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MINISTRY OF EDUCATION AND RESEARCH OF THE REPUBLIC OF MOLDOVA
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Chair: "Tourism and Socio-Humanistic Sciences"



TEACHING SUPPORT

Green tourism

Specialty: "Tourism"

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Teaching support: Green Tourism, is developed in accordance with the Curriculum for the Tourism specialty.

Reviewed and approved:

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Disclaimer

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ARGUMENT

The "Green Tourism" teaching support brings to the attention of the students from the "Tourism" specialty but also to the attention of the interested teachers, the main directions of development of the contemporary tourism industry, as it responds to both economic, social and ecological needs. Unlike traditional forms of tourism, which can generate pollution, environmental degradation and cultural pressures on local communities, green tourism seeks a balance between development and conservation.

In the current context of climate change, the degradation of natural resources and the increase in tourist pressure on the environment, green tourism is becoming a necessity for the sustainable development of communities and for the protection of natural and cultural heritage. The introduction of the discipline "Green Tourism" in vocational training aims to develop essential skills for future tourism specialists: the ability to integrate the principles of sustainability in the planning and organization of tourism activities, ecological and social responsibility, as well as the ability to identify and promote environmentally friendly forms of tourism.

In addition to environmental aspects, green tourism encourages respect and involvement of local communities. The cultural values, traditions and identity of the place are promoted, and the economic benefits are distributed fairly. In addition, by attracting stable incomes and creating jobs, green tourism helps to strengthen local and regional economies. Green tourism is more than a trend – it's a necessity. It provides a middle ground between progress and conservation, demonstrating that economic development can coexist with environmental protection and respect for local communities. Therefore, it can be considered the only viable strategy for the future of tourism. Unlike traditional tourism, which often produces pressures on the environment (pollution, degradation of ecosystems, overexploitation of resources) and on local communities (cultural uniformity, economic dependence), green tourism aims to:

- **the ecological dimension** – protecting biodiversity, reducing emissions and using resources responsibly;
- **socio-cultural dimension** – respect for the values of local communities, their involvement in the decision-making process and the enhancement of cultural heritage;
- **the economic dimension** – generating stable incomes and jobs without compromising resources in the long term.

The discipline contributes to:

- understanding the concept of sustainable development and its application in tourism;
- promoting environmental practices (resource management, pollution reduction, use of renewable energy, recycling);
- creating tourism products and services with low environmental impact;
- raising awareness and educating tourists and economic operators on environmental protection;
- increasing the competitiveness of tourist destinations by adapting to international sustainable tourism standards .

Motivation, usefulness of the course for training and professional development.

The Green ***Tourism discipline*** is of major importance in the preparation of future specialists in the field of tourism, as it focuses on the idea of the balance between economic development, environmental protection and respect for social and cultural values. In a global context marked by climate change, pressures on natural resources and the need to provide quality tourism services, the course provides students with both **theoretical knowledge** and **practical skills** necessary for a responsible and competitive career.

Tourism is one of the most dynamic branches of the world economy, but also a sector with a significant impact on the environment and local communities. Given the intensification of global concerns for sustainable development and the protection of natural resources, there is a need to train specialists capable of responsibly managing tourism activities. The "***Green Tourism***" course is motivated by the need to integrate the principles of sustainability, green economy and social responsibility into the tourism industry. It responds both to the current demands of the labor market and to European and international trends regarding the transition to environmentally friendly tourism.

Usefulness of the course for training and professional development:

1. **Development of professional skills:** students gain knowledge about ecological practices in tourism, international sustainability standards and strategies to reduce environmental impact.
2. **Forming an integrated vision:** the discipline ensures the understanding of the relationship between tourism, environment and communities, contributing to the preparation of professionals capable of applying innovative solutions.
3. **Increasing attractiveness on the labor market:** graduates familiar with green tourism concepts meet the requirements of employers in the modern and sustainable tourism sector.
4. **Stimulating entrepreneurship:** the course offers benchmarks for the development of tourism businesses based on local resources, ecotourism and green tourism products.
5. **Social and ecological responsibility:** forming a mindset focused on protecting natural and cultural heritage, engaging communities and educating tourists.

Discipline administration

Module code	Name Module	Seme ster	Number of hours				Method of evaluation	Number of credits
			Total	Direct contact		Study individual		
				Lectures	Practice			
S.08.L.056	Green tourism	VIII	60	20	20	20	Examination	2

Course content

No. Crt.	Learning units	Number of hours			
		Total Hours	Direct contact		Individual study
			theory	Practical	
1.	Green tourism – concept, forms, types and principles.	8	4	-	4
2.	Green tourism resources	12	4	4	4
3.	The impact of tourism on the environment and communities at global, regional and local levels.	20	6	8	6
4.	Planning and organizing green tourism activities. Promoting green tourism.	20	6	8	6
Total		60	20	20	20

I. STRUCTURE OF TEACHING SUPPORT

1. 22- theoretical/thematic contents 2. 10- Practical work 3. Methodological and evaluation suggestions

Thematic content	Form of activity
Definition, the concept of green tourism, ecotourism.	Theory
The fundamental principles and objectives of green tourism. Green tourism in the context of sustainable development.	Theory
Types and forms of green tourism.	Theory
The benefits of green tourism for the environment, economy, community.	Theory
Challenges and limits of green tourism.	Theory
Natural resources capitalized in tourism (forests, waters, landscapes, biodiversity).	Theory
Cultural heritage and local traditions as ecotourism resources.	Theory
Protected areas, natural parks in the world and the Republic of Moldova.	Theory
Environmental education and awareness. Education campaigns.	Theory
The ecological impact of tourism.	Theory
Assessment of the socio-economic impact on local communities.	Theory
Solutions, measures to prevent and mitigate the negative impact and increase the benefits.	Theory
Good practices and case studies on mitigation solutions, prevention of the impact of tourism on the environment and community.	Theory
General principles of green tourism planning.	Theory
Development of ecotourism routes and packages.	Theory
Arrangement of infrastructure for green tourism (information points, signage, marking of routes, etc.).	Theory
Planning activities in protected areas.	Theory
Risk management and tourist safety.	Theory
Models of good practices in the organization of rural, mountain, adventure tourism. Green tourism marketing. Online and offline promotion strategies.	Theory
International and local projects and initiatives. The role of environmental education and tourist awareness.	Theory
Identification of local ecotourism resources.	Practice
Submission on the contour map of the main areas with attractive natural resources.	Practice
The impact of tourism on a fragile ecosystem.	Practice
Analysis of a positive example of sustainable tourism (eco-guesthouses, tourist villages, etc.)	Practice
Developing a map with major tourist impacts (from a region, country, globe).	Practice
Project: Solutions to reduce the tourist impact.	Practice
Design of an ecotourism route. Elaboration of the route map.	Practice

Project: Green festival or event. (Planning a local tourist event, in compliance with the principles of sustainability: bio products, waste reduction, etc.)	Practice
Promoting a green destination. (posters, leaflets, power point for a green tourism destination.).	Practice
Analysis of an ecotourism promotion campaign. (e.g. Leave No Trace, Travel Green Europe, or local).	Practice

II. CONTENT OF THE TEACHING SUPPORT

2.1. Theoretical content

Topic 1: Definition, concept of green tourism, ecotourism.

Green tourism and **ecotourism** are similar concepts that promote a form of responsible tourism, focused on protecting the environment and supporting local communities, in contrast to mass tourism. Ecotourism is essentially a specific form of green tourism, which particularly emphasizes nature conservation and environmental education, providing visitors with travel experiences with minimal environmental impact and socio-economic benefits for locals.

Green tourism is a broader term that encompasses tourism practices that follow sustainable development principles, emphasizing environmental protection, respect for culture and contributing to the economic well-being of the local community.

Ecotourism is a more specific concept, which emerged as a reaction to the negative effects of conventional tourism. It involves responsible travel to natural and semi-natural areas, with the aim of preserving the environment and ensuring the well-being of the local population.

The future of tourism is *green*, this is the main message included in the Glasgow Declaration, and to ensure the implementation of this concept it is necessary to act locally to achieve a sustainable impact at global level. And to ensure success, all key actors (or stakeholders) must be involved alike.

Green tourism is a concept meant not to stop tourism, but to orient it in such a way as to ensure the preservation of the natural environment through the sustainable use of the components of biological diversity. By fairly and equitably sharing the benefits resulting from the use of resources to ensure and the long-term development of a new way of doing business in tourism. In order to find this balance between conservation and development, it is necessary not only to replan tourism activities, but also to integrate green tourism into the sustainable development policy as a whole, a policy that needs to be addressed by economic agents, tourism service providers and related services.

Tourist activities must be based on at least the following **characteristics**:

1. Activities carried out in harmony with the natural environment with minimization of negative impact.
2. For the most part, the activities require to be guided by a representative of the local community, who is well acquainted with the places and local history;
3. Previous documentation for each activity with the preparation of informative brochures for tourists about each type of activity. The presence of signs indicating useful information for the tourists involved.

The quality aspect: from the perspective of sustainable tourism, green tourism is all the more valuable because, apart from the experience it offers to visitors, it contributes to improving the quality of life of local communities, but at the same time it also takes into account the natural environment.

The aspect of continuity: continuity refers not only to the sustainability of the use of natural resources, but also to the continuity of the traditions and culture of local communities, without which it would not be possible to develop sustainable tourism.

Balance aspect: The purpose of green tourism is to create a balance between tourism and the tourism industry, environmental advocates (or environmentalists), and local communities.

What tourist activities fall under green tourism?

1. "Birdwatching" or bird watching, under the guidance of a local guide, with the possible use of certain applications to identify the bird species observed.
2. Hikes in natural areas with the presentation of objectives "full of history" such as a centuries-old tree, a massive stone, a spring.
3. Arranging picnic spaces in the middle of a forest (by capitalizing on the "island effect"), or on its edge (by capitalizing on the "edge effect"), etc.
4. Trekking in order to get to know certain species of plants specific to the place and/or those included in the Red Book.
5. Organizing, during the season, "mushroom hunting" activities, an activity carried out jointly with a representative of the community – knowledgeable about local mushroom species and in compliance with all the rules of the participants regarding how to collect them.
6. Remote observation of the behavior of animal species in their natural habitat, an activity guided by specialists in the field.
7. Fishing during the allowed period (including ice fishing) and preparing dishes based on traditional recipes with the active participation of tourists in this process.
8. Outdoor recreational activities with a sporting character - volleyball, football, or traditional games specific to the place (e.g. țurca, oina, etc.).
9. Photographing landscapes and various tourist resources, including from the viewpoints arranged.
10. Horse riding or horseback riding if the destination has such potential, and discovering the natural landscapes in the surroundings, including the need for instructors to be present for amateur tourists eager to try this activity for the first time.

Green tourism – represents responsible travel in natural areas, whether taken under protection or not, with minimal impact on the environment. To a large extent, protected natural areas are an important source for the development of green tourism, as they are best preserved. Although, in some situations, green tourism is interpreted as ecotourism, it is necessary to mention that ecotourism places equal emphasis on both the preservation of the natural and cultural environment, and the involvement of the local community and the provision of direct benefits for it is a mandatory condition from the very moment of starting the business. In the case of green tourism, the presence of local communities in natural areas with that authentic cultural heritage is an advantage, but it is not a mandatory element. On the other hand, rural tourism also overlaps in certain circumstances with green tourism, but in the case of rural tourism the emphasis is placed on the valorization and sustainable development of the rural environment (the entire rural area – agricultural land, forest areas, meadows, etc.), green tourism becoming only a complementary activity to the basic economic activities of that community.

Green tourism also aligns with European Green Deal initiatives that present a real opportunity to harness the potential for economic growth with joint and concrete actions that contribute to restoring Europe's biodiversity by 2030. Integrating the 'blue growth' approach into a green environment can benefit all stakeholders by pursuing the win-win principle. The development of green infrastructure elements in order to protect biodiversity and natural landscapes is another main objective of the European Green Deal, which would ultimately be the basis for the development of green tourist

destinations. The basic condition remains that all tourist activities are based on nature-oriented solutions – e.g. ecotherapy, or forest therapy, etc.

To ensure the sustainability of green tourism, good cooperation between the public and private sectors is necessary. Ensuring sustainable development is a continuous process and requires monitoring the impact, and where appropriate intervention through preventive measures. The concept of green tourism can be integrated into that of sustainable tourism provided that the principles of sustainable development are respected; Thus, through the prism of sustainable tourism, the objectives of green tourism are oriented towards:

1. Increasing the quality of life of the local community;
2. Environmental protection;
3. Social equity;
4. Cultural integrity;
5. Important experiences for visitors.

Green Tourism Concept:

- is based on the principles of sustainable development;
- promotes nature-friendly destinations and activities (ecological transport, eco-certified accommodation units, local gastronomy, responsible consumption);
- aims to reduce the carbon footprint and educate tourists in a green spirit;
- contributes to the competitiveness and image of tourist destinations that adopt green practices.

The concept of Ecotourism:

- it takes place in natural areas or protected areas (national parks, reserves, fragile ecosystems);
- emphasises the environmental education of tourists and the interpretation of natural and cultural values;
- generate economic benefits for local communities and support conservation projects;
- It involves a small number of tourists and minimal impact on the environment.

The essential difference

- **Green tourism** is a broader concept that applies to all forms of tourism by introducing eco-friendly and sustainable practices.
- **Ecotourism** is a specific form of tourism, carried out in nature, with the direct objective of conservation and ecological education.

Green tourism is an innovative and necessary direction for the development of tourism activities in the current global context, marked by climate change, the degradation of natural resources and the increase in demand for responsible forms of tourism. The concept of green tourism derives from the principles of sustainable development and aims to achieve a balance between the needs of tourists, environmental protection and the interests of local communities.

This form of tourism promotes:

- responsible use of natural and cultural resources;

- reducing the negative impact on the environment through eco-friendly practices (low-emission transport, energy-efficient accommodation, recycling, local consumption);
- educating and raising awareness of tourists about environmental protection;
- supporting the local economy and involving host communities in the planning and delivery of tourism services.

Green tourism is not limited only to natural destinations or protected areas, but can be applied in all segments of the tourism industry: urban, rural, cultural or business tourism. Therefore, it becomes a competitive development strategy for destinations that want to meet both the demands of the international market and the responsibilities assumed by environmental and sustainable development policies.

Thus, green tourism is emerging as a major opportunity for the modernization and sustainability of the tourism sector, offering a framework for action that combines the valorization of resources with responsibility towards future generations.



SELF-ASSESSMENT QUESTIONS

1. Short Answer Questions

- Define, in your own words, what *green tourism means*.
- What are the main characteristics of *ecotourism*?
- It explains why green tourism is considered a broader concept than ecotourism.

2. Differentiation exercises

- Make a comparative table between green tourism and ecotourism (definition, purpose, venues, impact, beneficiaries).
- Identify 2 examples of activities that fall under green tourism, but not necessarily ecotourism.

3. Reflection Questions

- Why do you think ecotourism is considered a form of responsible tourism?
- How can green tourism contribute to the development of a local community?
- In your opinion, what are the risks if green tourism is not applied correctly?

4. Practical applications

- Choose a tourist destination in the Republic of Moldova or another country and argue whether it promotes green tourism or ecotourism.
- It proposes three measures through which a rural tourist guesthouse could become "green".

5. Association Test

- **Associate the terms below with their correct explanations:**
 - Green tourism
 - Ecotourism
 - Sustainable development in tourism
 - Ecological education of tourists

Topic 2: Fundamental principles and objectives of green tourism. Green tourism in a sustainable context.

The sustainable development of green tourism, through its practical forms, fosters partnership and cooperation between operators and consumers and promotes the long-term general interest, beyond the immediate, particular one. The responsibility for implementing green tourism policies belongs equally to the public and private sectors.

The involvement of the public sector involves planning, research, implementation of scenarios, general infrastructure, administrative aspects, environmental standards, informative seminars, ensuring public safety and health. The private sector is responsible for specific infrastructure, tourist services, commercial enterprises, promotion through various marketing activities. Tourism is identified as one of the ten economic sectors mentioned in the UNEP Economic Report

greening whose greening could help increase prosperity, create new jobs and reduce poverty. At the same time, there is also an increase in demand for tourist offers that promote green tourism.

Green tourism is a form of tourism that aims **to minimize environmental impact** and **preserve natural resources**, while integrating **local cultural and social values**. It is a concept closely related to sustainable tourism, which aims to balance economic benefits, environmental protection and the development of local communities.

The principles behind the development of a green tourist destination:

1. *Think globally, act locally*, which implies that local development strategies must be based on capitalizing on the local tourism potential, with the setting of target indicators that respond to local needs;
2. *Strong local economy*, a principle that is oriented towards a sustainable cooperation between the local community, local economic agents and the Local Public Administration;
3. *Transparency*, a principle based on the dissemination of information about what is being developed in the locality/destination, public access to information, promotion of the image of the destination.

Fundamental principles:

- *Respect for the environment* – reducing resource consumption, managing waste and protecting biodiversity.
- *Conservation of natural and cultural heritage* – sustainable valorization of local ecosystems and traditions.
- *Local community involvement* – active participation of residents in tourism planning and benefits.
- *Environmental education* – increasing the awareness of tourists and locals about the environment and local culture.
- *Sustainable economic profitability* – ensuring an economic model that supports tourism development without degrading resources.

The general principles underlying the development of sustainable tourism/green tourism are:

1. The '*polluter pays*' principle is the classic principle for any form of sustainable tourism, including green tourism;
2. The precautionary principle in decision-making, which would mean that tourism service providers in the process of starting a business must identify that balance between capitalizing on the natural environment, involving the local community, but also bringing economic benefits;
3. The principle of preventing ecological risks (causing negative effects on the environment) and damage through cost-effect analysis, especially in protected natural areas;
4. The principle of conservation of biodiversity and their specific habitat – each key actor directly or indirectly involved in tourism activity must also include biodiversity conservation measures, especially where certain species are identified that are included in the The Red Book;
5. The principle of creating an integrated environmental monitoring system (surveillance, forecasting, warning and intervention) that would allow measures to be taken or a tourist activity to be stopped if certain elements of the environment are at risk;
6. The principle of sustainable use of existing resources by gradually capitalizing, by areas, the tourist destination and including them in tourist circuits with a monitored flow of visitors;
7. The principle of involving representatives of civil society (local community, NGOs) in the elaboration and implementation of development plans;
8. The principle of international collaboration to ensure environmental protection, especially in the case of protected natural areas with international status such as Ramsar wetlands, but also biosphere reserves.

The specific principles underlying the development of green tourism are:

1. Minimizing the negative impact on nature and culture, which could destroy the tourist destination;
2. Educating the tourist on the importance of preserving the natural environment;
3. Stressing the importance of responsible operators cooperating with the population and local authorities in order to meet the needs of the community;
4. Providing funds for conservation and management of protected natural areas;
5. Emphasizing the need for a regional tourist zoning and planning of tourist flows for regions or natural areas that will become green tourist destinations (or ecotourism);
6. The need to use social and environmental studies, as well as long-term monitoring programmes, to assess and minimise impact;
7. Striving to maximize the economic benefits of the host country, of local communities and businesses and especially of the inhabitants of the area of natural areas (including protected areas);
8. Ensuring a development of tourism that does not exceed a certain limit of change from a social and environmental point of view, a limit determined by researchers in collaboration with

residents;

9. Use of infrastructure developed in harmony with the natural and cultural environment, minimizing the use of fossil fuels and preserving local vegetation and fauna.

The main characteristics that underlie the development of a business in the field of green tourism are:

1. the local community is the main engine and key factor in the process of initiating and developing tourism activities;
2. increasing the quality of life of the local community can be achieved through the direct involvement of representatives of local communities in the provision of tourism services through job creation, increasing economic benefits by carrying out tourist activities complementary to the basic economic activity (fruit growing, vegetable growing, sheep breeding, etc.);
3. developing a code of good practice for tourism at all levels: national, regional and local, based on already accepted international standards, such as the criteria of the Global Council for Sustainable Tourism;
4. establishing guidelines for tourism operators, monitoring the impact of different tourism activities, as well as acceptability limits for different areas through different studies (e.g. assessing the optimal reception capacity or carrying capacity of the destination, or assessing the impact of tourism activity on delta/meadow ecosystems, etc.);
5. conducting educational programs and training sessions to improve management in the field of protection of natural and cultural resources in the tourist destination.

The fundamental objectives of green tourism:

1. **Protecting natural and cultural resources** by reducing tourism pressure on the environment and preserving heritage.
2. **Promoting sustainable tourist destinations** that comply with international environmental standards.
3. **Creating fair economic benefits** for local communities by boosting green entrepreneurship and sustainable jobs.
4. **Reducing the ecological footprint** of tourism through green transport, clean energy, efficient waste and resource management.
5. **Ecological education of tourists and operators** to stimulate responsible behaviors.
6. **Increasing the attractiveness and competitiveness of destinations** by integrating the concept of "green tourism" into marketing and development strategies.
7. **Contribution to the Global Sustainable Development Goals (2030 Agenda)**, in particular SDG 8 (decent work and growth), SDG 12 (responsible consumption and production), SDG 13 (climate action) and SDG 15 (life on land).

Principles of green tourism:

1. **Respect for the environment** – protecting ecosystems and rational use of natural resources.
2. **Pollution prevention and impact reduction** – applying environmentally friendly practices (recycling, renewable energy, reducing water and energy consumption).
3. **Social responsibility** – involving local communities in tourism activities and respecting cultural traditions and values.

4. **Tourist education and awareness** – informing visitors about the importance of protecting the environment and promoting responsible behavior.
5. **Sustainable development** – balancing economic, social and environmental needs, to ensure the continuity of tourism in the long term.
6. **Authenticity and quality** – promoting authentic experiences and quality services, without compromising the environment or community.
7. **Partnerships and collaboration** – cooperation between authorities, tour operators, NGOs and communities to implement sustainable practices.



SELF-ASSESSMENT QUESTIONS

- **Definitions and concepts**

- What does *the principle of respect for the environment* mean in green tourism?
- How is *social responsibility defined* in the context of green tourism?

- **Identification and explanation**

- List three fundamental principles of green tourism and explain them briefly.
- What is the link between the principle of pollution prevention and the objective of reducing the ecological footprint?

Pairing questions

- Associate each of the following principles with the corresponding objective:
 - Tourist education and awareness
 - Sustainable development
 - Partnerships and collaboration)
- Creating equitable economic benefits for the communityb) Informing and empowering touristsc) Involving all actors in the implementation of green strategies

Reflection questions

- Why is it important for green tourism to be integrated into local and regional development strategies?
- In your opinion, what is the most difficult principle of green tourism to apply and why?

- **Practical applications**

- Choose a tourist destination in the Republic of Moldova (or another country) and describe how it follows two principles of green tourism.
- It proposes two concrete measures to achieve the objective of *reducing the ecological footprint* in a tourist resort.

Topic 3: Types and forms of green tourism.

Green tourism can manifest itself in several forms, depending on the purpose, destination and environmental impact:

1. **Ecotourism**
 - Focused on visiting protected natural areas.
 - It has an educational objective and contributes to the conservation of biodiversity.
2. **Agrotourism / Rural tourism**
 - It promotes accommodation and activities in peasant households.
 - It supports the local economy and the preservation of traditions.
3. **Responsible tourism**
 - It focuses on respecting the environment and local communities.
 - It emphasizes the involvement of tourists in activities with a positive impact.
4. **Nature tourism**
 - Practiced in natural areas (forests, mountains, lakes).
 - It includes hiking, wildlife observation, eco-camping.
5. **Eco-friendly adventure tourism**
 - Activities with a higher degree of physical involvement (rafting, climbing, mountain biking).
 - It is carried out in a sustainable way, with respect for ecosystems.
6. **Sustainable cultural tourism**
 - Visiting cultural and historical sites, with care for the heritage.
 - It supports local communities through responsible consumption of services and products.
7. **Green urban tourism**
 - Practiced in cities that promote green policies (green public transport, green spaces, energy-efficient buildings).
 - It includes visits to eco-interactive museums, green-themed festivals.

Concrete forms of green tourism

- Ecological hiking (eco-hiking, trekking)
- Cycling tourism (velo-tourism)
- Birdwatching
- Eco-friendly camping
- Visits to traditional farms and households (farm-stay)
- Participation in ecological volunteering projects (tree planting, environmental cleaning)
- Wellness & spa eco – centers that use natural products and renewable energy
- Eco-festivals and cultural events with low environmental impact

Ecotourism:

Definition: a form of tourism that is responsible towards nature, which aims to preserve the environment and involve local communities.

Features:

- carried out in protected areas or unpolluted natural areas;
- involves educational activities (guidance, interpretation of nature);
- contributes to biodiversity conservation and local development.

Examples: visiting nature reserves, wildlife observation, ecological hiking.

Agrotourism:

Definition: a form of tourism practiced in rural areas, in peasant households or farms, based on traditional hospitality.

Features:

1. direct contact with village life and work;
2. promotion of traditional products and crafts;
3. contribute to sustainable rural development.

Examples: accommodation in rural guesthouses, participation in agricultural activities, tastings of local products.

Rural tourism:

Definition: tourist activities carried out in rural areas, more varied than agrotourism, including recreational and cultural forms.

Features:

1. recreation in the countryside (hiking, horseback riding, cycling);
2. discovering cultural traditions and heritage;
3. favours the preservation of local identity.

Examples: traditional festivals, cultural circuits in villages, eco-guesthouses.

Mountain tourism (green):

Definition: *tourism* carried out in mountainous areas, based on respect for the environment and ecological recreational activities.

Features:

1. hiking on marked trails;
2. ecological campsites;
3. promoting non-invasive sports for the environment.

Examples: responsible climbing, climbing, ski touring, ecocamping.

Eco-friendly adventure tourism

Definition: *form* of active tourism, with a high degree of physical involvement, carried out in nature in conditions of respect for the environment.

Features:

- a) sports activities with minimal impact on the environment;
- b) experiences based on exploration and discovery;
- c) often combined with environmental education.

Examples: rafting, caving, mountain biking, kayaking, photographic safari.

Green spa and wellness tourism

Definition: the use of natural resources (mineral waters, mud, clean air) for health and relaxation, in a sustainable way.

Features:

- a. it is based on renewable natural resources;
- b. promotes physical and mental health;
- c. It integrates green architecture and clean energy concepts.

Examples: eco-friendly spas, wellness centres with organic products.

Ecological educational and scientific tourism

Definition: tourism for educational or research purposes, carried out in nature.

Features:

- thematic trips for pupils, students, researchers;
- observation of nature and ecological phenomena;
- raises awareness of the importance of protecting the environment.

Examples: ecological camps, trips with biological or geographical themes.

Schemes: Forms of tourism and green tourism

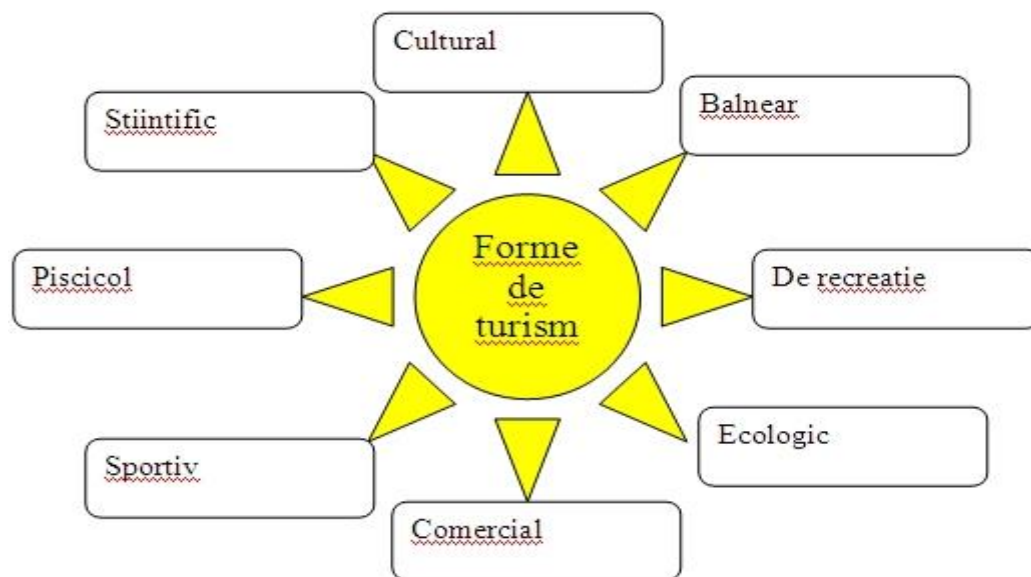


Figure 1. Source: Google.md. Forms of tourism.

Green tourism. The forms of Green Tourism.

Table 1

Fundamental principles	Types	Forms of manifestation
— Respect for nature — Conservation of resources — Community engagement — Environmental education — Sustainable development	— Ecotourism — Agrotourism — Rural tourism — Mountain tourism — Eco-friendly adventure tourism — Green Spa and Wellness Tourism — Educational and scientific tourism	— Education and awareness — Therapy and wellness — Adventure and sports — Research and science

10 definitions for "green" tourism

1. Green tourism = The totality of tourism-environment relations.
2. Green tourism = Environmental protection in tourism.

3. Green tourism = Direct contact and in harmony with nature.
4. Green tourism = The natural form of tourism, supporting nature.
5. Green tourism = Friendship between tourism and the environment.
6. Green tourism = Protection of environmental resources through conscious tourist attraction.
7. Green tourism = The way to obtain economic benefits through nature for nature.
8. Green tourism = Generator of added value, managed for the benefit of Nature: well-being, for nature that creates well-being for man.
9. Green tourism = Compatibility between the pleasure of joy experienced in the middle of nature and care for environmental resources.
10. Green tourism = The science of transforming leisure time into relaxing time spent as much as possible in nature.



SELF-ASSESSMENT QUESTIONS

Self-Assessment Questions

1. What do you mean by green tourism? How does it differ from mass tourism?
2. What are the main types of green tourism? List them and characterize them succinctly.
3. What is the difference between ecotourism and rural tourism?
4. What is the specificity of agrotourism? Give concrete examples.
5. What forms of green tourism can be practiced in the mountain area?
6. How does educational and scientific tourism manifest itself in the context of green tourism?
7. To what extent can spa tourism be considered a form of green tourism?
8. What role does eco-adventure tourism play in environmental education?
9. What forms of recreation are included in green tourism?
10. How does each type of green tourism contribute to the sustainable development of local communities?

Application tasks (for consolidation)

- Make a **comparative table** between ecotourism, agrotourism and rural tourism (similarities and differences).
- Choose a region in the Republic of Moldova or Romania and identify **two types of green tourism** that can be developed there. Argue the choice.
- Draw a **visual diagram** (concept map) of the forms of green tourism and complete it with concrete examples.

Topic 4. The benefits of green tourism for the environment, economy, community.

1. Environmental benefits:

- a). **Conservation of natural resources** – green tourism promotes the responsible use of water, soil and biodiversity.
- b). **Reducing pollution** – through environmentally friendly practices (sustainable transport, waste reduction, recycling).

c). **Protecting fragile ecosystems** – protected natural areas and areas with high biodiversity are financially supported and managed more efficiently.

d). **Promotion of green energies** – use of renewable sources (solar, wind, biomass) in tourist establishments

2. **Benefits for the economy:**

1. **Local sustainable development** – the revenues generated remain in the host communities (through local services, traditional products).
2. **Job creation** – in tourism, organic farming, crafts, sustainable transport.
3. **Diversification of the economy** – green tourism complements traditional economic activities (agriculture, handicrafts).
4. **Reducing dependence on mass tourism** – provides a stable economic model and less vulnerable to seasonality.
5. **Sustainable development:** Ecotourism creates sustainable economic opportunities by promoting a responsible business model.

3. **Benefits for the community:**

- **Improving the quality of life** – through sustainable infrastructure, green spaces, better local services.
- **Preservation of local traditions and culture** – green tourism supports the preservation of tangible and intangible cultural heritage.
- **Environmental education and awareness** – visitors and locals are sensitized to environmental protection.
- **Community cooperation** – the involvement of locals in tourism projects increases social cohesion and the sense of belonging.
- **Supporting local culture:** Ecotourism encourages the preservation and promotion of local traditions and culture.

International case studies:

1. ***Costa Rica – ecotourism as an economic engine***
 - o Over 25% of the territory is a protected area.
 - o Ecotourism has become the main source of income, generating jobs and protecting tropical biodiversity.
 - o Benefit: economic development through nature conservation, not exploitation.
2. ***Kruger National Park, South Africa***
 - o The implementation of ecotourism and regulated safari tours has helped protect wildlife.
 - o Local communities benefit from jobs and educational programs.
 - o Benefit: reduced poaching and increased environmental awareness.
3. ***Swiss Alps – sustainable mountain tourism***
 - o Promotion of environmentally friendly public transport (electric trains, cable cars).
 - o Eco-certified accommodation units (use renewable energy, reduce plastic).
 - o Benefit: protecting the mountain landscape and maintaining quality tourism.

European case studies:

1. ***Austria – eco-tourism alpine villages***
 - a. Example: Werfenweng, Villach.
 - b. Localities that have invested in green transport, renewable energy and authentic rural tourism.
 - c. Benefit: increasing tourist attractiveness and preserving traditions.
2. ***Canary Islands – sustainable tourism program***
 - a. Hotels with ecological certifications.
 - b. Projects to reduce water and energy consumption.
 - c. Benefit: maintaining competitiveness in a highly visited but ecologically fragile area.

Examples from the Republic of Moldova:

1. ***Eco-Village Moldova (Rascova, Rezina)***
 - a. Ecological village based on permaculture, renewable energies and houses made of natural materials.
 - b. It offers tourists educational experiences and practical ecology workshops.
 - c. Benefit: environmental education and attracting international tourists.
2. ***Rural guesthouses in Orheiul Vechi***
 - a. It promotes rural tourism and local traditions.
 - b. Guests participate in traditional agricultural activities and consume organic products.
 - c. Benefit: local economic development and preservation of cultural heritage.
3. ***"Prutul de Jos" Reserve (UNESCO, Cahul)***
 - a. Development of ecotourism through ecological trails and bird watching.
 - b. Benefit: protection of biodiversity and attracting visitors interested in nature.



SELF-ASSESSMENT QUESTIONS

Environmental benefits

1. How does green tourism contribute to reducing pollution?
2. What role does green tourism play in biodiversity conservation?
3. Why is the use of renewable energies important in tourism infrastructure?
4. Explain how green tourism supports the protection of fragile ecosystems.

Benefits for the economy

1. How does green tourism support local economic development?
2. What economic advantages does the diversification of forms of tourism bring by orienting towards green tourism?
3. How can green tourism reduce dependence on mass tourism?
4. Provide examples of jobs generated by green tourism.

Benefits for the community

1. How does green tourism contribute to the preservation of local traditions and culture?
2. Explain how green tourism can improve the quality of life of local communities.
3. Why is environmental education promoted through green tourism important?

4. How does green tourism support social cohesion and collaboration in communities?

Topic 5. Challenges and limits of green tourism.

Green tourism is actually the most valuable form of sustainable tourism. Sustainable development must take into account the mode of arrival and the interests between hosts and visitors in a given region.

Once the importance of ecotourism as a support for the sustainable development of tourism at the level of world organizations was established, it began to be accepted in more and more countries. Following the World Conference on Environment and Development in Rio de Janeiro in 1992, the World Tourism Organization drew up a program to adapt Agenda 21 to the need for sustainable development of tourism.

The components of a strategy for achieving green tourism have been established, the requirements of this activity being:

- respect and care for the living environment of human communities;
- increasing the standard of living of human habitats;
- reducing the exploitation of exhaustible resources and preserving the capacity to sustain the planet;
- the preservation of the Earth's ecosystem, of human biodiversity;
- changing the individual attitude in favor of sustainable development;
- Creating opportunities for communities to preserve their own environment.

The ecological development of tourism in protected natural areas mainly concerns four plans:

1. **Economically**, by increasing the degree of capitalization of resources, especially those little known in order to reduce the pressure on the most intensely exploited.
2. **Environmentally friendly** - by ensuring the rational use of all resources, with the reduction and elimination of waste and household residues, recycling, conservation and environmental protection.
3. **Social** - by increasing the number of jobs, maintaining traditional trades or qualification in the field of tourism.
4. **Cultural** by capitalizing on the elements of civilization, art, culture, special and original, which are the expression of a certain cultural identity and can develop the spirit of tolerance through tourism.

The support and promotion of eco-tourism in all tourist areas can only be achieved through the adoption and application of the following essential requirements:

- Making a detailed inventory of current and potential resources and evaluating their condition and how to capitalize;
- identification of tourism products that can be made and markets, in correlation with future trends, for the selection of products;
- elaboration of plans for the realization of tourism products, with the customization of the development framework schemes for each tourism product;
- attracting and organizing joint actions with all the factors that can participate in the realization and development of the selected tourism products;
- the creation of legal structures that provide adequate institutional and financial support to support the valorization and development plans.

In order to practice a "**green**" **tourism**, it is necessary to involve several decision-making factors, first of all the state, through its economic development policy, by developing sustainable development plans with the provision of quality services in order to reduce the excessive and inadequate exploitation of the natural and cultural heritage. A special role is also played by the expression of the opinion of the local populations regarding the development of tourist areas and their participation in these economic development programs.

The practice of green tourism implies the modernization of the infrastructure of sustainable rural-urban development, the use of unconventional forms of energy, less polluting techniques. At the same time, there is a need for effective marketing, a good knowledge of tourist destinations, and efficient macroeconomic development to avoid overexploitation of some areas, avoiding active pollution.

Challenges and limits of green tourism:

1. Economic challenges

1. **High costs** – the initial investments in green infrastructure (renewable energy, waste management, eco certifications) are high.
2. **Long-term profitability** – green tourism takes time to become profitable.
3. **Limited access to finance** – lack of support programs for small entrepreneurs in green tourism.

2. Social challenges

1. **Low level of awareness** – both tourists and local communities may not fully understand the principles of green tourism.
2. **Resistance to change** – communities accustomed to mass tourism may be skeptical of the transition to sustainable practices.
3. **Insufficient community participation** – without local involvement, green tourism can fail.

3. Environmental challenges

1. **Visitor impact** – even a small number of tourists can affect fragile ecosystems.
2. **Management difficulties** – lack of clear regulations on the flow of tourists in protected areas.
3. **"Greenwashing"** – falsely promoting some services as "eco" to attract tourists, without complying with real sustainability standards.

4. Practical limits

1. **Reduced accessibility** – many green tourism destinations are located in isolated areas with poor infrastructure.
2. **Seasonality** – dependence on climatic conditions and seasons limits the tourist flow.
3. **Limited capacity** – to protect the environment, ecotourism destinations cannot receive a large number of tourists at once.

5. Global challenges

1. **Climate change** – affects fragile ecosystems and tourist areas (e.g., glaciers, coral reefs).
2. **Globalization and economic pressure** – the demand for mass tourism remains much higher than for green tourism.
3. **Lack of uniform standards** – the criteria for ecotourism certification differ from one region to another.

Limits of green tourism:

Although green tourism is considered a sustainable alternative to traditional forms of tourism, it faces certain **limitations and difficulties** that reduce its efficiency and applicability:

1. **High costs**

- a. Investments in green infrastructure (green pensions, renewable energy, waste management systems) are often higher than in conventional tourism.
 - b. Tourist rates may be higher, which limits accessibility.
- 2. **Relatively limited demand**
 - a. Not all tourists are willing to pay more for green services.
 - b. The motivation for green tourism is sometimes lower than for mass tourism.
- 3. **Regulatory and control difficulties**
 - a. The lack of uniform standards for "green tourism" and "ecotourism" leads to confusion and misuse of labels ("greenwashing").
 - b. Monitoring of the application of environmental principles is often insufficient.
- 4. **Residual impact on the environment**
 - a. Even green forms of tourism involve a consumption of resources (transport, energy, water).
 - b. Fragile natural areas can be affected by large visitor flows, even if they practice responsible tourism.
- 5. **Dependence on external factors**
 - a. Green tourism is vulnerable to climate change, political or economic instability.
 - b. It requires collaboration between authorities, local communities and the private sector, which is not always easy to achieve.
- 6. **Sometimes limited economic benefits for communities**
 - a. In some cases, profits go to agencies or investors, and the local community benefits only marginally.
 - b. There is a risk that local traditions will be over-marketed.

Examples and case studies on the challenges of green tourism:

Galapagos Islands (Ecuador):

- **Challenge:** Balancing conservation and tourism.
- **Details:** Galápagos is a strictly regulated ecotourism model, but the growing number of visitors puts pressure on the ecosystem.
- **Consequence:** Risk of introduction of invasive species, degradation of natural resources.
- **Lesson:** The need to **limit the number of tourists** and extremely strict rules.

Serengeti National Park (Tanzania):

- **Challenge:** Economic difficulties and dependence on tourism.
- **Details:** Ecotourism brings income to local communities, but excessive dependence on foreign tourists makes the region vulnerable to crises (e.g. pandemic).
- **Consequence:** Lack of funds for conservation during periods of declining tourism.
- **Lesson:** There is a need **for diversification of the local economy** and constant government support.

European Alps (Austria, Switzerland, France):

- **Challenge:** Polluting transport.
- **Details:** Many tourists come by car or plane, which generates significant CO₂ emissions, although green tourism is promoted.

- **Consequence:** The climate effect contradicts the goals of green tourism.
- **Lesson:** Sustainable transport infrastructure (**electric trains, eco-friendly buses**) is needed.

Danube Delta (Romania/Ukraine):

- **Challenge:** Confusion between ecotourism and mass tourism.
- **Details:** Many guesthouses and excursions promote themselves as "ecotourism", but in reality they use fast boats with polluting engines.
- **Consequence:** Noise and chemical pollution, damage to biodiversity, loss of tourist confidence.
- **Lesson:** Official certification **and control of activities** is required.

