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Journal of Environmental Management and Tourism is a young interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

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Monitoring the Air Pollution and Evaluation of the Impact of Aluminium Production in Talco

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Abstract

The study was conducted in the aluminium plant TALCO (Tajik Aluminium Company). The objective was to evaluate the concentration of harmful substances (in particular hydrogen fluoride, fluorine salts, and sulphur dioxide) in the air. Data were collected within 0, 1, 5, 10, and 12 km from the plant emission source. The concentration of hydrogen fluoride ranged from 0.0043 to 0.0037 mg. m\(^{-3}\) and fluorine salts from 0.58 to 0.002 mg. m\(^{-3}\). The highest concentration of fluoride was found between 7 and 8 workshops, which were under the maximum allowable concentration (MAC). Within 1 kilometre from the plant, content of the substances is at a maximum and the minimum is already within 5\(^{th}\) kilometre from plant borders. The concentration of all substances sharply decreased within 1 km from the plant.

Keywords: environmental monitoring, air pollution, fluoride, TALCO.

Introduction

The atmospheric pollution by fluoride is one of the main problems in TALCO. Fluorides are released into the atmosphere from aluminium plants. The most common gaseous form is hydrogen fluoride; one of the most phytotoxic of all air pollutants which, historically, has been responsible for large-scale economic and aesthetic damage. (Armienta et al. 2011)

The deposition of fluoride on the surface of vegetation or the uptake by plants can cause fluorosis in mammalian herbivores if there is an excess in their diet. All of this is well documented Kaur et al. (2016), but questions about the long-term fate and cycling of deposited fluoride still arise when the volume of aluminium production increases. There is evidence that accumulated plant fluoride is sensitive to changes in ambient concentrations Kucherov et al. (2016), Wang et al. (2015), Weinstein and Davison (2003), however, regulatory bodies and the public are often concerned about the potential for a build-up of fluoride in soils and, consequently, elevated plant fluoride even when a source ceases mission Brougham et al. (2013), Divan Junior et al. (2008). In general, the chemistry of soil fluorine and our understanding of the physiology of fluoride uptake suggest that there is a little risk of accumulation from long-term deposition of fluoride on neutral to alkaline mineral soils, but uncultivated, acidic soils may be a greater risk Jamnická et al. (2007), Kramer and Heath (2014). If the fluorides concentration arises in the air (more than MAC), the fluoride will uptake on leaves of plant and on soil. The problem is that very few studies of post-emission fluoride concentrations have been published and although
work, such as that by Frankowski et al. (2010), provides useful data, there is still a need for more information from a greater range of species and situations.

**Conclusions**

In the present work, we have reviewed the main features associated with the development of the Arctic zone. The industrial development of the Arctic, especially in the context of extraction of hydrocarbon reserves hidden in offshore fields, is seen as the Arctic breakthrough in some sources. But in our opinion, the Arctic breakthrough may also turn into the Arctic failure. In addition to high production costs, lack of high-quality material, technical and technological support, there are a number of organizational and legal aspects that must be considered, in particular:

- unresolved border disputes on the distribution of the areas of the Arctic shelf among the Arctic coastal member states of the Arctic Council. The lack of harmonization of international law and the national legislations of the Arctic states;
- insufficiently clear understanding of the ways and means of storage and transportation of extracted hydrocarbons. Sea shipping in the Arctic is currently the only way to transport goods in both directions, which cannot be recognized as definitely harmless;
- insufficiently clear understanding of the resources of the organization of life of people who would carry out industrial or scientific activities in the Arctic at the scale significant for the entire world. Any local solution, which proved to be effective, can show serious negative effects of scale if used systemically;
- need for harmonizing the actions of exploration and production of hydrocarbons on the Arctic shelf not only among the Arctic coastal states and the Arctic states that do not have access to the northern seas, but also with the observer countries of the Arctic Council, because the Arctic is a world heritage and a unique natural reserve. (Farré et al. 2014, Harsem, Eide and Heen 2011, Humrich 2013)

It should also be considered that the improvement of mining bases in harsh Arctic conditions requires specific technological solutions in terms of their ability to provide autonomous livelihoods in isolation from the mainland. Therefore, to ensure the Arctic breakthrough, it is necessary to ensure the appropriate technological shift, which can be seen in the following main theses:

- create and test equipment for exploration and other works related to the production and transportation of the Arctic hydrocarbon reserves given the geological and climatic characteristics of the Arctic shelf;
- seek provisions for the formation of industrial and household bases that would ensure the evacuation of personnel and equipment from the Arctic zone in the case of various force majeure;
- train the personnel needed to operate in Arctic conditions;
- create special industrial and production zones, which will be engaged in the infrastructure, material and technical provision of Arctic mining;
- ensure consolidated environmental responsibility of the countries whose commercial or scientific institutions will carry out a large-scale development of the Arctic zone.

Given these complications and the fragile ecology of the Arctic shelf, it is clear that one should agree with a number of scientists and researchers whose works has already been mentioned above and who indicate that in the medium term, the Arctic should be considered as a scientific laboratory world site, but not as a region where commercial production of hydrocarbons can be conducted. In the course of writing this article, we produced the following key findings:

- the Arctic zone is a world heritage, and the Arctic ecosystem is characterized as fragile and vulnerable, as well as unable to quickly recover from industry-related and man-made negative impacts;
- the level of technological development of the modern civilization does not allow to continue non-aggressive industrial development of the Arctic (notably in terms of the extraction of hydrocarbons from the Arctic shelf) with a significant reduction of environmental risks. Therefore, additional investment in innovative technology solutions are required, which can be used for the organization of production, research and other works in the Arctic zone;
- available data on reserves (explored and perspective) of hydrocarbons vary by quantitative and qualitative characteristics, which leads to the need for a deeper and more detailed exploration works, the significant investment costs of which may be not recouped if the findings of the research fail to confirm the potential prospects of the industrial development of the Arctic;
prior to the start of large-scale industrial development of the Arctic shelf, it is expedient to harmonize international law and the law of the Arctic coastal states, determining a certain measure of solidarity proportional liability of the latter for the likely environmental impacts of industrial expansion in the Arctic; currently, the Arctic should have a status of the universal world heritage and a strategically important region, on the basis of which an international research cluster shall be established.

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A Model for Environmental Quarry System based on Particles, Vibration and Noise Components

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Abstract:  
Environment is the surroundings in which an organization functions, including air, water, land, natural resources, flora, fauna, humans, and their interrelation. Surroundings in this context extend from within an organization to the global system. While the environmental impact refers to any change to the environment, whether adverse or beneficial, wholly or partially resulting from an organization's activities, products or services. Environmental Management System is the part of the overall management system that includes organizational structure, planning activities, responsibilities, practices, procedures, processes and resources for developing, implementing, achieving, reviewing and maintaining the environmental policy. The aim of this study is present...
model for environmental quarry components which are particles, Vibration and Noise (PVN) object. In addition, this study presented that noise emission sources in quarries and construction sites as being emitted from; mobile equipment, fixed processing plant and equipment, transportation (road and rail), blasting and construction and vibration main classified to Air Overpressure, ground vibration and fly rock and the last noise also dust emissions inventory for quarrying are Drilling, blasting, Handling of limestone, and Mineral processing had high significance dust emissions. To examine the model some sort of descriptive survey has been applied. According to a sort of a group’s random choosing skim, the survey sample population consisted of 285 randomly obtained from people who are living and work surrounding Langkawi Quarry (Malaysia). A significant part of the result discovered environmental quarry relate directly with research main factors such as particles, dust and vibration and its sub factors and the model be useful for environment quarry and practically environmental quarry system.

**Keywords:** environmental quarry model; noise; vibration; particles and dust, quarry system.

**JEL Classification:** C1, C8, Q5.

**Introduction**

Mining comprises several technologies applied for searching and developing mineral capitals in the beneficial shape for their additional use. Apart from clearly related with mining subversive mining enterprises (hard coal, lignite, metalores, chemical resources), the substances running mining actions likewise contain: open cast mines (hard coal, lignite, metal ores, sulphur, chemical resources), quarries and bore-hole mines (water, mineral waters, natural gas, oil, salt, sulphur). Mining or quarrying of stone and metals was implemented from the pre-historic eras and has been considered important for the improvement of each society, though, continuous removal of the raw material has extensive influences on the setting (Chegenye 2011). Each applied mining technology for sligher or superior grade influences the environment. The scale and type of this influence relies on several conditions namely, geological possessions of the deposit, technical solutions, scale of exploitation, occurrence of issues transporting or limiting the effect and possessions of environmental constituents’ receptors of that influence. It should be noted apart from strictly mining technologies; in likewise techniques not associated with mining exploitation are applied in mining industry: associated to the enrichment of the presented capitals, their purification, transportation and storage (Schmidt et al. 2008).

During the past decade, administrations, universities and investigation components out of several areas that contain fields like biology, medicine, chemistry and geology, have observed an exponential development in digital data existing for knowledge, observing and allocation of the experiences. Additionally, according to review papers, investigators did not inspect PVN as an integrated model. Consequently, the improvement of PVN outline and repository scheme is supposed to be one of the appropriate clarifications that might be considered beneficial regarding the environmental quarry scheme.
Conclusion

The participation of the Russian Federation in international negotiations related to changing the climate sets the task on transferring to complete verifying accounting of the budget of greenhouse gases in the biosphere. It assumes accounting of all greenhouse gases, all ecosystems, processes and national peculiarities of the country. Scientific researches show that complete verifying estimation of the hydrocarbon budget of forests is possible. Its deviations can be estimated on the level that is acceptable for taking decisions.

Climatic changes generate one more global problem that is by 2/3 localized on the territory of the Russian Federation. This problem has not yet been fully realized by the world community. It goes about melting of many-years' frigidity and its impact on the climate of the planet.

If the forecasted warming for the end of the century becomes real, hydrocarbon emissions from “permafrost” territories of the Russian Federation can exceed the today’s emissions from tropic deforesting several times (2.2-0.9 bln. t of hydrocarbons per year). A considerable part of these emissions will be represented by methane. It will cause a considerable acceleration of tempos of global warming. Along with this, adaptation of high latitudes landscapes to changes of the climate is difficult in many aspects - ecological, technical, economic, and social. It becomes obvious that the problem of the vast territories of many-years’ frozen ground must become the subject of deep scientific researches as well as a component of the international negotiations process related to climatic changes.

