

# The Impact of Tourism in Enhancing the Quality of Life

**Constanța ENEA**

E-mail: eneaconstanta@yahoo.com

**Georgiana TĂNĂSOIU**

Universitatea "Constantin Brâncuși" din Tg-Jiu

Facultatea de Științe Economice

Phone: 0723620691

## *Abstract*

*The actors who provide tourist services, take a large diversion of profits and degrees of specialization. Some of these units are either independent or components for large firms, such as integrated hotels, restaurants on board ships and marine waterways, restaurant coaches, etc. Within them, the provider must provide services in the upper atmosphere and comfort. With all profits heterogeneous firms providing touristic notes are a common feature: "the aspiration to cultivate and maintain a brand image to distinguish them from other competitor companies by implementing and enhancing relationships with hospitality training their customers".*

*Concern for quality is the main objective, as extremely important issue of economic activities in developed capitalist countries. Motto business activities in these countries is "the quality rebate shall never return".*

**Keywords:** *customer needs, tourism, forms of tourism, quality of life*

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## **Introduction**

Ensuring a high level and consistent quality of tourism services (accommodation, catering, leisure entertainment, treatment, cure, transport, etc.) requires not only turning intrinsic quality of material (tangible side benefits) but also in art hospitality (side intangible benefits). Acquiring this art by the serving staff is intended to strengthen relations with customers in such a way as consumer products and services to really feel that it is "guest".

## **Tourism - the pillar of quality of life**

A characteristic feature of tourism establishments in order to distinguish it from other units, is an introduction, cultivation and maintenance of hospitality professional with their clients. In economies liberal doctrines: "customer is king",

"customer is always right" or "customer is our master, not only not lost their importance, but have become headquarters for managers, the entire staff of private companies.

In literature, hospitality professional is defined as "the assurance of comfort and psychological and physiological customer during the consumption of products required in the premises a unit of accommodation, food, treatment, entertainment etc., in exchange for money which customer is willing to cede counter-value provider as a supplier of goods and services received. Hospitality to circumscribe the limits to the comfort and quality of the object consumer client, provided that the object of consumption (food preparations, beverages, dessert, etc.).

To satisfy the needs of its physiological and psychological.

Analysis of the benefits of quality, assume prior knowledge of the relaxation of the mechanism of hospitality. Concern for quality is the main objective, as extremely important issue of economic activities in developed capitalist countries.

Motto business activities in these countries is "the quality rebate shall never return".

In support to ensure a high quality, have developed a number of ways of quality.

This (all activities that aim to ensure, through intervention a third body, the performance by an entity subject to conditions contained in a default reference) has become an important development after the series of international standards (ISO 9000), after the development of referential quality. References is a standard, specification, technical specifications, etc., which provides a range of conditions. The result of the certification is an entity certified as a true act to the certificate of quality.

Normal relations between manufacturer or service provider and customer, consumer or recipient of services required to accept a partner intermediary third party to ensure quality. In this way, the manufacturer or service provider noted that the number of customers has increased and businesses have prospered, as certification, quality is the main factor in the decision to purchase or acceptance of service manufacturer, knowing the watch, take additional measures to ensure quality management is improving. Customer products or services feels protected from fraud or the likelihood to purchase products of inadequate quality. Certification has proved beneficial for institutions and certification bodies, as demand for such services has increased and therefore the prices charged could be increased substantially.

There was a new category of specialists "calitologies", whose certification or training courses, must use all these institutions for certification, achieving in this way substantial income.

Product quality issues being fashionable institutions and certification bodies advantage of this situation, their numbers increase greatly increases the number of personnel involved in such activities and accordingly, their profits. In

the contemporary technological revolution, especially after the political events in Eastern Europe after 1990, quality certification of products, services and processes has become an even greater importance.

Where that certification can be a major argument in the service business, consumers and legislators. It allows everyone to achieve different, and better fulfill its role within modern economies. Act relaxation specific time we assume, as a basic premise, that an appropriate environment, with natural conditions able to provide more clean air, good to invigorate the body. But urbanization exacerbated conditions - what atmospheric pollution, urban congestion, increased noise (there is a continuous amplification thereof), the most favorable places relaxation and the rest are usually away from urban centers, sometimes at distances of tens and hundreds miles of them. Therefore to realize relaxation movement is required for residence in certain areas. Thus, the purpose of the trips themselves are concrete forms of manifestation of tourism, highlighting the main indicator of its proportions, to hold a significant share in domestic and international traffic of various countries.

The expression "quality of life" was born with pollution, but later expanded to other subjects (Malita, 1972). The relationship between quality of life and standard of living entails a close relationship between quality of life and wealth, between the living and happiness, the dialectic of being at the premises that creates society - objective conditions - and their perception of individual and collective consciousness - subjective conditions (Trebić V, 1979).