Examples, case studies of the limits of Green Tourism:

Danube Delta (Romania – Ukraine)

- **Limit:** Confusion between "ecotourism" and mass tourism.
- **Example:** Speedboat trips are promoted as ecotourism, but they pollute and disturb wildlife.
- **Conclusion:** The lack of official certification undermines the credibility of green tourism.

3. Galapagos Islands (Ecuador)

- **Limit:** Overcrowding and economic pressure.
- **Example:** The increase in the number of tourists affects fragile ecosystems.
- **Conclusion:** Even in strictly regulated areas, green tourism can push the boundaries of sustainability.

4. Serengeti (Tanzania)

- **Limit:** Excessive dependence on foreign tourists.
- **Example:** In times of crisis (pandemic, conflicts), the lack of tourists leaves the parks without resources for conservation.
- **Conclusion:** The local economy should not rely exclusively on green tourism.

5. European Alps (Austria, Switzerland, France)

- **Limit:** Polluting transport.
- **Example:** Although green tourism is promoted, most tourists come by plane or car → high CO₂ emissions.
- **Conclusion:** Green tourism becomes contradictory if the transport infrastructure is not sustainable.

Examples from the Republic of Moldova:

"Codrîi" Reserve

- **Limit:** Lack of adequate green infrastructure.
- **Example:** Forest roads are affected by uncontrolled visits; there are not enough ecological information centres.
- **Conclusion:** Green tourism cannot develop without minimal investment in infrastructure.

Orheiul Vechi

- **Limit:** Tourist pressure on cultural and natural heritage.
- **Example:** The increase in the number of visitors affects the tranquility of the community and the natural landscape.
- **Conclusion:** Green tourism risks becoming "masked" mass tourism if there are no clear regulations.

Essentially, **the limits of green tourism** are:

- Reduced environmental support capacity,
- The risk of "greenwashing" (misuse of the "green" label),
- Excessive economic dependence,
- High implementation costs,
- The need for education and certification.



SELF-ASSESSMENT QUESTIONS

Environmental aspects

1. What are the main environmental risks associated with green tourism?
2. Explain the notion of "environmental support capacity" and its importance in green tourism.
3. Why is the overcrowding of natural areas a limit to green tourism?

Economic aspects

4. How can over-reliance on green tourism affect a community's economic stability?
5. What are the hidden costs of implementing green tourism infrastructure?
6. Why can't green tourism be the only economic solution for a region?

Social and community aspects

7. What challenges arise in local communities when green tourism is not well managed?
8. How can green tourism generate conflicts between the interests of the community and those of tour operators?
9. Why is environmental education of tourists and locals essential for the success of green tourism?

General

10. Explain the concept of "greenwashing" and its impact on the credibility of green tourism.
11. Why can transport infrastructure limit the efficiency of green tourism?
12. Give a concrete example of a green tourism challenge in Romania or the Republic of Moldova and analyze it.

Topic 6. Natural resources capitalized in tourism (forests, waters, landscapes, biodiversity).

Natural resources form the basis for the development of green tourism, offering attractiveness, diversity and opportunities for recreation. They can be capitalized through forms of sustainable tourism, in compliance with the principles of environmental protection.

Vegetation is a tourist attraction in itself, an essential component for research, for visiting parks and nature reserves (scientific tourism), but at the same time it also increases the attractiveness of the other components of the tourist potential, being of particular interest for recreational and rest tourism.

As a natural healing factor, medicinal plants are increasingly in demand both in the manufacture of medicines and in external cures with herbal baths.

The vegetation is influenced by the climate (temperature, precipitation, winds), relief, hydrographic network and human activities.

Vegetation is the essence of every landscape and an element whose power of attraction should not be neglected. As an object and purpose of tourist activities, it is imposed, in the case of green tourism or ecotourism. The space for ecotourism is much larger, less populated, and the tourist frequency is much lower. Another role of the vegetation is the formation of the specific tourist scenery of the area, such as the coniferous forests intersected by the ski slopes or palm trees near the intertropical beaches. At the same time, dense vegetation can also be an obstacle to certain tourist activities, hinder tourist circulation or favor various natural hazards (wild predators, snakes or scorpions, epidemiological diseases), which is a primary factor for the development of tourism in tropical rainforest regions. Also, the natural vegetation does not only rarely generate actual tourist products, which are difficult to access (tropical forests) or unattractive (steppe, bushes). However, the role of public or botanical gardens, national parks and other categories of protected natural areas in promoting ecotourism cannot be denied. The cultivated vegetation can be of the same interest, if the agrarian arrangements create well-personalized landscapes. Thus, more and more tourists become followers of agrotourism.

Of all the component elements of vegetation, forests play the most important role in terms of recreation, due to the immediate and continuous action they exert on the human body. The equatorial forest of the Amazon, Africa or Indonesia, despite its richness in species and its multi-tiered layering, is an attraction only for those who dare to face the excessively humid and hot climate and the inherent risks of the jungle. Such peculiarities also reveal the tropical rainforest in Central America, the Philippines, Indochina, northeastern Australia. The monsoon forests of western India and East Asia are less hostile to human access. The associations of the Sino-Japanese biogeographical region are well known, where tropical and subtropical species intertwine with temperate ones. In the temperate zone, the forest is distinguished by two dominant associations – deciduous and conifers. Deciduous trees favor long hikes, softwoods (conifers) offer a high degree of ozonation of the air. In addition to the large-scale zonal forestry associations, a valuable tourist function is the forests of oases, parks, along rivers (gallery forests), access roads or coastlines, which have smaller areas. Green spaces inside cities are also important for recreation.

The role of forests in tourism: Forests are one of the most important natural resources, providing landscape attraction, biodiversity, fresh air and recreational opportunities. They are capitalized on in various forms of green tourism and ecotourism.

✦ *Forms of tourism that capitalize on forests*

1. Hiking and ecotourism – marked trails, nature walks, ecological education.
 - E.g.: Retezat National Park (Romania), "Codrii" Reserve (Moldova).
2. Adventure tourism – climbing, mountain-biking, adventure parks, camping.
3. Recreational tourism – picnics, camps, weekend tourism.
4. Spa and health tourism – forests contribute to climate therapy, relaxation and stress reduction.

5. Cultural and educational tourism – thematic trails, nature interpretation centers, observation of fauna and flora.

Benefits of forest tourism

- Conservation of biodiversity and natural habitats.
- It provides jobs and income for local communities.
- Ecological education for tourists and the local population.
- Increasing regional attractiveness through picturesque landscapes and fresh air.

Challenges in capitalizing on forests in tourism:

1. Tourist pressure and environmental degradation

- Overcrowding of routes → soil compaction, erosion.
- Waste and noise pollution.
- Disturbing wildlife.

2. Conflicts between conservation and exploitation

- Tensions between tourism, logging and biodiversity protection.
- Uncontrolled constructions (chalets, guesthouses) in protected natural areas.

3. Insufficient or inadequate infrastructure

- Lack of well-marked routes and information points.
- Improvised arrangements → risk of accidents and landscape degradation.

4. Lack of ecological education of tourists

- Irresponsible behavior: lighting fires, unauthorized collection of plants or mushrooms, leaving garbage.
- Not knowing the rules for visiting nature reserves.

5. Vulnerability to climate change

- Increasing the risk of forest fires.
- Forests affected by droughts or storms → reducing tourist attractiveness.

6. Greenwashing and False Promotion

- Some tourism projects declare themselves "eco", but do not comply with the principles of green tourism.
- Excessive exploitation of the image of forests for immediate profit.

Measures for the sustainable use of forests in tourism

1. Planning and regulation

- Establishing the maximum capacity to visit tourist routes and areas.
- Zoning of forests for tourist activities, strict protection and moderate recreation.
- Implementation and compliance with regulations for constructions and tourist facilities in the forest.

2. Green infrastructure

- Correct marking of the routes and arrangement of information points and viewpoints.
- Creating camping platforms and rest areas that protect soil and vegetation.
- Installation of garbage cans and ecological sanitary facilities.

3. Education and awareness

- Organization of guides and educational activities on biodiversity and forest protection.
- Informing tourists about the rules of responsible behavior: do not leave waste, do not collect plants or animals.
- Promoting the principles of green tourism and ecotourism through billboards, brochures and official websites.

4. Monitoring and control

- Supervising the flow of visitors to prevent overcrowding.
- Control of compliance with environmental protection rules and sanctioning deviations.
- Periodic assessment of the impact of tourism on forest ecosystems.

5. Involvement of local communities

- Hiring locals as guides or maintenance staff.
- Creating direct economic benefits for the community (local products, accommodation, guided tours).
- Involving communities in forest tourism decision-making.

6. Measures to protect biodiversity and the environment

- Restoration of degraded areas and replanting of native species.
- Limiting car traffic and promoting environmentally friendly transport (bicycles, pedestrian routes).
- Protection of vulnerable species and sensitive habitats.

Waters:

The waters (rivers, lakes, seas, springs) are natural resources with a **major tourist value**, offering opportunities for recreation, sports and health. Their use must be sustainable, in order to protect aquatic ecosystems and biodiversity.

The main forms of presence of hydrological elements in tourism are rivers, lakes, sea and ocean waters, thermo-mineral waters. **Rivers** are an important tourist resource if they offer possibilities for leisure through swimming or fishing, through the diversity of landscape valences. A special place

belongs to the great rivers, in particular, which cross the big cities (the Danube for Vienna, Bratislava, Budapest, Belgrade; Rhine to Zürich, Strasbourg; the Seine for Paris; Thames for London; Volga for Kazan or Nizhny Novgorod), intensely arranged and used both for recreational navigation and for the transport of tourists.

Lakes have a tourist value that is closely dependent on their genesis. Thus, the volcanic lakes are imposed by the uniqueness of the neighboring landscape, the landforms and the physico-chemical composition of the waters; glacial lakes – through the charm and grandeur of the surrounding mountain massifs, through the pure and crystalline water, sport fishing and trout dishes; karst lakes – through the novelty of the hydrological supply, the ecological and scientific value of the respective biocenoses; salt lakes – through their curative possibilities and swimming facilities; Lagoons or lagoons as areas for fishing and heliothermic treatments. A special tourist value is possessed by the American Great Lakes, Balaton (Hungary), Geneva and Konstanz (Switzerland), Como and Garda (Italy), Loch Ness (Scotland), Ohrid, Prespa and Bled in the Balkans, Finnish lakes, Red Lake (Romania), Sevan (Armenia), Baikal, Issâk Kul (Kyrgyzstan), Black Dragon Lake (China), Biva (Japan), Pleasures (Mexico), Maracaibo (Venezuela), Titicaca (Bolivia), Tanganyika and Victoria (Africa) etc.

The water of the seas and oceans have important tourist value depending on the configuration of the shore and climate, associated with attractions of different nature. Of particular importance are the sea shores where the water temperature remains constant (20-26°C) for a longer period. Ideal conditions appear in this regard on the entire northern coast of the Mediterranean Sea, on the southern part of the French Atlantic coast (Biarritz), the coast of the Florida peninsula and California (U.S.A.), the Black Sea coast, starting with the southern part of Crimea (Yalta, Aluşta, Feodosia) and the Caucasian coast (Sochi, Poti, Batumi), where there are Riviera conditions, and up to Romania (Mamaia, Constanta, Eforie Nord si Sud, Mangalia) and Bulgaria (Varna, Burgas). On some shores of the tropical zone there is a double tourist season, for example, in Miami, Acapulco, Copacabana, Hawaii.

Mineral waters are a special category of tourist resources, both from a genetic point of view and from a tourist function. The attractive importance lies in their content in different salts, which have a beneficial influence in the context of their use in the internal (most common) or external cure. The mineral waters on the surface of the globe are very numerous, revealing concentrations of resources in certain countries and their lack on vast areas. The largest reserves of mineral waters are concentrated in the perimeter of the younger mountains (Cainozoic and Hercynic) and near them. Thus, in Europe, most of the mineral water resorts are concentrated on the central axis of the region and form an almost uninterrupted strip from the Pyrenees to the Ukrainian Carpathians. Rich reserves of mineral waters are also found in the Apennine Mountains, in the Balkan mountain ranges, in the Caucasus Mountains and in the Crimea. Among European states, most mineral water springs are possessed by Romania (over 3000), followed by Hungary (447), Italy (264), Switzerland (250), Germany (165), Spain (128), France (116) and the Czech Republic (57). The most appreciated mineral water resorts in Romania are: Slănic Moldova, Sovata, Borsec, Covasna, Vatra Dornei, Sângiorz Băi, Băile Herculane, Băile Felix, Băile Tusnad, Băile Govora, Băile Olăneşti, Stâna de Vale, Călimăneşti/Căciulata, Amara etc. In the Republic of Moldova, there are over 70 mineral springs, but only a small part are used for therapeutic purposes. The resorts of "Nufărul Alb" in the town of Cahul, Hârjauca (rn. Călăraşi), the town of Camenca, Cocieri and Holercani (rn. Dubasari), Vadul lui Vodă, the springs of Varniţa (rn. Anenii Noi) and Gura Căinarului (rn. Floresti) subjected to industrial exploitation.

Important resorts with mineral waters are also widespread in the other regions of the globe, but a greater concentration is found in highly developed states with centuries-old traditions in the field. In developing countries, most of the spa resorts are concentrated near large urban agglomerations, regional centers and main transport lines, with only a small part of the mineral springs being capitalized, many of which have a very high therapeutic significance.

Benefits of water tourism

1. Conservation of ecosystems and biodiversity.
2. Creating jobs and income for local communities.
3. Promoting environmental education and healthy recreation.
4. Attracting tourists through picturesque landscapes and various activities.

Challenges and limits

1. Water and shoreline pollution (waste, chemicals).
2. Overcrowding of tourist areas and destruction of habitats.
3. The impact of water sports on aquatic fauna and flora.
4. Lack of ecotourism infrastructure and regular surveillance.

Waters are essential natural resources for tourism, and their sustainable use brings economic, ecological and social benefits, but requires **planning, education and continuous protection of the aquatic environment**.

Water pollution is the introduction into the aquatic environment of chemical, biological or physical substances that affect water quality and associated ecosystems. It can have natural causes, but the most common are anthropogenic (man-made). (*Table 2*)

Table 2

Type of pollution	Sources	Effects
Chemical	Industry (heavy metals, toxic substances), agriculture (pesticides, fertilizers), domestic wastewater	Toxicity to aquatic animals and plants, bioaccumulation
Biological	Untreated wastewater, manure, discharges of organic matter	Growth of pathogenic bacteria, diseases for humans and animals
Physics	Plastic, solid waste, sedimentation	Blocking light and oxygen, suffocating aquatic fauna
Thermal	Exhaust of heated water from industry or heating plants	Alteration of dissolved oxygen, disturbance of the aquatic ecosystem

Tourism impact on waters refers to how tourism activities influence the quality, quantity and aquatic ecosystems, both in surface waters (rivers, lakes, seas) and in groundwater. Types:

1. **Chemical:** Discharge of toxic substances from hotels, swimming pools, spas or from boats (fuels, oils).

2. **Nutritional:** Increasing the concentration of nutrients (nitrates, phosphates) through domestic or agricultural runoffs from tourist routes, favoring the eutrophication of lakes and rivers.
3. **Biological:** The introduction of bacteria and viruses from wastewater, affecting the quality of water for consumption and ecosystems.

Changing the volume and course of water

- a. Excessive water withdrawals for hotels, swimming pools or recreational activities can reduce the natural flow of rivers and affect groundwater levels.
- b. The arrangement of dams, pools or canals for water sports modify the natural course of waters, affecting aquatic ecosystems.

Degradation of aquatic ecosystems

- a. Beaches and recreational areas can destroy coastal vegetation and habitats of aquatic species.
- b. Water tourism can cause shoreline erosion and excessive sedimentation, affecting fauna and flora.

Measures to reduce the impact

- a. Treatment and recycling of wastewater in tourist resorts.
- b. Limiting access to ecologically sensitive areas.
- c. Promoting responsible tourism and educating tourists.
- d. Control of pollution from boats and use of eco-friendly technologies.

The lack of water is an often overlooked repercussion of tourism. Many regions with a large number of tourists face immense pressure on their freshwater resources, either due to excessive consumption by hotels and resorts, or by diverting them for recreational activities. The Santorini Islands in Greece have significantly depleted their freshwater reserves, forcing the authorities to import water or rely on desalination.

The water crisis has affected the Greek islands of Naxos, Karpathos and Thasos, where the main freshwater reservoirs have dried up. As a result, restrictions on water consumption are imposed there, and at the same time, ways are being sought to desalinate seawater, which is necessary not only for drinking, but also for irrigating crops.

The truth is that in most of Greece it rained little or no for several months. Now, as the country's islands prepare to receive a record number of summer tourists, the pressure on water supplies is increasing dramatically.

Also, problems with water are observed in Italy and Spain. Thus, as The Sun writes, in the city of Agrigento in Sicily, water is so scarce that small hotels and guest houses do not have enough water to guarantee flushed toilets for their guests.

Italy's region of Sicily began enforcing restrictions on water consumption when the region declared a state of emergency due to a severe drought. In some regions, water consumption had to be reduced by almost half.

Water scarcity has affected both tourism and agriculture, two key engines of Sicily's economy. The situation is aggravated by outdated and impractical infrastructure.

The role of green tourism on water pollution can be understood in terms of how sustainable practices influence the quality and conservation of water resources. Here are the main aspects:

Reducing direct water pollution

1. Green tourism promotes the responsible use of resources, which reduces the discharges of chemicals and waste into rivers, lakes and groundwater.
2. Examples: the use of ecological toilets, biodegradable detergents, the correct management of wastewater in hostels or campsites.

Raising awareness and educating tourists

1. Ecotourism activities often include educational components on environmental protection.
2. Tourists are becoming more attentive to how littering, microplastic pollution or water contamination affect aquatic ecosystems.

Promoting green infrastructure

1. In green tourism, accommodation units and recreational areas are designed to minimize the impact on waters.
2. Examples: wastewater collection and treatment systems, rainwater abstraction for reuse, drainages that prevent water erosion and turbidity.

Conservation of aquatic ecosystems

1. Green tourism supports the protection of lakes, rivers and wetlands, limiting massive construction or activities that pollute the waters.
2. Protected areas and well-planned ecotourism routes reduce erosion and sedimentation that affect water quality.

Indirect impact on water quality

1. By reducing car traffic and excessive energy consumption in tourist areas, air pollution is reduced, which indirectly affects the waters (acid rain, dust pollution and heavy metals).

The fauna, associated with the vegetation, is the object of the tourist attraction, such as the hunting reserves in the African savannahs, etc. The importance of the fauna for tourism has determined the multiplication of fauna reserves with regulated access for hunting. Thus, hunting and fishing funds have been created, which can feed tourist flows from more isolated regions or regions lacking other tourist resources. We cannot neglect the unpleasant appearance that some faunal elements generate, such as mosquitoes, flies, cockroaches, snakes or scorpions.

The involvement of fauna in tourism is direct in the case of certain forms of its practice, the most widespread of which are fishing and hunting. **Hunting tourism** is practiced by a certain category of participants, having the main objective of recreation, the hunting of large animals or those with

precious furs. This form of leisure was more widespread in Antiquity and the Middle Ages in royal and feudal families. One of the main motivations for hunting is trophies, and the animal species targeted differ from region to region. With the affirmation of mass tourism, hunting tourist circuits (safaris) developed especially in African colonies and Australia are in great demand. Subsequently, the initial forms of fishing and hunting, resulting in the capture and extraction from the habitat of fish and wildlife specimens

With the decrease in the number of species and the degradation of natural landscapes, they are replaced by more environmentally friendly forms: fishing and sport hunting, accompanied by the so-called photosafari (hunting with a camera). *Sport fishing* usually takes place along rivers and lakes. Usually, species whose food value is higher are targeted. Lately, wildlife resources are mainly used for the development of ecotourism, and the fishing and hunting importance is replaced by ecological and scientific ones. Rare species and landscapes with a beautiful and unique aesthetic appearance are of great significance. The fauna and floristic objects are not taken out of their natural habitat, but only photographed. A special tourist significance is also presented by the domestic fauna, which can be perfectly integrated into the agrotourism. Particularly popular are horse rides, elephants, camels or llamas, visiting agrofarms with exotic species, such as ostriches, pheasants, pelicans or peacocks. Also, tourists show a great interest in traditional animal husbandry activities in isolated areas.



SELF-ASSESSMENT QUESTIONS

Descriptive questions

1. What does "natural resources" mean and how can they be capitalized on in tourism?
2. What are the main types of natural resources used in tourism? Provide concrete examples.
3. How do forests contribute to the development of green and ecological tourism?
4. What is the role of waters (rivers, lakes, seas) in tourist activities?
5. How do natural landscapes influence the choice of tourist destinations?
6. How can biodiversity be promoted as a tourist attraction without affecting its natural balance?

Analytical questions

7. Compare the impact of mass tourism and sustainable tourism on forests and biodiversity.
8. Identify the advantages and disadvantages of harnessing the waters for tourism (e.g.: sailing, water sports, leisure).
9. Consider how tourism activities can affect natural landscapes and what protection measures are in place.
10. Exemplify how natural resources can be integrated into local tourism planning.

Application/Critical Thinking Questions

11. Propose a model of ecological tourism that capitalizes on natural resources without damaging them.
12. Think of a tourist route that includes forests, waters, and biodiversity, while maintaining the principles of sustainable development.
13. What measures could the authorities take to prevent the degradation of natural resources in tourist areas?
14. How could guides and tour operators contribute to the ecological education of tourists?

Topic 7: Cultural heritage and local traditions as ecotourism resources.

Local cultural heritage and traditions are an essential component of ecotourism, as they link nature to the identity of communities and provide visitors with authentic experiences. They complement natural resources, transforming tourist destinations into living spaces where visitors can understand the history, spirituality and traditional way of life of the inhabitants.

Cultural heritage is the tangible and intangible inheritance of a group or of a society received from past generations. Not all the elements passed down by past generations are considered "legacy"; rather, the patrimony is the result of a selection made by society. Heritage can also be defined as "A metaphor for our cultural being."

Cultural heritage includes *material culture* (buildings, Monuments, landscapes, archival materials, books, works of art and artefacts), *Intangible culture* (folklore, traditions, language and knowledge) and *Natural heritage* (including culturally significant landscapes and Biodiversity). The term is often used in matters related to the protection of indigenous intellectual property.

The deliberate action of preserving the cultural heritage of the present for the future is known as preservation (American English) or conservation (British English), promoted by Museums cultural and historical centers, although these terms may take on more specific or technical meanings. The preserved heritage has become an anchor of tourism industry a factor of major importance for the economy of local communities.

Significant was the Convention on the Protection of the World Cultural and Natural Heritage, which was adopted by the General Conference of the UNESCO <https://whc.unesco.org> in 1972. In 2025, there are 1223 of World Heritage sites in 170 countries: 952 cultural properties, 231 natural properties and 40 mixed properties. (**Table 3**). Each of these sites is considered important to the international community.

In addition, UNESCO has begun to designate masterpieces of the oral and intangible heritage of humanity. Committee on Economic, Social and Cultural Rights, which sits within the United Nations Economic and Social Council, Article 15 of its Covenant, sought to instill the principles that cultural heritage is protected as part of a fundamental human right.

Table 3

Region	Cultural sites	Natural sites	Mixed sites	Total sites
Europe and North America	490	71	12	573
Asia and the Pacific	211	73	12	296
Latin America and the Caribbean	103	39	8	150
Arab States	87	6	3	96
Africa	61	42	5	108
World total	952	231	40	1.223

Culture, as a factor of sustainable development, reaffirms the importance of local and regional identity and specificity, which implies the need to protect cultural heritage and to raise awareness of its value by the community. These objectives aim to position culture as a fourth pillar of sustainable

development, along with the economy, the social field and environmental issues. The contribution of culture and cultural heritage to territorial vitality, through the enhancement of elements of local and regional identity, leads to better protection of cultural heritage. The creative economy creates new jobs, attracts investments, generates added value, stimulates social and cultural development. Harnessing the economic potential of the Cultural and Creative (CCS) sectors depends on the viability of the cultural-creative ecosystem, through all its functions (creation, production, editing, dissemination, trade, preservation, cultural education, management, regulation). The development of entrepreneurship, the economic valorization of cultural and creative resources, the increase of the commercial activity of operators in the Cultural and Creative sectors, contribute to the improvement of the quality of life, ensuring favorable conditions for the establishment of various activities through which citizens can interact and develop friendly relations, contributing to the consolidation and development of the local cultural identity and to personal fulfillment and socio-professional development. Being at the intersection of arts, business and technology, SCC is in a strategic position and has positive effects propagated in other sectors of activity. SCCs contribute 3% to world GDP and account for 1% of the world's workforce.

Awareness of the link between natural and cultural heritage and of the broad spectrum of cultural – natural heritage, from natural elements to historical sites, both in rural and urban areas – implies that sustainable territorial development includes the need to preserve this heritage as a common good of all, the enhancement of local practices and knowledge, including in terms of the management of environmental resources, promoting the identity and diversity of territories. For example, the introduction of landscape plans as an integrated urban and territorial planning tool is one of the targets that should be promoted. At European Union (EU) level, the cross-sectoral political relevance, the positive economic and social impact of cultural heritage, as well as its potential to generate sustainable development, are affirmed by the Europe 2020 strategy for smart, sustainable and inclusive growth (2010). In this regard, the Council Conclusions of 21 May 2014 on cultural heritage as a strategic resource for a sustainable Europe underline its role as "a strong factor for local and regional development, inclusive and a creator of significant outsourcing, in particular through the development of sustainable cultural tourism", as well as supporting sustainable rural and urban development and regeneration.

Ensuring sustainable territorial development cannot take place without taking into account the specific cultural elements that define the local and regional identity of territories. In order to ensure this approach, in accordance with the provisions at international, European and national level, action will be taken in three major directions:

- territorial development that integrates the cultural component (including in terms of landscape plans),
- cultural tourism with direct benefits for communities and
- development of the service infrastructure and the cultural offer for cultural production and consumption.

The necessary actions to be taken in relation to cultural heritage are:

- To improve the collaboration and improvement of the legislation in the field of immovable cultural heritage by bringing it to the internationally accepted standards in the field;
- Improving the coordination of intra- and intersectoral policies, especially in the fields of sustainable development, construction, tourism, protection of cultural heritage, etc.
- Introducing in the legislation of the fields related to cultural heritage, exact and sufficient provisions on this subject, which, on the one hand, will very clearly delimit the competences and, on the other hand, will establish mechanisms and ways of interaction for solving and overcoming any practical problems detected along the way.
- Clear and sufficient establishment of the responsibilities in the field of local public authorities of level I and II.

- Supplementing the Constitution with a special norm regarding the state's obligations in the field of cultural heritage.

The objects of the cultural-historical heritage are divided into objects of architecture, historical architecture, monumental art, architecture and urbanism, landscape gardening and landscaping. Depending on their significance for the community, the objects are classified into objects of world significance (included in the UNESCO list), of national, local, municipal significance. Each country (region, locality) is co-interested in its values being recognized. Attention leads to an increase in inbound tourism, attracting investments, strengthening the budget, increasing the image. Often even on the symbol or business card of the city, some tourist objects are placed in the locality. This role is performed by the Blue Mosque, Suleiman, Shehzade, Ayasofya (Istanbul, Turkey), the OUB Center in Singapore, the Petronas Towers in Malaysia, the First Canadian Place in Canada, the Northeast Asia Trade Tower in South Korea, the Baiyoke II Tower in Thailand, the Shanghai World Financial Center and the Great Wall of China, the Taj Mahal in India, Big Ben in the UK, the Pyramids in Egypt, The Statue of Liberty in New York (USA), the ruins of the Colosseum in Italy, the Opera House in Sydney, Australia, the Eiffel Tower and Notre Dame de Paris, in France and Burj Al Arab Dubai, the Baha'i Temple and the Hanging Gardens in Haifa, St. Basil's Cathedral and the Kremlin, etc. The cultural-historical heritage is a national treasure, which influences many aspects of the life, economy, tourism, pride and happiness of the nation. In such places, hotel services, souvenir production and services (transport, entertainment, guidance, etc.) flourish.

Impact of cultural tourism on the environment:

Cultural tourism is based on movable and immovable cultural goods, which are part of the national heritage

cultural. Movable property includes ceramic objects, rare books, clothing, ornaments, coins, watches, philatelic, biological or other collections, weapons, etc.

Real estate is buildings, statues, historical and artistic monuments that correspond to the current of the period when they were built, differentiated especially by architectural style, ergonomics, etc.

The national or human cultural heritage is endangered by economic activities in many areas of the Earth (Bucharest, Moscow, Peru, Egypt, Turkey, etc.).

Due to the location of cultural objectives in urban areas, they face serious problems of degradation caused by pollution. The most harmful form of pollution is through the charged air that erodes, corrodes, oxidizes the substances used in construction.

Pollution in the urban environment is due to: fixed sources of emissions - especially industrial platforms, to which are added the natural risk processes: earthquakes, floods, landslides, torrentiality, winds, storms that can cause destruction of the heritage cultural.si when the tourist threshold of exploitation is exceeded.

This category includes:

- Large flows of tourists in some seasons, on weekends, on the occasion of celebrations, event tourism;
- The lack of education of some tourists or segments of the local community, expressed in acts of vandalism, fires, thefts, waste dumping, etc.;
- Changing traditions through modernism brought by tourists;
- Inadequate management of cultural objectives or economic units.

Regarding the relationship between the interests of tourism development and those of environmental protection,

Four situations:

A. *The beneficial-beneficial scenario* is recorded when the practice of tourism business is identical to the environmental one (ecotourism).

Thus, the purchase of ecological means of transport will have the effect of reducing CO₂, noise emissions, indirectly contributing to the maintenance of ecosystems, the non-restriction of tourists, the increase of the life of the tourist destination.

B. The win-loss scenario occurs when there are gains in the environment and losses in the tourism industry.

C. The win-loss scenario occurs when tourism companies become prosperous and the environment deteriorates. This situation is frequently encountered in the states of America. Tourism developed in marine areas (I-le Belize) has marked increases in the income of tourism companies or local communities, but the loss of the diversity of marine ecosystems has been noted (due to the illegal collection of valuable coral or mangrove elements, etc.).

D. The loss-loss scenario is encountered where the tourist pressure is extremely high, the benefits develop explosively, but for a short period of time due to the decrease in the quality of the environment.

A typical example is the tourist product "Maldives", where in order to satisfy the large flow of An oversized accommodation infrastructure was built, which used the sands of the beaches and corals as construction materials, polluted the sea, so that the destination lost interest and the benefits decreased rapidly.

Local cultural heritage represents the tangible and intangible heritage (buildings, objects, traditions, knowledge, customs) that a generation receives from previous ones and that it passes on to future generations, contributing to the formation of a community's identity. It reflects the history, values and traditions specific to a place, being a source of identity perceived locally and even internationally.

What does cultural heritage and local traditions mean in ecotourism?

- **Material cultural heritage:** historical monuments, wooden churches, monasteries, fortresses, ethnographic museums, traditional houses.
- **Intangible cultural heritage:** folklore, customs, religious holidays, crafts, traditional gastronomy, folk costume, local songs and dances.
- **Cultural landscape:** traditional villages, rural households, organization of agricultural space (orchards, vineyards, pastures).

Their role in the development of green tourism:

- **Authenticity:** it offers unique and memorable experiences to visitors, unlike mass tourism.
- **Education and awareness:** tourists discover the values of communities and how they live in harmony with nature.
- **Local development:** the involvement of the community in tourist activities (guiding, crafts, gastronomy) brings income and stimulates the preservation of traditions.
- **Sustainability:** the preservation of heritage and the transmission of traditions become a form of protection of local identity.

Examples of ecotourism resources based on cultural heritage:

- **Romania and the Republic of Moldova:**
 - Traditional festivals (Hora de la Prislop, Sânzienele, Martisor Festival in Chisinau).
 - Crafts: pottery from Horezu (UNESCO), Bessarabian carpets, wood carving from Maramureş.
 - Traditional cuisine: polenta, cabbage rolls, pies, local wines.

- Rural architecture: houses with shingle roofs, households in Saxon villages or in Bucovina.

Ways to capitalize on ecotourism:

- Creation of **thematic routes** (wine road, crafts road, wooden churches road).
- **Guesthouses and rural households** that integrate traditional elements (décor, gastronomy, activities).
- Organizing **interactive workshops** (pottery, weaving, glass painting, folk dances).
- **Ecotourism festivals** that combine nature with tradition (hiking + gastronomy + folk music).

Challenges and perspectives:

- The need to avoid **over-commercialization** and turning traditions into mere shows.
- Protecting authentic heritage from the influences of accelerated modernization.
- Involving local communities in **tourism decisions** to ensure the balance between conservation and development.

Cultural heritage and local traditions are ecotourism resources of great value, which enrich the traveler's experience and support the sustainable development of communities. They offer tourists not only visits, but life experiences, transforming ecotourism into a form of education and respect for cultural identity and the natural environment.

Case studies/conservation examples:

Republic of Moldova

1. **Orheiul Vechi** (cultural and archaeological landscape)
 - a. Conservation through the delimitation of protected areas and archaeological research.
 - b. Ecotourism capitalization: eco-rural trails, promotion of local gastronomy (pies, wines), traditional guesthouses.
2. **Folk crafts** (fabrics, carpets, ceramics)
 - a. Preserved by craft centers (e.g. "Potter's House").
 - b. Ecotourism capitalization: interactive workshops for tourists.
3. **"Martisor" Festival**
 - a. Preserving the Martisor tradition (included in the UNESCO list of intangible heritage).
 - b. Ecotourism capitalization: cultural tours during the festival, promotion of handicrafts.

International examples:

1. **Spain – Camino de Santiago (St. James's Way)**
 - a. Conservation through the restoration of cathedrals and medieval roads.
 - b. Ecotourism capitalization: ecotourism and spiritual pilgrimage route.
2. **Peru – Machu Picchu**
 - a. Conservation by limiting the number of visitors and regulated routes.
 - b. Ecotourism capitalization: responsible guidance, promotion of Quechua culture.
3. **Japan – Shirakawa-go Village**
 - a. Preservation of traditional "gassho-zukuri" houses.

- b. Ecotourism capitalization: accommodation experiences with locals, traditional festivals.

The preservation of cultural heritage and local traditions as ecotourism resources is done through:

1. **restoration and protection** (churches, traditional houses, archaeological sites);
2. **education and workshops** (crafts, gastronomy, folk dances);
3. **integration into responsible tourism** (cultural routes, festivals, authentic experiences with the locals).

Negative impact on cultural heritage and local traditions:

1. Physical degradation of historical monuments and sites

- **Examples:**
 - a. **The Colosseum in Rome (Italy)** – the gradual wear and tear caused by the large flow of daily tourists.
 - b. **Machu Picchu (Peru)** – erosion of the trails and degradation of the walls due to the large number of visitors.
- **Consequences:** irreversible damage to the material heritage, loss of authenticity.

2. Over-commercialization of traditions

- **Examples:**
 - a. The traditional villages in **Transylvania** where folklore shows are organized only for tourists, losing their ritual meaning.
 - b. Local festivals turned into commercial attractions, with the loss of cultural value.
- **Consequences:** loss of authenticity, transformation of traditions into mere shows.

3. Tourist overload (overtourism)

- **Examples:**
 - a. **Santorini (Greece)** – massive flows of tourists affecting traditional buildings and the environment.
 - b. **Danube Delta (Romania)** – excessive navigation and unregulated tourism affect biodiversity and landscape.
- **Consequences:** deterioration of the environment and cultural landscapes, conflicts between locals and tourists.

4. Loss of authentic traditions and crafts

- **Examples:**
 - In some villages in **the Republic of Moldova**, young people give up traditional crafts because they are no longer profitable due to seasonal tourism or serial imitations.
 - In **Maramureș**, some traditional crafts become only decorative-touristic, losing their original functionality.
- **Consequences:** erosion of cultural identity and loss of intangible heritage.

5. Infrastructure and urbanization issues

- **Examples:**
 - a. Building hotels, restaurants, and roads in historic or rural areas without planning.
 - b. Disruption of the cultural landscape and destruction of harmony between the natural and built environment.

Tourism, even ecotourism, can have negative effects on local cultural heritage and traditions if:

- there are no **strict regulations**,
- no **measures to limit tourists**,
- The local community is not involved in tourism decisions.

Measures to protect cultural heritage and local traditions as ecotourism resources:

1. Legislative and institutional measures

- Declaring important cultural objectives as protected monuments (national or UNESCO).
- Developing clear regulations on new constructions in historic areas.
- Creation of protected areas around sites (buffer zones).
- Involvement of local authorities and international organizations in conservation (UNESCO, ICOMOS).

2. Conservation and restoration measures

- Restoration of buildings and monuments with traditional techniques and materials.
- Documentation and digitization of heritage (photo archives, 3D, databases).
- Periodic maintenance of historical sites and traditional houses.

3. Educational and community measures

- Organizing awareness campaigns for locals and tourists.
- Promotion of craft workshops (pottery, weaving, wood carving).
- Inclusion of cultural heritage and traditions in school curricula.
- Supporting the bearers of tradition (folk craftsmen, artists, dancers).

4. Tourism and sustainable management measures

- Limiting the number of tourists in fragile areas (e.g. wooden churches, traditional villages).
- Development of community ecotourism (rural guesthouses, authentic experiences with locals).
- Responsible tourism certification (eco-labels, authorized guidance).
- Creation of thematic routes (wine road, monastery road, crafts road).

5. Economic and support measures

- Subsidies and European funds for heritage restoration.
- Micro-financing programs for local craftsmen and artisans.
- Development of cultural-gastronomic tourism, which supports local producers.

Examples: Romania: The Restoration Program of Fortified Churches in Transylvania, financed by European funds. **Republic of Moldova:** Conservation of the **Orheiul Vechi** site by delimiting protection areas and promoting rural ecotourism. **Europe:** Protection of traditional alpine villages in Switzerland through building restrictions and promotion of local architecture.

Positive and negative **examples** of ecotourism on local cultural heritage and traditions:

Table 4

Type of ecotourism resource	Examples of positive capitalization	Examples of negative impact
Monuments and historical sites	Restoration of wooden churches in Maramureș; guided tours of the Painted Monasteries of Bucovina	The wear and tear of the Colosseum in Rome; erosion of the walls of Machu Picchu
Villages and traditional architecture	Thematic routes in the Saxon villages of Transylvania; Traditional rural guesthouses	Santorini – overtourism; building hotels in traditional villages that alter the landscape
Traditions and festivals	Authentic local festivals; craft and gastronomy workshops	Excessive commercialization of folklore performances; the loss of the authenticity of festivals
Traditional crafts	Weaving, pottery, painting workshops for tourists; supporting local craftsmen	The loss of original crafts, becoming only decorative-touristic
Cultural and natural landscapes	Danube Delta – eco-rural routes and responsible guidance	Unregulated tourism in the Danube Delta – affecting biodiversity and landscape
Intangible heritage	Promoting the folk costume, local songs and dances in tourist experiences	Loss of authentic traditions under the influence of mass tourism and commercial imitation



Figure 2. Source:Google images.md. Examples of positive and negative impact



SELF-ASSESSMENT QUESTIONS

Theoretical questions

1. What do you mean by cultural heritage and how does it differ from natural heritage?
2. What are local traditions and how can they be integrated into the tourist offer?
3. What are the main types of cultural heritage ecotourism resources?
4. Why are cultural heritage and local traditions important for sustainable tourism?
5. What are the risks of overloading cultural heritage through tourism?

Application/Critical Thinking Questions

6. Identify three examples of local cultural resources in your area that could be used for tourism.
7. It proposes ways in which local traditions (festivals, customs, crafts) can be promoted without affecting their authenticity.
8. Consider an example of a local cultural site or tradition that has been negatively impacted by tourism and explain why.
9. It suggests concrete measures to protect cultural heritage in the context of the development of ecotourism.
10. How can the local community benefit economically and socially from the valorization of cultural heritage?

Reflection Questions

11. Do you think that ecological tourism can contribute to the preservation of local traditions? Argues.
12. How would you combine natural and cultural heritage to create an integrated and sustainable tourism experience?
13. What do you think are the main challenges in promoting cultural heritage as an ecotourism resource?

Topic 8: Protected areas, natural parks in the world and the Republic of Moldova.

Protected areas are specific regions of the globe that have been designated and managed to conserve natural resources and biodiversity. These areas are essential for protecting plant and animal species, preserving natural landscapes and providing essential ecological services such as water and air purification. Currently, about 15% of the land surface of the globe and about 7% of the surface of the oceans are declared protected areas. The variety of protected areas is very large, from the types of protected areas proposed by the International Union for Conservation of Nature, to biosphere reserves, UNESCO World Heritage sites, Natura 2000 sites or RAMSAR areas, i.e. wetlands of international importance.

The International Union for Conservation of Nature is an organization founded in 1948, with its center in Gland, Switzerland, and brings together 83 states, 110 government agencies, more than 800 NGOs and 10,000 specialists from 181 countries, who work together in a unique global partnership, with the aim of encouraging and assisting societies around the world in the process of conserving natural resources as well as in the equitable and environmentally motivated use of these resources. The organization has divided protected areas internationally into categories, according to the purpose for which they are managed: strict nature reserves, managed for scientific purposes; wilderness areas to protect wilderness; national parks, for the protection of ecosystems and for recreation; natural monuments, for the preservation of specific natural features; habitat or species management areas, for conservation through managerial interventions; protected landscapes or seascapes, for the

conservation of the terrestrial or marine landscape and for recreation; protected areas with managed resources, for the sustainable use of natural ecosystems. From this classification, each country has taken over only the categories of protected areas corresponding to the natural and cultural potential it has.

