



**TURISMUL  
RESPONSABIL**



ACADEMIA ROMÂNĂ  
CENTRUL DE ECONOMIA  
INDUSTRIEI ȘI SERVICIILOR



PRESENTS

# **NATIONAL FORUM FOR RESPONSIBLE TOURISM**

23 - 25 March, 2012, Danubius Hotel, Sovata, Mures County, Romania

# CONTEXT



Regardless of the type of tourism (mass or alternative), its impact on society and nature is significant, and in most of cases, negative.

Responsible tourism fulfils tourist and receiving regions requirements regarding the protection and sustainability of resources for next generations. Its purpose is to integrate managing of all resources, considering the economic, social and aesthetic needs, without endangering cultural integrity, essential ecologic processes, biodiversity and the environment.



# PRINCIPLES



Responsible tourism is based on the following principles:

- minimizing the impact touristic activities have on the natural environment in order to obtain ecologic sustainability, contributing to maintaining and improving environment conservation by returning part of the profit to the protected area; applying types of tourism that do not endanger the natural environment.
- minimizing the negative impact that tourism has on local communities and its members in order to obtain social sustainability. Developing types of tourism that do not disrupt or upset the daily life of the destination community; avoiding hostile situations with the local community.
- minimizing the negative impact of touristic activities on culture/tradition/customs of the local community in order to obtain cultural sustainability.



# MOTIVATION



Minimizing elements that have a negative impact on local characteristics creates important premises for developing successful cultural tourism, based on the cultivating of local identity. Thus, the involvement of local and central authorities, as well as private travel agents becomes essential.

Adopting a responsible behavior in tourism generates bigger economic benefits for locals and increases the community's quality of life and work conditions, bringing substantial general development of Romanian tourism.

Local agent involvement in making travel decisions in the area is also good for developing individual responsibilities and concentrating common efforts towards the established strategies.

# OBJECTIVES



- Creating a platform for communication, debate and mediation between the main parties in tourism, the public sector (central and local authorities, research institutions, educational institutions, etc.) and the private parties (travel agencies, tour operators, transport companies, hotels, patronal organizations, associations, etc.)
- Stimulating a wide campaign for understanding this type of tourism
- Creating a necessary framework for implementing responsible tourism in Romania
- Identifying the main directions for responsible tourism development in Romania
- Elaborating and creating an implementation framework for responsible tourism marketing strategies
- Creating the necessary framework for elaborating the National Charta for Responsible Tourism, a programmatic document that wants to define and to promote this type of approach in our country





# TARGET GROUP



- Central and local authorities;
- Tourism, environment, transport managers;
- Professional tourism associations;
- Travel agencies, national and international tour operators;
- NGOs, travel clubs;
- Domestic and foreign academics;
- Local and central mass media;
- Domestic and foreign experts;
- Cultural environment representatives;
- Informal leaders of the local communities.



# NATIONAL FORUM FOR RESPONSIBLE TOURISM

**Period: 23 -25 March, 2012**

**Location: Danubius Hotel, Sovata**

**Participants: 200**

The National Forum for Responsible Tourism establishes a general objective for promoting this concept in tourism environments, but also the implications of the principles of this approach for the Romanian society, creating a proper environment for developing an active strategy in tourism, based on responsible tourism



# NATIONAL FORUM FOR RESPONSIBLE TOURISM

The National Forum for Responsible Tourism suggests creating a communication, debate and mediation platform between the main parties in order to stimulate a wide campaign for understanding this type of tourism.

The forum topics are:

1. Marketing for a responsible tourism
2. Investment management in responsible tourism
3. Ecotourism
4. Responsible tourism
5. Education and culture for a responsible tourism
6. Inclusive tourism







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# NATIONAL FORUM FOR RESPONSIBLE TOURISM



The Forum suggests creating an organizing framework and the necessary emulation for elaborating the National Charta for Responsible Tourism, a programmatic document that wants to promote this type of approach in our country.

Any members of the public, central and local authorities, professional associations, academic and research environment, SMBs, NGOs, special publications, domestic and foreign experts, international institutions and organizations representatives, etc., are welcome to the National Forum for Responsible Tourism.



