

INTERNATIONAL TOURISM IN GLOBALIZATION CONDITIONS

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Abstract: *Modern tourism has been subjected in the last decade to the process of internationalization and globalization. With the development of technology, means of communication, but also the variety of means of transport (from air to sea and not only) consolidates the mobility of people from one corner of the world to another, leading to the globalization of tourism. The phenomenon of globalization is manifested in many areas, but perhaps the one that best characterizes this phenomenon is the tourism sector. Through globalization, the interdependence between countries, economies, but also people develops. Globalization means not only huge corporations, but also medium-sized, small or even family businesses. There are clearly some aspects of globalization that have a visible impact on the tourism industry. The ease with which anyone can access air transport, the liberalization of trade in services, new technology, the widespread use of the Internet, the policies of countries contribute to the continuous growth of tourism. These processes have led to the creation and operation of the global tourism market in which exotic destinations become a reality. At the same time, globalization creates a lot of development opportunities. Thus, 1.4 billion people traveled in 2018 and 1.5 billion people traveled in 2019. Tourism revenue is \$ 5800 billion in 2019, accounting for 6.7% of the world's total GDP. Tourism globalization leads to cultural exchanges, social interaction, exposure to local cultural traditions. At the same time, this phenomenon, helped by the economic policies also changes the profile of the tourist. Today's tourists are increasingly turning to global destinations, which many of them book online; they expect the vacation to be as close as possible to the spirit of the place they are visiting; they want the services they contract to be as personalized as possible in order to accumulate new cultural information and more. The expansion and direction of global tourism has been analyzed based on data from the last 3 years, but also taking into account the current trend of tourist behavior. The question is what is the next direction of global tourism? What are tourists oriented to in the context of current tourism conditions? Following the data analysis, it can be stated that the new trend makes you think of the self-service process, only this time it refers to the online contracting of the desired tourist package, so that it satisfies the tourist's desires at an affordable price. Globalization of tourism leads at the same time to the orientation of tourism towards sharing economy.*

Keywords: *tourism; globalization; historic; experience; authenticity.*

JEL Classification: O35.

1. Introduction

Throughout its history, tourism and tourism activities have been the subject of various approaches. Thus, over time it experienced various forms of manifestation. If we are to temporarily locate the idea of "tourism", it can be said that it appeared since ancient times, during the Babylonian and Egyptian Empire. Herodotus can be considered the initiator of travel books, being the first to write down experiences from various destinations in the Mediterranean region. Travel during this period (600 BC) meant visits to major cities to admire works of art, especially religious buildings or monuments.

Greek civilization (500 BC) traveled, especially, to places where there were temples dedicated to the gods, to bring them offerings. Athens became an important center for many travelers at that time due to the existing attractions (eg Parthenon). The first inns and port outbuildings were also set up to meet the needs of tourists. This period marks the era of the birth of tourist taxes. At the same time, the first written tourist guides appeared, presenting destinations such as Athens, Sparta or Troy.

The period of the Roman Empire comes to facilitate travel within it, due to the lack of standard borders and the safety of travel. The Romans used to travel to Sicily, Greece, Rhodes, Troy or Egypt. Since 300 AD, the Holy Land has become a popular destination. Romans are the ones who introduce written travel guides, called "itinerary", with lists of hotels and notes on their quality. In the Middle Ages travel becomes dangerous for those traveling for commercial or professional reasons. Europeans are trying to find new routes to make them famous or trying to find new markets for their products.

Tourism at a larger scale makes its presence felt in the first half of the seventeenth century, being a direct consequence of the Renaissance principles. During the reign of Queen Elizabeth I, young students at the court of Great Britain are encouraged to study in different cities of the country or even in other countries to have a rich experience. Later this tradition becomes a common custom, the educated people being initiated to travel longer periods, together with a tutor and completing a Grand Tour. Pleasure trips also begin to take shape with those for educational purposes. Today's SPAs have a correspondent since ancient times. Roman baths or English therapies were, as today, associated with a state of relaxation and health. The introduction of steamships in the 19th century meant the expansion of the tourist horizon.

