

## **Tourism Globalisation in Todays European Context**

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**Abstract.** Modern society is in a transition process towards a global civilization. Economic and social phenomena such as internationalization of production, unprecedented intensification of international trade, forming global markets for finance capital, polarization of the population in rich and poor, exhaustion of the resources and degradation of the environment are a few main topics of the globalization. This should be seen as a natural process (primarily determined by modern technology), affecting the whole society, from organizations to state entities or to transnational interest groups. Thus, the globalization phenomena represents "... the integration of global markets (goods, services and capital) and technologies, increasing interdependent relationships at transcontinental scale ..." One of the most important objectives of this European "force" is creating a common market, an objective enshrined in the Treaty of Rome, since 1958, aiming to increase the economic prosperity of the Member States by at least two levers: free trade and free competition. Thus, EU rules cover all aspects of such a market, such as competition, taxation, industrial policies, transport, agriculture, etc., and of course tourism. In this context, privatization, deregulation and liberalization of the service sector and the prices and international trade services, have created the way to achieve the globalization process in the tourism sector, which began with the cooperation of major hotel chains and airlines booking international locations the transport and accommodation.

**Keywords:** globalization, tourism, market, service, competition, EU.

### **INTRODUCTION**

According to WTO specialists' opinion, globalization will increase high competition between destinations for conquering well-known market segments covered by that offer and for conquering new segments.

The process was facilitated by applying computer reservation systems CRS (Computer Reservation Systems), launched in the '70s, and later expanded by another system, GDS (Global Distribution System) and in the field of tourist information, promotion, marketing and distribution of tourism products.

We should mention two of the leading global distribution system (GDS) Galileo International and Amadeus.

The first one provides an electronic marketplace, which allows airlines, hotels, car rental companies, shipping companies and other tour operators to sell their products through 50.000 global travel agencies worldwide.

Galileo is one of the strongest products in the tourism industry, part of Cedant Corporation and includes the biggest names in tourism, distribution and industry, with an activity in over 100 countries (including Romania), with revenues exceeding 20 billion USD and more than 30.000 employees.

Amadeus is the second leader in the industry, it is providing technology and Net Trans, and it is the first provider of reservation fee management for hotel services, available through a GDS, the Net Trans Active Commission solution ensuring direct connection to

Amadeus, which sends information about hotel reservations of travel agencies to the Net Trans commission processing service.

## MATERIALS AND METHODS

We can observed, as mentioned in the beginning, that modern technology is revolutionizing the tourism field, favoring globalization process also in this sector, resulting in both a quantitative increase, but also a qualitative leap in tourism development.

Transport, another area in which globalization has made its mark, is the major factor in global tourism growth and development; these should facilitate quick and convenient access for tourists to the chosen destinations.

Increased density of transport network, increase and diversification of means of transport, modernizing and improving performance, providing conditions for moving a growing number of people to tourist areas are just some of the effects of new technologies in transport, which should allow adjusting the tourist supply to the demand diversity.

The use of computers together with the internet - allows real-time reservation of transport and accommodation seats of the selected tourist destinations. However, through this system the tourist is better informed concerning the conditions offered at the destination and the prices practiced for different services and products.

Following the advantages of leading technologies offered in tourism, one may consider it now as a dominant feature of this sector, requesting a significant level of investments that needs to be made for their introduction, particularly in computers.

In the context of new technologies, the rapid exchange of information, transport, through market globalization, competition has increased significantly. Besides the benefit of market information, meaning speculation of information on supply and demand of goods or services in a particular area, the quality advantage is indisputable. Survival and success of companies depends on how fast they adjust to changing conditions and the ability to offer products especially quality services at reasonable prices.

Increased competition of prices and networks for better-organized and cheaper destinations from other continents emphasize the pressure on the European tourism sector and traditional destinations. More destinations are competing in terms of experience, and competition is strengthened by greater market transparency regarding prices and/or other comparable characteristics for other destinations.

At tourist request to purchase products at prices permanently correlated with the supply, operators respond by increased optimization of the quality/price ratio.

Small and medium size tourism entities have to fight for survival in the competition of integrated destinations, working with world-class tourism professionals, they have a strong functional organization and can achieve significant savings, much better than those of any small or isolated business.

On the other hand, these small businesses should move towards cooperation, innovation, specialization and development of high quality and brand products, in order to cope with increased pressure.

For tourism providers to achieve a differential advantage, they should consider improving the quality, in order to exceed consumer expectations. To this end, companies must identify the determinants of service quality, expectations of customers who use the services of tourist enterprises and the assessment of services by customers.

## RESULTS AND DISCUSSIONS

Quality means meeting the needs of tourists, and for this, tourism companies should analyze the market tourism (tourist segments, competition, etc), then try to adapt their work to the operating environment requirements (level of demands of the tourists).

According to WTO experts, tourism product quality characteristics are:

- Validity - to be fit for tourist consumption;
- Reliability - its use does not endanger safety conditions for tourists;
- Intangible - generated by the heterogeneity of the tourist product components, which need to be assembled and designed as to offer a complex and balanced character of the tourism product;
- Usefulness – should be designed so that the product should be required and accepted by tourists, to meet an objective, but also subjective necessity, clearly outlined and defined;
- Easy maintenance – the possibility to easily detect weaknesses arising while providing services and especially finding easy remedies for shortcomings;
- Comprehensibility - providing and receiving the tourist product should be also known and understood both by the provider and the tourist;
- Flexibility - allowing the tourism product to adapt, retreat of its components according to the environmental conditions and clients.

Many times, getting "brand" or standard services is also due to the creation in time of provider reputation. Production brand of a service may be a guarantee for constancy in the quality of services, and through franchise system or other means of learning reputable processes; they can extend to other providers, reducing market heterogeneity.

## CONCLUSION

Globalization has led to the emergence of more and more "economic unions" in which a series of agreements are made between participating states, on economic exchanges, but also on the quality of goods and services provided or purchased.

Technological progress, possibilities of communication in global networks, available to a growing consumer number, change in their tastes and their needs, lead to the development of new products and services which should to satisfy consumer requirements in terms of their needs throughout the area. In addition, consumer demands have increased, taking into account all quality aspects. Thus, from technical, psycho-sensorial, economical characteristics to issues related to product availability, to proper inter-relations, but also the relationship with the environment.

Lately we can notice the global concern for quality of the surrounding environment, the concern comes from several international organizations - World Travel & Tourism Council (WTTC), with the Green Globe program, International Hotels Environment Initiative (IHEI), International Hotel & Restaurant Association (IH & RA), European Confederation of National Associations for Hotels and Restaurants from the EU countries (HOTREC) - for the application of ecotourism requirements, which should provide a greater protection and conservation of tourism resources, some of them being unique worldwide.

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