

## Globalization and its Impact on Environmental Policies

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### Abstract

**Purpose/objectives:** The present work proposes to present the most important theoretical and practical aspects of globalization, a process that has gained momentum in all areas of socio-economic life. At the same time, between the phenomenon of globalization and ecological policies there is an impact relationship, with mutual requirements and with permanent changes.

**Design/methodology:** Mix research technique has been used. While qualitative research entails in-depth literature readings and reports, quantitative analysis entails presenting data via graphs and tables.

**Findings:** As a result of the present research, the link between globalization and sustainable development was found, a concept that leans towards both the ecological dimension and the economic and social one. At the same time, it stands out through various patterns or broad principles existing both nationally and globally.

**Originality/value:** The article brings added value through the analysis carried out at the European, global and Romanian level and through the interpretation of statistical data related to ecological policy in the context of globalization.

**Possible practical implications:** The implications can be either practical or theoretical. The first is the direct impact of your findings on related practices, while the second is the impact on the theories we have chosen in the present study. In this sense, this article could represent a first step in the statistical dimension or the development of future ecological policies, taking into account all the listed principles.

### Keywords

Ecology, environment, globalization, sustainable development.

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### Introduction

In the view of international economic bodies, economic growth will have to start from the principle of localization, through which the development and economic ascent of provinces, cities, rural communes is pursued (Huang et al., 2022). Thus, in the process of accelerated globalization of the world economy, emphasis will be placed on the improvement of communications, transport and the dismantling of trade barriers that make the world smaller (Burlacu, Crețu et al., 2022). This phenomenon has two sides:

- A wider participation of local populations in the field of politics and economic decisions;
- A wider process of decentralization and increase of local autonomy through which a certain socio-economic, cultural identity is recognized.

Globalization offers both risks and benefits:

- Expanding the markets, developing the technique;
- Increasing productivity, improving the standard of living;
- It also creates the fear of job cuts, through the import of products;
- Financial instability determined by the penetration of inconstant flows of foreign capital;
- Threats related to environmental pollution problems.

The phenomenon of globalization has its own forms of manifestation that directly influence especially the countries undergoing economic development (Rudolph and Figge, 2017). The way in which the countries will manage to optimize the two previously mentioned elements will determine their economic ascent (Radulescu et al., 2020). The world is getting smaller, but more complicated. Three elements hold weight in the globalization process- trade, financial flows, environmental issues (Sarbu et al., 2021). Later, each state, depending on its own pollution problems, created its own environmental protection and conservation policy, in accordance with international treaties and requirements (Alola et al., 2021).

### 1. Review of the scientific literature

A very important aspect is related to the transition from traditional economic issues to paying maximum attention to aspects related to health, well-being, education, social and professional achievement opportunities (Rahman, 2020):

- The elements of the globalization of ecotourism are marked by:
  - Identification of all natural and human resources with tourist values;
  - Sustainable exploitation of tourist resources;
  - Limitation of overconsumption and losses;
  - Preservation of biodiversity and cultural identity;
  - Integration of the tourism industry in the economic planning process;
  - Involvement of local populations;
  - Consultation of specialists and the population for investments of major interest;
  - Training and improvement of personnel employed in tourism;
  - Tourism marketing adequate to the environmental protection requirements;
- Many forms of pollution - air, water - have exceeded the borders of the states, already acting on a continental and global level.

As a result, the term globalization of ecology began to be used more and more often due to the fact that the processes of formation and circulation of some vital substances- water, oxygen, nitrogen - take place at the level of the entire planet (Ahmed et al., 2019).

The process of eco-globalization of pollution phenomena leads to the evaluation of human activities within each state (Nathaniel et al., 2021). Monitoring and actions to reduce pollution are primarily based on the determination of all sources, large or small, that produce pollution (Shahbaz et al., 2018). These concerns were debated in a multitude of international manifestations (Profiroiu et al., 2020), which later materialized through a series of treaties and agreements, where the strengths were given by the establishment of norms and regulations respected by the contracting parties (Bran et al., 2020).