Acknowledgements

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Green Management in Hotels: A Supply-Side Analysis

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Abstract

Tourism is one of the largest industries in the world and an important economic tool. However, it also has many negative effects on the environment. Hotels, as part of the tourism industry, have a significant impact on the environment and it is therefore imperative that they should take action to mitigate these impacts. This increased awareness and sensitivity demands from hotel managers to become “greener” in their daily work. The goal of the research was to examine managers’ perceptions of green management in hotels in South Africa and Zimbabwe and to establish how green management affects hotel performance. A qualitative research was carried out in eight hotels in the above-mentioned countries, employing the case-study approach. Some managers do not fully understand the concept of green management. To some extent, this indicates that there exists a gap between managers’ knowledge and what green management means. This implies that training should constitute a significant part of hotels’ activities so that hoteliers may consider green management in their daily operations. The results could help hotel managers in the identification of staff training needs so that they may have a clear understanding of green management, enabling them to participate fully in green management activities.

Keywords: Hotels, green management, environmentally friendly, South Africa, Zimbabwe.

JEL Classification: Q 50.

Introduction
Individuals and organisations have adopted a myriad of conceptualisations regarding what “green management” means to ensure some understanding toward its informed practice (Haden et al. 2009, 1041). Green management is defined as “the process and practice introduced by an organisation for reducing, eliminating or ideally preventing negative environmental effects arising from its undertakings” (Lee et al. 2010, 90). The main thrust of green management is to encourage eco-friendly practices and commitment to various ecologically sound practices such as saving water and energy as well as reducing solid waste (Manaktola and Jauhari 2007, 365). Today's managers in tourism and hospitality consider the preservation of the natural environment for future generations to be at the centre of development. Early management theorists showed little concern for the natural environment, as world citizens simply assumed that the earth's resources were inexhaustible (Stoner et al. 2005, 63). In recent decades, however, there has been an increasing realisation of the futility of the earlier theories. This has triggered firms to consider the social responsibilities of businesses, covering a broad range of issues that includes sustainable development and green management.
Conclusion

This research determined managers’ perceptions of green management in hotels in Zimbabwe and South Africa. Hotels are the primary accommodation type and they play an important role in any tourist destination (including Zimbabwe and South Africa). Hotels provide comfortable shelter and other services to the travelling public. However, hotel operations have adverse impacts on the environment that require urgent attention, but this is dependent on the perception of individual hotels. Food preparation and accommodation make a significant contribution to carbon footprint, as carbon dioxide (CO₂) gas is emitted into the air. There is also increased consumption of energy and water as well as an alarming rate of solid waste generation.

Against this background, the study was carried out to examine issues relating to managers’ perceptions about the concept of green management in hotels in South Africa and Zimbabwe. The study established that managers’ perception of green management centre around the conservation of resources. Beyond this perception, another perception stemming from the study is that green management is taking care of the environment. The study also revealed that some hotel managers do not fully understand or grasp what green management entails; the finding makes a significant contribution to this field of knowledge. It indicates a gap between managers’ knowledge and what green management means according to literature.

Concerning the issue of how green management affects the hotels’ performance, the main findings were that it affects the hotels positively by reducing operating costs, especially in the areas of utilities such as electricity and water, with reduced bills of these resources used in the hotel’s operations. With regard to managers’ perception about the role of the government (or public policy) in green management within the hotel sector, managers think that government should give guidance and direction in and enforce compliance with green management in hotels. The findings also suggest that the government should be involved in green management.

Overall, this study has made a distinct literature contribution by doing a supply-side analysis and identifying the views of hotel managers with regard to green management. The findings of the study revealed that some of the perceptions of hotel managers in South Africa and Zimbabwe towards green management concur with a number of aspects that are emphasised in literature such as conservation of electricity and water, and care for the environment. However, the study has also revealed that some of the hotel managers who were interviewed did not fully understand the concept of green management, which implies a need for training in and increased awareness of green management in these two developing countries.

References


Forest policy priorities: Forest Management Comparative Analysis (Russia, Canada, Brazil and USA)

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Abstract:
This article studies current forest management system in Russia and identifies forest policy priority areas which can make forestry sector more effective. The author puts forward a new method of quantitative effectiveness assessment for forest management comparing the Russian forestry to the other forest-rich countries (Canada, Brazil and the USA). The national forestry sector growth has been nurtured by the world largest forest reserves. Production forest land in Russia is 22.7 times and 4.5 times larger than Canada or the USA respectively. Having the largest forest land areas with management plan Russia however lags behind Canada in sustainable forest management which is the global leader in forest certification. The research outcomes show that Russia has not made yet full use of its economic capacities in forestry sector. Compared to the other world’s forest-richer countries, forestry sector in Russia remains economically low effective. More rational distribution of powers between federal, regional and community levels as well as transition to the intensive model of use of national resources may contribute to more effective and competitive forestry sector of the Russian economy. To make Russian business more competitive on the export markets we need to promote

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and facilitate facultative certification by granting fiscal benefits, i.e. tariff and tax facilitations, to certified companies.

**Keywords:** forest management, forestry, forest resources, reforestation, forest policy.

**JEL Classification:** M11, Q23.

**Introduction**

Forestry plays a key role in global economy, and it requires consistent complex approaches to food production, development in rural areas, land use and sustainable management of natural resources (Rodney, Keenan et al. 2015). Forest management based on sustainable development principles provides the world population with vital long-term environmental goods, like clean water and fresh air, preserves biodiversity, and mitigates climate change impact (Managing Forest Resources for Sustainable Development an Evaluation of World Bank Group Experience 2013).

For the last three decades the increasingly growing world population and demand in food and land have noticeably reduced forest resources. Large-scale logging and deforestation for agricultural and urban needs resulted in extinction of much forest (Solutions for Sustainable Agriculture and Food Systems 2013).

In this regard the world community has been focusing on sustainable forest management and made huge endeavors to assess, monitor, give account and provide planning for national forest reserves; much has been made to improve legal framework for sustainable forest management. At the same time it should be noted that having the largest forest land area Russia is still practicing an extensive model of forest management. Such model is based on exploration of new forest areas and yield from final clear cutting.

Vast production forest capacities are not used or used ineffectively. Intact forests in distant areas are felled, while explored production plants which have already been harvested, are not used for the forestry needs. Such forest management is economically inefficient, disadvantageous for lumber camps inhabitants and detrimental to environment. Moreover, for the last several years' forests have become more prone to wildfires due to weakened wildfire protection (Chemodanova 2015). A burning issue is also insufficient forest regeneration and a sizeable gap between de- and reforestation.

This study is methodologically based on home and international researches in forest management as well as on legal recommendations for forest management.

Recent issues of forestry and various aspects of rational forest management have been studied by Natalia Antonova, Alexandr Alexeyev, Nikolai Anuchin, Rem Bobrov, Alexandr Bakhtin, Petr Voropanov, Ivan Gusev, Maxim Dvoretskiy, Vasily Levin, Sergey Pochinkov, Sergey Tretjakov, Alexandr Lyubimov, Evgeniy Murakhtanov, Alexandr Yarunov etc. For the last decades' forest management practices and economies have changed significantly, and that raises the issue of effective forest management and emphasizes the need of Russian forestry for a new model.

To this end we completed a set of tasks:

- carried out a complex assessment of management effectiveness in the Russian forestry;
- outlined priorities for sustainable development of forestry and worked out practical recommendations to improve forest management techniques.
Conclusion

Vast forest resources are managed not effectively enough in Russia. The forest policy should focus on higher output of forestry combined with ensured reforestation. To this end it is necessary to reestablish chain of command in public administration and to distribute powers rationally between all administrative levels. Modern forestry requires transition to the intensive model of forest management and valid public incentives for facultative certification.

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Improvement of the Institutional and Economic Mechanism of the Region’s Natural Resource Potential Assessment

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Abstract
The peculiarities of the sustainable ecological development issue are strongly associated with the necessity to improve the use of the region’s natural resource potential, which is qualitatively and quantitatively characterized and territorially bound. Taking into account regional development decentralization and creation of the natural resources market, which foresees the owner’s status change, the expediency of the further optimization of institutional and economic mechanism of natural resource potential use on the basis of its complex assessment is considered. Consequently, there occurred a necessity to work out in detail economic essence of the notion of natural resource potential and to improve theoretical and scientific-methodological aspects of its assessment. Based on the structural characteristics of the natural resource potential as system, unique natural complex, which is characterized by close connections and hierarchic subordination of all its constituents, structurally logical notion of the region’s natural resource potential is formed. Scientific and methodological sources of natural resource potential, natural resources theory itself is the basis for formation of the region’s natural resource potential assessment, including fundamentally different approaches: comparative, cost and rent.

Further, it is grounded, that rent approach is the most reasonable in the market economy, as differential rent withdrawal is not only an important source of the budget incomes of different levels and regulator of different kinds of activities in the territory context, but also a part of financial resources for preservation and reproduction of the region’s natural resource potential. In order to reveal the tendencies of the first kind differential rent value change under the influence of rent-generating factors change, functional dependence is offered. In the result of the research, theoretical and scientific-methodological approaches to the natural resource potential assessment
were generalized and it is suggested to take into account dynamic nature of the rent-generating factors influence on the differential rent value as region’s natural resource potential assessment constituent.

**Keywords**: assessment of region’s natural resource potential, classification theories of natural resources, rent-generating factors, differential rent.

**JEL Classification**: C13, C61, Q15, Q24.

**Introduction**

Environmentally sustainable development conception implementation demands to optimize the process of formation, use, and reproduction of the natural resource potential. Natural resource potential is territorially bound and is qualitatively and quantitatively determined. This results in the necessity to fulfill natural resource potential assessment of the certain territories as important factor of economic, social, and ecological public development. Such assessment should become one of the leverages of new economic mechanism, which will provide rational use and reproduction of natural resources. According to the State strategy of the regional development till 2020 (Land codex of Ukraine with amendments of 02.06.2015), in the context of regional development decentralization, it is necessary to take into account all financial resources, that is why today an issue of the region’s natural resource potential complex assessment is of particular concern.

**Analysis of the main investigations and publications**

Fundamentals of natural resources economic assessment were laid in the works of Smith (1953) and Ricardo (Balatskiy 2006). The research and development of the theoretical, methodological, and practical aspects of the formation and rational use of the natural resource potential are the objectives of the works of native and foreign authors, such as Balatskiy (2006), Gofman (1977), Danylyshyn (2003), Kyslyi (2006), Mints (1972), Mkrtchyan (Balatskiy 2006), Reymers (1994), Strumilin (1963), Khvesyk (Balatskiy 2006) and many others.

At the same time, while highly appreciating the contribution of individual scientists to the development of the natural resource potential assessment theory, it is necessary to mention, that most of the approaches are based on the assessment of its resource constituents and do not take into account that the dynamics of rent-generating factors change with time. Besides, the issues concerning region’s natural resource potential assessment in market conditions are developed insufficiently. This pertains especially to the agricultural land resource potential. As market relations deepen, land gradually becomes a commodity and therefore it is necessary to develop market mechanism of its assessment in frames of state cadastral valuation (Zemel'n'nykodeks Ukrainy) in order to ground land tax and to fix land prices as market relations object, which is characteristic of the stable capital investment.

