

Tourism – Sector of Interest in Marketing Vision

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Abstract

The growing importance that tourism has gained in the contemporary era has increased the concerns of the specialists to define it as accurately and as thoroughly as possible. In various forms, tourism connections to the economy are often multiple and difficult to fully assess. Under these circumstances, the knowledge of economic implications at macroeconomic level concerned and continues to concern not only the academic environment but also the public authorities or the representative organizations of the private sector. Cohesive information is needed in order to reflect the situation of tourism as a sector of activity, its place in the economy. This information substantiates sectoral policies as well as strategic decisions in the field. Their finality will be reflected in greater respect for the business community by the business community, central and local authorities, and last but not least by public opinion in general.

Tourism presents itself as a complex activity with a multitude of facets, with an important economic load, positioned at the intersection of several branches and sectors of the economy. Because of this fact, there is also a wide variety of views on the content of the concept of tourism and its adjacent concepts.

Key words: tourism, marketing, tourists

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The emergence of tourism, or its detachment as distinct activity, cannot be established with rigor, but it is assumed that some incipient forms of tourism have been practiced since the earliest times. The movement of people into space, the desire to know new territories began even from the time of the first stable human settlements, as an expression of the instinct of conservation and curiosity. The travel satisfaction of trips, although they did not have an end in itself, having a defensive purpose at first, such as looking for food, defending and improving living conditions, consists of the desire to know what is outside the boundaries that marked the territory of the community. Even if the means of communication were precarious, promoting and maintaining relationships with their peers in other communities, through trade, allowed for better mutual knowledge (Neașu, N., Baron, P., Snak, O., *Economia turismului (Economy of tourism)*, 2nd edition, Pro Universitaria Publishing House, Bucharest, 2006. Snak, O., *Economia și organizarea turismului (Economy and organization of tourism)*, Sport-Turism Publishing House, Bucharest, 1976).

But the actual journey began with the practice of wars and the exchange of goods, gaining an offensive purpose by trying to ensure a better life. All these trips cannot be considered as having a touristic purpose (Cristureanu, C., *Strategii și tranzacții în turismul internațional (Strategies and transactions in international tourism)*, C.H.Beck Publishing House, Bucharest, 2006).

Starting with antiquity, although some of the old determinations were still maintained, we could talk about the emergence of the tourist journey, which could also be motivated by the pursuit of pleasure. The ancient Greeks travelled, for example, to visit the "holy places of worship in order to listen to Zeus' predictions at Dodona and of Apollo at Delphi, in order to see sports games and competitions organized periodically, every four years, at Delphi, the horse games from Nemea, the Isthmic Games organized in Corinth and especially the Olympic Games organized at Olympia (Snak, O., Baron, P., Neașu, N., *Economia Turismului (The Economy of Tourism)*, Expert Publishing House, Bucharest, 2003).

The earliest mentions of the preoccupations to travel appear in antiquity in the works of the geographer Strabon (Strabon, in the Latinized version Strabo (born 63 or 60 BC today, Amasya, dead on 21 or 26 AD), a famous ancient Greek historian and ancient geographer. He wrote Geography, based on his own observations and the works of his predecessors, including Homer, Eratosthenes, Polybius and Poseidonius. The work contains, in addition to historical material, a series of descriptions of places (climate, relief, hydrography) and peoples, with ethnographic and mythological aspects, constituting a rich source of knowledge about the ancient world), then in the descriptions left by Marco Polo (Marco Polo (born about 1254 in Venice – dead on January 8, 1324 in Venice) was a Venetian merchant who made himself known by means of his accounts of a trip to China) at the time of his Asian periplus at the end of the thirteenth century when he wrote a first major work by which the "Western" world received information about the life and culture in the "East", the future travel concerns being thus outlined.

In the fifteenth century, for the first time, an "All-Inclusive" voyage was organized from Venice with the destination of the Holy Land. The price of the package included "transport, accommodation, walk with a donkey and pocket money for bribing officials to facilitate the various formalities (Holloway, J.Ch., *The Business of Tourism*, Second Edition, Macdonald and Evans, London, 1985 p. 22). At that time, most of the travellers slept at the monasteries, but also in the inns, which were located in more intense circulated areas. These inns, however, lacked a very good fame, as they often sheltered robbers who attacked travellers.

In England, during the 14th and 17th centuries, the journey was considered to be the most appropriate way of educating the young generation that had to overcome the isolation imposed by the country's geographical position. Thus, Queen Elizabeth I of England approved the organization of knowledge trips intended to educate prospective diplomats who were studying at prestigious universities (Oxford, Cambridge), providing scholarships for them. Thus, around the 1700s, the so-called "Grand Tour" was the first educational itinerary tour, which was made along with young English and other travellers from other European countries. The itinerary was held for three years and included the cities: Paris, Turin, Florence, Rome, Naples, Venice, Vienna and the Kingdom of the Rhine (Holloway, J.Ch., *op. cit.* p. 26).

