TOURISM DEVELOPMENT IN THE MEDITERRANEAN AREA
DEZVOLTAREA TURISMULUI IN ZONA MARIi DINTRE TREI CONTINENTE

ROSCA Petru, PhD in Economics, University Professor, Free International University of Moldova, Chisinau
NABOLSI Airin, manager, Israel

ROȘCA Petru, doctor habilitat în științe economice, profesor universitar, Universitatea Liberă Internațională din Moldova, Chișinău
NABOLSI Airin, manager, Israel

Annotation: Tourism has become one of the most important activities since the end of the 20th century. This refers both to rich countries, particularly those considered post-industrial, as well as developing countries, geographical areas with "industrialized" management and those based on a cruise model. The global growth of tourists, according to the World Tourism Organization (UNWTO), between 2010 and 2030 will be 3.3% per year and will reach 1,800 million tourists by 2030. Available data shows how the sector changes in one of the most visited areas of the world: in fact, every year there are over 300 million international visits attracted by the Mediterranean basin, in other words, over a quarter of the total passenger traffic. Processes of the Mediterranean dimension, with an enormous flow of tourists add to the phenomena of urbanization in the area, intensification of agriculture and concentration of transport networks in the coastal area with consequences on the environment, fully justifies adoption of a management based on prudence. The purpose of the present research consists in studying the development of tourism in the countries of the Mediterranean area, estimating the tourist, economic potential and highlighting the factors of tourist attractiveness, which contribute to the impulse and dynamization of tourism development. The research results have highlighted weaknesses and opportunities that can be implemented in other countries.

Adnotare: Turismul a devenit una dintre cele mai importante activități de la sfârșitul secolului al XX-lea. Aceasta privește atât țările bogate, în special cele considerate postindustriale, cât și țările în curs de dezvoltare, zonele geografice cu management "industrializat" și cele bazate pe un model de cruise. Creșterea mondială a turiștilor, potrivit Organizației Mondiale a Turismului (UNWTO), între 2010 și 2030 va fi de 3,3% pe an și va ajunge la 1.800 de milioane de turiști până în 2030. datele disponibile, cum se schimbă sectorul într-ună din zonele cele mai frecventate din lume: de fapt, în fiecare an există peste 300 de milioane de sosiri internaționale care atrag bazinul mediteranean sau peste un sfert din totalul circulației călătorilor. Procese de dimensiunea mediterană, cu un flux enorm de turiști se adaugă la fenomenele de urbanizare din zonă, intensificarea agriculturii și concentrarea rețelelor de transport în zona litorală cu consecințe asupra mediului înconjurător, justificând apelul la un management bazat pe prudență. Scopul cercetării constă în studierea dezvoltării turismului în țările din zona mediterană, estimarea potențialului turistic, economic și evidențierea factorilor de atractivitate turistică, care contribuie la impulsionarea și dinamizarea dezvoltării turismului. Rezultatele cercetării au permis evidențierea lacunelor și oportunităților, care pot fi aplicate în alte țări.
Introduction

In France, after 1860 the first forms of modern tourism can be noticed - mountain tourism, spa-climatic tourism, pilgrimage, inns and cottages, pensions, and other forms of tourist infrastructure in coastal resorts. Thanks to Napoleon III and his wife, seaside resorts such as Biarritz or climatic ones such as Pau and the first tourist areas, inns, mountain guides and mountain shelters appear. Since 1936, associations of travelers and tourism have been formed, to give a new impetus to spas, which have slowed down through the 50s to develop, medical-curative resorts. Later, success was brought by the first winter Olympic games, winter sports. Due to the advantages of infrastructure explosion, new stations, access roads and installations appear, especially the buildings, are noticeable: extension of secondary housing, degradation of the landscapes, seasonal multi-activity. Public authorities implement strategies for rehabilitation of mountain areas - for more generous development and more attention to the environment - the decree of 1975 regarding tourist units (UTN) - time evaluation of the quality of seaside resorts, gigantic residential bars are built.

