

SOME TENDENCES OF TOURISM DEVELOPMENT IN THE AGE OF GLOBALIZATION

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The article addresses some of the global trends in tourism – such as its connections with regionalization, international air transport, the development of computer and communication technologies, the devotion to the trademarks etc. Tourism is one of the main contributions of globalization. The relationship between tourism and globalization is bilateral. On the one hand it has a powerful impact on its distribution and on the other hand it is a result of globalizing processes. Having in mind the close connections of international tourism to the development of economy, politics, history, culture, and international relations, it is the basis for mutual cooperation. Today we can certainly say that countries and regions sell not only its tourism product in the global market, but simultaneously present the world their national values. Special attention is paid to the development of air transport, because 45% of tourists in the world arrive using it.

Keywords: globalization, tourist development, regionalization, international tourism, international economy

НЯКОИ ТЕНДЕНЦИИ ОТ РАЗВИТИЕТО НА ТУРИЗМА В ЕПОХАТА НА ГЛОБАЛИЗАЦИЯ

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Абстракт: Статията разглежда някои от световните тенденции в развитието на туризма, а именно: връзката му с глобализацията и регионализацията, развитието на въздушния транспорт, компютърните и съобщителните технологии, търговската марка и т.н. Туризмът има един от основните приноси за глобализационните процеси. Той е и двигател на това явление, и резултат от него. На световния пазар днес държавите и регионите продават не само своя ту-

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ристически продукт – те представят на света и своите национални ценности. Туризмът е източник както на икономически ползи, така е и съществен фактор за повишаване престижа на една страна. Тесните му взаимовръзки с икономиката, политиката, историята, културата и международните отношения го правят основа за взаимноизгодно сътрудничество между страните. Особено внимание е обърнато на въздушния транспорт, тъй като понастоящем 45 % от туристите по света пристигат със самолет.

Ключови думи: глобализация, регионализация, туристическо развитие, международен туризъм, световна икономика

INTRODUCTION

In the beginning of the XXI century one of the world processes which exert strong impact on the development of mankind is globalization. It affects all areas of social activities – policy, economy, international relations, social sphere, culture, ecology and security. Special attention is focused on the problems related to it in the recent years.

Globalization has already encompassed to a significant extent world economy and this is expressed in enhanced fluxes of goods, capitals, labor, information and technologies on a world scale. The factors activating this phenomenon are:

- accelerated development of the high technologies and scientific-technical progress;

- liberalization of the world market;

- changes in the political system of part of the countries.

Globalization has reached its highest extent in the sphere of trade and services. Only from 1950 to the beginning of the XXI century the world trade with goods and services was increased twice as fast compared to the growth of the gross domestic product (GDP).

INTERNATIONAL TOURISM AND GLOBALIZATION

International tourism – as one of the sectors in this sphere, is considered to be one of the most pronounced manifestations of the globalization processes.

Along with other sectors – such as electronics, software, new materials, aerospace, etc., it might be included to most intensively developing economic sectors of our times. From privilege of high society in the past, it becomes a mass phenomenon. Modern transportation and communication facilities, as well as increased financial possibilities, especially of tourists from wealthier countries “approached” all major financial and most attractive tourist sites (natural and anthropogenic) to virtually everyone.

Naturally inherent in every human curiosity and desire to visit some other countries and areas logically translate into a solid motive for the rapid development of all types of travel. This led to the formation of a new type of business – namely, the separation of business tourism as one of the most significant components or subsystems of the tertiary sector in the economies of dozens of countries (USA, France, Italy, Spain,

India, Thailand, Greece, etc.). The necessity to examine the spatial (geographical) manifestation of these processes appears also. Analyzing them we always mean the unchangeable and obvious fact of the geographical location of natural objects. While all the other factors, conditions and circumstances may change, their geographical positioning can not be changed, as opposed to those which can be moved from one place to another.

Among the factors and conditions that promote the development of tourism Marinov and Petrov (2000) briefly indicate:

- 1) factors of the destination itself;
- 2) factors related to the regions and countries generating tourism demand;
- 3) factors that provide the links between the destinations and genetic regions;
- 4) factors associated with the large number of substitutable from the point of view of tourists competitive destinations.

