

GLOBAL WARMING AND TOURISM

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Abstract. *Tourism is a very important activity: economical, social and holistic; it must contribute to increase the satisfaction of those practicing it, organizing it, supporting it and it helps lead to the development of regions, investment interest, to be based on value, team-work and networking and be customer oriented, offering and demanding projects. It must not be rigid and unimaginative, but must to be varied because the diversification trend leads to evolution and improves relations between people.*

Keywords: *concept of tourism; green tourism; ecological processes; climate change; global warming; environment; biodiversity.*

Man as an island and its welfare

There are over six billion human beings around us. In the center of human concerns, lies the human himself, as an individuality compared to others. Great sufferings are not collective, they are individual. When everybody is hungry – each individual is hungry; when everybody walks - each individual is walking, each one must swim when we all fall into the sea.

Harmony, coexistence with nature examines each one's issues, considering the individual as the most important human cell. For as long as one lives, it is the most important being in it's life. The man, in his unmistakable individuality.

That is the beginning of life and so is the end: individual.

It is known that one can not live alone: necessarily living with each other and together harmonizing with nature.

The man lives on an island, on an individual island and this is the very truth. Every human being is a separate Island. In this global ocean there are over six billion individual human Islands. But man isn't the only island in the ocean: man is an Island in an archipelago of six billion islands. The man is an Island alone, but it is not an island of solitude.

The man will never be alone, because the environment does not allow him. The human Island is surrounded by numerous other items - many items, infinite items, all kinds of items. In the midst of all these, lie the man and all the other individuals.

Universal harmony rules are the same for all kinds of coexisting and this is a proof of ability to build and maintain the coexisting between man and the surrounding nature.

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We live today in a world where everything is possible. Everything being possible in this world of asset management, we are, at the same time, under the impression that we live in a chaotic world.

But our world, of course, is not chaotic. The same causes produce the same effects. And that doesn't mean chaos: it is the principle of logical causality.

The world is sinuous, of course, but not chaotic. And being sinuous, has nothing to do with being chaotic. A sinuous road is not chaotic. Chaotic is the fate of a driver that doesn't know how to drive; chaotic is trajectory of the car whose driver is asleep at the wheel. Accidents are caused only by drivers who don't know how to drive, didn't learn how to drive, but they think they know how to drive.

Man must learn to drive and stop blaming the road, because there is no other road, because there is no other reality. The world is exactly how it is suppose to be.

The word and environment should be taken as they are.

The man, from the beginning of his life and all the way to the end of it, is running after wealth. The welfare is "confortabe" when you enjoy life with dignity and satisfaction.

Given that welfare is a state of satisfaction, to achieve it, it is important, first of all, to leave the state of dissatisfaction. This is the purpose of human action: to live in harmony with the environment, to leave the state of dissatisfaction, to achieve a state of satisfaction.

Well-being is a state of satisfaction without excesses, made of material welfare and mental welfare, in fact, two solid columns supporting complete well-being. Wealth, and mental status are both necessary, so none of them should be despised. Mental well-being comes from a mental satisfaction. Material wealth is the result of a real sufficiency. Material wealth is important and prevalent in any attempt to acquire the full welfare. Therefore, man as an Island will always seek to acquire complete welfare.

Sustainable development of tourism, of agrotourism and the main purpose of environmental protection lead to economic growth and welfare, all being closely linked to the human Island and it's environment.

The fascinating journey of knowledge of human nature, in harmonious conjunction with the surrounding nature, must start from "man as an island and its welfare".

The big industry of world tourism and entertainment has its center of direct concern "Man as an island and its welfare".

One can understand the general philosophical theme „The Green Sustainable Tourism”, only by considering the men coexisting by living in harmony with the environment.

The great ancient Chinese scholar Lao Tza said, in his work „To snow in the middle of summer”: „A journey of a thousand miles begins with a single step”. It is the same in tourism. It is happening to me now, when I am thanking the good Lord that I have the fortune to take the first step in the great journey of knowledge of the wonderful Middle East.