Degree of investigation. In the context of development of the theme "Tourism Development in the Mediterranean Area", greater attention is drawn to the Plan Bleu program. This program is based on four components: estimating the indicators of the Mediterranean Strategy for Sustainable Development (MSDD); sustainability profile in certain Mediterranean tourist destinations; tourism, energy and environmental changes: upgrades to air transport; yachts and cruises: equipment, equipment, pollution and waste (Fernand Braudel) [3], the future of Mediterranean tourism (Amelung Bas) [1], the impact of tourism on the ecology in the Mediterranean area (Satta Alessio) [11], areas of tourist interest from Maghreb region (Gribincea C.) [5], the effect of tourism pressure on the Mediterranean (Silvia Rodríguez-Mireles) [10], etc.

The purpose of the research consists in studying the development of tourism in the countries of the Mediterranean area, estimating the tourist and economic potential and highlighting factors of tourist attractiveness, which contribute to boosting and stimulating the development of tourism.

Materials and methods of research

The most important concept for scientific activity in tourism is the "theory", i.e. the concept of tourism. The acquisition of knowledge in the form of individual facts, their diversity in fragmented form cannot offer true and objective knowledge. The amount of experience accumulated must develop in quality and present a unified, logical image of the tourist reality in the Mediterranean area. The tasks established in the research required the use of methods such as statistical method, document analysis, method of synthesis of practical data. In order to achieve the objectives set, the author uses general logical methods such as analysis, synthesis, induction, deduction, analogy. Theoretical methods such as empirical knowledge, theoretical modeling, idealization, formalization, ascension from abstract to concrete have found their reflection.

Results and considerations

Since the twentieth century, the development of tourism has led to fascinating realities, promoting itself as one of the fastest growing and expanding sectors in the world economy, which
today represents an impressive source of income, reducing unemployment and meeting people's needs in recreation. The author mentions that, tourism helps to solve the problems of balance of payments, plays an active role in the development of regional and national economy. Thus, tourism is an important factor in economic development of many countries, especially of the countries of the Mediterranean basin.

The direct contribution of tourism to the GDP reflects the internal expenses regarding trips, excursions, and tourism (total direct and indirect expenses: social, cultural, recreation, medical, etc.). The direct contribution of tourism to GDP is calculated in accordance with the output, expressed in national accounting obtained from tourists. The direct contribution of tourism to GDP is calculated from the total internal expenses through "netting out" and purchases made by different tourism sectors: IT, transport, food, agriculture, industry, sports, education, science, printing, financial or medical services. Government revenue from the tourism sector can be classified into direct and indirect contributions [6]. Direct contributions are generated by income taxes from tourism and employment due to tourism, tourism business and direct taxes on tourists, such as the eco-tax. Indirect contributions derive from taxes and duties on goods and services provided to tourists, such as taxes on tickets (or transfers to any protected area), souvenirs, alcohol, restaurants, hotels, tour operator services [12]. Often, during peak demand periods, the tourism sector in the Mediterranean area employs work force from the country and abroad (including the Republic of Moldova) for working in hotels, transfer, translators, entertainers, waiters, etc.

The Mediterranean Sea is the largest internal sea in the world, located in a comfortable climate zone for tourism: transition to the subtropical area is moderate. These circumstances have conditioned the emergence in the Mediterranean Sea of a specific type of climate - vegetation, landscapes, temperature, humidity, culture etc.

The main positive economic effects of sustainable (coastal) tourism are: contributions to government revenues, foreign exchange earnings, employment and business opportunities. The socio-cultural benefits result from the tourists’ trips, being realized only if there is peace and agreement between countries. Travel brings people contacts, acquaintances, new friends. Tourism bears the imprint of a sustainable educational activity, stimulating understanding between people of different cultures and can offer cultural exchanges between guests and hosts. This enhances people's chances of developing mutual sympathy, tolerance and understanding and reducing prejudice and promoting a sense of global brotherhood [8].