There is a bilateral relationship between tourism and globalization. On the one hand tourism as a mass phenomenon is appeared as a result of products of globalization (via the emerging new ways of transport and communication and information technologies) but exerts a powerful impact on the distribution of globalization on the other hand.

Most telling indication of the emergence of globalization in tourism are tourist flows. Mostly they are from Europe, USA, Japan and Australia. This is “the world of departures” China joined them in recent years. European region and region of the United States have significant tourism resources, have a modern tourist infrastructure, offering many tourist services and attract tourists from all over the world. These are the largest genetic regions of tourism demand and at the same time ones of the biggest tourist destinations in the world. Today intensively also becoming important destinations the Asia-Pacific region, South America and Africa. Europe is with at an intensive flow – inside and outside the continent. Europe is a swing of ancient civilizations, rich cultural and historical heritage, high economic growth and people have comparatively high incomes. US have a variety of tourist resources and tourist flow is evenly distributed. Americans visit mostly Canada, Mexico and the Caribbean. Japanese tourists most often travel to Southeast Asia, the Pacific Islands and from recently also in Europe. The tourist flow is growing up also to Mexico, Morocco, Tunisia, the Caribbean, islands in the Indian Ocean, Singapore, Thailand, etc. The Third World countries have still problems and slow pace of tourism development. The low quality of tourist services and the unsatisfactory advertisement ward off tourists. We can talk with satisfaction about some arab countries in which with full force develop tourism sector and why become a desirable destination. United Arab Emirates are among the countries with the highest standards in the world. Each from seven separate emirates captivates with incredible style, luxury and hospitality. Dubai is one of the most visited international destinations with about 400 thousands of tourists annually. There are millions of tourists, showing unprecedented interest towards Australia in recent years. The tourists arrive to Australia by air or sea transport.

Taking into account the close relationships of international tourism with the development of international relations, economy, policy, history and culture of the different peoples, in many respects it turns to be the basis for establishing mutual trust and cooperation between the countries.

The rather late acknowledgement of international tourism as a special but very important phenomenon of modern times is due to certain neglect of the multi-aspect impacts of tourism on global economy and international relations and of the “tourist booms” typical for its development in the epoch of scientific-technical progress. This is also due to the fact that the level of tourism in the various regions of the world is extremely irregular, which ensues from the different degree of social-economic development, irregular distribution of recreation-tourist resources, differences in the tourist policies of the single states.

At present global economy (including tourism) faces two clearly outlined trends – **globalization and regionalization**.

The decisive role for the fact that tourism represents one of the economy spheres, globalized to the high extent, belongs to the United States and West Europe.

In some of the most developed countries in tourist terms, in addition to the high standard of living and relevant legislation, have been set up and a number of practical facilities that promote tourist visits. For example, the countries of the North American Free Trade Agreement (NAFTA) (Fig. 1) benefit its tourism industry and promote tourism trips each other through various financial and administrative and organizational incentives:

- encourages the search for direct routes by plane or bus in the region;
- guarantees that tourist companies will acquire national acknowledgement in all 3 countries – Canada, USA and Mexico;
- maintains high quality of tourist services by encouraging the development of telecommunication connections between the USA and Mexico etc.

The same practice applies in another booming in tourist terms part of the world such as Southeast Asia. Tourism development is a priority on the agenda of the Association of Southeast Asian nations (ASEAN) (Fig. 2). It has established a special

