

ENVIRONMENTAL IMPACTS AS A FACTOR OF REGIONAL TOURISM DEVELOPMENT

Lucia BEDNÁROVÁ - Natália JERGOVÁ

Abstract

This paper deals with the theoretical background, which has a significant impact on regional development in tourism. It would be very positive if the public administration had a greater impact on people in terms of preventive measures, whether in the elimination of waste, energy saving and environmental protection and not only in the region

Key words

regional development, tourism, environmental impact

Introduction

For senior management of companies it has become a matter of prestige knowledge of the basic principles of environmentally oriented management system, one of the tools enabling companies to quickly penetrate foreign markets. The problem of the environment is one of the current problems of humanity which are global in nature. To ensure the well-being of man as a consumer with a modern way of life is very often irrational use of science, technology, and not least the environment. The current stage of social development is characterized by environmental problems in almost all countries of the world. Nature began to react to inappropriate interventions society. Economic growth threatens especially those parts of nature that are locally excessively polluted, is where self-regulatory systems are no longer sufficient pollution eliminated, and thus leads to the devastation. Regional economic growth is therefore associated with uncertainty as we are unable to quantify the consequences which it will emerge for future generations (the ozone hole, the greenhouse effect, acid rain, etc.).

Causes damage to the environment in the Slovak Republic

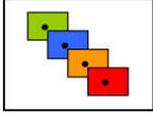
The present period is characterized by the search for new ways and mechanisms orientation of company towards its effective development. This process is in many ways unprecedented. It expects underlying objective evaluation and a review of possible alternatives, and the need to cope with the risks of future development. Environmental policy is in the process of finding a unique place. It is a strategic element of economic policy - orientating it to the application of environmental principles into all spheres of social life.

From a macroeconomic perspective, it is evident that the production of the different departments of economic activity has differentiated negative impacts on the environment. Range of negative impacts depends on the nature of the class and the degree of application of environmental technologies. In doing so, pollutants produced by various sectors or departments have a different degree of harm, a different level of negative effects on the human body and living organisms in general, but also different degradation rate in the environment. As the economic development of Slovakia in the previous period characterizes them every endeavor of building a united economy along the lines of this plan was developed metallurgical industry, automotive engineering, general engineering, electrical engineering, petrochemical and chemical industries. Such development is now assessed as oversized and inappropriate for the needs of Slovakia.

Therefore, the current state of our economy is characterized by:

- improper industrial structure
- high raw material and energy demands,
- high import intensity,
- high volume of transported goods and people,
- low level of transport infrastructure, etc.

For root cause of the problems commonly considered to lack market which allowed the creation tolerate inappropriate structure of production, not quality production inputs, outputs, imperfection of technology use energy intensity, lack of application of environmental technologies, failure to technological and labor discipline.



To the mentioned causes may additionally include central allocation of resources, budgetary policy characterized by lots of repartition making processes, so-called. soft budgets, undercutting prices of natural resources but also the low efficiency of the implemented economic instruments of environmental protection.

In identifying the causes of harm to the environment in the context of global trends, there are two kinds of causes that regardless of the social system are of general application. They are both causes contingent developments, both socio-economic cause.

Regional tourism development

Currently, the effectiveness of natural sources depends on the location of economic units in various countries significantly weakening. The development of human society has undergone many changes and analysis of the causes of their origin is very complex. The effectiveness of these factors implies that areas with higher development of economic activities are often an obstacle. Thus constitutes significant barriers and constraints to the development of human activities.

Coordination of socio-economic development of regions and natural conditions can be achieved by eliminating the formation of other environmental problems. It can therefore be concluded that regional development will only succeed if they are to comply with the conditions for initial structure of the country, population and natural frontier regions, traffic location, gene pool, biodiversity, landscape relief, but also the ecological quality of the current structure of the country.

The development phase of the company is often associated with the achieved level of the level of developed countries. It is suggesting that key factors of regional development industrial society are mainly human resources. They are regarded as important factors determining the development of the regions. Population structure of the economy and are considered essential factor in the development of each region.