The concept of tourism development

English verb „to tour” (Traveling, wandering), opened the window to the great adventure of travel entertainment. A great specialist, dedicated to research travel phenomenon, Swiss professor Walter Hunziker, defines tourism as „all the relationships and phenomena resulting from the movement and stay of people outside their place of residence, as long as the stay and movement are not motivated by a permanent establishment or any gainful activity”. Although criticized by some, for its lack of generality, the limited character as excluding a series of events that have travel content, such as participation in national and international congresses and meetings, business travels, events requiring many travel services as well, remains a reference definition.

Tourism has been one of the most successful industries in post-war growth. In 1950 there were only 25 million international tourist arrivals worldwide. These days, over 650 million tourists travel around the world each year. Almost 10 times more tourists than in 1950 traveling on vacation in their own country. While tourism has become a powerful tool of wealth transfer and job creation, we now know that uncontrolled tourism development has four major inconveniences for tourist destinations and are really issues for protected areas.

Tourism is a Triptych activity: economical, social and holistic; it must contribute to increase the satisfaction of those practicing it, organizing it, supporting it and it helps lead to the development of regions, investment interest, to be based on value, team-work and networking and be customer oriented, offering and demanding projects. It must not be rigid and unimaginative, but must to be variated because the diversification trend leads to evolution and improves relations between people. In the knowledge society, the following resources are by far the most important: ***information, digital communication and high technology***. By utilising these three resources, tourism should lead to wealth and happiness, to the real satisfaction of the human island. Tourism should be part of the concept of healthy living - green or environmental tourism.

In his famous „Brundtland” report, from 1987, of the World Commission on Environment and Development (WCED), four critical principles for the concept of sustainability have been highlighted: the idea of holistic planning, cross-sector planning and strategies, the importance of keeping key ecological processes, the need to keep the valuable human heritage and biodiversity, recognizing that regional developments should occur so as not to reach long-term depletion.

Through the imposition and enforcement of these principles, tourism can have a strong physical impact on the visited places, can have serious cultural impact and can have major influence on transport to and from tourist destinations, more subtle speaking, can destroy the future promised by the transformation of tourist destinations in an area dependent on money from tourism activities, can contribute to good results in conventional tourism development, which looks upon culture and natural environment as resources for exploitation and at exhaustion.

To achieve a sustainable tourism, we need an open approach, in partnership with all implicated factors. Success depends on the goodwill and flexibility of the partners it takes a long-term approach, working hard to achieve in a rapidly changing modern world. Tourism requires the acquisition of special skills and is an area with a fierce competitive market economy. Flair, skill to accept necessary risks, market knowledge and international networks knowledge are essential. Partners may be from the public sector, the private sector and nonprofit interest groups.

Green tourism

Green tourism is not based on green tourists. A green tourist is not a tourist dressed in green, in any case. A green tourist is a tourist who thinks green and is trying to protect the environment so that future generations of tourists can enjoy this planet.

Green tourism can be written bound, in a word, because it is a concept such as agrotourism, ecotourism and translates as: new tourism, bio-eco-tourism, resource of natural tourism and civic values in corporate travel, clean service in tourism, a sustainable development of tourism, tourist service in harmony with the environment, all the friendly relations between tourism and environment, architecture of all states tourism in agreement with climate change, compatibility between the joy of living in nature, with care for the environment.

We offer that, in terms of sustainability "green tourism", to mediate for harmonization of the different interests, sometimes divergent, of all "players" involved in the development of tourism and travel-loving countries in the world. Green Tourism should be understood as tourism relations - environmental protection of the biodiversity in tourism. It also means direct contact with the environment and reach of optimum harmony with nature, also representing a natural form of tourism, support of a specific form of nature, in all respects, if you will, means a strong friendship between entertainment and the environment around us.