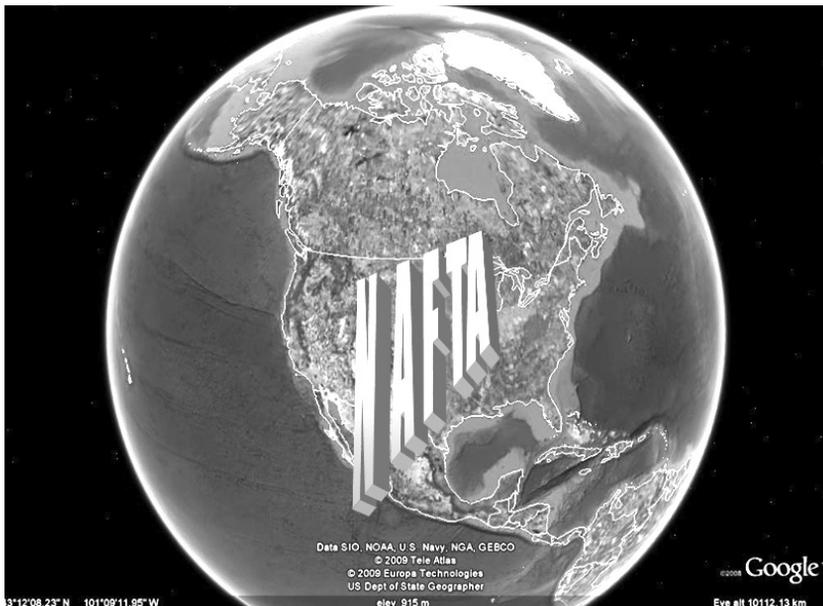


Fig. 1. NAFTA (USA, Canada, Mexico)

strategy including preservation of cultural and environmental resources, establishment of joint tourist transport infrastructure and so on. In general this development strategy includes:

- a) promotion of sustainable tourism;
- b) preservation of cultural and ecological resources;
- c) construction of transport and ancillary infrastructure;
- d) facilitation of migration procedures;
- e) development of human resources (in professional qualification for a more adequate response to the still more critical customers, demanding professionalism).

The achievement of these activities provides the possibility of maintaining the competitive priority of the entire region.

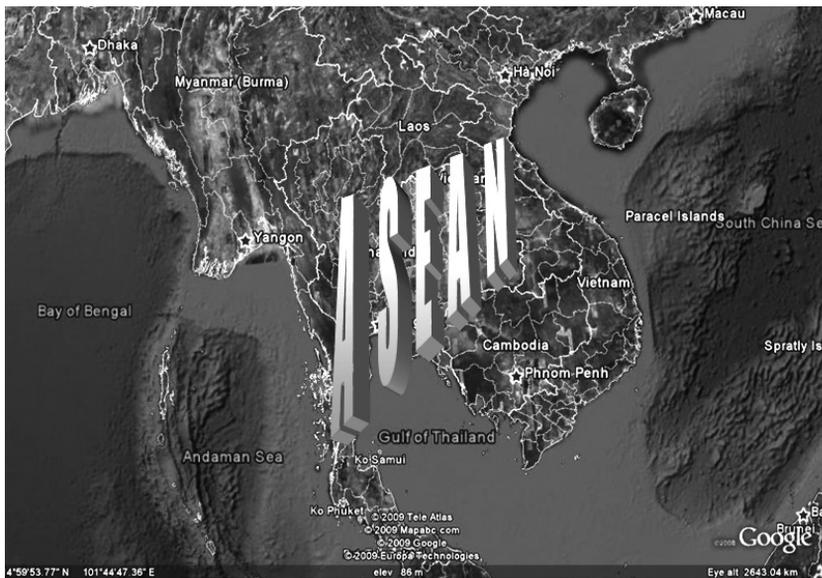


Fig. 2. ASEAN (Myanmar – ex-Burma, Thailand, Laos, Cambodia, Malaysia, Vietnam, Indonesia, Singapore, Philippines, Brunei)

The countries of Europe are other big tourist region. Doing evaluation of the tourist resources of Switzerland and Austria-Hungary the Austrian economist J. Shradner (2010) in the early twentieth century, offers for the first time use of the specific term „tourist area“. He pays great attention to a problem that is becoming increasingly relevant today – the protection of tourism resources. His efforts are aimed at:

- care for cultural monuments;
- preserving the look of traditional rural and urban construction;
- save the local flora, fauna and geological peculiarity;
- save the authenticity of local folk arts;
- limiting the noise;
- improving the aesthetics and the hygienic significance of forests.

He sees exactly the role of local tourist associations that can initiate the protection of places of outstanding natural beauty.

Political changes in the late twentieth century in Central and Eastern Europe gave new impetus to the development of international tourism (Fig. 3).