Competitiveness of the region highlights the high level of ties between the regional competitiveness and foreign investment. Of which it indicates that the influx of investors has resulted in declining levels of unemployment in a particular region.

It should be noted that one of the key factors that affect the region's economy, "price". Price is a specific indicator of the quality of the business environment, which reflects the economic supply and demand of the region. In that regard, it can be divided into the following:

- *Labor Price* (Figure regional development in the relationship between supply and demand in the labor market);
- *Price of land* (building plots for the construction are a sign of the development of productive activities, is affected by the position in relation to the transport networks of regional significance);
- *Rent price* (representing the real estate market, rental rates dependence on the sequence size and position in the region, aims to create a favorable level of demand in the markets and the development of regional markets products and services).

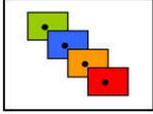
Improving the quality of transport infrastructure can have a positive result on the economic development of the region and improvement of untapped development potential economic activity. Each region has a certain potential, which is necessary to analyze and identify the structure of each region, thus avoiding obstacles affecting regional development. It is therefore necessary that each region carried out a structural survey, in which reveal the root causes of development. Access to valuable social infrastructure significantly influence the decision how and where to invest. Prospective competitiveness of a region is not possible without the protection of life, health and property of citizens. At the same time, however, innovation is key changes in developing regions and regional development. Science, research and innovation are therefore key factors for economic development of every business entity, region or country. Innovations are often prompted the competitiveness of the business entity. At the same time it may be noted that the development of the region also depends on the ability to apply scientific and technological results into practice.

As part of the development potential of regions is very important to accept new types of tourism and one of these alternatives is also in our little used form of ecotourism. Ecotourism may be an appropriate alternative to the devastation of the land by logging and mineral resources but also to destructive forms of development of recreation and tourism. Development of ecotourism is suitable especially in those regions where protected areas have certain restrictions on land use. It is important that the benefits accruing from tourism compensate for these limitations.

For good system settings ecotourism could become one of the tools for systematic nature conservation and regional development.

Ecotourism is one of the new forms of tourism and represents a very pure form of tourism in terms of impact on the environment and population of the region. Its main feature is the sustainability and adequacy of a given environmental conditions with respect to the stability of existing ecosystems, use of available natural resources.

International Society for ecotourism defines it as "responsible travel to natural areas that preserves the natural environment and positive impact on the local population."



In order that the results obtained from the research activity applied to a practical need environmental review and the subsequent review process is appropriate that the organization looked impartial and balanced on the environmental aspects of its activities, products and services Expression of environmental aspects of the organization of the environmental impact. If the environmental aspect will result in environmental impacts aspect must be considered significant and be included in the improvement within the EMS. Direct environmental aspects can be controlled by internal management decisions, while managing indirect aspects of organizations use their influence to partners, suppliers, customers and users of their products to gain environmental benefits. Indirect aspects can result from the interaction of an organization with third parties and may be to some extent influenced by the organization seeking registration.

On indirect environmental aspects should be focused mainly non-production organizations such as financial institutions or local authorities to address the environmental aspects related to the consequences of their policy decisions.

Management of indirect aspects may include:

- on product related issues (design, development, packaging, transportation, use and waste recovery / disposal);
- the capital investments, granting loans and insurance services;
- new markets;
- the choice and composition of services (eg. transport or the catering trade);
- administrative and planning decisions;
- the environmental performance and practices of contractors, subcontractors and suppliers.

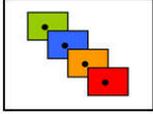
On indirect environmental aspects should be focused mainly non-production organizations such as financial institutions or local authorities to address the environmental aspects related to the consequences of their policy decisions.

Conclusion

The principles of sustainable development currently appear to be the potential solutions to the current global environmental problems and also provide the basis for future generations. Under constant pressure from the world community, the European Commission, as well as the measures taken under pressure, is changing the relationship of the producers of pollutants to the environment. Sectoral environmental integration and the integration of environmental concerns into development policies of individual sectors of public administration and tourism must necessarily be supported by appropriately chosen instruments of environmental management.

