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Economic and Social Efficiency of Tourism

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Abstract

Efficiency is a fundamental development. And, tourism is an integral part of the economy of a state, is considered very important for both social and economic development of that country.

In our paper we intend to show economic and social efficiency that can bring tourism to a state. First of all, to show the economic efficiency of tourism in our country, we start from the principle of economic efficiency, by comparing the effects with the effort. Second, tourist activity, using resources available to them, generates not only economic, but also social and these effects will be analyzed in our work, together with economic and social indicators such effects and efficiency of each component separately.

Also, we will show which factors can lead to economic efficiency and the social, from the general formula for determining the efficiency.

Not last, tourism is very closely related to the civilization and culture, between them instituting an interdependent relationship. By harnessing the natural resources, human and financial placed at its disposal, tourism generates these economic and social effects that increase the economic efficiency, progress and civilization.

We therefore consider this issue with particular relevance and importance to the growth and economic development and social welfare as a whole.

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Introduction

The purpose of the present work is to approach the principle of economic efficiency and social tourism. The objectives that the present work aims to achieve are: evaluating the effectiveness of tourism and the establishment indicators of social and economic effects of tourism activities and their correspondence.

Starting from the idea that the most important human resources in tourism is to have pointed out that it is necessary to analyze its efficiency, both economic and social terms. The structure of the paper is the theoretical presentation, taking into account the literature consulted in this regard. This is followed by a synthesis of the results of applying this method, and the benefits resulting from the analysis carried out in the form of conclusions.

Tourism as any component of the global socio-economic system, to work it is consumer of products and manufacturer of effects, of results. Efficiency shows the defining features common to all branches and activities in the economy.

First, to show the economic efficiency of tourism in our country, we must start from the principle of economic efficiency from microeconomics. The principle of economic efficiency expressed, by definition, that all effects resulting from an economic sense surpasses integrated effort that you have it (Angelescu et al, 2005,p.14). In other words, in order to exist economic efficiency, we must obtain maximum effect with minimum effort.

Indicators of economic and social effects of tourism

Starting from the general formula for determining the efficiency, by comparing the results with resources - to express its relationships are built as:

$$* \text{ effect} / \text{ effort} * \text{ effort} / \text{ effect} * \text{ effect} / \text{ effect} * \text{ effort} / \text{ effort}.$$

This relationships reveals the multitude of angles of approach to the link between the two elements "effect" and "effort", as well as evaluating their performance. Thus, besides the classic ratio between effect and effort in appreciation the efficiency of tourism is suggestive also the proportion between the differences components of income or differences category resources involved in obtaining a particular effect.

Thus, the efficiency depends on the efforts and effects, but not least how their assessment, the fact that expression values, setting prices, incorporates inflation and other influences, distort actual outcome of the work done. Under these conditions, a complex and accurate analysis requires taking into consideration other factors, such as resources and results structure, time, quality effects, their impact.

Efficiency is, in this context, the general content, comprehensive, referring to the use of all types of resources: natural, human, material and financial, to all components of activity: manufacturing, trading, service, their quantitative and qualitative aspects, economic and social, direct and indirect.

In assessing and measuring the *economic efficiency* of tourism, as in any other sector, is used a range of criteria and indicators of the complexity result, resources consumed content of the diversity and variety of forms to realize the effects. They meet, so the general validity criteria and indicators common to all branches of the economy and specific options deriving from the particular activity in the area.

The economic efficiency of tourism is, in these conditions, expressed by the increase of net income from this activity obtaining or proper usage of each of the factors of production used respectively land, labor and capital. Thus, according to some authors, it can be as criteria to assess the efficiency of:

- size of net income;
- profitability;
- level of costs;
- usability of labor and technical and financial capital;

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