

THE ROLE OF TOURISM SERVICES IN THE GLOBALIZATION CONTEXT

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Abstract: Tourism has converted into one of the most centralized and competitive industries in the world and focuses a large number of transnational corporations. In this respect, this paper aims to facilitate the understanding of the phenomenon, by approaching, in sequence, the following aspects: the place of tourism services in the global economy, the role of tourism within the international services trade, trends in the organization and regulation of international tourism, the impact of international tourism on the world economy and the development of tourism services in the conditions of the globalization of the economy.

As such, the internationalization of the service sector, including tourism ones, will never be limited only to giant services firms, which follow those in the manufacturing sector in their global expansion, but will include both and a network of smaller providers in local markets.

Keywords: *globalization, tourism, sustainable development, economy, resources*

1. INTRODUCTION

Globalization, by definition, is an extremely complex process with economical, technological, political, social, cultural, and other dimensions. In turn, the economic component of globalization is structured on three levels: commercial, financial and social sectors; economic globalization refers to increased mobility for goods, capital and personnel flow/manpower.

Regarding the scope of tourism it can be concluded that globalization touches all three levels of manifestation of the economic component, as follows:

- it emphasizes the commercial mobility;
- has a tangency with the financial market;
- tourism as a „global phenomenon” favors the mobility of the flow of people.

2. MATERIALS AND METHODS

The impact of tourism activities in the framework of the world economy can be identified to the extent that this is seen as a system under which each national economy is an important component for ensuring harmonious functioning, tourism can also be found as an element essential to exploit economic potential in both developed countries and developing countries. These considerations are based on the multifunctional of tourism and its importance in relation to:

- diversification of economic structures;
- exploitation of resources;
- increasing national income;
- creating new jobs;
- stimulation of investment;
- reduction of inflation.

Tourism has been converted into one of the most centralized and competitive industries in the world and includes a large number of transnational corporations. In recent years, these companies have exerted great pressure on governments for the purposes of trade and investment liberalization in the services sector.

„While independent travels are relatively widespread, all the tourists who travel abroad must use the services of many companies, large and small, domestic and international, which organizes and coordinates travels and tourism” (Held D, McGrew A. and Goldblatt, D., 2004).

Establishing the policies of travel firms requires reference market research.

The analyst Snak, O., developed a classification of services according to the structure of the tourist services offered, wherein are distinguished:

■ **Specific tourism services:**

▣ *services for tourist consumption;*

▣ *basic services:*

▣ *additional services (complementary)* provided for informing tourists and ensuring the party attractive leisure time during stay: leisure, recreation, sports, excursions, cultural and artistic events, sports equipment rental, etc.;

▣ *special services:* medical spa treatments, services for congresses, for hunting, fishing, horse racing, climbing, paragliding, hang gliding etc.

■ **Non-specific services** are offered to the general population by the units that provide services to them and to the tourists in varying circumstances (for example, post and telecommunications, foreign exchange, repair and maintenance, etc.).

Dealing with the heterogeneous tourist offers reveals in the ways of perceiving each of its components in terms of their own categories of tourists determining the existence of a variety of tourist submarkets. Thus, entire the tourist market has the characteristics of a fragmented market (Cristureanu C., 1992a).

Each country, region, resort or tour operator agency seeks to provide specific tourism products in order to allow the customer to distinguish them from the other. If the offer exceeds demand then it needs to be more differentiated, more nuanced. Thus, it becomes necessary to choose which group of consumers may be intended for the tourism product in question.

Worldwide, in another system of references, the most widely used criterion of market segmentation is the tourist's *country of origin*. Every continent, every state is considered as a submarket (partial market) resulting in a multitude of national tourism markets. The geographical segmentation is widely used in practice because of identified market segments characterized by measurability and affordability. In addition, this corresponds to the opinion according to which the service behavior varies from country to country.

Delimitation of tourism market by country is for tourism the most simple and practical method, which is very well suited to a first general location of markets.

Tourism has been noted as one of the most dynamic areas of activity, generating foreign exchange resources and jobs.

As shown in the literature, tourism consumption set covers the entire hierarchy of needs mentioned in Maslow's model. Tourist consumption extracts the main determinants from all levels of Maslow's pyramid (Cristureanu C., 1992b).

Specialization in tourism is in essence an economic policy option. The quality of the natural environment, economic, social and political (in terms of individual specific variables), accessibility and availability of information relating to environmental factors and the degree of connection to the international market (expressed through Openness Index) is a prerequisite to economic activities for tourism recovery in the international market. On this basis, the State, through its structures, can produce a viable and effective strategy that focuses on precise objectives, dedicated to the involvement of the national economy in the process of international specialization in tourism.

The Openness Index mentioned above evaluates the degree of a country's participation in international trade in goods and services, including tourism. The aggregate index contains Tourism Openness Index, Visa Index, Trade Openness Index and Tax International Trade Index.

Tourism Openness Index is calculated as a percentage of the cumulative value of exports and imports of tourism in GDP and shows the degree of participation of a country on the world tourism market.