Green tourism refers to mid-environmental resources protection, through conscious tourist attraction, being also a form of economic benefits through nature, for nature, certainly representing an admirable generator and multiplier

of the value-added given the benefit of nature, such as welfare for nature, which creates welfare to human and the whole community.

And not least, green tourism means compatibility of pleasure experienced through joy in nature, concern for mid-environmental resources, a huge positive engagement to maintain biodiversity within balance limits, the science of processing leisure in time to relax, spent as much as possible in nature.

The ensemble of particular forms of tourism, whose developments is in perfect harmony with the natural and socio-cultural environment of the receiving areas, defines, unquestionably, the Ecotourism or Green Tourism. Ecotourism is based on the multitude of forms of tourism that are promoted to improve the impact of tourism from a social, cultural and environmental point of view.

It is necessary to cultivate and develop the potential of any person (provider or recipient of a travel service), its creativity and willingness to voluntarily adopt a protective attitude towards the natural environment.

From the corner of the Green environmentalists came the proposition to transfer the pressure of public increasingly concerned about the state of the environment on public authorities to take material measures to protect the environment in tourism, and beyond. We understand the economic importance and the progress the development of tourism involves, in any area of the world and we want to actively involve ourselves in the deployment of all principles governing a clean and healthy planet.

Green tourism is due to unveil his vision, that of a world where it grows in respect and harmony with nature, bringing the benefits of this exchange, each actor's contribution to tourism, the protection and enhancement of natural values, as basis of a sustainable living environment.

Green tourism is to reveal his mission, consisting of those dynamic actions that contribute to sustainable development of all countries of the world, as a part of an overall plan (plan global/general) in which we live, so that future generations can enjoy at least the same benefits of nature, as we do.

Green tourism affected by global warming

The most widespread concern generated by global warming are people and institutions engaged in agriculture, in the areas that affect living and quality of life depending on them, mostly on the weather. Small and large travel agencies will also be affected or owners of tourist resorts, who will have to face, with great sacrifices, new challenges caused by climate change.

The entire tourism product will be affected - every destination has a climate related component. If the climate will change, and it is a certainty, we must adapt rapidly, on the go.

Some nations will discover that they had a tourism industry and now it no longer exists. All the tourism industry will be affected for each destination is influenced by climate condition.

In the globalized world, tourism will not be faced generally with a major crisis, though profits will depend on proper adjustment. But along the Equator, maintaining the tourism industry afloat is a matter of survival. In most of Africa, for example, tourism is an important source of foreign income.

The world will have to take drastic measures to reduce emissions of greenhouse gases over the next two years in order to avoid the terrible effects of climate change, experts warn of climate analysis at the Hadley Center in Britain.

In their view, only a 3% reduction in global emissions by 2010 would avoid a global warming of 2 degrees Celsius that would have disastrous effects on the whole world.

However, there is a price to pay. With an industry based on cars and buses, air conditioning and plane flights, tourism is a major source of gases that cause warming. It is responsible for 5 percent of carbon dioxide emissions worldwide, as concluded in the conference in Davos¹. Poor countries do not usually hold funds necessary for changes to be made so the medium is no longer endangered. It's nice to talk about reducing the number of air travel, but many states depend on it. Think about New Zealand and Australia. More importantly, what happens in poor countries - the Maldives, Seychelles and Africa - countries that need this type of transport, because it is the only way tourists can arrive².

Awareness that tourism and climate change are closely related, Fiji has joined this year the Ministers of Environment and Tourism. According to the Ministry of Environment and Tourism in Fiji, tourism is the only chance to overcome poverty in Fiji. Without it, the country's economy would collapse.

On the short term, global warming offers a range of opportunities, especially in temperate zones. Warming trends have extended golf season in Antalya, Turkey, over a month, according to Ugur BUDAK, coordinator for the company golf Akkanat Holdings. Golf season started normally in March. Yet, tourists from Britain and Germany arrive now in Antalya in February.