At the level of the continents, statistics show that the largest protected area is held by **Europe and South America**, each with a percentage of about 25% of the area. These are followed by **Australia and Oceania, with 17%, North America, with 15%, Africa, with 14%, and Asia, with 13%**. A special case is Antarctica, where almost the entire surface of the continent is protected by the Antarctic Treaty, which provides for strict environmental regulations. Most of the protected natural areas also have a special aesthetic value, which is why most of them have become tourist destinations. The largest terrestrial protected area was created in 2012, in Africa. It is called KAZA (Kavango Zambezi), has an area of 440,000 km² and covers the territory of 5 states in the south-central part of the continent (Botswana, Angola, Namibia, Zambia and Zimbabwe), including 36 nature reserves and the territory between them. According to WWF (World Wildlife Fund), Kaza is home to 44% of Africa's elephants, 600 species of plants, 3,000 species of birds, Victoria Falls and Botswana's Okavango Delta, famous for its crocodile species, and the endangered African wild dog. Among the terrestrial protected areas, representative all over the world are national parks. The first national parks declared on each continent are: Yellowstone, USA, North America, the first national park in the world, declared in 1872; El Chico, in Mexico, the first national park in Latin America, declared in 1882; Sarek, in Sweden, Europe's first national park, declared in 1909; Angkor Wat, in Cambodia, Asia's first national park, declared in 1925, and Kruger, in South Africa, Africa's first national park, declared in 1926. In Romania, the first national park is Retezatul, declared in 1935. On the other hand, marine protected areas, which account for 7% of the ocean surface, are of particular importance for the protection of coral reefs, mangroves, and, in some cases, for the management of sustainable fisheries resources. Of these, 90% are of national interest, and 10% of international interest. The largest marine protected natural area is Phoenix Island, in the Republic of Kiribati, Oceania, with an area of 41 million hectares, and the smallest marine protected natural area is Echo Bay Provincial Park, in Canada, of 0.4 hectares.

Statistics show a worldwide trend of expansion of protected areas around the globe, both terrestrial and marine. Global conservation efforts are guided by various international agreements and goals, such as the Convention on Biological Diversity, which provided for the protection of 17% of the earth's surface and inland waters and 10% of marine and coastal areas, respectively the 2030 Agenda for Sustainable Development, which focuses on both the conservation and sustainable use of the oceans, seas and marine resources, and on protecting, restoring and promoting the sustainable use of terrestrial ecosystems. With all the efforts to expand protected natural areas around the world, there are still many challenges in this regard, one of which is to ensure effective management and proper management in protected areas, especially in developing countries, to prevent poaching, illegal exploitation of resources and habitat degradation. It is also important to create ecological corridors between already protected areas, in order to maintain gene flows and species migrations. Basically, in order to achieve global conservation goals, continuous collaboration between governments, non-governmental organizations, local communities and the private sector is necessary.

Types of protected natural areas of international interest:

1. Biosphere reserves:

They are part of the [Man and the Biosphere Programme \(MAB\)](#) of [UNESCO](#) and have the role of promoting sustainable solutions for nature conservation and development.

2. Natural sites of the universal natural heritage:

They are included in [UNESCO World Heritage List](#) and represent places of exceptional, unique value across the planet.

3. Geoparks:

These are areas with remarkable geology and geomorphology, recognized for their scientific, educational and geological importance of the Earth.

4. Wetlands of international importance (Ramsar sites):

These areas are essential for aquatic and terrestrial life, providing habitats for birds, fish and other species, and playing a crucial role in regulating the water cycle.

Protected areas – demarcated territories, managed for the purpose of preserving biodiversity, natural habitats, geological or cultural heritage, as well as for research, education and recreation.

Natural parks – a type of protected area, usually more extensive, that combines the conservation of the natural environment with the possibility of carrying out tourist and educational activities in a sustainable way.

Main purposes:

- a. Protecting threatened species and ecosystems.
- b. Preserving natural landscapes and biodiversity.
- c. Promoting ecotourism and environmental education.

Types of protected areas:

- a. **National parks** – strict nature protection, usually with controlled access for tourists.
- b. **Nature reserves** – areas with great restrictions, intended for research and conservation of rare species.
- c. **Protected areas of international interest** – included in the Natura 2000 network, UNESCO Biosphere Reserves, World Heritage Site.
- d. **Regional or natural parks** – combination of protection and sustainable tourism.

The role of protected areas:

1. Conservation of biodiversity and fragile ecosystems.
2. Promoting ecotourism and environmental education.
3. Scientific research and climate change monitoring.
4. Protecting the cultural and natural heritage integrated into the protected landscapes.

The main protected areas in the world, organized by continents, with the type of protection and representative examples. (Table 5-11).

North America			Table 5
Protected area	Country	Block	
Yellowstone	U.S.	National Park	
Grand Canyon	U.S.	National Park / Natural Monument	
Banff	Canada	National Park	

Protected area	Country	Bloke
Jasper	Canada	National Park
Everglades	U.S.	Nature Reserve / National Park
Redwood	U.S.	National Park / Forest Reserve
Great Smoky Mountains	U.S.	National Park
Glacier	U.S.	National Park
Olympic	U.S.	National Park

South America

Table 6

Protected area	Country	Bloke
Iguazu	Argentina / Brazil	National Park / Nature Reserve
Pantanal	Brazil	Nature Reserve / Wetland
Torres del Paine	Chile	National Park
Galapagos	Ecuador	National Park / Marine Reserve
M	Peru	UNESCO National Park / Biosphere
The Glaciers	Argentina	National Park
Chapada Diamantina	Brazil	National Park

Europe

Table 7

Protected area	Country	Bloke
Plitvička Jezera	Croatia	UNESCO National Park / Biosphere
Danube Delta	Romania	UNESCO Nature Reserve / Biosphere
Vatnajökull	Iceland	National Park / Glacier
Lake District	United Kingdom	National Park
Cairngorms	Scotland	National Park
Saxon Switzerland	Germany	National Park / Natural Monument
Ecrins	France	National Park

Africa

Table 8

Protected area	Country	Bloke
Serengeti	Tanzania	National Park

Protected area	Country	Bloke
Kruger	South Africa	National Park
Etosha	Namibia	National Park
Okavango Delta	Botswana	UNESCO Nature Reserve / Biosphere
Virunga	Congo	National Park
Table Mountain	South Africa	Nature Reserve / National Park
Simien Mountains	Ethiopia	UNESCO National Park / Biosphere

Asia

Table 9

Protected area	Country	Bloke
Jim Corbett	India	National Park
Sundarbans	India / Bangladesh	Nature Reserve / Mangrove
Komodo	Indonesia	National Park / Marine Reserve
Huangshan	China	Natural Park / UNESCO Heritage Site
Mount Fuji	Japan	Nature Reserve / UNESCO Heritage Site
Kaziranga	India	National Park / Wildlife Reserve
Gobi Gurvan Saikhan	Mongolia	National Park

Oceania

Table 10

Protected area	Country	Bloke
Great Barrier Reef	Australia	Marine Park / Nature Reserve
Cockatoos	Australia	UNESCO National Park / Biosphere
Fiordland	New Zealand	National Park
Uluru-Kata Tjuta	Australia	National Park / Cultural-Natural Monument
Tongariro	New Zealand	National Park / UNESCO Heritage Site
Lord Howe Island	Australia	UNESCO Nature Reserve / Biosphere

Antarctica

Table 11

Protected area	Bloke
Antarctic Specially Managed Areas (ASMA)	Nature Reserves / Scientific Research
Antarctic Specially Protected Areas (ASPAs)	Strict nature reserves
Ross Sea Marine Protected Area	Marine Park

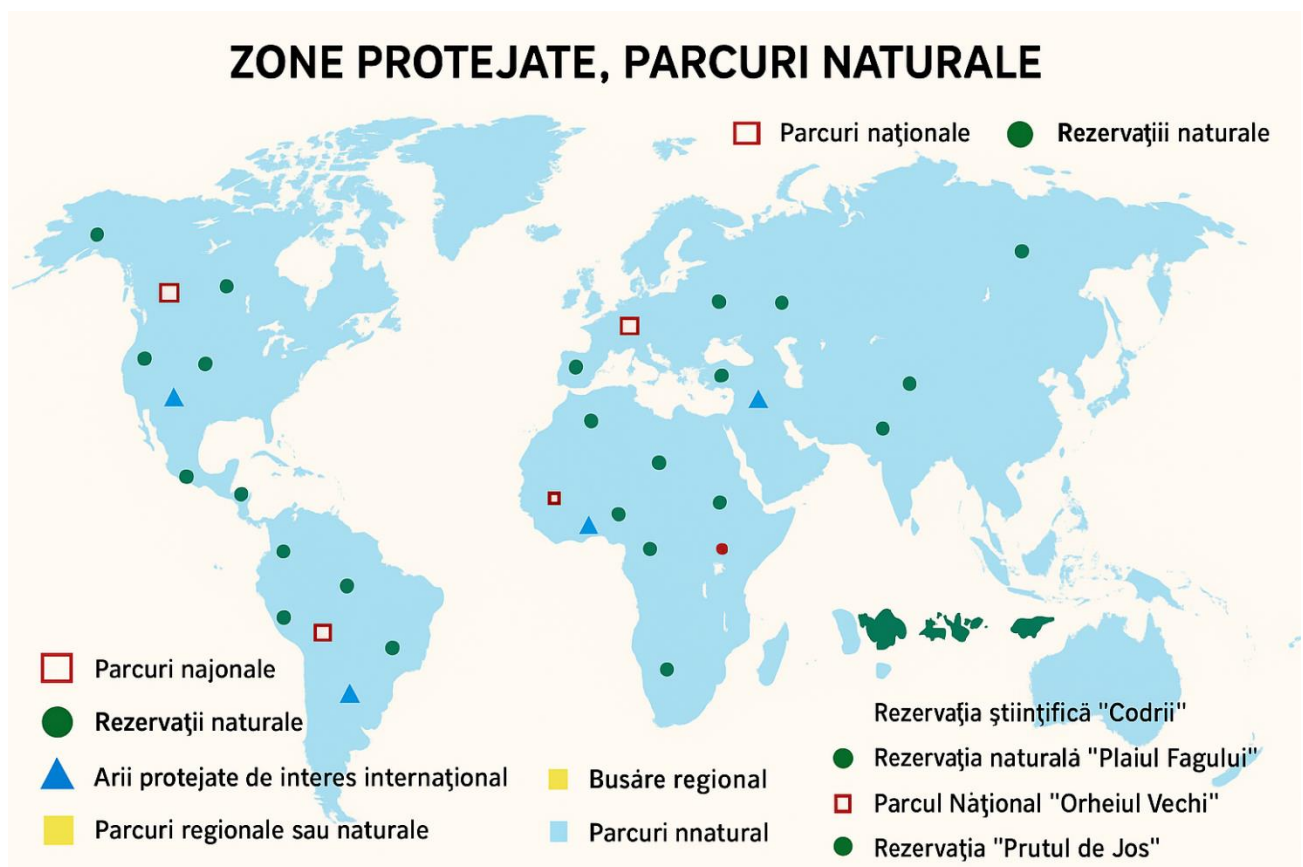


Figure 3. Source:Google images.md. Protected areas, national parks.

International protected areas have significant ecotourism importance, namely:

Biodiversity conservation

1. Protected areas provide habitat for rare and threatened species.
2. It allows visitors to observe the fauna and flora in their natural environment.
3. Example:
 - a. Serengeti, Tanzania – the annual migration of millions of animals.
 - b. Galapagos, Ecuador – unique endemic species.

Promoting environmental education and awareness

1. Visitors learn about ecosystems, natural cycles, and human impact.
2. National parks and reserves offer visitor centers and interpretive trails.
3. Example:
 - a. Yellowstone, USA – geyser and volcano education programs.
 - b. Danube Delta, Romania – bird watching and guided tours.

Capitalizing on natural landscapes

1. The protected areas offer tourist experiences related to spectacular landscapes.
2. Ecotourism activities: hiking, climbing, photography, canoeing, birdwatching.
3. Example:
 - a. Plitvička Jezera, Croatia – lakes and waterfalls.
 - b. Great Barrier Reef, Australia – diving and snorkeling.

Support for local communities

1. Green tourism creates income and jobs for local communities.
2. It encourages the production of souvenirs, tourist guides and traditional gastronomy.
3. Example:
 - a. Communities around Jim Corbett, India – ecotourism guides and guesthouses.
 - b. Responsible tourism in the Danube Delta – sustainable fishing and boat tours.

Scientific research and resource protection

1. Protected areas allow studies on ecosystems, climate and biodiversity.
2. Ecotourism supports research through visitor fees and donations.
3. Example:
 - a. Antarctica – scientific research related to the environment and climate change.
 - b. Okavango Delta, Botswana – monitoring of animal populations.

Preservation of cultural heritage

1. Some protected areas combine nature with local cultural sites and traditions.
2. Ecological tourism encourages the preservation of intangible heritage.
3. Example:
 - a. Machu Picchu, Peru – ecological tourism and cultural preservation.
 - b. Uluru, Australia – respect for Aboriginal traditions and responsible tourism.

Protected areas have a major ecotourism importance because:

1. It preserves biodiversity.
2. Educate visitors and promote environmental awareness.
3. It offers tourist experiences in nature.
4. Support local communities.
5. It facilitates research and resource protection.
6. It protects the cultural heritage associated with nature.

Protected areas in the Republic of Moldova

Areas protected by natural value and low degree of human intervention on their territory are the best examples and models for natural and semi-natural ecological systems. At the same time, in order to achieve the transition from the current development model to a sustainable development model, it is necessary to research, know and experiment the theories for the implementation of the concept of sustainable development. Thus, both the assessment and monitoring of the state of natural capital and the development of knowledge can be carried out within pilot areas such as protected areas.

Thus, the establishment of protected areas and their efficient management is a necessity, because:

- protected areas are exponents of natural and semi-natural ecosystems, which can be evaluated and monitored, expressing to a certain extent their state at a given time;
- natural and semi-natural ecosystems are the main components of natural capital, which provide the resources and services that underpin socio-economic development;
- protected areas are areas where the necessary knowledge is developed to ensure the transition to a sustainable development model;
- Protected areas are true "open-air classrooms", where people can be educated about the role of nature and the need for nature conservation and sustainable development.

The conservation of natural ecosystems, especially forest ecosystems, is a problem discussed for the Republic of Moldova throughout the 20th century, which has successfully passed into the 21st century. The first steps in this direction were taken in 1918, when the Country Council voted the agrarian reform law for Bessarabia, which was later passed through the legislative bodies in Bucharest. This law also ordered the expropriation at the expense of the state of practically all private forests on the

territory of the former province of Bessarabia. Thus, out of the total of 230 thousand ha, about 200 thousand ha were managed by the state, and about 30 thousand ha remained as communal/private forests. This has stopped to some extent the process of extermination of forests and natural ecosystems in general. Then the actions of 1937 continued, when 13 valuable forest bodies were taken under protection, being declared monuments of nature in Bessarabia, since 1958, when 12.6 thousand hectares were subjected to the protected areas regime (including the forest sectors "Lozova", "Capriana", "Rădeni", "Cărbuna", "Hîrbovăț"), the approval of the Decision of the Council of Ministers of the MSSR no. 5 of 08.01.75, through which 37 thousand hectares of natural objects and complexes were taken under the protection of the state. The latter established a strict regime for the management of those objects, which generally had a beneficial effect on the state of the protected areas.

At the same time with the new political and economic realities that started in the early nineties, the accession of the Republic of Moldova to various international agreements and conventions, the need to reform the existing system of conservation of natural ecosystems also appeared. Thus, at the proposal of the Ministry of Environment, Law no. 1538-XIII of February 25, 1998 on the fund of natural areas protected by the state, which provided for the extension of protected areas up to 66.5 thousand ha. Characteristic for the new network of state-protected natural areas is the fact that 92.1% of their total area is located in the forest fund (Table 1), which represents 15.3% of the forest fund area and about 17% of the forests.

October 21, Chisinau - The marking of the European Green Week in the Republic of Moldova offers a good opportunity to promote environmental protection and biodiversity conservation, emphasizing in particular the sustainable development of state-protected natural areas and forest fund.

Protected area is a conservation term, used for what the public generally knows as a nature reserve, national park, natural park, biosphere reserve, etc.

The flora of the forest ecosystems of the Republic of Moldova includes 1000 species of vascular plants, of which 46 species can be found in the Red Book of our country. The fauna includes 172 species of terrestrial vertebrates and about 9 thousand species of insects.

By the Law on the Fund of Natural Areas Protected by the State of 25.02. Since 1998, forest diversity has been protected by the state in 5 scientific reserves, 51 natural (forestry) reserves, 8 natural reserves (medicinal plants), one mixed reserve, 40 landscape reserves, 13 representative sectors with forest vegetation - about 98% of which are managed by the "Moldsilva" Agency.

In Republic of Moldova There are 313 [Protected areas](#), 158 widely of [Secular Trees](#) (total 429 trees) and 472 [Rare species of flora and fauna](#) (in addition: 9 [Family](#) and 3 [order](#)). The total area of protected areas amounts to over 150,000 ha. The largest extension of the protected natural areas fund was carried out in 2006, when by Law no. 354 were included in the RAMSAR Wetlands of International Importance RAMSAR with an area of 94,705.5 ha, (in particular, the lakes Lower Prrut, Lower Dniester (Causeni, Stefan Voda districts) and Unguri-Holoșnița (Ocnita, Dondușeni, Soroca districts).

In 2013, the First National Park was created on the territory of the Republic of Moldova - "Orhei" National Park (on an area of 33792.09 ha).

Currently, the state of the forest stands especially in the "Plaiul Fagului" and "Pădurea Domnească" reserves are with degraded and derived structures, with diseases and pests on large areas, as well as species that do not correspond to seasonal conditions. The territorial delimitation of protected areas (sites, reserves, parks) becomes mandatory within the policies for the conservation of the natural and cultural heritage of national and international importance. In the same context, the relationship between man and nature must be focused on the concept of sustainable development, and natural spaces must be planned and integrated into the use of territories as areas of natural production of natural resources.

In the Republic of Moldova there are several parks or nature reserves protected by the state, such as: "Orhei" National Park, "Lower Dniester National Park", "Pădurea Domnească", "Codrii", "Iagorlîc", "Prutul de Jos", "Plaiul Fagului".

Natural Reserves and Parks are geographical areas whose purposes are the protection and conservation of important natural habitats and species in terms of flora, fauna, forest, hydrological, geological, speleological, paleontological, pedological. In addition to scientific activities, tourist and educational activities may be allowed. The management of nature reserves is differentiated, depending on their characteristics, through active measures to ensure the maintenance of habitats and/or to protect certain species, groups of species or biotic communities. In this regard, we present below a small description of some state-protected areas so that you can become aware of the beauty of the fairytale landscapes, as well as the flora and fauna in those areas:

"LOWER DNIESTER NATIONAL PARK" - is a state-protected area of international importance in the Republic of Moldova. It was recognized as a national park in April 2022. The territory of the area includes 4 villages from the Causeni district and 9 villages from the Stefan-Voda district. The total area of the area is 60638 ha and includes 18 natural complexes, the largest being Copanca-Leuntea (2397 ha), Lunca Talmaza (1592 ha), Zaozernoe-Nucari (1542 ha), Cioburciu-Râscăești (1234 ha) and Olănești – Crocmaz (1478 ha). Moreover, the "Lower Dniester National Park" is an important part of Moldova's national natural and cultural heritage.

The "Lower Dniester National Park" includes all the necessary components for organizing tourist activity with a wide spectrum of directions, such as exotic and ecological tourism, agrotourism and wine roads, spa and sports tourism, summer rest, etc.

ORHEI NATIONAL PARK - is the only National Park in the Republic of Moldova, which aims to ensure the maintenance, conservation and rational use of biological diversity, unique natural complexes, special aesthetic and cultural historical value, as well as their use for scientific, cultural, tourist, instructive and educational purposes. The "Orhei" National Park is located in the central area of the Republic of Moldova, at a distance of 46 km north of the city of Chisinau. Flora and fauna: over 700 species. Localities: Ghetlova, Morozeni, Neculăieuca, Ivancea, Peresecina, Donici, Teleșeu, Pohorniceni, Putintei, Trebujeni, Seliște, Vatici, Codreanca, Românești, Țigănești, Bravicea, Săseni, Mașcăuți;

"PRINCELY FOREST" NATURE RESERVE - the diversity of the monuments of nature unique in their kind, the complexity of the aquatic and terrestrial ecosystems dispersed practically over the entire area of the Middle Prut contributed as a convincing argument to the creation of the "Royal Forest" reserve. The reserve is created in order to preserve the most representative natural forest complex of meadows and marshes located in the middle sector of the Prut River, to conserve, regenerate plant and animal species and those on the verge of extinction, to improve the protection mechanisms of the Prut River. The objectives stipulated in the formula of the intended purpose at the time of the creation of the reserve resulted from the very critical state of the environment in the area as a result of the performance of the hydrological regime, its negative influence on the floristic and faunal formations of the natural ecosystems, the landscaping elements, with the commissioning of the Costești - Stâncă dam in 1975. The "Princely Forest" Reserve administered by the "Moldsilva" Agency is located in the area of Cobani, Balatina, Bisericani, Cuhnești, Moara-Domnească (Glodeni), Chetriș, Călinești, Hâncești, Drujeni and Pruteni (Falești). From an orographic point of view, the reserve is located in the floodplain of the Prut, between the Prut and Camenca rivers. The "Princely Forest" Reserve has the following boundaries and neighborhoods: to the north: the Râșcani forest district, to the east: the Glodeni forest district, to the south: the Falești forest district, to the east: Romania. The forest is represented by plant associations of oak, poplar, willow. Here you can find rare plants such as wild vines, angelica, variegated tulip, white snowdrop, violins. Rare faunal elements such as the otter, the wild cat, the forest marten, the stone marten, the pond turtle, the egret, the swan also survived in the reserve's limes.

"CODRII TIGHECI" LANDSCAPE RESERVE - extends over an area of 2519 ha, between the villages of Lărguta and Capaclia, Cantemir forest district, Tigheci (JSC "Iargara Forestry Enterprise"), Cantemir district.

On the territory of the reserve there are 9 species of rare plants included in the Red Book of the Republic of Moldova. Different species of plants can be found here: cornflower, purple scrub, red strawberry, snowdrop, foreign peony. Some of these plants are written in the red book, being endangered: the snowdrop, the red strawberry and the foreign peony. There are also trees that we rarely meet, the fluffy oak, the scumpia and others. Here there was also a monastery dedicated to the "Assumption of the Virgin Mary", and now, in that place there is a crossroads. In Codrii Tigheciului you can also stop at the Fairy Fountain, a fountain that has remained there since the monastery was there. These places belonged to Prince Constantin Cantemir, Dimitrie Cantemir's father. Full of history, the "Codrii Tigheci" reserve is still waiting to be discovered, this land preserves many spiritual values and deserves to become a National Park.

"PRUTUL DE JOS" NATURE RESERVE - was created in 1991 on April 23 by the Decision of the Government of the Republic of Moldova no. 209, on an area of 1755.4 ha. It is located in the southwestern part of the Republic of Moldova, along the lower course of the Prut River, the last major tributary of the Danube. It is flanked by the localities of Slobozia Mare and Văleni. 20 km to the north is Lake Manta, and 25 km to the south, Lake Brateș (Romania).

The purpose of the creation is to protect, preserve and study the floodplain pond and floodplain ecosystem and create favorable conditions for the reproduction of rare, endangered and other species of plants and animals. The universal value of the natural heritage has been recognized by declaring it a wetland of international importance, especially as a habitat for waterfowl - Ramsar Convention, "Lower Prut Lakes" (Position 1029). And about the reserve's genofund we can mention that it is represented by 314 taxa, of which trees and shrubs - 21, lianas - 5 and vascular plants - 288. It is significant that 9 species of rare plants grow in the reserve, of which 6 species are included in the Red Book of the Republic of Moldova, namely: *Nymphaea alba* L. - White Water Lily, *Trapa natans* L. - Cornac, *Salvinia natans* (L.) All. - Swim fish, *Thelipteris palustris* Schott. - Papillary marsh, *Vitis sylvestris* C. C. Gmel. - Forest wool, *Cyperus glomeratus* L. - *Cyperus glomeratus*. The world of birds in the reserve is represented by over 220 species, of which 47 are species included in the Red Book of the Republic of Moldova and taken under international protection. Thus, on the lake's aquarium, depending on the time of year, you can see birds such as: egrets, cormorants, gypsies, seagulls, ducks, geese, swans, marsh shearwaters, corcods, lizards, nags, herons, as well as colonies of hundreds or even thousands of pelicans. There are 7 species of reptiles or 50% of the total number of species in the Republic on the territory of the Reserve. Rare species include: the pond turtle (*Emys orbicularis*) and the yellow-bellied snake (*Coluber caspius*). Amphibians are represented by 9 species, of which a rare species - the brown field frog (*Pelobates fuscus*).

European statistics shows that parks that promote [sustainable tourism Moldova](#) have increased by 28% in the visitation rate in the last 5 years, and in [Republic of Moldova](#), the ecotourism sector has reached a contribution of 12% of the total national tourism.

Among the most important natural/scientific reserves in our country are:

"Codrii" Scientific Nature Reserve - the oldest reserve, founded in 1971 with an area of 5177 ha. The relief has a maximum height of 380 m, it is intertwined by countless valleys, ravines, ravines.



Figure 4. Source: Google com. Images from the "Codrii" Reserve

The scientific nature reserve "Pădurea Domnească" was founded in 1993. With a total area of 6032 ha, of which the forested area occupies 3054 ha. The purpose of founding the reserve was to preserve the lures that grow on the river banks, for the protection of different species of plants, especially the rare ones.



Figure 5. Source: Moldova.org. Images from the "Pădurea Domnească" Reservation

The scientific nature reserve "Prut de Jos" was created in 1991 on an area of 1691 ha. It is located in the southwestern part of the Republic of Moldova, along the lower course of the Prut River, the last major tributary of the Danube. It is flanked by the localities of Slobozia Mare and Văleni. 20 km to the north is Lake Manta, and 25 km to the south, Lake Brateș (Romania).



Figure 6. Source: Moldova.org. Images from the "Prut de Jos" Reserve

The scientific nature reserve "Plaiul Fagului" was founded in 1991 for the purpose of protecting beech forests with a total area of 5642 ha, of which 4639 ha are forests. The reserve occupies the north-western part of the Codrilor. Here there are sectors on which beech forests grow, unique in the Republic of Moldova, which generally alternate with oak and hornbeam forests.



Figure 7. Source: Moldova.org. Images from the "Plaiul Fagului" Reservation

The "Iagorlic" Scientific Nature Reserve, founded in 1988, occupies 836 ha of land and 270 ha of aquatic surface. The land surface of the reserve is occupied by steppe plants including negara, păiuș, hirușor. The forests occupy not too large areas and are presented by isolated forests of pedunculated and fluffy oak.



Figure 8. Source: Moldova.org. Images from the "Iagorlic" Reserve

Ecotourism importance of scientific reserves in Moldova:

1. **Biodiversity conservation and ecotourism attraction**
 - a. The reserves protect old-growth forests, wetlands, and rare ecosystems.
 - b. They become points of interest for nature observation tourism (birdwatching, rare flora).
 - c. Example: The Lower Prut → attracts ornithologists and nature photographers for migratory bird watching.
2. **Environmental education and didactic tourism**
 - a. Guided tours for pupils, students and tourists interested in ecology promote respect for nature.
 - b. Educational trips and interpretive routes are organized.
 - c. Example: Codrii Reserve → outdoor ecology lessons, observation of forest ecosystems.
3. **Promotion of scientific and specialized tourism**
 - a. It provides infrastructure for expeditions, field practices and applied research.
 - b. It attracts visitors from researchers, universities, environmental NGOs.
 - c. Example: Plaiul Fagului → studies on beech forests, unique in the region.
4. **Development of local ecotourism**
 1. Even if direct access is limited, the reserves contribute to:
 - a. creating ecological tourist routes around them,
 - b. development of rural guesthouses and community tourism.
 2. Example: in the villages around the Princely Forest, visitors can stay in rural households and participate in organized tours.
5. **International tourism image and promotion**

1. The status of a Ramsar site (Lower Prut River) or a state scientific reserve raises the attractiveness of Moldova as an ecotourism destination.
2. These areas enter international conservation networks (UNESCO, Ramsar), which attracts tourists interested in authentic nature.

General characterization of the reserves:

Table 12

Name of the reservation	Year of foundation	Area (ha)	Localization	Types of protected ecosystems	Items of interest
Forests	1971	~5,177	Straseni	Oak, hornbeam, linden forests	The first scientific reserve, centuries-old forests, rich flora and fauna
Plaiul Fagului	1992	~5,642	Ungheni	Beech forests and deciduous mixture	The most compact beech area in Moldova
The Princely Forest	1993	~6,032	Glodeni	Meadow forests, centuries-old oaks, swamps	Colonies of waterfowl, 400–500-year-old oaks, Gypsy Mould
Lower Prut	1991	~1,691	Cahul	Wetlands, lakes (Beleu), meadow	Ramsar site, refuge for over 200 species of migratory birds
Iagorlic	1988	~836	Dubasari	Meadow and forest-steppe forests	Ecosystems typical of the middle Dniester, high biodiversity.

National and natural parks:

Table 13

Name	Block	Approximate area	Ecotourism characteristics
Orhei National Park	National Park	~33,500 ha	Karst landscapes, Raut Gorges, archaeological sites, hiking trails, cultural ecotourism.
Codru National Park	National Park	~5,600 ha	Dense forests, high biodiversity, observation of flora and fauna, guided tours.
"Plaiul Fagului" Natural Park	Natural park	~6,000 ha	Beech forests, ecotourism trails, environmental education.
"Padurea Domnească" Natural Park	Natural park	~6,000 ha	Forest reserve, biodiversity, habitat for wild animals, nature observation tours.

Protected wetlands and aquatic ecosystems:

Table 14

Name	Bloke	Ecotourism characteristics
Beleu Lake	Nature reserve / wetland	Bird watching, birdwatching, ecological research.
Costesti-Stânca Lake	Protected area	Ecological fishing, recreational activities, nature tourism.
Prut and Dniester – protected areas	Wetlands	High biodiversity, river ecotourism and wildlife observation.

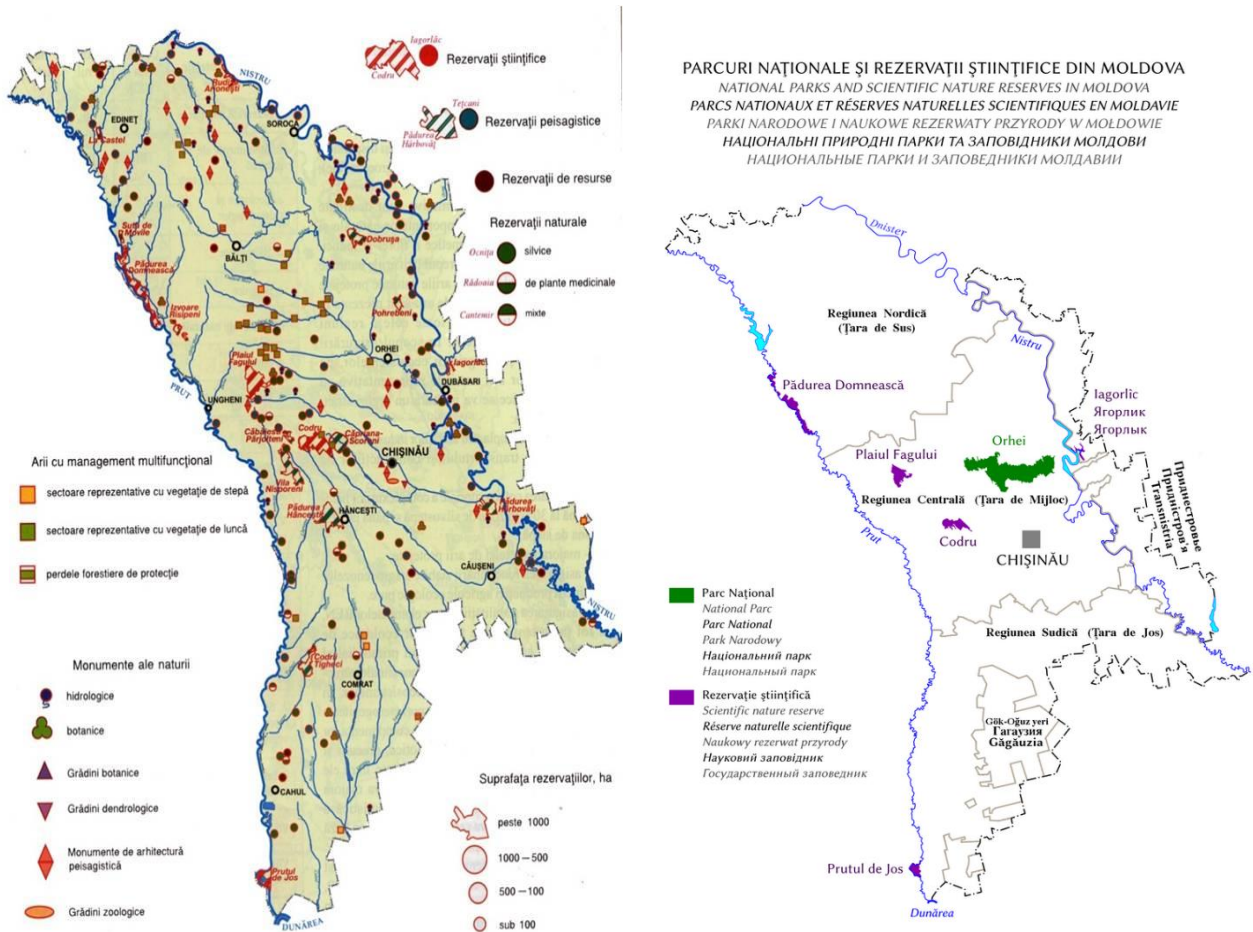


Figure 9. Source: Wikipedia. Protected areas, national parks in the Republic of Moldova

Ecotourism importance of protected areas:

1. It preserves forests, meadows, lakes and native biodiversity.
2. It offers trails for hiking, observation of fauna and flora.
3. They support cultural tourism by associating with archaeological sites and local traditions (e.g. Orheiul Vechi).
4. Environmental education and environmental awareness for visitors.
5. Support for local communities through responsible tourism and ecological guidance.



SELF-ASSESSMENT QUESTIONS

General questions about protected areas

1. What are protected areas and what is their main role?
2. What is the difference between national park, nature park and science reserve?
3. Explain why protected areas are considered ecotourism resources.
4. He gives examples of three protected areas of world importance and mentions their peculiarities.
5. What are the main types of ecotourism activities practiced in protected areas?
6. How do protected areas contribute to biodiversity conservation?
7. What risks can arise from uncontrolled tourism in protected areas?

Questions about protected areas in the world

8. What was the first national park in the world and where is it located?
9. He names two protected areas in Africa and describes their ecotourism value.
10. Which protected areas in South America attract tourists due to their biodiversity and spectacular landscapes?
11. It gives examples of marine protected areas and explains their ecotourism importance.
12. Which protected areas in Europe are included in the UNESCO heritage?

Questions about protected areas in the Republic of Moldova

13. How many scientific reserves are there in the Republic of Moldova?
14. What is the first scientific reserve established in Moldova and what ecosystems does it protect?
15. Name two scientific reserves in Moldova located in meadow and lake areas.
16. What is the ecotourism importance of Orhei National Park?
17. What role does the "Lower Prut" Reserve play in the conservation of migratory birds?
18. It explains the difference between natural parks and science reserves in Moldova.
19. How can local communities benefit from ecotourism around protected areas?

Questions of synthesis and reflection

20. It argues why protected areas represent both natural and cultural resources.
21. How can ecotourism contribute to the sustainable development of protected areas?
22. It proposes three measures through which visitors can contribute to the protection of natural areas.
23. Compare a natural park in the Republic of Moldova with a national park in the world (similarities and differences).
24. Why is it important to include Moldova's protected areas in international networks (UNESCO, Ramsar, Natura 2000)?

Environmental education: The process of informing, training and raising awareness of citizens on global, regional and local scales on environmental issues, sustainable development and sustainable practices.

The effectiveness of environmental policies is based on data, indicators, information and evaluations related to the implementation of environmental legislation, as well as on the results of scientific research in the field. Considerable progress has been made in strengthening this knowledge base, informing and raising public awareness, and improving the confidence of policymakers and the public in the data- and information-based approach to environment. This has made it easier to better understand environmental and societal challenges.

Various tools are used to raise awareness of environmental protection and to promote compliance with environmental requirements, including official websites of environmental authorities, information campaigns, training activities on environmental regulations, communication platforms, as well as targeted letters. Thus, information on the decision-making process is published on the official websites of the public authorities, on the

to the activity plans and reports, regarding the authorization procedures, the inspection plans, the environmental actions carried out, etc. However, for good information, it is necessary to optimize and redesign the flow of published environmental information, in order to be easily found and accessed from the perspective of users, as well as to continuously improve the quantity and quality of information published on the official websites of the authorities.

Also, awareness-raising activities on the existing environmental regulations, as well as on the institutions involved in ensuring this process, are insufficient. Digital opportunities should be seized to better inform the public about the current state of the environment at local and national level, thus stimulating behavioural changes in the population.

Environmental education and awareness involves organizing people about the environment, ecosystems, and sustainable development, using various methods such as advertising campaigns, informative publications, and web pages. These efforts expand formal education in schools, providing access to information about the environment and human-ecosystem interaction.

What does environmental education mean?

- **Environmental Information:** Focuses on the functions of the environment.
- **Awareness:** It aims to raise public awareness of the importance of environmental conservation.
- **Sustainable development:** Stresses the importance of human interaction with ecosystems in a balanced way that enables sustainability.

Methods of environmental education campaign

- **Advertising campaigns:** Ads and advertising materials that convey green messages.
- **Printed materials:** Brochures, posters, guides and other informative publications.
- **Online platforms:** Web pages, blogs, and social media can be used to disseminate information and create online communities.
- **Formal education:** School and university curricula that integrate the discipline of ecology into the curriculum.

The ultimate goal is to model responsible behavior and promote actions in favor of environmental protection.

The situation created obliges human society, more than ever, to form a system of complex knowledge about the integrity of nature, about the unity of man, society and nature, to form the respective competences, value orientations, conduct and activity that would ensure a responsible attitude towards

nature, focused on **ecological culture**. In solving these problems, a primary role belongs to **ecological education**.

William Stapp was one of the promoters of international programs and meetings that eventually led to the worldwide recognition of the need for environmental education. Thus, he was the director of the first International Program of Ecological Education launched in 1975 by the United Nations Educational, Scientific and Cultural Organization – UNESCO, in collaboration with the United Nations Environment Program – UNEP. This was followed by the Tbilisi Declaration (UNESCO, 1978: 25), including in Recommendation 1(3) the purpose and objectives of ecological education: *"The basic goal of ecological education is to succeed in making individuals and communities understand the complex character of the natural and built environment resulting from the interaction of biological, physical, social, economic and cultural aspects and to acquire knowledge, values, attitudes and practical skills, in order to participate in a responsible and efficient way in the anticipation and resolution of environmental problems and in the management of environmental quality"*.

The ecological personality of contemporary man should be, as a subject of environmental protection and conservation actions, the one who willingly controls and adapts his own activities according to the requirements, contemporary ecological standards, the one who is aware of environmental problems, being able to find the right solutions, to develop projects and to make appropriate decisions regarding their implementation, to express critical attitudes in the appreciation of their own deeds, as well as those of others, to be capable of self-education and continuous improvement in the ecological field.

Our great national poet Grigore Vieru described the irrational activity of man in relation to nature in the following words: *"I am afraid of the war of Nature that has begun. The judgment of God will not forgive us the barbarous damages we have done to the International Homeland which is Nature."* It is time to arm ourselves with will, knowledge and prudence to protect, but not to destroy nature.

Example of ecological awareness, based on waste management:

To support the achievement of future waste management tasks are mandatory

Measures of communication and involvement of the population:

Awareness and information campaign: an important tool in local development activities, promoting the formation of skills and attitudes necessary to understand the importance of environmental problems and for the development of the conscious and responsible activity of citizens.

Public involvement: A successful planning process not only defines programs, but often opens up avenues of communication between parties that previously did not even speak to each other. This communication leads to consensus building. As a result, it will help define the management practices that are really necessary and which are most appropriate to succeed. Effective public involvement in waste management planning and program development is the mechanism for addressing the public's concerns and values at every stage of the planning and decision-making process.

The rules behind the development of awareness and information campaigns for the population in the field of waste management are:

Rule 1: Awareness of the population in the field of waste management depends on the education strategies and programs defined at local, regional and/or national level!

Rule 2: A successful public awareness campaign will increase knowledge and motivate changes in the behavior of waste generators. It is necessary that it:

- be simple and easy to create with practical information, relevant to the target audience;
- be in connection with convenient collection facilities;
- provide interactive information materials at regular intervals;
- show people that their support is valued and contributes to real change, no matter how small;
- demonstrate the link between micro (small actions) and macro (huge consequences).

The purpose of a public awareness and information campaign consists of:

- Conservation and sustainable management of natural resources;
- Reducing the risks and health problems associated with poor waste management (e.g. scattering, illegal storage, waste burning, etc.);
- Compliance with waste management legislation;
- Creating a greater understanding of the need for waste management means and personal ownership in relation to waste responsibility;
- Improving the understanding of waste reduction concepts, namely: Reduction, Reuse, Recycling, Composting.

Raising public awareness and sensitization on biodiversity protection, following the example of the Republic of Moldova, the Botanical Garden.

As clearly stipulated in a number of international documents (Convention on the Conservation of Biodiversity, Agenda 21, etc.) and of the European Union (Habitats Directive, Action Plan for Botanical Gardens, etc.), a number of major tasks and responsibilities fall to botanical gardens around the world.