References:

- CHOVANCOVA, J., ČORBA, J., TOMČÍKOVÁ, M. 2015. Selection of adequate environmental policy tools - case study of production company. Netherlands, CRC Press/Balkema. 610pp. ISBN 978-1-138-02856-2.
- IVANIČKA, K. – IVANIČKOVÁ, A.: Regionálny rozvoj a regionálna politika. Bratislava: Vysoká škola ekonómie a manažmentu verejnej správy, 2007. s. 120 – 144 [in Slovak]
- MICHAELI, E. – MATLOVIČ, R. – IŠTOK, R. a kol.: Regionálny rozvoj pre geografov. Prešov: Prešovská univerzita v Prešove, 2010. s. 335 – 340 [in Slovak]
- MAJERNÍK, M. et al. : Environmentálne manažérstvo ako nástroj trvalo udržateľného rozvoja a bezpečnosti regiónov. In: Riešenie krízových situácií a občianska bezpečnosť v špecifickom prostredí : Zborník referátov a diskusných príspevkov z vedeckej konferencie s medzinárodnou účasťou ... 13.-14.10.2005 v Hriňovej. Nitra : Agentúra Slovenskej akadémie pôdohospodárskych vied, 2005. s. 92-94. ISBN 80-89162-16-9 [in Slovak]
- MAJERNÍK, M., CHOVANCOVÁ, J., MIHOK, J.: Dobrovoľné nástroje environmentálneho manažérstva a možnosti ich využitia na podnikovej úrovni. In: Regióny vidiek životné prostredie 2006 : Zborník vedeckých, odborných príspevkov a posterov z medzinárodnej vedeckej konferencie konanej v dňoch 27.- 28.4.2006 v Nitre. Nitra : SPU Nitra, 2006. s. 273-278. ISBN 80-8069-709-4. [in Slovak]
- ROMANČÍKOVÁ, E. : Životné prostredie Ekonómia a Financie, ECO instrument, Bratislava 1997, ISBN 80-967771-0-6 [in Slovak]
- RUSKO, M. – PIATRIK, M. – KOTOVICOVÁ, J.: *Environmentálne manažérstvo*. STRIX, n.r.: Žilina, 2004 [in Slovak]
- TEJ, J.: *Regionálna inovačná stratégia a presadzovanie znalostí v Prešovskom samosprávnom kraji*, In: Regionálna a miestna verejná správa v znalostnej ekonomike [elektronický zdroj] : recenzovaný zborník prác z medzinárodnej vedeckej konferencie; Bratislava, 26.11.2009, Bratislava [in Slovak]



TOMEK G., VÁVROVÁ, V. ČERVENKA, P. NAŠČÁKOVÁ, J. TOMČÍKOVÁ. M.:2015. Corporate vision from management development in the globalization context. Netherlands, CRC Press/Balkema. 610pp. ISBN 978-1-138-02856-2.
World Economic Forum, 2008, World Economic Forum: Global Competitiveness Index. [on-line] Available on - URL: <http://www.weforum.org/issues/entrepreneurship>
[on-line] Available on - URL: <http://shambhala.webnode.cz/ekoturizmus/>
[on-line] Available on - URL: <http://www.infowebby.sk/cestovanie/cestovny-ruch/132-ekoturizmus>
[on-line] Available on - URL: <http://www.ecotourism.org/>

CONTACT ADDRESS

Author: Doc. Ing. Lucia Bednárová, PhD.
Workplace: University of Economics in Bratislava, Faculty of Business Economics with seat in Košice, Košice, Slovak Republic
Address: Tajovského 13, 04001 Košice

Author: Ing. Natália Jergová, PhD.
Workplace: University of Economics in Bratislava, Faculty of Business Economics with seat in Košice, Košice, Slovak Republic
Address: Tajovského 13, 04001 Košice