High temperatures, drought, lack of humidity, high and dry winds contribute to the spread of fire. Any spark changes immediately into a fire that spreads rapidly and beyond control. Often, fires occur naturally, sometimes caused, but not infrequently these disasters have occurred because of negligence, particularly

¹ "Climate Change and Tourism", organized by the UN in Davos in October 2007.

² Geoffrey Lipman, Assistant Secretary General of World Tourism Organization of the UN, Davos 2007. Source: www.iht.com.

in tourist areas of natural or protected areas, where man lives in close contact with nature, making the camping or outdoor recreation.

Melting glaciers is a major problem for the entire planet. One of the largest glaciers in Antarctica is melting four times faster than a decade ago. 15 years ago, was estimated that glaciers will melt in about 600 years. Now, the information suggest that it could disappear in just 100 years.

The highest ski slope in the world has melted. Chacaltaya glacier in Bolivia, 18,000 years old, where highest ski slope in the world was placed, completely melted due to climate change.

The worst effects of the melting glacier is that two million Bolivians living in the area near the capital La Paz, were left without water.

Global warming could cost the EU 65 billion per year, if not be stopped.

The total cost of global warming but could be much higher as the study focuses only on the four sectors of the economy and does not consider the noneconomic impact in other areas such as biodiversity, ecosystems and natural disasters.

Tourism is the only sector that would maintain a neutral growth in aggregate EU level, despite differences between regions.

Glaciers in Alaska and Washington are melting every day. Three large glaciers, in Alaska and Washington state have lost considerably in size by melting, which is a clear sign of global warming, shows a study by the Geological Service of the United States (USGS)¹.

The three glaciers have the same type of behavior - weight loss, and where they are located, the climate can not support healthy glaciers anymore, as geologists say.

Drought, as a consequence of global warming, affects the production of organic products. Total production of organic products this year will fall by 15% compared with the previous year to 226,270 tons.

The Sahara is growing "green" as a result of global warming. Is a paradox. Global warming gradually transform the Sahara, but other desert regions as well, mainly arid areas in green areas, because of the frequent raining.

According to National Geographic News, these rains may revitalize dry regions, a phenomenon that can be exploited by farmers. Also, the frequency of higher rainfall can restore the Sahara in time to the savannah it used to be 12,000 years ago.

¹ The United States Geological Survey (USGS) is a scientific agency of the United States government. The scientists of the USGS study the landscape of the United States, its natural resources, and the natural hazards that threaten it. The organization has four major science disciplines, concerning biology, geography, geology, and hydrology. The USGS is a fact-finding research organization with no regulatory responsibility. Source: en.wikipedia.org/wiki/United_States_Geological_Survey.

According to experts, although initially to circulate thought the Earth's warming will cause an expansion of deserts, now the situation seems to be the exact contrary. Experts believe that a secondary scenario may run to replace the first where water and life will occupy arid, which causes narrowing of the desert regions.

Farouk el-Baz, director of the Center for Remote Sensing at Boston University, supports this theory and believes that the Sahara is undergoing a climate change from dry conditions to wet conditions. „***Earth warming will result in greater evaporation of ocean water, leading to more rain***” said el-Baz.

Climate change will lead to migration, with incalculable consequences, the 75 million people in the Pacific. An Oxfam¹ organization report shows that small Pacific islands already feel the effects of global warming, including water shortages and food, increased cases of malaria and frequent floods.

Already, increasingly more people were forced to leave their homes and the number of those moving is growing. In addition, the report warns that many people will not be able to return in their own country and will become international refugees, issue that will turn in a major source of insecurity.

Climate warming has led to a decrease of 50% in the weight of fish in European waters, according to a French institute Cemagref² study, published in USA.

