

TOWARDS A THEORETICAL FRAMEWORK OF RATIONAL EXPLOITATION OF TOURISM RESOURCES

Nguyen Thi Thong Nhat

ABSTRACT

Tourism is an important resource of a nation in the process of development. Thanks to the fascinating natural resources that can attract tourist, the increase in social income enables local people to have stable and prosperous life. Therefore, it is necessary to maintain and protect the beauty and attractiveness of natural resources for tourism development. It is important to know how to exploit effectively, and how much is enough for exploitation. As can be seen from the reality, benefits are not truly profits without reservation. This paper is aimed at establishment a rational exploitation of tourism resources in order to help administrators a proper orientation in the exploitation process. The rational exploitation of tourism resources also helps managers to take the proper research in exploiting the strengths of the locality; especially the exploitation is combined with the restoration of creation and protection of tourism resources. This article has systematized and clarified the basic theory of rational exploitation of tourism resources and main factors and criteria for rational exploitation of tourism resources have been identified.

Keywords: tourism, rational exploitation, tourism resources

Introduction

According to Marxism, exploitation means working to create surplus value. Through the exploitation process, it will bring certain benefits, here are the activities to exploit the natural resources, to take fully advantage of the potential to serve the development. Each country setups the resource management system to ensure the source of wealth for a good service and a stable development of their own (Shankleman, 2006). Resource extraction is not producing but to convert the type of wealth, that wealth must be preserved its value and have profitability. However, tourism resources are not infinite that they are finite, therefore, the exploitation should be reasonable so that it can be used for a long time and bring invaluable values to humanity. Rational exploitation of tourism resources should ensure sustainable development because sustainable development involves long-term use and possible conservation of resources (APEC, 1996). The rational exploitation of natural resources will contribute significantly to the economic growth of the global and local scales (Hammamet Declaration 2007 on the development of sustainable tourism). Therefore, the rational exploitation is utmost importance for any country. According to the author: "Rational exploitation is the exploitation with preservation of natural resources, ensure that the resources are not vanished and still meet the needs of future generations, contribute to improve economic efficiency, ensure the community benefits and environmental sustainability". Rational exploitation should be based on a sustainable development perspective, economic sustainability, environmental sustainability and social sustainability. Thereby limiting the degradation of natural resources, environmental pollution, retaining local characteristics, and enhance economic development. It is important to know how to exploit, and exploit as much as possible. But if it is only exploited to benefit without regard for preservation, then it is not exploitable.

RATIONAL EXPLOITATION OF TOURISM RESOURCES

Tourism resources are the natural landscape, historical - cultural vestiges, works of creative human labor and other human values can be used to satisfy tourism needs, is the basic factor for the formation of tourist resorts, tourist destinations, tourist routes, tourist cities. The tourism resources are factors that have strong appeal to tourists, and they are operated by tourist industry. The unique and valuable tourism resources are important elements which raise the needs of travelling of tourists (Huibin et al, 2013). The development of tourism services such as accommodation, transport, and meals depend on the attractiveness of tourism resources (Wei Hu, 2011). Thanks to the rational exploitation, tourism resources will be protected and maintained better, the visitors will have the interesting visits and thus the local economy shall create development. The rational exploitation of tourism resources can ensure local communities to improve their income conditions, ensure economic life through benefits from tourism activities. It can be said that: "Rational exploitation of tourism resources are activities using tourism resources as the resources to provide benefits to a country, to a region, thereby enhance the value of the tourism resources to promote the development of tourism, contribute to the economic development as well as bring benefits to the community, but at the same time still have an interest in preserving the integrity of tourism resources, exploitation process does not cause negative impacts on the environment".

There is a relationship between rational exploitation and sustainable tourism. Sustainable development is a process of change, including the use of natural resources and the economy is in line with the needs of the people and enhance its ability to meet the future needs. (Cunha, 2003). Tourism brings positive factors in the development process, but without the strict control would have unpredictable consequences (C.Holloway et al, 2009). According to the World Travel Tourism Council (WTTC) and the World Tourism Organization (UNWTO): "Sustainable tourism is tourism types to meet the current needs of tourists and the destinations that still ensuring and improving resources for the future. Sustainable tourism lead to a management mode for all the resources that meet the needs of economic, social, aesthetic and still preserve the integrity of the culture and the environment".