International tourist flows are formed on the basis and direction of the international specialization in tourism and is evolving as a result of its emergence. In what follows, we expanded the theories explaining the specialization of countries in the export of goods (long studied by economists) specialization in the export of services, and then we adjusted that for explaining the specialization in tourism exports. Treating these theories will not follow the chronological order of their appearance in the school, but their importance in relation to the phenomenon of tourism. Thus the factor endowment theory is at the foundation of tourism specialization, comparative cost theory of competitive advantage reflects the extent of specialization and demand theory nuances within tourism specialization according to the importance of different categories of demand, for whatever reason. Finally, we present an inter-relationship of dynamic factors comprising simultaneous analyses of tourism specialization: labor productivity, dynamics of human labor and the production of investment goods (as an expression of the rate of technological progress and economic development) and dynamics of free time or spending leisure time as an expression of the size and dynamics of tourism demand (Kotler P., 2002).

As a sector of economic activity, tourism is part of the service sector. Membership in the sector is justified by the economic nature of the activity. Their characteristics can be found in its entirety: low-impact or indirectly by technical progress, low productivity performance (larger intake in training the labors force than in GDP), higher dynamics than that registered of the creative activities of material goods. Tourism industry dynamics closely follows the dynamics of the service sector.

Like the flow of trade in the global economy, tourism is part of the invisible trade, and export activity is an internal export. International invisible trade groups the intangible components (services, capital flows, labor, information, creation).

In recent years the services have contributed, on average, by about 60 percent to the value of the newly created economic activities worldwide.

Internationalization of tourist services is accomplished by moving consumers across the border of the importing country from the exporting country, as part of the international service flows.

Transport services and international travel T&T - Travel and Tourism are the subject of separate records in the external balance of payments (i.e. within the Satellite Account T&T-Travel& Tourism Satellite Account). This peculiarity results from the fact that T&T activities are not characterized by uniformity, this industry involves making available to both consumers of goods (including those of durable) and services (transportation, accommodation, food, cultural services, etc.).

There are two concepts that are operative in the area, when we refer to the activities of T&T: T&T industry (which reflects only the direct contribution of these activities to the macro-economic level and which is related to the strictly tourist consumption) and the concept of T&T economy which cumulates direct effects and indirect effects of T&T activities, reflecting the ability of training and other industries within the economic system.

T&T is an intensive industry regarding the production factor „labor”, requires specially trained personnel and it is listed among the activities with great potential to generate employment. By 2016, one in 11 jobs around the globe will be generated by the transport and tourism activities. Currently, this industry generates 76, 7 million jobs around the world and expects to create another 2.8 million jobs by the year 2016.

International competition, national interests, tourist industry special features like the integrated economy branch, the need for communication and cooperation on the international level are all arguments that advocate for increased state intervention in this field of activity. Therefore, the state is the first interested in building around an attractive environment for the tourist industry, not only for visitors, but also for investors, partners and commercial policies. The state also must reconcile often divergent interests of the business environment with social, natural, cultural and political factors affecting the development of the tourism industry.

Tourism development, nationally and/or regionally should be based on a uniform and coherent policy, which includes numerous quality items, long-term forecasts of slower development, in-depth knowledge of the change and current events of the world must be included in the many varying scenarios that underlie a plan.

The tourist activity ensures the development of areas poorer in financial resources, through development of tourist facilities, by encouraging the use of local resources, and creating better living conditions for residents. It outlines the role of tourism in economic and cultural development of those regions, even causing variations in their evolution.

Domestic tourism is at present like a chapter of the statement of revenue and expenditure of the population. Imports of tourism affect the balance of payments and economic situation in general.

Tourism activities and operations are the subject to the automation and technicization at a rate much lower than that of other areas. Also, this area has a special capacity to capture the surplus labor from other branches and sectors of activity. In this context, tourism is designated as the biggest consumer of labor, thereby creating new jobs.

The positive effects that stand out in terms of the use of labor are due to the fact that tourist activity, becoming a mass phenomenon, calls for a wide range of trades, ranging from less skilled works to experts and specialists in travel.

The widest acceptance, information (Costi, 2009) is a communication, a time, a message that conveys meaning about objects, people, events, processes, events and intentions.

Practicing domestic and international tourism helps to ensure balanced cash movement. Tourism's contribution to balancing the demand with the tourist offer is received through the expenditure that tourists are making for the procurement of goods and services, causing an attenuation of inflationary pressures.

Travel industry's success is determined by the quality of the environment of the destination. Always, the tourist activity should be planned and managed, whereby it may help preserve the vestiges of the cultural and biological diversity in the area.

Eco-tourism is growing in many parts of the world and involves small scale tourism, protected natural areas, biodiversity and cultural traditions.

CONCLUSIONS

In economic literature, there is a broad consensus in relation to the appreciation that the amplification process of the globalization of economic activities under the impact of transnational corporations in close association with technological developments which have marked the service sector, constitutes the majority of the elements of the process of internationalization of the tourist services in the last two decades.

The impact of tourism activities in the framework of the world economy can be identified to the extent that this is seen as a system under which each national economy is an important component for ensuring harmonious functioning, tourism can also be found as an element essential to exploit the economic potential in both developed countries and developing countries.

As such, the process of internationalization of the sector of services, including those of interest, will not benefit exclusively the service firms' giants, which follows them on the field of the processing industry in their global expansion, but will include and a whole network of smaller service providers on the local markets.

In conclusion, in the context of rapid internationalization and growing service sectors, size and scale of operation of firms of a country are important attributes of their competitive position in the global market, which may also explain the dominance of transnational corporations and international market tourist services.

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