Institute researchers specialized in sustainable water management and planning, who studied fish populations in European rivers, the North Sea and Baltic Sea have shown that different fish species have lost an average of 50% in weight for the past 20 -30 years and the total weight of fish present in European waters decreased by 60%.

Global warming may lead, through its effect, to the outbreak of war, poverty expansion, enlargement migration, increasing activities of terrorist and organized crime and all these to mobbing in world tourism.

In addition to the effects of global warming on tourism, other factors can be added as well, such as oil slicks in the sea, nuclear radiation, forest fires, and water and soil pollution.

¹ Oxfam International is a confederation of 14 organisations working with over 3,000 partners in around 100 countries to find lasting solutions to poverty and injustice. Oxfam was originally founded in Oxford in 1942 as the Oxford Committee for Famine Relief by a group of Quakers (which included Marcus Tite), social activists, and Oxford academics. Source: en.wikipedia.org/wiki/Oxfam.

² Cemagref (public agricultural and environmental research institute) leads final research projects in three areas: continental waters, agricultural and food. Source: www.cemagref.fr/English/.

Conclusions

Tourism is one of the largest industries in the world that has ties with the gross domestic product and the degree of global occupation

The environment is the most important element in tourism, so there is a broad-large interest in protecting natural and cultural resources. Although there have been ongoing concerns, these resources are eroding slowly and steady and the development of industry will rather deteriorate the fragile ecological system that sustains the industry. Thus, if the industry was sustained, it was necessary for measures to be undertaken to minimize the effects. At the Rio Earth Summit (UNCED) in 1992, there was a general consensus, (Agenda 21¹) by which the tourism industry and passenger transportation was supported and had to take care of the ecological system, the environment and local communities. In conclusion, Agenda 21 to support work development was adopted by 182 countries. This program has identified some key issues that must be resolved.

Overall experience of travel companies allowed the identification and improvement of some basic issues discussed at Rio. Top areas for improvement in terms of financial performance, resulting in reduced water and energy consumption are reduction of water loss by water loss management and waste management by expanding the recycling process and thus leading to reduced costs.

However, the overall experience has led companies to design a clear picture containing a series of mandatory standards needed to be respected by all players in tourism Green, players such as hotel chains and cruise ships, car rental, transport, restaurants, airports, fast foods, travel agencies for rest and treatment centers, equipment rental, tours operator, casinos, garages and petrol stations, shops, autogrill sites, rental boats, golf clubs, ski centers, info-centers, other sports facilities, ports and tourist routes.

All these actors have to comply with certain mandatory standards such as: concern for minimizing environmental and ecological impacts, reduce risk and future liabilities, attracting responsible customers, increasing the contribution to the local economy, reducing water consumption and energy, improving

¹ Agenda 21 is a programme run by the United Nations (UN) related to sustainable development. It is a comprehensive blueprint of action to be taken globally, nationally and locally by organizations of the UN, governments, and major groups in every area in which humans impact on the environment. The full text of Agenda 21 was revealed at the United Nations Conference on Environment and Development (Earth Summit), held in Rio de Janeiro on June 14, 1992, where 178 governments voted to adopt the programme. The final text was the result of drafting, consultation and negotiation, beginning in 1989 and culminating at the two-week conference. The number 21 refers to an agenda for the 21st century. It may also refer to the number on the UN's agenda at this particular summit. Source: http://en.wikipedia.org/wiki/Agenda_21.

community relations, provide confidence to shareholders, potential investors and other third parties, encouraging and perpetuating the local traditions and customs, motivating the staff, improving living standards, preserve local cultural heritage, support, expansion and planning applications of the program to minimize the environmental and human effects, by the employees applying their knowledge, minimizing environmental impacts on the community.

It is imperative that all people on the planet to advocate respect for nature and transmission of faith in the potential of each person when engaged as a provider or beneficiary of a tourist service and also cultivate their wills to take in a free and conscious, a protective attitude towards the natural environment.

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