Sustainable tourism will limit the degradation of natural resources, environmental pollution, retaining local characteristics, increase the contribution of tourism to the economy. To achieve sustainable tourism, it should be setup a strategy for tourism development and exploitation of tourism resources value but still meet the economic, social and environmental requirements. For tourism, the main objectives for sustainable development is to increase the value of natural and artificial, those are the basis for tourism activities; accordance with the values and aspirations of the communities in both short- and long-term; contribute to the livelihood and the development of communities; develop and promote an appropriate way to create competitive differentiation and adapt to the changing needs at the present and in the future; enhance the contribution of tourism to the local economy, encourage the development of the industry in the long term; enhance the attractiveness of destinations, enhance the images, increase the number of tourists returning, increase the reputation of the destination to increase tourism revenue (Wray et al., 2010).

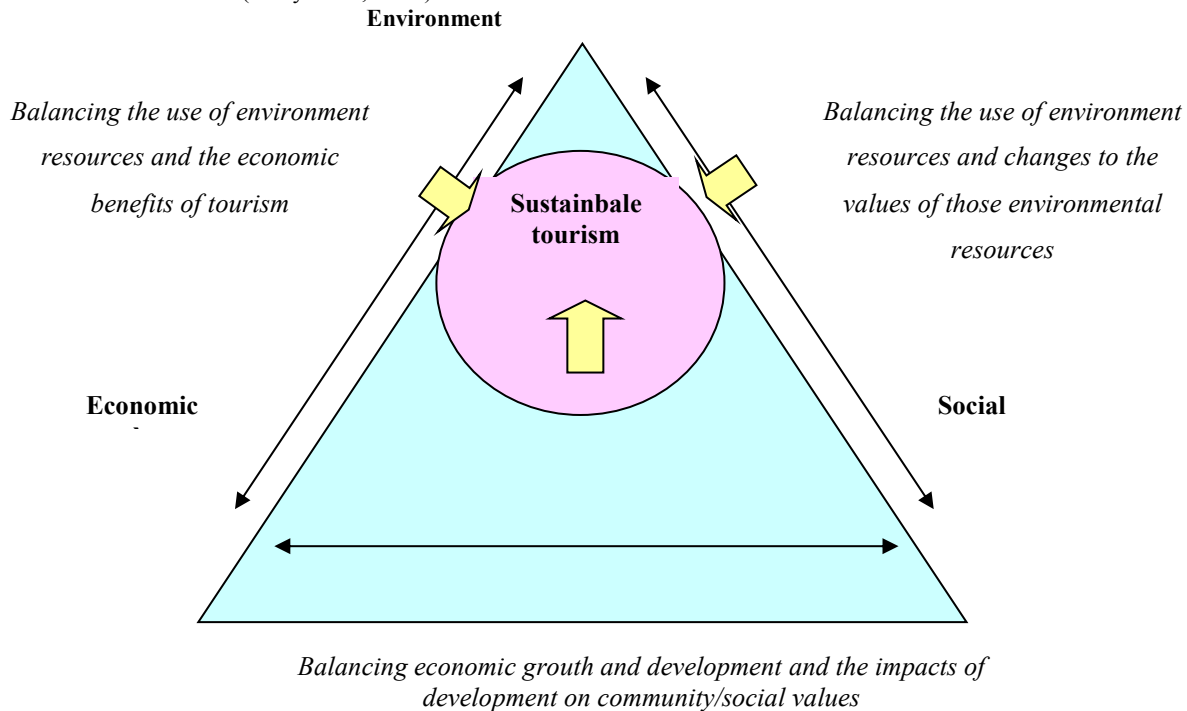


Figure 1: The Sustainable Tourism Triangle (Source: Wray et al., 2010)

It can be seen that the rational exploitation of tourism resources in a sustainable way is inevitable. Also, it can be said that a Reasonable exploitation and Sustainable tourism have similarities to each other: Rational exploiting is a part of the Sustainable Tourism (Swarbrooke, 1998). In the course of tourism, it is important to retain resources, ensure the long-term existence of the tourism resources to get economic benefits. Exploitation the value of resources promote the development of tourism, exploitation process does not cause negative impacts on the environment. On the basis of available resources, identify exploitation ways to develop tourism and adhere to follow the principles to ensure the value of natural resources, ensure economic benefits and environmental protection. Rational exploitation of tourism resources shall ensure the development of tourism sustainably.

