

MODELS OF TOURIST DEVELOPMENT IN THE CONTEXT OF REGIONAL DEVELOPMENT

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Third year PhD candidate at the University of Oradea, under the guidance of Professor Mrs. Alina Bădulescu in the doctoral research project entitled: "Doctoral studies and Ph.D. candidates for competitive research on a knowledge based society", a co-financed project by the European Social Fund through the Sectoral Operational Program for Human Resources Development 2007 - 2013, Priority Axis 1. "Education and training in support for growth and development of a knowledge based society" I chose to present this subject in order to demonstrate the connection that exists between tourism and regional development. Having as research topic "Tourism and development in the Euro regional context" I felt it would be appropriate to devote a subchapter in presenting the impact of tourism in regional development. Thus I have analysed a number of specialised papers found at national and international level in order to achieve a synthesis on the approached topic. Authors such as Williams and Shaw (1991), Sharma (2004), Keskin and Cansiz (2010) were concerned with presenting the positive aspects of tourism in regional development. Condes (2004) presents on one hand the secrets regarding success in matter of tourist development, and on the other side he presents the possible risks that follow the development of tourism in a country / region (Condes 2004). Following the gathered information we found that indeed tourism plays an important role in regional development.

The used research methodology consisted in using specialised literature in order to identify some models that illustrate the potential success of tourism in regional development.

The space-temporal development model of tourism proposed by Opperman (1993), although it was developed at national level represents a useful tool in illustrating the potential success of tourism in regional development. Miossec's model (Sharma 2004:300) describes the structural evolution of touristic regions in time and space. Butler (1980) develops a more complex model than the one of Miossec regarding the hypothetical development of a tourist area. There are a number of studies on the role of regional clusters in increasing regional competitiveness of an industry (Porter, 2000; Rocha, 2004) paying a special attention to clusters in tourism.

Keywords: tourist development, regional development, models of tourist development, clusters in tourism

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1.Introduction

The theory of tourism as a means of achieving economic development embraces two distinct subjects (Sharma 2004:262):

- on one hand, tourism is seen as a vehicle for regional development in a developed country, that contributes in eliminating regional disparities, especially between metropolitan centres and peripheral areas.
- on the other hand, the developing role of tourism is analysed in the context of a divided world between developed and less developed countries, the assumption is that the gap between the two can be reduced by tourism development projects in less developed countries.

Keskin, Cansiz (2010:24) also present some positive aspects regarding the development of the tourist activity that leads to maintaining peace in the world, educating the nations, environmental

protection, protection of historical and traditional structures. In addition, tourism contributes to (Keskin, Cansiz 2010: 24):

- the growth employment, while accelerating socio-economic development;
- the increase of living standards, thus stopping the migration;
- the improvement of national and international law;
- the development of national conscience etc.

WTO (2009:6) includes all these aspects in one sentence: *tourism means jobs, infrastructure, trade and development*. The purpose of WTO is primarily related to the contribution of tourism to development in the less developed countries of the world. In this context, tourism is seen not only as a catalyst for development, but also as a political and economic change. That is, international tourism is seen as a means to achieve "development, social and economic progress" and the reward with wealth and power are, as some claim, required for such development. (Sharpley and Telfer 2002:13; and Sharma 2004:149)

2. Tourism - a factor of regional development.

Using a rich specialised literature, Sharma (2004:297) states that tourism has been used as a strategy for promoting regional development (Oppermann, 1992) both in urban areas (Beauregard, 1998) and in rural areas (Sharpley, 1997).

Higgins and Savoie (1988) - presented the *main reasons for which it is important to pay a particular attention to regional structure of the national economy* (Sharma 2004:286):

- Regional disparities create social and political issues that have to be addressed in any political society, especially in countries where "the gap between regions" is due to states or provinces;
- Accelerating growth of a country as a whole requires eliminating the problems of less developed regions;
- All countries face increasingly complex urban problems. The interaction between various cities and regions is a fundamental aspect of these urban problems, but also of the social and economic problems at regional or national level.

Williams and Shaw (1991) show the potential that tourism has in bringing development in neglected regions of European countries. Peppelenblosch and Tempelman (1973) suggest that infrastructure requirements for tourism could act as tools for regional development (Sharma 2004:297).

Through tourism can be capitalized a series of natural and human resources such as topography, landscape, climate, thermal waters, vegetation, cultural landmarks, elements that cannot be exploited in other domains. Taking as reference points these elements (which attract most tourists) there can be created real resorts, in different parts of a region that will lead to economic and cultural development of that area, and, therefore, in creating better life conditions.

The important point here is that the attention is most often focused on the role as developer of tourism in less developed or peripheral countries.

From Condes's (2004) point of view regarding success in tourism development, in the case of poor or emerging countries, he focuses on at least three main ideas:

- *the training of professionals and of the local populations for tourist flows* (by maintaining cultural and gastronomic traditions, sustained learning of foreign languages as well as that of foreign cultures in order to create natural tourist – host relationships etc.)
- *facilitating their access to capitals and financing* (in recent years national groups have emerged, even in poor countries: Abou Nawas hotel groups Tunisia, Camino Real Mexico or Dusit Thani Thailand);

- *knowing tourists' expectations in order to adapt supply to demand* (a risk of poor or emerging countries is also to their "panic" due to tourist manna, by developing projects that fail tourists' expectations or that are too bold, oversized).