The First World War brings new information about lesser known territories, causing curiosity to potential tourists. Mass emigration to the United States is the beginning of constant tourism. In Europe, the advent of cars allows the travel distance to be longer in a shorter period of time. The seaside resorts are becoming popular destinations. The twentieth century brings with it the advent of cruise planes and ships that complete the tourist product. The emergence of new business opportunities, the development of new tourist areas, such as the islands of the Pacific Ocean, Asia, Patagonia or Alaska are the novelties of the twentieth century. Tourism

is a field that is constantly developing and diversifying, has reached its current form with the help of modern technology and international collaboration. The tourist market is very attractive, which determines the existence of different types of tourists.

2. Profiling and characterization of tourism as an economic and social activity

Tourism is a topic of global interest in all its forms, and the definition of this notion is given by different researchers or by different organizations. Is a sector full of opportunities and access to this market is relatively easy due to the low entry barriers (Badulescu and Badulescu, 2012).

Burkart and Medlik (Burkart and Medlik, 1974) argue that it is necessary to clearly define this notion for the different purposes for which this notion can be used. First of all, in order to study this notion, a systematic analysis of the phenomenon and a clear definition of what it contains is necessary. Secondly, this activity requires the performance of various statistics, so a definition of what needs to be measured is imminent. Thirdly, it is necessary to individualize the concept for legislative and administrative purposes, respectively: it is necessary to know for which activities it can be applied and for which it cannot. Another goal would be the industrial one, some economic activities can give rise to market studies and can provide the channels for the formation of industrial organizations (Burkart and Medlik, 1974). Thus, the World Tourism Organization defines tourism as a social, cultural and economic phenomenon that involves people moving to countries or places outside their usual environment for personal or business / professional purposes. These people are called visitors (who can be tourists or hikers; residents or non-residents), and tourism is related to their activities, some involving tourist expenses (World Tourism Organization). Fuster (1971) states that, The Shorter Oxford English Dictionary first published the word "tourist" and was defined as: "Person taking a tour or tours. Person who does this for recreation; another who travels for pleasure or culture, visiting a number of places for their objectives of interest, landscape or the like ". (The Shorter Oxford English Dictionary).

The definition developed by the UNWTO is a technical one, which mainly addresses political, trade and certain normative principles and does not address conceptual issues. This definition of tourism is appropriated by several countries and organizations and is considered to some extent the "official" definition of tourism.

The first academic definition, according to Wahab (1977), was made in 1911 by Herman von Schullern in his work "Fremdenverkehr und Volkswirtschaft" and defines tourism as: "the sum of operations, mainly economic ones that are directly related to entry, the permanence and movement of foreigners in a country, city or region" (Wahab, 1977).

If we were to analyze the anatomy of the tourist phenomenon, it would be composed of three elements: man (as the main element of the tourist act), space (an element necessary for the tourist act to take place) and time (temporal element) (Wahab, 1977).

In order to be able to characterize the tourist activity, it is essential to know which are the principles that underlie tourism as an economic and social activity. According to Tribe (2009), the principles fall into two categories: fundamental principles and desirable principles.

A. Fundamental principles

1. The subject

For tourism to exist, the subject must be present. In addition to the tourist as an actor of the tourist act, there is also the host (service provider at the destination or the person who receives the tourist).

2. Travel

It can be done inside the tourist's country of origin or outside the country's borders.

3. The principle of return

The tourist action also involves returning to the residence or place of life before the trip.

4. The principle of motivation

There will always be a reason why the tourist will travel, whether it is explicit or not.

5. The principle of hospitality

Hospitality is a socio-cultural phenomenon that includes food, drink and accommodation offered to the guest. At the same time, it represents an important element for the development of tourism, being related to the act of receiving the tourist.

6. The principle of experience

Besides the tangible side, tourism is composed of a series of intangible services, as a result of the sensory and psychological experience, making experience the main marker of a tourist trip. In addition, nowadays people travel out of the desire to live new experiences.

7. The principle of communication

Tourism is the act of communicating. Tourists relate to and interact with other people as well as other cultures. It is impossible to travel without communicating with others.

8. Technology

In the age of technology, any type of tourism will use it, even tourism that happens in natural or uninhabited areas. Communication and transport technologies are the most important in this principle.

B. Desirable principles

1. Durability

Sustainable tourism refers to the use of tourism resources in a way that allows their continued use in a way that does not affect society. We can talk about social, cultural, economic and environmental sustainability.

