

Theoretical Appraisals on the Standardization of Tourism Terminology

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Abstract

Explaining the evolution of the concept of "tourism" implies a difficult approach because, like any human activity, it is the subject of an interdisciplinary study, attracting specialists from various fields such as economists, geographers, psychologists and sociologists.

The increasing importance that tourism has acquired in the contemporary era has increased the concerns of specialists to define it as precisely and completely as possible. The specialists' concerns in defining and explaining a lot of implications of tourism on the economy have led to the shaping of a rich theory dealing with this field of activity, theories that try to present alongside the basic concepts with which it operates in practice a series of peculiarities, methodologies for measuring specific phenomena.

Key words: tourism, tourism market, marketing

J.E.L. classification: A1

1. Introduction

Etymologically, the word *tourism* derives from the English term *tour* (travel), or *to tour*, *to make a tour* - to travel, to make a tour, to tour through, a term created in England around the 1700s to designate the voyage. It is considered to be an Anglicism, although the term *tour* - in terms of voyage, periplus, tour, is older and comes from the Latin *turnus* or the Greek *tournos*. The term used on a European scale to designate a journey, a circuit, a form of voyage is the French word *tour*.

Some experts (eg, the Belgian Arthur Haulot) also accepts the hypothesis of the Hebrew origin of the word; in ancient Hebrew, the *tour* corresponded to the notion of travel, discovery, recognition, exploration.

The term *tour* is used for the first time around 1700, in the transitive verb "to make a tour" (or circuits in which many places are visited for recreation or business). Previously, the phrase to take a turn (in or about a place esp. riding or driving) is found (Snak, Baron and Neacșu, 2006, p. 10).

We deduce that the notion of tourism involves visiting, for one's own pleasure, attractive places and objectives, which means both the travel and the temporary stay in the chosen localities for this purpose. "Starting from the premise that tourism essentially refers to people's journeys out of the ordinary residence, its definition must capture aspects such as: the purpose of the journey, the distance and the duration of the journey, and the characteristics of the subject of the journey, respectively of the tourist." (Minciu, 2004, p.12)

As a result, most studies devoted to the field operate with the categories of tourism and *tourist* being called the person who performs a form of travel to satisfy a personal pleasure.

2. Theoretical background

The notion of tourist was used in 1800 by Samuel Pegge, in his book entitled "Anecdotes of English", in the original version entitled "A traveller is now-a-days called Tourist". (Lanquar, 1992, p. 3) Stendhal brings to the attention of the French public for the first time the term tourist in the book entitled "The Memoirs of a Tourist" from 1838.

In 1883, in Switzerland they refer to in a documentary on hotel activity, and in 1896, E. Guyer Freuler publishes a study in which tourism is defined as "a phenomenon of modern times" (Guyer Freuler, 1963). We note, in this definition, besides emphasizing the motivation of the trip, the highlighting of the link between tourism and economic development. In 1910, Belgian Professor Edmond Picard, in an article dedicated to the Travel Industry, defined tourism as "all organs and their functions, not only from the point of view of the traveller, of the actual traveller, but mainly, from the point of view of the values that the traveller takes with him and of that who, in the countries where he arrives with a full wallet, takes advantage directly and indirectly of the expenses he makes to meet his needs of knowledge or pleasure" (Snak, 2003, p.20). The dynamic development of the tourism and travel industry has led to the creation of a large number of jobs. Considered as a socio-economic phenomenon creating important benefits, tourism was defined in the most varied variants: "the art of traveling for its own pleasure", as appreciates Peyromarre Debord- Guy Debord, writer and director.

Swiss Professor PhD W. Hunziker was the one who gave a definition accepted by most schools studying today tourism economy namely: "Tourism is a set of relationships and phenomena resulting from the movement and stay of people out of their homes, as long as the stay and movement does not lead to a lasting settlement or results from any lucrative activity." (Hunziker, 1940). A very close position has also K. Krapf. This leads the two to formulate a more common and more elaborate point of view (Hunziker and Krapf, 1942), but which essentially retains the same elements. The definition proposed by them has the merit of a more rigorous and complex approach to tourism as an economic and social phenomenon, which is why it is a reference element in the research literature. As such, it has been officially accepted internationally. However, the definition has raised many controversies; some authors have considered it too general, others, on the contrary, too limited, because it excludes a number of travel trips that have become more frequent lately, such as congresses and meetings or business trips.