In Condes's opinion, reorienting the economy of the countries with an obvious touristic potential carries at least three risks:

- *Excessive dependence on tourism* – in this way countries that offer only one type of tourism or limited forms are more exposed to risks. We could also add the case of poor tropical countries, where an increased reliance on weather conditions and natural disasters had been reported and that are real obstacles to destinations like South East Asia or the Caribbean. For example, in 1999, Antigua-Barbuda (where the incomes from tourism represent 70% of GDP) was ravaged by four hurricanes that seriously unbalanced the tourist sector and the economic one.
- *short-term management and limited local gains*. The impact of tourist development on the natural and cultural environment may be, in time, disastrous, as well as an uncontrolled influx of tourists. The destruction or degradation of the fragile natural patrimony (e.g. Galapagos Islands) has serious consequences, evidenced by a rapid and irreversible decline of this destination, especially when this natural heritage is precisely the attraction of the area.
- *The "Folklorization" of cultures and prostitution*. Economically speaking, the main risk for poor and emerging countries is that the income that tourism generates is only very modest (especially in the case of fixed price travels), tourist performance being controlled by foreign operators tourism (namely tourism complexes are rather as "implants" and the staff belongs in most cases, to the issuing country). " Over 65% of the revenues from tourism in the Mediterranean countries, unfortunately go into the accounts of a number of about ten companies from the tourists emitting countries that have air transport companies, tour operators and hotel structures "(Cazelais, 2004).

Another equally major risk is that of sex tourism, against which developed countries take legal actions, but at the same time also organise awareness and prevention programs of this true scourge.

Tourism has traditionally favoured the poorer regions, but recent changes on tourism markets have favoured markets and investments of rich countries and regions (Williams and Shaw, 1998:13), i.e. the rapid expansion of new forms of tourism, such as urban tourism, cultural tourism, historical tourism, and theme parks, which favour those destinations that are relatively affordable in large metropolitan areas. This phenomenon was observed in Great Britain, especially in London and southern countries and in Austria, where a major change in tourism demand turned to rich regions (Sharma 2004:266 after Zimmerman, 1998:30).

3. Models illustrating tourism's potential success in regional development - theoretical approach

The relationship between tourism and regional development was realised by highlighting some models outlined in tourism literature.

The space-temporal development of tourism proposed by *Opperman* (1993), although it was developed at national level, represents a useful tool in illustrating tourism's potential success in regional development. This model supports the economy of developing countries and it is composed of two separate sectors (formal and informal tourism sectors) that although co-exist side by side, they have very few links.

- *Formal tourism sector* is characterized by things such as international hotel standard, investment costs with high capital, high leakages as profit transfers, imported food and construction materials and a very limited integration into the local economy.

The governments of developing countries often take into account only this way for developing tourism.

– *The informal sector* consists of the stall vendors brotherhood, minibuses and accommodation operations of private individuals. This sector implies an intensive labour with a very limited capital. Although small, they can generate large profits per unit and the money increase the multiplier effect for the local economy. The importance of this model is that a destination needs to decide what form of tourism it will address. While formal and informal sectors can interact, the formal sector can be closely associated with mass tourism. If the strategy behind regional development is to generate economic benefits, then governments must calculate which type of tourism will bring more benefits to local communities.

Miossec's model (Sharma 2004:300) describes the structural evolution in time and space of tourist regions. He identifies five distinct phases regarding the changes that occur in the provision of facilities (the resorts and of transport system) and in the behaviour and attitude of tourists, of local decision-factors and the host population.

Table no. 1. Miossec's model of tourism development

Phases	Resorts	Transportation	Tourists' behaviour	The attitude of the local decision factors and of the host population
0	The area is unknown to tourists	The area is isolated, transportation network is missing	Lack of interest and of knowledge	Oscillates between mirage and refusal
1.	In the area appear a first resort (trailblazing resort)	Opening the connections to other areas	Vague local perception	Observation
2.	Multiplying resorts	The development of the transportation network between resorts	Progress in the perception of the places and itinerary	The preoccupation for improving the infrastructure that serves the resorts
3.	Organising of vacation spaces in each resort; the beginning of the hierarchization and specialisation	Trips – different tourist circuits	Competition regarding space and segregation	Demonstrating the dualist effect of segregation
4.	Hierarchic specialisation's saturation	Diverse system of connections	The disintegration of the space of perception; populating the area; saturation and crisis	Total tourism; planned development; measures for ecologic protection

Source: adapted from Miossec (1976).