This project is oriented towards the major problems of phytodiversity conservation through ecological education, issues in which the Botanical Garden of the Republic of Moldova must also be involved. The Botanical Gardens have played a significant role in the history and cultural development of peoples over time. Today, in a changing world, strongly affected by anthropogenic impact, the tasks of these institutions are amplified and diversified, with the tendency to contribute as effectively as possible to saving the planet's natural heritage. In a rather generous and acceptable approach, Botanical Gardens are considered "institutions that house collections of well-identified living plants, used for the purposes of scientific research, conservation of plant diversity, information and education". Some of the most activities carried out by botanical gardens can be mentioned as particularly significant, namely the following:

- Environmental education for children and adults;
- Informing the public using its own documentation centers, museums and libraries;
- Upskilling of trainers;
- Tourism, promotion of cultural values and public recreation;
- Research on spontaneous flora, associated with *ex situ* and *in situ* conservation projects ;
- Tissue and seed banks.

At the same time, the Botanical Garden, through everything it has accumulated over time (plant collection, herbarium library, etc.) In this context, we have the responsibility to preserve, enrich and transmit these dowries to future generations. In order to achieve this objective, the Botanical Garden must make known:

- the value of the existing patrimony;
- its value in the history and historical development of botany;
- the value of the collections housed in the field, herbarium, library;
- tourist and recreational value.

The dissemination of this information in various forms (electronic, publications, celebration of significant anniversaries, exhibitions, symposiums, access to the collection, etc.) is a prerogative for both specialists and non-specialists, society the need for knowing, understanding and appreciating the fair value of everything that houses the botanical garden.

Non-formal education has always existed, but today it needs to become more and more organized and planned. In the context of the accentuation of the needs for lifelong learning, learning in the non-formal system occupies an increasingly important place. In the field of ecological education, it is important not only to validate non-formal learning through certificates or diplomas, but also to create a methodological training framework that allows the development of coherent and effective

educational programs by the institution and the factors involved (NGOs and the Botanical Garden) is a necessity.

Considering the complexity of ecological education on biodiversity protection, this project aims to start at the same time **the acquisition of knowledge, but also the formation of values, attitudes and compartments.**

The advantages of ecological education within the Botanical Garden are:

- to enable the discovery of knowledge based on concrete realities;
- to provide opportunities for practice and change of behaviour or skills (e.g. education programme on education for the conservation of plant diversity);
- to ensure the rapid updating of knowledge in several areas of environmental protection;
- to provide concrete possibilities for action in the environment (plant cultivation programmes for children, plant protection);
- to develop the spirit of citizenship through active participation in the life of communities;
- to contribute to the awareness and development of complex situations or realities;
- to ensure educational influences on a wider audience or disadvantaged families;
- to create opportunities to spend free time (guided tours in the world of plants, organization of exhibitions, etc.).

International and national environmental awareness campaigns, with description and results

Table 15

Campaign	Description	Results / Benefits
Earth Day (Ziua Pământului)	Annual global event, April 22, with planting, recycling and environmental education activities.	Mobilizing millions of people worldwide to protect the environment.
Fridays for Future	Youth-led global movement to combat climate change.	Increasing pressure on governments for climate action and environmental education.
Let's Do It! World	Environmental clean-up and environmental education in more than 190 countries.	Reducing waste and involving communities in sustainable actions.
UNESCO – Education for Sustainable Development (ESD)	Integration of environmental education in schools and universities.	Training environmentally conscious generations and adopting sustainable practices.
Global Climate Strike	Protests and campaigns to raise awareness of climate change.	Increasing information and civic engagement globally.

Campaigns in the Republic of Moldova

Table 16

Campaign / Project	Description	Results / Benefits
"Green School"	Practical activities in schools: recycling, saving energy and water, planting trees.	Training students in an ecological spirit and adopting sustainable habits.
Let's Do It, Moldova	Sanitation and waste collection actions, organized annually.	Reducing waste and involving communities in environmental protection.

Campaign / Project	Description	Results / Benefits
Urban awareness campaigns	Promoting reuse, recycling, energy and water saving through posters, social media and events.	Increasing public engagement and changing environmental behavior.
Competitions and ecological projects for young people	Competitions of ideas and ecological projects in schools and high schools.	Stimulating creativity and innovation in the field of environmental protection.
Selective collection in Chisinau	Pilot program for separate collection of paper, plastic, glass and metal	Increasing the recycling rate and reducing landfill waste

Public awareness campaigns on environmental protection

-How to reduce air pollution.

-Information, awareness and environmental education campaign "Learning to collect selectively".



Figure 10. Sursa:Google.com. Public awareness campaigns on environmental protection.



Figure 11.Source: National Network for Rural Development. Public awareness campaigns on the World Day for Sustainable Tourism and the Eco-Tourism Compass.



SELF-ASSESSMENT QUESTIONS

A. Concept and purpose

1. What does environmental education mean and what is its main purpose?
2. Why is environmental awareness important at the individual and community level?
3. How does environmental education contribute to promoting sustainable development?

B. International campaigns

4. Give examples of international environmental education and environmental awareness campaigns.
5. What is the role of Earth Day in global environmental education?
6. How does the Fridays for Future movement engage young people in climate issues?
7. What results have the UNESCO – Education for Sustainable Development (ESD) projects had?

C. Campaigns and projects in the Republic of Moldova

8. What are the objectives of the "Green School" program?
9. How does the "Let's Do It, Moldova" campaign work and what impact does it have on communities?
10. Give examples of recycling and resource-saving activities carried out in schools and high schools.
11. How do urban awareness campaigns contribute to changing the ecological behavior of the population?

D. Analysis and reflection

12. What are the main differences between international and national campaigns in Moldova?
13. How can the impact of an environmental education campaign be measured?
14. Propose an eco-friendly campaign idea for the local community, taking into account the principles of sustainable development and circular economy.

Topic 10. The ecological impact of tourism.

The ecological impact of tourism refers to the consequences of tourism activities on the environment, which can be negative (pollution, resource consumption, destruction of habitats) or positive (protection of natural areas through ecotourism, involvement of local communities in conservation and waste collection). Responsible tourism and ecotourism aim to minimise harmful effects and promote the conservation of nature and local cultures, thus contributing to sustainable development. The impact of tourism on the environment involves a detailed analysis of the relationship between the tourist, the tourist reserve and the tourist product. The tourist activity is influenced by the qualitative and quantitative value of tourist resources, by economic growth, because people's incomes, by the exchange rate, by the purchasing power of customers, by the exploitation of natural resources depend on it. It is known that all tourist actions have potential effects (impact) on the environment, health and social system.

The concept emerged and developed from English and American specialists. They drew attention to the fact that environmental resources are limited and that the only way to preserve them is for the environment and the development of human civilization to be in balance.

Types of impact of tourism on the environment:

The different types of environmental impacts of tourism activities include:

1. Changes in the composition of fauna and flora. Basically, the habitat of animals is destroyed or the creatures are killed while hunting, for gastronomic curiosity or for making souvenirs for tourists, and the natural vegetation is deforested to create the space for tourist activities;
2. Nature (water, air) is polluted by the spread of toxic substances or by tourist activities and transport;
3. Soil erosion is triggered, landslides occur, damage to natural landforms;
4. The visual impact can be transformed into a negative direction, due to the garbage and waste resulting from the construction of various constructions necessary for the tourist activity;
5. Water resources are decreasing through repeated exploitation requests;
6. The risks of fire in nature are increasing;
7. Nature is overloaded with infrastructure elements, such as roads, railways, parking lots, electrical grids, water supply, etc.);
8. The possibility of disappearing tourist attractions in the area due to the appearance of new ones, etc.

Sports and health tourism is the one with a massive impact on the environment. The tourist activities related to this type are: bathing, using boats with floating engines, sails and oars, recreational fishing, waterfowl hunting, windsurfing. Each of them has a negative impact on the environment. For example, hunting favors the leakage of lead into nature. Another appreciated tourist activity is climbing, which involves the destruction of the surface of rocks and mountains, contamination with various objects and materials used in this sport, abandonment of some of them at the place of climbing, etc.

Tourist resources cannot be exploited without certain degradation of the area, sometimes even destroying it. They are part of a country's heritage and the inhabitants must constantly ensure their protection. An example of this is the Danube Delta in Romania, where year after year various changes in the natural landscape can be observed due to tourist activities and the carelessness of those who exploit the area.

The positive and, especially, negative effects are felt in tourist areas in any corner of the world, for this reason it is necessary to inform all people in this direction and to take appropriate measures, especially by companies that through their activity can generate waste that pollutes the natural environment.

The legislation addressed to companies on environmental protection is complex, some of the requirements can give headaches to entrepreneurs. An example of this is [Environmental permit](#), the purpose of which is to limit the impact of the activity carried out by companies on nature. In this regard, it is important to hire a firm that deals with the resolution of various situations, such as [monitoring of environmental factors](#) [Getting environmental permit](#), the realization of [Environmental audits](#) on the entire level of responsibilities or only partial ones.

The types of impact produced by tourism activities.

The natural setting

Table 17

I	Flora and fauna
	1. Destruction of species habitat 2. Killing animals for hunting 3. Killing animals for gastronomic curiosities and the souvenir market 4. Influencing the internal and external migration of animals 5. Destruction of valuable plant species to harvest plants and capitalize on wood 6. Deforestation of 32greeme vegetation for the realization of tourist facilities 7. Reduction of 32greeme reserves, wildlife sanctuaries
II	Pollution
	1. Water pollution by the discharge of polluted waters, the dispersion of petroleum substances and oil 2. Air pollution by 32vehicle exhaust glands 3. Noise pollution due to tourist activities and transport
III	Erosion
	1. Soil compaction, compaction, leading to increased runoff and surface erosion 2. Increasing soil exposure to landslides 3. Amplification of avalanche triggering processes 4. Damage to special geological forms (caves, sinkholes) 5. Damage to river and river banks
IV	Natural resources
	1. Decreasing water resources through overuse and overexploitation 2. Reduction of greeme fuel resources 32for energy needs to support tourism activities 3. Increased risks of natural fires
V	Visual impact
	1. Tourist facilities (32construction greement, auxiliary services) 2. Garbage and waste resulting from tourist structures and circulation

The built frame

Table 18

I	Urban
	1. Removal of land outside primary production 2. Change of the hydrological and climatological regime
II	Visual impact
	1. Increasing the need for constructions, areas occupied by constructions 2. New architectural styles, not harmonized with the existing ones 3. Agglomerations of population and goods
III	Infrastructure
	1. Overloading with infrastructure elements (roads, railways, parking, electrical grids, communication systems, water supply, etc.) 2. Preparations for new general and specific infrastructure facilities

	3. Environmental management for the adaptation of areas for tourism purposes (sea walks, winter sports, nautical, cycling, etc.)
IV	Urban forms
	1. Changes in urban structures (industrial, residential) and other utilities (leisure, tourist structures) 2. Changes in urban facilities and furniture (streets, asphalt pavements, pavements, lighting, etc.) 3. The danger of contrasts between the urban area and other residential areas.
V	Restoring
	1. Reuse and restoration of old urban sites, historic buildings 2. Restoration and restoration of old buildings as a second residence
YOU	Competition
	1. Possibilities of decline of tourist attractions or of a region in the the cause of the appearance of other attractions or a change in motivations, or Tourist customs

<https://www.undp.org/ro/moldova/publications/evaluarea-impactului-asupra-mediului-studiu-de-caz>

Positive effects of the impact of tourism on the environment:

Tourist activities have many positive effects on the state's economy. Among these effects can be listed:

1. One of the gains from the tourism activity is the financial one. Sometimes, it can happen that, apart from these profits that go into the pockets of entrepreneurs or the state, other types of earnings also appear, with many tourists offering money to preserve the flora and fauna of a certain area. Some tourist regions have different conservation fees, which are paid when tourists make reservations or when leaving, either imposed by the state, or by guides or those who take care of the space in question;
2. Very interesting is that ecotourism also generates job prospects, creating jobs in the area for residents or for those who want to work in nature. Also, the money obtained can be used for training those who deal with environmental protection, provide a good life to the inhabitants or excellently support the local economy;
3. Another positive effect is that tourism companies become more environmentally responsible, adopting various necessary ecological methods, such as using renewable energy sources, automatic baths, supporting organic farming, etc.;
4. It raises awareness about the need to preserve, protect, maintain wildlife. Numerous organizations have emerged and are constantly fighting to attract attention and to make people change their behavior into a positive one, when they spend time in nature or when they work or participate in various actions involving the environment. The governments of the states of the world have taken important steps in this direction, introducing various useful regulations, such as, for example, carbon offsetting schemes;
5. The policy of conservation of species in case of extinction successfully manages to give offspring the opportunity to see with their own eyes different animals, to enjoy their presence.

Negative effects of the impact of tourism on the environment:

Unfortunately, tourism also involves certain negative effects on the environment.

1. To move from home, in the tourist area, many people use different means of transport (car, train, plane), and these pollute the air and soil due to carbon emissions or other toxic substances;

2. Some species of the local flora and fauna may not survive due to tourism, the quality of the water could deteriorate irreparably, its quantity as well because it would be used intensively for the needs of tourist activities, etc.;
3. The amount of waste in the areas where tourists spend their free time is multiplying a lot. It seems that a tourist generates twice as much waste as a local;
4. Water can be contaminated and overflow into the seas and oceans, leading to problems with marine and terrestrial ecosystems. As a result of environmental changes, animals and vegetation are in extremely high danger;
5. The quality of the soil also suffers. Tourists leave various types of waste on the spot: cigarette butts, packaging, toxic liquids and many other objects that they consider useless. The degradation of the land is also a negative effect of the impact of tourism on the environment, observing how, in order to make room for different paths on water or land, vegetation is cut down, which contributes to soil erosion.
6. Noise pollution of the environment is amplified as tourists become louder and louder, using speakers or cars with powerful engines. This effectively disrupts the lives of the animals.
7. Climate change is also occurring due to greenhouse gases generated by tourism activities, with people moving from their homes to new locations. If the number of visitors increases, so do the emissions.
8. Numerous tourist attractions are located near certain fragile ecosystems, as visitors want to enjoy the beauties of nature.

Preventing environmental degradation has become a priority for countries and regions where overtourism is practised. Thus, more and more regulations and measures began to emerge to prevent or mitigate the negative effects. Sustainable tourism and green tourism is one of the solutions found and put into practice. Among its forms can be mentioned:

- a. ecotourism;
- b. rural tourism and agrotourism;
- c. cultural tourism;
- d. tourism in protected areas;
- e. geotourism;
- f. equestrian tourism;
- g. Escalate;
- h. Trekking;
- i. hiking;
- j. biking;
- k. Rafting;
- l. air sports;
- m. hunting and fishing;
- n. golf etc.

The development of ecotourism must be done logically, homogeneously, without oscillations. Its spread was gradual, from the academic level to business, from NGOs to tourism developers.

In order to reduce the negative effects of tourism on nature, an in-depth analysis of the environmental components is needed, this must be done on a national and international scale. The preservation of the quality of the environment is the duty of everyone, especially of government bodies, and it is imperative to take into account the following priorities: the tourism potential, depending on the existing resources, establishing the type of tourist image, analyzing the market demand for a certain tourist product, evaluating the existing material fund for an adequate reception, the volume of investments, the social and cultural impact, economical, ecological.

Environmental protection is much easier to achieve than removing negative effects. Unfortunately, many developing countries prefer immediate trade and financial benefits and do not take into account the environmental impact of tourism. In some tourist places, the regulatory acts regarding this impact are very weak, with environmental services being almost non-existent. The World Tourism Organization offers numerous environmental protection programs, as the protection of the tourist area must start earlier than the start of the leisure activity (already in the design phase).

In conclusion, in order to maintain the health of the planet, it is very important that when tourism interacts with the environment, great attention is paid to nature, not to the economy. Environmental protection issues must be addressed before economic ones, because tourists appreciate clean regions, where they can relax in communion with nature, fully benefiting from a wonderful experience.

The impact of tourism on the environment also includes the deterioration of the landscape:

1. the construction of buildings without paying attention to the landscape leads to the appearance of new landscapes without any harmony with nature;
- building lighting poles on beaches;
- change in the shoreline, followed by the phenomenon of intensification of erosion;
- the significant increase in the seasonal population causes additional requirements for the distribution of drinking water and additional equipment for the treatment of domestic water, as well as the increase in space for the storage and treatment of solid waste;
- additional expenditure on the treatment of solid and liquid waste, which is a problem for the budget of local authorities, limiting the amount spent on other local community requirements;
- the existence of areas occupied by buildings that are used only 3-4 months a year.



SELF-ASSESSMENT QUESTIONS

1. What is meant by the ecological impact of tourism?
2. What are the main negative effects of tourism on the natural environment? Give examples.
3. How does tourism contribute to the degradation of natural habitats?
4. De why is tourist overcrowding considered an ecological problem?
5. How can tourism affect wildlife?
6. What types of pollution are generated by tourist activities?
7. What are the natural resources most frequently affected by tourism?
8. What ecological benefits can sustainable tourism bring?
9. How does ecotourism support biodiversity conservation?
10. How can tourism be used as a tool for environmental education?
11. Provides examples of measures by which tourism can reduce negative environmental impacts.
12. Argue: "Tourism is both a threat and an opportunity for the environment."

Topic 11. Assessment of the socio-economic impact on local communities.

Definition of the concept:

The socio-economic impact represents the set of positive or negative changes that occur at the level of a local community as a result of an economic activity (e.g. tourism, exploitation of natural resources, industrial development, infrastructure projects).

Dimensions of the impact:

- **Local economy**
 - Job creation (direct and indirect).
 - Increase in the population's income.
 - Stimulating local businesses (hostels, restaurants, crafts).
 - Possible risk of economic dependence on a single sector (e.g. tourism).
- **Social and cultural aspects**
 - Improving living standards (access to services, education, health).
 - Strengthening cultural identity by promoting traditions.
 - Possible cultural uniformity or loss of authenticity of traditions.
 - Labor migration (attraction or departure).
- **Infrastructure and quality of life**
 - Modernization of infrastructure (roads, utilities, internet).
 - Rising land and housing prices.
 - Better access to transport and public services.
- **Demographics**
 - Stabilizing the population by attracting young people.
 - Aging of the population in the absence of opportunities.

Tourism can have many different effects on the social and cultural aspects of life in a particular region or locality, depending on the cultural and religious power of that region.

The interaction between tourists and the host community can be one of the factors that could affect a local community given that tourists may not be sensitive to local customs, traditions and standards. *The effect can be positive or negative on the host community :*

1. Local communities can combine with people from different backgrounds with different lifestyles that can lead to the development of improved lifestyles and practices derived from the examples of tourists;
2. There can be an improvement in local life through the creation and development of local facilities and infrastructure (developed to support tourism) that could lead to improved education, medical services, employment opportunities and increased incomes of the local population;
3. More cultural and social events available to the local population such as entertainment, exhibitions, etc.;
4. Improved sports and leisure facilities created for tourists that can also be enjoyed by the local population, especially outside the tourist season;
5. Preserving the local cultural heritage of the region and reviving its crafts, architectural traditions and ancestral heritage;
6. Urban spaces that are in decline can be revived and the flow of population from rural to urban areas for employment can be reversed, given the fact that new jobs in the local tourism industry will be created and made available to the local population, etc.

THE ECONOMIC IMPACT OF TOURISM

The main benefit of tourism for a region or country is the economic one, as it ensures the creation of new jobs and generates income at the international, national, regional and local levels. Tourism can also provide benefits to economies at the regional and local levels, given that monetary flows are directed to urban and rural areas, which in turn stimulate new commercial enterprises and promote a more positive image of the tourist destination.

The impact of tourism on income creation

One of the important economic characteristics of the tourism industry is that the income earned in tourists' places of residence is spent in the "visited" places. Tourism is a tool for transferring enormous amounts of money from "income-generating" countries to "income-giving" countries. The money spent by tourists tends to go through several levels.

Tourism as a source of income is not easy to quantify, at least a high degree of accuracy. However, the most common method for estimating tourism revenue is to determine the "multiplier effect" of tourism in a tourist destination. The monetary flows, generated by tourists through their tourist expenses, multiply, as they pass through the various segments of the national economy. Tourists make initial tourist expenses within the company, which are levied as income by local tour operators, commercial agents, hotels, carriers, the local population providing tourist services, etc. Thus, the money spent by tourists generates income multiplied by more times than the original tourist expenses. This

It's called the "multiplier effect."

The multiplier effect of tourism can be measured through the following aspects:

sales multiplier; the output multiplier; the income multiplier and the labor force multiplier.

Tourism as a source of foreign exchange revenues

Tourism in many countries is of crucial importance in relation to its critical position on the balance of payments issue and is an important source of foreign exchange earnings. It is the most convenient way to earn money from foreign exchange, compared to exporting manufactured goods. The problems of packaging and transport are not valid for the tourism industry.

Tourism experts have agreed that as soon as a country is able to have foreign exchange earnings from tourism, which represent at least 10% of exports of goods, that country can be called a "tourist country".

Labor-generating effects in tourism

Another direct economic effect of tourism relates to the workforce. The tourism industry is a labour-intensive service sector and is therefore a valuable source of employment. This provides employment several times more than ordinary industrial production sectors. Several types of economic agents benefit from the development of tourism, such as accommodation structures, restaurants, transport agencies, travel agencies, tour operators, taxi drivers and other carriers, tourist guides and so on. Tourism employs a large number of people and it offers a wide range of jobs, which are intended for both unskilled and strictly specialized personnel. Moreover, there are other supporting industries, large and small, which in turn meet the needs of the tourism industry, directly or indirectly, depending on the needs and requirements of tourists. The following is a ranking of the economic agents that use the labor force most intensively in favor of tourists: public catering, leisure, accommodation, car transport, public transport, organizers of tourist packages, etc.

The impact of tourism on the balance of payments

Not only developing countries, such as the Republic of Moldova, but also some developed countries, need to improve their balance of payments through tourism. Tourism is one of the most important export industries of Europe and North America. This can make a vital contribution to reducing any country's trade deficit.

Developing countries with a deficit balance of payments find it advantageous to receive foreign tourists to compensate for a negative trade balance. Thus, the tourism industry can play an important role in the economic development of a developing country such as the Republic of Moldova. It helps

to improve the state of the negative balance of payments of countries because the tourism industry is the second largest exporting industry in the world.

Infrastructure development and tourism

The needs of the tourism industry contribute to the creation of tourist and general infrastructure utilities and facilities, which can be used not only by visitors but also by the local population. The economic importance of tourism in the national economy can be appreciated in relation to its contribution to the development of infrastructure.

Tourist arrivals in a country increase the actual demand for infrastructure facilities. The state must encourage the private sector in order to create tourism infrastructure. Infrastructure development is needed in a planned manner to avoid congestion, overcrowding and environmental destruction. In this sense, the role of the state is crucial.

Tourism's contribution to national income

Tourism drives the growth of national income. Both international and domestic tourism have the same effect on national income. Tourists are the ones who pay for different types of tourist goods and services in the country they visit. In this way, tourism becomes a demand for tourist services and a demand for consumer goods.

The construction of accommodation structures, the increase of urbanization for tourism purposes, the creation of general and tourist infrastructure, the increase of tourist transport and equipment, etc. are examples of how tourist transport encourages investment opportunities within the state. If tourists pay for tourist goods and services in another country, these payment amounts are reflected as national tourist receipts of those countries.

Balanced regional development

Balanced regional development is an important factor for the optimal and overall development of a country. The tourism industry can promote certain tourist localities in a region of a country or even one or more regions as a whole.

The contribution of tourism to poverty reduction

Almost all developing countries are caught in the vicious circle of poverty with low per capita incomes and low national incomes. Tourism activities can reduce poverty by increasing national income, jobs, tourist receipts from foreign currency, regional development, promotion of local crafts, etc.

Increasing education among the population

Tourism contributes greatly to increasing literacy and education, by broadening the mental attitude of the population to interact with different people with various languages and cultures.

The course with a tourist orientation are provided by various schools of hotel management, public catering, faculties and departments of colleges and universities, schools of fashion design, schools with

economic and art profile, etc.

Tourism and tax revenues

Tourism activities increase the tax revenues of state governments. Tourist goods and services include many types of taxes and duties. All tourism revenues increase the countries' varied tourism activities and these economic activities represent a significant source of taxable revenue for the governments of these countries.

Raising living standards

Thanks to the many economic benefits of tourism and its potential growth, it contributes to raising the standard of living of the population by providing new and improved jobs, which in turn help to improve the quality of life.

Improving the health and well-being of families

Tourism contributes to improving the health and well-being of families by adopting and aligning with existing standards in economically advanced countries. Various conferences, conventions, seminars in the field of health and the exchange of views of leading experts contribute to it.

Methods for assessing the socio-economic impact:

- Statistical analysis (employment, income, migration).
- Investigations and interviews with locals.
- Direct observation on the transformations in the community.
- Comparative case studies with other similar localities.

Statistical analysis of socio-economic impact:

1. Employment

Indicators used:

- Employment rate (number of employed people in relation to the active population).
- The number of newly created jobs per project/activity.
- Distribution of jobs by sectors (agriculture, services, tourism, industry).

Interpretation:

- Job growth → positive impact.
- Seasonal, precarious or insecure work → partial/negative impact.

2. Revenue

Indicators used:

- Average monthly/household income.
- Share of income from new activities (e.g. tourism, related services).
- Poverty index (number of people below the poverty line).

Interpretation:

- Growing income → well-being and motivation to maintain the activity.
- Increasing discrepancies between locals (some thrive, others don't) → social imbalance.

3. Migration

Indicators used:

- The number of people leaving the community (external/internal migration).
- The number of those who settle in the community (positive migration, population attraction).
- The relationship between the migration of young people and that of the elderly.

Interpretation:

- Decrease in migration → stable community, positive impact.
- The increase in youth migration → a signal of lack of opportunities.

4. Data processing methods

- Time series: tracking the evolution of indicators over 5–10 years.
- Spatial comparison: comparison with other similar communities that do not have similar projects.
- Synthetic indicators: unemployment rate, local GDP per capita, local development index.

Example:

Table 19

Indicators (locality X)	2015	2020	2025
Occupancy rate (%)	45	52	60
Average income (lei/month)	1500	2100	2800
Net migration (pers.)	-120	-40	+25

Interpretation:

1. Employment has increased → economic projects have created jobs.
2. Average income has steadily increased → positive impact on well-being.
3. Migration has turned from a net loss into a gain → the community becomes attractive.

Examples/Case Studies:

2. Republic of Moldova – Economic migration and rural projects

Background: Rural communities in Moldova have been heavily affected by external migration since 2000.

Socio-economic impact:

Employment: low in rural areas, most jobs being seasonal or in agriculture.

Income: remittances sent by migrants have become the main source of income (over 15% of GDP).

Migration: entire villages depopulated, but in some cases investments in hostels, shops and services financed by money sent from abroad.

3. Greece – Economic crisis and migration

Background: The 2009–2015 crisis severely affected Greece's economy.

Socio-economic impact:

Employment: the unemployment rate exceeded 25% in 2013.

Income: significant decrease in household incomes.

Migration: More than 400,000 Greeks (especially skilled young people) have emigrated to Germany, the UK, the USA.

4. Spain – Seaside Mass Tourism (Costa del Sol, Balearic Islands)

Background: Mass tourism is the main economic source for many coastal communities.

Socio-economic impact:

Employment: hundreds of thousands of seasonal but often low-paying jobs.

Revenues: major contribution to the national GDP (over 12%).

Migration: attracts labor from North Africa and Eastern Europe.

5. Iceland – Post-crisis tourism

Background: After the 2008 financial crisis, Iceland bet on tourism.

Socio-economic impact:

Employment: tourism has become the main sector, generating 30,000 jobs (in a country with only 370,000 inhabitants).

Revenue: tourism brought in ~\$8 billion annually before the pandemic.

Migration: stopping the emigration of young people, attracting seasonal foreign workers.

6. Costa Rica – Eco-Tourism

Context: Costa Rica has invested heavily in ecotourism (national parks, reserves).

Socio-economic impact:

Employment: ~200,000 direct jobs in tourism, another hundreds of thousands indirect.

Income: ecological tourism brings over 6% of GDP. The locals benefit from income from pensions and services.

Migration: decreasing internal migration, young people stay in communities to work in tourism.

Comparative table – Socio-economic impact on local communities

Table 20

Country / Region	Occupancy	Income	Migration	Conclusions
Costa Rica (ecotourism)	~200,000 direct jobs in tourism	>6% of GDP from ecotourism	Decrease in internal migration, young people remain	Positive example – sustainable development through tourism and environmental protection
Nepal (mountain tourism)	Thousands of guides and local workers employed	700 thousand. USD annually from tourism	Partial halt to the depopulation of mountain villages	Strong support for communities, but vulnerable to crises and disasters
Greece (economic crisis)	Unemployment >25% in 2013	Low household income	>400,000 emigrants (brain drain)	Negative impact – loss of human capital and social destabilization
Spain (mass tourism)	Hundreds of thousands of seasonal jobs	>12% of GDP from tourism	Attracting workers from North Africa and Eastern Europe	Economic growth, but dependence on tourism and social imbalances
Mexico (migration to the US)	Rural labour shortage	60 bln. USD Remittances (2022)	Massive migration, depopulated villages	Mixed effect – large financial capital, but weakening of local communities
Iceland (post-crisis tourism)	~30,000 jobs in tourism	~8 bn. Annual USD (pre-pandemic)	Stopping emigration, attracting foreign workers	Economic revitalization, but rising cost of living and pressure on resources

Surveys and interviews with locals:

- Goal: to understand people's perception of changes in the community.
- How to apply:
 - Questionnaires are formulated with questions about jobs, income, cost of living, quality of infrastructure, migration, local traditions.
 - Semi-structured interviews are conducted with different categories: young people, the elderly, entrepreneurs, local authorities.
- Sample questions:
 - "Have you noticed an increase in jobs in the locality in the last 5 years?"
 - "How did your family's income evolve?"
 - "Do you think that local traditions are better capitalized now?"

Direct observation on transformations in the community:

- **Purpose:** to document the visible changes in the local space.
- **How to apply:**
 - Noting observations on the ground (e.g. new constructions, paved roads, the emergence of guesthouses, shops, population decrease in the village).
 - Use of comparative "before and after" photos.
 - Making simple maps (with QGIS/ArcMap) to visualize changes in infrastructure or land use.
- **Indicators:** number of new buildings, improved infrastructure, presence of tourists, changes in land use.

Comparative case studies with other similar localities:

Purpose: to highlight the differences between communities that have benefited from projects/activities and those that have not.

How to apply:

Choice of two localities with similar characteristics (size, geographical environment, population).

One is subject to an intervention (e.g. ecological tourism, mining, infrastructure investment), the other is not.

Comparison of indicators (employment, income, migration, quality of life).

Example:

Tourist village (with guesthouses, tourists) vs. neighboring village without tourism → clear differences in occupancy and income.

Model Questionnaire – Assessment of the socio-economic impact on the local community

Goal: to identify the perceptions of the locals regarding the economic, social and cultural changes in the community.

Instructions for the respondent: Answer the questions below honestly. Your answers are confidential and will only be used for educational/research purposes.

Section A. General data

1. Age: ☐ <25 ☐ 25–40 ☐ 41–60 ☐ >60
2. Sex: ☐ F ☐ M
3. Occupation: _____
4. How long have you been living in this locality? ☐ <5 years ☐ 5–15 years ☐ >15 years

Section B. Employment and Income

5. Have you noticed the increase in the number of jobs in the community in the last 5–10 years?
☐ Yes ☐ No ☐ I don't know
6. The main areas of employment are:
☐ Agriculture ☐ Tourism ☐ Industry ☐ Services ☐ Other _____
7. Your family's income over the past 5 years has:
☐ Increased significantly ☐ Increased slightly ☐ Remained unchanged ☐ Decreased

Section C. Migration and demography

8. Do you know people in your community who have gone to work in other localities/countries?
☐ Yes, many ☐ Yes, a few ☐ Very few ☐ No
9. If so, how do you assess the impact of migration on the community?
☐ Negative (depopulated village, lack of manpower)
☐ Positive (money remittances, investments in houses and businesses)
☐ Both

Section D. Infrastructure and quality of life

10. Have there been improvements in local infrastructure (roads, water, internet, schools) in recent years?
☐ Yes, significant ☐ Yes, moderate ☐ No ☐ I don't know
11. How do you assess the changes in the quality of life in your community?
☐ Improved a lot ☐ Improved a little ☐ Stayed unchanged ☐ Got worse

Section E. Cultural and social aspects

12. Do you think that recent economic activities have contributed to the promotion of local traditions and culture?
☐ Yes ☐ partially ☐ no
13. To what extent does your community benefit from visitors/tourists?
☐ Very Much ☐ Moderate ☐ Little ☐ Not at all

Section F. General opinion

14. What do you think are **the biggest benefits** for your community in recent years?
15. What are **the biggest problems** facing the community?
16. What measures would you recommend to improve the socio-economic situation?



SELF-ASSESSMENT QUESTIONS

Concept and dimensions

1. What does socio-economic impact on a local community mean?
2. What are the main dimensions of analysis: economic, social, cultural and demographic?
3. Why is the socio-economic impact assessment important for the sustainable development of a locality?

2. Indicators and methods

4. What statistical indicators are used to assess employment?
5. How can household income be measured in a community?
6. What types of data can be used to analyse the phenomenon of migration?

7. What are the advantages and limitations of surveys and interviews with locals?
8. What information can be obtained by direct observation of the community?
9. How is a comparative case study between two similar localities carried out?

3. Examples and interpretations

10. Give an example of the positive socio-economic impact of tourism on a community.
11. Give an example of the negative impact of an economic activity (e.g. mining, industry) on the community.
12. How can migrant remittances positively and negatively influence local development?

4. Critical analysis

13. Why can some communities benefit more than others from the same type of economic activity? What are the possible long-term effects of economic dependence on a single sector (e.g. tourism, agriculture)?

Topic 12: Solutions, measures to prevent and mitigate the negative impact and increase the benefits.

In order to provide concrete solutions to prevent, mitigate the negative impact and increase the benefits, it is necessary to define the context to which the request refers, since prevention and mitigation are general strategies applicable in various fields (environment, business, health, risk management, etc.). Once the area is specified, measures can be identified such as: prevention through strategic planning, education and compliance with standards, mitigation through contingency plans, diversification and control technologies, and increased benefits through innovation, resource optimization and collaboration.

General Steps for an Effective Approach:

1. Defining the Context and Objectives:

- **What specific problem are you trying to solve?** (e.g. pollution of a river, risk of financial loss, a public health problem)
- **What are the specific objectives?** (e.g.: X% reduction of pollution, increase of profitability by Y%, improvement of the population's health)

2. Risk and Weakness Analysis:

- Identify the root causes of the negative impact.
- Assess the likelihood and severity of these risks.

3. Elaboration of the Action Plan (Solutions and Measures):

- **Prevention:**
 - **Regulations and Standards:** Implementing and complying with laws and safety standards.
 - **Education and Awareness:** Informing the public or employees about risks and good practices.
 - **Strategic Planning:** Anticipating problems and integrating preventive measures into the decision-making process.
- **Attenuation:**
 - **Contingency and Response Plans:** Create clear procedures for managing negative events when they occur.
 - **Control Technologies:** The use of technological solutions to minimize negative effects (e.g. air filters, monitoring systems).

- **Diversification:** Reducing dependence on a single source or solution to minimize the impact of a potential failure.
- **Increased benefits:**
 - **Innovation:** Development of new products, services or processes.
 - **Resource Optimization:** Efficient use of resources (financial, human, natural).
 - **Collaboration:** Partnerships with other entities to achieve mutual benefits.
 - **Performance Evaluation:** Continuous monitoring to identify opportunities for improvement.
- 4. **Implementation and Monitoring:**
 - Implementation of planned measures.
 - Monitoring progress and adjusting the plan according to results and changes in the environment.

Solutions and measures:

1. Prevention and mitigation of negative impact

a) In the economic field

- **Diversifying the local economy** → reducing dependence on a single sector (tourism, agriculture, mining).
- **Supporting small and medium-sized enterprises (SMEs)** → encouraging local businesses to maintain income in the community.
- **Training and retraining** → preparing the workforce to cope with economic and technological change.

b) In the social field

- **Creating decent and stable jobs** → reducing seasonal work and exploitation.
- **Ensuring access to public services** (education, health, transport) → to avoid social polarization.
- **Anti-forced migration measures** → support for young people who want to stay in the community.

c) In the cultural and community field

- **Protecting** → **cultural and natural heritage** to avoid the degradation of local resources.
- **Regulation of economic activities** → clear rules for construction, resource exploitation and tourism.
- **Consulting the community** → involving the locals in the decision-making process.

2. Increasing benefits for communities

a) Economic

- **Investments in local infrastructure** (roads, utilities, internet) → support for business development and job creation.
- **Public-private partnerships** → attracting responsible investments.

- **Promotion of local products and services** → markets for handicrafts, organic farming, rural tourism.

b) Social

- **Continuing education and training programmes** → increasing the qualification of the workforce.
- **Social inclusion projects** → reducing inequalities, support for vulnerable groups.
- **Community funds** → the reinvestment of part of the economic profit in local projects (schools, cultural centers, green spaces).

c) Cultural and community

- **Local events and festivals** → strengthening cultural identity and attracting tourists.
- **Education for sustainable development** → awareness of residents and visitors.
- **Creating community networks and associations** → more cohesion and bargaining power.

3. Examples of concrete measures

- 🌱 *In tourist areas*: environmental taxes and their reinvestment in heritage protection.
- 🚫 *In industrial areas*: clean technologies and financial compensation for pollution.
- 🧑🌾 *In agricultural areas*: supporting sustainable agriculture and access to fair markets.
- 👤👤👤 *In communities affected by migration*: programmes for the repatriation of specialists and support for local entrepreneurship.

Case studies:

Nepal – Mountain tourism in the Himalayas

- **Positive impact**: jobs for guides and porters, tourism revenue (~USD 700 million annually).
- **Negative impact**: seasonal risks, dependence on the tourist flow, pressure on the mountain environment.
- **Measures applied**:
 - Licensing of guides and porters.
 - Setting fees for entering parks and reinvesting them in communities.
- **Additional benefits**: strengthening local infrastructure and educational opportunities.

Comparative table – Impacts and measures:

Table 21

Impact type	Examples of negative effects	Prevention/mitigation measures	Measures to increase benefits
Economic	Dependence on a single sector; seasonal work; decrease in revenue	Diversification of the local economy; Training; support for SMEs	Infrastructure investments; promoting local products and services; public-private partnerships

Impact type	Examples of negative effects	Prevention/mitigation measures	Measures to increase benefits
Social	High unemployment; migration of young people; Limited access to services	Creating stable jobs; social programs; Access to education and health	Community funds; social inclusion projects; Continuing Education Programs
Cultural / Community	Loss of traditions; degradation of cultural and natural heritage; weakening of Community cohesion	Protection of heritage; community consultation; regulation of economic activities	Local events and festivals; education for sustainable development; community networks and associations
Environment / Resources	Pollution; environmental degradation; pressure on natural resources	Clean technologies; environmental taxes; Regulation of resource exploitation	Sustainable tourism projects; organic farming; reinvesting profits in conservation

Comparative table – Impacts-measures and benefits based on the example of some states:

Table 22

Country / City	Positive impact	Negative impact	Measures applied	Additional benefits
Costa Rica (eco-tourism)	Creation of ~200,000 jobs; revenues >6% of GDP	Partial dependence on tourism	Strict park protection regulations; promotion of guesthouses and local products	Ecological education, awareness of the natural heritage
Nepal (Himalayas, mountain tourism)	Jobs for guides and porters; revenues ~700 mln. USD annually	Pressure on the environment; dependence on the tourist flow; Seasonal risk	Licensing of guides; entrance fees to parks; reinvesting in communities	Strengthening infrastructure and educational opportunities
Spain (Costa del Sol, mass tourism)	Seasonal jobs; High Income	Pressure on resources; rising house prices; Addiction to tourism	Regulation of tourist constructions; supporting local businesses	Promotion of local culture, traditional events
Mexico (migration to the US)	Significant remittances (~\$60 billion annually)	Rural depopulation; lack of labor force	Programs for rural entrepreneurship; Investments in infrastructure and services	Improving local housing and services
Iceland (post-crisis tourism)	~30,000 jobs; Stopping the emigration of young people	Rising cost of living; Pressure on the environment	Taxes for tourists reinvested; sustainable tourism; promotion of local products	Revitalising the economy and strengthening small communities

Country / City	Positive impact	Negative impact	Measures applied	Additional benefits
Danube Delta, Romania (ecotourism and sport fishing)	Jobs in hostels and transport; increase in household incomes	Seasonality; pressure on fishery resources	Regulation of tourism and fishing activities; reinvesting taxes in the community	Preserving local traditions and biodiversity



SELF-ASSESSMENT QUESTIONS

Identifying preventive measures

a) List at least three measures that can prevent the negative impact of tourism on the natural environment. b) Explain how these measures help local communities and ecosystems.

Mitigating the negative impact

a) Present two examples of actions that can reduce the negative effects of tourism on cultural and natural resources. b) Propose a simple plan for the implementation of these actions in a tourist locality.

Increased benefits) Identify ways in which tourism can bring economic and social benefits to local communities.

b) Explain how the promotion of sustainable tourism contributes to the long-term development of a tourist area.

Choose a locality or a tourist area and analyze:

- Negative impacts observed;
- Preventive and mitigation measures applied;
- Benefits to the community and the environment. b) Propose at least two new solutions that could increase the benefits and reduce the negative impact.

Practical application) Make a diagram or table highlighting the relationship between the types of negative impacts and the appropriate prevention and mitigation measures.