Substantial contributions to the definition of tourism are also brought by R. Baretje (Baretje and Defert, 1972), and J. Krippendorf (Krippendorf, 1971); their opinions emphasize the idea of traveling for their own pleasure, but also the need to include in the tourism area the industry that caters to the needs of the tourist. In the same spirit the more recent definitions of tourism are formulated.

In our country, tourism, a component of the service sector, has become, over time, thanks to the dynamism it has known, a distinct field of the economy with multiple connections and implications on the economic, social, cultural and political level.

The essence of the tourist phenomenon unambiguous is the tourist and the travel experiences that he seeks when visiting a tourist destination. In order for a destination to provide, stimulate, high quality experiences, it is important that both policymakers and managers are able to understand the tourist motivation to travel from one's own pleasure as well as the existence of a complex of factors influencing the choice of a destination, their way of travel, and their final choice among the many activities that can fulfil their travel needs (Goeldner and Brent, 2009, p.40).

3. Research methodology

The recipient of the forms of tourism, the one for which multiple efforts are made to satisfy the most diverse needs, is the traveller, respectively the tourist. There is a diversity of opinions in the literature on the topic of travellers, namely the tourist; we must mention the opinions of F.W. Ogilvie, according to whom "tourists are all people who are in places far away from home for less than a year and spend money in those places without gaining them there" (Ogilvie, 1933) or of A.J. Norval: "the tourist is the person entering in a foreign country for any purpose other than establishing a permanent residence or business and spending in the country where he finds himself temporarily the money earned elsewhere" (Norval, 1931). In 1937, the Council of the League of Nations made the first attempt to harmonize the views of specialists, recommending that the international tourist be defined as the person who travels for at least 24 hours in a country other than that in which he resides. Starting from this definition, the following people are tourists:

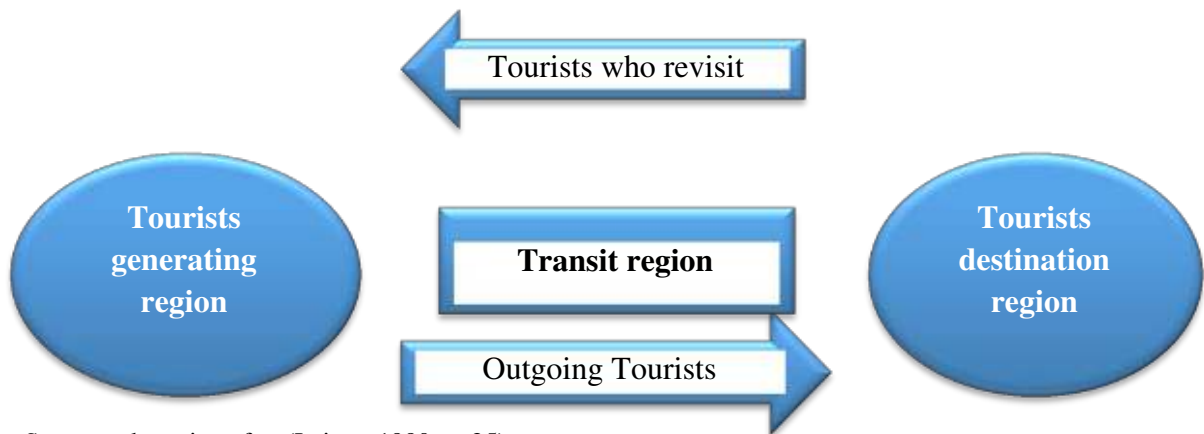
- a) those who travel for their own pleasure, for domestic (family) or health reasons;
- b) those who participate in various international events or missions of any nature;
- c) those traveling for business purposes;
- d) those who carry out cruises

The following do not belong to the category of tourists:

- a) those who come from another country to perform an activity or take up a particular job for which they receive a remuneration;
- b) those who settle their permanent residence in another country;
- c) those who continue their studies in foreign educational institutions, namely pupils and students who have temporary residence;
- d) people domiciled in a country and the place of work in a neighbouring country;
- e) those who transit through a particular place during a longer journey.