Miossec's model presents several useful aspects. First it includes a dynamic element, namely the development of the region in time and space. The notion of space / time evolution is very important both in the analysis of past processes as well as in future planning of the development. Secondly this development is seen as a whole; changes in the behaviour of tourists and local people are closely related to the increased number of resorts and to the expansion of the transport network. The key factor is the relationship between effect and development. Other aspects of the development process are less explicit, although it could have been included in the model. For example: who builds resorts? how? why?. These are questions to be asked and addressed. Also, there must be identified the factors that determine the choosing the resorts' location. In other words, the context in which this development takes place is neglected in this model.

Other models highlight a few untouched points by Miossec, regarding the expansion of the local/non-local participation in the development process and the changes intervened in the structure and volume of the tourist traffic over time.

Butler (1980) develops a more complex model than the one of Miossec on the hypothetical evolution of tourist areas. But in the evolutionary sequence imagined by Butler, based on the concept of product life cycle, are presented six major stages: exploration, involvement, development, consolidation, stagnation and decline or rejuvenation (Condes 2004:282). In the first stage, there aren't specific facilities for tourists; the facilities from the involvement stage are provided by the inhabitants of the area; in the development stage, locals' involvement decreases rapidly, the control being taken by external organizations, particularly the accommodation of tourists. The consolidation phase is represented by the important chains of companies in the tourism industry. Local involvement will increase again only in the decline stage, when there will exist the possibility of providing facilities at lower prices in order to revive the industry (Murphy 1985:86; Butler 2011:6).

There are a number of studies regarding the role of regional clusters in increasing regional competitiveness of an industry (Porter, 2000; Rocha, 2004) paying a special attention to clusters in the tourism domain. What is a cluster? Porter (2000) defines the cluster as "a group of interconnected companies, suppliers, service providers and associated institutions in a particular field, linked by analogy and complementarity". (Estêvão and Ferreira, 2009:4).

Estêvão and Ferreira (2009:4-6) devote a special attention to clusters from the tourism domain realising a expansion of this concept with the help of specialists concerned with the meaning and role of clusters in tourism (Beni, 2003, Capone, 2004; Costa, 2005; Novel are et all. 2006).

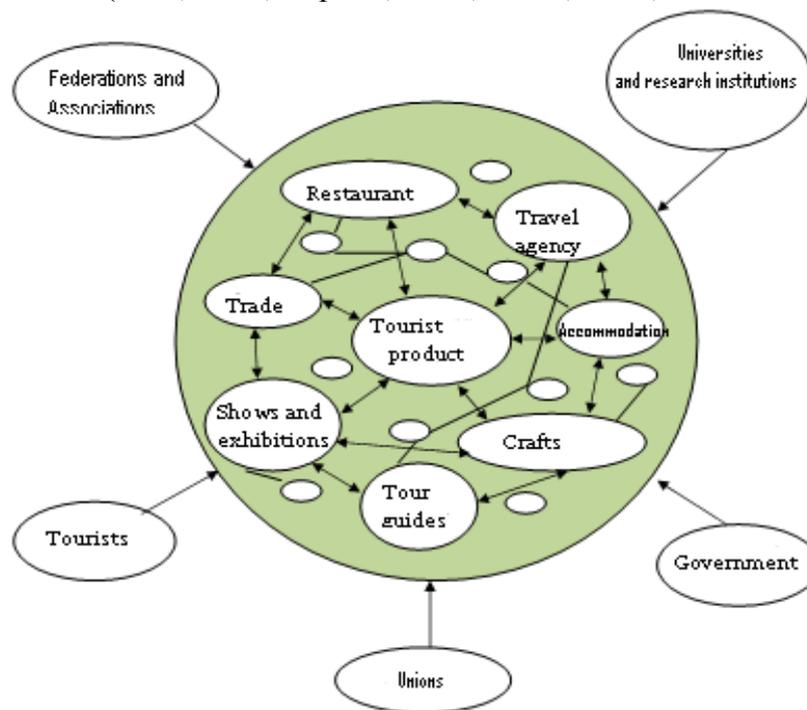


Figure no. 1. The representation of a tourism cluster

Source: adapted from the model developed by Da Cunha Sieglinde Kindl and Joao Carlos Da Cunha (2005:52).

4. Conclusions

Tourism has positive effects on revenues and employment, but let's not ignore that, besides these beneficial effects, there are negative consequences for the receiving communities: the degradation of the natural environment, of life's quality and that of the cultural and social heritage due to overexploitation and excessive concentration of tourist flows to certain destinations. Mono-development, predominantly based on a single industry such as tourism, is very risky from an economic perspective. Thus, countries that depend exclusively on tourism are

considered fragile environments and any external event that negatively influences tourism (those mentioned above), can have devastating effects on them.

The multitude of models encountered in the specialised literature in fact represents specialists' concern in highlighting the connection between tourism and regional development. The most common model in current literature, which presents the potential success of tourism in regional development, is the cluster. The phenomenon of cluster can be found not only in developed countries (U.S.A., Germany, England, France etc.), but also in developing countries that have a developed potential of the regional tourism, based on one or more tourist resources: balneal, cultural, agritourism cluster etc.. (Iordache et al., 2010:11).

A tourist cluster's objective is to mobilize companies that generally work alone in creating, capitalising and promoting successfully a tourist product in a region (Scarpino 2010:12).

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