the third age/pensioners' travels outside native/studies countries and extraordinary cases.
- comprehension or not of these sets of ratio within the (inter)national growth basic indicators; near future stationary/increasing/decreasing ratio traveling jobs / e-work /// the implications on near future tourism versus extraordinary cases.
- extraordinary cases versus the near future stationary/increasing/decreasing “touristic monopoly” of the grant cities (Paris, London, Vienna, Rome, New York, Tokyo, Istanbul ...); near future stationary/increasing/decreasing “touristic monopoly” of the grant Ancient world sites.
- near future stationary/increasing/decreasing scientific / health care / long term education touristic background and new facilities versus extraordinary cases.
- extraordinary cases and the near future balance of the Tourism/ e-Tourism “between” developed/emergent/developing/failed countries.
- near future stationary/increasing appearance of charismatic personalities involved in the mass-media pedagogical introduction to science and religion (on the ways of the history / sociology / philosophy of religion) - the theologies “replays” to all these versus extraordinary cases.
- the implication/evaluation of extraordinary cases within the Faculties of Tourism/ e-Tourism programmers / curricula; the related evolution of the relations between the Faculties of Tourism/ e-Tourism - and the Faculties of Geography / Human Geography | Landscape Geography | Geography of Cities | Geography of Environment; the evolution of the relations between the Faculties of Tourism/ e-Tourism - and the Faculties of Ecology. (Florica, 2013), (Nechita, 2013)

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TROUBLE IN PARADISE – IS GAMING THE WAY FORWARD?Cordell W. Riley, B.Sc., M.Sc., JP¹**Abstract**

From the late 1800s, when Princess Louise made Bermuda synonymous with winter tourism, to the 1930s, with the advent of air travel, forcing Bermuda to become a summer destination due to the guaranteed sunshine of distant Caribbean neighbours, Bermuda has always encountered and overcome challenges as it staked out its spot in an increasingly global world. Tourism arrivals steadily grew until 1980, the year that more than 600,000 visitors, (490,000 of them air visitors) came to Bermuda – then a record number. Since that time, the jewel in the Atlantic has faced numerous challenges in getting its tourism “grove back”. While the island still receives some 600,000 visitors a year; two-thirds of them are cruise passengers who spend a fraction of what air visitors spend, so tourism expenditure in real terms has declined. Some residents have proposed gaming as a potential panacea. However, islanders are split as to whether or not the introduction of gaming constitutes responsible tourism and the way back to buoyancy. This paper will examine how the global trend of offering gaming to tourists is causing tourism officials to find a mutually beneficial local approach.

Keywords: Community, crime, gambling

JEL Classification: Q 50, M31

Introduction: Bermuda’s Historical Background

Bermuda is one of the most geographically isolated places in the world. Its nearest point of land, Cape Hatteras, is some 600 miles (1,100 kilometres) away. Located in the mid-Atlantic, and often mistaken as being a part of the Caribbean, Bermuda is actually much further north, approximately 1,000 miles (1,600 kilometres). In spite of its distance from its Caribbean neighbours, Bermuda’s history, such as being colonised by Britain and the enslavement of Africans, is a shared one.

The earliest record of Bermuda came from a Spanish sailor, Juan de Bermudez, from whom the island takes its name, when he literally stumbled on the island around 1505. The exact date of discover is not known but a study commissioned in Spain by the island’s Department of Tourism in the early 2000s confirmed that de Bermudez was in the Atlantic region from 1505-1507 (Latter et al 2006). The island did not appear on maps until a few years later.

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The Bermuda islands are a result of an underwater volcanic explosion that took place thousands of years ago. During the Ice Age, sea levels fell exposing the landmass for the first time. This accounts for the islands not appearing on any maps until 1511 when it appeared on a Gulf of Mexico map under the name “La Bermuda.” However, the treacherous reefs that provided a natural protection to the islands have also been responsible for wrecking ships for hundreds of years. Indeed, while the Spanish considered Bermuda to be an “isle of devils,” due to the hogs and the nocturnal Cahow birds that took up residence on the island and making strange-sounding noises at night, they never colonised the island.

Colonisation was left to the British. In 1609 a fleet of ships travelling to “the New World,” and in particular to the colony of Virginia, met with heavy gales and were wrecked on the island. Admiral Sir George Somers and crew were able save all people onboard the *Sea Venture* and a good deal of supplies. Finding the island plentiful in food and natural supplies, they built two ships out of the cedars that populated the island and sailed to the struggling colony in North America with much needed food supplies. However, left behind were two individuals so that the lands could be claimed for England (Latter et al 2006).

Colonisation actually came in 1612 after stories about the islands led investors to believe that there was much money to be made there. Archer (1977) classified four economic periods in Bermuda, which can be extended to a fifth. The first period covers the timeframe from 1612 to 1684. Initially, it was thought that the island’s waters contained pearls and in 1616 two divers were brought to the island only to find that Bermuda’s waters were not conducive to the cultivation of pearls. The islanders soon turned to farming, with tobacco being the main cash crop, aided and abetted by the slave trade. Increased competition from the United States saw to the demise of tobacco farming.

From 1684-1834, the second period, economic activity largely focused on the sea. Main occupations included shipbuilding and salt-raking in the Turks and Cacaos Islands in the West Indies. Some agriculture did continue with exports to the United States of mostly vegetables.

The third era covered the period from 1834, the year that Britain abolished slavery throughout the colonies, including Bermuda, to 1914, the start of the First World War. The main economic activity during this time was the risky but profitable trade of running supplies to the blockaded South during the American Civil War (1861-1865). At the end of the war, Bermudians reverted back to agriculture, this time selling Easter Lilies and onions to the Americans.

The fourth period extended from 1918 to the early 1990s, when the agricultural declined in favour of the tourism industry. In the late 1800s, Princess Louise’s daughter paid a visit to Bermuda to escape the cold North American winters, which placed Bermuda on the socialite map. As a result, other North American’s followed the princess’

lead, and spent the winters in Bermuda, taking advantage of its temperate climate. Thus, an idea was birthed to create the ‘Palm Beach’ of Bermuda, a resort area that would cater directly to the needs of this newly-found source of revenue. Influential businessmen were able to persuade the Bermudian Government to force people out of their homes, mostly Black Bermudians, and off their lands, so it could be used for tourism purposes.

Air travel, which came on the scene in the 1930s, secured Bermuda’s place as a leading tourism destination, at least initially. Air travel also brought competition from the Caribbean islands to Bermuda’s south, as they were able to promise year-round sunshine. True to form, however, Bermuda simply redefined itself as a summer destination. Tourism grew rapidly until the 1980s, when some 495,000 air visitors came to the island and another 114,000 came by cruise ship. It was also during the 80s that the Bermuda Government decided to pursue a sector that was deemed to be more lucrative – international business.