Thus, topicality of the research consists in the objective necessity to improve further institutional and economic mechanism of the formation, use, and reproduction of the natural resource potential on the basis of its assessment.

The objective of the research is to improve theoretical and scientific-methodological statements of the region’s natural resource potential assessment and economic essence detailing of the region’s natural resource potential notion in order to use it in economic practice and managerial activity.
Conclusion

The research provides generalization of theoretical and methodological approaches to the region's natural resource potential assessment and offers the solution, consisting in the consideration of dynamic nature of rent-generating factors impact on the differential rent value as natural resource potential assessment constituent.

Further research should be aimed at improvement of scientific-methodological and practical approaches to the economic assessment of agricultural lands potential within region's natural resource potential.

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General Tendencies in Modern Economy: Sustainable Development and Green Economy

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Abstract:
The article overviews general questions on development of two key tendencies in modern economy over the last decades - sustainable development and “green” economy. The paper defines the terms “green” economy, discovers its main characteristics, discusses its concepts and provides its evaluation, as well as predicts its development perspectives.

Keywords: sustainable development, “green” economy, aspects of sustainable development, index of “green” economy.

JEL Classification: Q56, Q57, F64.

Introduction
A global threat to environment is caused by negative consequences of technological development and is connected to an intense growth of population in developing countries, which intensifies imbalance between nature and society. By the second half of the 20th century the growing power of economy had been transformed from creative into destructive.

Natural resources are limited due to their finite ability to replenish. A lot of experts characterize the relation between nature and man as anthropogenic destruction, i.e. human destroying natural environment. According to UNESCO, over the course of its existence humankind:
- lost around 2 billion hectares of fertile lands turning them into wastelands;
- aggravated the problem of the World Ocean contamination;
- worsened gradually climatic conditions;

2 38, Tyumen, 625000, Russian Federation
- reduced the area of rainforests, the main source of oxygen essential for our existence on the planet (ESDN 2015).

As a result of on-going population growth and shrinkage of resources, natural environment can become unfit for further human habitation and development of civilization. One of the consequences of world economy globalization is an obvious dependence of countries on the volume of consumption of various resources which, in turn, leads us to the idea of harmonizing international requirements in the sphere of environmental development.

Currently, economic growth is linked to deterioration of environmental conditions, balance upset of the biosphere. It affects people’s health and limits the potential for development of a country.
Conclusions

The defining factor of success of “green” economy development is interest of the population, authorities and business. A great role in reorientation of society towards sustainable development is played by environmental consciousness, education and culture which should become initiators of mass awareness of the need for transition to and development of “green economy”.

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Residents’ Perception of Environmental Impacts of Tourism Recreational Activities in Protected Area

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Abstract:
This paper aims to investigate the local perceptions of environmental impacts generated due to tourism activities. The data was collected through a pre-tested survey instrument for the impact indicators. Analysis of variance pairwise comparison test was used to analyze any significance difference among the respondents’ perception towards selected parameter of tourism impact based on location. The results indicate that the local communities have strong perceptions of the negative economic impacts of tourism although it is also represented that it is perceived in a speculative way by those who do not have direct contact with the tourism destination.

Keywords: perception, environmental impact, tourism, residents’, impact category.


Introduction

The importance of investigating and evaluating environmental impacts of tourism is important for maintaining long-term environmental sustainability and regional development. Tourism industry generates economic benefits in many rural areas and offers both economic development and employment opportunities in the region. Tourism is regarded as the catalyst for conservation and improvement of the environment as well as conserving local diversity and culture (Ismail and Turner 2008, Croes 2006). The concern in investigating community attitudes towards tourism and its impact on the natural environment is important at a time when ecological problems, such as pollution, depletion of natural resources and deforestation are increasing (Kuvan

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and Akan 2005). It has been illustrated at various research platforms of tourism and environment literature that as visitors’ number increases to an area, impacts tend to become more prevalent (Holden 2000) and the perception of attitudes among the local residents can be evaluated more effectively. The enrichment of destinations with biodiversity, containing plants and wildlife are often contributing to tourism influx to these destinations (Gössling et al. 2002). Single activity causes multiple impacts and each impact tends to exacerbate or compensate for other changes caused by recreation (Hammit and Cole 1998). McKercher (1993) argued that tourism tends to over- come resources. The nature of the infrastructure that exists for tourism is significant in relation to impacts. The dynamics of the relationship between ‘hosts and guests’ (Smith 1977) in tourism, and the ‘impacts’ and consequences of tourists visits to ‘host communities’, are issues which preoccupied the study of tourism from its very inception (Cohen 2003). Some academicians have studied pro- poor tourism development which addresses social, environmental and cultural costs and benefits (Ashley et al. 2000, Momsen 2003, Tovar and Lockwood 2008), while others have focused on strategies that will lead to the creation of sustainable tourism products (Echtner 1999, Fennel 2008, Mowforth and Munt 2009). Scholars have studied the specific impacts specifying the costs and benefits of tourism development on the individuals or communities as well as the moderating variables that influence residents’ perceptions of impacts (Usher and Kerstetter 2014).

In the recent years, scholars had attached much importance to resident’s attitudes and perceptions on tourist and tourism, and had emphasized the need of including their well- found views in planning and development of resorts (Liu et al. 1987). The perceptions of the local people are also important as they are the real witness of the tourism scene, both as a spectator and as an actor, and eventually, they are the one who are directly (or indirectly) affected by tourism (Singh 1989). So, their views should be more realistic than the observers’ subjective observations collected from a few visits to the area. Tourism- related social changes can evoke a variety of both positive and negative perceptions of the host community members (Besculides et al. 2002). The diversity of the resident’s perceptions towards tourism and tourists has led to the construction of perception- support - development models that attempt to incorporate both the positive and negative community reactions (Plog 1973, Doxey 1975, Butler 1980, Cooper and Jackson 1989, Mitchell 1998, Mitchell and Coghill 2000, Mitchell and Reid 2001, Besculides et al. 2002, Harrill 2004, Havlikova 2016). As per the literature trend in perception surveys of local residents and impact studies, it has emerged that the researchers considered either environmental, Socio-cultural, economic impact indicators or all the categories for studying the effect of the recreational activities and tourism development on the local communities (Tosun 2002, Andereck et al. 2005, Fredline and Faulkner 2000, Carlsen 1999, Avcikurt and Soybalı 2001, Beerli and Martin 2004, Moyle et al. 2010, Williams and Lawson 2001). Tourist perception information has been used to help and formulate plans and policies for tourism and recreation (Morgan et al. 1993, Priskin 2003). In particular, information obtained from the perception surveys could be useful for formulating specific visitor education strategies for certain activities that are highly impacting (Priskin 2003). According to Diedrich and Garcia-Buades (2009), if one assumes that local perceptions of impacts reflect reality to some degree; such studies give us an idea of the level of impacts of tourism in the community.

The research attempts to investigate local residents’ personal activities perceptions of environmental impacts generated due to tourism activities at Delawari range at Ratapani Wildlife Sanctuary, Madhya Pradesh, India. The study is importance as the area of investigation is concentrated in protected area forests and the perception of residents towards the impacts of tourism are likely to be an important planning and policy consideration for the future and existing projects like ecotourism development and community-based ecotourism.
Conclusions

The study is of great significance as the results can be used as indicators for destination management and future project implementation like ecotourism and community-based extensions of ecotourism. The result of the survey indicates that the locals are aware of the purpose of the visit to the area by the visitors and thus, they are also aware of the tourism activities going on in the area. On the perceived impacts caused by the tourism or that impact that might occur in near future on the physical environment, there are mixed opinions of the respondents on issues of ecology, ecological imbalance, damage to flora and fauna. The overall study results indicate that the local communities have strong perceptions of the negative economic impacts of tourism although it is also represented that it is perceived in a speculative way by those who have no interaction with the Delawari recreational activities. As the tourism in the Ratapani WLS is controlled and is in its infancy stage of its life cycle, therefore the perceptions so perceived for the impact variables especially environment and socio-cultural impact categories have no significant difference among the respondents of different cluster zones identified. Different theories by Ap and Crompton (1993) and Butler (1980) asserts that in initial stages of tourism development, locals accepts tourism development because of the potential for benefits to the local residents. They start to become ambivalent only after the negative impacts starts to manifest (Ap and Crompton 1993; Diedrich and Garcia-Buades 2009). In this investigation, the same attitude and perception given by the local residents predict the current status of the destination.

Similarly, the highest significant value towards the positive impact on the physical environment like conservation of woodlands, increased environmental awareness programs, plantation drives suggests interest and locals’ awareness towards the maintaining and preserving the natural cuisine and biodiversity of the area. The result of the study suggested that negative impacts were less accepted by the residents. The reason for this may be that only a few of the locals are benefitted from the tourism activities (3.54%) in the area and low education level of respondents.

Also given that the tourism is relatively being in its infancy stage and concentrated only to Delawari and few other spots of other ranges of WLS, suggests that most residents lack the real experience of tourism development and impacts resulted by the activities both in a negative or positive terms. This has also been supported by other observation by different researchers (Amuquandoh 2010). These findings substantiate a number of findings that link residents’ perception to the level of development as stated by the researchers.

Despite the overall low impact towards the positive and negative impacts on the residents of Delawari range, they perceived some negative impacts of tourism such as noise generation, air and water pollution, an imbalance in ecological nutrients. The results show that there is overall no difference in residents’ perception according to their age, occupation, and gender. The investigation suggests that perception is influenced by the location. The residents of villages having no dependency with Delawari range tourism destination have a strong positive perception of economic impacts and positive physical impacts. Analysis of perceptions of locals gives insight that the tourism area is not affected by the negative impacts of tourism, infancy stage of tourism and controlled tourism development. Although for building a relationship between the perception and stage of tourism development additional data is required for substantiating by future research work. The studies emphasize on the aspect that the local perception, attitude towards tourism development can be used as indicators of destination health and highlight the importance of incorporating local perceptions as a primary role in the tourism development process in the field of community-based ecotourism and ecotourism projects for the area.

References


Public-Private Partnership as a Tool of Public Tourism Sector Administration

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Abstract:
This article explores the basis of public-private partnership. Public-private partnership’s goals and objectives are established. Fundamentals and prospects of such a partnership are considered in the tourism sector. Prerequisites for development of effective public-private partnership forms, which allows attracting private investments in country’s economy, implementing social projects, are formulated. A model of interaction of public-private partnership in the tourism sector for Kazakhstan is offered.