Democratization of political life of the region, the transition to market economy and integration policy in the European Union are further prerequisites for the development of this process. European Tourist Commission works actively for a long term growth in international tourism. Despite the economic crisis in 2012 the region has achieved tourist growth of 1–2%. Commission promotes Europe as a tourist destination to distant markets and announced its innovative marketing strategy drawn up on the basis of solid research to promote „Destination Europe“ the four key markets: USA, Canada, Brazil and China. In 2012, growth of tourist visitors marked: Iceland – 20 %, Lithuania – 12 %, Romania – 10 %, Germany – 8 %, Spain – 5 %, and Austria – 5 %. World Tourism Organization to the United Nations predicts that by 2030 the number of tourists in Europe will increase highlighting that stiff competition of winning market share should not be underestimated.

The political changes during the last decade of the XX century in Central and Eastern Europe have given new impetus to the development of international tourism. The democratization of the internal political life in the countries of the region, the transition to market economy and the integration policy of the European Union are important prerequisites for the development of this process.

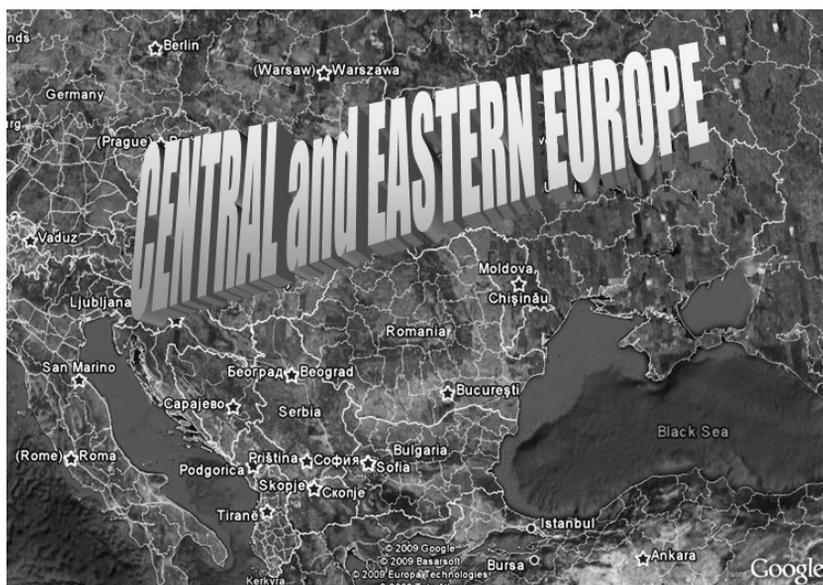


Fig. 3. Central and Eastern Europe

Another specific feature of modern tourism is that tourist industry cannot exist as an isolated phenomenon by itself. It is in close interaction with the surrounding macro environment: political, economic, social-cultural, ecological, technological, etc. In order to have a future and to survive, preserving its effectiveness, it has to adapt to the changes in the other macro environment, adopting the novelties that might serve for its enhanced development, i.e. it has to be an open type system.

INFLUENCE OF INTERNATIONAL AIR TRANSPORT ON TOURISM

The development of transport, for example, may lead to significantly accelerated and cheaper transport of passengers and goods and to reduced “economic distances” between the countries, which seem to get closer to each other. The greatest changes are observed in air transport, which did not exist 60 years ago. The airline industry, localized mainly in industrialized countries, has undergone the most rapid growth among the other modes of transport. It is a key factor for the development of tourism and develops two times faster compared to revenues of the global economy and has future potential for growth in the coming decades. Nowadays 3.4% of the world economy relies on aviation. It contributes to economic growth, the development of world trade, international investments and tourism, therefore is the center of globalization, covering all other industries. Today, it was hard to imagine the dynamic lifestyle of modern humanity without aviation. Revenues from passenger air transport in 2007 amounted to US\$ 7.06 billion. And this amount is expected to increase to US\$13.23 billion by 2017. Despite the high growth rate of development, higher even than that of GDP the international air transport industry, it is difficult to manage the two traffics – business and tourism, because they are susceptible to economic crises. And the fleet of planes, infrastructure and the equipment must be constantly updated to be able to cope with the growth of international tourism industry. Air transport has to overcome the problem of saturation of its infrastructure. The European Union is committed to modernize and adapt infrastructure to the growing flow of passengers to improve their rights and increases safety. To achieve this objective it works on the implementation of the Single European Sky EU Project. This initiative began in 1999 and will be completed in 2030 and will triple the use of capacity of airspace and to halve the cost. The introduction of optimal technologies for air traffic management will enable to master the challenges related to economic efficiency, passenger safety and protection of the environment. 39 member countries took part in this project till now.