Also in the early 80s, a major industrial dispute between unionised hospital workers and the government over wage increase resulted in the island being cut off from the rest of the world for a few days, dealing a severe blow to the tourism industry (<http://www.bihistory.bm/#!events-in-history/vstc3=1981>). However, the island was able to recover and by the 1990s, the plan to concentrate on international business was so successful that international business had overtaken tourism as the chief foreign exchange earner.

The final period extends from the 1990s to the present. During this time, the importance of international business to Bermuda’s economy has grown so significantly that today it represents about 85 percent of foreign exchange while tourism only accounts for about 5 percent.

1. The Emphasis on Growth through Gambling

While tourism numbers continue to exceed 600,000 per annum, the proportion of air to cruise visitors has reversed itself. In 1980, just one-fifth of all visitors (18%) were cruise arrivals while in 2012, of the 610,000 total visitors, more than 6 in 10 (62%) arrived by cruise ship (Royal Gazette Online 09 December 2011). And while total tourism expenditure in 2012 was estimated at \$392 million, compared to \$317 million in 1980, the effects of inflation will reduce 2012’s expenditure to a substantially lesser amount (Bermuda Government 2013). A major reason for the decreasing financial value of tourism to Bermuda is the fact that cruise visitors spend approximately one-tenth of what air arrivals spend.

Much discussion has taken place on the island as to how to revive tourism. Bermuda has no substantive gambling product, such as casinos, which many feel is key to tourism’s recovery. Many destinations, and certainly cruise ships have gaming as part of the product. It is estimated that the worldwide gaming industry is worth \$382 billion and is expected to increase to \$513 billion by 2015 (MarketLine 2011,

in www.reportlinker.com). Indeed, there has been no major resort hotel built in Bermuda since the 70s and many point to the fact that the prohibition of gaming is a major part of the reason why this is so.

In 2010, with air arrivals gradually falling to less than half of what they were in 1980, continuing questions were raised as to how to turn around the island's tourism fortunes – and gambling became the focus of that discussion. This resulted in the Government of Bermuda approving the commissioning of a feasibility study on various aspects of legalised gambling in 2008². This was followed with establishment of a Task Force on Gaming in 2009. The combined results of these initiatives were the presenting of a Government Green Paper on the feasibility of either having a city casino, a city casino as well as one in the eastern and western ends of the island, or having one in all hotels with 100 rooms or more (Bermuda Government 2010). In 2010 there were seven such hotels and one that was proposed for development.

The study waxed lyrical about the litany of benefits to the island's tourism industry, and by extension the economy of Bermuda as a whole. It began with the following opening remarks.

“The objective of the proposed introduction of casino gaming to Bermuda is based primarily on inducing tourist visitation by offering an activity that is important to a significant portion of the travelling public and which is present in many of Bermuda's competitors for leisure travel. As a result it is expected that this program will induce further visitation to Bermuda. Secondary goals include the generation of tax revenues to support more robust tourism initiatives.” (Bermuda Government 2010)

The study detailed the economic benefits as follows:

- gaming revenues of between \$84 and \$146 million per annum (2% of Gross Domestic Product);
- public sector revenue (both direct and induced) between \$25 and \$43 million per year;
- between \$4 and \$24 million of Government revenue from constructions costs related to new casinos and support facilities; and
- up to 3,000 new jobs (about 8% of the current workforce).

The Task Force on Gaming, after reviewing the report, went on to recommend to Cabinet the following:

- that some form of casino gaming be permitted,
- that a suitable site in the City of Hamilton is recommended for a casino,
- that all gaming permitted in Bermuda be incorporated under one omnibus piece of legislation,

² There are forms of legalized gambling in Bermuda through betting shops and 'Crown and Anchor,' a board and dice game but no casinos. Slot machines in bars and restaurants had already been declared illegal and were removed.

- that the casino be privately owned and operated,
- that there be no restriction on Bermudian participation,
- that casino opening hours would mirror existing nightclub liquor licensing laws,
- that a 10% gross revenue tax be levied on a casino, and
- that an advanced social service safety net be adapted to address the negative effects of the introduction of gaming.

That last point is noteworthy as there is a preponderance of evidence to suggest that there is a social cost to pay, and sometimes a very high one, for the introduction of gaming. Indeed, Government's report on gaming suggested that some \$4.6 million be set aside annually for dealing with the social costs of gaming, included treatment and additional policing for the anticipated increases in crime. That amount, however, may prove to be inadequate.

Grinols and Mustard (2006), in a landmark, longitudinal, independent study on the impacts of gambling and crime, which covered some 3,000 United States counties from 1977 to 1996, found that every area of crime increased significantly with the exception of murder, after the introduction of casino gambling. Robbery rates, for instance, nearly doubled. The study separated counties into casino and non casino in order to measure impacts over time. The study further went on to state that initial efforts to deal with anticipated increases in crime, such as those proposed by the Government Green Paper, were only effective in the short-term and were not sustainable in the long-term. As a result, the increases in crime were not realised until the fourth and fifth years after the casinos opened. Grinols (2000) came to a stark conclusion:

“Taken altogether, casinos impose crime and other costs – paid for by society, including those who do not gamble – that exceed their benefits and represent substantial burdens on nearby populations. Because casino gambling fails a cost-benefit test, policymakers should give serious consideration to options that include imposing taxes equal to the costs casinos impose, restricting casino expansion, or banning casino gambling altogether.”

Grinols' findings were supported by Buck et al. (1991). That study found that crime within 30 miles of Atlantic City rose by 107% in the nine years following the introduction of casinos to the area. However, Park & Stokowski (2011) were not as conclusive. They stated that while gaming had been studied for some time, its impacts were not so clear. They found, for instance, that contrary to conventional wisdom, ski counties had a significantly higher property crime rate than did gaming, natural resource access, and cultural tourist attraction counties.

In 2012, the Bermuda Government unveiled its first ever National Tourism Plan. As part of the redevelopment of entertainment products, it was recommended that Bermuda have a “high-end gaming facility.” In the run up to the general election in December 2012, both parties committed to a referendum on gaming as opposed to simply going through the legislative process.

This view was probably reflected in poll results that were released in March 2012, conducted by the author's company Profiles of Bermuda. The results showed that the voting public were split on the issue of casino gambling. While 46% were in support of it, nearly as many, 43%, were opposed, with just over 1 in 10 (11%) were not sure (Bermuda Sun Online, 15 March, 2012). By race, the dominant Black population were more likely to oppose it (48% compared to 38% of Whites) while Whites were more likely to support it (48% compared with 43% of Blacks). There were also differences by gender with women more inclined to oppose casino gambling (53%) although men were more supportive (61%).

With such division, coupled with a strong religious community, a referendum could go either way, but the possibility that voters could give gambling the thumbs down was quite high. In February, 2009, when Government announced plans for a Gaming Task Force, Muslim groups combined with Christian organisations and called on the community to "rally against the relaxation of the island's gambling laws." (Royal Gazette Online, 20 February 2009). It is probably for this reason that the newly-elected Premier, in recent public pronouncements, has hinted that the issue may be too important to go to a referendum – translation: the Government may use the legislative route. But should they go that route, they can expect opposition from Bermuda's religious community and others who are opposed to gambling.