Topic 13: Good practices and case studies on mitigation solutions, prevention of the impact of tourism on the environment and community.

Tourism is today one of the most dynamic industries globally, the spectacular growth it recorded in the second half of the twentieth century and the beginning of the twenty-first century propelling it to the rank of priority activity within regional development policies. The current conditions in which the tourism industry is developing have begun to manifest a series of problems. More than ever in recent decades, numerous events have taken place that have not only changed the affinities and tastes of tourist demand, but have also determined the tourist offer to focus on new strategies and techniques of operation. The sustainable development of a tourist destination and its brand is part of the economic development of society, which is actually the basic goal of all countries that care about their future and their place in the global system. Sustainable development is not only about protecting the environment, but also about proper economic development, social security and also a healthy lifestyle.

In recent decades, the development of extensive and uncontrolled tourism has been accompanied by many undesirable environmental, social and cultural implications that challenge the need for tourism to be approached from a sustainable development perspective. The research on the impact of tourism on the environment is based on the perspectives regarding the inventory of the natural resources used by tourism for purposes more or less connected to the tourist experience itself, but also perspectives aimed at appreciating the transformations caused by the tourism industry on the environment. If we balance the multitude of effects that tourism can have on the development of a territory, we can conclude that a

Efficiency between tourist destinations and sustainability is created when the economic benefits of tourism are maximized locally, but only at the same time as protecting and preserving the natural environment and increasing the standard of living and well-being of local communities.

In the conditions of the development of tourist activities at a rapid pace, the phenomenon of negative impact can be expressed by:

- the tendency to expand tourist structures and services, instead of complex use of existing facilities;
- increasing the degree of urbanization of localities;
- the extensive influx of tourists leads to the oversaturation of the existing tourist infrastructures and the irversification of forms of pollution.

The main issues that European tourism needs to focus on in order to achieve sustainability are:

- the natural environment and climate change;
- technological changes;
- market trends;
- political, economic and social aspects.

In this context, eight challenges for European sustainable tourism have been developed:

1. Reduction of seasonality;
2. The impact of tourist transport;
3. Improving the quality of the workforce;
4. Improving the prosperity of local communities and the quality of life;
5. Minimizing the use of resources and waste production;
6. Conservation of natural and cultural heritage;
7. Access of the population of all levels to tourism;
8. Using tourism as a tool for sustainable development.

Tourists should be aware of the impact that their visits and activities have on the tourist destination. They must learn to accept the responsibility they have in terms of ensuring sustainability. The responsibilities of tourists **are aimed at:**

- the use of sustainable means of transport;
- Reducing energy and water consumption at the place of destination;
- use of recyclable products;
- collecting information on the destination, prior to the trip;
- respect for nature, culture and local values and traditions;
- supporting the local economy by purchasing local products;
- participation in nature and cultural heritage conservation projects, etc.;

Recreation facilities typically occur around water areas that allow camping, where cafes, restaurants, sports facilities, and other types of recreational activities are located. Typical impacts of

recreational activities on nature and ecosystems include soil erosion and compaction, vegetation damage, wildlife disturbance, water pollution, increased frequency of fires, vandalism and noise.

Good practices for organizing a picnic, with as little impact as possible on nature and the environment:

1. *Use reusable dishes*: To avoid plastic litter in picnic spots, take packs of reusable plates, cutlery sets, and drinking glasses with you. For regular or repeated picnics, purchase a set of picnic tables and dishes that can be reused.

2. *Opt for local and seasonal products*: it is good to give preference to them. This provides support to local producers, protects the environment, by reducing transport costs, which consume a huge amount of resources and emit hazardous substances into the atmosphere. In addition, it is advisable to pack food purchased from the supermarket in your own reusable containers and bags. Moreover, replace carbonated drinks with homemade lemonades and store them in reusable jugs. Water would be better stored or transported in glass or metal containers.

3. *Compost food scraps*: Instead of throwing away food scraps, use them to produce compost when you return home or even there, on the spot, burying them in nature. From vegetable peels to fruit scraps and tea bags, gather them in a not too deep pit or a pile and cover them with soil.

Management measures to address the potential for increased biological and chemical contamination in the camping and hiking region could ***include***:

- Creating appropriate facilities and raising visitor awareness of proper waste disposal;
- identification and rehabilitation of the most contaminated areas;
- providing effective management systems for the protection and use of water resources, including pollution control;
- conducting the laboratory study of sludge and determining the possibilities of using sludge in agriculture, as a means of rehabilitation of small rivers, springs, as well as coastal areas;
- prohibition of the discharge of raw and insufficiently treated wastewater into the water, in order to improve sanitary and hygienic conditions, as well as the operation of drainage systems;
- improving the management of nature and environmental funding;
- strict application of environmental legislation by responsible institutions and citizens;
- campaigns to clean the river banks;
- the immediate prohibition of washing cars in the river, logging, lighting fires along the banks of the river;
- increasing penalties for pollution of banks and rivers;
- Understanding the value of nature as a significant part of people's culture and well-being.

To minimise environmental degradation associated with tourism and recreation would require:

- appropriate zoning of land use;
 - regulating and supervising access and activities;
 - direct physical protection of certain areas; and education both on the ground and in other areas.
- In addition, it is important to provide incentives to encourage low-impact types of recreation, such as:
- contemplative, naturalistic and nature travel activities;
 - discouraging high-impact types of recreation, such as sports and social activities, the use of motor vehicles, and accommodation involving homes and engineering constructions.

Plastic waste deposited in one way or another illegally – along with runoff caused by heavy rainfall, erosion or waste dumped directly on the riverbank – eventually ends up in rivers and lakes (**Figure 12**), damaging water quality and endangering human life and aquatic ecosystems.

2. Increase consumer awareness of their responsibility to minimise waste production by carefully planning the consumption and purchase of perishable products in order to minimise discarding due to damage and non-consumption; to facilitate the minimisation of the ecological footprint required for the product, the use of the product and the provision of services, while consuming seasonal and locally produced products and materials; to minimize the quantity and toxicity of the use of materials; to choose products that are made from materials that can be easily and continuously recycled.
3. The choice of reuse is also linked to the consumer's personal responsibility to maximise the reuse of materials and products; maintain, repair or refurbish to preserve the value, usefulness and function of things; by restoring disassembled parts, dismantling and storing "replacement" parts for repair and maintaining things that can still be used, finding alternative uses of the products.
4. Recycling and composting could be very effective in households and communities by supporting and scaling up systems to keep materials in their original product cycle and protect the entire utility of materials; by composting as close as possible to where they are generated; by supporting resilient local markets and the uses of collected materials wherever possible.
5. As responsible citizens in a democratic society, it is everyone's responsibility not to support policies and systems that encourage the destructive disposal of organic substances and/or the destruction of recyclable materials; non-admission of toxic residues in consumer products or construction materials; campaigns on the strict enforcement of water management legislation and supporting the implementation of best practices for sustainable waste management.

Sustainable waste management solutions:

NBS (nature-based solutions) is a new concept applied by different organizations incl. European Commission, UN, as well as others.

SbN is an umbrella term for ecosystem-level approaches, which are determined by natural and cultural contexts specific to a particular area, include traditional, local and scientific knowledge to fit into the norms (and principles) of nature conservation. The NBS approach can be implemented on its own or in an integrated manner with other solutions to address societal challenges (e.g. technological and engineering solutions) to produce social benefits in a fair and equitable way, in a way that promotes transparency and broad participation. NbS are an integral part of the overall design of policies and measures or actions, which address a specific landscape-scale challenge aimed at maintaining biological and cultural diversity and the ability of ecosystems to evolve over time.

The fundamental role of ecosystems in supporting human well-being is the cornerstone of indigenous peoples' beliefs and traditional knowledge systems. *Arborloo toilet* is a clear illustration of this. An arborloo is a dry toilet that allows composting. It works by alternating the position of the plate and the superstructure placed on top of a shallow pit. The pit is built high above the water table so as not to contaminate groundwater. Feces, urine, paper, leaves, other wiping materials, as well as anal wash water can be stored in the pit. After each use, a soil cover is added to diminish the smell and reduce the multiplication of flies. When the pit is almost full, the deposit and plate are moved on top of another newly-dug pit, and the old pit is covered with soil from the new pit and left to compost. In the old pit, a fruit tree or other useful vegetation will be planted.

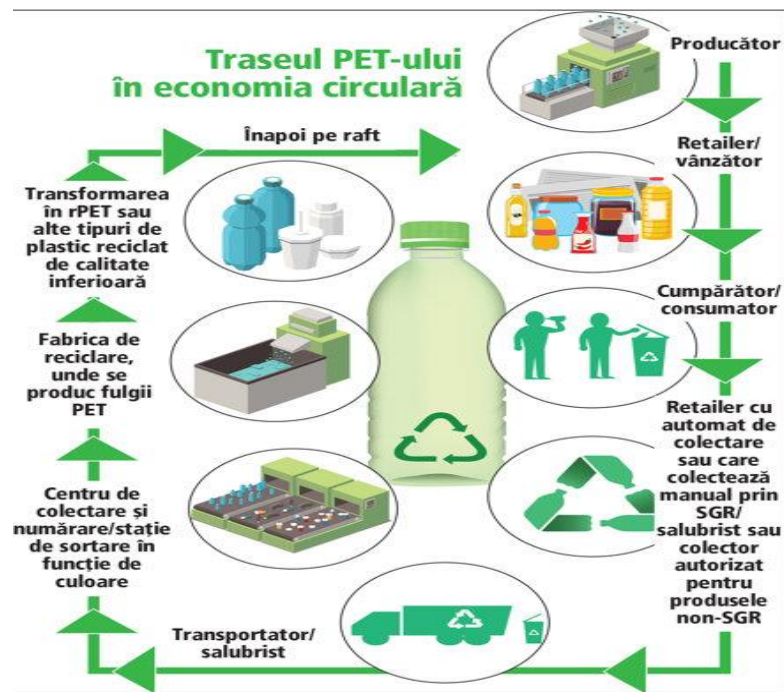


Figure 12. Source: Ziarul Financiar. The path of plastic in the circular economy

Reasons for recycling

- The degradation of plastic lasts over 500 years.
- Plastic is made from petroleum, gasoline, and coal. There are currently about 40 types of plastic, each with different composition and chemical properties.
- Plastic is made from non-renewable natural resources that cannot be replaced when they are depleted.
- Products made from recycled plastic have a lower manufacturing cost than those made from raw materials.
- Recycling a plastic bottle saves enough energy to power a 60W bulb for 6 hours.
- Recycling partially eliminates pollution and conserves natural resources. Detailed analyses have shown that the benefits of recycling for the environment are much more effective than any other environmental protection action.
- Recycling conserves energy. It takes much less energy to turn recycled materials into new products, compared to the initial production with raw materials.

By recycling a ton of materials in a regular recycling program, you save at least \$187 by saving on electricity, oil, gas, and coal, even if we take consumption into account, thanks to the collection and transportation of materials.

- Recycling eliminates the costs of waste storage or incineration. Recycling costs are partially amortized by avoiding storage or incineration costs and selling the resulting materials. Storage prices vary greatly depending on the area, and the market for recycled materials is booming.
- Recycling programs that are properly designed and fully implemented can be fully competitive with landfill or incineration. Numerous recycling efficiency techniques are currently available, some of which are being tested and implemented.
- Recycling creates new jobs and increases the competitiveness of the industry. Recycling provides the industry with cheaper resources, long-term economic benefits that translate into value for consumers who spend less on products and packaging.

Reuse of glass waste

Another residual material that sparks the imagination of many people is glass, especially glass containers (**Figure 13**). Glass containers are used for various outdoor and indoor inspired projects around the world.



Figure 13. Source: <https://ro.pinterest.com/anamariasabadus/reciclate-sticle-borcane/> Reuse of waste glass.

Good practices in sustainable tourism:

1. Use of renewable energy and make water consumption more efficient

At Ayla Oasis in Jordan, a 3.2 MW solar panel system was implemented to power new developments, reducing water and energy consumption. Native plants are also used for irrigation and smart water management systems.

2. Reducing single-use plastic and promoting sustainable transport

In various destinations, the use of alternatives to plastic, such as glass, wood and bamboo, is promoted, and sustainable transport, such as bicycles and public transport, is encouraged. [Sea Going Green](#).

3. Ecological certification of accommodation units

Eco-friendly hotels adopt practices such as using renewable energy, recycling, and serving local and organic food. They are certified by independent organizations to ensure compliance with environmental standards.

Case studies:

1. Welcomgroup Bay Island Hotel, India

This hotel has implemented the "4R" (Reduce, Reuse, Recycle, Rethink) strategy to minimize environmental impact, focusing on reducing resource consumption and recycling materials. sustainabletourism.net

2. Cinque Terre, Italy

The Cinque Terre National Park has introduced the "Marchio di Qualità Ambientale"

(Environmental Quality Mark), a voluntary program for tourism businesses that promotes sustainable practices such as efficient resource management and environmental protection.

3. Community Baboon Sanctuary, Belize

This community-based initiative protects Belize's howler monkeys through voluntary management of private land, combining biodiversity conservation with the development of eco-tourism and education.

Prevention measures at the level of infrastructure and planning:

- **Sustainable planning of tourist areas** – setting clear development and zoning boundaries to protect fragile ecosystems.
- **Limiting the visitor capacity** (maximum number of tourists/day in natural parks, reserves or cultural objectives).
- **Building green infrastructure** – green hotels, environmentally friendly campsites, using local and sustainable materials.
- **Correct management of wastewater and waste** – treatment and selective collection plants.

Measures to reduce pollution and waste

- Banning or limiting single-use plastic in tourist destinations.
- Implementing recycling systems and promoting reusable packaging.
- Special areas for waste collection on mountain trails and beaches.

Measures for nature conservation

- Creating marked trails and walkways to avoid vegetation destruction and soil erosion.
- Protecting natural habitats by delimiting areas forbidden to tourists.
- Prohibition of camping and campfire in ecologically sensitive areas.

Mobility and transport measures

- Promoting public transport, cycling and walking instead of individual car transport.
- The use of electric or hybrid vehicles in tourist destinations.
- Creating parking lots at the entrance to protected areas and restricting car access inside.

Educational and awareness measures

- Information campaigns for tourists about rules of responsible behavior (do not feed animals, do not tear plants, do not leave waste).
- Eco-labeling and certification of tourist establishments (eco-hotels, green guesthouses).
- Involving local communities in promoting and respecting sustainable tourism.

Examples, measures to prevent the impact of tourism on the environment and the community:

I. Nature and biodiversity

- **Retezat National Park (Romania)** – tourist access is allowed only on marked trails; camping is prohibited in sensitive alpine areas to protect the sparse vegetation.
- **Danube Delta** – visitation quotas and restrictions apply for motor boats, to prevent water pollution and disturbance of fauna.

II. Coastal areas and beaches

- **"Blue Flag" beaches (Black Sea, Greece, Spain)** – international certification is granted only if there are selective waste collection points, clean water and environmental education measures for tourists.
- **Balearic Islands (Spain)** – ecological taxes for tourists have been introduced, used for environmental conservation projects.

III. Mountains and tourist routes

- **Swiss Alps** – wooden walkways were built in fragile areas to prevent soil erosion.
- **Bucegi Mountains (Romania)** – prohibition of motorized access (ATV, jeep) on mountain trails, to reduce erosion and noise pollution.

IV. Accommodation and infrastructure

- **Eco-hotels in Austria and Germany** – use solar energy, water-saving systems and provide tourists with local and bio food.
- **Hotels in Costa Rica** – participate in the CST (Certification for Sustainable Tourism) program, which monitors the consumption of resources and the impact on local communities.

V. Cultural heritage and communities

- **Machu Picchu (Peru)** – the daily number of tourists is limited, and access is made on predetermined routes to avoid damage to the site.
- **Traditional villages in Maramureş (Romania)** – responsible rural tourism is promoted, by accommodating local households, preserving traditions and avoiding the construction of massive guesthouses.

Table 23

Type of possible impact	Concrete example	Preventive measure
Soil and vegetation degradation	stepping on rare vegetation on mountain trails	Arrangement of paths and walkways; Limiting access to sensitive areas
Water pollution	discharge of wastewater from tourist establishments	Installation of wastewater treatment plants; Water quality monitoring
Air pollution	Heavy car traffic to tourist attractions	Promotion of public transport, bicycles, electric vehicles
Visual pollution	massive constructions in protected natural areas	Sustainable urban planning; Construction restrictions in protected areas

Type of possible impact	Concrete example	Preventive measure
Solid waste	Plastic thrown on beaches and trails	Ban single-use plastic; Selective collection points
Disturbance of fauna	Feeding of wild animals by tourists	Information campaigns and strict visiting rules
Excessive consumption of resources	Intensive use of water and energy in hotels	Implementation of water and energy saving systems; use of renewable energy
Destruction of cultural heritage	scratches or vandalism at monuments	Surveillance; limitation of access and mandatory guidance



SELF-ASSESSMENT QUESTIONS

1. Definition and understanding

- What do good practices mean in the context of sustainable tourism?
- What is the difference between prevention measures and measures to mitigate the impact of tourism?

2. Concrete examples

- Give an example of a destination where measures have been implemented to prevent environmental pollution through tourism.
- Give an example of a local community that has benefited from eco-tourism.

3. Critical analysis

- Why is it important to involve local communities in the implementation of solutions to mitigate the impact of tourism?
- What are the advantages and limits of the ecological certification of tourist establishments (eco-hotels, green guesthouses)?

4. Case studies

- Analyze a concrete case (e.g.: Danube Delta, Machu Picchu, Cinque Terre) and identify:
 - a) Major problems caused by tourism;
 - b) The solutions adopted;
 - c) The results obtained.

5. Comparison and Applicability

- Compare two examples of good practice from different parts of the world. What common elements do you notice?
- How can these practices be adapted to the local realities in Romania/Republic of Moldova?

6. Personal reflection

- If you were the manager of a tourist area, what three preventive measures would you implement to protect the environment and the community?
- How would you convince tourists to follow the rules of ecotourism?

Topic 14: General principles of green tourism planning.

Sustainable development is the most important concern of all inhabitants of the Earth, regardless of country, gender, race, ethnic origin, social stratum, etc. The role of green tourism in sustainable development is an essential one. Quality is considered to be the defining and indispensable factor of sustainable tourism. We cannot achieve sustainability in tourism without attributing quality to the services provided, to tourism products in particular and to tourist destinations in general.

But how can quality be ensured in tourism?

One of the ways to ensure the quality of the services provided, including in the field of tourism, are standards and principles. Quality standards in tourism are on the same level as a value system dictated by each institution, being applied for all structural and organizational levels.

In order to monitor the effects and the level of sustainable development of tourism from a quantitative point of view, the following factors are analyzed:

- the level of tourism, reflected by both the demand and the tourist supply;
- the state of the environment and the local community;
- the profile and level of satisfaction of tourists;
- the performance of the companies involved.

In Bulgaria there is a law that allows the municipality to keep the revenues obtained from the collection of local taxes to use them for the purpose of improving infrastructure. Also, ecotourism enterprises are supported by the capital collected through pollution and fuel consumption taxes. At the same time, it was decided at national level not only to integrate ecotourism into the strategies of regional tourism associations, but also to develop a strategy for the development of ecotourism in parallel with the implementation of concrete action plans.

A study conducted by Booking.com in the field of sustainability shows that more sustainable tourism continues to be at the top of the priorities for travelers around the world.

- 74% of travelers believe that people need to act now and make more sustainable choices to save the planet for future generations.
- Moreover, 74% also want travel firms to offer sustainable tourism options.
- 65% said they would prefer to stay at a particular property if they knew it had a certification or sustainability label.

The sustainable development of green tourism, through its practical forms, fosters partnership and cooperation between operators and consumers and promotes the long-term general interest, beyond the immediate, particular one. The responsibility for implementing green tourism policies belongs equally to the public and private sectors.

The involvement of the public sector involves planning, research, implementation of scenarios, general infrastructure, administrative aspects, environmental standards, informative seminars, ensuring public safety and health. The private sector is responsible for specific infrastructure, tourist services, commercial enterprises, promotion through various marketing activities. Tourism is identified as one of the ten economic sectors mentioned in the UNEP Economic Report

greening⁷ whose greening could help increase prosperity, create new jobs and reduce poverty. At the same time, there is also an increase in demand for tourist offers that promoted green tourism.

The principles behind the development of a green tourist destination:

Think globally, act locally, which implies that local development strategies must be based on capitalizing on the local tourism potential, with the setting of target indicators that respond to local needs;

Strong local economy, a principle that is oriented towards a sustainable cooperation between the local community, local economic agents and the Local Public Administration;

Transparency, a principle based on the dissemination of information about what is being developed in the locality/destination, public access to information, promotion of the image of the destination.

The general principles underlying the development of sustainable tourism/green tourism are:

- The 'polluter pays' principle is the classic principle for any form of sustainable tourism, including green tourism;
- The precautionary principle in decision-making, which would mean that tourism service providers in the process of starting a business must identify that balance between capitalizing on the natural environment, involving the local community, but also bringing economic benefits;
- The principle of preventing ecological risks (causing negative effects on the environment) and damage through cost-effect analysis, especially in protected natural areas;
- The principle of conservation of biodiversity and their specific habitat – each key actor directly or indirectly involved in tourism activity must also include biodiversity conservation measures, especially where certain species are identified that are included in the Red Book;
- The principle of creating an integrated environmental monitoring system (surveillance, forecasting, warning and intervention) that would allow measures to be taken or a tourist activity to be stopped if certain elements of the environment are at risk;
- The principle of sustainable use of existing resources by gradually capitalizing, by areas, the tourist destination and including them in tourist circuits with a monitored flow of visitors;
- The principle of involving representatives of civil society (local community, NGOs) in the elaboration and implementation of development plans;
- The principle of international collaboration to ensure environmental protection, especially in the case of protected natural areas with international status such as Ramsar wetlands, but also biosphere reserves.

The specific principles underlying the development of green tourism are:

- Minimizing the negative impact on nature and culture, which could destroy the tourist destination;
- Educating the tourist on the importance of preserving the natural environment;
- Stressing the importance of responsible operators cooperating with the population and local authorities in order to meet the needs of the community;
- Providing funds for conservation and management of protected natural areas;
- Emphasizing the need for a regional tourist zoning and planning of tourist flows for regions or natural areas that will become green tourist destinations (or ecotourism);
- The need to use social and environmental studies, as well as long-term monitoring programmes, to assess and minimise impact;

- Striving to maximize the economic benefits of the host country, of local communities and businesses and especially of the inhabitants of the area of natural areas (including protected areas);
- Ensuring a development of tourism that does not exceed a certain limit of change from a social and environmental point of view, a limit determined by researchers in collaboration with residents;
- Use of infrastructure developed in harmony with the natural and cultural environment, minimizing the use of fossil fuels and preserving local vegetation and fauna.

General principles of green tourism planning:

1. Sustainability

- The development of tourism must be done without compromising natural and cultural resources for future generations.
- The balance between the natural environment, the community and the economy is pursued.

2. Environmental protection

- Conservation of biodiversity and fragile ecosystems.
- Limitation of pollution (air, water, soil, noise, visual) and efficient management of resources.

3. Integrated planning and zoning

- Setting tourist capacity limits (how many tourists can visit an area without environmental degradation).
- Zoning of the territory according to environmental sensitivity and the types of activities allowed.

4. Local community involvement

- Consultation and participation of residents in the decision-making process.
- Creating direct benefits for the community (jobs, income, promotion of traditions).

5. Tourist education and awareness

- Informing visitors about rules of responsible behavior.
- Promoting the values of ecotourism: respect for nature, culture and people.

6. Diversification of tourism activities

- Development of low-impact forms of tourism: hiking, cycling, observation of fauna and flora, cultural tourism.
- Avoid excessive focus on mass tourism in fragile areas.

7. Green infrastructure

- Construction of accommodation and leisure units that comply with green standards (eco-hotels, environmentally friendly guesthouses).
- Use of renewable energy and technologies to reduce water and energy consumption.

8. Continuous monitoring and evaluation

- Establishment of performance indicators (water quality, pollution level, number of visitors).
- Adjusting planning strategies based on results.

✓ **The central idea:** Green tourism is planned based on **the balance between environmental protection, community benefits and tourist satisfaction**, aiming for long-term sustainability.

General description of green tourism planning:

1. Sustainability as a foundation

Green tourism is based on the concept of sustainable development: meeting current needs without compromising the possibilities of future generations to meet their own needs. Planning must integrate the **ecological**, **economic** and **social** dimensions, so that there is a balance between environmental conservation and benefits for communities.

2. Environmental protection and preservation

Any form of green tourism must start from the protection of natural resources and biodiversity. This principle involves:

- reduction of pollution (air, water, soil, noise);
- efficient waste and wastewater management;
- protection of fragile ecosystems (protected areas, rare habitats). The goal is for the environment to be not just a backdrop for tourism, but a vital resource that must be kept in good condition.

3. Integrated planning and tourist zoning

Green tourism planning involves a clear **territorial approach**:

- identifying areas with tourism potential;
- delimitation of those who can withstand visits and those where access must be restricted;
- establishing the "support capacity" (the maximum number of tourists that an area can receive without suffering degradation). This avoids uncontrolled mass tourism, which often harms the environment.

4. Local community involvement

Green tourism is not just about protecting nature, it also includes the **social** dimension. Local communities must participate in the decision-making process and benefit directly from tourism activities: jobs, additional income, valorization of local traditions and products. In the absence of their involvement, there is a risk that tourism will be perceived as a pressure and not as an opportunity.

5. Tourist education and awareness

Green tourism planning also includes **visitor behavior**. It is essential that tourists are informed about:

- visiting rules (do not tear plants, do not feed animals, do not leave waste);
 - the importance of preserving cultural and natural heritage;
 - the values of ecotourism, which emphasize respect and responsibility.
- Tourism education has a preventive effect and reduces the negative impact.

6. Diversification of tourism activities

In order to avoid overloading certain objectives, green tourism planning encourages the diversification of activities: hiking, cycling, bird watching, agrotourism, cultural tourism. This reduces the pressure on a single type of resource and expands the economic benefits regionally.

7. Environmentally friendly infrastructure

Tourist constructions must be carried out on ecological principles:

- the use of local and sustainable materials;
- harmonious integration into the landscape;
- the use of renewable energy (solar, wind, hydro);
- reducing water consumption through efficient technologies. Thus, the infrastructure not only serves tourists, but contributes to protecting the environment.

8. Continuous monitoring and evaluation

A fundamental principle of green tourism is **continuous impact assessment** :

- establishing indicators (pollution level, water quality, number of tourists);
- their regular monitoring;
- adjusting planning strategies based on results. This way any negative effects can be quickly corrected and the balance between tourism and the environment can be maintained.

✓ Conclusion:

Green tourism planning is based on a coherent set of principles that aim **to balance environmental conservation, economic development and the well-being of local communities**. It is a dynamic approach, adapted to changes in the environment and society.

What can hoteliers do?

- to eliminate single-use plastic containers
- to use energy-efficient LED bulbs.
- to provide local artists with a platform to showcase their talents.
- to apply a policy on food waste.
- to provide guests with trash cans for recycling.

Sustainable tourism doesn't necessarily mean higher costs – this can help bridge the gap between the desire to make conscious choices and the perception that it's too expensive. Often, it's more about making small changes in behavior, such as giving up housekeeping and reusing towels. These changes do not mean additional expenses, but, taken together, they can have a significant positive impact. There are many ways you can promote behaviors that make your guests more environmentally friendly.

For example, you could encourage guests to:

- Turn off lights and other appliances when they're not at the accommodation (77% of global travelers say they're already doing this).
- turn off the air conditioning or heating system when they are not at the accommodation unit (67%).
- Use the same towel more than once (60%).
- recycle garbage (45%).

Each of us can take action to reduce carbon emissions and help the travel industry achieve net-zero emissions.

On the socio-economic level, the local authorities are co-interested in the preservation of the historical-cultural heritage, the authenticity of the culture and the integration of the technical-material facilities in the environment, in order to reduce the negative effects following the

tourist dynamization. Concrete measures for environmental protection and ecological management are also undertaken: non-polluting means of transport, flexible equipment equipment, specific infrastructure elements, etc. For the management of sustainable rural tourism and the help of local public authorities in the control of rural areas, UNWTO has created a series of fundamental indicators:

- pressure (number of tourists visiting the site during the month/year);
- protection of the site (protection according to the indications of the International Union for the Protection of Nature);
- social impact (number of local residents during the peak period and in a series of years);
- development control (control of the density of space use and the existence of controls);
- intensity of use (intensity of use during peak period, persons/ha);
- planning process (approval of a plan for the evolution of the tourist destination);
- consumer satisfaction (the degree of consumer satisfaction achieved after the questionnaire);
- satisfaction of the local population (the degree of satisfaction of the locals achieved after the questionnaire);
- the contribution of tourism to the local economy (the proportion of tourism in the overall local economic activity).

Implementation of green initiatives

The implementation of green initiatives requires planning, investment and the involvement of all stakeholders. Here are some essential steps for accommodation providers to get started:

- **Certifications:** Obtaining recognized sustainability certifications, such as [Green Key](#), [EarthCheck](#) or [ISO 14001](#), can demonstrate commitment to sustainable practices and attract an audience that is sensitive to these issues. These certifications require compliance with strict environmental and social standards and can improve the credibility and reputation of the accommodation.
- **Quality labels:** Adherence to eco-quality programs that provide training, support, and recognition for sustainable practices. These tags can be used in marketing to distinguish accommodation from competitors.
- **Education:** Informing guests about the sustainable practices adopted by the accommodation and how they can contribute during their stay. This can be done through informational brochures, signage in the rooms and information sessions on arrival.
- **Engagement:** Providing opportunities for guests to participate in green initiatives, such as volunteer programs, eco-tours, and conservation activities. The active involvement of guests makes them more aware and encourages them to support sustainable practices even more.
- **Partnerships:** Establishing collaborations with local entities, non-governmental organizations and environmental associations to develop and implement sustainable projects. These partnerships may include the conservation of natural areas, environmental education programs, and community development projects.
- **Support:** Participating in local sustainability initiatives and supporting events and campaigns that promote environmental conservation and sustainable development. This not only strengthens ties with the community, but also demonstrates the accommodation's commitment to a sustainable future.

Effectively managing green initiatives, communicating with environmentally conscious guests, and optimizing daily operations in a sustainable way are essential to ensure a great guest experience. **Octorate** is here to facilitate this task by providing innovative solutions that will help you navigate the dynamic world of sustainable hospitality. With tools like Channel Manager, Booking Engine,

PMS, Owner Portal, and Automatic Check-in, Octorate can revolutionize the way you manage eco-friendly properties, saving you valuable time that you can dedicate to continuously improving the sustainable guest experience. See more: <https://octorate.com/ro/turismul-durabil/> .

Case studies – sustainable tourism:

1. Slovenia – "Slovenia Green"

- **Background:** Slovenia has implemented a national sustainable tourism programme based on GSTC standards.
- **Measures:**
 - Certification of localities and accommodation units with the *Slovenia Green brand*.
 - Promoting eco-friendly transport and cycling routes.
 - Conservation of natural parks (e.g. Triglav National Park).
- **Result:** Slovenia has been named one of the greenest destinations in the world and is in the *Top 100 Sustainable Destinations*.

2. Costa Rica – Pioneer in ecotourism

- **Context:** 25% of the country's territory is a protected area.
- **Measures:**
 - Implementation of community tourism and ecotourism programs.
 - Massive investments in renewable energy (over 95% of electricity comes from renewable sources).
 - Sustainability certification policies for hotels and agencies.
- **Result:** Costa Rica has become a **global sustainable tourism brand**, attracting millions of tourists interested in nature and biodiversity.

3. Azores Islands (Portugal)

- **Context:** An Atlantic archipelago with fragile ecosystems.
- **Measures:**
 - Limiting mass tourism and promoting ecotourism.
 - Protection of marine biodiversity and water resources.
 - Certification of the destination as a "Sustainable Destination" under the GSTC criteria.
- **Result:** The Azores was included in the *Top 100 Sustainable Destinations* and promoted as a European model of sustainable tourism.

4. Bali (Indonesia) – Tourism Challenge Management

- **Context:** Mass tourism → pressure on resources.
- **Measures:**
 - Implementation of environmental taxes for tourists.
 - Waste reduction programs and a ban on single-use plastic.
 - Diversification of the offer through cultural and rural tourism.
- **Result:** An attempt is being made to balance mass tourism and sustainability, with the support of the GSTC.

Examples in the Republic of Moldova:

Eco-village Văleni (Biosphere Reserve "Prut de Jos")

- **Context:** A village located in the south of Moldova, near Lake Belevu and the Prut Delta.
- **Measures:**
 - Development of an ecological village (accommodation in renovated traditional houses).

- Use of renewable energy and natural materials.
 - Promotion of local products (gastronomy, crafts).
 - **Link to GSTC:** Community integration, conservation of natural and cultural heritage.
 - **Result:** It has become an internationally recognized model of community ecotourism.
- 2. Butuceni Guesthouse (Orheiul Vechi)**
- **Context:** Archaeological area and cultural landscape of world importance.
 - **Measures:**
 - Pensions built and arranged in traditional style.
 - Promoting local gastronomy and wines from the micro-region.
 - Community participation in tourist activities.
 - **Connection with GSTC:** Preservation of cultural heritage, socio-economic benefits for the community.
 - **Result:** Butuceni is one of the most visited rural destinations in Moldova.
- 3. Tourist wineries (Purcari, Cricova, Castel Mimi)**
- **Context:** Wine tourism – an important part of the country brand.
 - **Measures:**
 - Investments in sustainable tourism infrastructure.
 - Promotion of cultural heritage (architecture, wine traditions).
 - Ecological practices in viticulture (limitation of pesticides, water recycling).
 - **Liaison with GSTC:** Sustainable management, heritage protection and local community involvement.
 - **Result:** Moldova has become a recognized pole of **wine tourism** in Eastern Europe.
- 4. "Codrii" Reserve and ecotourism trails**
- **Context:** The oldest scientific reserve in Moldova.
 - **Measures:**
 - Creation of ecotourism routes and visitor centers.
 - Ecological education for students and tourists.
 - Promoting responsible tourism (limiting visitors, local guides).
 - **Link to GSTC:** Biodiversity Conservation and Sustainability Education.
 - **Result:** The area becomes attractive for domestic and educational tourism.
- 5. National Program for the Development of Rural Tourism (ODIMM + USAID)**
- **Context:** Support for rural guesthouses and traditional crafts.
 - **Measures:**
 - Guides and trainings for guesthouse owners on the topic of sustainable tourism.
 - Certification of pensions according to international quality and sustainability criteria.
 - **Link to GSTC:** Local development, economic and social benefits.
 - **Result:** Increase in the number of rural guesthouses with ecotourism services.



SELF-ASSESSMENT QUESTIONS

Definition and understanding

a) Explain in a sentence what green tourism means. b) List three fundamental principles of green tourism planning.

2. Analysis of principles

a) Why is the principle of sustainability important in green tourism? b) Explain the role of tourism zoning in environmental protection.

3. Concrete example

a) Provide an example of environmentally friendly tourism infrastructure. b) Give an example of tourism activity with low impact on the environment and the community.

4. Case Study

Choose a tourist area in the world or in the country and analyze:

what principles of green tourism already apply there; what principles are not respected and what measures could be taken.

Topic 15: Development of ecotourism routes and packages.

Ecotourism route: itinerary designed to offer tourists authentic experiences in nature and local culture, with minimal impact on the environment.

Ecotourism package: combination of services (transport, accommodation, food, guided activities) that promote responsible and sustainable tourism.

Stages of developing ecotourism routes:

1. **Analysis of tourism resources**
 - Identification of natural attractions (forests, lakes, caves, protected areas).
 - Inventory of cultural heritage (traditions, crafts, rural architecture).
2. **Accessibility and infrastructure assessment**
 - Roads, pedestrian or cycle paths.
 - Sustainable transport possibilities (bicycles, traditional carts, local transport).
3. **Defining the route**
 - Establishing the starting point and the end point.
 - Selection of milestones and activities.
 - Adaptation of the route to different categories of tourists (families, young people, seniors).
4. **Integration of interpreting elements**
 - Information panels about biodiversity, geology, local traditions.
 - Specialized guidance and ecological education on the route.
5. **Protection and safety measures**
 - Clear rules of behavior in protected areas.
 - Ensuring standardized ecotourism markings.
 - Training of tourists on "Leave No Trace".

Before starting the creation of a tourist route, it is necessary to study not only those existing within its limits, natural conditions and remarkable objectives, but also the nature of the existing recreational use (the most active periods of visits, the types of activities proposed to tourists, etc.). The length, purpose and choice of the most suitable type of route for the given conditions largely depend on this. Then, it is necessary to draw up a preliminary scheme of the route network taking into account the main criteria for the selection of routes. The set of criteria and their ranking, i.e. the importance given to each of them, changes according to local conditions. But in any case, three main criteria remain invariably important: *attractiveness, accessibility and information*.

The attractiveness of the trails for visitors consists of three components: the beauty of nature, its originality and diversity. Each route should be different from the others. This particularity is

achieved by the fact that the route will be arranged in the vicinity of valuable natural objectives, with strange, unusual shapes, spectacular landscapes (secular trees or trees with complicated, curved trunks, bare rocks, on the slopes of valleys, springs, lakes). In addition, for each forest tourist route, its own style can be developed, based on which informative materials, signs, stops, etc. will be created. The route doesn't have to be monotonous. In the process of route selection and landscaping, closed forest massifs must alternate with glades, steep slopes with smooth slopes, etc. When choosing the most attractive route for visitors, it is necessary to comply with the forestry regime of the forest, the route must be planned so as to bypass the habitats of plant and animal species protected by the state.

Visitor accessibility is one of the main requirements in route design, which largely determines the choice of route. It is necessary that the beginning of the route is located relatively close to the entrance to the forest and that the access roads leading to it are in good condition. This requirement is associated with the laws of the perception of any information: visitors should not feel physical and psychological fatigue until the first step on the route is taken. The route itself should not be difficult to walk (too steep slopes, long transitions between stops, prolonged exposure to the sun - all this is undesirable). Excessive physical activity can visibly interfere with the pleasure of admiring the landscape.

Information, i.e. the ability to meet the knowledge needs of visitors, especially in the field of biology, ecology, geography, and other scientific disciplines - this is the main difference between the forest tourist route and the regular tourist route. It is equally important to create such routes that reveal the eco-geographical, historical aspects and the nature of the interaction - the action of man and nature. When creating a forest tourist route, you need to take into account all the characteristics of the landscape: not only its cognitive potential in biological and ecological terms, geographical but also the overall impression it leaves on the visitor. So, when choosing the observation points, special attention is paid to the perception of man with the sense organs: of the shapes of the landscape, colors and their seasonal change, smells, sounds (the fall of water, the murmur of a spring, the song of birds, etc.).

The evaluation of existing routes and the planning of new ones must take into account the entire network of routes in the area. When evaluating the routes, each route must be analyzed according to the following aspects:

- frequency, number and type of users;
- the aesthetic value (variety) of the landscape;
- the importance of the route related to the access to a certain place (e.g. museum, village, etc.);
- the current state of the route (surface, width, vegetation corridor, erosion);
- the design and content of the information and interpretation;
- the negative impact on the natural habitat and conservation objectives;
- acceptance at the local level;
- evaluation of the legal framework (land ownership, regulations at regional and national level).

After the evaluation of each route, the report on the route network can be prepared, which will identify a series of actions to be taken to manage the routes, such as: maintenance works, updating the information and interpretation system on or in connection with the routes, opening new routes, or even temporarily or permanently closing access to some routes that cross sensitive areas.

For the planning of the entire route network, it is recommended to adopt the following practices:

- Use some areas with habitats of attractive species that are easily accessible and can serve as observation models, so that other habitats can be left undisturbed;
- when evaluating and planning the routes, take into account the planning of parking lots, toilets, resting places along the routes, of allowed camping places;
- the routes, as well as any other infrastructure elements such as parking lots, resting places and toilets, must not be located too close to sensitive habitats;
- the density of routes in a protected area must also be taken into account.

Sufficient space must be left between the routes to allow the existence of undisturbed habitats. The distance between the routes should be at least 1 – 1.5 km, depending on the characteristics of the territory;

- for the planning, maintenance and construction of new routes, it is recommended to consult and cooperate with local and regional factors, such as: local authorities or their representatives, NGOs interested at local or regional level;
- the number and accessibility of thematic trails, hiking trails, etc. should be defined for the entire trail network taking into account the number of visitors and different user groups (e.g. easier routes should also be available if one of the user groups is families);
- making connections with other hiking trails coming and going to and from other areas.

Conduct an assessment of the trail network and identify the actions needed to manage the trails. Check that the actions for each route correspond to the general managerial objectives of the area where the route is located. Integrate the specific actions for each route into the visitor management action plan.

In order to ensure a high level of visitor safety, it is necessary to identify the major risks related to visiting the forest and to develop safety measures for each area according to the main categories of users and the main characteristics of the area.

Some possible practical measures are mentioned below:

1. informing visitors about the existing risks and dangers and the precautions they must take while visiting forest trails. This can be done either before the visit (e.g. on the forestry company's website) or at the beginning of their forest visiting programme;
2. taking out an appropriate civil liability insurance;
3. periodic checking of the installations and ensuring a high standard of maintenance;
4. ensuring the availability and use of appropriate safety equipment for the activities carried out;
5. training employees on basic first aid measures;
6. concluding a formal agreement with the existing rescue crews and maintaining a good cooperative relationship with them (beyond the official agreement);
7. contribution to the maintenance of first aid points on the visited territory.