Figure 1. Direct contribution of tourism to global GDP [15]
Strengthening communities. Sustainable coastal tourism can contribute to vitality of communities in various ways. For example, events and festivities of local communities, in which participants are also spectators (corrida, the Feria de Abril Fair, Tomatina, Battles with oranges in Italy, the Mask Carnival in Venice, the Nița (Kings of Cinema, the Carnival of Flowers), the Carnival of Fano, Ambrosiana, Verona, Carnival from Cadiz, Carnival, Carnival Viareggio, Cento, Sardinian, Marmolada, Ivrea, Partigiano Carnival, Castroville, Offida, Roman Carnival, etc.). Carnivals of sweets in Italy.

The Carnival of Malta is a fascinating event on the Island. The beginning is traced from the time of the Knights Order of Malta. The official parade is presented by allegorical masks. The main point of the event is held at the Valletta Gate. The carnival takes place in Gozo, Victoria etc.

The carnival or Apokries in Ellada is enchanting, attracting many tourists. Carnival in Patras (Greece), Xanthi, Skiros, Rethymno, Naoussa, Corfu, Flour war in Galaxidi, "Night of spirits" in Amfissa, Fires in Kozani, "Kalpakia", masks of old (Sochos), Symbolism of forgiveness in Flambouro, Tarantella dances in Nafplio.

Cyprus is not far behind the neighboring countries. This is where the Aphrodite Festival in Paphos, Famagusta, Nicosia, the Limassol wine festival, the Agia holiday in Larnaca, etc. are held.

Spring Festivals in Turkey – İkbahar, the Festival of Herbs in Alacati is significant, interesting for tourists is the Festival of the Wrinkled from Yeşil Üzümlü, Fethiye, the Festival of Artichoke from Urla, the International Festival of the Tulips, Carnival of Orange Flowers from Adal, Ortaca, Festival of Kites from Sarigerme, Ortaca, Muğla [2]. The Watermelon Festival in Diyarbakir, dating back to 1967, is known for its fruit carvings. The Gümüşhane Dessert and Eglantine Festival. The Manisa macuna international candy festival in Manisa. Cappadox – in Kapadokya, Nevsehir is Turkey's hippie festival. International Jazz Festival in Bozcaada, the most beautiful island in Turkey [7].

Figure 2. The premises of tourism development in the Mediterranean area
(author's research based on 19)

Tourism is a branch of non-productive sector, whose businesses and organizations meet the tourists’ needs for tangible and intangible services. The global average percentage of tourism's contribution to GDP is about 10% [17]. Europe, including the Mediterranean coast, remains one of the most popular tourist destinations in the world. It represents 51.3% of total world tourism revenues [16].

22
Relaxation on the beach is the main tourist industry in Spain. It is one of the first forms of tourism and it still makes the biggest profit of all types of tourism in the country. The mild climate of the Spanish coasts and two archipelagos (Balearic Islands, Canary Islands) mainly attracts tourists from Northern Europe. In Spain, foreign tourists spend 68 billion USD. Number of tourist arrivals - 65 million [14].

Italy - the cradle of European civilization - has preserved, as far as possible, its past and invests millions of euros in reconstruction of architectural monuments. The restoration project of the Pisa Tower cost the Italian taxpayers 25 million EUR. The altar of peace in Rome was covered with a glass sarcophagus of 20 million EUR. Italian tourism includes popular types of business, wellness, beach relaxation, cultural events. Also, active leisure lovers come here to get lots of skiing impressions, conquering mountain peaks. In Italy, foreign tourists spend 44 billion USD during their stay. The number of tourist arrivals - 47.7 million people per year.

The tourist attraction of France is due to a large number of attractions to every taste, a variety of landscapes, a wealth of historical and artistic heritage, temperate climate and easy access to transport, as well as corresponding tourist services (hospitality, amusement parks), and transport infrastructure. Thus, every French department is a tourist one - with its numerous attractions. The number of tourist arrivals in France - 84.7 million. The number of tourist arrivals in Monaco - 0.3 million or 7500 per 1000 inhabitants [8].