There are inherent risks involved in going down the gambling road too swiftly. In the Department of Tourism's summer, 2009 study of departing visitors, some two-thirds (66%) of air visitors to the island stated that if a casino were operating in Bermuda they would either probably not or definitely not visit. While the Green Paper stated that 65% of United States travellers value casinos, this figure came from the American Gaming Association, hardly an independent source. The figure could not be substantiated by any other source. Thus, the implications are that if casino gambling were available in Bermuda, it would have to attract a new kind of visitor who would enjoy such an activity. That would require changing the current DNA of visitors, which could be a costly proposition. Such visitors are currently going to more established gaming destinations and thus, to attract them, Bermuda would likely have to mount a major advertising campaign.

However, the Grinols' Study (2006) advises caution if going down that route as well. If a campaign to attract the gambling visitor succeeds, among them is likely to be the pathological gambler. Pathological gambling is a recognised impulse control disorder in the Diagnostic Statistical Manual (DSM-IV) of the American Psychiatric Association. Often referred to as addictive or compulsive gamblers, they are unable to control their urges to gamble and have to rely on others to assist with their financial distress and the repairing of their lives caused by gambling. Casino gambling could also attract the local pathological gamblers, adding to the social costs. However, this view was contradicted by Zimmerman (2011) who concluded that, "analysis shows that

gambling is positively linked to income, a finding consistent with the view of gambling as a relatively innocuous leisure activity.” Zimmerman did find that with regard to race and education, Blacks and the lower educated were more likely to gamble than Whites and higher educated persons, a finding that could have implications for Bermuda, since Whites on the island tend to be wealthier and more educated. This is due in large part to Bermuda’s colonial past, slavery, and the segregation of Blacks giving Whites in Bermuda, and in other places with a similar history, unearned privilege.

2. The Way Forward

One of the key election campaign policies put forward by the then opposition party was the establishment of a Tourism Authority, as opposed to a Tourism Board, that would be staffed by industry professionals in the hope that it would be able to respond to challenges and changes quickly. Prior to the election of 2012, details about how the Tourism Authority would function were limited. With the passing of the election, the new Government has announced that it will require six months to investigate tourism authorities around the world and set one up. It may require legislation, in which case the setting up of the authority may take longer than six months. Ideally, it will be in place before the end of 2013. In the interim, the Government will have to rely on marketing efforts already in place for the first half of 2013.

Time, however is not on the Government’s side. Both arrivals and expenditures were down in 2012. In fact, tourism expenditures were some \$85 million short of the \$475 million predicted in the National Tourism Plan. This finding lends credence to the author’s published comments that the National Tourism Plan’s figures were “ambitious,” (Royal Gazette Online June 12, 2012) and others who deemed them “unrealistic” (Royal Gazette Online July 2, 2012). Now into the fifth year of recession, with economic growth only expected to begin in 2014 or as late as 2015, and with the Bermudian economy already having shed 4,000 jobs or 10% of the workforce, the critical question is what role does tourism play going forward.

While tourism brings in only a fraction of the foreign exchange that international business brings in, it has greater rounds of spending in the economy and its impacts are more immediate. Critical to easing some of the island’s economic woes is to shore up tourism – nothing rocket science here. The question is how. In spite of doom and gloom comments from many quarters, there have been some positive signs of change. One of the island’s flagship hotels, the Fairmont Hamilton Princess, was sold last year to local investors. Those same investors bought the dormant, former Sonesta Beach property on Bermuda’s famed south shore, in 2013. The fact remains, however that no major resort property has been built since 1972. There are those that would argue that a major reason for this is a lack of a gaming license. If this is indeed the case, then a compromise would have to be found that permits gaming while mitigating

the social costs. Some have offered up various solutions from a Monte Carlo-style gaming model to a form of means test for locals who, if they qualify, would be given a licence to gamble. These measures could have the benefit of both attracting hotel investment income and minimising the social costs of casino gambling. However, it is not likely, based on the evidence presented in this study, that the criminal elements that casino gambling attracts would have been fully dealt with.

Those who support gaming tend to represent it, perhaps inadvertently, as a panacea for tourism's ills. This is not the case. Sports tourism is also a big revenue earner. In 2012, Bermuda successfully hosted the Carifta Games, a regional sports track meet. In 2013 Bermuda will host the Island Games and an international cricket tournament, in which the island's national team will compete. For the past several years, the island has hosted the International Rugby Tournament, a series of matches for retired players, and the American PGA Gram Slam of Golf, which has a televised audience in the millions. More could be done in sports as the island has a temperate, year-round climate. First-class indoor facilities for inclement weather are presently limited and would require expansion to attract top overseas teams if the island were to become an off-season training camp. One major project on the books, and endorsed by the National Tourism Plan, is the Cut Complex³ (www.cutcomplex.com), a major sports facility. Its website describes it this way.

“Introducing a purpose built, year round, world class destination sports tourism and training facility supporting the performing arts and entertainment. The concept designs have been fully developed and, ready to apply for planning approval, we are looking for investors and partners who would like to be part of the global trend of destination sports training and entertainment in favourable locations around the world.”

In reviving tourism, it is best not to overlook the basics, product development and marketing. The National Tourism Plan focuses some attention on W.E. Deming's Total Quality Management (TQM) concept and how it applies to tourism (www.deming.org). Deming's approach, designed for the manufacturing industry, is based on the principle that every employee commits to and carries out high standards of work throughout an organisation's operations. With tourism, those standards would have to be carried out before visitors arrive (marketing), when they arrive (product), and after they leave (follow up, after sale, and continued marketing.) In the Tourism Plan, specific aspects of TQM will have to be developed.

Foot & Stoffman (1997) in their book 'Boom, Bust and Echo' stated that if you understand population trends, you could predict almost anything. Most of Bermuda's feeder nations would have completed their decennial census. That information, if used correctly, would provide information as to where those who are likely to visit can be found and, more importantly, information on any population trends that have

³ The author is a board member for the Complex.

taken place since the last census. Similarly, a life-style study on those same markets should be carried out to determine how good a fit they would be for the Bermuda market. This would have implications for how Bermuda is marketed, where it is marketed, whether or not product development was needed, and in which areas.

Conclusion

Bermuda's early development, coupled with its geographical isolation, has necessitated that islanders adapt to change. With air arrivals suffering over the past two decades, international business stabilising, and a lingering recession, there is a real need to get out of the economic doldrums. Some have placed their economic eggs in the gambling basket, but they may well be short-sighted. It is best not to make permanent decisions in temporary circumstances. While Government's Green Paper on Gaming emphasised the economic benefit to Bermuda while addressing, to some extent, the potential social costs, others, such as Grinols (2006), went into great detail about the ramifications of introducing casino gambling into a community. One point that he made quite clear was that those who tended to profit from gambling were not the ones to bear the social costs resulting from it. And while the Green Paper sent aside funds to deal with the social disbenefits of gambling, the amounts may be inadequate to deal with the scope of the problem, particular after five years when social costs deepen.