Tourism, as shown in Figure 1, also involves the movement of persons from a generating region where the permanent residence is located, passing through a transit area, to a destination region, and then they resume the circuit reversely.

Figure no. 1. Illustration of the circuit made during the travel made by the tourist, on the occasion of the trip



Source: adaptation after (Leiper, 1990, p. 25)

As a conclusion, although the word “tourism” appeared in English at the beginning of the 1800s, after more than two centuries we still cannot say that there is a unanimously accepted view of the definition of the notion of tourism by most specialists in the field (Cooper, Fletcher, Fyall, Gilbert and Wanhill, 2005, p. 12). This is not surprising and is mainly due to the many implications tourism has as a complex phenomenon on economic activities and society as a whole.

According to Chris Cooper, John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill, there are five elements that reflect the essence of tourism activity, as shown in Table 1.

Table no. 1. Five elements that reflect the essence of tourism activity

THE ESSENCE OF TOURISM ACTIVITY	Tourism implies the movement of people, to different places or destinations.
	Two aspects stand out: the journey to the tourism destination, and the actual stay (including the carried out activities) .
	The journey and the stay exist outside the regular living and working environment, so that tourism offers the possibility of experiencing different activities of those of the visited region’s residents.
	The actual travel is a short and temporary one, intending on returning to the regular residence after a few days, weeks or months.
	Destinations are visited for purposes other than permanent settlement or employment.

Source: (Cooper, Fletcher, Fyall, Gilbert and Wanhill, 20015, p. 13)

For the most part, the definitions of tourism until the 1990s were mostly formulated from the perspective of demand rather than supply. Practically "Defining tourism only in terms of the motivation and characteristics of the traveling person would be similar to defining medical professions by describing a sick person." (Smith, 1989)

4. Findings

As far as the definition of tourism is concerned in terms of demand, there have already been significant progress, there are two main aspects to be mentioned: firstly, conceptual and descriptive issues need to be clarified, and secondly, the technical issues. As far as the technical aspect is concerned, things are complicated by the fact that there are many economic agents in tourism that serve both tourists and residents, the population in the area or other markets.

The notion of tourism is given multiple meanings, in the vast majority of cases being connected to recreational motivation, which has been joined, over time, by other motivations that resulted in wider definitions in the attempt to be exhaustive. In the last decades, this activity has grown rapidly in many countries, as well as internationally, and today it has accumulated hundreds of thousands of employees, many of which are mainly found in the hotel industry.

Coming back to the WTO definition, it can be considered to be comprehensive enough to cover travel between countries and within countries, for leisure or business, with a longer or shorter duration.

In this context, several forms of tourism can be identified, namely several types of tourism:

- domestic tourism made by residents within the reference country's economic territory;
- receiving tourism, represented by non-residents' travels
- emitting tourism, made up of residents' travels
- indoor tourism is made up of both residents' and non-residents' travels

"As an industrial branch - one can speak of the existence of a very dynamic sector with its own identity, the official name of which proposed by the World Tourism Organization (WTO) and the World Tourism Council (WWTC) is the Tourism and Travel Industry. The Tourism and Travel Industry presents a number of specific features compared to other economic activities as well as a number of common points with some industrial branches. The Tourism and Travel Industry is a consequence branch that is part of the national economy system not as a simple component but because of its specificity as a subsystem.

As a sector of economic activity - tourism is part of the service sector. The membership to the sector is justified by the economic nature of the activity.

As a trade flow in the world economy - tourism is part of the invisible trade, and as an export activity is an internal export. Invisible international trade groups intangible components." (Cristureanu, 2006, p.28).

5. Conclusions

Reflecting global economic trends, growth was largely driven by emerging economies, a development trend that seems to continue in the coming years. This increase in household income in BRIC emerging countries (Brazil, Russia, India and China) and from the rest of the countries of South Asia and Latin America - will continue to fuel demand for leisure that is growing. Similarly, the upward trend in international trade - especially in emerging areas - will lead to a high demand for business travel. In developed economies, consumers may remain cautious, especially in the European countries where austerity programs are being implemented.

The demand for tourism services is expected to remain on the rise as many countries reach a stage of development where recreational consumption is becoming affordable. Many countries have benefited from increased demand and have developed the hospitality industry that generates much-needed foreign currency for the local economy.

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