Montenegro is a small country, the number of inhabitants barely exceeding half a million - it has gathered in itself much more amazing places than anywhere else in the world. The first honorable place is occupied by the Boka-Kotor Bay, known as the southernmost and one of the 10 most beautiful fjords in Europe. On the shores of this picturesque bay the most well-known Montenegrin cities of Kotor are situated, Herceg Novi, Tivat, Perast and several other comfortable small towns and villages. The fortress of Mamula Island. The old town of Budva. Ostrog Monastery. In Montenegro foreign tourists spend 1 billion USD [9]. The number of tourist arrivals - 1.3 million. Number of tourist arrivals in Slovenia - 2.4, in Croatia -11.6, in Bosnia and Herzegovina - 0.5 million.

Albania offers many options for spending time, particularly inspired by the amazing nature of these places. Picturesque landscapes, clear sea and clean azure beaches. Albania can easily compete with such resorts as Croatia, Montenegro. Tirana is the largest city in Albania, it is its heart. The main square of the city is Skanderbeg Square. Epham Bay Mosque [12]. The city of Girokastra. Albania is a lovely country where you can go alone or with the whole family. An infinite number of beaches, an incredible purity of the sea, unique flora and fauna, old mosques, parks, fortresses - all these impress the soul in depth and make tourists return to the country [16]. It seems that in some cities the time has stopped, giving visitors the opportunity to briefly return to the past. In Albania, foreign tourists spend 2 billion USD. The number of tourist arrivals - 3.3 million [16].

The secular history of Greece, full of events has become the reason why there are many attractions here. The Acropolis has always been and remains the distinguishing landmark of Athens. Thousands of tourists who want to see the most interesting sights of Greece with their own eyes come to a truly magical place every year. In the heart of Athens is a unique stadium, known as Panathinaikos. The oldest structure was built of white marble. After the restoration of destroyed elements, the first Olympic Games took place at the stadium. Knossos Palace (Crete). Navagio beach (Zakynthos island). The monasteries of Meteora (KalamBaka). Ancient Olympia (Peloponnese Peninsula). Butterfly Valley (Rhodos Island). Myrtos Beach (Cephalonia). Holy

In Cyprus foreign tourists spend 3 billion USD. In Turkey, foreign tourists contribute 22 billion USD annually. In Malta foreign tourists spend 2 billion USD. In Malta - 15% of the country's GDP is made up of tourism. In Croatia - 15% of the GDP is made up by tourism. 8 billion USD is the contribution of foreign tourists to Lebanon [11]. In Israel, the annual GDP contribution amounts to 7 billion USD. In Egypt, annually foreign tourists spend 8 billion USD. In Tunisia, foreign tourists allocate 1 billion USD to GDP. In Morocco, foreign tourists spend 7 billion USD [18].

The number of tourist arrivals in Turkey - 37.8, Egypt - 9.9, Algeria - 2.7, Tunis - 6.2, Morocco - 10 million people. More than half a million arrivals were registered in Israel, of which 486,000 were tourist arrivals [13].

Conclusions

Tourism is a key element in the development of Mediterranean countries, both for the European coast and for African countries. The socio-economic indicators reflect the superiority of European countries over the African ones, a fact also indicated by the demographic indicators. The level of development of the economic complex in the studied countries is quite high, which allows countries to offer a profitable tourism product. The Mediterranean countries represent the most important region of the tourist activity of humanity, as well as one of the most interesting regions of our planet. The presence of rich natural - recreational resources attracts a large number of tourists from all over the world. All the countries and regions mentioned above are excellent areas, with cultural, historical and educational forms of entertainment. The peculiarity of each of these regions and their lively expressiveness allow us to conclude that the interest for European resorts will not disappear long, which will contribute to the development of tourism and the interweaving of cultural and economic links.

Bibliography