In spite of the social costs of gambling, there is a real possibility that it could be in Bermuda sooner rather than later. As there have been no major resort developments in more than four decades, investors may 'request' as a condition for development, a gaming licence. This suggests that a symbiotic relationship between gaming and the wider Bermuda community has to be found. Some suggestions, like a means test for locals to gamble, is a start but that suggestion may not be practical or legal, so more thought would have to be given to finding a balance. Indeed, as the Best Gambling Resources website indicated in 2009 (<http://372.us/3>), the gaming industry is not recession proof with, for example, the MGM Mirage in Las Vegas had announced plans to lay off 400 middle managers in an attempt to save some \$200 million annually.

While gaming may not be the way forward for Bermuda, its arrival on the island's shores appears to be imminent. That said, the correct formula has to be found for making it work and that formula should involve the voice of the people. Communities, especially ones as small as Bermuda, would benefit from a community approach to tourism. Okazaki (2008) posits that community-based approaches to tourism are an integral part of sustainable tourism development, particularly through the process of partnership and collaboration. It would be a wise government that listened to, and followed the will of, the people. And while it may be tempting to gamble Bermuda's future on gaming, a possible solution for Bermuda may be to simply get back to basics – fishing where the fish are using the right bait, developing and maintaining all aspects of the product, and delivering great service.

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TOURISM, EXPRESSION OF FREEDOM IN THE GLOBAL ERA

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Abstract

This study is a qualitative analysis of the tourism phenomenon, with respect to the circumstances the geopolitical factor brings forth to it. Tourism is not only an economic activity, generally regarded as a services industry, but also an expression of individual freedom. What is the borderline where tourism, as a social phenomenon (a “tourist tide” of over a billion people moves on the planet annually), and the power game that is confining the freedom of movement meet? Implosion of communism, expanding Euro-Atlantic structures, as a guarantee of the freedom of movement, the unique currency, elimination of visa for crossing the boards, were equally adjoined by geopolitically restrictive events: international terrorism enhancement (longer time spent into the security filter at airports), “warning wars”, revolutions, kind like “Arab Spring” (generating world touristic heritage damage and restrictions of freedom of movement) etc. Paradoxically, both factors - the global tourism as a phenomenon and power games - were intensified by globalization. There is a deceitful effect: the more easily you get the information (aggregated information), or get to move in a more free way (globalization of movement), or make the payments easier (aggregated transactions and currency), the more phenomena get accelerated, such as crime (terrorism globalization), social insecurity (globalization of revolutions), fraud (extortion globalization) etc.

Keywords: tourism, responsible tourism, globalization, power games, individual freedom

JEL Classification: Q50, M31

1. Introduction and tourism as a component of social prestige

Explosive phenomenon within the second half of the last century, tourism has really become one of the essential coordinates of humanity, at the beginning of this millennium. Beyond enumeration, figures, interpretations, tourism is a living reality that can not be ignored by anyone, as it turned out to transform, from a luxury time spending, reserved to the privileged persons or groups, into a current need for more and more people.

This factual reality has been fed and is constantly stimulated by the revenue growth, substantially increasing of free time length (weekends, holidays) and duration of vacations / holidays, modernization of communications and transport facilities – including the growing speed of the vehicles – diversification of tourism products

and their adaptation to fit the different preferences and financial possibilities of the tourists, the stress (as the “disease of the century”), the need of relaxing time and treatment (Neguț, 2004).

The fact that the social prestige of a person is no longer defined based on the career, but on the value of leisure time also, is supported by the fact that the resting time in the contemporary society, viewed in its most comprehensive meaning, has acquired the status of one of the main functions of the human life basics, together with work, family, housing, communication, culture etc. And tourism travel is standing as a leading role in the active relaxing time.

It is well known fact that tourism is a complex matter, difficult to define in a concise and also comprehensive way. Even the International Academy of Tourism, which held steadfast actions in this regard, acknowledges this, standing that even the definition it delivered for the famous “International Travel Dictionary” is incomplete:” the term applies to leisure travel, a group of human activities performed to achieve this type of travel; industry that contributes to tourist satisfaction “(International Academy of Tourism, 1980, p 21).

In the same work, a unique publication in the world, it is stated that tourism necessarily includes “full freedom of choice” (International Academy of Tourism, 1980, p 19), which involves complete freedom of movement, also guaranteed in the UN Charter of Human Rights.

2. Individual freedom

Freedom is the right to say NO, the great writer Albert Camus declared more than half a century ago.

I do not think there is a more concise and more significant definition than that. Instead the communist literature had a different opinion, and I quote from a paper dedicated to “individual freedom – is that kind of freedom citizens enjoy, as socially integrated individuals “. As you see, freedom is already conditioned by social integration. And the definition continues: “individual freedom can only be achieved through the general collective freedom, any attempt to oppose individual freedom to general freedom is wrong and damaging for the socialist society” (Political Dictionary, 1975, p 327) – again, the same conditioning and adding the moralizing message: take care, asserting your freedom is wrong and may disturb the socialist society!.

To understand freedom, we must first better understand what her absence means, as it was the case in the communist global camp, which concentrated a large part of the world population, lack of freedom that was reflected in tourist flows. Today, for example, in all former communist European countries, it is easy to talk about freedom of the individual, including tourism: the right to have one of your own time, whether it’s a weekend or holiday, it is up to you to choose on your own travel destination. For the very young generation it is though very difficult to imagine

the lack of freedom in one's choices communist countries, including the tourist trips, before the political events in Central and Eastern Europe in 1989-1991.

Everything was centralized and controlled within the communist state (the famous formula "democratic centralism"). There were not private travel agencies in none of communist states, but one and only central travel agency (here, in Romania, the National Office of Tourism) with local branches. The touristic offer enclosed only the other communist countries, any other western countries were excluded, even those of the Third World. More than this, even for visiting socialist countries you needed recommendation from your employer! It seems incredible today, but it is the naked truth ...

Communist country citizens were victims of the struggle between the two political blocks formed after the Second World War that divided the world into two areas: the free and democratic world (western block) and closed and undemocratic world (Eastern Bloc), each having one pillar, United States, respectively, the Soviet Union.

Our dissertation here is not intended to be an analysis of communism, but positioning the tourism phenomenon in temporal landscape of the bipolar world and the way it reflected the freedom of travel, freedom truly reached only in the age of globalization, phenomenon that began to manifest towards the end of the bipolar world.

We all know that communism represented, in a declarative way, a political ideology having as objective the establishment of an ideal society - hence the striking similarity with the Christian ideal - characterized by collective ownership, while everything, including freedom, was supposed to be a common good. But this utopia never occurred.