2. The principle of equality

Human beings, regardless of their social or financial level, religion, colour and race are equally in accordance with the laws of tourism and must be treated as such in human and professional relations, as well as in space and place.

3. The principle of public and private supremacy

The will of the public power should prevail. If the desire of a tourist would adversely affect the order and the desire of a social group, it should not be allowed.

4. The principle of otherness

Otherness means respecting the difference. It should exist in the tourist relations regarding the host, among the tourists and among the hosts.

5. The principle of ethics

It refers to a correct way to act in the tourist activity. This principle involves four topics:

- the tourism profession;
- the tourist;
- the host community;
- public authorities.

Of course, there are other principles that underlie tourism, but those mentioned above are the ones that best explain the meaning of the term tourism. Defining, characterizing and stating the principles of tourism is a complex theory.

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3. International tourism in the context of globalization

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Europe remains the most visited region in the world and continues to grow in absolute terms. However, the growth rate of tourism in many emerging economies is faster than the growth of advanced economies. In the long term, this trend will continue to exist, being present mainly in the Asia-Pacific region. WTO forecasts indicate that arrivals in emerging economies will outpace those in advanced economies by 2020. This changes tourism globally, changes the nature of tourism flows, resettlement inflows and outflows, changes the balance of market share and the relative size of tourism economies and also changes the competitive environment for advanced tourism economies.

In order to see how the tourist activity has evolved in different regions, we will evaluate the tourist arrivals. Thus, international tourist arrivals increased by + 4% compared to last year in the first half of 2019, reaching 671 million, according to the latest tourism barometer of the United Nations Tourism Organization (UNWTO, 2020).

According to UNWTO, revenue growth is returning to its historical trend and is in line with the organization's forecast of a + 3-4% increase in international tourist arrivals for the entire year 2019 (UNWTO, 2019).

So far, the factors that have determined these results have been a strong economy, affordable air travel, increased air connectivity and improved visa facilitation, according to UNWTO. However, weaker economic indicators, prolonged uncertainty about Brexit, trade and technological tensions and rising geopolitical challenges have begun to affect business and consumer confidence, as reflected in a more cautious UNWTO Confidence Index.

- Statistical data on regions of the globe

International tourist arrivals in Europe increased + 4% in the first six months of 2019, with a positive first quarter followed by an above average secondary quarter (April increased by + 8% and June + 6%) (UNWTO, 2020). The increase in a higher percentage of the second quarter compared to the first months of the year was due to the Easter holidays, but also reflects the beginning of the summer season.

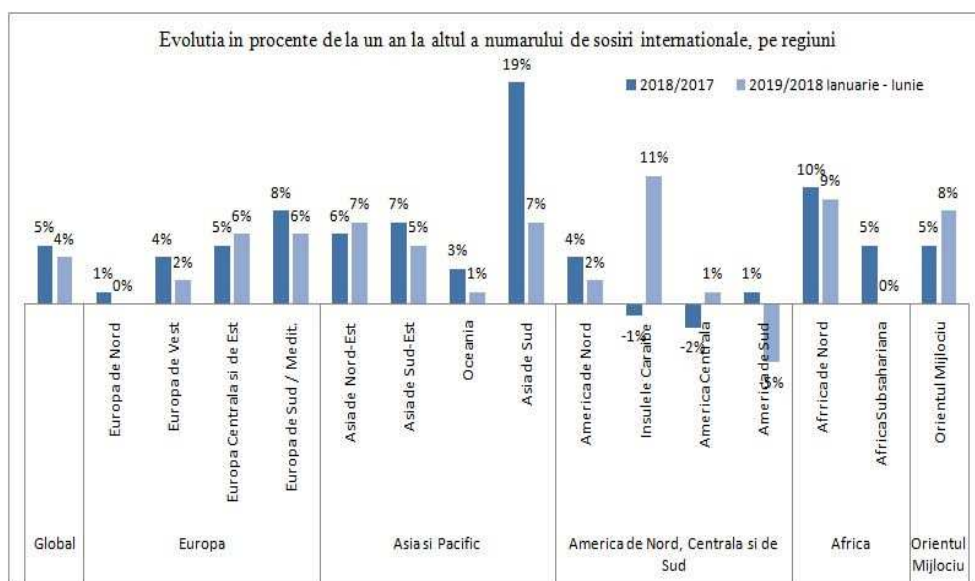


Figure 1: Evolution in percentage from one year to another of the number of international arrivals

Source: Adapted by the author based on data available on UNWTO site

Intraregional demand had an important contribution to the increase in the number of tourists arriving, although the performance between the main European source markets has been uneven, amid weakening economies. Demand from markets in countries such as the USA, China, Japan and the Gulf Cooperation Council (GCC) countries also contributed to the positive results.