Basic requirements for the tourist route:

1. the route includes tourist objectives that have access and visitation conditions (parking arranged within a maximum radius of 200 m – for objectives that involve access by car or bus,

public toilet – for stopping places, elementary security conditions, access allowed for the public);

Each route contains the technical sheet with the following ***mandatory elements***:

1. The name of the route;
2. The basic theme of the route (culture, history, religion, etc.)
3. The purpose of the route (getting to know the multiple cultures that existed in this area, the historical, archaeological and religious aspects of the territory, familiarizing yourself with the habitat of the locals: traditions and customs, etc.);
4. Beneficiaries (target groups).
5. List of tourist attractions included in the route;
6. List of transit localities included in the route;
7. The itinerary;
8. Type of route (circular, linear, mixed);
9. Route diagram - to be attached;
10. Route length, km;
11. The distance between the objectives (in km) and the estimated travel time for car transport (hours and min.);
12. The complexity of the route (level of difficulty and relief);
13. Program (description of the itinerary);
14. The recommended duration of the visit for each objective/service included in the route (hours and minutes);
15. Accommodation units (name, address and contact details – telephone, web, e-mail – of the accommodation units in the area);
16. Food units (name, address and contact details - telephone, web, email - of the food units in the area);
17. Leisure units (name, address and contact details - telephone, web, e-mail - of the organizers / recommended types of leisure);
18. Arranged resting places (name of the locality and distance from it);
19. Tourist information centers (name of the center, address and contact details: tel., web, e-mail);
20. Recommended clothing (type of clothing or footwear, possibly special equipment);
21. Recommended transport (type of transport: bus, minibus, car, etc.);
22. Author(s) of the route (name, surname, position/specialty, contact details: telephone, e-mail).

Passport of the tourist attraction:

1. The name of the route;
2. The full name of the tourist attraction, according to the officially registered documents;
3. The year of foundation, as the case may be;
4. Typology (monument (history, architecture, archaeology, etc.), museum, reservation (natural, cultural, landscape, scientific), etc.);
5. Address;
6. Distance from Chisinau and other important urban centers;
7. Access possibilities (road - to indicate the type of road; air - to indicate the airport; rail - to indicate the railway station; water);

8. Contact details of the person responsible for access to the objective (as applicable):(surname, surname, tel, e-mail);
9. The period of operation during the year and the visiting schedule (if any) (year-round/seasonal, hours of operation);
10. Visitation fee (free or paid admission);
11. Photos: indicate the number of photos and attach them;
12. Brief information/histories/legends, (max.-1 page) is attached;
13. Bibliography;
14. Date of elaboration of the passport (date, month, year);
- The description of the objectives of the route has a narrative character;
- The content of the information is accessible to the general public, avoiding the abundant use of specialized terminology;
- the description of the objectives included in the route is accompanied by images;
- When including food facilities, priority is given to food establishments that offer traditional cuisine, based on local food products;
- when developing the route, the possibility of capitalizing on the cultural potential is taken into account: cultural events (festivals, dance and folk music performances, folk theater); religious events (patron saints, pilgrimages, religious customs, etc.); handicraft workshops and small local industry; fairs or craft stalls that offer the opportunity to buy souvenirs and local handicrafts and crafts, etc.

Essential aspects of the itinerary with cultural heritage tourist attractions:

1. The objects included in the route must have a certain coherence.
2. The route must be established so that tourists have the opportunity to see the best, most interesting points, from which the surrounding landscape and the most attractive places appear in all their splendor.
3. The selection of tourist objectives from the cultural heritage can be carried out according to ***the following principles:***
 - alternating panoramic stops with visiting the objectives;
 - visiting a maximum of 2-3 similar objectives at one stage;
 - correlating the museum visiting schedules with the other moments;
 - mandatory inclusion of at least one stop for photography and visiting shops;
 - setting the time for other stops.
4. Institutional provision of the route – the functioning of the institutions according to the schedule established for the reception and service of visitors.
5. Route testing. The preventive journey of the route is done in advance by the guide, in order to establish: the duration of the trip, how much time is needed to move between two objects, the time to be near each object visited, which are the most suitable places for effective viewing of the object, the places where sanitary stops can be made.
6. Introduction of changes (after testing the route, the necessary changes are introduced);
7. Forming the tour (verbal mode). It is unacceptable for a guide to go out in front of tourists without a well-prepared text beforehand about the objectives to be visited. Moreover, he must know how to correctly answer the questions asked by tourists and maintain an increased interest in the topic addressed throughout the trip.
8. compliance with the safety rules of tourists during the route;
9. observance of the norms for the protection of cultural heritage and the environment;

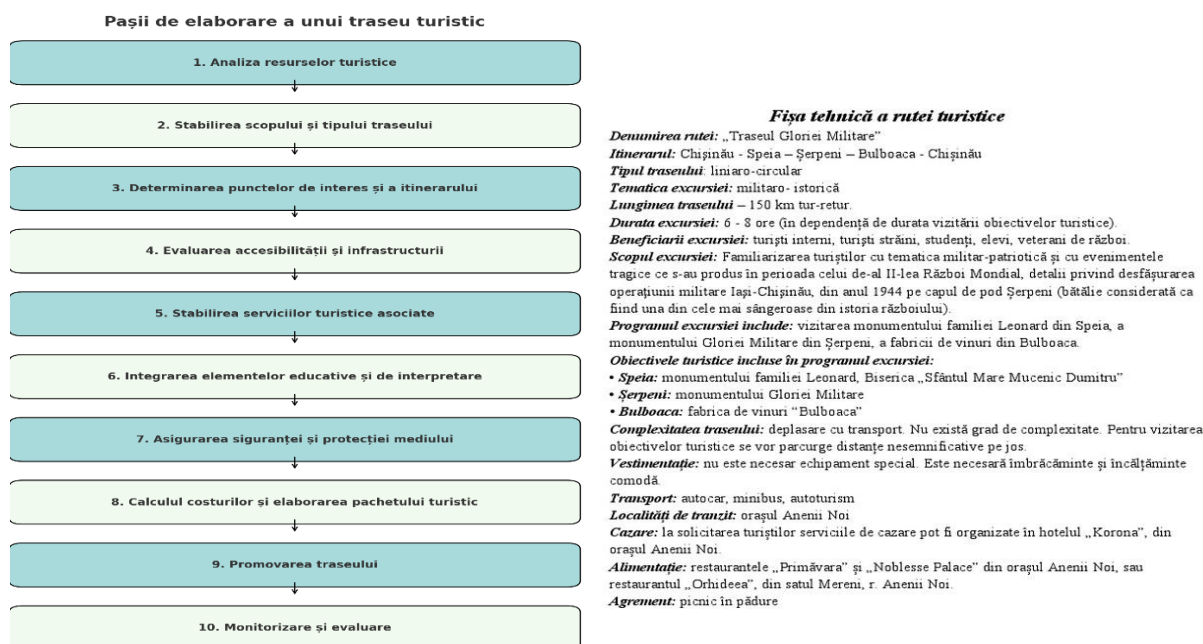


Figure 14. Source: Wikipedia. The stages of developing a tourist route and the technical sheet.

Ecotourism packages

An **ecotourism package** is an integrated offer (accommodation, meals, routes, activities) that respects the principles of sustainable tourism and emphasizes the responsible use of local natural and cultural resources. The elaboration steps are:

1. Preliminary analysis of the area

- Identification of natural resources (landscapes, biodiversity, natural parks, protected areas).
- Inventory of cultural and traditional resources (crafts, gastronomy, rural architecture, festivals).
- Assessment of existing infrastructure (road access, accommodation, services).

2. Setting the objectives of the package

- Type of experience offered: nature observation, hiking, birdwatching, rural tourism, cultural experiences.
- Target audience: families, young people, seniors, international tourists, school groups.

3. Design of routes and activities

- Choosing ecotourism routes (with different degrees of difficulty).
- Integration of activities: hiking, cycling, boating, visits to local households, craft workshops.
- Respect for the support capacity of the area (limited number of visitors, marked routes).

4. Choosing local partners

- Eco-friendly accommodation units (rural guesthouses, cottages).

- Restaurants or households that offer traditional and local products.
- Certified ecotourism guides and local environmental protection associations.

5. Establishing the package itself

- Duration (weekend, 3–5 days, extended stay).
- Services included (accommodation, meals, local transport, guidance).
- Special experiences (wildlife watching at sunset, participating in a local holiday).

6. Cost calculation and pricing

- Direct costs (accommodation, meals, transport, visiting fees).
- Indirect costs (promotion, information materials).
- Reasonable commercial mark-up to remain affordable and competitive.

7. Package testing (piloting)

- Organising a test group (e.g. students or local tourists).
- Assessing satisfaction and identifying weaknesses.

8. Promotion of the package

- Creation of promotional materials: brochures, website, booking platforms, social media.
- Collaboration with travel agencies specialized in sustainable tourism.
- Participation in fairs and profile events.

9. Implementation and monitoring

- Launch of the package on the market.
- Monitoring the impact on the environment and the local community.
- Continuous adjustment based on feedback from tourists and partners.

Example:

Ecotourism package: "Discover the Forests of Moldova"

Duration: 4 days / 3 nights

Destination: "Plaiul Fagului" Reservation and the traditional villages in the Codrilor area

Day 1 – Arrival and Accommodation

- Arrival in the village of Rădenii Vechi, accommodation at an **ecological rural guesthouse**.
- Dinner with traditional dishes prepared from local products (pies, cabbage rolls, homemade compote).
- Evening activity: presentation about the biodiversity of the Forests and the importance of conservation.

Day 2 – Hiking and nature watching

- Breakfast with local organic products.
- Guided hike in **the "Plaiul Fagului" Nature Reserve** (8 km route, medium difficulty).
 - Observation of birds and secular trees.
 - Workshops on the recognition of medicinal plants.
- Picnic lunch in nature.
- Afternoon: visit to a local beekeeper, honey tasting.
- Dinner with local organic wines.

Day 3 – Local Culture and Traditions

- Breakfast.
- Trip to the village: visit to a pottery or weaving workshop.
- Participation in a practical workshop: **making a traditional object** (e.g. small clay pot or fabric).
- Lunch at a peasant household.
- Afternoon: bike tour through neighboring villages, visits to old wooden churches.
- Gala dinner with local folklore ensemble.

Day 4 – Conclusion and departure

- Breakfast.
- Short walk through the orchard of fruit trees and tasting of seasonal fruits.
- Feedback from participants.
- Departure.

Services included in the package

- Accommodation for 3 nights at an eco-friendly rural guesthouse.
- All meals (breakfast, lunch, dinner).
- Activities and entrances to the reserve.
- Local ecotourism guide.
- Craft workshops and visits to households.
- Local transport (for visits and excursions).

Key experiences

- ✓ Connecting with nature through hiking and birdwatching.
- ✓ Active participation in traditions (pottery, weaving).
- ✓ Local gastronomy and organic products.
- ✓ Direct involvement of the local community (hosts, guides, craftsmen).

The importance of **ecotourism routes and packages** is reflected both at an **ecological** level and at an **economic, social and educational** level. Here are the main aspects:

1. Ecological importance

- It protects natural areas by **directing the flow of tourists** on well-established routes, reducing the negative impact on the environment.

- It contributes to the **ecological education** of visitors, by presenting the species, habitats and rules of responsible behavior.
- It supports biodiversity conservation as tourists better understand the value of natural heritage.

2. Economic importance

- It generates **income for local communities** (guesthouses, guides, craftsmen, traditional producers).
- Create **green jobs** in rural or remote areas.
- It provides a **sustainable economic alternative** to activities with a negative impact (logging, industrial exploitation).

3. Social and cultural importance

- It encourages **the preservation of local traditions and crafts** by integrating them into the tourist packages.
- It strengthens **the cultural identity** and pride of communities for their own values.
- It offers opportunities for **cultural exchange** between tourists and locals.

4. Educational Importance

- Ecotourism packages become **didactic tools** for pupils and students (thematic hikes, visits to protected areas).
- It develops **the spirit of responsibility and respect for nature**.
- It promotes a **healthy lifestyle**, based on movement, nature and local nutrition.

5. Importance for sustainable tourism

- It offers an **alternative to mass tourism**, reducing pollution and resource degradation.
- It integrates the principles of **sustainability**: environmental conservation, benefits for communities, tourist satisfaction.
- It contributes to the achievement of the goals **of the 2030 Agenda for Sustainable Development** (in particular climate-related objects, life on land, sustainable communities).



SELF-ASSESSMENT QUESTIONS

1. What are the main steps in developing an ecotourism route?
2. What criteria must be observed for choosing the ecotourism route (length, difficulty, accessibility)?
3. Why is the involvement of the local community important in the development of an ecotourism package?
4. How to ensure environmental protection when organizing ecotourism activities?
5. What are the essential differences between an ecotourism package and a classic tourist package?
6. What role does the analysis of natural and cultural resources play in the design of an ecotourism package?
7. Why is it necessary to test (pilot) an ecotourism package before it is launched on the market?

8. How is the price of an ecotourism package calculated and what elements must be taken into account?
9. What types of activities can be included in an ecotourism route or package to meet the interests of different categories of tourists?
10. How do ecotourism routes and packages contribute to the development of sustainable tourism?

Topic 16: Infrastructure development for green tourism (information points, signage, marking of routes, etc.).

Setting up infrastructure for green tourism is essential for visitors to have a safe, enjoyable and educational experience, but also to protect nature and local communities.

Tourist marking: Tourist marking means a sign or a set of signs made on trees, rocks or other surfaces, or on signposts specially dedicated for markings, to indicate a tourist hiking route.

By following the markings, hikers can move from one objective to another without getting lost. Tourist markings are also shown on maps, and tourists can thus plan their route, depending on the chosen marking, in order to join two points between them, the starting point and the destination.

A correctly made hiking tourist marking:

- a) ensures safe accessibility for hikers and easy orientation along the route;
- b) it fits into the natural landscape discreetly, without drawing attention to it;
- c) is uniform, follows a standard template, standard dimensions, is predefined;
- d) follows a specific order throughout the route when it is joined to one or more symbols.

This standard order will be maintained throughout the route. (For example, if a route marked with a red triangle overlaps with one marked with a yellow circle, the triangle will be the first marker from top to bottom in sequence, and all markings along the route will be executed in that order.) The tourist markings will be maintained twice a year. It is recommended that the markings be checked and refreshed once in April/May and once in September/October. At the same time, any branches or plants/mosses will be removed from the surface of the marking, with care for nature, to ensure maximum visibility. If it is found that the tourist markings have been covered by branches or plants, They will carefully move away from nature at all times, throughout the year.

The tourist markings will be placed at a height of 1.5-2 m, depending on the place that offers the highest visibility.

The tourist markings that require deletion will be covered with paint of the color of the surface on which the marking is located (brown for the bark of the tree, gray for the rock) and on the covered place, soil from the spot will be applied to the paint. This will facilitate the growth of plants or mosses on the surface whose marking is to be erased and will cover the applied paint.

At the end of the marking, a layer of reflective microbes will be applied to it, over which a layer of protective varnish is applied.

Location and frequency of tourist markings

- Tourist markings will be made in both directions of the route, on the same side of the road, whenever possible.

- The tourist markings will be placed so that the route of the road is smooth, without interruptions, easy to follow and find. From next to a mark, the next one must be seen, without having difficulty in perceiving it. The field of vision will not be interrupted by branches, trees or other disruptive elements.

In the case of intersections, the next marker will be placed so that it is visible from the intersection and so that the direction of the route can be clearly followed.

The number and density of markings required depend on the type of route and will be carried out either on lengths of 50 meters, on routes that are not linear or do not have visibility, or on lengths of 200 meters on wide, linear routes, with high visibility.

-The tourist markings will always be placed at the point with maximum visibility from the direction of travel of the route: at 90 degrees or 45 degrees from the axis of the road.

- When entering a forest or changing the specifics of the route, the tourist marking must be placed.

-The colors for the markers are: red, yellow and blue, mandatory on a white background.

- In rocky areas, difficult to access, the marking signs will be applied directly on the route confirmation pillars according to the procedure in this guide, or on flat stone slabs, implanted in piles of stones, cemented, with a height of 50 cm;

Signage used. On the hiking trails in the mountain area we find in terms of signage the following elements:

Route confirmation plates – plates of size 10 x 10 cm and 20 x 20 cm, made of 3 mm alucobond, illustrating the symbol of tourist markings, intended to place them on markers or poles for the purpose of confirming a hiking route; The 10 x 10 cm tiles will be placed on the terminals and the 20 x 20 cm tiles on confirmation poles.

Route direction indicators – arrows and/or panels present along the route in order to indicate the direction of the hiking trail related to it. The direction signs will illustrate the specifics of the route (hiking, thematic or cycling), the specific marking of the route, the destination and the travel to your destination;

Route signage boards – signs meant to signal different situations encountered on the route, warning, information or warning symbols or meant to signal the location of the hiker on the route or a point of interest specific to the route (clearing, peak, etc.);

Information panels – large panels placed at the beginning of each route and possibly at its highest points or at the viewpoint. They will provide various information on the hiking route, a map of the route, specific and useful information on the hike, possibly information on specific areas of interest on the route or information on biodiversity.

Green Tourism Infrastructure:

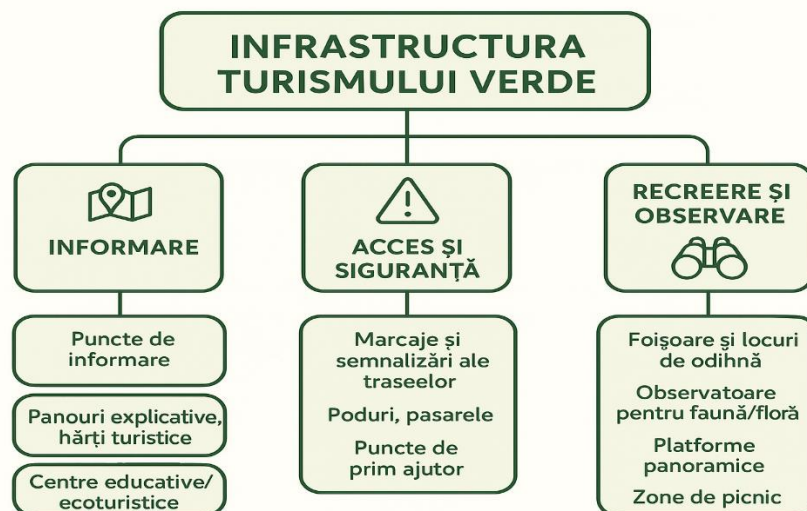


Figure 15. Source: Google.com. Green tourism infrastructure.

Tourist Information Points (Info Points)

- It is located at the entrance to parks, reservations, tourist villages.
- It offers maps, leaflets, ecotourism guides.

- It presents the rules of visitation, the main attractions and the messages of ecological education.
 - They may include small thematic exhibitions (fauna, flora, local traditions).
- 2. Signage and information on routes**
- Clear orientation panels and markings to avoid tourists getting lost.
 - Eco-friendly signs made of wood or recyclable materials.
 - Plaques with information about the species of plants and animals encountered on the route.
 - Posted regulations (behavior in a protected area, fire prohibitions, waste collection).
- 3. Marking ecotourism routes**
- Use of international marking standards (colored stripes, triangles, circles).
 - Eco-friendly, non-invasive, weather-resistant markings.
 - Rest points on trails (benches, refuges) made of natural materials.
 - Viewpoints arranged in strategic areas for landscape observation.
- 4. Visitor Support Infrastructure**
- Wooden paths and walkways in wet or fragile areas.
 - Resting gazebos and picnic areas, responsibly arranged.
 - Bird and wildlife observatories.
 - Ecological campsites (with dry toilets, selective collection points).
- 5. Digital infrastructure**
- Interactive maps and mobile applications for ecotourism guidance.
 - QR codes on billboards for access to additional information (species, history, local stories).
 - Online platforms for bookings for ecotourism packages.
- 6. Principles to be followed in the arrangement**
- Use of local, environmentally friendly materials.
 - Harmonious integration into the landscape, without affecting biodiversity.
 - Accessibility for all (including routes adapted for people with disabilities).
 - Periodic maintenance to avoid infrastructure degradation.

Examples of **tourist markings frequently** used for *tourist trails, hiking and mountain tourism*:

1. Standardized markings on routes

They are visible on trees, poles or stones and indicate the direction of the route:

- **Red stripe** – main route, usually longer or more difficult.
- **Blue stripe** – secondary or connecting route.
- **Yellow stripe** – short, accessible, easy route.
- **Green lane** – local or thematic route.

2. Symbols and Icons

- **Arrows** – indicate the direction of travel.
- **X red or black** – closed or dangerous route.
- **Triangle, square, colored circle** – thematic routes or thematic routes (e.g. educational, cultural).

3. Special markings

- **Red or white dots** – landmarks on short or urban routes.
- **Small flags or colored ribbons** – temporarily used for events or competitions.

4. Physical elements

- **Indicator poles** – displays the distance to tourist points.
- **Map and information panels** – placed at the beginning of routes or at forks.
- **Barriers or fences** – to guide the hiker on the correct route.

Importanța amenajării infrastructurii turistice

Creșterea accesibilității și facilitarea deplasării turiștilor



Drumuri, trasee turistice, parcuri și căi de acces bine amenajate permit vizitarea mai ușoară a obiectivelor turistice.

Îmbunătățirea experienței turistice



Infrastructura adecvată (centre de informare, observații, foișoare, puncte de odihnă) asigură confortul vizitatorilor.

Protecția mediului și conservarea resurselor naturale



Traseele și punctele de belvedere bine delimitate reduc impactul asupra vegetației și faunei.

Siguranța turiștilor



Semnalizarea clară, marcarea corectă a traseelor și amenajarea locurilor de belvedere reduc riscul accidentelor.

Dezvoltarea economică locală



Infrastructura turistică atrage mai mulți vizitatori, ceea ce stimulează activitățile locale (restaurante, pensiuni).

Promovarea turismului durabil



Amenajarea corectă respectă principiile turismului verde, integrând armonios vizitatorul în mediul natural și cultural.

Figure 17. Source: Google.com. The importance of arranging the tourist infrastructure



SELF-ASSESSMENT QUESTIONS

Multiple choice questions

- Which of the following components are part of the green tourism infrastructure? a) Shopping centres b) Tourist information points c) Route markings and signposting d) Gazebos and observatories
- The purpose of marking tourist routes is: a) Creating safe and accessible tourist routes b) Obliging tourists to pay additional taxes c) Constructing buildings in protected areas d) Reducing biodiversity

2. True/False Questions

- Tourist information points only provide visitors with maps and brochures. (A/F)
- Gazebos and observatories can be placed in such a way as to protect the natural habitat. (A/F)
- Correct route signage helps reduce the negative impact on the environment. (A/F)

3. Pairing Questions

- Associate each type of infrastructure with its primary function:

Type of infrastructure

Tourist information point

Markings and signage

Gazebos / observatories

Eco-friendly alleys or bridges

Main function

a) Providing guidance and information

b) Orientation of tourists on the routes

c) They allow the observation of nature without disturbance

d) Protection of soil and vegetation

4. Fill-in questions

1. Tourist route markings must be _____, _____ and _____ to be effective and safe.
2. Green tourism infrastructure must be designed in such a way as to reduce _____ on the environment and increase _____ for visitors.

5. Reflection Questions / Practical Application

1. Identify at least two places on the map of a tourist area where it would be appropriate to place information points and justify the choice.
2. Propose a simple system of markings for a short route, explaining the colors and symbols chosen.
3. Imagine that a nature observatory draws tourists too close to a protected species. How would you modify the infrastructure to protect the ecosystem?

Topic 17: Planning activities in protected areas.

The **planning of tourist activities** in protected areas involves the organization and management of visits, routes and tourist facilities so as to ensure:

- **Protection of ecosystems and biodiversity;**
- **Visitor satisfaction** by providing safe and educational experiences;
- **Supporting local development** through sustainable tourism;
- **Preventing the degradation of natural and cultural resources.**

This is achieved through a balance between **conservation** and **tourist use**.

Basic principles:

1. **Assessment of natural and cultural resources** – identification of sensitive areas, habitats, tourist and cultural objectives.
2. **Tourist zoning** – delimitation of areas:
 - intense visitation areas;
 - restricted areas;
 - strictly protected areas (forbidden to visit).
3. **Planning of tourist routes** – choosing routes that minimize the impact on the environment.
4. **Minimal and ecological infrastructure** – information points, observatories, gazebos, eco-markings.
5. **Educating visitors** – signage, guidance, informative materials on nature protection.
6. **Tourism impact monitoring** – periodic assessment of visitors' effects on the environment.

Stages of planning tourist activities:

1. **Data collection and resource assessment**
 - flora, fauna, landscapes, waters, cultural sites;

- accessibility, existing infrastructure;
- visitation potential.
- 2. **Establishing tourist and educational objectives**
 - promoting ecotourism;
 - raising awareness of nature conservation;
 - supporting local communities.
- 3. **Zoning and route design**
 - thematic routes: educational, fauna/flora observation, panoramic;
 - avoiding vulnerable areas.
- 4. **Infrastructure arrangement**
 - information and orientation points;
 - eco-markings and signage;
 - facilities for rest and observation (benches, gazebos, observatories).
- 5. **Implementation and communication of rules**
 - guides and leaflets for tourists;
 - rules of conduct: waste collection, prohibition of hunting, observance of routes.
- 6. **Continuous monitoring and evaluation**
 - observing the impact on flora, fauna and soil;
 - adjusting routes or intensity of visits if necessary.

Planning of tourist activities in protected areas is the process by which visits, routes and tourist facilities are organized and managed in a way that protects the natural environment and cultural heritage. This involves the evaluation of natural and cultural resources, the establishment of controlled access areas, the design of routes and the arrangement of tourist infrastructure (information points, observatories, gazebos, markings).

The process includes planning the permitted routes and activities, implementing visiting rules, educating tourists and continuously monitoring the effects of tourism on the environment. Thus, planning ensures a balance between **conservation** and **sustainable use** of protected areas.

Action plan in protected areas, adapted for sustainable tourism and conservation:

1. General objectives

- Protecting natural and cultural resources.
- Promoting sustainable and educational tourism.
- Involvement of local communities in tourism activities.
- Reducing the negative impact of visitors on the environment.

2. Specific steps and actions

A. Assessment and inventory of resources

- Identification of protected species, sensitive habitats and cultural objectives.
- Mapping of areas with tourist attraction and vulnerable ones.
- Analysis of the existing infrastructure (routes, roads, facilities).

B. Zoning and planning of activities

- Establishing areas with free, restricted or prohibited access.
- Definition of the types of activities allowed (hiking, guided tours, fauna/flora observation).
- Design of minimally invasive tourist routes.

C. Arrangement of ecological infrastructure

- Information and orientation points for visitors.

- Gazebos, benches, observatories and wildlife observation platforms.
- Ecological markings and signage on the routes.

D. Education and information

- Guides and leaflets for tourists with rules of conduct.
- Educational activities (guided tours, workshops, thematic exhibitions).

E. Monitoring and evaluation

- Observing the impact of tourism on flora, fauna and soil.
- Collecting visitor feedback.
- Adjustment of routes, intensity of visits and infrastructure, if necessary.

3. Examples of concrete actions

- Installation of biodiversity information panels.
- Organization of guided tours for small groups.
- Marking the routes with biodegradable materials.
- Involvement of local communities in tourist guidance and services.
- Annual monitoring of environmental impact.

The planning of activities for Protected Areas is necessary especially for the following reasons:

- most protected areas have multiple functions and complex management objectives,
- the presence of several owners and managers, sometimes even in large numbers, of land and natural resources, who have different interests and priorities,
- the different interests related to the values of these PAs, in addition to those of the owners and administrators, which often generate pressures and threats,
- the need to deal with complex threats to PA values,
- the need to harmonize and coordinate all activities in order to achieve the long-term target and objectives of the protected area,
- the need to integrate and harmonize other strategic and sectoral development plans with the objectives of the protected area.

Most Protected Areas perform multiple functions, which are reflected in the management objectives for each category of protected area. In order to achieve these objectives and perform these functions, well-coordinated actions are needed, based on a good situational awareness as well as adequate resources.

The priority objectives of any PA must be achieved by harmonizing human activities in this way so that it is possible to maintain and enhance biodiversity values, while communities and other stakeholders initiate/implement activities in particular in order to increase their level of well-being.

"Long-term conservation of nature together with the services provided by ecosystems and the values

which is a requirement for any protected area, is only possible if all human activities are planned and coordinated in such a way as to meet these key objectives.

This implies that the relevant plans and activities of landowners and managers as well as managers of natural resources and activities carried out in the area are harmonised and coordinated with the main objectives of the PA. Incorporating biodiversity aspects into planning and management must become a priority for all those who live and work within the protected area. The management plan must provide clear guidance in this regard.

The behavior of tourists in protected areas has a direct impact on:

- **Conservation of ecosystems** and biodiversity;
- **Protection of cultural and natural heritage;**

- **Your own safety and that of other visitors;**
- **Quality of the tourist experience** for all visitors.

2. Principles of conduct

1. **Observing marked routes** – avoiding unauthorized paths to protect flora and fauna.
2. **Keeping clean** – no garbage is left, no fires are lit in unarranged places.
3. **Respect for fauna and flora** – no plants are harvested, no animals are disturbed.
4. **Noise limitation** – so as not to disturb the natural environment.
5. **Compliance with local rules** – signs, information boards, access restrictions.
6. **Responsible use of tourist facilities** – banks, gazebos, observatories.

3. Behaviors to avoid

- Passing through forbidden or ecologically sensitive areas.
- Collecting or destroying plants and cultural objects.
- Leaving garbage or water pollution.
- Disturbing wildlife.
- Lighting fires in unarranged places.

4. Examples of good practices

- Participating in guided tours to understand the ecosystem.
- Use of routes and observation points.
- Education and awareness of the impact of one's own actions.
- Involvement in volunteer activities, such as cleaning trails or planting trees.

7 tips/steps for appropriate behavior in protected areas:

1. Follow the marked routes

- Do not deviate from the trails to protect the flora and fauna.
- Avoid sensitive or forbidden areas.

2. Keep it clean

- Do not throw garbage; Take your leftovers with you.
- Use the bins and collection points, if any.

3. Protects flora and fauna

- Do not harvest plants or wildflowers.
- Do not feed or disturb the animals.
- Observe nature without affecting it.

4. Follow the rules and signs

- Read and obey any information signs or restrictions.
- Follow the rules regarding fire, camping or fishing.

5. Quiet demeanor

- Keep noise low so as not to disturb wildlife and visitors.
- Avoid aggressive or dangerous behaviors.

6. Use infrastructure responsibly

- Use gazebos, benches, and observatories without damaging them.
- Do not modify or damage the arranged facilities.

7. Get actively involved

- Participate in educational or volunteer activities (cleaning, planting).
- Find out about biodiversity and cultural heritage.



SELF-ASSESSMENT QUESTIONS

1. General Knowledge Questions

1. What is the planning of tourist activities in protected areas?
2. What are the main objectives of planning tourism activities in protected areas?
3. Why is zoning in a protected area important?
4. What types of tourist routes can be arranged in protected areas?
5. What are the main principles of conduct for tourists in protected areas?

2. Application questions

6. How would you plan a tourist route to minimize the impact on the environment?
7. What type of infrastructure should be set up in a protected area to support sustainable tourism?
8. How would you monitor the effects of tourist activities on flora and fauna?
9. How would you educate visitors about the rules of behavior in protected areas?
10. What measures would you take if you notice that a protected area is affected by excessive tourism?

3. Analysis and reflection questions

11. What do you think is the link between sustainable tourism and biodiversity conservation?
12. How can the local community benefit from the correct planning of tourist activities?
13. Give an example of a situation in which non-compliance with tourist rules can affect the protected area.
14. What elements would you include in a good practice guide for tourists?
15. How can tourism and environmental protection be balanced in a protected area with fragile resources?

Topic 18: Risk management and tourist safety.

Risk management in tourism involves identifying, evaluating and controlling the factors that can endanger the safety of tourists and the proper conduct of tourism activities, especially in protected areas or in natural environments.

Risk in tourism is the possibility of events or accidents that can affect the safety of tourists, their property or the environment. Risk classification helps manage and prevent them.

Risk classification:

A. By source of risk

1. Natural Hazards

- Extreme weather phenomena: storms, torrential rains, snow, heatwave.
- Geological hazards: landslides, avalanches, earthquakes.
- Aquatic hazards: strong currents, floods, waves.

2. Technological or Infrastructural Risks

- Malfunctions in means of transport (buses, chairlifts, boats).
- Lack or degradation of tourist facilities.
- Insufficient or inadequate protective equipment.

3. Social and behavioral risks

- Crime (thefts, assaults).
- Conflicts in groups of tourists or with locals.
- Reckless behavior or non-compliance with the rules.

B. By Degree of Probability and Severity

1. **Low risk** – low probability and minor consequences.
2. **Moderate risk** – medium probability and consequences requiring intervention.
3. **High risk** – high probability and serious consequences for safety or the environment.

C. By production field

1. **Physical risk** – accidents, injuries, hypothermia, burns.
2. **Health risk** – diseases, food poisoning, allergies.
3. **Psychological risk** – stress, loss of orientation, panic.
4. **Economic risk** – financial losses, theft, equipment damage.

The importance of risk classification

- It allows **the evaluation and prioritization** of preventive measures.
- It helps in **planning for the safety of tourists** and infrastructure.
- Help **educate and inform visitors** about potential hazards.



Figure 18. Source: Google.com. Risk classification

Objectives:

- Prevention of tourist accidents and incidents.
- Ensuring a safe and enjoyable tourist experience.
- Reducing the negative impact on the environment and local communities.
- Increasing tourism responsibility and education.

Stages of risk management:

1. **Identifying risks**
 - Natural hazards: cliffs, landslides, avalanches, river with strong current.
 - Risks related to activities: hiking, climbing, water sports.
 - Social risks: crime, interactions with locals.
2. **Risk assessment**
 - The probability of the occurrence of the event.
 - The severity of the consequences on tourists and the environment.
3. **Planning prevention measures**
 - Clear marking of routes and warning visitors.
 - Safety equipment (barriers, ropes, life jackets).
 - Training of guides and support staff.
4. **Implementation of safety measures**
 - Visible and correct signage.

- Informing tourists before trips or activities.
 - Emergency preparedness (first aid, evacuation).
5. **Monitoring and review**
- Periodic check of routes and facilities.
 - Adaptation of measures according to events and feedback from tourists.

Examples of risks in tourism:

a). Natural Hazards

Table 24

Type of risk	Moderate example	Increased example
Earthquakes	Visiting a small town in a seismic area with rare earthquakes	Participation in mountain tourism in a seismic active area (e.g. Japan, California)
Flood	River tourism during periods of normal rainfall	Cruise or camp in the delta or meadows of a river during the rainy season
Avalanches / landslides	Hiking on gentle slopes	Winter mountain tourism in the Alps or Himalayas without a local guide

b). Social and security risks:

Table 25

Type of risk	Moderate example	Increased example
Crime	Visit to tourist towns with low theft rates	Tourism in areas affected by armed conflict or banditry (e.g. some regions of Afghanistan)
Civil unrest	Participation in local festivals	Participation in tense political protests or demonstrations

c). Health risks:

Table 26

Type of risk	Moderate example	Increased example
Infectious diseases	Visit to countries with recommended vaccines (e.g. Thailand)	Tourism in areas with active epidemics (e.g. Ebola in certain regions)
Medical accidents	Short hikes in nature	Adventurous tourism (rafting, paragliding) without medical insurance

d). Economic / financial risks:

Table 27

Type of risk	Moderate example	Increased example
Currency fluctuations	Tourism in nearby countries with a stable currency	Tourism in countries with fast inflation or volatile exchange rates
Unexpected prices	Entrance fees to tourist attractions	Sudden price changes for airline tickets, accommodation or local taxes

- **Moderate risks** can be managed with information and planning (e.g. travel insurance, vaccines, local guide).
- **The increased risks** require avoiding the area, strict safety measures or adapting the tourist plan.

Risk comparison helps tour operators prioritize prevention measures and inform tourists accordingly.

Avoiding risks in tourism requires **preventive measures and careful planning** to reduce the possibility of negative events. Here are the main strategies, organized by types of risk:

- **Checking weather conditions and warnings** before departure.
- **Choosing the right period** for activities in nature (e.g. avoiding the rainy season or alavalancher).
- **Appropriate equipment** (shoes, protective gear, GPS, sturdy tents).
- **Knowledge of safe routes** and evacuation points in case of emergency.
- **Informing about the political and social situation** in the destination.
- **Avoiding areas with conflicts, protests or high crime.**
- **Keeping personal belongings** in safe places and using safes.
- **Trips in a group or with a local guide** for increased safety.
- **Vaccinations and prevention** as recommended by the WHO or local authorities.
- **Avoid drinking unsafe food or water.**
- **Personal medical kit** with basic and antidiarrheal medications.
- **International medical insurance** that covers emergency situations.
- **Checking the exchange rate and local taxes** before departure.
- **Flexible budget and financial reserve** for unforeseen situations.
- **Payment of tourist services in advance** to trusted operators.
- **Use of secure electronic cards and payments.**
- **Careful planning of the route and activities.**
- **Knowledge of local legislation and rules** (e.g. environmental protection, prohibited areas).
- **Constant information** through applications or official tourism and safety websites.
- **Emergency preparedness** (contact numbers, evacuation plan, offline maps).

Tourist safety is **the set of measures and behaviors that prevent accidents, incidents and risk situations during tourist activities**. It is essential for both tourists and tour operators or authorities that manage tourist areas.

Here are the main aspects:

General principles

- Prevention is more important than intervening after an incident occurs.
- Informing and educating tourists reduces risks.
- Collaboration between tourists, guides, and authorities increases overall safety.
- Adaptation of activities to local conditions (climate, terrain, infrastructure).

2. Safety measures for tourists

a) In kind

- Observance of marked routes and permitted areas.

- Use of appropriate equipment (shoes, helmet, life jacket, etc.).
- Knowledge of the rules of behavior in case of fire, landslide or flood.

b) In cities and urban areas

- Avoid dangerous or poorly lit areas.
- Keeping valuables safe.
- Traveling in a group or with a local guide in lesser-known areas.

c) Health and hygiene

- Compliance with medical recommendations and vaccines.
- Avoid drinking water or unsafe food.

3. Preventive measures by operators and authorities

- Correct signage of dangerous routes and areas.
- Arrangement of first aid points and observatories.
- Organizing trainings for guides and tour staff.
- Monitoring weather conditions and informing tourists in real time.

4. Recommendations for tourists

- Follow local regulations and guide instructions.
- Route planning and information about possible risks.
- Staying calm in unforeseen situations and contacting emergency services.
- Taking out travel **insurance** that covers accidents and emergencies.



SELF-ASSESSMENT QUESTIONS

General Knowledge Questions

1. What does "risk management in tourism" mean?
2. What are the main categories of risks faced by tourists?
3. What is the difference between moderate and high risks in tourism?
4. What are the general principles of tourist safety?

2. Comprehension Questions

5. Why is it important to inform tourists before visiting a tourist area?
6. How do tour guides and local authorities contribute to risk reduction?
7. How do the right equipment and prior training reduce risks in mountain or adventure tourism?

3. Application questions

8. A group of tourists wants to visit a mountainous area at risk of avalanches. What preventive measures should you take?
9. How can you avoid health risks when visiting a country with seasonal epidemics?

10. If you notice that an urban tourist area has high crime rates, what preventive behaviors can you adopt?

4. Analysis and evaluation questions

11. Compare the risks of nature with the social risks in tourism. Which ones are easier to prevent and why?
12. Assess the impact of travel insurance on the safety of tourists.
13. What are the advantages of advance planning of tourist routes in reducing risks?

5. Self-Reflection Questions

14. Tell us about a personal experience in which you encountered a tourist risk. How did you manage it?
15. What behaviors do you consider essential to ensure your own and the group's safety on trips or hikes?

Topic 19-20 : Models of good practices in the organization of rural, mountain, adventure tourism. Green tourism marketing. Online and offline promotion strategies.

Rural tourism

Principles of good practice:

- **Capitalizing on local heritage:** promoting local traditions, crafts and cuisine.
- **Community involvement:** hiring locals as hosts, guides or souvenir makers.
- **Sustainable tourism:** minimizing environmental impact, selective waste collection, use of renewable energy.
- **Personalized experiences:** culinary workshops, participation in agricultural activities or local handicrafts.

Examples:

- In Romania, agrotourism guesthouses in Maramureş or Bucovina offer traditional accommodation and agricultural activities.
- In France, farms in the Provence region allow tourists to participate in harvesting lavender or producing cheeses.

Mountain tourism

Principles of good practice:

- **Tourist safety:** clear marking of routes, first aid points, specialized guidance.
- **Nature conservation:** respect for protected areas and access rules.
- **Adequate infrastructure:** mountain huts, information booths, observation platforms.
- **Environmental education:** informing tourists about biodiversity, natural hazards and responsible behavior.

Examples:

- The national parks of Austria and Switzerland offer well-marked trails, digital maps, and equipped refuges.
- In Romania, the Retezat or Bucegi National Park use authorized mountain guides and educational panels.

Adventure tourism

Principles of good practice:

- **Risk assessment:** regular analyses of routes and activities (rafting, climbing, mountain biking).
- **Professional equipment and safety standards:** helmet, harness, life jacket, prior training.
- **Training of guides and instructors:** international certifications and practical experience.
- **Planning of activities:** monitored groups, signaling and emergency procedures.

Examples:

- Rafting on the Tara River, Montenegro offers licensed guides and full safety equipment.
- Climbing and via ferrata in the French or Swiss Alps comply with international safety and environmental protection standards.
- In Romania, the Nera Gorges or Prahova Valley area offers adventure routes with certified guides and standardized equipment.