Lack of freedom was expressed in the communist world, also by the extremely small number of people traveling in non-communist countries and in restricting number of travelers in communist countries.

Freedom is however wrongly understood, sometimes: the right to do anything, to interfere anyway and however in the environment, to operate high over the capacity targets and tourist areas support, just for the sake of profit. Even 35 years ago, when tourism flows were not so high (almost five times smaller than today), I reported these threats: "Now we can talk in certain regions of the Earth by tourist pressure (...). For the *tourist sake*, destruction of delightful natural landscapes sometimes occurs, as long as drainage of wet areas of high biological significance, destruction of natural vegetation and often replacing it with imported ornamental species. All these represent in fact a serious degradation of the geographical environment (...). In some countries, some negative effects of an explosion travel, related to the organization and planning of tourism development, by location of hotels and villas, camps, swimming pools, fun lands, access roads, parking sites and so on, with the financial

considerations as almost invariably priority and meant to attract as many tourists, especially foreigners, to bring currency and profits “(Neguț, 1978, pp.69-76).

This is why we stand for considering the yesterday and today factual reality, in order to propose what is now called responsible tourism.

3. Globalization

Although they speak about globalization so much, this is a phenomenon imperceptible by ones feelings: you can not see, hear, feel, etc.. Is a diffuse phenomenon. Moreover, paraphrasing the great American writer and humorist Mark Twain, we could say that “everyone is talking about globalization, but nobody knows anything about it.” It has been written so much about this matter that French researcher Sreberny Annabelle said, five years ago, that “if I get a penny for each book published in the past decade with the term globalization in the title, I would already be a rich woman “.

Globalization process began to unfold in the second half of the last century. For the first time ever a single economic system covering the entire planet arose, settling a global economy.

Markets on every continent interact continuously; communications allow capital to respond instantly to new opportunities, sophisticated credit instruments generate unprecedented liquidity. Or, in other words, production is cross-boards, the credit tools are international and the market is global. So this phenomenon occurs not between states and is not therefore internationally managed, but simply “worldly” (involving the entire world, with all the countries).

“The great hope of globalization - says one of the best experts in the matter - is that it will contribute to raising living standards around the world: poor countries have access to foreign markets to be able to sell their products, foreign investors will be able to penetrate the markets in order to facilitate new products at lower prices, and the borders will be open, so that people can travel to other countries to train, to work and earn money to send home, to help their families and to establish new business. I think that globalization has the potential to bring enormous benefits both developing countries and developed ones “(Stiglitz, 2008, p.20).

Obviously globalization has not only positive but also negative effects, quite a lot actually, as claimed by many analysts, including the above mentioned before JE Stiglitz and Martin and Schumann (1999), between others.

Tourism expansion was favored, in particular, by elements arising from globalization, such as:

- Advertising culture - as part of global marketing - which has become a real industry;
- Improvement of communication systems (transport), reflected in their modernization (including comfort), increased capacity, and especially

- speed, the boost of airlines industry (in only 24 hours, you can practically make the world from one end to the other);
- Media coverage on a global scale, with the overwhelming impact of the global network of information transmission / reception, such as the Internet. Due to this platform, any person can find information on any tourist place on Earth and can choose to order almost immediately (as in the transfer of money).
 - Not only the economy has become global, but politics too (global policy), that is no longer international (international politics). The state, as the actor / player that has dominated human history is now not the only decider. The players multiplied on the 'Grand Chessboard', such as:
 - United Nations and many other international organizations (WTO, OECD and others);
 - Groups "global governance" (G8, G20);
 - Regional blocs, whether military (NATO, the only viable today) or economic: European Union, NAFTA (North American Free Trade Agreement), MERCOSUR (Mercado Common del Sur), ASEAN (Association of South East Asian Nations), APEC (Asia Pacific Economic Cooperation), SCO (Shanghai Cooperation Organization) and others;
 - Transnational companies / multinational (STN's), which were and are, of course, the engine of globalization;
 - OPEC (Organization of Petroleum Exporting Countries) and, more recently, Gas Cartel;
 - "private empires" like the IMF, World Bank and other such financial and banking organizations;
 - Some NGOs, such as Greenpeace, Medicines sans frontières, etc.

4. Geopolitical games

Individual freedom, including freedom of movement tourist, was acquired in Central and Eastern Europe in 1989-1991, with the collapse of communism as a result of complex geopolitical factors that play an essential role. A large and well-known contemporary American analyst, Zbigniew Brzezinski, named the world we practically live in, as the planetary assembly, The Grand Chessboard, on which national actors play. In the bipolar world, after the Second World War, two political blocs confronted, having as leaders the United States and the Soviet Union, US emerging victorious, centered on market economy and democracy, fact inducing the boost of globalization.

We all know that, for several millennia, in international relations, force politics prevailed, therefore the rule of military power. However, with increased globalization, international relationship elements transferred power from politico-military aspect

to the cultural-trade one. Therefore they talk about geo-economics and geo-cultural, commercial platforms and areas of civilization became a kind of “identity card” of the modern world.

Today, of course, power is no more based exclusively on military potential and the control of a certain territory, more or less stretched (according to the “sphere of influence” classic), but the ability and capacity to integrate the economy in a global manner. An industry analyst, Richard Rosecrance, says, for example, that since the First World War (when practically Soviet Empire appeared on the world map) planet was divided into two distinct entities: on the one hand, the “ political territorial -military world “ , based on the principle of state sovereignty and the growth of autarchy level, e.g. the Soviet model, and, on the other hand, the “ commercial world “(trading world) based on increasing mutual trade benefits and integration in a free, global, market, as in the Western model. In the second half of the twentieth century, the number of states in the second category increased (between them, countries of the Central and Eastern Europe region, part of which Romania is too), while the other states were doomed to failure. With the exception of China, which has managed to combine the planned economy to the market one (but this is a special case, not to be summarized now).

5. Travel, between individual freedom and geopolitical games

The natural question that arises would be: well, okay, but what is the connection between geopolitical games and globalization of tourism? The answer is that all these actors / players individually or taken together, have contributed and still do it, to the upward disclosure of globalization, the establishment and maintenance of the global economy, the liberalization of markets, to the movement of money and the outstanding investment flow, to planet GDP growth, but also the GDP of each country, world population increased income etc. As a result, the effects on tourism, are worth mentioning:

- more and more people worldwide are willing to travel outside their country: their number exceeded one billion (1,035 billion in 2012), compared to 678 million in 2000 (UNWTO, 2013) and only 25 million in 1950 (UNWTO, 2006);
- revenues from tourism exceeded 1000 billion dollars since 2011 (UNWTO, 2012), compared to 2000, when they were at the half rate of the present value, and to 1990, when revenues were just a bit over 250 billion dollars.
- one in two people in the world is practicing domestic tourism (in his own country). That indicates 3.5 billion domestic tourists (in December 2011 the world population was surpassing 7 billion people).