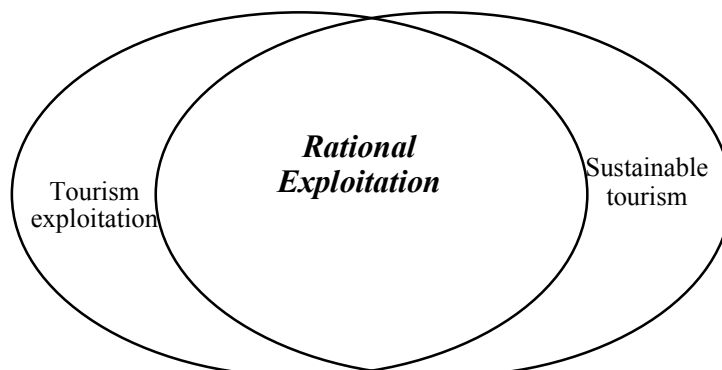


Figure 2. The relationship between Rational Exploitation and Sustainable Tourism (John Swarbrooke (1998)

SYNTHESIS OF THE CRITERIA FOR EVALUATING TOURISM EXPLOITATION

<i>Research Issues</i>	<i>Criteria</i>	<i>Researcher</i>	<i>Comment</i>
<i>Enhancing the value, attractiveness of tourism resources</i>	The ratio of using tourism resources	Mrnjavac et al (2008), Ortega (2002), Shilling (2000)	Criteria to determine the level of using and administration of the tourism resources
	The contribution of tourism development for the restoration and conservation tourism resources	Goodwin et al (1997), Macbeth et al (2004), UNWTO (2004)	Criteria shows an interest in maintaining the value of tourism resources
	The ratio of architectural works is preserved	Endresen (1999),	Meaningful criteria to assess the level of interest of the tourist managers to ensure the value of resources
	The growth rate of tourists	Leask (2010), Mrnjavac et al (2008)	Criteria not emphasize strengthening the value of tourism resources
<i>Economic benefits from tourism</i>	The incomes of local people	Leask (2010), Jeffrey D. Kline (2001)	Criteria said that local people benefit from the tourism activities
	Economic growth is brought by tourism	Goodwin et al(1997), Jeffrey D. Kline (2001), UNWTO (2004), Leask (2010),	Criteria to determine the growth rate of income from tourism, meaningful appreciation because it said that the level of tourism development in tourist sites
	Quantity of accommodation facilities increased	Mrnjavac et al (2008), UNWTO (2004)	Criteria shows the benefits of tourism, ensuring services for tourists
	Jobs is generated from tourism	Jennifer Stange và cộng sự (2005)	The number of jobs in tourism increased to ensure serve tourists
<i>Protecting the tourism environment</i>	Environmental impact of tourism	Goodwin et al (1997), Yabuta (2011),	Criteria to assess the impact of visitors to the tourism resources
	Assessment and calculation of carrying capacity	Yabuta (2011), Masip (2006), UNWTO (2004), Coccossis et al (2004)	Criteria to identify capability of the resource reception, is an important basis in the exploitation, meaningful research

THE CRITERIA AND TARGETS TO ASSESS RATIONAL EXPLOITATION OF TOURISM RESOURCES

Tourism resources are the basis for the development premise business travel activities, contributing to economic development. Valuable resource exploitation should pay attention to a variety of factors to preserve intact and maintain the resources in the exploitation process. Moreover, tourism is also a factor to create jobs for local people, increase income and improve their lives. Environmental protection is also a key factor to contribute to the protection of resources. The rational exploitation of the value of tourism resources is a top priority task for the managers of tourism, the main factors related to the rational exploitation including:

- Enhance the value of tourism resources
- Ensure economic benefit to the community
- Pay attention to environmental protection in areas of tourism resources

For rational exploitation of tourism resources, it should comply with the proposed criteria. Accordingly, there are 3 criteria in order to enhance the value of resources, 2 criteria to ensure economic benefits to the community, and 2 criteria relating to environmental quality in place of tourism resources.