Keywords: tourism, government, public-private partnership, mechanism, tourism sector.

JEL Classification: L83, Z32.

Introduction
At the present time, the issue of public-private partnership effectiveness is at the peak of discussions. The 2008 financial crisis has again resulted in a debate on the paradigm of economic development and the role of government in developing the national economy as a whole and in its capacity to promote formation of high-quality social infrastructure and alternative financing of traditionally budgetary branches. The budgets of all levels, investment funds and development banks are limited. Therefore, creating new financing instruments at different levels of authorities is a pressing need in today's context (Tuzova 2014, 156). Mechanisms for public-private partnership are a basic design to attract extrabudgetary investment into development of various types of infrastructure and facilities of production and non-production sectors. The government's task is to create and promote high quality national tourist product in domestic and world markets. Private business cannot conduct a non-profit image advertising campaign across the country: its purpose is to promote their own product, while creation of a favorable image of the country is a nation-wide problem (Latypov and Vorotnikov 2010, 25). The purpose of the research is to analyze the basis for formation and implementation of public-private partnership, and transferring it to the tourism sector.
Conclusion

Public-private partnership is a special system of economic relations between a state and a business, the purpose of which is to bring together the experiences, skills and resources of partners to meet the social needs through the use of state property, natural resources and attracting private companies to the activities within the competence of the state. Formation of public-private institutions of innovation development is possible only through establishment of a specific institutional environment. PPP is a key mechanism in dealing with such strategic tasks as attracting investment in construction of hotels of all classes: starting from five-star to budget mini-hotels both in historic center of the city and in the suburbs. Use of public-private partnership mechanism with respect to reconstruction of historical and architectural monuments as key elements of tourist attractiveness of the city is very attractive. Analysis of the world experience in implementing public-private partnership shows that it is mostly spread in countries with developed market economies.

There is a correlation between the level of socio-economic development and priority sectors for use of public-private partnership projects in them. For example, the countries of the "Big Seven" focuses more on the social sector (health, education, tourism infrastructure), and developing countries do on the transport infrastructure. Thus, the public-private partnership is one of the main tools for achieving sustainable economic growth in the regions and the country as a whole. Interaction of a state and a business in public-private partnership may be one of the most promising directions for intensification of tourism development and hospitality industry in modern conditions. One of the primary tasks of regulating PPP in tourism is establishment of an adequate regulatory framework. Development potential of public-private partnership in tourism lies in resources of the state, business and population used in implementation of partnership projects. In modern conditions, public-private partnership, demonstrating different forms and models in different countries is developing in tourism. Taking into account activation of globalization processes, increased competition, this type of partnership is essential for promotion of national tourist product in international market, developing a marketing plan, implementation of promotional activities, co-financing tourism projects. Public-private partnership is also necessary to address challenges of congestion management in the most popular areas of tourist travel, environmental improvement, coordination of public and private organizations in crisis situations.

References


Affecting Factors on Rural Tourism Investment Analyzed through Grounded Theory: The Case of the Villages of Larijan District, Amol, Iran

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Abstract:
Tourism, just like other service oriented industries worldwide is a great contributor to the economic, social, cultural and political realms of the given country. Tourism, as an industry is a new phenomenon which encompasses capital, human resources, and all socio economical and cultural aspects of the host country by establishing a network. Accordingly, one of the major strategies for having sustainable development in rural sectors is the rural tourism. This factor has created an investment-oriented mentality in this field. By adopting the grounded theory and qualitative paradigm, attempt is made here to identify the affecting elements for the purpose of attracting domestic investors in tourism industry. The data is compiled through in-depth interviews and Focus Group Discussions. The statistical population consists of 216 potential investors in the study area and the sampling follows the snowball effect method resulting in the selection of 40 candidates. A total of at least 35 hrs and 30 min are spent on interviewing the 40 investors in order to obtain the theoretical notion. The most effecting factors in attracting investors are: the capital, interests thereof, regulations, spatial features, structural fundamentals, advertisement, economics, culture, policy makings, institutions and the social elements.

Keywords: rural tourism, investment, grounded theory, qualitative study, Larijan district.

JEL Classification: Z32.

Introduction
In the rural areas the traditional agro-economy is following a downward trend in the recent decades to a point that it is reaching below the national per-capita income level (Xiaolu and Gang 2005, Young 2013). The ever increasing unemployment rate and the rural educated youth migration to urban areas endanger the fundamentals
of the rural life texture (Young 2013, Munshi and Rosenzweig 2016). In the recent decades the youth migration to urban areas to seek work, due to bad domestic economy has been the main factor in rural areas’ decline (Thissen et al. 2010, Rye 2011). Following this trend, the rural migrants in the urban areas face problems like living in the city-outskirts, which leads to a very low life standard due to unemployment to say the least, and sometimes ending in civic misdemeanors, perhaps crime (Wong et al. 2007; Wang et al. 2010). The main objective in implementation of different programs in rural areas is to achieve rural development by promoting employment opportunities (Briedenhann and Wickens 2004). The imbalance between the availability of able work force and absence of work place destroys the rural employment market (Ndabeni and Rogerson 2005). Occupation in rural activities is reduced by 23.4% (Rezvani 2004), indicating that farming industry can in no way guarantee the rural advance in all aspects; therefore, resorting to other industries in this respect is a necessity (Kasim 2006, Brohman 1996).

Developing rural tourism would save the rural life and economy by converting the above mentioned drawbacks into advantages (Sharpley 2002, Su 2011). The gradual decline in constituent elements of the rural economics: farming, woodlands, dairy and the natural resources in the recent decades make the adoption of developing methods necessary to promote the rural economic foundations (Andereck and Vogt 2000, Reeder and Brown 2005. According to the forecast of WTO, global tourism monetary value in 2020 would amount to 1.602.000.000 persons with a turnover of $ 200 Billion (Lee and Chang 2008). Traveling to rural areas in order to put the crowded urban life behind for a short time and get away from the motorized life has become a good past-time for many people worldwide (Saxena and Ilbery 2010). This fact in turn increases the rural areas attraction, which needs to be programmed and systematized for accommodating the steady increase in such travelers.

In Iran, such an area is where this study is about. Being close to the capital city Tehran and other densely populated areas and being on the northern route, has made this area an attractive one. Many choose this region as their second home. With respect to the importance of investment in economic sectors and its effect on the variables of macroeconomics, that is, job-creation and identifying the effective factors are of importance.
Discussion and conclusion

One of the most influential factors in today’s economy of most of the nations is the subject of investment. This issue is the inevitable factor of production, employment and motivating force of the economic cycle of any given country. In most of the countries’ resources, facilities and skills are various and limited, and the spatial distribution of these resources do not follow an integrated and homogeneous pattern. Iran is considered as one of those countries. Different regions of the country have specific natural features, space, climatic differences and man power. These differences indicate that national and regional planning authorities in the economic policy making should take into account the capabilities and capacities of the regions in different activities and lead the investors towards better services. Rural tourism with its rapid-return nature - in financial sense- is a suitable area for investment. This industry can incorporate both the domestic and foreign investment and have its effective share in the national economy.

In general, foreign investment, for developing countries in specific, is essential; since it would promote the domestic economy and introduce innovation and new technologies in addition it would pave the way for more connections with near markets. Of course, for countries which are not interested in domestic investment in tourism, the foreign investment alternative is a plus for them since unlike investing in other markets which may be short-term; this market is long-term in its nature. Yousefi and Aziznejad (2009) announced that in Iran the GNP and the economic infrastructure leave a positive effect on private investment. The most preventive elements in private sector investment have issues concerned with the regulatory and judicial system and lack of investment security. Agheli (2008) evaluated the effective factors in tourism investment. He deduced that by establishing investment security, regulations and reinforcing the infrastructure the rules of dominance can have a positive effect on tourism sector in Iran. The features like privatization, economical modifications, establishing economic and social infrastructures, encouraging investment and dynamism in the national economy are essential in attracting foreign investors in tourism (Akbari 2008). Muzini and Moradhasel (2008) evaluated the issue of investment by focusing on the compatibility indexes in tourism sector. In their study, different methods in providing the finances are introduced and each method is then assessed through SOWT analysis. Their findings indicate that with respect to the existing circumstances in Iran, the appropriate methods should be introduced in three short-mid-long term periods. Here generating funds from the finance and bank credit methods are considered as the short-term, establishing private banking system is considered as the mid-term and buying bank premium bonds is considered as the long-term, the best alternatives. Ziaii et al. (2013) indicate that the implementation capacity has the most effect on comprehensive native investment followed by social and cultural human resource capacities.

This study provides the appropriate grounds in identifying and analyzing the effective factors on investment in tourism and can be an initiating issue for further research. To declare that investment by domestic or foreign private sectors can develop and expand rural tourism is a rational assumption. Moreover, non-involvement of state in activities which are not justified in the logic of the economy automatically provide the grounds for investment, since, the competition will take place within its limits and the doubt that providing role of the state which could one day change the rules of the game would vanish.

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Tourism Destination Marketing: A Case Study of Puri Sea Beach in Odisha, India

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Abstract:
The greatest attraction of Odisha is the Puri sea beach which is acclaimed to be one of the best sea beaches of the world. Puri is one of the most marvelous city of Odisha which lies in the seashore of Bay of Bengal. The Puri sea beach is dotted with wonderful temples, ponds, lakes, heritage palaces, culture, art and crafts and many more.

The magnificent and culturally enriched city has bountiful of natural as well as architectural beauty and wonders that always allures the tourists and travelers from all corners of the world. In lieu of many future prospect and potentialities, the tourism of this place did not prosper to the larger extent. It can be rightly said that this particular destination is somehow neglected by Odisha people and the panoramic beauty of this place is yet to be explored properly by domestic and international tourists.

The purpose of this research was to discuss the present scenario of Puri sea beach including all tourism facilities, expectations, and demand of the tourist’s concernedness. Moreover, the significance of destination marketing of Puri sea beach as a tourists’ destination and what kinds of marketing methods and strategy can be used to attract more tourists to Puri sea beach, was also discussed here.

Keywords: Odisha, brand, destination, marketing strategy.

JEL Classification: L83, Z32.

Introduction

The author’s sole aim is to bring forth or bring into limelight the concept and dimension of destination marketing that has made a significant impact and paradigm shift in the international tourism scenario. In the tourism context, marketing of destination is an innovative strategy to surpass over other competitive destinations. This paper briefly elucidates the concept of promotion of destination and attempts to integrate several well defined steps for strategic destination marketing and management of tourist destinations.