In addition to being very exciting, air travel is indeed one of the most effective ways to reach almost any point on the globe. The availability of cheap air travel means it is now easy for anyone to fly everywhere. When looking at tourist traveling by air, distinguish two main groups:

- Regular flights;
- Special charter flights.

Regular flights are used by business travelers and for planned trips, on regular tariffs – business, first and economy class. Most of airlines provide a lot of free services on the plane, because it is part of the competition between them. Part of the airlines realizes the potential of tourism demand and a number of measures to attract passengers. IATA member companies apply two main forms of travel:

- Chartering,
- Inclusive.

Typical of them is the participation of tour operator. Based on the contractual relationship to the carrier, the tour operator offers a transport service. Charters and inclusive tours have all the characteristics of organized tourist trips. They have a preliminary agreement between the tour operator and airline to retain a number of places to be paid in advance. This ensures adequate income and stimulates the tour operator to use the provided needs. Inclusive tours are very popular and common in the case of

business, weekend, specialized cultural and educational tourism. They include a stay in one or several tourist spots. There are basic and additional services plus transport. The tourist trips by rental planes are executed outside regular schedule. They can be single or multiple depending on the duration and nature of the contract.

It is expected rapid growth of the number of tourists in 2030 and it will likely reach 535 million into Asia-Pacific region in the coming decades.

International Air Transport Association (IATA) announced results for passenger traffic grew by 6.5% compared to the previous year. This is the strongest result since the global financial crisis and is well above the average annual growth rate of 5.5% within the last ten years. While the overall economy in 2015 was driving with lower indices, the demand for passenger traffic has increased. And it was realized thanks to low-cost lines.

The demand for domestic air traffic grew worldwide by 6.3% in 2015 compared with 2014. The highest growth had India and China.

Air passenger traffic in the Asia-Pacific region make up a third of the total annual increase in traffic in 2015 compared with 2014. Last 2015 Pacific carriers reported a rise in demand for this type of service with 8.2% in compared to 2014. This is the largest increase found among the three major regions: 1. North America (NAFTA); 2. Western Europe (mainly the UK, France and Germany); 3. Asia-Pacific region (China, Japan and the countries of ASEAN);

In 2014, according to **UNWTO Tourism Barometer 2015**, the number of tourist trips abroad was 1.1 billion., While in 2015 they increased by 100 million.

It is expected that in 2016 the number of tourists using air transport vehicles will reach 3.78 billion (**IATA**, 2016).

The liberalization of air transport today means to a considerable extent market access to private carters. This problem is discussed within the framework of the General Agreement on Trade in Services – **GATS**.

The formation of international alliances is another important moment in the development of aviation (**UNCTAD**, International trade in tourist-related services: Issues and options for developing countries, 2003). The main objectives for the establishment of alliances are – minimization of costs with preserving the quality and extending the connections on a global scale.

INFLUENCE OF IT INDUSTRY ON TOURISM

Globalization has accelerated the application of the **information and communication technologies** in the tourist sector. The enhanced implementation of the new information-communication technologies and the Internet also play a major role in the technological process. New huge opportunities arise for the tourism industry as a result of e-commerce in all its components – manufacturers of tourist product, merchants, consumers. Current forecasts for the future development of electronic sales seem unlikely. According to data from the American Association of Travel Agencies (TIA) the sales of trips via the Internet are increased by almost 200 % in 1997, with 130 % in 1998, 68 % in 1999 and by 47 % in 2000. In the US, almost all tour operators and some hotel chains offer directly to its global network holidays. In the US, almost all tour operators and some hotel chains offer directly to its global network

holidays. They are convinced that as a potential tourist prefers more individualism, he will want to play a central role in the choice of services and to arbitrate decisions. In Western Europe the situation is beginning to resemble that of the USA. In Spain, for example, the majority of urban hotels that rely only recently to tour operators and travel agencies to sell their beds, gradually giving up those intermediaries and sell about 7–8 % of the accommodation base via the Internet.