All these accomplishments would have been failures in a global geopolitical game, if the communist regime was victorious. Everyone on the planet would have

been forced to travel only within their countries. The concept of foreign tourists would have perhaps not existed, but only domestic tourist's notion.

An example of the consequences of a market economy, combined with other predisposing factors, is the emerging economies, starting with the Asian "tigers" and up to "lions" (Japan, South Korea, Taiwan, Hong Kong, Macao, Singapore, Malaysia and others) in the second half of the twentieth century, the wave reaching ex-communist European countries, mostly those in Central and Eastern Europe, in the last two decades. The most suggestive example are the BRIC countries (Brazil, Russia, India and China), which recently became BRICS (adding South Africa / South Africa), the most dynamic group in the world.

Economic success of these emerging countries was reflected in tourism too. The most spectacular case is that of China (PRC), which was not included in international statistics 20 years ago and currently serves as:

- The 3rd position as international tourists (after France and the U.S., surpassing Spain in 2010), receiving about 60 million people annually. China is actually placed as number one, if we add the tourists from Hong Kong and Macao, the Chinese provinces with special status after returning to the motherland (Hong Kong in 1997 - former British colony, Macao in 1999 - a former Portuguese colony);
- The 4th in tourism revenues (after the USA, Spain and France, surpassing Italy in 2010), with over \$ 45 billion. If taking into account the income of provinces Hong Kong and Macao China climbs to second position, above France and Spain;
- And even more significant: China, whose people almost were not spending anything outside the country (as departures were very limited), has come to occupy 3rd place as a provider of external tourists, in 2010. The travel expenditure of Chinese citizens abroad has increased 4 times between 2000-2010, China occupies now first place in the world, as dynamics in the field.
- Russia can be a positive example in the field too, recently reaching the top 10-15 countries in the world in number of tourists, as well as income from tourism. It holds a leading place in terms of expenditure abroad - in 2012, ranked second in growth rate (over 30% compared to 2011), after China (40%), and followed by Malaysia (15%).

Globalization of the world economy has negative consequences, including tourism. Thus, in 2009, the toughest year of global economic crisis, the number of international tourists decreased by 4.2% compared to 2008 (880 million against 922 million), and the income from tourism by 5.7% (852 billion to 941). But, at the same time, it is not less true that tourism is the sector with the highest global economy and rapid recovery capability: thus, while in 2010 and 2011, the economy

experienced an overall unspectacular improvement, tourism emerged with an increase of 6.7% and 6.63% in the number of international tourists and 5% and not less than 13.2% in revenues from tourism. Moreover, growth was positive in all world regions. Unfortunately, Europe has the lowest growth, only 3% and

5% (compared with 8% America and Asia-Pacific 13%), this not only because of the economic crisis, but economic uncertainty that has hovered over the euro zone and air traffic disruption caused by the eruption of the Icelandic volcano Eyjafjallajökull. With regard to Central and Eastern Europe, the region has failed, unfortunately, to compensate in 2010 and 2011, for losses incurred in 2009.

Although, as I said, the elements of power in international relations is increasingly transferred from politico-military pattern to the cultural - trading one, international life is still confronting with many conflicts, mainly maintained by the great powerful states, conflicts that have negative effects, among others, on the tourism. Naturally, conflict zones are bypassed by tourists. Here's one example, the most recent, about "Arab Spring", popular uprisings sprung in North Africa and spreading to the Persian Gulf, one of the most famous tourist destination, affecting many countries (Egypt, Tunisia, Syria, Qatar, Bahrain etc.) – which used to get substantial income from tourism, billions and tens of billions of dollars each. They are now bypassed by visitors and, moreover, this phenomenon is about to infect other countries in the area.

6. Conclusions and closing

Tourism is a wonderful phenomenon. We do not assume to generate presumptuous and obvious statements, but we truly believe that tourism is one of the perennial phenomena that will last as long as human society survives. That what was prohibited in the communist regime, is now available to us all: to travel wherever and whenever, but without forgetting to discover and rediscover our country always – coming back to where we really liked to live. This reminds us of the beautiful confession made by French writer Georges Duhamel (1884-1966), former president of the International Academy of Tourism: "Whenever revisit Finland, I feel younger, more alive, make great projects for the future, I restart to love more things and people and, no less important, I love myself some more! "

Very beautiful! Let's review the places we love.

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THE RESOURCES OF ENDOGENOUS TOURISM OF THE BAIKAL REGION

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Abstract

This article provides an overview of the ethno-recreational resources and preliminary analysis of the potential for development of endogenous tourism in the Baikal region. The study is based on the up-to-date understanding of the traditional culture and way of life of indigenous people living in the region. An integrated approach is used for the detection and identification of ethno-recreational complexes, which are the objects and phenomena related to the traditions and culture of the peoples around Lake Baikal (Russians, Buryats, Evenks, Tofalars, Soyots).

Keywords: Baikal region, endogenous tourism, recreational resources, ethno-recreational complexes.

JEL Classification: L83, Q01, Q56, Q57, Q58

1. Introduction

Baikal region comprises three Federal subjects of Russia – Irkutsk Region, the Republic of Buryatia and the Trans-Baikal Territory. He claims to be among the well-known and highly important tourist destinations in Russia and abroad. The increased interest to the region is determined by the rapid evolution of the global tourism system and avalanche involving in it, both natural and cultural values.

As it is considered to be, the main regional factor of the tourist attraction is its natural wealth. In spite of this, the historical and cultural palette of indigenous people living in the land of the great lake provides high ethno-tourism potential.

In the context of the generally recognized ideas related to sustainable development, the involvement of indigenous population into tourism entirely corresponds to the global trends. Currently, the problems of maintenance of ethno-cultural and biological diversity rank together in their relevancy, and tourism is treated as one of the mechanisms of their implementation. Moreover, in order to attract tourists, now it is not enough just to show natural and cultural sights. It is necessary to create special itineraries with the purpose not to have a look at the museum objects of material culture, but to contact with everyday life and craft of people, even if it is represented in a specially prepared ornamental form.

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2. Methodological and theoretical basis

Indigenous tourism refers to tourism activities in which indigenous people are directly involved either through control and/or by having their culture serve as the essence of the attraction [Butler, R., Hinch, T., 2007].

Ethno-recreational resources of the territory are considered as a special group of resources, which include local communities of people together with the natural-landscape environment of their life activity, their inherent national culture, and traditional forms of farm and home management and everyday life, including such integral components as national holidays and ceremonies, traditional types of dwellings, languages, cuisine, folk crafts, and age-old folk art, which in the aggregate represent an unique ethno-recreational complexes.

Concepts and the business programs aimed at the endogenous tourism development have to be based on complex studies of ethno-recreational resources. Such studies traditionally begin with the inventory, description and mapping of objects and phenomena that are of interest to attract tourists. Such mission is in the sphere of responsibility of geographers and ethnographers.