Table 1: Define criteria for the Rational exploitation of tourism resources

<i>Main factor</i>	<i>Rational exploitation criteria</i>
Enhance the value of tourism resources	Full exploitation of tourism resources
	Exploitation coupled with the restoration, renovation, protection of monuments and preserve the traditional cultural values, promote unique tourism resources
	Have reinvest budget to protect tourism resources
Ensure economic benefits to the community	Exploitation guarantees to provide jobs and income for the community
	Exploitation should be combined with the types of tourism
Concerned about environmental protection in place of tourism resources	Pay attention to capacity issues in the exploitation process
	Exploitation in combination with protecting the tourism environment

Source: Proposed by the Author

In combination with the reasonableness evaluation of the process of exploitation of tourism resources according to the criteria above, it should build a system of appropriate targets to ensure that the exploitation process is reasonable. The exploitation of tourism resources should be evaluated in more detail based on the proposed targets. Each tourism resources brings its own characteristics, its own unique value for the development of tourism. These values need to be concerned, make sure to use the precious available resources to enhance the value of tourism resources, so it is evaluated base on the following criteria:

Criteria 1: Percentage of attraction is exploited with the total number of statistics attractions

To ensure full exploitation of tourism resources, to determine the rate of attraction is exploited with the total number of statistics attraction, if the ratio is too low, it can be seen that a full exploitation has not been properly attention. Based on the consultation of experts in the tourism industry and materials, the ratio of higher than 50% is considered as rational exploitation.

Criteria 2: The number of intangible cultural resources can be put into operation

Intangible cultural resources are cultural tourism resources with a unique value, diversify the tourism products, they are considered as the soul of the exploitation process of tourism resources, enrich tourism activities, create favorable opportunities in exploiting the value of tourism resources. The number of intangible cultural resources can be put into operation as well as a good index of interest in exploitation, if the index is higher (> 50% of the total), it shows that the exploitation is rational.

Criteria 3: The proportion of invested relics and restoration of monuments are exploited

Rational exploitation of tourism resources should be paid attention to restoration, replenishment, protection and preservation the monuments of traditional cultural values, promoting the uniqueness of the cultural heritage. The number of relics are interested in investment, replenishment and protection will be an important basis in the implementation of tourism operators, ensuring the development of local tourism. If the ratio is high (> 50%), it will create favorable conditions for the development of tourism, and show that the tourism exploitation is rational.

Criteria 4: The number of tourism resources is planned for the conservation investment and promotion of values.

In the exploitation process, the tourism plan will be conducted by local authorities in collaboration with the Management Board of Tourism to determine the major resources that should be paid sufficiently attention, invested to maintain the restoration and promote the values. If this ratio is too little (<50% of the total), it shows that tourism exploitation is not rational.

Criteria 5: Percentage of tourism revenue is extracted to serve for restoration and protection of tourism resources

Protection, restoration, and renovation of tourism resources need a huge capital to meet these demands. One source of the funds is the revenue from tourism activities. Funding for protection activities in service of restoration and renovation of tourism resources should be extracted from this source, the higher of this ratio shows that there has been a certain interest to exploit. This is the contribution of the tourism sector for the conservation of tourism resources.

Criteria 6: Number of facilities for tourism services increase

When implementing the exploitation the values of tourism resources for tourism development, there will be the efforts to increase the number of tourists to visit. Along with the increase in the number of tourists is the increase of the demand of tourism, tourists wish to have the travel products and services available to help them satisfy with their diversified needs during the trip. Thus, the basis for tourism services are launched to meet the needs of travelers. The interest in developing tourism service facilities will create conditions for local people with jobs, improve incomes and improve the quality of life, contribute to solving people's livelihood, help people to have benefits from tourism. This factor can also assess the reasonability of tourism operations at the places with tourism resources.

Criteria 7: The growth in tourism revenue

Tourism revenue from the sale of entrance tickets, sale of services to meet customer needs during the trip. The growth of revenue demonstrates that the tourism exploitation is rational.

Criteria 8: Number of tour guides are used locally

Tour guides play an important role in disseminating information about the unique value of tourism resources to travelers, transmitting the unique value with additional help the visitors to feel about the destination, to have more experiences on the trip. Thus the emphasis on this factor demonstrates a rational exploitation, particularly to use local people because they have a full understanding of the local and details, so they may make an attractive introduction for tourists to enjoy.

Criteria 9: The level of diversification of local tourism products in the tourism resources

The combination of these types of tourism at the places of tourism resources will contribute to increase the diversification of tourism products, create favorable conditions for the exploitation of tourism.

Criteria 10: Determination of carrying capacity at tourist spots

Determine the Carrying capacity to index the maximum number of tourists for a destination or resort can receive without causing adverse impacts on the environment and community around, nor detract from the satisfaction level of tourists to visit. According to the UNWTO guidelines and standards for the open space is 4m² /person, and 1,2m²/ person in a closed space. However, the calculation cannot accommodate the exact number because the concept has both quantitative and qualitative issues. Therefore, besides identification the carrying capacity it should in line with the identification the impacts of tourism development to the economy, society and environment.