The + 6% increase in the number of tourists from Asia and the Pacific was above the world average in the first half and was largely generated by outbound trips from China. The growth was driven by South Asia and Northeast Asia (both + 7%), followed by Southeast Asia (+ 5%), with arrivals in Oceania by + 1%.

In America (+ 2%), results improved in the second quarter after a poor start to the year. The Caribbean (+ 11%) benefited from strong US demand and "continued to rise strongly from the impact of Hurricanes Irma and Maria at the end of 2017, a challenge that the region is unfortunately facing again" (UNWTO, 2020).

North America increased by + 2%, while Central America (+ 1%) showed mixed results. In South America, arrivals fell by -5% in part due to declining outbound travel from Argentina, which affected neighboring destinations.

In Africa, UNWTO noted that, although there were limited data available, they indicated a + 3% increase in international arrivals. North Africa (+ 9%) continued to show solid results after two years of double-digit growth, while growth in sub-Saharan Africa was flat.

The Middle East (+ 8%) recorded two strong quarters, reflecting a positive winter season, as well as an increase in demand during Ramadan in May and Eid Al-Fitr in June (UNWTO, 2019).

The performances were uneven on the major tourism output markets, according to WTO data (WTO, 2019). Departures of Chinese tourists (+ 14% on trips abroad) continued to lead arrivals to many destinations in the region in the first half of the year. Expenditure on international travel was 4% lower in real terms in the first quarter. WTO noted that trade tensions with the US, as well as the slight depreciation of the yuan, could influence the choice of destination by Chinese travelers in the short term.

Travel out of the US, the second largest spender in the world, remained solid at + 7%. This was backed by a strong dollar. In Europe, spending on international tourism by France (+ 8%) and Italy (+ 7%) was solid, although the United Kingdom (+ 3%) and Germany (+ 2%) reported more moderate figures.

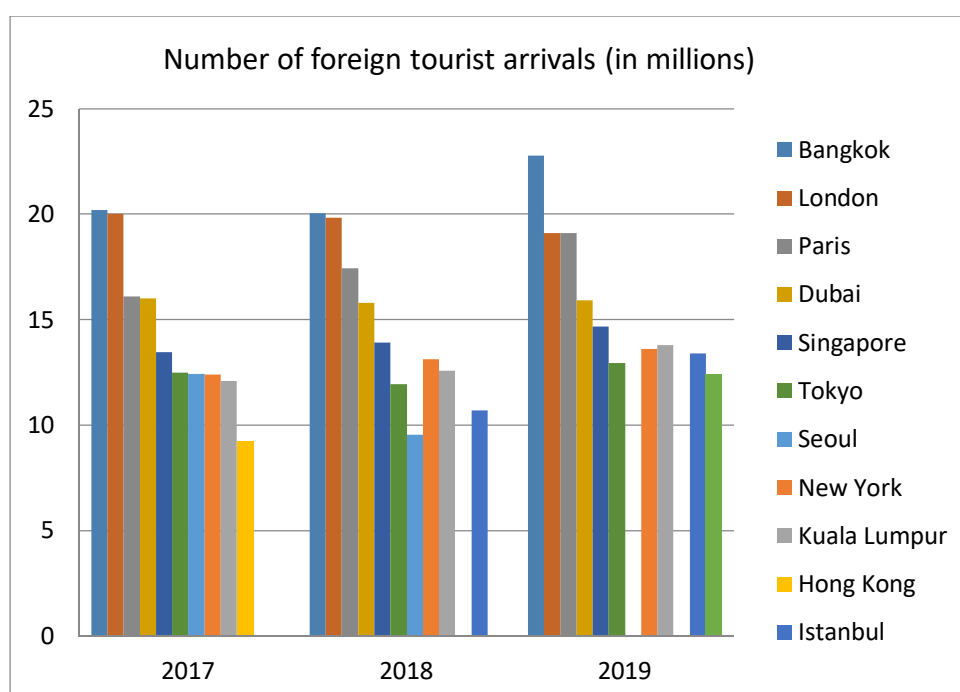


Figure 2: The 10 most visited cities around the world in 2017, 2018, 2019
Source: Adapted by the author based on data available on UNWTO site

