
**ABSTRACT PROCEEDINGS -
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EUROPEAN BIODIVERSITY AND RESPONSIBLE TOURISM

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Despite its small size, Europe has an amazing biodiversity. Much of this is due to the divergent climatic and topographic conditions that are found on the continent. Natural forces, in combination with the human interaction over the centuries, have created a complex mosaic of habitats and natural and semi-collapsible, each containing different plants and animals. Although the number of species cannot reach the other continents, many plants and animals in Europe are endemic and therefore unique on this continent. But Europe's biodiversity is affected by a serious decline. The main pressures and factors underlying this decline are well known. The fundamental cause is the destruction, degradation and fragmentation of habitat due to the land use change. In the last 50 years, Europe has seen a significant conversion of the land, intensification of production systems, urban sprawl, infrastructure development and abandonment of traditional practices (often favorable to biodiversity).

AN ENVIRONMENTALLY – SENSITIVE APPROACH IN THE HOTEL INDUSTRY: ECOLOGES

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Today tourism is one of the largest and fastest growing sectors in the world. Statistics revealed that in spite of occasional shocks, international tourist arrivals have shown virtually uninterrupted growth: from 25 million in 1950, to 277 million in 1980; to 435 million in 1990, to 675 million in 2000. Worldwide, international tourist arrivals reached 940 million in 2010, up 6.6% over the previous year. It can be said that the growth in demand for nature tourism within this international tourist demand has been significant in recent years. Moreover, it is expected to grow steadily by taking into consideration of tourists 'changing needs and expectations. It is due to the increase in environmental awareness and environmental – sensitive choices of tourists. Today tourists are becoming more aware of the importance of environment and, this forces the hotel industry to pay more attention on environmentally – sensitive approach. As a consequence of these changes and progresses, an accommodation concept called as “eco-hotels” or “ecolodge” or “green hotel” has been occurred. Today, ecolodges are one of the first choices for hotel investments in many destinations. In the study, the samples presented are quite interesting and it is anticipated that with its such aspect, it will be quite beneficial to hotel investors and hotel managers.

ROI-KAEN-SAN-SIN DESTINATION BRANDING; THE CHALLENGE OF RESPONSIBLE TOURISM IN THAILAND FOR THE AEC

Author: *Donruetai Kovathanakul, Ph.D.*

Roi-Kaen-San-Sin is a pseudonym of the cultural prosperity destination areas of Roi-et, Khon Kaen, Mahasarakham, and Kalasin Provinces in Thailand. This cluster is situated on Mittraparp Road, the highway and gateway to Route No.9, which links to Laos and Vietnam. Destination Branding is one of the things the Tourism Authority of Thailand would like to upgrade in each of the provinces. The author selected Sinsai, oral traditions, unique forms of architecture, literature, and various performances for use in branding in order to accentuate and brand these tourism destinations in Laos-Thailand as valuable heritages, both tangibly and intangibly. The challenge was in how to show the cultural diversity of the former Lan Xang Kingdom by means of responsible tourism in line with the objectives of the ASEAN Economic Community. What is the best way to systemize and integrate the cultural and intangible splendor of these locations? This paper will develop the initiative case study concept of responsible cultural heritage destination branding.

CONSIDERATIONS REGARDING THE APPROACH OF RESPONSIBLE TOURISM COMMUNICATION FROM THE PERSPECTIVE IN THE CONTEXT OF GLOBALIZATION

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Relational approach of tourism leads to the idea that the fundamental building of socio-economic reality of passengers is provided through communication. This is because the individual, as social being, is building its own reality according to his own nature, in the spiritual plan, by transforming the environment in which it manifests itself in different poses (entrepreneur, traveler, client, visitor, buyer, etc..), but not simply by his presence, but through knowledge achieved in communication. Thus, the man, the measurement of all things, takes effect in cognitive, affective and behavioral nature, in the community in which it manifests itself. As such, the outlook responsible approach to tourism can be accomplished through communication. Effects are obvious, at least in the physical, moral and socio-economic.

In the same time, in the context of globalization, influence networking (communication) represents a key feature of entities that want to reach high synergies as exchange of information is essential for socio-economic systems. In fact any interaction, action, attitude, may be reduced to exchanging information or transmitting information, in fact, as any socio-economic behavior. On the other hand, the principles of responsible tourism can be achieved not only by social and economic changes, but by changing attitudes, changes which are based on relationships, influence, communication, and dissatisfaction regarding the present state, alternately, accumulation of new knowledge, information and ideas.

ONLINE COMMUNITIES: A KEY TOOL FOR PROMOTING RESPONSIBLE TOURISM

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Online communities are an increasing phenomenon that is motivating great changes in travelers behavior. First, this work helps explain the interest that online communities focused on responsible tourism might have for developing this new kind of tourism. Specifically, this interest is threefold: (1) travelers attitudes and choices might be influenced by peer travelers' comments about responsible tourism in online communities, (2) information about travelers interested in responsible tourism can be obtained in these online communities, and (3) the added value offered by a community focused on responsible tourism might increase the traveler intention to practice responsible tourism. Furthermore, to obtain all these advantages, it is necessary to guarantee that a critical mass of travelers will actively participate in these online communities focused on responsible tourism. Therefore, based on previous studies on technology adoption, marketing and online communities, in this work we also develop a theoretical model to understand: (1) the main determinant factors of the traveler intention to participate in an online community focused on responsible tourism, and (2) the consequences that this participation intention might have on traveler behavior. Finally, the main conclusions, implications, limitations and future research lines derived from this study are widely discussed.

TROUBLE IN PARADISE – IS GAMING THE WAY FORWARD?

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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.

FIELD RESEARCH OF SUSTAINABLE TOURISM: ECONOMIC ASSUMPTIONS TO DEVELOPMENT OF SUSTAINABLE TOURISM

Author: FABIO COTIFAVA

Sustainability tends to ensure the future revenue of local community through the preservation and proper exploitation of resources. However, these are a part of the collective heritage and so are not freely available. This leads to a economic gap-disadvantage for private subjects involved in sustainability strategy, which can be overcome by a system of relationships between public and private subjects, able to spread the "cost" of sustainability beyond the study area and to optimize the use of resources.

A method, which involves public and private measures based on support and relationships between all subjects, is proposed and explained, also using some layers which show the business phases divided-allocated between the involved subjects.

The concepts are often related to the results of a questionnaire-based survey of local tourism entrepreneurs which was carried out in some small villages in Bulgaria, Macedonia and Serbia.

EDUCATION, TRAINING OR INFORMATION?

Author: Ph.D. Alexandra Crina Chiriac

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.

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

Author: Nicolae Bulz

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.

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