Criteria 11: The negative impact on society from tourism exploitation at the places of tourism resources

Besides the positive effects that tourism brings to the society through the process of tourism exploitation at the tourism areas, however it also has negative impacts that largely affected by the exploitation process. A lot of visitors come, and they alter the traditional cultural values, cultural identity is lost, the traditional values of commercialism, social evils arise, the high cost of living affecting the lives of people, especially in the tourist season. Rational exploitation of tourism resources has to minimize the negative impacts.

Criteria 12: The level of environmental pollution in the tourism areas

Tourism exploitation increase the number of tourists to visit the tourist resources that make the pressure on the responded ability of natural resources and the environment. Increase the number of tourists will increase the demands of clean water, waste water and increase the amount of waste. If there are no appropriate measurements to handle, the situation of environmental pollution will increase and spoil the environmental landscape. In addition, the amount of tourists will cause environmental pollution by emissions of motor vehicles, motorcycles, ships and boats, on the other hand also cause noise pollution environmental quality in tourism resources. The amount of overcrowding in tourist areas will reduce the level of aesthetic enjoyment, enjoy the cultural and artistic values of the visitors. So the assessment of tourism exploitation at tourism areas that cause the aforementioned disadvantages or not, if there are absolutely no problem, it proves that the tourism exploitation is rational.

Criteria 13: Education and awareness-raising of tourists to respect and protect the environment at the tourism areas

Tourism receives the most concern of tourists, hence exploitation the value of tourism resources to pay attention to the awareness of the community, the tourists during the trip. Ensure awareness of the tourists in the protection of tourism resources, protect the environment. Being interested in raising awareness of the tourists in the exploitation process expressed through activities such as dissemination of information through signs, through leaflets, through public education programs. Besides, the tour operators and the hotels should also offer educational programs and guidance for tourists.

Criteria 14: The satisfaction of tourists

Tourism is a open education system to help people to have more knowledge, new knowledge during the trips, to help people understand the evolution of mankind (Lang A.K, 2004). The needs of tourists are special needs because not only to satisfy the needs of exploring, understanding, but also to meet other basic needs. Therefore, if the attractive tourist destinations meet the tourists' needs, it will bring satisfaction to them. Successful tourism products lead to the increase of travel demands, increasing the attractiveness of the tourist areas, therefore, they will help to satisfy the customer's needs, which will have an impact on potential visitors (Hawkins, 2005). This shows that the management of tourism is concerned effectively which will have a positive impact on tourism development. This is also the assessment criteria in the rational exploitation.

Base on the criteria of rational exploitation, a theoretical framework of rational exploitation of tourism resources is proposed as follows:

