

The Tourism Activities and the Impact of Public Policies

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Abstract—The research of the issue of the public policies impact regarding tourism is founded on the fact that, we consider necessary the approach of this subject in the light of the impact factors, aspects which can be added as an addition to the literature. This study treats and analyzes the impact of factors which can lead to the enhancement and the decrease of tourism evolution and its activities. The analysis of these factors is performed through the prism of their coverage under the public policies on tourism activities, as well as influence on the classification of these factors with impact on tourism in the category of stimulating factors or constraints, which can determine the aspects of favouring or restraining the tourism. In conclusion, the study, uses a new approach in terms of administrative sciences, identifies the relationship of interdependence between the public sector and public policies in the field of tourism on one hand, and the relationship between tourism, government and political power on the other side and highlights that tourism represents an activity of the government and a domain of interest of the political power.

Keywords—Constraints; Government; Public Policies; Stimulating Factors; Tourism Activities.

Abbreviations—Gross National Product (GNP); United Nations (UN).

I. INTRODUCTION

THE main objective of the research is to illustrate the correlation between the public policies, tourism and the impact factors which can determine the increase or the decrease of the tourism activity.

The research methodology involved activities of collection, processing and interpretation of information on the issue of the public policies and their impact on tourism activities, using a large documentary material (books, studies, magazines, legislative regulations, database information available through Internet etc.), making analytical and objective observations, theoretical analysis and content analysis.

Tourism as we know it today is distinctly a twentieth-century phenomena [Theobald, 2005].

Tourism is a complex phenomenon, which can be an important source of development and detection of national economies of the countries which have touristic resources and which exploit these accordingly. For example, tourism is the major source of income for countries such as Bermuda, Greece, Italy, Spain, Switzerland and most Caribbean countries...It is a growth industry of increasing power, influence and importance, highly competitive in both a national and international sense [Kerr, 2003].

Regarding the field of tourism as a component of the national economy, we correlate the tourism with the

evolution of the other branches. Thus, the major implication of the tourism implementation in a country's economy involves the government's engagement in defining and implementing of coherent politics in tourism [Foris & Foris, 2007]. Furthermore, international competition in the field, the national interest and complexity of the specific features of the tourism industry are arguments advocating state intervention in tourism. Tourism, is viewed as an increasingly more important component to the national economy as a factor stimulating economic and social growth, as part of the overall economic unit, requiring state intervention in its development, while ensuring correlation at a macroeconomic level in relation to all the other branches components. Policy implementation is facilitated by public involvement in decision making [Pigram, 1990].

II. THE IMPACT OF PUBLIC POLICIES ON TOURISM ACTIVITIES

Tourism evolution is influenced by the incidence of several factors, different as nature and role, which can determine increasing or decreasing of the activity. Among the many classifications of these factors existing in tourism theory [Ionescu, 2000], one of the most important and comprehensive groups has as criteria their contents or nature. From this point of view, are indicated:

- Social – Economic Factors
 - Economic Factors
 - Level of socio-economic development, illustrated by GNP / capita;
 - Tourism household income and availability;
 - Prices and interest rates products;
 - Touristic offer
 - Technical Factors
 - General and touristic infrastructure: highways, moderns roads, bridges, means of transportation, telecommunication, electric and thermic energy, water, sewage, fueletc.;
 - Technical facilities of structures with functions of tourist accommodation, food.
 - Social Factors
 - Degree of urbanization;
 - Weekly and yearly spare time;
 - Unemployment;
 - Social protection etc
- Psycho-Demographic Factors
 - Demographic factors: numerical evolution of population; changing life expectancy; structure by sex and age group; structure by socio – professional categories etc;
 - Psychological and educational factors: knowledge willingness; temperament; individual character; fashion; level of education; touristic motivation in evolution; attitudes; enriching the touristic experience etc.
- Administrative - organizational factors: customs clearance; visas condition; safety of tourists, typological diversity of arrangements; facilities or priorities in organized tourism; participation at world touristic calendar etc
- Political factors (internal and external): bilateral agreements between states; general treats; UN conferences on touristic theme; regional agreements; ensuring free movement of tourists as an effect of a political understanding; reconsidering the tourism symbol as “barometer of political situation in a country” and as “passport for peace”.

Knowing the factors which determine and bring forward the tourism or, on the contrary, have effects of relative braking over this, it has a great importance in the development of this field [Foris, 2013A]. To cultivate tourism’s potential there is a need to develop in parallel tourism and other public policies designed to sustain and enhance peoples’ economic and social well fare, their way of life and their culture [Kerr, 2003].

Further, analyzing the impact of public policies on tourism, we notice that these factors of incidence on tourism can be influenced by being included in the category of stimulated factors or constraints, aspects which are pro or against tourism.

Public policies of growing the level of socio – economic development, illustrated by GNP / capita and population

income will lead to increasing the availability for tourism, which determines including the economic factors among the stimulating factors of tourism development, contrary to the public policy of austerity, illustrated by lower household income, aspect which can determine the behavior of these factors as the constraints of the development of the field (constraints of demand contracted by price, income, purchasing power).

Public policies of investments in general and tourist infrastructure can lead to including technical factors among the stimulating factors of tourism development, in contrast to their absence, leading to the existence of inadequate infrastructure, inadequate reception capacity of an area and limitation of the number of visitors who can move to an area without causing damage to the environment, bad transportation, causing both offer constraints (regarding the limited quantitative character of attractive tourism resources) as well as time constraints (regarding the season length and time travel) of tourism activities.