Common success factors

1. **Tourist safety** – a priority in any type of tourism.
2. **Involvement of the local community** – generates socio-economic benefits.
3. **Preservation of the environment and heritage** – ensures the sustainability of tourism.
4. **Tourist education and information** – increases responsibility and satisfaction of the experience

Visual table: Good practices in tourism

Table 28

Type of tourism	Principles of good practice	Concrete examples
Rural tourism	- Capitalizing on local heritage - Community involvement - Sustainable tourism - Personalized experiences	- Agrotourism guesthouses in Maramureș, Bucovina - Participation in agricultural activities or local handicrafts in France
Mountain tourism	- Tourist safety - Nature conservation - Adequate infrastructure - Environmental education	- Marked trails in the National Parks of Austria and Switzerland - Mountain huts and educational panels in Retezat, Bucegi
Adventure tourism	- Risk assessment - Professional equipment and safety standards - Training of guides and instructors - Planning of activities	- Rafting on the Tara River, Montenegro - Climbing and via ferrata in the Alps - Adventure trails with certified guides in the Nera Gorges, Prahova Valley

Joint comments

- Good practices **emphasize tourist safety**, sustainability, community engagement and environmental education.
- Internationally, many projects comply with **international certification standards** for guides and infrastructure.
- In Moldova, projects focus on **capitalizing on rural and natural heritage**, community engagement and the development of responsible and educational tourism.

Case studies/Best practices:

Table 29

Type of tourism	International level	Republic of Moldova
Rural	- European Network for Rural Development (EU) – village development, agrotourism, cultural heritage - Agrotourism projects in France and Italy – farms open to tourists, culinary and artisanal activities	- "Hai la Sat" – rural guesthouses, promotion of traditions and gastronomy - "Discover Gagauzia" – cultural and gastronomic tours, participation in traditional events
Montane / natural	- National Parks of Austria and Switzerland – marked trails, refuges, licensed guides - Sustainable Mountain Tourism (UNWTO/UN) – safe and sustainable mountain tourism	- Orhei National Park and "Pădurea Domnească" Reserve – marked trails, wildlife observatories, educational panels - Ecotourism projects in Codri – guided hikes and educational activities
Adventure	- Rafting and via ferrata in the Alps – certified guides, safe equipment, environmental protection - Eco-adventure projects in Costa Rica – canopy tours, rafting, involvement of local communities	- Rafting on the Dniester River – activities with local guides and safe equipment, environmental protection - Mountain biking and hiking in the "Plaiul Fagului" Reserve – arranged trails, environmental education

Common principles for organising rural tourism

1. Capitalizing on the local heritage – architecture, gastronomy, traditions and crafts.
2. Community involvement – local guides, organization of activities with the participation of residents.
3. Authentic experiences for tourists – participation in agricultural, cultural or culinary activities.
4. Sustainable and responsible tourism – protecting the environment and preserving local traditions.
5. Cultural and educational promotion – festivals, workshops, demonstrations and workshops.

Common principles in the organization of mountain tourism

1. Tourist safety – marking routes, trained guides, shelters and appropriate equipment.
2. Environmental protection – respect for protected areas and conservation of biodiversity.
3. Adequate infrastructure – shelters, information booths, observation platforms.
4. Ecological and cultural education – informing visitors about the flora, fauna, history and geography of the area.
5. Planning and monitoring of activities – adaptation of routes to the level of experience of tourists and natural conditions.

Common principles in organizing adventure tourism

1. Tourist safety – appropriate equipment, trained guides and international standards.
2. Risk assessment – monitored routes, limiting access in dangerous conditions.
3. Involvement of the local community – guides and administration of activities by locals.
4. Environmental protection – landscaped trails that minimize the impact on nature.
5. Education and information – prior training and guidance during the activity.

Activities specific to rural tourism at international level, divided into categories:

Agricultural and participatory activities

- France (Provence, Alsace, Loire Valley) – participation of tourists in the harvesting of fruits and vegetables, in the production of cheeses, wine or olive oil.
- Italy (Tuscany, Umbria) – tours to wine-producing farms, participation in olive picking and production of traditional cheeses.
- Spain (Andalusia, Catalonia) – workshops for the cultivation of aromatic plants and traditional vegetables.

Culinary and gastronomic activities

- France and Italy – cooking classes with local ingredients, wine tastings and artisanal products.
- Japan (rural regions) – participation in the preparation of traditional rice or tea in villages.
- Mexico (Oaxaca, Chiapas) – gastronomic tours with tasting of traditional products and participation in the preparation of local dishes.

Cultural and traditional activities

- Romania (Maramureş, Bucovina) – participation in traditional festivals, folklore festivals and craft fairs.
- Indonesia (Bali, rural Java) – guided tours of traditional villages, visiting temples and participating in local ceremonies.
- India (Rajasthan, Kerala) – traditional crafts workshops: weaving, ceramics, painting.

Recreational and relaxation activities

- New Zealand and Canada – light hiking, rural cycling and observing agricultural landscapes.
- Switzerland and Austria – guided country trail walks, participation in local festivals and traditional picnics.

Eco-tourism and education

- Costa Rica and South Africa – visits to organic farms and rural eco-resorts, educational programs for environmental protection and biodiversity conservation.
- Germany (Bavaria, Saxony) – visiting organic farms, participating in ecological education programs and traditional gardening workshops.

Observations

- Rural tourism **combines cultural, educational and recreational experiences**, offering tourists an immersion in the life and traditions of local communities.
- The activities can be participatory (involving the tourist in agriculture or handicrafts) or observational (visiting the villages and tastings).
- It is a type of tourism that supports the local economy, preserves cultural heritage, and promotes sustainable tourism.

Activities specific to mountain tourism at international level, divided into categories:

Hiking and trekking

- Switzerland and Austria (Alps) – marked mountain trails, guided hikes, observation of alpine fauna and flora.
- Nepal (Himalayas) – trekking on famous trails such as Annapurna or Everest Base Camp, with local guides and logistical support.

- Chile and Argentina (Andes) – hiking and trekking in the Torres del Paine and Los Glaciares National Parks.

Climbing and climbing

- France (Chamonix) and Italy (Dolomites) – climbing, via ferrata and climbing, with professional equipment and certified guides.
- Pakistan (Karakoram) – high peak climbing, expeditions with local guides and safety instructions.
- USA (Yosemite, California) – rock climbing, beginner and advanced programs, with professional guidance.

Winter sports

- Austria, Switzerland, France (Alps) – skiing, snowboarding, sledding and ski touring, with marked slopes and training centers.
- Canada (Rockies) – ski touring, heli-skiing and snowboarding, guided activities and safety in mountain areas.
- Japan (Hokkaido) – skiing and snowboarding in mountainous areas with heavy snow and developed tourist infrastructure.

Nature observation and ecotourism

- Norway and Sweden – hiking and observation of fjords and mountain forests, with ecological guides.
- Kenya and Tanzania (Mount Kilimanjaro and Kenya) – guided hiking and ascents, ecotourism and biodiversity education.
- Canada and the USA – ecotourism programs in mountain National Parks, wildlife observation and environmental conservation.

Adventure and extreme sports

- Nepal and Bhutan – glacier climbing, paragliding, mountain rafting.
- European Alps – mountain biking on mountain trails, zip lining and bungee-jumping in adventure areas.
- USA (Colorado, Utah) – climbing, zipline and rock jumping in protected mountain areas.

Observations

- Mountain tourism combines **recreational, sports and educational activities**, adapted to different levels of experience.
- Safety is key: trained guides, proper equipment, and clear trail markings.
- The activities contribute to the **development of sustainable tourism**, the protection of the environment and the promotion of the natural and cultural values of mountain areas.

Activities specific to adventure tourism at international level, divided into categories:

Water activities

- Costa Rica – rafting on mountain rivers, kayaking, canoeing and snorkeling in protected areas.
- Nepal and India – rafting and kayaking on alpine rivers with fast currents.
- USA (Colorado, Utah) – rafting, kayaking and tubing on mountain rivers and alpine lakes.

Rock climbing and activities

- Alps (France, Switzerland, Austria) – climbing, via ferrata and bouldering, with certified guides and protective equipment.
- USA (Yosemite, Utah, Colorado) – rock climbing, big wall climbing and outdoor adventure courses.

- Nepal and Pakistan (Himalayas and Karakoram) – climbing, extreme trekking and glacier climbing.

Air sports

- Switzerland and Austria – paragliding, hang gliding and skydiving in mountain areas.
- New Zealand – bungee jumping, paragliding and skydiving in adventure areas.
- Turkey (Ölüdeniz) – paragliding over mountains and coastline, guided and safe programs.

Cycling and adventure hiking

- Canada and the USA – mountain biking on difficult mountain trails, guided hikes and off-road trails.
- Nepal and Bhutan – high-altitude trekking and hiking in hard-to-reach areas.
- European Alps – mountain biking, hiking and trekking combined with survival activities.

Extreme and multisport activities

- Costa Rica and South Africa – canopy tours, zip lines, survival courses, adventure expeditions.
- Chile and Argentina (Andes) – ski touring, heli-skiing, glacier climbing and hiking in extreme conditions.
- USA (Colorado, Alaska) – zipline, ice climbing, snowboarding on wild trails and outdoor adventures combined.

Observations

- Adventure tourism is characterized by a **high level of controlled risk**, intense experiences and demanding physical activities.
- Safety is essential: standardized equipment, certified guides, prior training and route planning.
- Sustainable and responsible tourism **is promoted**, with environmental protection and the involvement of local communities.
- This type of tourism can be combined with **mountain tourism, ecotourism and rural tourism**, for complex experiences.

Green tourism marketing. Online and offline promotion strategies.

Green tourism (ecotourism) promotes responsible, sustainable and environmentally oriented tourism experiences and the preservation of cultural heritage.

Green tourism marketing refers to all activities of promotion, communication and sale of tourist services and destinations that comply with the principles of sustainability and environmental protection. Its main goal is to attract responsible tourists interested in authentic, educational and nature-friendly experiences.

Green tourism marketing aims to:

- **Public awareness** of ecological and cultural values.
- **Promoting green destinations** that comply with sustainability standards.
- **Attracting responsible tourists** interested in educational and sustainable experiences.

Objectives of green tourism marketing:

1. Increasing the visibility of ecotourism destinations.

2. Educating tourists on sustainable practices.
3. Developing a positive and responsible image of the tourism brand.
4. Involvement of local communities in economic and cultural activities.

Fundamental principles:

1. **Sustainability** – promoting activities that do not affect the environment and local resources.
2. **Social responsibility** – the involvement of local communities in the development and benefits of tourism.
3. **Education and awareness** – informing tourists about the importance of nature conservation and cultural heritage.
4. **Authenticity** – real tourist experiences, based on local culture and traditions.
5. **Quality and safety** – high-quality services, in compliance with safety and comfort standards.

Essential features:

- **Orientation towards sustainable tourism** – green marketing promotes tourism packages that reduce the impact on the environment.
- **Specific target** – it is aimed at tourists interested in nature, culture and authentic experiences.
- **Integrated communication** – combines online promotion (social media, websites) with offline (flyers, fairs, events).
- **Educational and cultural value** – each promoted activity conveys information about the environment and local traditions.
- **Flexibility and adaptability** – green marketing adapts to the characteristics of each destination and the requirements of tourists.

Advantages of green tourism marketing:

- It contributes to the **preservation of natural and cultural heritage**.
- Create **memorable and authentic tourist experiences**.
- **It improves the image of destinations** and increases their attractiveness in the long run.
- **It supports local economic development** by involving communities and promoting traditional products.

Principles of green tourism marketing:

1. Sustainability

- Any tourism activity promoted must protect the environment and natural resources.
- Overexploitation of ecosystems and environmental pollution are avoided.
- Examples: ecological trails, activities in protected areas with minimal impact.

2. Social responsibility

- Local communities are actively involved in the development of tourism.
- Tourists contribute to the local economy by purchasing local products and services.
- Examples: rural guesthouses run by locals, trained local guides.

3. Education and awareness

- Green tourism marketing includes the educational component for tourists.
- The aim is to raise awareness of environmental protection and cultural values.
- Examples: information panels on the trails, workshops on biodiversity or traditional crafts.

4. Authenticity

- The tourist experiences offered must be real and reflect the culture, traditions and way of life of the local community.
- Avoiding artificial or overly commercialized experiences.
- Examples: participation in traditional holidays, preparation of local dishes, traditional agricultural activities.

5. Quality and safety

- Tourist services must be of high quality and safe for tourists.
- It includes adequate infrastructure, appropriate equipment, and trained personnel.
- Examples: marked mountain trails, certified guides, cabins and shelters properly equipped.

6. Balanced online and offline promotion

- Marketing strategies combine digital and traditional channels to reach your target audience.
- The visibility of the ecotourism destination and the efficient information of tourists are ensured.
- Examples: web and social media pages to promote destinations, brochures and leaflets distributed at fairs or tourist centers.

The American Marketing Association provides the following formal definition: "*Marketing is an organizational function and set of processes for creating, communicating, and delivering value to customers, and to manage customer relationships in ways that benefit the organization and its stakeholders.*"

Phillipi Kotler defines marketing as "*a social process whereby individuals and groups get what they need and want by creating, offering, and freely exchanging valuable products and services with others.*" Essentially, the concept of marketing is customer orientation aimed at generating customer satisfaction. They show that marketing means all those activities carried out to transfer goods from producers or producers to consumers.

Marketing and the Internet

One of the key indicators of the development of online marketing is the increase in the number of internet users. For almost 25 years, the public has had access to the internet. Since then it has been a continuous process of development and innovation. People can do almost everything with their computers, for example: shopping, bookings, research, communication, etc.

According to data collected by the OCM Council (Competition Council), 71% of internet users are more likely to buy from a tree they follow on a page on social networks such as Twitter or Facebook. In addition, the majority of the population (59%) uses social media for 6 hours or more each week. Online marketing generates 3 times more leads than traditional marketing,

and at the same time costs 62% less. Through this, marketers are 50% more likely than consumers to like a product or brand on Facebook, 400% more likely to follow brands on Twitter, 100% more likely to make a purchase as a result of viewing the product on Facebook.

The main existing online marketing strategies:

Online affiliate marketing was created in 1997 at a party. A young lady asked Jeff Bezos (founder of Amazon) if she would like her to promote some of his books on her website for a small commission.

There are now three different types of how affiliates receive commissions. Its value is usually declared individually between the affiliate and the merchant:

1. Pay per click: If a customer clicks on the link or banner provided on the affiliate's website and buys a product from the affiliate merchant, they receive a certain commission.

2. Payment per completed questionnaire: Here the affiliate receives a commission for each person who fills out a form on the web with their contact information (mainly email address). Commission payments can also depend on the price of the product or service sold which brings us to the third type:

3. Pay per sale: the affiliate earns a certain percentage of the price of the products.

Email Marketing – This strategy means contacting customers directly through emails. It is a very popular strategy because of the low costs. This type of email is usually personalized and consists of: the company's brand, a message, and a link that guides the customer to the company's website. More common are emails that also display one or more images about the product being promoted and a connection to the company's Facebook page to also support social media marketing.

There are a *few main types* of email marketing:

- **Standalone campaign:** These emails normally have a certain period in which they are sent. It is mostly used to promote new products or products for a single season. So, one or more emails comprise the same product.

- **Newsletter:** The main reason behind a newsletter is to support customer loyalty. This consists of useful information for customers and is sent to them at least once a month. One disadvantage of newsletters is the constant effort for a company, as the newsletter must always be up to date, so a company should initiate a professional email marketing department.

Keyword Advertising – This strategy means placing paid banners on search engine results pages. The www.Goto.com website was the first company to use this strategy in 1998. In 2002 Google copied it and created the foundations of contemporary success.

Keyword advertising has become more significant in the world of online marketing for companies, which was proven in 2008 by a survey conducted by INTERNET WORLD Business, which says that at the moment 45.9% of those interviewed have found a new online store while were using a search engine.

Online advertising -Online advertising is one of the oldest strategies in the online world. The first banner was placed in 1994. Today, online advertising includes, in addition to banners, many different types of advertisements, for example videos. It is said that in 2012 online advertising was the most used medium for advertising after TV spots. Due to the decrease in prices and the increase in the quality of videos, this type of online marketing is becoming increasingly popular for businesses. Also, the fact that about 40% of internet users like to watch online video ads encourages the company to showcase its brands through videos.

Mobile Advertising – Mobile advertising is an advertising method delivered through wireless mobile devices such as smartphones or tablets. Mobile advertising can take the form of static display ads, SMS (short message service) ads or MMS (multimedia messaging services) ads, mobile search ads, mobile website advertising, or ads in mobile apps or games.

Advantages of online marketing:

"The Internet also allows the transmission of images, video or audio data from one user to another. Another advantage of the internet is that a simple app can replace phone calls: each user has a microphone and speaker connected to their computer and the sound is transmitted over the internet; Therefore, audio and images are transmitted free of charge, without bills for long-distance calls.

Starting from these important features of the internet, the advantages and disadvantages, as well as the peculiarities of online marketing, can be highlighted. In this regard, it is necessary to highlight the problems deriving from traditional marketing techniques and practices, namely:

1. Traditional marketing is often expensive
2. Traditional marketing can be a time-consuming process
3. Traditional marketing techniques are often ineffective.

Online marketing is available continuously. One of the best attributes of an online server is that it is available 24 hours a day, 365 days a year. All these advantages listed and explained above make online marketing increasingly vital for any company and organization of the twenty-first century.

Travel agencies, in order to promote their products and services, use the following *means of communication*:

- Advertising at international and national level: through leaflets, brochures, etc.;
- Advertising at the point of sale: through posters, billboards, stickers, videos;
- Outdoor advertising: in public places;
- Direct advertising: by transmitting offers directly to potential consumers in busy areas of cities;
- Online advertising: the company has a web page for the detailed presentation of the company's products and promotional offers;
- Participation in national and international fairs and exhibitions: in order to be able to present the most attractive promotional offers that the company has;
- Offers customers the possibility to pay with holiday cards and vouchers.

Promotion of tourism products:

How to promote a tourism product in the digital age?

I. Optimize your site for [SEO](#).

A [Website](#) Well optimized is the first step in promoting the travel agency. Make sure you're using [Keywords](#) such as promoting the product on the internet, in titles, descriptions and content. For example, one study showed that 75% of [Users](#) They don't make it past the first page of search results. So, it's crucial to be there!

II. Use social media

Travel agencies operating on [Social Platforms](#) attract twice as many customers as those who don't. Creating engaging content on platforms like Instagram or Facebook can draw attention to your offerings. Use engaging visuals and stories that capture the spirit of the destination.

III. Email marketing

Don't underestimate the power of email! Offer your customers [Special Offers](#) and [Useful information](#) through newsletters. An analysis by HubSpot showed that personalized emails have a 26% higher open rate compared to generic ones.

IV. Customer Reviews

Testimonials can influence other customers' purchase decisions. Encourage your customers to leave reviews after they use your services. A positive review can increase your agency's credibility and boost the trust of other clients.

V. Colaborări și parteneriate

Colaborează cu influenceri sau bloggeri de călătorie. Aceștia pot extinde rețelele de acțiune ale promovării agenției de turism și îți pot aduce noi clienți. Scopul este de a ajunge la un public nou care poate fi interesat de ofertele tale.

Exemplu de succes:

Un exemplu reușit în promovarea turprodusului este agenția de turism „Explore More”, care a crescut vânzările cu 40% după ce a implementat o campanie [SEO](#) corectă. Aceștia au integrat cuvinte cheie precum promovarea turprodusului în internet și au optimizat site-ul pentru mobil, atrăgând astfel mai mulți clienți tineri.

Câteva surse și metode care te vor ajuta să îți optimizezi campaniile de marketing și să atragi mai mulți clienți.

1. Resurse online și bloguri de specialitate

Una dintre cele mai bune metode de a găsi [strategii eficiente](#) este prin intermediul site-urilor specializate în [marketing digital](#). [Bloguri](#) precum HubSpot, Moz sau Neil Patel oferă articole detaliate și [studii de caz](#) despre cum să îți promovezi agenția de turism online. Aceste platforme îți vor prezenta tehnici de promovare a turprodusului în internet bazate pe tendințe actuale și [bune practici](#). De exemplu, HubSpot arată cum folosirea tacticilor SEO corecte poate îmbunătăți vizibilitatea site-ului tău.

2. Webinarii și conferințe online

Participarea la webinarii și conferințe pe teme de [marketing digital](#) este o altă modalitate excelentă de a învăța noi strategii. Aceste evenimente sunt adesea conduse de experți din industrie care îți pot oferi informații valoroase. De asemenea, poți interacționa cu alte [agenții de turism](#) care au implementat [metode eficiente de promovare](#). De exemplu, „Digital Marketing World Forum” oferă sesiuni cu specialiști care discută despre promovarea agențiilor de turism.

3. Cursuri online

Platformele de [educație online](#) precum Coursera sau Udemy oferă cursuri specializate în [marketing digital](#) care se concentrează pe tehnici specifice dedicării agențiilor de turism. Aceste cursuri acoperă subiecte precum SEO, gestionarea social media și [campanii de publicitate](#) plătită. Investiția într-un astfel de curs îți poate îmbunătăți considerabil capacitățile de promovare a turprodusului în internet.

4. Networking cu colegii din industrie

Un alt mod eficient de a găsi strategii de promovare este să îți construiești o rețea de contacte în industria turismului. Discutând cu colegii și partenerii de afaceri, poți descoperi ce funcționează pentru alții și ce nu. Participă la evenimente și întâlniri de profil ca să împărtășești și să primești idei și sfaturi despre promovarea agenției de turism.

5. Platforme de social media

Urmărește influencerii din domeniul turismului pe platforme de social media precum Instagram sau TikTok. Aceștia sunt adesea în fruntea tendințelor și pot oferi perspective valoroase despre cum își promovează produsele și serviciile. De exemplu, un influencer care călătorește frecvent va avea insight-uri legate de cele mai atrăgătoare oferte și cum să le prezinți, astfel încât să captezi atenția publicului.

Exemplu real: Agenția „Wanderlust” a investit într-un program de formare online care le-a permis angajaților să învețe cele mai recente tehnici de marketing digital. Rezultatul? O creștere de 25% a numărului de clienți, datorită implementării acestor strategii inovatoare. Aceasta subliniază importanța de a căuta și de a aplica cele mai recente idei în promovarea turprodusului.

Strategii de promovare online vs. offline:

Tabelul 29

Aspect	Strategii online 🌐	Strategii offline 🏠
Canale principale	Website-uri, bloguri, social media, SEO, campanii Google/Facebook Ads, newslettere, influenceri eco-travel	Broșuri, pliante, ghiduri turistice, târguri și expoziții, festivaluri, mass-media tradițională (TV, radio, presă)
Public țintă	Global, conectat la internet, turiști tineri și activi, utilizatori de rețele sociale	Local, regional și național, turiști tradiționali, persoane cu acces limitat la internet
Costuri	Flexibile (de la bugete mici pentru social media la campanii plătite mai costisitoare)	De obicei mai mari (tipărire, transport, închiriere standuri, organizare evenimente)
Impact	Rapid, interactiv, măsurabil prin statistici online	Durabil, direct, cu impact emoțional mai mare în interacțiunea față în față
Exemple	Postări Instagram cu trasee ecoturistice, articole despre destinații verzi, promovare prin influenceri	Participarea la târgul de turism, organizarea unui festival local, distribuirea de pliante la centre turistice
Avantaje	Vizibilitate globală, interactivitate, costuri reduse pe termen lung, adaptabilitate	Contact direct cu turiștii, experiență autentică, credibilitate ridicată
Limite	Necesită internet, concurență ridicată, dependență de algoritmi platformelor	Mai greu de măsurat eficiența, costuri logistice, audiență limitată geografic





Figura 19. Sursa: Webmaster studio. Promovarea produselor turistice online.

Canalele de marketing tradiționale, offline, sunt, de regulă, mult mai costisitoare, dar poți avea rezultate bune cu ceva creativitate. Este esențial să dirijezi potențialii clienți din offline către site-ul de prezentare și canalele Social Media. Plasează pe flyere, afișe sau panouri stradale [coduri QR](#) care să conțină linkuri către site și Social Media, adresă de email, număr de telefon sau un mesaj predefinit de trimis prin SMS pentru notificări privind viitoarele oferte.



Cod QR creat în platforma SendSMS.ro, prin care le trimiți un SMS cu mesajul “Vreau să aflu mai multe informații despre SMS Marketing.”

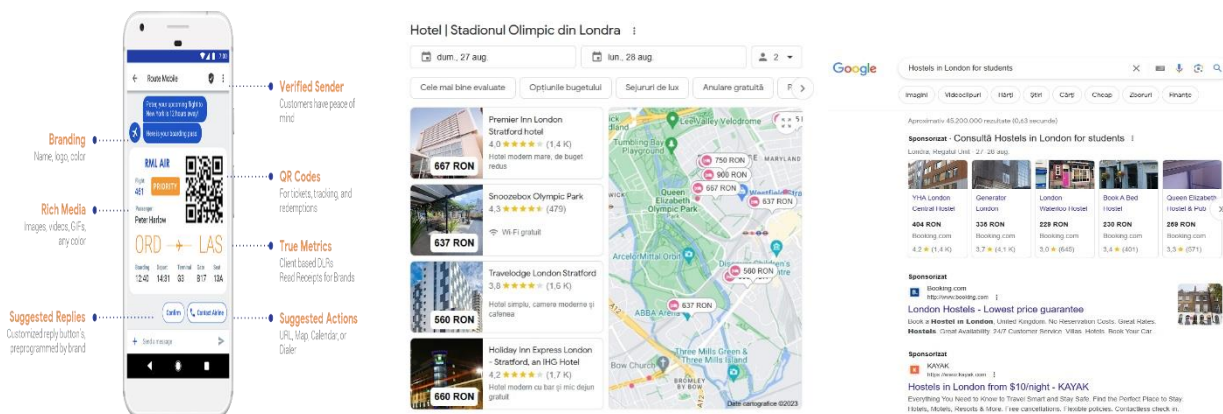


Figura 20. Sursa: <https://www.sendsms.ro/> Promovarea produselor turistice online (Google maps. Seo. Google ads).

Link-uri pentru informare, studii de caz, studii:

- [Studii de caz](#)
 - [50 ROAS din SEO Pentru Vegis.ro. Cum Generezi 50.000 EUR din Fiecare 1000 EUR Investită în SEO?](#)
 - [Asirom.ro – Economie anuala de 150.000 USD prin SEO](#)
 - [Foggi.ro – de la 6000 Vizite la 60.000 prin SEO](#)
 - [Babymatters.ro – Creștere venituri cu 45% in 12 luni](#)

- [Verdena.ro – SEO pentru Startup – 7880% creștere](#)
- [Shopu.ro – Strategie SEO care a generat 10X](#)
- [Boromir – SEO de la 0 la 45.000 Vizite](#)
- [Ecovent.ro – 500% creștere a traficului organic în doar 8 luni de SEO.](#)
- [Aronia-Charlottenburg – Premiu GPEC prin strategii mixte PPC & SEO pentru creștere 250% mai multe tranzacții](#)
- **Invata SEO**
 - [Ce înseamnă SEO](#)
 - [Agentie SEO – Cum alegi o firma SEO buna?](#)
 - [Dictionar SEO](#)
 - [Cuvinte cheie SEO](#)
 - [Campanie SEO – Cum arata succesul in 2024](#)
 - [Optimizare viteza site](#)
 - [Costuri SEO](#)
 - [Rezultate SEO](#)
 - [Optimizare SEO on page](#)
 - [Optimizare SEO off page](#)
 - [Audit SEO](#)
 - [Local SEO](#)
 - [Content marketing](#)
 - [Native Advertising](#)
 - [Backlink-uri si Link Building](#)
 - [Black Hat SEO](#)
 - [Youtube SEO](#)
 - [Optimizare SEO – Ghid final 2024](#)
 - [Keyword research](#)
 - [Factori de clasare SEO](#)
 - [Optimizare SEO pentru magazine online](#)
 - [Migrarea site-ului prin SEO](#)
 - [Canonical tag](#)
 - [Continutul Evergreen](#)
 - [Optimizare SEO pentru produs](#)
 - [Meta tag-uri în SEO](#)



ÎNTREBĂRI DE AUTOEVALUARE

Definire și caracterizare

- Explicați ce înseamnă marketingul turismului verde și care sunt principiile lui fundamentale.

Analiză comparativă

- Comparați strategiile de promovare online și offline în turismul verde, menționând avantajele și limitele fiecăreia.

Exemple practice

- Oferiți câte două exemple de campanii de promovare online și offline aplicate în turismul verde (internaționale sau locale).

Aplicare practică

- Imaginați-vă că sunteți managerul unei pensiuni ecoturistice. Elaborați un plan scurt de promovare folosind atât metode online, cât și offline.

Evaluare critică

- Argumentați de ce este importantă integrarea strategiilor online și offline în promovarea turismului verde.

Subiectul 21-22: Proiecte și inițiative internaționale și locale. Rolul educației ecologice și al conștientizării turiștilor.

Turismul verde este susținut la nivel global printr-o serie de **programe și parteneriate internaționale** care promovează dezvoltarea durabilă, protejarea mediului și implicarea comunităților locale.

Menționăm câteva exemple:

1. **Agenda 2030 pentru Dezvoltare Durabilă (ONU)** – promovează obiectivele 8 (*muncă decentă și creștere economică*), 12 (*consum și producție responsabile*) și 15 (*viața terestră*), care includ acțiuni legate de turismul durabil.
2. **Organizația Mondială a Turismului (UNWTO)** – implementează programe precum *Tourism for Sustainable Development Goals* și campania „Travel. Enjoy. Respect.”, care încurajează comportamentul responsabil al turiștilor.
3. **Programul ONU pentru Mediu (UNEP)** – sprijină proiecte de reducere a amprentei ecologice a industriei turistice prin eficiență energetică, reducerea deșeurilor și conservarea biodiversității.
4. **Green Destinations Initiative (UE)** – rețea internațională care certifică destinațiile durabile și promovează bune practici în gestionarea turismului verde.
5. **European Green Deal și Strategia UE pentru Turismul Durabil** – promovează tranziția către un turism cu emisii reduse de carbon și protecția patrimoniului natural.

În Republica Moldova, tot mai multe organizații și autorități locale implementează **proiecte ecoturistice** orientate spre protecția mediului și dezvoltarea comunităților rurale:

1. **Proiectul „Moldova – Destinație Verde” (Green Moldova)** – promovat de Ministerul Culturii și parteneri europeni, urmărește dezvoltarea infrastructurii ecoturistice și certificarea unităților turistice durabile.
2. **Programul USAID pentru Competitivitate și Reziliență în Moldova (MCTR)** – sprijină inițiative ecoturistice în zonele rurale (Orheiul Vechi, Lunca Prutului, Codrii).
3. **Proiectul „EcoLocal Tour”** – implementat de ONG-uri de mediu și asociații turistice, încurajează vizitarea fermelor ecologice și promovarea produselor locale.
4. **Asociația Națională pentru Turism Receptor (ANTRIM)** – promovează trasee verzi și educația ecologică a operatorilor turistici.
5. **Proiectele „EcoVillage Moldova” și „EcoVisio”** – formează tineri ghizi și educatori în domeniul turismului ecologic și al economiei circulare.

Educația ecologică reprezintă fundamentul unui **turism responsabil** și sustenabil. Prin informarea și sensibilizarea turiștilor, se promovează comportamente care reduc impactul negativ asupra mediului.

Roluri:

1. Formează **atitudini și comportamente responsabile** față de natură (ex. reducerea deșeurilor, respectarea zonelor protejate, economisirea resurselor).
2. Susține **implicarea comunităților locale** în protejarea patrimoniului natural și cultural.
3. Contribuie la **promovarea ecoturismului** ca alternativă la turismul de masă.
4. Încurajează **colaborarea dintre instituții educaționale, ONG-uri și agenții turistice** pentru formarea unei culturi a turismului verde.

Exemple de acțiuni educaționale:

- Campanii de informare pentru turiști („Călătorește Verde”, „Fii un turist responsabil”).
- Ateliere ecologice și vizite de studiu în arii protejate.
- Instruirea ghizilor și operatorilor turistici în practici durabile.
- Programe școlare și universitare despre turismul durabil.

Scopul principal al educației ecologice este facilitarea dobândirii unor cunoștințe care să permită înțelegerea problemelor de mediu în profunzimea și complexitatea lor, conducând în final la luarea deciziilor pe baza unei conștiințe ecologice, precum și la promovarea oportunităților de a avea experiențe directe cu mediul natural.

Instruirea și educația ecologică este un proces de o complexitate deosebită, deaceia trebuie să se petreacă neîntrerupt prin toate disciplinele de învățământ, la toate activitățile intra- și extrașcolare, urmărind scopurile: acumularea cunoștințelor despre mediu, formarea deprinderilor și convingerilor necesității protecției mediului, formarea culturii generale la fiecare individ, indiferent de caracterul activității profesionale. Deci, instruirea și educația ecologică sunt componente obligatorii ale familiei, ale instituțiilor de învățământ preuniversitar (preșcolar, școlar, gimnazial, liceal), universitar, postuniversitar și ale societății, care au drept scop dezvoltarea durabilă socio-economică.

Personalitatea ecologică a omului contemporan ar trebui să fie, în calitate de subiect al acțiunilor de protecție și conservare a mediului, cea care își controlează și adaptează de bună voie activitățile proprii corespunzător cerințelor, standardelor ecologice contemporane, cea care conștientizează problemele de mediu, fiind capabilă să găsească soluțiile potrivite, să elaboreze proiecte și să ia decizii adecvate în privința implementării acestora, să exprime atitudini critice în aprecierile propriilor fapte, cât și ale semenilor, să fie capabilă de autoeducație și perfecționare continuă în domeniul ecologic.

Cunoașterea și respectarea legilor de mediu, adaptarea conduitei față de mediu la imperativele legilor are la bază educația ecologică. Expresia „nimeni nu-i mai presus de lege”, inclusiv față de legile privind protecția mediului, este însușită și funcționează în structura personalității ecologice ca atitudine, ca motivație intrinsecă menite să regleze comportamentele indivizilor față de mediu. Fără conștiința civică, fără aderența la valorile civice (libertate, dreptate, solidaritate, stat de drept, pluralism, democrație, toleranță etc.), fără crezul în supremația legii, se lasă loc comportamentelor anarhice față de mediu – fapt incompatibil cu garantarea dreptului fundamental al omului la un mediu curat.

Exemple privind educația și conștientizarea în domeniul protecției mediului:

Educație formală:

- **Exemple:**
 - a. Integrarea în școli a disciplinelor precum **Educația pentru mediu și dezvoltare durabilă (EDD)**.
 - b. Programe universitare și masterate în **managementul mediului, energie regenerabilă sau dezvoltare durabilă**.
- Beneficiu:** Formarea competențelor ecologice de la nivel academic și profesional.

Campanii de conștientizare publică:

- **Exemple:**
 - a. Ziua Mondială a Mediului, campanii de reciclare și reducerea plasticului.
 - b. Promovarea economiei circulare prin social media și materiale informative.
- Beneficiu:** Creșterea implicării cetățenilor în protecția mediului.

Programe comunitare și voluntariat:

- **Exemple:**
 - a. Acțiuni de curățenie în parcuri, râuri sau zone protejate.
 - b. Proiecte de plantare a copacilor sau restaurare a habitatelor naturale.
- Beneficiu:** Implicarea directă a comunităților în conservarea mediului.

Educație informală și mediatizare:

- **Exemple:**
 - a. Documentare și emisiuni TV pe teme de mediu și dezvoltare durabilă.
 - b. Platforme online cu informații despre schimbările climatice, biodiversitate și energie verde.
- Beneficiu:** Creșterea gradului de conștientizare și adoptarea unui comportament responsabil.

Training și formare profesională:

- **Exemple:**
 - a. Cursuri pentru angajați privind **managementul deșeurilor, eficiența energetică sau agricultură sustenabilă**.
 - b. Workshop-uri pentru autorități și companii despre implementarea politicilor de mediu.
- Beneficiu:** Încurajează adoptarea tehnologiilor verzi și respectarea legislației de mediu.

Educație ecologică în mediul online și aplicații:

- **Exemple:**
 - a. Aplicații mobile pentru monitorizarea consumului de energie sau reciclare.
 - b. Jocuri educative și simulări despre biodiversitate și schimbări climatice.
- Beneficiu:** Integrarea educației ecologice în viața cotidiană a tinerilor și adulților.

Exemple de aplicare a eficienței ecologice în diferite state ale lumii, cu practici și rezultate concrete:

1. Germania – Energie și industrie

Exemple:

1. Politici de energie regenerabilă (Energiewende) – tranziție către surse regenerabile și reducerea emisiilor de CO₂.
2. Industria utilizează procese cu consum redus de energie și sisteme de reciclare industrială. **Rezultat:** Germania este lider în producția de energie eoliană și solară, reducând semnificativ emisiile industriale.

2. Suedia – Transport și economie circulară

Exemple:

1. Transport ecologic: autobuze și taxiuri electrice, stimulente pentru biciclete.
2. Reciclare și reutilizare: peste 99% din deșeurile municipale sunt reciclate sau valorificate energetic.

Rezultat: Suedia a redus deșeurile depozitate și crește eficiența resurselor naturale.

3. Japonia – Tehnologii și managementul resurselor

Exemple:

1. Tehnologii de reciclare a electronicelor și vehiculelor.
2. Sisteme de eficiență energetică în clădiri și industrie.

Rezultat: Japonia este lider în tehnologiile verzi și în reducerea emisiilor pe unitate de producție.

4. Danemarca – Energie și agricultură durabilă

Exemple:

1. Parcuri eoliene offshore pentru energie electrică.
2. Agricultură sustenabilă cu tehnologii eficiente de irigare și fertilizare.

Rezultat: Danemarca produce o proporție mare din energia sa din surse regenerabile și reduce poluarea agricolă.

Proiectele și inițiativele internaționale și locale contribuie semnificativ la **dezvoltarea turismului verde** în Republica Moldova. Educația ecologică și conștientizarea turiștilor sunt esențiale pentru consolidarea unei culturi a respectului față de natură și pentru asigurarea unei dezvoltări turistice durabile, în beneficiul generațiilor prezente și viitoare.



ÎNTREBĂRI DE AUTOEVALUARE

- **Explică** prin ce se deosebește turismul verde de turismul tradițional.

Răspuns:

- **Menționează** două proiecte internaționale care promovează turismul durabil și descrie pe scurt obiectivele acestora.

Răspuns:

- **Identifică** un exemplu de proiect local sau național din Republica Moldova ce promovează turismul verde.

Răspuns:

- **Argumentează** importanța implicării comunităților locale în dezvoltarea turismului verde.

Răspuns:

- **Explică** rolul educației ecologice în formarea unui comportament responsabil al turiștilor.

Răspuns:

2.2.Continutul practic

Lucrarea practică nr.1

Tema: Identificarea resurselor ecoturistice locale.

1.Obiectivele lucrării

- 1 Identificarea principalelor resurse naturale și culturale din comunitatea locală.
- 2 Evaluarea potențialului lor ecoturistic.
- 3 Înțelegerea modului în care resursele pot fi protejate și promovate.
- 4 Exersarea competențelor de analiză și documentare pe teren.

2.Materiale grafice, informative, propuse pentru realizarea lucrării: Informații suplimentare tematice, tabele.

3.Bibliografie / surse

UNWTO (2022). *Tourism and Sustainable Development Goals*.

Ministerul Culturii și Turismului, Republica Moldova – *Strategia de dezvoltare a turismului durabil 2021–2030*.

ANTREC România – *Proiecte și inițiative de turism rural și ecologic*.

4.Planul lucrării și sarcini de lucru:

1. Identifică **minimum 5 resurse ecoturistice locale** (ex.: păduri, trasee montane, rezervații, situri istorice, obiective culturale).
2. Precizează tipul resursei: **naturală / culturală / mixtă**.
3. Evaluare a resurselor

Nr.	Denumirea resursei	Tipul resursei (naturală / culturală / mixtă)	Valoare ecoturistică (scăzută / medie / mare)	Observații privind protecția și accesul turiștilor
1				
2				
3				
4				
5				

1. Analiză și propuneri:

Care resurse identificate au **cel mai mare potențial ecoturistic** și de ce?

- _____

Propune măsuri pentru **conservarea resurselor naturale și culturale** în turismul local:

- _____

Sugerează **modalități de promovare** a resurselor ecoturistice către turiști:

2. Menționează impactul turismului responsabil asupra comunității locale și mediului înconjurător.

3. Concluzie.

5.Fișe de lucru:

1. Completează tabelul cu resursele ecoturistice din comunitatea ta:

Nr.	Denumirea resursei	Tipul resursei (naturală / culturală / mixtă)	Locație	Observații
1				
2				
3				
4				
5				

2.Evaluează fiecare resursă identificată după valoarea ecoturistică și accesibilitate pentru turiști:

Resursa identificată	Valoare ecoturistică (scăzută / medie / mare)	Accesibilitate turiști (ușor / mediu / dificil)	Necesită măsuri speciale de protecție? (da/nu)	Observații
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3. Completează cu reflecții și propuneri pentru valorificarea responsabilă a resurselor.

Întrebare

Răspuns / Propuneri

Care resurse au cel mai mare potențial ecoturistic?

Ce măsuri de conservare și protecție propui pentru aceste resurse?

Cum ai promova aceste resurse către turiști într-un mod responsabil?

Ce rol au comunitățile locale în protejarea și valorificarea resurselor?

4. Concluzie

Lucrarea practică nr.2

Tema: Depunerea pe harta de contur a principalelor zone cu resurse naturale atractive.

Scopul lucrării: Identificarea și depunerea pe harta de contur a principalelor zone cu resurse naturale.