The economic growth of many developing countries is due to the proper tourism destination marketing as well as destination management. Universally the one and only sector which is growing rapidly is the tourism sector. So in order to gain the maximum benefit from tourism sector, a good strategy should be developed to
survive in the competitive market. Now a day’s traditional patterns of tourism activities are slowly slowly abolished, and replaced with frequent and shorter length of stay. At present people is not only travel for the sake of fun and pleasure, but also to learn and watch something new, exceptional and exciting. Even the mass tourism has replaced by the individualistic travel which always determines the variety types of choices. So it has made the standardization of tourism product and services. Destinations are the perfect blend of tourism products and services through which the tourists and travelers derives the enriched experience. Even the destinations are well demarcated areas or locations that belong to a country’s, states or cities geographical map.

It is widely accepted and recognized that destinations are perceptual concept which can be interpreted by tourists, depending on their travel plan, cultural and ethnic background, travel motives, educational profile and previous experience. In present scenario, tourism industry is one of the largest revenue generating industry both for national economy and income for destinations. Most of the countries in the world become prosperous and developed by the dint of tourism destination promotion. So many tourism aspects are required to promote a destination. As stated by (Lokesh, 2015) due to the positive reforms in visa regulations, there is a 7.5% growth in Indian travel and tourism industry in 2015. As per the WTTC, in 2014 the Indian economy has gained 7,642 billion and 36.7 million jobs from the travel and tourism sectors. As 2015 is continuing showing the economic growth rate of India is soaring high contributing 7.5% and 1.8% in terms of gross domestic product (GDP) and employment lagging behind the country’s national economy by 6.7%.

The modern age tourists are very discrete and intrinsic by nature. The radical changes among the tourist’s travel pattern determine the success and failure of a destination as well as development of a destination. By keeping in view the above parameters, the marketing planner always uses the destination marketing tool to fetch more and more tourists to a particular destination. The modern day tourists are varietal by nature and much more conscious about security, safety, ecological issues, quality of services and availability of information before choosing a destination. That’s why the destination marketing is utmost importance to make it a complete tailor made package to impress the tourists. Odisha, an eastern region state is crisscrossed with great streaming rivers, lakes, temples, forests, is indeed a land of green and natural beauty. Though there is an abundant potentiality of nature made and man - made tourism destinations of this state, still this industry has a laid back attitude which is the impediment for its growth. From the day of its inception in 1979, the three decade has already been passed, still its tourism is not moving satisfactorily like many other states in the country. Apart from few countries like France, Germany, and UK, Odisha as a tourist destination has not yet put its foot in other international market. Both the domestic as well as global tourists’ arrival has dropped down in few years ago leading to the slow growth of tourism in the state. In 2013 only 98,00135 numbers of domestic and only 66,675 foreign tourists came to Odisha. Among them more than 50% came for business and official purposes. The meager number 0.96% is the national tourist arrival contributed by Odisha in 2013.

Though, tourism got the status of an industry in Odisha in the year 1979 through the formation of Odisha tourism development corporation (OTDC), but it never got so much attention by the government to become a vibrant sector. Many states like West Bengal, Gujurat, Rajasthna, Sikkim, Tamlnadu who started developing their tourism sector much after than Odisha, has developed much faster than Odisha. The above states in India are the tourist hot spot and attracting a handsome amount of tourist inflow in their own land. But still Odisha is lagging behind in all fronts of tourism affairs. Odisha lags behind in project implementation and policy formation to market its own tourist’s destinations through advertisement and electronic media which its neighboring states actually do. Odisha as a tourism brand is lesser known to the international market, the first and foremost task is need to work on the rebuilding the tourism sector in every nook and corners to attract foreign tourists into the states. Because in tourism sphere brand formation is of utmost importance in order to capture the maximum tourist’s footfall in a particular destination.
**Location of the study area**

The researcher’s main focused study area is one of the reputed sea beach of Odisha, which is located 65 km away from the state capital of Odisha, Bhubaneswar, 35 km away from the world heritage site the Konark sun temple and only 3 km from Jaganatha temple.

*Image 1 - Puri sea beach on Odisha map*
Conclusion

This research study thoroughly considered the concept of destination marketing from the tourism point of view by the destination marketing organization (DMO) to create positive brand image through intense marketing techniques. The study also emphasized Odisha as an exclusive leisure destination with unique and awesome potential and attractions of Puri sea beach. From this study it is derived that Odisha tourism has a steady growth with good flow of tourists from all corners of the world, but it is the call of time or wake up call for the Govt. of Odisha, tourism authorities, to think and act for a distinctive and distinguished image of Odisha by adopting a solid destination marketing plan.

From this study it was revealed that Odisha has a great potential of beach tourism which can be used as leisure and fun activity that needs to be uplifted like other forms of tourism through the destination branding and marketing. And especially Puri has immense potential of both religious as well as beach tourism which can be easily accessible to the tourists if the destination can be promoted from grassroots level. Hence it is the sole responsibility of Govt. of Odisha, ministry of tourism should undertake different marketing strategy with the help of stakeholders, industry experts, hoteliers, and host community to showcase Odisha as one of the fabulous destination in international arena. In the literature review it is judiciously highlighted the significance of tourist destination marketing and its impact on brand image of a particular destination to be survived in this cutting edge competitive market.

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Educational Environment of University - A Model of International Students’ Socio-Psychological Adaptation to the Ethno-Cultural Characteristics of Society

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Abstract:
The relevance of the research problem is caused by the modern discourse of international students’ socio-psychological adaptation to the educational environment of high school. Therefore, this article is aimed at the establishment of theoretically and practically based approaches to the development of the model of international students’ socio-psychological adaptation to the ethno-cultural characteristics of society in the educational environment of the host university. The paper deals with the socio-psychological adaptation typology, structure and content of its species; defines the structure and content of the educational environment as the model of international students’ adaptation to the ethno-cultural characteristics of the society; determines the content of the updating of the educational process of the high school through the realization of ethno-cultural training modules focused on the adaptation of international students to the society; substantiates educational - methodical complex. The paper proves the efficiency of the identified educational - methodical complex using students’
readiness criteria: to plan their own interaction with the representatives of ethnic groups in society; to choose cross-cultural alternatives in society; to manage the process of intercultural interaction in society, using a network technology; for perform professional work in the society, and others. The submissions may be useful for social psychologists, teachers, students of psychologists’ and teachers’ improvement and retraining system, methodologists, graduate students and university students.

Keywords: international students, educational environment, socio-psychological adaptation model, ethno-cultural features.


Introduction

Higher education’s focus on its activities' internationalization today has become a strategy of paramount importance for the entire global system of higher education: the intensification of academic mobility, the creation of international educational curricula, students’ and teachers’ exchange, increasing in the number of students studying on the curricula of academic exchange (semester or year), and the curricula of fundamental education to get bachelor's, specialist's or master's degree (4 - 5 years), conducting of cross-cultural research and other activities necessary for the university to be included into the international educational community.

The number of international students is one of the indicators of the university's success on the global education market. The achievement of the goal to improve the competitiveness of higher education institutions in the international market of educational services by inter-governmental or inter-corporate agreements is not the proof of their high rankings. Priorities are given today to students’ freedom in choice of any university, on a par with the leading universities in the America, Asia, Europe and Russia. The emergence of these trends on the world market of educational services leads to the high level of attention and interest in the problems of international students and their socio psychological adaptation to new conditions in terms of accommodation, education, communication and behavior. Peculiarities of international students as subjects of education is that in the host institution for a short time, in addition to language, they must learn unusual cultural samples necessary for successful functioning as members of the new community (Lopatina et al. 2015, Grigoryeva et al. 2015, Makrinova and Grigorieva 2015). Samples and behavioral patterns of their native country are not always applicable in the new environment, so students need time and some effort to overcome the barriers and to be embedded into a new socio-cultural environment. For the receiving university is important quickly to determine the characteristics of international students’ socio psychological adaptation mechanisms, the specifics of the difficulties they face in the process.
Conclusion

The study confirms the theoretical and practical significance of the problem of research as a promising innovative direction in the international students’ training aimed at socio psychological adapting not only to the educational environment of high school, but also to the ethno-cultural characteristics of society. Based on the established structure and content of the educational environment of the university as a model of international students’ socio psychological adaptation to the ethno-cultural characteristics of the society, in the course of the study the classification of types and kinds of socio-cultural adaptation was studied in detail; structure and content of the educational environment was defined as model of international students’ socio psychological adaptation to the ethno-cultural characteristics of the society; the content to update the educational process of the university is defined through the realization of ethno-cultural training modules focused on the socio psychological adaptation of international students to the society; substantiated educational-methodical complex is substantiated. This problem as a research direction has extensive internal resources to enrich the theory and practice of international students’ socio psychological adaptation to the peculiarities of society.

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Residents’ Perception of Educational Tourism in Jakarta, Indonesia

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Abstract:
Residents’ perception of tourism development has received increasing interest from tourism industry managers. Although the number of tourists visiting Indonesia is increasing, the fact about educational tourism and its effect on residents’ perception has not been explored. The objective of this study is to understand the implication of educational tourism in relation to local residents. A qualitative approach was conducted with some local residents. The study revealed those local residents’ both negative and positive aspects of educational tourism. In practice, this research will have benefit for the Indonesian government, the host university and for the local residents in the area.

Keywords: educational tourism, resident perception, international students, Indonesia, qualitative.

JEL Classification: L84, Z32.

Introduction

Tourism is one of the industries which significantly affect the economy of its destinations. The development of tourism is viewed as a source of new employment, foreign exchange, additional taxes, and an enhancement to community infrastructure that will fascinate other industries (Davis, Allen and Cosenza 1988, Lankford and Howard 1994, Samah et al. 2013). In terms of tourism development, it is well known that South East Asian countries have been steadily attracting larger numbers of tourists from abroad since 2001 (Hsu, Tsai and Wu 2009, Samah et al. 2013). As the most populated country in South East Asia, Indonesia is becoming more popular among tourists due to its cultural diversity. There has been a significant increase in the numbers of tourists who have visited Indonesia in the last five years (Euromonitor International 2012).

Chew and Croy (2011) stated that educational tourism has gained attention and popularity recently among tourism policy makers and also the public and private sectors. Similarly, Pittman (2012) states educational tourism has a role as a powerful means to increase social and economic capital and empowers learners and host communities worldwide. There has been a massive growth in the broad field of educational tourism in recent years (Swarbrooke and Horner 2011). This has been fuelled by both the growth in higher and further education worldwide and the desire of many older tourists to learn something new during their vacation. Educational tourism is programs in which potential learners move to a destination as a group or individually with the aim of engaging in a learning practice directly related to the location (Bodger 1998). This segment of tourism is one of the growing sectors in the tourism industry of Indonesia and has been getting more attention by the Ministry of Research, Technology and Higher Education (Kementerian Riset, Teknologi dan Pendidikan Tinggi Republik Indonesia.
Regarding educational tourism, there are universities in Jakarta now providing student exchange programs to attract international students to study in Indonesia.