Public policies of a social component, of increasing the degree of urbanization, of spare time of population, of unemployment decrease and the existence of social protection determine considering the social factors as stimulating factors of tourism development, opposed to their nonentity which leads to request constraints (of consumers reported to contracted quantity according to the price, income, purchasing power), internal individual constraints (limitation of financial, human, managerial, technical resources of contractors) and of some time constraints (are reflected both in the consumers’ limited time off and in the length of touristic season), which can influence the tourism development and the profitability of touristic activity in a negative way. As well, the public policies with a social component, of population’s demographic growth, of average length life and educational, can determine restraints requests of consumers reported to the contracted quantity and lack of knowledge, aspects, that, as well, can influence in a negative way the profitability of the tourist activity.

Public policies with administrative-organizational component, of facilitation of administrative bureaucracy (legal, taxes), duty goods, sanitary, of concern regarding the tourists safety and ensuring of facilities or priorities in organized tourism and for participating at world’s touristic calendar determine the consideration of administrative – organizational factors as stimulators of tourism development, in contrast with the existence of a law in the field of tourism (law restrictions which enclose travelling) and of some governmental politics (nationalization of receptive tourism, state monopoly in touristic activities, overtaxing, complicating and aggravating the administrative formalities, customs, sanitary) incoherent and inadequate, which constitute an inhibiting factor of tourism in the development of tourism.

Public policies with a political component, closing bilateral agreements and treaties between states, concluding regional agreements, ensuring the free movement of tourists as a result of a political agreement, are likely to lead to

including political factors among stimulating factors of tourism development, as opposed to the existence of political and security constraints (internal instability of a country's engagement in armed conflict) that compromise national tourism industry, the existence of conflicts and insecurity worldwide, which are inhibitors of the tourism phenomenon in general.

Elaborating and implementing public policies affecting tourism is for the government to be undertaken in cooperation with stakeholders, civic organizations, trade and professional unions. For example, in countries such as Australia, Canada and New Zealand and in the transition economies of Eastern Europe, governments' development function in tourism as an owner of tourism plant and infrastructure [Hall, 2008].

Characterizing public administration tasks through the system of political power dependence, we see their different implications and meanings from one regime to another, given that the ultimate goal of public interest and political power are the same, leading to the conclusion that government system is closely linked to the political system, the political environment being itself an important dimension of public administration.

Tasks' administration in a field, namely tourism, by the ministry or by another organ specialized in ministerial administration at the local level (as a manifestation of the principle of decentralization) and/or at a non-governmental level, is an option of the political party or coalition of parties in government, decision expressing the interests of policy priorities [Foris, 2013]. There are different types of government, including national, state and local, and they can be either active or passive in tourism management and in the use of their powers [Elliott, 2002].

Taking into consideration the importance of tourism increase from economic, social, cultural points of view, lately, tourism is found in political platforms, governmental programs of political majority, which leads to finding the importance of tourism industry growing in terms of political interest.

The changing nature of the tourism industry, with its move away from mass tourism towards greater market segmentation, use of new technologies, differentiation of the product and adoption of new management styles, demands a change in the substance of governments' tourism policies [Fayos-Sola, 1996].

Government should treat tourism as an equally significant industry in relative terms to other industries...there is an enduring tourism industry sensitivity manifested by frustration that those who devise and legislate on public policy that affects tourism directly or indirectly, accord less status to it than to other policies [Kerr, 2003].

Thus, recognizing and supporting the tourism industry by the government and political power as a priority of the national economy, is identified analyzing the existence of the domain in the normative documents and legal regulations, in politics and decision making, as well as from organizational diversity of the competencies in the tourism field (proportions between the nature and responsibility of the body responsible

for the coordination of tourism activity), and the level of government investment in the sector. In some states (example New Zealand), public sector policy initiatives indicate a shift towards a more pro-active role for the local state (local and regional government) in managing tourism development. This shift, informed by a New Regionalism policy framework, anticipates a devolved tourism planning mandate that fosters longer-term strategic and collaborative planning of the sector in order to enhance the contribution of tourism to sustainable community wellbeing [Shone & Memon, 2008].

Tourism is of great economic importance and significance for the local development in European regions. In the last few decades there have been noticed often included substantial supporting of institutionalised tourism organisations by tourism policy, with the intention to bundle forces and to achieve growing global competition. Change in international tourist markets demands the pursuance of completely new strategies [Pechlaner & Tschurtschenthaler, 2003].

Therefore it is necessary to implement new development strategies of tourism, according to the public policies which can stimulate its increase and reduce the constraints.

The original analysis and the approach of the impact of public policies upon tourism illustrated within the correspondence with the impact factors (stimuli or constraints) and the identification of the effects for favouring or restraining tourism represents one of the major contribution of the paper.

III. CONCLUSIONS

There is a relation of interaction between tourism, government and political power on the hand, and also between governance and public policies, on the other hand.

The analysis of the impact of the public policies on the activities from tourism area seen through the influence of the incidence factors and through the patterning of the influence of the public policies of increasing the level of economic and social development, of public investment policies in the general tourism infrastructure, of public policies as a social component, of public policies with an organizational - administrative component and of public policies with a political component upon tourism, lead us to the conclusion of the fact that all these factors can influence in a considerable measure tourism, as stimulating or constraints factors, contributing and determined the increase or the breaking of tourism.

Tourism represents an activity of government and a area of interest for political power, including economical and social areas, and also environmental, security, educational, informational technologies, planning and communication issues; therefore, tourism can be considered a society development factor, and thus, it imposed the necessity of development of new strategies of tourism, according to the public policies which can stimulate its increase and reduce the constraints, aspects that can open new future research topics.

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