

Globalization - Tourism a Model from Green Economy

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Abstract: - Internationally, Tourism can make an essential contribution to economic recovery and is acknowledged as playing a vital role in the transformation into a green economy (World Tourism Organization, 2010). In this respect nature-based tourism experiences evidently can become a significant feature of sustainable development.

Globalization has transformed the world into a limited, even enclosed space, as well as it has transformed life, because of the need to reduce it to patterns. The success in tourism depends on the counteroffer, on the chance to escape at least for a brief period. Gunn defines¹ “the tourist destination from the spatial point of view as a geographic region containing a critical mass of development that satisfies the objectives of the tourist. The main elements from the perspective of the tourist destination are the natural resources, the accessible transportation, the attractive services, the promotion and the information.” But we have to add the most important element in order to have a real, stable tourist destination with chances to last: People who live in the region, the ones who are able to perform quality services and who may shape their life so that the “feelings” be possible in high quantities.² They transform the daily loneliness into participation, in the same way as they want it during their holiday; the need to socialize is painful for those who are sentenced to the daily routine by the performing economic systems. A tourist destination means a multitude of elements, practically its natural ensemble, which is also built and human. “The artificial destinations” such as the holiday clubs, the cruises, start to be less popular, these being the image of a chaotic globalization in tourism. The clients who afford to tour return to the authentic. The effort must belong to the entire community: not only have the personnel from the tourist sector contributed to its success, but also all the people, including the local population. It is obvious that the Romanian tourism construction must be started from the “destination”³.

For now, from the perspective of global tourism, of the tourist destinations, the Romanian tourism exists partially, but it does not operate at all wanted parameters. We must insist due to the importance of this concept. The destination is built for the tourist as well as the local people. It is also different from others, but it has a similar level of comfort and organization of other destinations, so that the local person as well as the tourist should feel like home, through the natural facilities, in a clean and sustainable environment.

Key-Words: - tourism, globalization, green economy, sustainable, sustainability, model

Motto: “Exit from the crisis is going through a green revolution and green globalization is an imperative must” (French Minister of Ecology J.L. Borloo)

¹ Gunn, C. A. - Tourism Planning: Basics, Concepts and Cases, 3rd ed, Taylor and Francis, New York, 1994

² Francisco M.D. Serra - MODISTUR-A System Dynamics Model of the Tourism System Contributions of the System Dynamics Methodology to a Holistic Approach to Tourism - an Application to the Algarve - ATLAS conference Estoril 2003

³ Melinda Căndea, Felicia Aurelia Stăncioiu, Mirela Mazilu, Roxana Cristina Marinescu - The Competitiveness of the Tourist destination on the future Tourism Market, published in WSEAS TRANSACTIONS ON BUSINESS AND ECONOMICS, VOL. 6, Issue 7, August 2009, pg. 374-384

1 Introduction

Given the complexity and dynamics of the society's current development process, it is difficult to give a clear, accurate and comprehensive definition of the concept of globalisation to remove any ambiguities caused by subjective factors. Globalization has become a term that goes beyond the strictly academic sphere and is frequently used by the media and public. The latter has many reservations about the concept, which could be a cover of the diffusion of Western-European and especially American culture, of the new forms of contemporary capitalism.

Many authors have attempted to define synthetically globalization in all its scale and complexity, but they almost always resort to a dominant empiricist spirit. Most often, globalization means the constant integration process of material, financial, monetary and information flows globally in a single market, with specialized areas. Achieving this market involves removing all obstacles from population flows' way, of protectionism of any kind, of technology transfer, of political interferences in the dynamics of global economic life. This necessarily implies a reduction of the importance of states, the creation of local political structures that have as target the sustainable development of the planetary space, increasing the role of the United Nations in securing peace, stability and global equity. Thus defined globalization, of course, also has many elements of utopian character, which make it vulnerable including conceptually, not to mention applicative.

There has been much talk of globalization. It can refer to a variety of phenomena: politics, technology, consumer behavior, firm strategy, markets, trade flows and capital flows (Nooteboom 1999, 56). This article intends to look into the phenomenon of globalization in tourism and determine its pros and cons. Internationalization is the process by which firms become involved in serving markets outside their home country (Teare, Boer 1993, 194). Globalization can be defined as the highest development level of internationalization. Its two principal instruments are international trade and media communication, which makes information a trade good. The most exposed agents of globalization are mega corporations, multinationals as a rule, and however, consumers themselves. In a purely economic sense, the term »globalization« stands for the increasing

interdependence of markets and production in different countries through trade in goods and services, cross-border flows of capital, international strategic alliances, cooperation, mergers and exchanges of technology. Globalization also means an increase in the international division of labor, achieved through the international fragmentation of production, as well as the political trend towards a more liberal economic order (Smeral 1998, 372). Globalization is primarily about negative effects on the environment, culture, social values, technology, ecology, with the imitation of the western culture in the first place, and standardization, which leads to a uniform product in tourism and disappearance of local standards (Klančnik 2003, 53) (table 1).

Creation of a global society means that tourism businesses have the ability to operate globally and many have opted for a competitive strategy of internationalization. Global enterprises view the world as their operating environment and establish both global strategies and global market presence (Knowles et al. 2001, 177).