Later, each state, depending on its own pollution problems, created its own environmental protection and conservation policy, in accordance with international treaties and requirements (Alola et al., 2021). At the base of the mechanisms of coercion in respect of the quality of the environment will be the exploitation taxes of some natural resources and those of pollution and the facilities for those who subscribe to the norms of exploitation and valorization of resources and the use of ecological technologies (Burlacu et al., 2022)..

The process of eco-globalization of services and products implies the adaptation of a certain type of ecological policy, which may present small differences depending on the specifics and structure of the

services and products produced. In essence, the ecological policy focuses on certain components that refer to (Burlacu et al., 2018):

- Human behavior through which people must accept the idea that they have a great responsibility towards the environment, towards consumers;
- Plan of objectives and concrete tasks through which any company can take into account the solution of environmental problems;
- The application of technological procedures to avoid losses, to allow maximum efficiency with very reduced pollution processes;
- The use of resources from research and development, to increase the quality of products and services offered to be compatible with the requirements of the environment;
- Ensuring attractive, safe, healthy workplaces that favor productivity and work efficiency;
- Development of less polluting transport systems with equipment that can use alternative sources;
- Realizing an open communication regarding the company's problems with employees and information on the services offered to the client, ensuring compliance with safety, quality and environmental protection;
- Collaboration with local communities in order to be able to develop joint actions and to jointly ensure the protection and preservation of the environment;
- Ensuring good relations with the mass media and society as a whole in order to publicize the performances obtained in the field of application of procedures and solutions to reduce pollution phenomena;
- Staff training, regardless of their position, to be responsible and aware of environmental issues.

## 2. Research methodology

This paper starts from the hypothesis of the influence of globalization on corporate governance, but also on ecological policies. The article was based on specialized literature studies and the identification of recent data on certain statistical indicators. Last but not least, the comparison method was used regarding the structure of tourist accommodation in each development region of Romania.

The descriptive research project of this study is defined as a research study that describes the characteristics of the economic activities and the ecological dimension that are studied.

## 3. Results and discussion

The experience of many countries of the world has shown that, in the long term, a planned approach to tourism development can bring benefits and satisfy different categories of tourists (Ansari et al., 2022). Those countries that have not developed a tourism activity based on planning are often affected by social and ecological problems and cannot, practically, compete with the planned tourist destinations of the world. However, these can be "redeveloped" over time, based on a planned approach and financial investments (Imran et al., 2014).

For those countries that are already developed from a tourism point of view, planning is often necessary to revitalize this sector and maintain its viability in the future. Planning aims to solve some problems faced by almost all the countries of the world, namely (Asif et al., 2020):

- establishing the population;
- reducing dependence on oil;
- development of renewable energy resources;
- soil conservation;
- protecting the earth's biological systems;
- recycling of materials.

These aspects also target tourism by the fact that they directly influence natural and cultural resources, on multiple action plans.

• **Nationally**

Tourism must be planned at the national level. At this level, planning takes into account: tourism development policies, plan structure, service levels, institutional factors and all other elements necessary for the development and management of tourism activity (Dima et al., 2020).

Within the development program at the national level, more detailed plans must be made for the development of the resorts' tourist attractions, for the development of rural tourism and other forms of tourism. In the transition stage of Romania to the market economy, tourism must be rethought from the perspective of planning (Bran et al., 2020).

The coordinates of a national level planning refer to (Sarbu et al., 2020):