The role of local residents is an important issue in the evaluation of the social impact of tourism and until now it has not received much attention in tourism literature. The fast development of the tourism industry may bring positive and negative impacts on the local residents' life (McCool and Martin 1994, Weaver and Lawton 2014). Becoming over-dependent on tourism may have substantial economic, cultural and environmental issues associated with its expansion (Ayres 2000, Ko and Stewart 2002, Kuvan and Akan 2005). There is a lack of studies on educational tourism and the local residents' perception toward this issue, especially international students and their impact on residents' life. Residents' behavior toward tourism development and tourists affects tourist satisfaction (Cooke 1982, Goeldner and Ritchie 2012), which is another motive of considering residents as the major patrons in the tourism planning and development process (Goeldner and Ritchie 2012, Joppe 1996, Pearce 1989, Weaver and Lawton 2014). Yet, the types of tourists and the extent of their involvement vary from country to country, being influenced by their respective political, economic, religious, and constitutional systems. Studies have shown that those who receive direct benefits from tourism are less likely to attribute negative social and environmental consequences to it and hold more positive support toward its development and expansion (Husbands 1989, Milman and Pizam 1988). On the other hand, residents who were not dependent on tourism or had to compete with tourists for access to local resources displayed a more negative perception. This argument supports the Social Exchange Theory which has also been used to explain residents' behaviour towards tourism and its development (Andriotis and Vaughan 2003, Ap 1992, Gursoy and Rutherford 2004). Therefore, the extent to which local residents support changes attributable to tourism highly depends on residents' perceptions of how it affects their own personal lifestyle and also how much their voice is heard by the local government.

While different investigations have been conducted about the impacts of tourism and residents’ perceptions toward tourism development (Ap 1992, Lankford and Howard 1994), there has been limited research on educational tourism’s impact on local residents. Sirakaya, Ekinci and Kaya (2008) indicated that policy makers and marketers may benefit from a better perspective of residents toward sustainable tourism. It is proposed that listening to the voices of local people is the starting point to embarking on sustainable tourism development in a region.

Therefore, the main objective of this study is to understand the implication of educational tourism in relation to local residents. A case study on the residents’ perception towards educational tourism impacts in Jakarta would lead to a better quality of life which is important to the development of local communities in Indonesia. In this study ‘educational tourists’ refers to international students who moved to Indonesia with the aim of engaging in learning in private universities for the period of six months to a year. The term local residents refer at residents who live near the educational institution in Jakarta, Indonesia.
Conclusion

This research examined the perception of residents in West Jakarta regarding educational tourism and its effect on their routine life. The support of local residents is the most important aspect for any kind of tourism (Andereck et al. 2005) which is supported by the findings of this research. The findings suggest that educational tourism has both positive and negative effects on residents, but it is viewed more favorably towards the positive aspects from the point of view of the local people. The key emergent themes in this research are culture shock, language barrier, economy benefits, job opportunity, and development of infrastructure, improvement of quality of life, improvements in behavior and learning English. Being dependent on tourism in terms of additional job opportunities, increasing household income, and development of infrastructure, it comes as no surprise that the residents have high hopes to support educational tourism. A developing country such as Indonesia should respond to the needs of local residents, whether they are cultural or economic needs, by implementing tailored programs for tourism development. By doing so, tourism development may contribute to a better quality of life for the community.

The results of this research are potentially useful for the Ministry of Higher Education as well as the Ministry of Tourism related to tourism development for sustainable development plans to help local residents learn about successful tourism marketing strategies. Fostering the development of educational tourism by all involved parties such as the host university (as the provider), the government (as the authority) and local residents (as supporters), is critical to future educational tourism in Indonesia. It should be noted that implementing educational tourism programs requires an adjustment in the socio-cultural, environmental, and economic structure of host communities which help to build their capacity to engage in the development of educational tourism planning.

Practical implications

This study will be beneficial for universities which provide exchange programs in developing and improving the educational program as a part of the middle- and long-term universities’ strategic planning. By understanding the positive and negative impacts on residents’ lives, and their perceptions, as well as the effect of the presence of international students on the society, culture, and environment, host universities can take further action.

At a governmental level, this study will be helpful to the evaluation of existing policy in tourism for a better acceptance of educational tourism by local residents. So far, none of the chapters in Indonesian Tourism Law explicitly touch upon educational tourism. Moreover, there is no section referring to strengthening residents’ capacity for them to be involved in the industry. Due to the fact that residents are affected by the presence of international students in the area, their support helps government to promote educational tourism while gaining benefits from it and keeping residents satisfied.

Local residents can decide whether the educational tourism is really benefiting them or perhaps they are able to a different side of people with different cultural backgrounds. In addition, it gives benefit for international students to learn how to adapt with the local residents and their environment.

Theoretical application

The results of this study contribute to the body of knowledge in the field of tourism industry in Indonesia, in particular educational tourism. It adds reference to the literature of residents’ perception towards educational tourism in Indonesia.

The themes found in this research can serve as a reference for future studies which apply quantitative approach toward international students. The findings also add to the literature by contradicting previous studies (Akkawi 2010, Brida et al. 2011). While those studies state that it is tourists who learn from the destination, the findings of this research contend that the local residents also have the opportunity to learn from international students.

Limitations

A number of limitations were found within this study and should be taken into consideration when examining the main findings and implications. This study research was conducted in the West part of Jakarta. There are some other universities in different parts of Jakarta hosting international students as educational tourists. Therefore, the results cannot be generalized to all parts of Jakarta. It is suggested future studies conduct similar research in different areas of Jakarta and also in different cities which host educational tourists.
Qualitative research is recognized for its inability to ensure broad coverage of the sample population. Therefore, a quantitative study would be beneficial in order to generalize the findings of this research. Another limitation of this study is related to the socio-demographic profile of the respondents. A profile of the participants indicates the socio-demographic profile of the respondents is not homogenous, and two-third of the participants (n=10) are male. Therefore, it is suggested for future studies to compare the local people’s perception by gender.

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Development Prospects of the Brand of Tomsk

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Abstract.

The importance of territory branding is connected with the necessity of elaboration of new strategic approaches to brand creation of a country, a region, a city, along with the restatement of existent types of territory positioning in a view of harden competition between the cities for attracting of investments, opportunities and tourists. Creation of a strong, sustainable brand which can represent the city not only in Russia, but also abroad becomes topical. The modern reality is such that economic and demographic crisis reduces the amount of available financial and human capital assets. Under such conditions, the territories compete severely for any available resources. The winner of the competition is the one which can adapt to the changing situation and apply maximum tools for it. The territory branding is the main instrument for visitors’ attraction and most significantly for investors’ attraction as well as it is an important way of people’s loyalty forming. An increasing number of countries, regions and cities use territory branding. This way of attractiveness forming is especially developed abroad, but Russian cities and regions are mastering actively the territory branding. They don’t always succeed. The efficiency of this marketing instrument depends on many factors. The main issue the brand developers face is that they are mistaken in the understanding of territory brand as a beautiful image for tourist attraction. Tomsk is one of those cities which have enough peculiarities to be distinguished from others by means of creation of a strong and sustainable brand for representing the city outside it.

4 Russia, 634034, Tomsk, Lenin Avenue, 30
Keywords: brand, city branding, territory branding, marketing

JEL Classification: M31, M37.

Introduction

The article deals with the results of the analysis of stages of Tomsk city brand creation. The ways of its development are suggested in several directions: the development of interlocutory environment in Tomsk, seeking new ways for promoting city’s wooden architecture, development of creativity in city residents, increasing of city informative representation in the Internet and strategy development of brand-building.

There is no exact and unique definition of notion “brand” in the modern world, but this word is used rather often in the business communication, in mass-media and every day. It is possible to observe that this notion is used in respect of almost everything what people have to face daily: countries-brands, goods-brands, institutions-brands, persons-brands, etc. The most “legitimate” definition is that by American Marketing Association, where brand is “a name, a term, a sign, a symbol or design, or a combination of all mentioned, assigned for identification of goods and services of one seller or seller group, as well as for distinction between own goods and services from goods and services of the rivals” (Gregory et al. 1997). This definition is a law term and appears in the legislations of most countries.

Territory branding is the main object of the research, while technology and way of how brand would be introduced is the main topic.

The purpose of this work is to develop full functioned brand and find out about all the required criteria.
Conclusion

A city must have good qualities in order to brand itself successfully, but a plenty of factors are involved. Cooperative efforts between residents and municipal government are one of the key factors in determining the branding potential of a city.

To succeed, the city administration must complete a strategic examination of trends in the social and economic environments; identify where the opportunities, skills, resources, and capabilities lie within the city; what core values, attitudes, behaviors, and characteristics have enabled the city to achieve these; and then figure out what combination of these provides a differentiated appeal to its various target groups. Based on this examination, an integrated brand strategy and implementation must be developed and, from these, an integrated brand communications strategy and implementation: one brand position based on the city’s core values, attitudes, behaviors and characteristics. Administrators can then look at this and identify the best blend of those skills, resources, and capabilities that can be expressed as relevant benefits to each of the targeted groups.

In conclusion, it should be mentioned, that at all stages of city brand development and updating, it is required to involve the city residents into the process, because they are at the same time both the city identity carriers and future brand consumers. Right developed city brand allows increasing the loyalty of the residents and becoming the ground for positioning of outer target audiences attracting visitors and investments.

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On the Concept of Sustainable Recreational Use of Natural Resources of Cross-Border Areas of Altai

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Abstract

The article describes the geo-ecological principles and their relationship with the sustainable development of natural resources. The authors propose conceptual illustration of sustainable recreational use of natural resources of cross-border areas of Altai and analyze the main diversification paths of the tourism product of the region. Cross-border cooperation between the countries of the region and the organization of a single eco-economic and recreational space is of special importance as it is the basis of sustainable mutually beneficial economic development. The authors carried out the systematization of the concepts of sustainable recreational use of natural resources and grounded its geo-ecological principles as exemplified by cross-border areas of Altai.

Keywords: Altai, recreational resources, tourism, sustainable development.

JEL Classification: Q26, L83.

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Introduction

The Altai is an attractive tourist destination, which boggles the minds of people by variety of natural conditions, a wide range of recreational niches and offers. The popularity of this tourist attraction is largely determined by its landscape richness and diversity (Sukhova and Garms 2014, Sukhova 2013).