The circulation of travellers at the end of the eighteenth century was not very intense. But it gradually grew, the English being considered the people with the highest mobility. Thomas Nugent published in 1778 a best-seller guide, which was intended for those wishing to go through the Grand Tour. Thus, with the increase in passenger traffic, communications and the hotel industry received a major boost. The expansion of tourist activities was favoured by the development of communication routes due to the rapid progress of the means of travel, due to industrialization, the use of steam, the creation of the locomotive and the construction of the first railway, the appearance of the automobile.

The transformation of passenger travel into actual tourism began with the end of the Napoleonic wars and was manifested primarily by the increase in the number of English travellers. The famous English Grand Tour has been resumed, after a quarter century, the example being followed by French, German, Austrian and Dutch travellers.

It is accepted that tourism was crystallized in the second half of the nineteenth century and, as such, the first attempts to define and characterize it date from this period. For a century of its emergence, tourism has developed relatively slowly, which has also been reflected in the conceptual design.

As far as water tours are concerned, progress has been faster and more spectacular. Fashion began to dictate inclusion among travels of sea voyages. At this time in Europe there were 160 spa resorts to which a large number of travellers were heading year after year. At that time, the main roads that crossed the passes of the Alps were built, facilitating access and transforming Tyrol into a favourite destination for international tourists.

In the nineteenth decade of the 19th century, a special event took place in the history of tourism in England, when Thomas Cook opened his first travel office (Holloway, J.Ch., *op. cit.* p. 29). It was the first enterprise the sole purpose of which was to organize trips, especially for groups.

Also, in the second half of the nineteenth century the sport re-emerged and it was stated as a stimulating factor for the tourist circulation. In 1894 in Paris, it was decided to organize the

International Olympic Games once every four years, which attracted large masses of spectators, concentrating the tourist flows towards certain destinations (Cristureanu, C., op.cit. p.17).

An essential contribution to tourism development was made by innovations and investment in communications. These have favoured the development of road and air transport, which has simplified the movement of the tourist. Thus, the inclusion of the car and the airplane among the means of passenger transport represented a revolution for both the transport and tourism sector.

Throughout this period of tourism development, from 1850 until 1914, there were no statistics illustrating the size of tourism circulation, and even less the receipts in this field.

In 1914, in France, at the initiative of some corporations, the first National Tourism Office was born, which coordinated the activity of the tourism companies.

The First World War stopped, for a while, the development of international tourism. But along with its completion, there have been a number of fundamental changes on the one hand in the tourist movement and on the other hand in the involvement of the state in the development of tourism. The tourist offer has diversified, meeting the demand that has grown both by including new travel motives and a new mass of passengers. It can be said that tourism represented for that period, before the war, a solution for the exit from the economic impasse in which the European states were.

The continual boom, the spectacular development of tourism, its unprecedented explosion, is one of the most remarkable features of the twentieth century, especially of the second half of it (Bran, Fl., Marin, D. și Simon, T., *Economia turismului și mediul înconjurător* (Economy of Tourism and Environment), Editura ECONOMICĂ, Bucharest, 1998, p. 9.). After World War II, since the seventh decade of the twentieth century, as a result of profound transformations in the world economy, tourism is experiencing a special expansion, involving more and more resources from an increasing number of countries and bodies – the reason why it is considered a phenomenon specific to the modern world. In a short time, all these have helped transform tourism into a true economic and social phenomenon of the twentieth century.

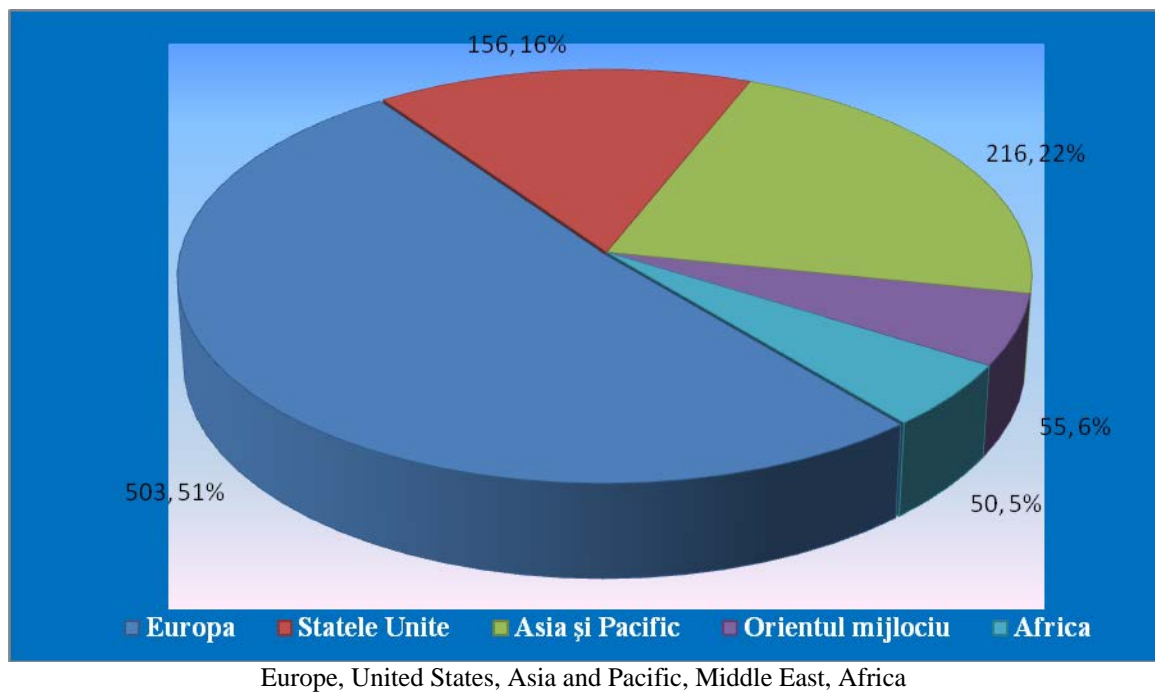
The institutionalization of tourism at the national level and its international organization through the establishment of the World Tourism Organization (OMT), in 1975 - the largest international intergovernmental organization in the field of tourism - determined its continuous momentum and caused tourism, through the rhythms of development achieved, to become one of the most spectacular phenomena of the 20th century along with the technical-scientific revolution, with particularly important social, economic and human consequences. It can be said that since that time tourism had started to detach itself as a separate economic and social activity (Snak, O., Baron, P., Neacșu, N., op.cit. pg.18).

