



F U N D A Ț I A
A M F I T E A T R U

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



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 I

Friday, March 23rd

12.00 – 14.00 – Welcoming the guests

16.00 – 16.10 – Official opening of the Forum

16.10 – 16.30 – What is responsible tourism?

History and evolution of tourism approaches. Form concept and approach in tourism.

16.30 – 16.40 – Brake

16.40 – 17.10 – *Systemic approach of responsible tourism.* General framework. Influential factors. Implementation forms.

Why responsible tourism?

Role and importance of responsible tourism in the community.

17.10 – 17.20 – Brake

17.20 – 18.00 – Applied responsible tourism.

20.00 – 21.00 – Dinner



AGENDA



DAY II

Saturday, March 24th

ROOM 1

9.00 – 09.30 – Section 1: Responsible tourism
marketing Part I: General Framework

09.30 – 09.40 – Brake

09.40 – 10.10 – Section 1: Responsible
tourism marketing Part II: Travel product

10.10 – 10.20 – Brake

10.20 – 10.50 – Section 1: Responsible
tourism marketing Part III: Promoting the
traveling product

Section 2

11.00 – 11.45 – Section 2:

Investment management in responsible
tourism Part I

11.45 – 12.00 – Brake

12.00 – 12.30 - Section 2:

Investment management in responsible
tourism Part II

AGENDA



Section 3

12.30 – 13.15 Section 3: Ecotourism. Part I

13.15 – 13.30 – Brake

13.30 – 14.00 – Section 3: Ecotourism. Part II

ROOM II

Section 4

9.00 – 9.30 – Section 4: Responsible behavior Part I

9.30 – 9.40 – Brake

9.40 – 10.10 - Section 4: Responsible behavior Part II

10.10 – 10.20 – Brake

10.20 – 10.50 - Section 4: Responsible behavior Part III



AGENDA



Section 5

11.00 – 11.45 – Section 5: Education
and culture for responsible tourism
Part I

11.45 – 12.00 – Brake

12.00 – 12.30 - Section 5: Education and
culture for responsible tourism Part
II



Section 6

12.30 – 13.15 - Section 6: Inclusive tourism
Part I

13.15 – 13.30 – Brake

13.30 – 14.00 - Section 6: Inclusive tourism
Part II

14.00 – 15.00 Lunch

15.00 – 18.00 - Workshop – Establishing the
principles of the National Charta for
Responsible Tourism

15.00 – 19.00 – Exercise – Trip

20.00 – 23.00 – Dinner

AGENDA



DAY III

Sunday, March 25th

10.00 – 11.00 Forum conclusions

11.00 – 12.00 Presenting the National
Charta for Responsible Tourism

12.00 – Departure



CONTACT



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