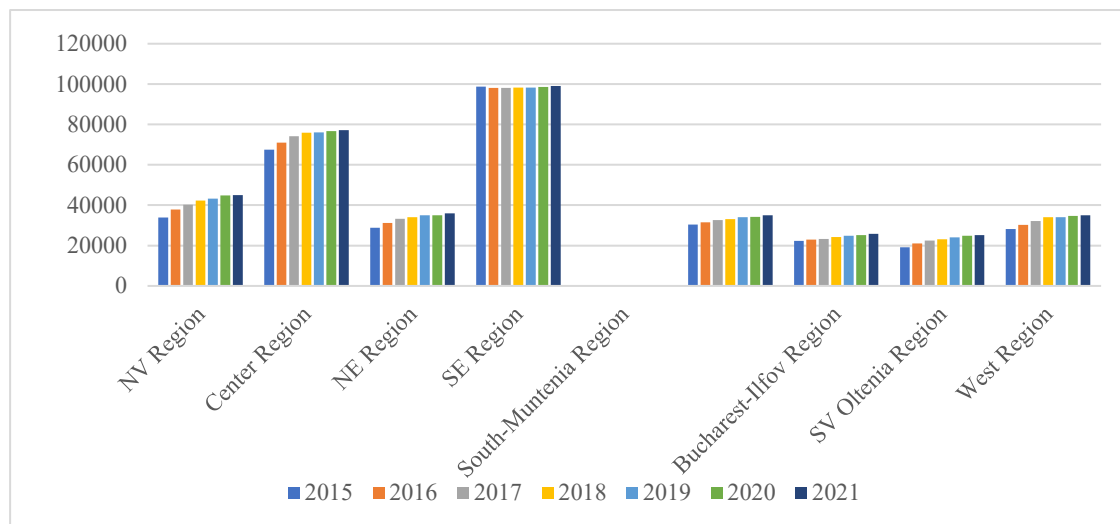
- Establishing all the policies and objectives of tourist development: determining the main tourist objective that must be fulfilled as well as the way in which all other objectives can be achieved;
- The sustainable development of tourism, so that its natural and cultural resources are protected and conserved over time;
- The integration of tourism into the general development models of countries and regions, as well as the establishment of a closed circuit between tourists and other economic sectors;
- Creation of a "rational" basis for making tourism development decisions, both from the public and private sectors;
- Realization of a coordinated development of all elements of the tourist sector: tourist attractions, equipment and services related to tourist activity;
- Optimizing and balancing the economic, ecological and social advantages of tourism, with an equal distribution of these advantages for society;
- Establishing guidelines and standards for the thorough preparation of tourism development plans specific to each area;

Statistically, the number of accommodation units in the Development Regions of Romania is presented in table 1.

**Table no. 1. Tourist accommodation capacity**

Region/Year	2015	2016	2017	2018	2019	2020	2021
NV Region	33848	37792	40192	42250	43300	44800	45035
Center Region	67496	71038	74234	75900	76100	76780	77220
NE Region	28763	31170	33310	34090	34980	35010	35880
SE Region	98769	98070	98115	98220	98335	98660	99050
South-Muntenia Region	30347	31529	32629	33100	33990	34250	34950
Bucharest-Ilfov Region	22242	22956	23240	24167	24890	25100	25800
SV Oltenia Region	19190	21000	22550	23090	24100	24900	25200
West Region	28233	30165	32090	33980	34090	34667	35067

Source: INS, 2021



**Figure no. 1. Romania's tourist accommodation capacities**

Source: Own processing according to INS data from table 1

#### • **Planning for sustainable development**

The concept of sustainable development gained international importance since the beginning of the 80s, although tourism planning before this period took into account the problem of protecting tourism resources (Alpopi et al., 2022). The three areas on which the sustainable development planning process is manifested are:

- Economic, by which the increase in the degree of exploitation and capitalization of resources;
- Ecological, by avoiding environmental degradation;
- Socially, by: increasing the number of jobs, practicing some traditional jobs, attracting the population to practice tourism- as a measure of physical and mental regeneration of this

The process of tourism reform in Romania will have to create the necessary framework for a sustainable development in this field. At present, the acceptance of the concept of sustainable development of Romanian tourism does not encounter substantive obstacles (Burlacu, Pargaru et al., 2022). The difficulty lies in specifying the operational elements, adapted to the current transition period (Calin et al., 2022). The strategy of planning a sustainable tourism involves:

- Conservation of natural and anthropic tourism resources, for the purpose of continuous use in the future;
- Increasing the standard of living of local communities;
- Better knowledge and awareness by the local population and visitors of the idea of conservation, etc.