For primary qualitative and quantitative characteristics of the regional ethno-recreation potential uses government statistics, including some of the demographic and social indicators. Thus, areas of distribution of ethno-cultural communities, areas of recreational development, and zones of interaction of traditional and tourist-recreational socio-cultural complexes are identified. Thus the general characteristics and description of the spatial structure of regional ethno-recreational complexes that generate tourist resources and determine their diversity is given. Visual representation of the obtained information is done by mapping.

3. Opportunities for the development of endogenous tourism in the Baikal region

Due to the geographical, historical, and political-and-economic events the Baikal region is a recreational system that is characterized by a wide range of ethnographic and cultural resources. According to *L.R. Pavlinskaya (1999)*, the geographical location in the center of the Asian continent has determined that the Baikal region has been a kind of an ethno-cultural crossroad for thousands of years. The course of the ethnic history in the second millennium was defined by the rise and development of the Mongolian and Russian ethnic groups, who created two great powers which replaced one another, and the composition of which included lands adjacent to Lake Baikal. In addition, a variety of natural and climatic conditions contributed to the formation of several economic-cultural types: semi-nomadic and nomadic cattle breeders, taiga hunters-reindeer-breeders, and taiga hunters on foot. In the 17th century, by the time Russians appeared there, the Baikal region was inhabited by Mongolian-, Tungus-, and Turkic-speaking peoples.

Currently, the ethno-recreational complex of the Baikal region are represented by two dominant cultures, namely Russian and Buryat, by local communities of indigenous small-numbered peoples – Evenks, Soyots, Tofalars, communities of carriers of the traditional Russian culture, recognized by UNESCO as the nonmaterial

cultural heritage of humanity, as well as by representatives of the multinational post-Soviet area. It is also accepted to distinguish Russian old-timers as a peculiar component of the Russian culture in Siberia.

The resources complexes, knitted with the Indigenous small-numbered peoples have a particular interest for ethnographic and cultural tourism. RF subjects of the Baikal region are allocated as regions of residence of such indigenous peoples, as Soyots, Tofalars and Evenks [List of areas..., 2010; List of places ..., 2009; Uniform list ..., 2008] (fig. 1). Their share in the total number of the population, in comparison with such regions as the Nenets or Chukchi Autonomous areas of Russia, is insignificant: in the Republic of Buryatia and in Trans-Baikal Territory it makes about 2% (21 and 25 thousand people respectively), and in the Irkutsk region – only 0,5% (less than 13 thousand). Thus change of total number of the indigenous population in the region has a negative trend. For example, from 2003 to 2009, the largest decrease was noted in the Irkutsk region - 6.7%, in Buryatia it was 5.4%, in the Trans-Baikal region – 2.1% [Ethnic composition ..., 2004; Indigenous small-numbered peoples ..., 2005; National composition of the population ..., 2011].



Figure 1: The tourist routes in to ethno-recreational complexes. The actual: 1 – Buryat, 2 – Russian old believers, 3 – Russian old-timers, 4 – Mongolian; the perspective: 5 – Evenki, 6 – Soyot, 7 – Tofalar, 8 – Russian old-timers, 9 – Mongolian. Objects of endogenous tourism: 10 – Architectural-Ethnographical Museums under Open Sky, 11 – centers of the Buryat culture, 12 – object of a non-material cultural heritage of UNESCO (center of old believers culture). Settlements: 13 – administrative centers of the Federal subjects of Russia, 14 – other. Transport: 15 – railways, 16 – roads. Borders: 17 – State, 18 – Federal subjects of Russia, 19 – Districts. 12 – basin of the Lake Baikal.

The life range of Evenks is quite extensive. They are the third largest in the all-Russian list of the indigenous people – about 35.5 thousand people. While, the Soyots and Tofalars local communities are continuing to maintain only narrow areas of life. They are living in the hard to reach parts of the Irkutsk region and the Republic of Buryatia, confined to the Eastern Sayan mountain range. Culture and customs of these very small-number peoples (Soyots – 2.700, Tofalars – 0.700 people), even in the form in which they now reside, are the most an important and valuable element of ethnographic diversity of the region [Number of Indigenous small-numbered Peoples ..., 2002].

The following table provides some main characteristics for the above mentioned ethno-recreational complexes – languages and folk crafts, traditional forms of economy and natural management, landscapes and dwellings, and other features, which play an important role in the formation of a peculiar image of the resource prepared for the holistic perception by consumers of tourism services. Some of them have already become the objects of endogenous tourism. They are widely used by managers for excursion trips and attract a wide range of visitors from the Russian regions and abroad in the days of folk festivals and events. But for the majority of these, tourist development is the prospect of the immediate future (fig. 2).



Figure 2. Resource complexes, knitted with the Indigenous small-numbered peoples.

Districts of the Federal subjects of Russia: 1 – Irkutsk region, 2 – Republik of Buryatia, 3 – Transbaikal Territory; 4 – Districts with accommodation of indigenous small-numbered people. Settlements: 5 – Administrative and historical-cultural centers; Settlements with accommodation of indigenous small-numbered people: 6 – Evenk, 7 – Soyot, 8 – Tofalar; 9 – UNESCO object of nonmaterial cultural heritage – Semeyskiye cultural center (Old Believers of Transbaikalia). 10 – Places of traditional accommodation and traditional environmental management of indigenous people. Number of indigenous small-numbered people, leaving in the Federal subjects of Russia (total): 11 – Evenk, 12 – Soyot, 13 – Tofalar. Transport: 14 – railways, 15 – roads.