The computer reservation systems (**CRSs**) were developed by the big air carriers since 1970 in order to facilitate the processing of flight reservations. They have been modified and interwoven with other services in the course of time. Each aviation company has its own **CRS** and is connected with the **CRSs** of the other aviation companies via the global distribution systems (**GDSs**). **CRS** and **GDS** have turned to be the main distribution and marketing instruments in international tourism and have seriously improved the effectiveness of the business operations of tourist agencies. They meet the requirements of the different market segments, including air and land transport management, accommodation and additional services, by minimizing the risk in business transactions. As a result they have become an extremely important tool and are used by all contractors of tourist services.

The globalization and the radical changes in tourist behavior with respect to demand direct tourism towards information orientated activities. The growing application of the Internet for destination marketing, direct sales and reservations has led to the development of the so-called “electronic tourist markets”. Modern tourism occupies a major place in the electronic markets. The development of websites provides the excellent opportunity of submitting complete information about a given tourist company to the respective potential clients. The combination of text data, photo and graphic materials in the websites of the tourist companies represents another instrument for the realization of successful marketing activity. The tourists from different countries use still more the websites for organizing their trips and holidays and this is the reason for their mass invasion in the Internet space after 1990.

THE SIGNIFICANCE OF THE TRADEMARK

Another change resulting from globalization is the devotion to the trademark. With the development of narrowly specialized and oriented towards tourist needs products and services, the thing that matters for the end user is just the trademark and not the company producer itself. Trademarks ascertain comparable standards of service to the client, at least in relation to a core group of baseline quality criteria.

Modern globalization processes form a common cultural space in an unprecedented scale and each country tries to find its place in it. This image is not purely emotional and cultural dimensions, but also contains an economic sense. On this occasion Parusheva (2013) gives one of the conclusions made in the declaration of the Euro-Mediterranean Conference in Barcelona in 2013. According to this conclusion in tourism development should “improve the use of cultural heritage as a factor of national identity in the globalization process to create products for cultural tourism based on leisure, recreation and cultural heritage.” In this regard it is important to work to create a “Bulgarian national cultural and historical tourism brand” to present accessible and unambiguous image of our country. The brand embodies originality

and unique identity of the country as a tourist destination. This role can perform unique for Europe rock bas-relief of the Madara Horseman, because it received maximum votes some time ago. This national brand could be used to identify all the main sites of our immovable heritage which are adapted for tourist visits and a real tourist turnover. Tourism brands are distinctive in terms of competitors in the tourist markets. They are something like personal identification documents of people because are reflection of their uniqueness. Now in some international documents appeared concept of “cultural identity”. For the first time it was mentioned in 1982 in the final report of Mexico World Conference on UNESCO concerning issues of cultural policy. The point that he makes is the fact that societies change and develop while preserving its uniqueness and their differences.

The states and companies are in search of various strategies that can make them more competitive. In a globalizing economy the capabilities and qualifications of the employees turn out to be the basic determinants for competitiveness. This leads to the enhancement of the regional, internal regional and interregional competition and to new challenges with respect to the investment needs and development of human resources.

Some well developed international companies offer their advanced experience in the form of “leasing” their management teams to local companies. In this way the latter are given the possibility to gain knowledge, experience and reputation from these international companies with respect to the quality of the rendered services

CONCLUSION

We can summarize that the governments of many countries pay serious attention to policies in this sector at national, regional and local level and invest in creating more attractive regions for both tourists and locals. The whole world has already recognized the importance of tourism to the economies of countries, the development of services and business.

Tourism is regarded, except as a factor for the economic development of national and global economy, also as a means of activating personal relations emerging during the processes of political, economic and cultural contacts. It may be stated that today the countries and regions sell on the global market not only their tourist products – they present their national values to the world. Tourism today is not only a source of economic advantages, but it is also a significant factor for raising the prestige of a given country and its importance in the eyes of the international community.

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