Which are the new trends in tourist behavior? From the chart above we can see that in the top of the most popular tourist destinations remain the "classic" countries in Europe, but also tourism in developing countries has significantly increased, as evidenced by the fact that Bangkok, the capital of a developing country, is the most visited tourist destination in the last three years.

The competitive position of a destination could be explained, through:

- the factor conditions;
- the quality and structure of suppliers forming the destination, as well as the operating network alliances and the related experiences;
- the market and organizational structures, the distribution channels, the strategies and targets; as well as the demand conditions (Porter, 1990).

With the rise of tourism worldwide, the behavior of tourists has changed significantly. If until recently they were oriented according to geographical criteria, today more and more tourists are looking for personalized, unique and experience-based vacations. The tourists have through the modern means of technology countless possibilities regarding the tourist services. Thus, they are better documented which leads to increased demand for quality tourism products, as well as a much wider range of tourist destinations and activities. If in the past tourists wanted the chosen holiday to offer them rest, now their desires are directed towards entertainment, the accumulation of as much information as possible about the place visited, the active participation in what the local culture means. Of course, rest is also an important factor, which is why destinations capable of providing a balance between these elements will attract most tourists. In other words, the focus will shift from passive fun to active learning, and the quality and authenticity of the visitor experience will be crucial to future success in a competitive market (Martin and Mason, 1993).

Thus, more and more tourists are turning their attention to global tourist destinations and not just regional or intra-continental ones. The easier access and at a permissive cost make it possible for migrants to migrate between different parts of the world, without having to have fabulous amounts in their account.

The question is which is the next direction of global tourism. It can be said that the dynamism and authenticity, the novelty, as well as the experience gained after the trip are the following trends. Five factors are considered essential in the new orientation of tourism (Hall and Page, 2000).

1. Political pressure towards a high standard of living
2. Improving macroeconomic policies
3. Increasing trade and investment
4. Technology and internet development

One of the most visible recent developments in this industry has been the growth of international tourism in East Asia. As Page pointed out some time ago (Page, 2001), the old West-East air travel alignment between Southeast Asia and Europe had already been replaced by a North-South axis, due to the growing number of intra-regional tourists from Japan, Korea, Taiwan and, more recently, China, who have transformed the region's tourist landscape. This reality has been recognized in the changing priorities of promotion among many national tourism organizations in the area. While in the past Europe and the United States were the main targets of

tourists, many of them are now targeting destinations such as Japan, Australia, New Zealand, South Korea, China, Hong Kong and Taiwan.

4. Conclusions

We conclude with the idea that the large-scale development of the Internet determines the intertwining of globalization with localization. Everything that is local becomes global through this process, and this is possible due to new technologies and the accessibility of means of transport. The constant transformation of the local environment is part of the process of globalization.

It cannot be disputed that tourism is a global source of income and employment, so tourism revenue is \$ 5800 billion in 2019, accounting for 6.7% of the world's total GDP. However, tourism must be seen not only from an economic point of view, but also as an expression of the local culture.

The complex process of tourism globalization must be understood through in-depth research. This includes analyzing how the global tourism market interacts with state policies, with certain social forms, with the cultural values of states, as well as with the orientations of tourists. However, it can be said that the orientation of tourists determines to a certain extent the trend on which the tourist scene is formed.

The development of technologies and the current orientation of tourists lead to the process of collaboration in tourism.

Tourists are more and more open to new and exotic trips that offer them authenticity and uniqueness. People's behavior has changed a lot lately, and this causes the tourism industry to find new alternatives to classic tourism.

Tourism offers new opportunities for in-depth study of tourist behavior, but more grounded research is needed.

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