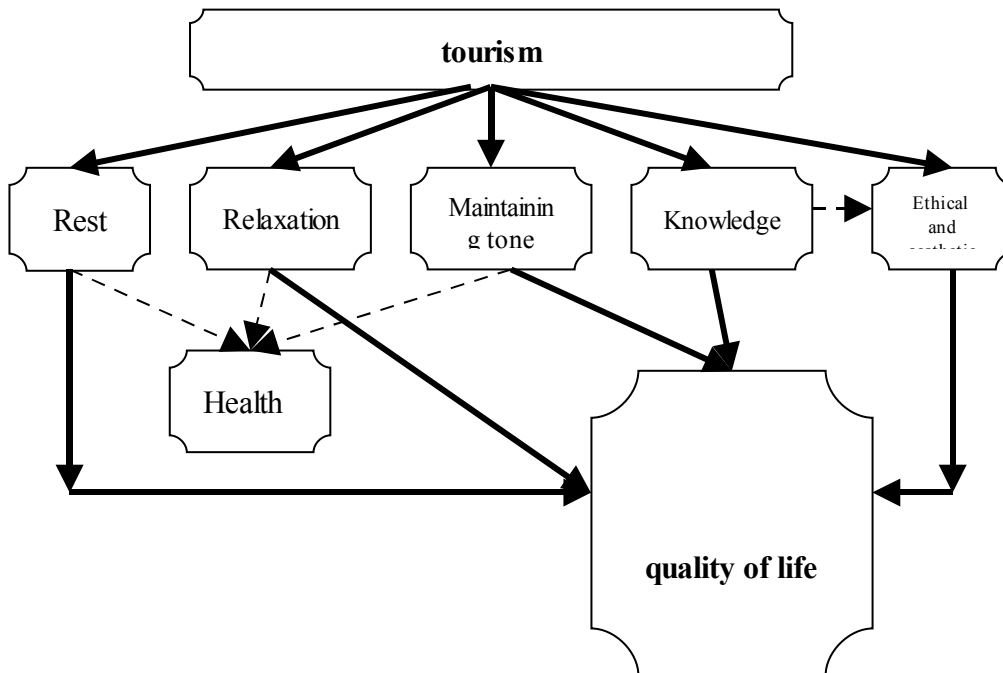
We could conclude that, in fact, the quality of life include mainly:

- Working conditions and duration of daily monthly and annual work;
- Quantity and quality of assets and services to people who enjoy a country;
- Conditions that meet the spiritual needs;
- For leisure activities and non-use of it;
- Rights and freedoms with political character;
- The ambient environment and others.

In contemporary conditions, quality of life implies the existence of a set of material and social conditions which enable needs material and spiritual characteristic of a civilized life.

From the previous figure, there is the contribution of tourism to increase quality of life, which is carried out in various forms: rest, relaxation, recreation, maintenance of tone, knowledge development and sense of taste for beauty, aesthetic feelings, cultivate, etc.. In few cases are expected only one or some of the effects referred to, in most cases, tourism activities to ensure successful and without concomitant divide all these effects. It is known that leisure, and détente maintaining tone during the day, week or year is a physiological need and are intended to help restore the ability to work. Imposed by physical and psychological effort made, requires that found in a top tourist satisfaction. Rest at home, in the normal life in a uniform composition in terms of air and noise concerns with the maintenance of everyday, any specific days, does not provide a full reconveniences. The environment in which he spends life in usually, modern man

and the rest is more limited when the effort is mostly likely nervous, mental. In current conditions, especially for the cities, the fair is to provide rest areas rich in vegetation, unpolluted.



**Figure 1 Directions of action of tourism on quality of life**

Biological effect of these areas is under consideration and balancing functions neuro-vegetative and endocrine system (for example, if walking and general movement is, according to the assessment of experts, a true source of any health conditions, conducted in the mountains at an altitude average, it has a great contribution to strengthening the body, increasing the capacity of physical and intellectual effort. Moreover, even applied to medical treatment of diseases in unpolluted environment is proving to be more efficient, providing faster healing, safe and sustainable).

Regarding knowledge, tourism has become current in a "mass medium", which increasingly large. If a few decades before the trip to view, knowing a rarity is justified largely by different cause, the movement now determined by the desire for information, documentation, make contact with reality becomes a normal phenomenon in the life of a growing large population. Travel for this purpose have as end-widening cultural horizon scientific lifting - the spiritual aspect – level of living of the population and not least the development of human personality. Moreover, long in some areas of research, knowledge was based on the documentary "spot" contemporary tourism is proving to ensure the well and

truthful information, although the specificity of its focus on knowledge sensory and less recourse to rational understanding. So lack scheme, criteria and combining utility with rating plate, tourism is one of the most accessible ways of knowledge. Although has some peculiarities and limitations, knowledge tourist development allows creative people, with positive consequences for professional work.

### **Conclusions**

If, however, the positive effect of tourism on recreation, rest, and health knowledge is relatively well understood by specialists and even non-specialists, its contribution to the education of ethical and aesthetic taste has not enjoyed the attention and consideration necessary or rather, not these issues they found a suitable quality of life in theory. Reverences, mysterious nature and combining it with the beauty of the monuments may be architectural without denial, categorized as major objectives of travel and make the conduct of tourism. To these are added units of accommodation, food and entertainment, responding to a large extent, even if it is not perceived as such, claims of aesthetic order. Travel and tourism but favors development of warm relations, close people, leading to increased communicability, gun-related conduct and ethical behavior admirable (What grudge can be a hotel staff that receives, at any time of day and night, with great kindness and understanding on travel? Or interest shown by a waiter for the best possible services clients, along with honor and fairness? same practice and tourists, trying to be kind, respectful, etc.

However, is actually an expression of dignity, and held a higher morale, which can not remain unnoticed by tourists.). All these contribute to denial without increasing the quality of life, but with appropriate opportunities the economy of a country at every stage of its development.