# AGENDA



## Day 1

**Friday, March 23rd, 2012**

12.00 – 14.00 – Guests arrival

16.00 – 16.15 – Opening

Spokesman from Ministry of Regional  
Development and Tourism

Ph. D. Mihai-Sabin Muscalu – Director of Centre  
for Industrial Economics and Services -  
Romanian Academy

Acad. Lucian Albu – Director of Institute of  
Economic Forecast – Romanian Academy



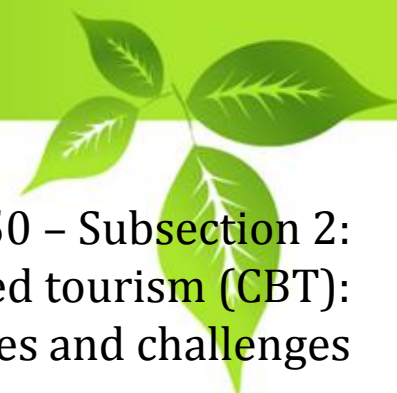
16.15 – 16.30 – Globalisation and  
identity. Contempt, reactions,  
research

16.30 – 17.20 – What is responsible  
tourism? History and evolution of  
responsible tourism approaches.  
Concept history. International  
examples of success. Systemic  
approach of responsible tourism.  
Implementation methods.

- Reasons for responsible tourism in  
Romania?

Moderator: Ph. D. Prof. Gabriela Tigu –  
Head of Tourism Department –  
Academy of Economic Studies

# AGENDA



17.20 – 17.30 – Coffee break

17.30 – 18.30 – Examples of good practice in responsible tourism. Implementation forms for responsible tourism at a national and international level.

20.00 – 21.00 – Dinner

## Day 2

**Saturday, March 24, 2012**

SECTION I “A new approach to tourism practice”

Moderator: Ph.D. Prof. George Niculescu –  
“Constantin Brancusi” University, Targu-  
Jiu

09.00 – 09.50 – Subsection 1: Marketing and communication for a responsible tourism

09.50 – 10.00 – Coffee break

10.00 – 10.50 – Subsection 2:  
Community based tourism (CBT):  
experiences and challenges

10.50 – 11.00 – Coffee break

11.00 – 11.50 – Subsection 3: Products  
and touristic destinations  
management. Part I

11.50 – 12.00 – Coffee break

12.00 – 12.50 – Subsection 3: Products  
and touristic destinations  
management. Part II

13.00 – 14.30 – Lunch

14.30 – 15.20 – Subsection 3:  
Responsible tourism. Consumption  
models

15.20 – 15.30 – Coffee break

15.30 – 16.20 – Subsection 4: Market  
niches for responsible tourism

# AGENDA



## SECTION II “Responsible tourism and knowledge based society”

Moderator: Ph.D. Prof. Neacsu Nicolae – Head of Centre for Economic Research - “Dimitrie Cantemir” University, Bucharest

09.00 – 09.50 - Subsection 1: Responsible tourism between theory and practice

09.50 – 10.00 - Coffee break



10.00 – 10.50 – Subsection 2: Responsible behaviour and its social implications

10.50 – 11.00 – Coffee break

11.00 – 11.50 – Subsection 3: Questions for a responsible tourism Romania

11.50 – 12.00 – Coffee break

12.00 – 12.50 – Subsection 4: Society and eco-tourism

13.00 – 14.30 – Lunch

# AGENDA



14.30 – 15.20 – Subsection 5: Methods of certification for responsible tourism

15.20 – 15.30 – Coffee break

15.30 – 16.20 – Subsection 6: Education and formation in the development of innovative competencies in tourism

16.30 – 19.00 – Round table – Establishing the principles of the National Carta for Responsible Tourism

16.30 – 19.00 – Themed trip in the area

20.00 – 23.00 – Festive dinner

## Speakers:

Ph.D. Prof. Silviu Negut – Dean of Faculty of  
International Economic Relations -  
Academy of Economic Studies

Ph.D. Prof. Dumitru Bortun – Faculty of  
Communication and Public Relations -  
National School Of Political And  
Administrative Studies





# AGENDA



## DAY III

**Sunday, March 25, 2012**

10.00 – 11.00 Forum conclusions

11.00 – 12.00 Presentation of the  
National Carta for Responsible  
Tourism

12.00 – Departure



# CONTACT



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