The World Tourism Organization offers, in collaboration with other national and international institutions, relevant statistics illustrating the spectacular evolution of global tourism in the last decades since the 1950s, continuing with the 1970s and 1990s and ending with the most recent data from 2011 and the first half of 2012.

The evolution of the number of tourists' arrivals worldwide can be seen in Table no. 1; from 25 million in 1950, the number of tourists arriving worldwide reached 980 million in 2011. In 2009, the most significant change was recorded due to the effects of the economic crisis, as the arrivals of international tourists dropped from 917 million to 882 million, compared to 2008, which meant a 3.8% decline worldwide. The most affected region was Europe with a 6% decline, although it held more than half of the visitors.

Even in 2011 Europe remains the first tourist destination in the world, with 503 million international tourists, which accounts for 51% of the world's tourists' arrivals. A significant percentage of tourists was registered in Asia and the Pacific (22%).

Figure no. 1. Structure of the number of arrivals of tourists worldwide in 2011



Source: Adaptation after UNWTO World Tourism Barometer, vol.10, January 2012

In 1950, from the number of tourists arriving worldwide of 25 million, over 70% headed to the United States, Canada, Italy, France and Switzerland. As can be seen from Table no. 1, the first two positions were occupied by the United States and Canada, which "did not suffer" from the Second World War, followed by three destinations in Europe, Italy, France and Switzerland, countries with a tradition in the field of tourism.

Twenty years later, the number of tourists arriving worldwide increased sixfold, the top five positions in the hierarchy accounting for 43% of the total, much lower than in 1950. Italy was a leader followed by Canada, France, Spain and the United States. It is worth noting – that is why we opted for this statistic - *that Romania occupies position 15*. This result was largely obtained as a result of the important investments of the 60s, focused on the development of tourist accommodation capacity, especially from the Black Sea coast.

In 1990 there was a noticeable decrease in the share of the top five tourist destinations in the world. They held 38% of the total of 456 million arrivals. France became the leader followed in second place by the United States and thirdly by Spain. Italy, which held the first place in 1970, lowered three positions and was ranked fourth, followed by Hungary, which won 6 positions in the same period.

Table no. 1 The evolution of the number of tourists' arrivals worldwide for the main tourist destinations of the world during the period 1950-1990

Nr. Crt.	1950	%	1970	%	1990	%
1	United States	71	Italy	43	France	38
2	Canada		Canada		United States	
3	Italy		France		Spain	
4	France		Spain		Italy	
5	Switzerland		United States		Hungary	
6	Ireland	17	Austria	22	Austria	19
7	Austria		Germany		Great Britain	
8	Spain		Switzerland		Mexico	
9	Germany		Yugoslavia		Germany	
10	Great Britain		Great Britain		Canada	
11	Norway	9	Hungary	10	Switzerland	10
12	Argentina		Czechoslovakia		Greece	
13	Mexico		Belgium		Portugal	
14	Holland		Bulgaria		Malaysia	
15	Denmark		Romania		Croatia	
16	Other destinations	3	Other destinations	25	Other destinations	33
	<i>TOTAL</i>	<i>25 million</i>	<i>TOTAL</i>	<i>166 million</i>	<i>TOTAL</i>	<i>456 million</i>

Source: Adaptation after WTO - Tourism in the World. A vision for the future. (Estoril, Portugal, 4 and 5 July, 2005)

In 2009, in the hierarchy, France ranks first, followed by the United States, Spain, China and Italy, which had come down a position as compared to 1990. It is also noteworthy t China's rise, which is steadily approaching the first three positions.

It can be noticed that tourism, after a relatively slow development started in the second half of the nineteenth century, experienced a great expansion after the 1950s, due to profound transformations from the world economy, thus becoming a phenomenon specific to the modern world .

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