Table 1

Components of the ethno-recreational complexes	Ethno-recreational complexes					
	Buryat	Evenk	Tofalar	Soyot	Russian Old Believers	Russian
Representatives	Buryats. Self-ethnonym — buryaad	Evenks. Self-ethnonym — evenk, tongus, orochen (from "oron" — "deer", and "ile" — "human")	Tofalars or tofy. Self-ethnonym — tofa, tokha	Soyots. Self-ethnonym — soyot. Descendants of the Sayan Samoyeds	Russian immigrants, keeping alive the religious, cultural and every-day traditions, which were common in Russia before the church reform of the 17 th century. Self-ethnonym — Old Believers, Old Ritualist, Semeyskiye.	The descendants of immigrants from European Russia (pathfinders, animal farmers and peasants), often children of mixed marriages with representatives of indigenous ethnic groups. Self-ethnonym — old-timers, Lena old-timers, chaldony.
Territories of residence	Republic of Buryatia, Irkutsk region and Ust-Orda districts; Republic of Buryat Autonomous Buryatia — Barguzinsky, Bauntovsky, Evenkiyskiy, Kurumkansky, and Agin-Territory and Agin-Buryat Autonomous North-Baikal districts; Transbaikal Territory Okrug	Irkutsk region — Bodaibinsky, Kazachinsko-Lensky, Katangsky, Kachugsky, Kirensky, Mamsko-Khuytsky, and Ust-Kutsky districts; Republic of Buryatia — Barguzinsky, Bauntovsky, Evenkiyskiy, Kurumkansky, and Agin-Territory and Agin-Buryat Autonomous North-Baikal districts; Transbaikal Territory Okrug	Irkutsk region — Nizhneudinsky district	Republic of Buryatia — Okinsky district	Republic of Buryatia — Bichursky, Mukhoshibirsky, Zaigraevsky, Kyakhtinsky, Selenginsky, and Kizhinsky districts; Transbaikal Territory — Krasnochikoisky district	Mainly northern districts of Irkutsk region (Kachugsky, Zhigalovsky, Kirensky and others), as well as some districts of the Republic of Buryatia and Transbaikal Territory
Language	Buryat (Mongolian group)	Evenki (Tungus-Manchurian group)	Tofalar (Turkic group)	Buryat (the Soyot language of the Finno-Ugric group was lost as a result of assimilation)	Russian (Slavic group)	Russian (Slavic group)
Religion	Shamanism, Tengriism, Buddhism, Orthodox Christianity	Shamanism, Orthodox Christianity	Shamanism, Tengriism, Orthodox Christianity	Animism, Shamanism, Buddhism (Lamaism).	Old Orthodox Christianity	Orthodox Christianity

Components of the ethno-recreational complexes	Ethno-recreational complexes				
	Buryat	Evenk	Tofalar	Soyot	Russian
				Russian Old Believers	Russian old-timers
Cuisine, staple foodstuffs	meat (mutton, beef) and milk dishes, green tea with milk	game meat, venison, fish, taiga food plants	venison, wild fowl, vegetables	venison, grunting-ox meat, horse meat and wild fowl	vegetables, bread and pastry, honey, dairy products, meat (pork, beef, poultry)
Elements of the traditional costume	Long wrap coat – "deel", cone-shaped headwear with a band, waistcoat (udzhe), jewellery of silver and ornamental stones	woolen trousers-natazniki (kherki), gaiters (aramus, gurumi), caftan of reindeer skin, mukluks, reindeer ski climbers	traditional costume is very similar to the Buryat	traditional costume is very similar to the Buryat and Mongolian ones	They adhere to the traditions of the Russian 17th century clothing: pinafore dress (sarafan), babushka, Russian national shirt (kosovorotka) of natural bright fabrics, jewellery of amber
Folk crafts, types of nonmaterial art	handmade jewellery of horsehair, silver, ornamental stones, characteristic dance "Yekhor"	artistic bone and wood carving, metal working, beadwork, applique work of fur and fabric, birchbark stamping, imitative and circle dances, reindeer races	artistic bone and wood carving	wood carving, handcrafted items and handmade jewellery of fur and beads	wood carving, carved utensils, embroidery, self-made clothes, drawing lyrical chant
Feeding landscapes	steppes, forest-steppes	taiga, tundra forest belt	mountain-forest, taiga belt	mountain taiga of the Eastern Sayan region	river valleys, piedmont plains, Baikal
Traditional forms of economy	mainly cattle breeding (distant-pasture and seminomad), partially - agriculture	hunting, fishing, reindeer breeding	hunting and nomadic reindeer breeding	reindeer and yak breeding and hunting. From Buryats they partially adopted cattle breeding	agriculture, hunting, fishing, taiga harvesting, domestic cattle breeding
Traditional dwelling	six-sided wooden nomads tent, Mongolian felt tent	cone-shaped hut of poles (raw-hide tent), covered with reindeer skins in winter, and with birch bark or larch bark in summer.	wooden huts (izba), adopted from the Russian population	cone-shaped hut (uurs) similar to dwellings of northern reindeere herders	Russian wooden hut, decorated with colored drawings, together with outbuildings forming the estate

The contact of tourists with the Russian and Buryat culture takes place immediately on arrival in the major administrative centers of the region – Irkutsk, Ulan-Ude and Chita, where one can see not only objects of Siberian wooden architecture and urban architecture of the 18th-19th centuries, but also traditional portable dwellings of steppe nomads.

The calendar of events and folk festivals allow local and foreign guests of the region to see the Russian Maslenitsa festival, Buryats' Erdyn games, shamanistic rituals and many others. In order to present a diverse culture that has developed over the years of the Soviet Union, festivals of national cuisines are held in Buryatia, involving dozens of national and cultural associations of the Republic.

The Old Believers of Buryatia (settl. Tarbagatai) have a successful experience of ethnic tours, including a live chat with native culture carriers. In the settlements of Ust-Orda (Irkutsk Oblast), settlement of Aginskoye (Transbaikal Territory), as well as on Olkhon Island tourists get acquainted with the folk culture and everyday life of the Buryats.

To get an idea about life and traditional culture of the Evenks, Tofalars or Soyots is possible only visiting the exhibition of the architectural-ethnographic museums in Ulan-Ude, Irkutsk and Bratsk. The development of excursion programs, which include visits to camps of these peoples is possible in the foreseeable future, but is associated with solving a number of complex issues. On the one hand, representatives of indigenous communities are still not sufficiently familiar with the international practice of reception and service of tourists, on the other, to provide the access of transport to the places of their residence is not a tractable problem in the foreseeable future.

One of the options for its solution may be to use international experience in the creation of "ethnic villages", i.e. a kind of ornamental reserves that are intended to show the brightest and most interesting aspects of life and living conditions of local indigenous communities. Such objects are reasonable to locate at a some distance from existing places of residence of the indigenous population in the area of transport accessibility from tourist centers, and to link them functionally to the existing network of specially protected natural areas. The possibility to create such settlements can be considered first of all in the Okinsky, Tunkinsky and Barguzinsky districts of the Republic of Buryatia, as well as in the Nizhneudinsky and Kachugsky districts of Irkutsk Region.

An important direction for the endogenous tourism development is the cross-border routes connecting the Baikal region of Russia with the adjacent territories of neighboring Mongolia. This will not only attract additional numbers of tourists, who seeks to visit both two destinations and two great lakes (Baikal and Khovsgol) in one tour, but will also promote the mutual complement of an existing rich ethno-tourism potential each country has.

Conclusion

Baikal region, as a tourist destination, is attracting not only by the beauty of the lake, but also the opportunity to dive into unique cultural space. Use of a wide range of ethno-recreational resources allows open many new ethnographic objects, to recreate and reconstruct lost, to make them available to tourists. In spite of this, it's necessary to take into account the serious contradictions connected with social and environmental impact of modern endogenous tourism technologies, its positive and negative effects. However global character of this phenomenon specifies that gradual involvement of endogenous small-numbered peoples of the Baikal region in tourist industry is quite objective process, and a question of the one who and as will define its direction depends on consolidation of moral and patriotic efforts from the power, business, the scientific and civil community of the region.

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