Tourists are increasingly attracted to areas that offer a high level of environmental quality, picturesque, clean and unpolluted places. That is why the achievement of a sustainable development must be pursued through the method of environmental planning (Khan et al., 2021).

Ecological planning requires that all environmental elements be supervised and analyzed to determine the most appropriate models of development and territorial planning. For example, based on this method, intensive development in floodplains and steep hilly areas will not be allowed (Rasekhi et al., 2016).

In the context of the application of environmental planning systems, the following principles must be taken into account:

- a) the principle of precaution in decision-making;
- b) the principle of preventing ecological risks (the production of negative effects on the environment) and the production of damages;
- c) the principle of preserving biodiversity (diversity within species, between species and between ecosystems) and ecosystems specific to the natural biogeographic framework (ecosystem in the sense of

the law = dynamic complex of communities of plants, animals and microorganisms and the non-living environment, which interact in a functional unit);

d) the "polluter pays" principle;

e) priority removal of pollutants (any substance or form of energy that, introduced into the environment, changes the balance of its constituents and living organisms and causes damage to material goods) that directly and seriously endangers people's health;

f) the creation of the national integrated environmental monitoring system (surveillance, forecasting, warning and intervention that takes into account the systematic evaluation of the dynamics of the qualitative characteristics of the environmental factors, followed by the necessary measures);

g) sustainable use of all existing resources;

h) creation of a framework for the participation of non-governmental organizations and the population in their development and application;

i) the development of international collaboration to ensure environmental protection.

Sustainable planning also requires a local approach to tourism activity (Mogos et al., 2021). This refers to the involvement of the community in the planning and development process (Profiroiu et al., 2020), as well as to the creation and development of forms of tourism that generate benefits for the locals (Radulescu et al., 2020).

By maximizing the advantages for the residents, they will be more and more interested in supporting a touristic development of the respective area, also aiming to preserve the local touristic resources (Bodislav et al., 2020). These advantages, which are also reflected at the national level, translate into:

- additional income in convertible currency;
- creation of new jobs;
- more efficient protection and preservation of the environment

Sustainable planning determines the achievement of quality tourism (Dima et al., 2020). Quality tourism does not necessarily mean expensive tourism. It has certain objectives in mind, namely:

- attractions and tourist services whose value corresponds to a high quality;
- protecting tourist resources;
- attracting those tourists who will protect the environment.

The responsibility of achieving quality tourism must fall to both the public and the private sector, the concept requiring to be introduced within the general plan of tourism development and organization. In developed countries, tourism planning is done by local authorities, with the involvement of the public.

Residents have the role of supporting the tourism planning process, of coming up with new ideas regarding local tourism development. The tourism planning method is usually carried out "from the bottom up" and involves the meeting of local community representatives in order to establish the model of sustainable tourism development that they would appreciate the most, and the local objectives are subsequently included in the regional or national plan.

This method achieves a greater involvement of local people in the planning process, but requires a longer period of time. It can lead to contradictory objectives, policies and recommendations, which must be resolved at the national level.

## Conclusions

In the conditions of a state of normality, resulting from the two characteristics of economic life - decentralization and the market economy - the new ecological association and tourism comes to emphasize one of the most important desires of the generations at the transition of centuries and millennia: the protection of the environment within the areas included in the national and world tourist circuit.

At the planetary level, more and more governmental and non-governmental bodies, large or small companies - approach the activity they carry out through an ecological prism.

Moreover, within the tourism activity, the leaders resort to ecological management tools and methods in their daily activities. This, as ecotourism represents a travel experience that sheds light on nature and contributes to the preservation of ecosystems, respecting the integrity of the host communities.

The ecosystem is considered by a good part of the practitioners (especially on the North American continent) as a form of sustainable tourism that can ensure the adequate utilization of tourist resources and the development of some tourist areas, while preserving their ecological integrity.

Taking into account what was presented, as well as the ever-increasing trend of returning to nature, we are trying to raise awareness and direct the future of people - more or less young - towards: a possible source of sustainable income- recyclable-renewable; a decent existence and, not ultimately, towards a civilized business.

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