1. Obiectivele lucrării

- Identificarea resurselor naturale atractive din țară sau regiune (ex.: păduri, rezervații, lacuri, munți, zone cu biodiversitate ridicată).
- Localizarea acestora pe o hartă de contur.
- Exersarea competențelor de orientare geografică și reprezentare spațială.
- Înțelegerea legăturii dintre resursele naturale și potențialul turistic.

2. Materiale grafice, informative, propuse pentru realizarea lucrării: Hartă de contur a țării sau regiunii. Creioane colorate sau markere. Listă cu principalele resurse naturale atractive. Instrument de desen / riglă (opțional). Atlase școlare.

3. Bibliografie orientativă

1. Hartă administrativă și turistică a Republicii Moldova / României – Editura Didactică și Pedagogică.
2. Weaver, D. (2006). *Sustainable Tourism: Theory and Practice*. Elsevier.
3. Ministerul Mediului, Republica Moldova – *Parcuri naționale și rezervații naturale*.

4. ANTREC România – *Turism rural și ecologic.*

4. Planul și sarcinile de lucru:

1. Completează tabelul cu principalele resurse naturale atractive ale țării/regiunii:

Nr.	Resursa naturală	Tipul resursei (lac, pădure, munte, rezervatie etc.)	Localizare aproximativă (județ, raion, zonă)	Observații
1				
2				
3				
4				
5				

2. Marchează pe harta de contur:

- Lacurile și râurile principale.
- Munții și dealurile.
- Rezervațiile și parcurile naturale.
- Zonele cu biodiversitate ridicată.

Folosește culori diferite pentru fiecare tip de resursă (ex.: albastru – ape, verde – păduri, maro – munți, galben – zone protejate).

3. Răspunde la întrebările:

- Care zone sunt cele mai atractive pentru turismul ecologic și de aventură?
▪ _____
- Ce relație observi între tipul resurselor și potențialul turistic al regiunii?
▪ _____
- Ce măsuri de protecție ar fi necesare pentru resursele identificate?
▪ _____

4. Fișe de lucru:

1. Completează tabelul cu principalele resurse naturale atractive ale țării/regiunii:

Nr.	Resursa naturală	Tipul resursei (lac, râu, pădure, munte, rezervatie etc.)	Localizare aproximativă (județ, raion, zonă)	Observații
1				
2				
3				
4				
5				

2. **Instrucțiuni:** Marchează pe harta de contur:

- Lacurile și râurile principale.
- Munții și dealurile.
- Rezervațiile și parcurile naturale.
- Zonele cu biodiversitate ridicată.

Sugestii de culori:

- Albastru → ape
- Verde → păduri
- Maro → munți și dealuri
- Galben → zone protejate

 Spațiu pentru desen / hartă de contur (vezi harta de contur a lumii, a R.Moldova din anexă) (aici se poate insera o hartă simplificată de contur a țării/regiunii, pe care elevii să marcheze resursele)

3.Concluzie.

Lucrarea practică nr.3

Tema: Impactul turismului asupra unui ecosistem fragil.

1.Obiectivele lucrării

- 1 Identificarea principalelor efecte ale turismului asupra unui ecosistem fragil.
- 2 Evaluarea riscurilor și impactului turistic asupra mediului.
- 3 Propunerea de măsuri de prevenire și reducere a impactului negativ.
- 4 Dezvoltarea capacității de observare, analiză și sinteză.

2.Materiale grafice, informative, propuse pentru realizarea lucrării: Hartă sau schiță a ecosistemului ales. Fotografii sau materiale de documentare despre ecosistem. Creioane, markere, riglă pentru schițarea și notarea observațiilor.

3.Bibliografie / surse

UNWTO (2022). *Tourism and Sustainable Development Goals*.
 WWF Reports – *Sustainable Tourism and Ecosystem Protection*.
 Ministerul Mediului, Republica Moldova – *Parcuri naționale și rezervații naturale*.

4.Planul lucrării și sarcini de lucru:

1. Alege un ecosistem fragil pe care îl vei analiza (ex.: Delta Dunării, Munții Făgăraș, Rezervația „Orheiul Vechi”, litoralul Mării Negre).

2. Completează tabelul:

Ecosistem ales	Tipul ecosistemului (acvatic, terestru, mixt)	Principalele specii / habitat	Observații generale
---------------------------	--	--	--------------------------------

3. Observă sau documentează efectele turismului asupra ecosistemului și completează tabelul:

Activitate turistică	Posibile efecte negative asupra ecosistemului	Grad de afectare (scăzut / mediu / mare)	Observații / exemple concrete
----------------------	---	--	-------------------------------

4. Propune măsuri pentru reducerea impactului turismului asupra ecosistemului:

Tip de măsură	Descriere / Exemplu concret	Beneficii așteptate
Reguli și restricții		
Educație ecologică		
Turism ghidat / supravegheat		
Alte măsuri creative		

5. Concluzie

5.Fișe de lucru:

1. Alege un ecosistem fragil pe care îl vei analiza și completează tabelul.:

Nr.	Ecosistem ales	Tipul ecosistemului (acvatic / terestru / mixt)	Principalele specii / habitat	Observații generale
1				
2				

2.Completează tabelul cu efectele turismului asupra ecosistemului ales:

Activitate turistică	Posibile efecte negative asupra ecosistemului	Grad de afectare (scăzut / mediu / mare)	Observații / exemple concrete
----------------------	---	--	-------------------------------

3.Propune măsuri pentru reducerea impactului turismului asupra ecosistemului:

Tip de măsură	Descriere / Exemplu concret	Beneficii așteptate
Reguli și restricții		
Educație ecologică		
Turism ghidat / supravegheat		
Alte măsuri creative		

Lucrarea practică nr.4

Tema: Analiza unui exemplu pozitiv de turism sustenabil (ecopensiuni, sate turistice etc.)

1.Obiectivele lucrării

- 1 Identificarea unui exemplu pozitiv de turism sustenabil.
- 2 Analiza elementelor de sustenabilitate aplicate.
- 3 Evaluarea impactului asupra comunității și mediului.
- 4 Formularea concluziilor și lecțiilor învățate.

2.Materiale grafice, informative necesare lucrării

- Surse de documentare (site-uri, ghiduri turistice, articole).
- Fotografii sau materiale video (opțional).
- Creion / markere pentru completarea tabelelor.

3.Bibliografie / surse

- Site-uri oficiale ale ecopensiunilor sau satelor turistice analizate.
- ANTREC România – *Turism rural și ecologic*.
- Raport WWF – *Sustainable Tourism Practices*.

4.Planul și sarcini de lucru pentru realizarea lucrării

- 1 Alege un exemplu de ecopensiune, sat turistic sau traseu ecoturistic cu practici sustenabile.
- 2 Completează tabelul:

Nr.	Exemplu analizat	Locație	Tipul turismului (rural, montan, aventură, ecologic)	Sursa de documentare
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1

- 3.Analizează modul în care exemplul ales aplică principiile turismului sustenabil:

Element analizat	Descriere în exemplu concret	Beneficii pentru mediu și comunitate
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Managementul resurselor

Implicarea comunității locale

Educația turiștilor

Promovarea culturii și tradițiilor

Alte elemente pozitive

4. Evaluează impactul asupra comunității locale și asupra mediului:

Aspect analizat	Impact pozitiv	Impact negativ (dacă există)	Observații
Economic			
Social / Cultural			
Ecologic / de mediu			
Turistic / vizitatori			

- 5.Concluzie.

6.Fișe de lucru:

- 1.Completează tabelul cu datele despre exemplul de turism sustenabil pe care l-ai ales.

Nr.	Exemplu analizat	Locație	Tipul turismului (rural / montan / aventură / ecologic)	Sursa de documentare
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1

2. Identifică și descrie elementele care fac exemplul un model de turism sustenabil.

Element analizat	Descriere în exemplu concret	Beneficii pentru mediu și comunitate
Managementul resurselor		
Implicarea comunității locale		
Educația turiștilor		
Promovarea culturii și tradițiilor		
Alte elemente pozitive		

3. Evaluează impactul exemplului asupra comunității și mediului.

Aspect analizat	Impact pozitiv	Impact negativ (dacă există)	Observații
Economic			
Social / Cultural			
Ecologic / de mediu			
Turistic / vizitatori			

Lucrarea practică nr.5

Tema: Elaborarea unei hărți cu impacturi turistice majore (dintr-o regiune, țară, glob).

1. Obiectivele lucrării:

1. Identificarea zonelor cu impact turistic major într-o regiune, țară sau la nivel global.
2. Clasificarea impacturilor ca fiind pozitive sau negative.
3. Realizarea unei hărți tematice care să evidențieze aceste impacturi.
4. Analiza relației dintre turism și mediu/comunitate

2. Materiale grafice și informative necesare pentru realizarea lucrării:

- Harta de contur a regiunii, țării sau globului.
- Creioane colorate sau markere.
- Surse de documentare privind zonele turistice și impacturile acestora.

3. Bibliografie/surse

Raport WWF – *Tourism and Environmental Impact*.

Ministerul Turismului / ANTREC – date despre zone turistice naționale.

Atlas turistic sau surse online privind zone turistice globale.

4. Sarcini de lucru:

1. Selectează 5–10 zone turistice majore (local, național sau global).
2. Completează tabelul:

Nr.	Zona turistică	Tipul turismului (rural, montan, aventură, ecologic, urban)	Impact pozitiv	Impact negativ	Sursa de documentare
1					
2					
3					
4					
5					

3 Depune pe harta de contur impacturile selectate. Marchează zonele turistice pe hartă conform tipului de impact. Poți folosi:

- Pictograme / simboluri pentru a reprezenta tipul turismului (ex.: munte, rural, ecologic).
- Culori diferite pentru impacturi pozitive și negative. Asigură-te că legenda hărții explică clar culorile și simbolurile.

- Folosește o hartă de contur adecvată zonei de studiu.

- Pregătește **culori și simboluri** pentru tipurile de impact:

- Verde → impact pozitiv
- Roșu → impact negativ
- Albastru → impact mixt sau zone cu efecte multiple

4.Concluzie.

5.Fișe de lucru:

1.Completează tabelul cu zonele turistice majore din regiunea, țara sau globul studiat și tipurile de impact.

Nr.	Zona turistică	Tipul turismului (rural / montan / aventură / ecologic / urban)	Impact pozitiv	Impact negativ	Sursa de documentare
1					
2					
3					
4					
5					

2.Completează tabelul și răspunde la întrebări.

Zona turistică	Impact major (pozitiv / negativ)	Intensitate (scăzut / mediu / mare)	Măsuri propuse pentru turism sustenabil
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Tema: Proiect: Soluții pentru reducerea impactului turistic.

1.Obiectivele lucrării:

- 1 Identificarea impacturilor negative ale turismului asupra mediului și comunităților.
- 2 Propunerea de soluții concrete pentru reducerea acestor impacturi.
- 3 Elaborarea unui mini-proiect aplicat pe o zonă sau tip de turism.
- 4 Dezvoltarea capacității de planificare și gândire critică.

2.Materiale grafice și informative necesare realizării lucrării:

- Harta regiunii sau zonei turistice studiate.
- Surse de documentare (rapoarte, articole, ghiduri ecoturistice).
- Creion, markere, riglă.

3. Bibliografie și surse (stil APA, 7th ed.)

Weaver, D. (2006). Sustainable Tourism: Theory and Practice. Elsevier.
UNWTO (2022). Tourism and Sustainable Development Goals.
Raport WWF – Tourism and Environmental Impact.
Ministerul Turismului / ANTREC – date despre zone turistice naționale.
Studii de caz privind ecopensiuni și turism sustenabil.

4.Planul și sarcinile lucrării:

1. Alege o zonă turistică (locală, națională sau globală).
2. Completează tabelul cu impacturile turismului în acea zonă:

Nr.	Tipul impactului	Exemplu concret	Gravitate (scăzut / mediu / mare)	Observații
1				
2				
3				
4				

- 3.Propune soluții pentru reducerea impacturilor negative.

Tip de problemă identificată	Soluție propusă	Resurse necesare	Beneficii estimate
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- 4.Creează un mini-plan de implementare pentru soluțiile propuse:

Soluție propusă	Pași concreți de implementare	Responsabili	Termen estimativ	Observații
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5. Concluzii.

6. Fișe de lucru:

1. Completează tabelul cu impacturile turismului asupra zonei alese.

Nr.	Tipul impactului	Exemplu concret	Gravitate (scăzut / mediu / mare)	Observații
1				
2				
3				
4				

2. Completează tabelul cu soluțiile pentru reducerea impactului negativ al turismului.

Tip de problemă identificată	Soluție propusă	Resurse necesare	Beneficii estimate
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3. Creează un mini-plan de implementare pentru soluțiile propuse.

Soluție propusă	Pași concreți de implementare	Responsabili	Termen estimativ	Observații
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4. Răspunde la întrebările de mai jos.

1. Care soluții au cel mai mare potențial de reducere a impactului turistic negativ?
2. Cum pot fi implicate comunitățile locale în aplicarea acestor soluții?
3. Ce lecții ai învățat despre turismul responsabil și sustenabil?

Lucrarea practică nr.7

Tema: Proiectarea unui traseu ecoturistic. Elaborarea hărții traseului.

1. Obiectivele lucrării:

1. Identificarea resurselor naturale și culturale pe traseu.

- 2 Stabilirea punctelor de interes și a traseului propriu-zis.
- 3 Elaborarea unei hărți ecoturistice clare și intuitive.
- 4 Propunerea de măsuri pentru protecția mediului pe traseu

2. Materiale grafice și informative necesare realizării lucrării:

- Hartă de contur a zonei alese.
- Creioane colorate sau markere.
- Surse de documentare (ghiduri turistice, site-uri despre patrimoniu și ecoturism).

3. Bibliografie și surse

- Ghiduri turistice locale sau naționale privind ecoturismul.
- Rapoarte WWF sau ANTREC despre turismul sustenabil.

4. Planul și sarcinile lucrării:

1. Alege zona în care va fi proiectat traseul ecoturistic.
2. Completează tabelul cu punctele de interes:

Nr.	Obiectiv / Resursă naturală sau culturală	Tipul resursei (naturală / culturală)	Relevanță turistică	Observații
1				
2				
3				
4				

3. Elaborarea hărții traseului

- Marchează pe hartă:

- Traseul propriu-zis (linie continuă).
- Punctele de interes (simboluri distincte).
- Zone sensibile / restricționate pentru protecția mediului.

Sugestii pentru simboluri și culori:

- Verde → zone naturale
- Maro → obiective culturale
- Roșu → zone sensibile / restricționate
- Linie continuă → traseul principal

4. Propune recomandări pentru turiști și măsuri de protecție a traseului:

Zonă / Punct de interes	Recomandări pentru turiști	Măsuri de protecție a mediului
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5.Concluzie.

6.Fișe de lucru:

1.Completează tabelul cu resursele naturale și culturale pe traseu.

Nr.	Obiectiv / Resursă naturală sau culturală	Tipul resursei (naturală / culturală)	Relevanță turistică	Observații
1				
2				
3				
4				
5				

2. Marchează pe harta de contur traseul și punctele de interes. **Sugestii pentru simboluri și culori:**

- Verde → zone naturale
- Maro → obiective culturale
- Roșu → zone sensibile / restricționate
- Linie continuă → traseul principal

3.Completează tabelul cu recomandări pentru turiști și măsuri de protecție a traseului.

Zonă / Punct de interes	Recomandări pentru turiști	Măsuri de protecție a mediului
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Lucrarea practică nr.8

Tema: Proiect: Festival sau eveniment verde. (Planificarea unui eveniment local turistic, cu respectarea principiilor sustenabilității: produse bio, reducerea deșeurilor etc.)

1.Obiectivele lucrării:

- 1 Planificarea unui festival sau eveniment turistic sustenabil.
- 2 Identificarea produselor și serviciilor eco-friendly.
- 3 Elaborarea unei strategii pentru reducerea impactului negativ asupra mediului.
- 4 Dezvoltarea abilităților de organizare și responsabilitate ecologică.

2.Materiale grafice și informative necesare realizării lucrării:

- Harta localității sau a zonei unde se va organiza evenimentul.
- Surse de documentare despre evenimente sustenabile.
- Creioane, markere, foi pentru planificare.

3.Bibliografie și surse

- Ghiduri turistice locale sau naționale privind ecoturismul.
- Rapoarte WWF sau ANTREC despre turismul sustenabil.
- UNWTO (2022). *Tourism and Sustainable Development Goals*.

- Ghiduri și articole despre organizarea de festivaluri ecologice.

4. Planul și sarcinile lucrării:

1. Alege tipul evenimentului turistic (festival culinar, ecologic, cultural etc.).
2. Completează tabelul cu elementele de bază:

Nr.	Element planificare	Descriere concretă	Observații / Necesită resurse speciale?
1	Tipul evenimentului		
2	Locația		
3	Durata / perioada		
4	Public țintă		
5	Obiective principale		

3. Identifică produsele, serviciile și materialele eco-friendly care vor fi folosite.

Produs / Serviciu Tipul sustenabil (bio, reciclabil etc.) Furnizor / sursă Observații

4. Planifică măsuri pentru reducerea deșeurilor și a consumului de resurse:

Aspect ecologic	Măsuri propuse	Responsabili	Beneficii estimate
Gestionarea deșeurilor			
Reducerea consumului de apă			
Reducerea consumului de energie			
Transport sustenabil (biciclete, transport comun etc.)			

5. Completează tabelul cu strategia de promovare online și offline:

Canal / Metodă de promovare	Mesaj / Slogan	Grup țintă	Observații
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6. Concluzie.

7. Fișe de lucru:

1. Completează tabelul cu elementele de bază ale festivalului sau evenimentului verde.

Nr.	Element planificare	Descriere concretă	Observații / Necesită resurse speciale?
1	Tipul evenimentului		
2	Locația		
3	Durata / perioada		
4	Public țintă		
5	Obiective principale		

2. Identifică produsele și serviciile eco-friendly care vor fi folosite la eveniment.

Produs / Serviciu	Tipul sustenabil (bio, reciclabil etc.)	Furnizor / sursă	Observații
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3. Completează tabelul cu măsuri pentru reducerea deșeurilor și protecția mediului.

Aspect ecologic	Măsuri propuse	Responsabili	Beneficii estimate
Gestionarea deșeurilor			
Reducerea consumului de apă			
Reducerea consumului de energie			
Transport sustenabil (biciclete, transport comun etc.)			

4. Completează tabelul cu strategia de promovare online și offline a evenimentului verde.

Canal / Metodă de promovare	Mesaj / Slogan	Grup țintă	Observații
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Lucrarea practică nr.9

Tema: Promovarea unei destinații verzi. (postere, pliante, power point pentru o destinație de turism verde.).

1. Obiectivele lucrării:

- 1 Alegerea unei destinații verzi și documentarea acesteia.
- 2 Elaborarea materialelor de promovare (poster, pliant, prezentare PowerPoint).
- 3 Evidențierea elementelor de turism sustenabil și a avantajelor ecoturismului.
- 4 Dezvoltarea creativității și abilităților de comunicare vizuală

3. Bibliografie și surse

- Surse de documentare despre destinația aleasă (ghiduri, site-uri, fotografii).
- Calculator, PowerPoint sau alte programe de prezentare.
- Hârtie, markere, creioane colorate (pentru postere și pliante).

4. Planul și sarcinile lucrării:

1. Alege o destinație de turism verde (locală sau internațională).
2. Completează tabelul:

Nr. Destinație	Tipul turismului verde (rural, montan, aventură, ecologic)	Atracții principale	Avantaje ecoturistice	Surse de documentare
1				

3. Planifică materialele de promovare: poster, pliant și/sau prezentare PowerPoint.

Material	Conținut propus	Elemente vizuale (fotografii, simboluri)	Mesaj principal / slogan	Observații
Poster				
Pliant				
PowerPoint				

4. Completează tabelul cu metodele de promovare:

Canal / Metodă	Tip material (poster, pliant, digital etc.)	Grup țintă	Observații
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5. Concluzie.

6. Fișe de lucru:

1. Completează tabelul cu informațiile despre destinația verde aleasă.

Nr. Destinație	Tipul turismului verde (rural, montan, aventură, ecologic)	Atracții principale	Avantaje ecoturistice	Surse de documentare
1				

2. Completează tabelul cu materialele de promovare planificate și conținutul acestora.

Material	Conținut propus	Elemente vizuale (fotografii, simboluri)	Mesaj principal / slogan	Observații
Poster				
Pliant				
PowerPoint				

3. Completează tabelul cu metodele de promovare a destinației verzi.

Lucrarea practică nr.10

Tema: Analiza unei campanii de promovare ecoturistică.(ex: Leave No Trace, Travel Green Europe, sau locale).

1.Obiectivele lucrării:

- 1 Identificarea și documentarea unei campanii de turism verde.
- 2 Analiza obiectivelor, mesajelor și strategiilor de promovare.
- 3 Evaluarea eficienței campaniei în atingerea scopurilor ecoturistice.
- 4 Dezvoltarea gândirii critice și a abilităților de evaluare.

3.Bibliografie și surse/Materiale:

- Surse de documentare despre campania aleasă (site-uri oficiale, articole, videoclipuri).
- Calculator / tabletă pentru analizarea materialelor digitale.
- Hârtie și creion pentru notițe.
- Leave No Trace Center for Outdoor Ethics – www.LNT.org
- Travel Green Europe – www.travelgreeneurope.eu
- Articole și ghiduri despre promovarea turismului sustenabil.
- Surse locale (site-uri ministeriale sau ANTREC) privind campanii ecoturistice.

4.Planul și sarcinile lucrării:

1. Alege o campanie ecoturistică:

- Internațională (ex: *Leave No Trace*, *Travel Green Europe*).
- Locală (ex: campanii naționale de promovare turism sustenabil).

- 2.Completează tabelul:

Nr.	Campania aleasă	Țara / Regiunea	Durata campaniei	Obiective principale	Public țintă
1					

- 3.Analizează mesajele și materialele folosite de campanie:

Tip material	Mesaj / Slogan	Canale de promovare	Impact asupra publicului	Observații
Poster				
Pliant				
Video / online				
Social media				

4. Completează tabelul pentru evaluarea eficienței:

Aspect evaluat	Observații	Grad de eficiență (scăzut / mediu / ridicat)	Recomandări de îmbunătățire
Mesaje și claritate			
Materiale vizuale / audio			
Canale de promovare			
Implicarea publicului			

5. Răspunde la întrebările:

- Care sunt punctele forte ale campaniei analizate?
○ _____
- Care sunt principalele aspecte ce pot fi îmbunătățite?
○ _____
- Ce lecții ai învățat despre promovarea turismului sustenabil?
○ _____
- Propune o idee de campanie locală inspirată din exemplul analizat:

6. Concluzie.

7. Fișe de lucru:

1. Completează tabelul cu informațiile despre campania aleasă.

Nr.	Campania aleasă	Țara / Regiunea	Durata campaniei	Obiective principale	Public țintă
1					

2. Analizează mesajele și materialele folosite de campanie și completează tabelul.

Tip material	Mesaj / Slogan	Canale de promovare	Impact asupra publicului	Observații
Poster				
Pliant				
Video / online				
Social media				

3. Completează tabelul pentru evaluarea eficienței campaniei.

Aspect evaluat	Observații	Grad de eficiență (scăzut / mediu / ridicat)	Recomandări de îmbunătățire
Mesaje și claritate			
Materiale vizuale / audio			
Canale de promovare			

Aspect evaluat	Observații	Grad de eficiență (scăzut / mediu / ridicat)	Recomandări de îmbunătățire
Implicarea publicului			

III. SUGESTII METODOLOGICE ȘI DE EVALUARE

Tehnologiile didactice aplicate în procesul instructiv educativ vor fi indicate explicit în proiectele didactice elaborate de fiecare profesor în funcție de nivelul de pregătire și progresul demonstrat atât de grupa de elevi în ansamblu, cât și de fiecare elev în parte. Se recomandă abordarea instruirii centrate pe elev prin proiectarea unor activități de învățare variate, prin care să fie luate în considerare stilurile individuale de învățare ale fiecărui elev. Aceste activități de învățare vizează:

- aplicarea metodelor centrate pe elev, pe activizarea structurilor cognitive și operatorii ale elevilor, pe exersarea potențialului psiho-fizic al acestora, pe transformarea elevului în coparticipant la propria instruire și educație;
- îmbinarea și alternanța sistematică a activităților bazate pe efortul individual al elevului (documentarea după diverse surse de informare, observația proprie, vizite de lucru la entitate, instruirea programată, lucrul individual, tehnica muncii cu fișe) cu activitățile ce solicită efortul colectiv (de echipă, de grup) de genul discuțiilor, asaltului de idei etc.;
- utilizarea unor metode care să favorizeze relația nemijlocită a elevului cu obiectele cunoașterii, prin recurgere la modele concrete; însușirea unor metode de informare și de documentare independentă, care oferă deschiderea spre autoinstruire, spre învățare continuă.

Pentru formarea competențelor specifice și profesionale planificate, cadrele didactice pot utiliza toate tipurile de metode:

- **Metode expositive de comunicare orală** (povestirea, expunerea liberă, expunerea sistematică, descrierea ș.a.);
- **Metode conversativ-interogative** (de tip dialog) (conversația liberă, conversația dirijată, conversația euristică, conversația evaluativă, brainstorming, dezbaterea, discuția în grupuri mici (socratică), discuția frontală, discuția individuală, problematizarea, discuția de grup (focus grup), forumul);
- **Metode explicative** (explicația mediată, explicația nemediată, demonstrația, explicația bazată pe utilizarea resurselor de instruire, demersul argumentativ, demersul structurat pe o situație problemă);
- **Metode bazate pe explorarea informațiilor scrise** (lucrul cu notele de curs, explorarea informației scrise (articole, cărți, texte ș.a.), lectura, explorarea informației virtuale, studiul independent, informarea și documentarea);
- **Metode de instruire bazate pe modele și imagini** (explorarea informației grafice imaginilor, utilizarea organizatorilor grafici, explorarea informațiilor video, instruirea programată);
- **Metode bazate pe acțiune** (explorarea realității, studiul de caz, lucrările practice, lucrul cu fișele, simularea, e-learning, proiectul, portofoliul ș.a.);
- **Metode și tehnici de dezvoltare a spiritului critic și creativ** (metoda cubului, predării reciproce, mozaicului, cvintetului, tehnica ciorchinelui, tehnica turul galeriei, sinectica, Frisco, brainwriting, Philips 6-6, controversa creativă, vizualizarea creativă);

- **Metode de formare a sistemului de atitudini și valori** (structurile ilustrative, structurile situaționale, analiza critică, opinia, exemplul, contraexemplul,).

Pentru desfășurarea activității turistice în condițiile moderne, firmele de turism trebuie să asigure un grad sporit de competitivitate, care presupune nu doar resurse turistice valoroase dar și personal calificat în conformitate cu cerințele actuale referitor la organizarea deservirii clienților în mod operativ și calitativ.

Caracterul modular a unității de curs *Turismul verde* asigură receptivitate la schimbările de pe piața muncii și flexibilitate în structurarea ofertelor de instruire pentru diverse categorii de beneficiari. La selectarea metodelor și tehnicilor de predare-învățare-evaluare se va promova o abordare specifică, bazată pe motivarea elevului și dezvoltarea încrederii în sine.

La alegerea strategiilor didactice se va ține cont de: scopurile și obiectivele propuse, conținuturile stabilite, resursele didactice, nivelul de pregătire inițială și capacitățile elevilor, competențele ce trebuie dezvoltate. Profesorul va utiliza următoarele metode, procedee și tehnici de predare-învățare: prelegerea, explicația, conversația euristică, dialogul, precum și formele de lucru: frontal, individual și în echipă.

Profesorul va stabili coerența între competențele profesionale unității de curs, conținuturi, activități de învățare, resurse, mijloace și tehnici de evaluare. De asemenea, în cadrul lecțiilor, profesorul va utiliza mijloace instructionale de tipul: Evocare, Realizarea sensului, Reflecție și Extindere. Predarea elementelor de conținut va fi axată pe rezolvarea unor sarcini concrete legate de următoarele activități precum:

- studierea principalelor categorii de resurse turistice (durabile, verzi);
- identificarea principalelor caracteristici specifice resurselor turistice;
- aprecierea importanței sustenabilității pentru dezvoltarea turismului;
- evaluarea stării și calității mediului prin prisma turismului durabil;
- determinarea impactului turismului asupra mediului înconjurător;

Elevul va dobândi cunoștințe, pornind de la necesitatea realizării unei sarcini concrete și se vor îmbina armonios cunoștințele teoretice cu cele practice.

Studiul individual ghidat de profesor va fi realizat pentru fiecare unitate de conținut, propunându-le elevilor sarcini individualizate. Se recomandă aplicarea metodelor interactive de lucru cu elevii cum ar fi discuția, comunicarea reciprocă, prezentarea, proiectul, studii de caz, problematizarea etc.

Evaluarea se face pe parcursul activităților de predare/învățare pentru a cunoaște care este stadiul formării profesionale și la ce nivel se situează ea, în raport cu competențele specifice unității de curs.

Produse recomandate pentru evaluarea nivelului de dezvoltare a competențelor cognitive

Nr.

ctr. Produse /sarcini

Criterii/descriptorii de evaluare a produselor/sarcinii

- | | | |
|----|--------------------|---|
| 1. | Argumentarea orală | <p>Corespunderea formulărilor temei</p> <p>Selectarea și structurarea logică a argumentelor în corespundere cu ipotezele puse în discuție</p> <p>Apelarea la studii de caz/propria experiență în argumentarea ipotezelor puse în discuție</p> <p>Utilizarea unui limbaj adecvat și bogat, respectarea normelor literare</p> <p>Utilizarea corectă și adecvată a mijloacelor orale de exprimare (intonația, gesturile, vocabularul etc.)</p> |
| 2. | Proiectul | <p>Validitatea proiectului - gradul în care acesta acoperă unitar și coerent, logic și argumentat tema propusă</p> |

Elaborarea și structura proiectului - acuratețea, rigoarea și coerența demersului științific, logica și argumentarea ideilor, corectitudinea concluziilor.

Creativitatea – gradul de noutate pe care-l aduce proiectul în abordarea temei sau în soluționarea problemei

3. Studiu de caz Corectitudinea interpretării studiului de caz propus
Calitatea soluțiilor, ipotezelor propuse, argumentarea acestora
Punerea în evidență a subiectului, problematicii și formularea
Originalitatea studiului, a formulării și a realizării
Calitatea soluțiilor, ipotezelor propuse, argumentarea acestora
Rezolvarea corectă a problemei, asociate studiului analizat de caz
4. Activitatea Ansamblu de acțiuni cu caracter practic și aplicativ, conștient și sistematic
 practică executate de elevi în scopul adâncirii înțelegerii și consolidării cunoștințelor
 dobândite, verificării și corectării lor, precum și al însușirii unor priceperi și
 deprinderi practice, aplicative, al cultivării dragostei pentru muncă

Sugestii de evaluare a competențelor profesionale

Evaluarea pune în evidență măsura în care se formează competențele specifice unității de curs. Se va aplica evaluarea formativă, care se va desfășura pe tot parcursul studierii disciplinei. În scopul unei evaluări eficiente se vor utiliza metode tradiționale și de alternativă, prin probe orale și scrise, în funcție de cerințele unității de competență. Se vor utiliza următoarele metode: observarea sistematică a comportamentului elevilor, urmărind progresul personal; autoevaluarea; portofoliul elevului; realizarea proiectelor de grup/individuale. Metodele utilizate vor fi orientate spre valorificarea achizițiilor elevilor și stimularea lucrului în echipă. Pentru fiecare metodă, profesorul va elabora instrumentele de evaluare. De asemenea, lucrările practice ce dezvoltă capacități și aptitudini de analiză și evidență, vor servi și ca mod de evaluare curentă. Evaluarea sumativă va fi proiectată în așa mod, încât să asigure dovezi pentru elevi, cadrele didactice și angajatori, informații relevante despre achizițiile în termeni de cunoștințe și abilități în baza unor criteriilor definite explicit. La elaborarea sarcinilor/itemilor de evaluare formativă și sumativă, profesorul va ține cont de competențele specific/profesionale disciplinei. Produsele elaborate în cadrul studiului individual vor fi evaluate în bază de criterii și descriptori de evaluare. Instrumentele de evaluare trebuie să fie adecvate scopului urmărit și să permită elevilor să demonstreze deținerea/ stăpânirea competențele specific/profesionale disciplinei. După fiecare subiect abordat din suportul didactic, elevul are posibilitate individual/perechi sau grup, să se autoevalueze conform sarcinilor și întrebărilor din prezentul suport didactic.

Competente profesionale și metode de evaluare:

Competența profesională	Metodă de evaluare	Indicatori de performanță
Planificarea activităților ecoturistice	Proiecte practice, fișe de lucru, simulări	Corectitudinea planificării traseelor, includerea punctelor de interes, respectarea principiilor sustenabilității
Organizarea evenimentelor turistice sustenabile	Proiecte, prezentări, simulări	Claritatea obiectivelor, selectarea produselor și serviciilor eco-friendly, implementarea măsurilor de protecție a mediului

Competența profesională	Metodă de evaluare	Indicatori de performanță
Promovarea destinațiilor verzi	Realizarea de postere, pliante, prezentări PowerPoint	Creativitate, mesaj clar și convingător, corelarea vizualului cu principiile ecoturistice
Evaluarea impactului turismului asupra mediului și comunităților	Analiză de studii de caz, rapoarte scrise	Identificarea corectă a impacturilor, propunerea de soluții sustenabile, argumentarea recomandărilor
Comunicarea și educarea turiștilor	Observație, role-play, prezentări	Capacitatea de a transmite informații corecte, promovarea comportamentului responsabil, interacțiunea eficientă cu publicul
Lucrul în echipă și gestionarea proiectelor turistice	Evaluare de grup, feedback peer-to-peer	Colaborarea, împărțirea responsabilităților, respectarea termenelor și a standardelor de calitate
Utilizarea resurselor digitale și tehnologice	Evaluarea prezentărilor digitale, realizarea hărților GIS	Corectitudinea utilizării instrumentelor digitale, acuratețea hărților și a materialelor vizuale

Forme de evaluare

- Observația directă: monitorizarea elevilor/studentilor în activități practice, excursii sau simulări.
- Proiecte și studii de caz: elaborarea de trasee ecoturistice, festivaluri sau campanii de promovare.
- Portofolii profesionale: colecție de materiale realizate pe parcursul cursului (fișe de lucru, hărți, postere, prezentări).
- Simulări și role-play: scenarii de interacțiune cu turiștii, gestionarea riscurilor sau organizarea unui eveniment verde.
- Autoevaluare și evaluare peer-to-peer: reflecții și feedback între colegi asupra activităților desfășurate

IV. CONCLUZIE

Suportul didactic reprezintă o interpretare a disciplinei ”Turismul verde”.

Turismul verde reprezintă o formă de turism responsabilă, care promovează protecția mediului, conservarea patrimoniului natural și cultural și implicarea comunităților locale. Prin respectarea principiilor durabilității, turiștii sunt încurajați să adopte comportamente ecologice, iar operatorii turistici să implementeze practici sustenabile.

Această abordare aduce beneficii multiple: protejează ecosistemele fragile, sprijină economia locală și oferă experiențe autentice și educative vizitatorilor. Turismul verde nu este doar o tendință, ci o necesitate pentru dezvoltarea durabilă a industriei turistice și pentru menținerea echilibrului dintre oameni și natură. **În concluzie, promovarea și implementarea turismului verde contribuie la formarea unei culturi ecologice și la construirea unor destinații turistice atractive, responsabile și durabile pe termen lung.**

Anexe

Anexa 1

Glosar de termeni - Turismul verde

1. **Turism verde / ecoturism** – Formă de turism care promovează protecția mediului, respectul pentru natură și comunitățile locale și dezvoltarea sustenabilă a destinațiilor turistice.
2. **Turism rural** – Turism desfășurat în zonele rurale, bazat pe valorificarea patrimoniului natural, cultural și tradițiilor locale.
3. **Turism montan** – Formă de turism desfășurată în zonele de munte, cu activități precum drumeții, escaladă, alpinism sau schi, care respectă ecosistemele montane fragile.
4. **Turism de aventură** – Turism activ și recreativ, care implică experiențe provocatoare în natură, cum ar fi rafting, tiroliană sau drumeții pe teren dificil, cu accent pe siguranță și sustenabilitate.
5. **Sustenabilitate** – Capacitatea de a dezvolta activități care răspund nevoilor prezentului fără a compromite resursele și mediul pentru generațiile viitoare.
6. **Impact ecologic** – Efectele activităților turistice asupra mediului natural, incluzând poluarea, degradarea habitatelor și consumul resurselor.
7. **Impact socio-economic** – Efectele turismului asupra comunităților locale, inclusiv crearea de locuri de muncă, dezvoltarea infrastructurii și influențarea culturii locale.
8. **Traseu ecoturistic** – Cale turistică planificată care permite vizitarea unor zone naturale sau culturale, respectând principiile protecției mediului și siguranța turiștilor.
9. **Festival / eveniment verde** – Eveniment turistic planificat astfel încât să reducă impactul asupra mediului, să promoveze produse locale și să implice comunitatea.
10. **Promovare ecoturistică** – Activități de marketing și comunicare care evidențiază valorile sustenabile ale unei destinații și încurajează comportamente responsabile ale turiștilor.
11. **Leave No Trace (LNT)** – Campanie internațională care promovează comportamentul responsabil al turiștilor, pentru a nu lăsa urme în natură.
12. **Travel Green Europe** – Inițiativă europeană pentru promovarea destinațiilor și practicilor turistice sustenabile.
13. **Resurse ecoturistice** – Elemente naturale, culturale sau sociale care pot fi valorificate turistic, respectând principiile durabilității.
14. **Comportament responsabil** – Atitudinea turiștilor care respectă mediul, comunitățile locale și regulile stabilite pentru protecția destinațiilor turistice.
15. **Infrastructură turistică verde** – Facilități și echipamente turistice concepute pentru a minimiza impactul asupra mediului, cum ar fi panouri informative, trasee marcate și observatoare ecologice.
16. **Turismul durabil** - este o formă de turism care își propune să satisfacă nevoile vizitatorilor și ale comunităților gazdă, respectând în același timp mediul natural și cultural. Scopul este de a nu compromite resursele pentru generațiile viitoare.

Anexa 2

Obiectivele de Dezvoltare Durabilă (ODD)



link de descriere a ODD: <https://statistica.gov.md/ro/obiectivele-de-dezvoltare-durabila-183.html>

Anexa 3



Anexa 4

Video, link-uri, informații tematice

https://www.youtube.com/watch?v=D_j720c_MGQ Ziua internațională fără pungi de plastic-03 iulie.

<https://www.youtube.com/watch?v=D47a081CQV0> Problemele mediului văzute de sus.

https://www.youtube.com/watch?v=2LweZZ9c_uI Degradarea și protecția mediului.

<https://www.youtube.com/watch?v=JWjWDTEsack> Poluarea, reciclarea.

<https://www.youtube.com/watch?v=-yJSJkekKno> Cum să protejăm Pământul.

<https://www.youtube.com/watch?v=5hKhHxVny0A> Regulamentul micului ecologist.

<https://www.youtube.com/watch?v=ORSMc3ngywY> Solubilizarea.

<https://am.gov.md/ro/content/evaluarea-impactului-asupra-mediului> Evaluarea impactului asupra mediului.

<https://am.gov.md/ro/content/managementul-de%C8%99eurilor> Gestionarea deșeurilor.

<https://am.gov.md/ro/content/monitoringul-calit%C4%83%C8%9Bii-mediului> Monitoringul calității mediului.

<https://am.gov.md/ro/content/educa%C8%9Bie-%C8%99i-con%C8%99tientizare-ecologic%C4%83> Educație și conștientizare ecologică.

<https://am.gov.md/ro/content/mecanisme-economice-de-mediu> Mecanisme economice de mediu.

<https://am.gov.md/ro/content/accesul-la-informa%C8%9Bia-de-mediu> Accesul la informația de mediu.

<https://am.gov.md/ro/content/monitorigul-resurselor-naturale> Monitoringul resurselor natural.

<https://am.gov.md/ro/content/protec%C8%9Bia-aerului-atmosferic-%C8%99i-schimb%C4%83rile-climatice> Protecția aerului atmosferic și schimbările climatice.

<https://am.gov.md/ro/content/indicatori-de-mediu> Indicatori de mediu.

<https://am.gov.md/ro/content/rapoarte-privind-starea-mediului> Rapoarte privind starea mediului.

<https://am.gov.md/ro/content/managementul-de%C8%99eurilor> Rapoarte deșeuri.

<https://www.europarl.europa.eu/factsheets/ro/sheet/76/utilizarea-eficienta-a-resurselor-si-economia-circulara> Utilizarea eficientă a resurselor și economia circulară.

<https://www.europarl.europa.eu/factsheets/ro/sheet/77/consumul-si-productia-durabile> Consumul și producția durabilă.

<https://eur-lex.europa.eu/RO/legal-content/summary/eu-environment-action-programme-to-2030.html> Programul de acțiune pentru mediu al UE până în 2030.

<https://iso9001.md/servicii/iso-140012015-sistemul-de-management-al-mediului/> Sistemul de Management al Mediului.

<https://www.untourism.int/> OMT-Organizația Mondială a Turismului.

Anexa 5

Model de traseu ecoturistic ”Drumul Dragonului” Orheiul Vechi (2024)



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16. Agenția Moldsilva. https://moldsilva.gov.md/public/files/Ghid_Organizarea_traseelor_in_fondul_forestier_SECURED.pdf
17. Trends HRB. *Turismul durabil și competitiv în Europa*. <https://www.trendshrb.ro/evenimente/turismul-durabil-si-competitiv-in-europa/>
18. Green News. <https://greennews.ro/article/suedia-ocupa-primul-loc-in-top-turism-global-durabil/>
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