Tourism and recreation management as well as sustainable development in mountain areas are closely interrelated, and in this regard, the research in this field can be a priority for both concerned regions and surrounding areas. Unfortunately, to date, poorly regulated territorial organization of tourist attractions is dominated in travel industry that is characterized by large disparities in tourism development in many mountain regions (Dunets 2011, Tourism Market Trends 2010, Liszewski 1995).

The purpose of present article is to systematize the ideas of sustainable recreational use of natural resources (RUNR) and the substantiation of its geo-ecological principles as exemplified by the cross-border areas of Altai.

There are many interpretations of sustainable RUNR, though they all come down to three pillars of sustainable development: social equity, economic efficiency and ecological safety. As defined by the World Tourism Organization, sustainable RUNR meets the today’s needs of tourists and host regions, while preserving and enhancing opportunities for the future. Management of all resources should be carried out in such a way as to meet economic, social, and aesthetic needs, to preserve the cultural integrity, essential ecological processes, as well as biological diversity and life support systems. In our study sustainable RUNR is understood as the harmonious relationship between society and the natural environment while meeting the recreational needs and providing balance between social, economic and environmental concerns, as well as ensuring the efficient use of natural and recreational potential, the preservation of optimum quality of recreational environment for future generations (Yakovenko 2001, Yakovenko 2004, Lysenkova 2006, Oborin et al. 2014).
Conclusion

The growth rate of the recreational flow in the cross-border areas of Altai can be assessed as a progressive factor in the further development of the region and its special infrastructure. However, the growth can be limited by permissible recreational load and the resilience of natural systems (especially in the Republic of Altai and Chinese part of the region).

Implementation of the proposed concept requires the joint efforts of tourism companies, public authorities, international agreements, and scientific organizations. However, it differs from other similar concepts by the fact that here we propose specific instruments to achieve sustainable recreational use of natural resources. At that, they are regional in scope. Some of them were made in the course of the study, namely: functional recreational zoning of the cross-border areas of Altai, diversification of the tourist product of the cross-border areas of Altai.

In the further development of this research we expect to take part in the creation of tourist resources cadastre of the cross-border areas of Altai. Currently there is no summary statistics of natural recreational resources. Surely, there are also many measures that can be carried out based just on the political will and power, such as:

- organization of a unified system of recreation resource management of the cross-border areas of the Altai region with a view of their most efficient and rational use;
- development and creation of routes connecting the selected natural recreational resources into a single network; creation of the necessary infrastructure, including the improvement of transport system;
- searching for own niche in the global tourism market; creation by the bordering states with similar natural and recreational potential of joint tourist products.

The geographical location of the cross-border areas of Altai and the availability of historical and cultural centers, numerous objects of cultural and natural heritage, as well as relatively well-developed transport network and a sufficient amount of labor resources, create favorable conditions to strengthen here international and domestic tourism, based on the development of recreational use of natural resources and preservation of natural and historical-cultural potential. Providing the rational organization of these areas and strengthening tourism and recreation structures of the territory, Altai could become a new economic basis for the development of the predominating depressive regions and districts. The cross-border cooperation of the countries of the Altai region is of special importance, as well as the organization of a single ecological-economic and recreational space, being the basis of good-neighborly relations and mutually beneficial sustainable economic development.

The study and analysis of the opportunities for recreational cooperation of the four states within cross-border areas of Altai can be the scope of further research.

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Ecological Thinking and Certification of Hotel Service Providers in Slovakia

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Abstract:
One of the major areas, where sustainability is a very important issue is the hotel industry. Presently there are a number of projects – some spearheaded by NGOs, some by professional or governmental bodies – which audit hotels and lodging providers from the point of view of sustainability and “green” performance. The paper analyses the approach of the hotel industry, as well as clients to “greening”. The perception of eco-friendliness varies, however from culture to culture. The paper analyses the case of environmental awareness of hospitality service providers 3 and 4 star hotels and their attitude towards “green” performance in one of the emerging tourism destinations - Slovakia.

Keywords: hospitality, greening, ecological awareness, eco-labelling, Slovakia.

JEL Classification: Q01, Q56, Z32.

Introduction
In order to understand the strategy of eco-labelling as well as the motivations or demotivation of tourism related service providers, it is of interest to consider some of the main facets of sustainability concepts. In case of such service providers, ecological way of running the business should be a priority from both principal and
The first widely known and acknowledged report on sustainable development was done by the World Commission on Environment (the Brundtland Report), published in 1987 (Brundtland 1987). Brundtland (1987) defines sustainable development as the one “which meets the needs of current generations without compromising the ability of future generations to meet their own needs”. There have been numerous discussions about the merits and demerits of the Report, and criticisms have been voiced regarding its formulations that are difficult to quantify. This is important also from the point of view of UNWTO (2012) forecast of tourism growth until 2030, which assumes a substantial potential for further growth of international tourists’ arrivals—globally on the average by 3.3% per annum until 2030. There are, however “pessimistic” scenarios regarding the resources available (Tietenberg 1994) that assume that after AD 2050 there will be only about 1/5th of the presently existing resources available and this hypothesis expects a sharp drop in the global population – if sustainability will not be achieved.
Concluding remarks

Insufficient commitment to ecological ways of life and business stems from the lack of environmental education programs at hotel schools and universities. Still, the available data from the questionnaire show that the hotels that could afford the initial investments to qualify for an eco-label report that the cost of running the hotel becomes lower. Those who have not tried to opt for greening or try to avoid increased costs at any cost feel that it is an unwelcome burden. The value oriented management perceives being ecological as a necessary investment into future, the conservative management looks at it only as to a possible PR advantage. It is interesting that no one of the respondents considered one of the question to answer “a greater support of the local community if they behave ecologically” as important. This means that ecological tourism related services in this case do not lead to empowerment of local communities (Scheyvens 1999). This shows that the hotels are not tied to the environment where they operate and do not expect any support from the local community, even though they necessarily draw employees from the local communities and operate in a communal region.

There is a need for more motivated management who feel the intrinsic value and the long term economic justification of eco-labelling. As this is both culture dependent and tied to the general economic situation, no immediate improvement is foreseeable.

Environmental measures in hotels, when implemented, could make the majority of “green” tourists leave Slovakia with a positive past experience (Buhalis 2000) and their satisfaction could lead to mediating the information of high quality eco-lodging services by word of mouth (Han, Hsu and Lee 2009, Han and Kim 2010).

References


Increasing Community Environmental Awareness through Geodiversity Conservation Activities at Ciletuh, Sukabumi, West Java

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Abstract:
The demand for precious stone increased sharply threatens the environment sustainability. Geopark is one of the forms of sustainable development that implement new paradigm of natural resources management, which makes natural resources as a source of economic growth through tourism development. Geoheritage is geodiversity that is more valuable as an inheritance, as it became a record of an event on earth. Geological features are significant of scientific, educational, and cultural. Geological conservation is conducted on extraordinary geological phenomenon and the first step to take advantage of geodiversity which is through a planned program to protect its existence.

Three main reason for geodiversity conservation, namely: has the values of science, which is beneficial for human life and ecosystems supporting, non-renewable nature, many forms of geodiversity very sensitive to disturbance, especially threatened due to various human activities. Ciletuh region have unique geological diversity and the age of the rocks are the oldest in West Java. The results showed that the level of public awareness of the environment is still low, because they tend to prioritize their livelihood, and have the tendency to exploit natural resources. Therefore, it is needed a strong environmental campaign to raise public awareness that geodiversity needs to be protected.

Keywords: environmental awareness, geological conservation.

JEL Classification: O13, Q57.

Introduction

Geoheritage is geodiversity that is more valuable as an inheritance, as it became a record of an event on earth. Geological features are significant of scientific, educational, cultural, and aesthetic value. Geological conservation is conducted on extraordinary geological phenomenon (outstanding) and is the first step to take advantage of geodiversity which is through a planned program to protect its existence. Ciletuh Geopark at Sukabumi has extraordinary formation that make geological diversity in this area is very rich and unique that
cannot be found elsewhere. However, several problems occurred in the conservation areas such as: waste management problems, water pollution, land degradation due to illegal mining activities and others.

Ciletuh Geopark is one out of seven geoparks located Sukabumi West Java. It has a remarkable landscape and geological formation, that makes this geopark rich in geological diversity and unique because it cannot be found elsewhere. Geological diversity (geodiversity) is a picture of the variety of geological components contained in a region; including the existence, dissemination, and circumstances so as to represent the geological evolution of the area. Rocks, minerals, fossils, soil and landscape is an integral part of nature. In the context of life, the basic components of geology and identified formation that affect animals, plants, and the social network of local communities that produce culture. Ciletuhgeopark has a number of geosites. One of the geosite is a natural amphitheater, that is the product of from the removal of the old rocks Paleogene in the days before the Tertiary (50-65 million years ago).

Figure 1 - Natural Amphitheater at Ciletuh Geopark, Sukabumi, West Java-Indonesia

One of the key success factors of geodiversity conservation is the level of awareness and appreciation on the heritage value of the resources by stakeholders, particularly the local communities. An informed society or community will make wise decisions about protecting and preserving resources that define the very essence of their culture and society (Norzaini, Azman, Sharuna Abdul Halim and Ibrahim Komoo 2009). Activities to increase community awareness were implemented to overcome such problems. The main objective of this research is to explore the geoconservation activities of Geopark Ciletuh, Sukabumi West Java Indonesia and find out about the community environmental awareness in the Geopark Ciletuh, Sukabumi West Java Indonesia.
Conclusion

Based on the analysis that has been done, be concluded as follows:

- Ciletuh is rich in geological heritage, where the oldest rocks of the island of Java in the area and coupled with the phenomenon amphitheater that cannot be found in other places. Biological and cultural diversity is also taken into consideration when measuring the carrying capacity in the conservation of this area. Communities that have formed and its role is also an important asset in the sustainability of conservation programs that will be implemented in this area.

- The concept of conservation in accordance with a variety of natural resources that exist in Ciletuh in an effort to minimize the environmental damage that occurred in this place is the implementation of the program Geopark, where the program emphasizes on sustainable conservation efforts are also raising the value of education and the socio-economic environment that carried out directly by the local community

- *Shared Value* in the geopark is an important value system that must be socialized to the community so that they will conserve the geosites. Geoconservation activities at Geopark Ciletuh needs all the stakeholder to work together and in a coordinated and systematic manner not partial activities.

- An information center as an education facility for community and incoming tourists concerning geodiversity to improve awareness and people education

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References


Growth of Coastal Population: Likely Exposure to Sea Level Rise and Associated Storm Surge Flooding in the Sultanate of Oman

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Abstract:
Coastal zones are densely populated than the hinterland and exhibit higher rates of population growth and urbanization. As this trend is expected to continue into the future in the case of Oman as well since more population is living along the coast. On the other hand, this population has likely exposure to coastal hazards including sea-level rise and associated storm surge flooding effects.