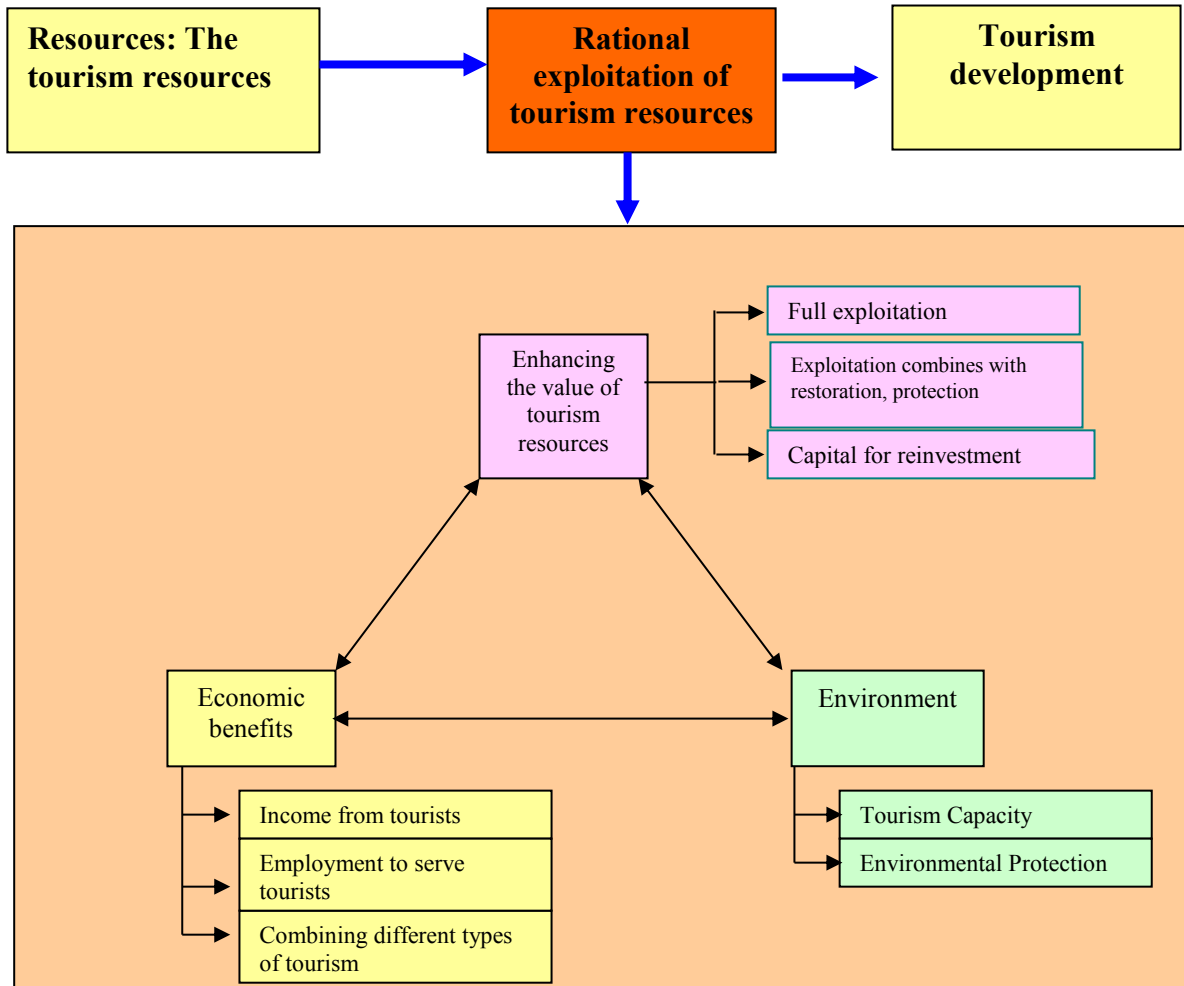


Figure 3: Model of rational exploitation of tourism resources

(Source: proposed by the Author)

Tourism activities occupy an important position in the economic structure of many countries, contribute a large amount to the annual budget, bring great benefits to the country that has abundant tourism potential, improve and enhance people's lives. Therefore, tourism development activities are being researched by many interested scientists. The tourism resources are necessary conditions for any locality to develop tourism, especially local ownership of the unique tourism resources, with a great attraction. However the situation of local tourism is developed only, if these resources are exploited in a reasonable manner. Without an effective exploitation methods will affect the legacy of quality and impair the development of tourism.

CONCLUSION

Through research and analysis, the paper has provided scientific contributions to the rational exploitation of tourism resources. First, the article has systematized and clarified the basic theory of rational exploitation of tourism resources. Secondly, main factors and criteria for rational exploitation of tourism resources have been identified. The rational exploitation of tourism resources also helps managers to take the proper research in exploiting the strengths of the locality; especially the exploitation is combined with the restoration of creation and protection of tourism resources. Besides, it should take precautions to protect the environment, create a healthy environment that makes a positive impact on the visitors, always help visitors to have the psychological comfort of enjoying the landscapes, create the facilities conditions to meets their travelling needs. The rational exploitation of tourism resources has significant implications for the sustainable development of the economy in general, and the tourism in particular. Tourism is only developed when the tourism resources are exploited in a reasonable manner. These valuable resources will be attractive visitors and facilitated for the exploitation. So it can be said that, the main tourism resources are the initial elements to create an attractive tourism destination. For the tourism development in a region, and/or a country, it is indispensable with presence of the unique tourism resources. However, a question raises: How to keep the tourism resources here are not only interested in finding out and enjoying by numerous tourists, but also be preserved by those tourists and the own local authorities. Therefore, the rational exploitation of tourism resources is a top priority, exploitation to bring the unique culture of the nation to introduce to visitors from around the world, while always preserve to keep for later generations.

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Nguyen Thi Thong Nhat
University of Economics
The University of Danang, Danang, Vietnam
Email: thongnhat108@gmail.com