This study investigated extent of inundation to sea level rise and built up areas exposure to possible storm surge flooding cross governorates at different scenarios. Use of remote sensing data and GIS applications employed for the assessments. Results show that the coastal area of the Governorates of Al-Wusta and South Al Sharqiyia will be highly exposed to the most likely tropical cyclones since these areas are characterized by a flat topography.

Further, the results of assessment show that Oman is highly vulnerable to climate change-induced sea level rise (SLR). At the national scale, nearly 400 square kilometer of total land area is projected to be inundated under the smallest SLR scenario. Overall, the assessment results highlight that Oman is vulnerable to coastal flooding and SLR therefore policies and adaptive planning for building resilient coastal communities are essential for the future.

Keywords: risk assessment, climate change, sea level rise, flooding hazard, Oman.

JEL Classification: R11, Q51.
Introduction

Coastal zones around the world have always attracted large population in view of their resources as they offer access points for maritime trade, recreational or cultural activities. The coasts are undergoing tremendous changes in socio-economic and environmental values over the past few decades since the development and utilization of coastal zones has greatly increased, it is expected to continue in the future as well (Choudri et al. 2015a). Densities of population in coastal areas are three times the global mean and it is estimated that fifty percent of world population will live within 100 km by 2030 (Small and Nicholls 2003). Many settlements including number of large cities are also concentrated and developed near to the coasts as well as on coastlines whereby larger proportion of global economic productivity derived from these areas (Gommes et al. 1997). Further, the growth of urbanization is likely to increase density of population in low-lying coastal areas and the population living within 30 km of the coast (Bijlsma et al. 1996). According to UN Atlas report on oceans (2010) in 2001, it is reported that over half of the world population lived within the stretch of 200 km from coastline. The population growth rate in coastal areas is accelerating and the increase in tourism related activities adds further pressure on the environment.

On the other hand, coastal growth, conversion of land for urbanization is also related to an increasing exposure of large population and infrastructures to natural hazards and sea-level rise related effects. In turn, this would significantly increase level of risk and vulnerability along coastlines and potentially important for countries of the developing world. (Nicholls et al. 2007)

Expected changes in coastal high water levels due to climate change are associated phenomena the biophysical and socio-economic consequences of such hazards could affect severely living at the coast on a choice of higher risk (IPCC, 2012). Some of recent studies suggest that mean sea levels could raise by 1 meter by 2100 (Wong et al. 2014), will have greater impacts on ecosystems of coastal environment. It is also highlighted that settlements including infrastructure and economies in the coastal areas could be severely impacted by inundation, flooding, coastal erosion, shoreline relocation, saltwater intrusion and there is the potential for larger disasters. (Brown et al. 2013, Hallegatte et al. 2013)

Over the recent years, the Omani shoreline has experienced a strong demand for human settlements, agriculture, industry and marine transport activities such as shipping, fishing boats and recreational activities (Choudri et al. 2015b, Choudri et al. 2016). This demand has responded to essential needs for economic growth and has lead a linear approach to coastal development focusing on the exact shoreline with access to recreational activities on beaches as well as outstanding views of the sea.

Study area

The development and utilization of the coastal areas increased substantially during the past few decades in Oman and this trend of utilization is likely to continue through the 21st century. Population growth in coastal areas of Oman has led to widespread conversion of natural coastal landscapes to industrial and residential uses (Al-Awadi 2008, Al-Ghanbi 2014). According to the census of 2010, 80% of the Omani population lives in low-lying areas such as coastal plains. The Sultanate of Oman has seven Governorates (Figure 1) with coastal border namely: Musandam, North Al-Bathina, South Al-Bathina, Muscat, Al-Wusta, Dhofar and South Sharquiya. The following Table 1 provides an overview of population growth and the concentration in these coastal governorates.

Furthermore, the census of 2010 shows that 56% of the population in Oman are concentrated in Muscat and Al-Bathina coastal plain. Al-Bathina region serve as Oman’s main agricultural areas with elevations ranging from 0 to 500 meter and its width in the middle is around 50 km (Choudri et al. 2013). The Al-Batinah coastal plain has been experiencing rapid development over the past few decades and its attractiveness for this would likely to continue in the future as well in view of the recent implementation of heavy industrial activities. (Al-Buloshi et al. 2014)
Table 1 - Rapid growth of population in the coastal governorates of Oman

<table>
<thead>
<tr>
<th>Governorates</th>
<th>Area in Km²</th>
<th>% from the total area</th>
<th>Population Census 12/07/2003</th>
<th>Population Census 12/21/2010</th>
<th>Population Census 06/30/2013</th>
<th>Growth rate (2003-2013)</th>
<th>% from total population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muscat</td>
<td>3,900</td>
<td>1.26</td>
<td>632,073</td>
<td>775,878</td>
<td>1,155,861</td>
<td>82.9</td>
<td>30.0</td>
</tr>
<tr>
<td>Musandam</td>
<td>1,800</td>
<td>0.58</td>
<td>28,378</td>
<td>31,425</td>
<td>37,259</td>
<td>31.3</td>
<td>1.0</td>
</tr>
<tr>
<td>Al Wusta</td>
<td>79,700</td>
<td>25.75</td>
<td>22,983</td>
<td>42,111</td>
<td>40,151</td>
<td>74.7</td>
<td>1.0</td>
</tr>
<tr>
<td>Dhofar</td>
<td>99,300</td>
<td>32.08</td>
<td>215,960</td>
<td>249,729</td>
<td>369,625</td>
<td>71.2</td>
<td>9.6</td>
</tr>
<tr>
<td>Al Batinah North</td>
<td>12,500</td>
<td>4.04</td>
<td>408,963</td>
<td>483,582</td>
<td>638,574</td>
<td>56.1</td>
<td>16.6</td>
</tr>
<tr>
<td>Al Batinah South</td>
<td>*</td>
<td>*</td>
<td>244,542</td>
<td>289,008</td>
<td>343,707</td>
<td>40.6</td>
<td>8.9</td>
</tr>
<tr>
<td>Ash Sharqiyah South</td>
<td>*</td>
<td>*</td>
<td>173,670</td>
<td>188,032</td>
<td>258,275</td>
<td>48.7</td>
<td>6.7</td>
</tr>
</tbody>
</table>

Source: NCSI, Oman, 2015.

Therefore, the main objective of this study is to provide detailed assessments of future coastal population’s likely exposure to expected sea level rise and associated storm surge flooding considering the built up areas along the shoreline at various distances. Such information, can be used while making necessary decisions, creating awareness, protection of resources and reduce risks for better future.
Conclusions

The Omani shoreline has experienced a strong demand for human settlements, agriculture, trade, industry and marine transport activities such as shipping, fishing boats and recreational activities. This demand has responded to essential needs for economic growth and has leads to a linear approach to coastal development focusing on the exact shoreline. The results of the assessment show that Oman is highly vulnerable to climate change induced SLR. Approximately 400 km² of total land area projected to be inundated under the smallest SLR scenario at the national scale. Currently, much of the land inundated at the governorate levels is open land that is not under any agricultural, industrial, residential, or other use. An assessment of the vulnerability of productive land use shows that the Al-Batinah and Muscat governorates are the most vulnerable under all SLR scenarios. Further results also show that the coastal area of Governorates of Al-Wusta and South Al Sharquiya will be highly exposed to the most likely events of tropical cyclones since area of these governorates are characterized by a flat topography and a substantial storm surge can intrude hundreds of meters inland.

Assessments of this study provide useful information for better understanding future coastal development and likely exposure to coastal flooding as well as submergence in view of expected SLR at the national scale. These assessment results can be used as inputs for the development of studies focused on impact models and these projections would form basis for further analysis for improved planning in the Sultanate. The findings of this study, shows that there is a need for the development of strategic coastal management plan to provide a clear outlook of the Omani coastal area for better adaptive resilience and responses.

References


Legal Form as a Determinant of the Evaluation of Agricultural Entities in Slovakia Using the TOPSIS Method

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Abstract:
The agriculture represents one of the sectors of the economy, where economic differentiation is more than obvious. Different efficiency of agricultural entities has been a persistent phenomenon that depends on several objective and subjective factors. One of them is also legal form of agricultural enterprises. In Slovakia, the structure of farms is specific compared to almost any other member states of the European Union. The majority of agricultural land is framed by big farms. These farms with high acreage are usually either agricultural cooperative or Business Company. In the economic literature is a number of important studies identifying the advantages of cooperatives in comparison with other organizational forms, mainly business companies.

The aim of this paper is evaluate the economic status of agricultural entities according the legal form using the TOPSIS method.

Keywords: business company, agricultural cooperative, legal form, TOPSIS method.

JEL Classification: Q13, L25, M21.

Introduction
Agriculture, including farming, forestry, fisheries and livestock is the main source of employment and income in rural area. The agriculture represents one of the sectors of the economy, where economic differentiation is more than obvious. Therefore, the economic differentiation of agricultural enterprises was analyzed using several economic indicators from the perspective of several criteria, as well as natural conditions, size of the agricultural enterprise measured by the area of agricultural land or the legal form of the business. Just the last criterion which represents legal form of business will be the subject of our analysis. According to Gozora (1996) the decision about the legal form requires a more systematic consideration. The decisive criteria in the choice of legal form are as follows: the size of company management, financing, guarantee and risk, the possibility of obtaining credit, tax burden, permanent existence of the company.
Conclusion

On the basis of results of one-way analysis of variance and evaluation of TOPSIS technique, we can state the difference between the management of these legal forms. Our analysis confirmed the differences in economic performance of agricultural entities according to legal forms. We can also argue that the legal form represents a factor that affects the economic performance of enterprises in the agricultural sector.

Adamišin and Kotulič (2013) argue, whether it is just the legal status of management that determines to such a significant extent the difference in economic performance of subjects. A higher economic performance of business companies can be determined not only by different approaches to the management of subjects, but as well by a better starting situation in the past (contrary to cooperatives), or even the potentially inconveniently selected basis for comparison of economic performance (agricultural land).

There are also other factors, which have a direct impact on the economic performance and efficiency of agricultural enterprises. These factors have a direct impact to a limited extent, but this does not mean that we should not deal with them, for example, the effective management of the agricultural entity, natural and climatic conditions or legal and legislative framework and others. Kadlecíková et al. (2015) argue that a meaningful factor for business success of agricultural companies is a strategic management. Strategic management is also important in relation to agricultural and food production; particularly in connection to adaptation to climate changes and in ensuring the food security resources required for a steadily growing human population.

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