Globalization is accepted for **its positive effects** that materialize in the ability of new engines of economic development of mankind (the great trans- and multinational companies) to *reduce the gap between rich and poor countries*. At the same time, the global interests of these companies support the process of global relaxation, peace and humanity's security assurance, sustainable development. Their economic potential can provide protective and restoration of degraded environment measures, reduce conflicts, and properly organize economic activities. Globalizing processes include *a rapid diffusion of technology process*, providing an increase in the cultural level, parallel to the communication potential.

The negative effects of globalization consist mainly in the fact that at least so far *there is a tendency to concentrate decision power in the hands of big businesses*. These, with increasing development, can spiral out of the control of states, can promote their policies without taking into account the restrictions imposed by national states, can stifle competing smaller businesses, and may cause excessive congestion of wealth at one pole of humanity and widespread poverty in other parts of it. Increasing reviews (Seattle, Davos, Seoul, Götteborg, Genoa, Barcelona, etc.) against a globalization that can also lead to the elimination of cultural diversity challenges this trend as the only prospect for future development. Or weakening this process of concentration of decision in the case of

several control points can be made worldwide through a clear statement of the ground of states under new conditions.

2 Problem Formulation

In terms of consequences on the global economic system, globalization involves the following aspects: growth and multiplication of transnational corporations, increasing capital mobility, a new international division of labor in industry and services, including administration in world centers, expansion of markets and foreign investment, emergence of transnational business and transnational expansion of consumer markets (Knox P. L., 1998, p. 21-30)⁴.

Table 1: GLOBALIZATION EFFECTS

ECONOMY
<ul style="list-style-type: none"> • <i>Horizontal and vertical integration strategies of tourism enterprises</i> • <i>Foreign investment in hotels and tourist attractions ("global tourism markets")</i> • <i>Global players and strategic alliances (air companies, hotels, tour operators)</i> • <i>Global tourism management</i> • <i>Global competition of holiday resorts</i>
TECHNOLOGY
<ul style="list-style-type: none"> • <i>Global booking systems</i> • <i>Standardized technologies in transport systems</i>
CULTURE
<ul style="list-style-type: none"> • <i>Global tourist: uniform traveler behavior</i> • <i>Creation of "global tourist village"</i>
ECOLOGY
<ul style="list-style-type: none"> • <i>Tourism as "global syndrome of ecology problem"</i> • <i>Climate changes and their effects on destinations</i>
POLITICS
<ul style="list-style-type: none"> • <i>Increasing importance of international tourism organizations</i> • <i>Necessity for global coordination and regulation of passenger circulation</i> • <i>Sustainable development as quality and dominant idea</i>

The current economic and financial crisis provides a first experience in thinking and promoting the objectives of a "green revolution" worldwide. The premises of such revolution are already created and must begin in the developed countries going to the weaker part of the world, which now needs both economy and ecology.

Green economy, also known as "low carbon", can be considered as the result of a *third industrial revolution*, which will place economic activity and employment on a new path of development. On entering the twenty-first century, *economy* gradually destroys *supporting natural systems*, because demands in the developing economy, as currently structured, far outweigh the sustainable natural production of ecosystems and the *natural potential regeneration of vital resources (including tourism resources) and of the environment*.

A "green economy" is an economy in which there will be a reconfiguration of the transport, construction and energy sectors, creating new goods and services, initiating new business and providing millions of new jobs.

Two years ago, in 2009, a new monthly index was launched, the Green Economy Confidence Index designed to track attitudes of people (Americans) and their confidence in their leaders and institutions at national and local levels, on responsibility for the environment and on their own understanding of the issues, as well as their willingness to buy green (biological) products.

The index was initiated and conducted by GreenBiz.com in partnership with a market research firm, Earth sense, and a known survey firm, Survey Sampling International.

It is based on a monthly survey on over 2,500 adults, a nationally representative sample of U.S. online adult population and is calculated based on the answers in three areas:

- *Responsibility* – how well various social and economic groups and institutions address environmental problems: TOO MUCH, ENOUGH or TOO LITTLE. The groups include the U.S. government, states and local government, large corporations, authorized individuals, their neighbors and themselves (weight: 40%).
- *Information* – if respondents believe they have sufficient information about environmental problems and solutions to make informed decisions regarding the purchase of products (food, personal items, clothing, household items, office supplies, appliances, electronics, and cars) and to rate environmental investments (weight: 20%).

⁴ Thus, in order to represent companies and business organizations interests internationally, to harmonize and to facilitate international trade, since 1920, the International Chamber of Commerce (ICC) was established, a Paris-based NGO, that brings together companies and business organizations in over 120 dependent and non-autonomous countries and territories.

- *Acquisition of green products* – over the past year and anticipated purchases of green products in the next 12 months for three categories of consumer products, including food, personal care and household items and other large acquisitions, including house purchasing, renovation, vehicles and equipment (weight: 40%).

Why a new index? Attitudes of people (Americans in this case) on how they take into account environmental issues and solutions are complex, dynamic and constantly changing, a fact not always recognized by studies and surveys. For years, periodic surveys have been able to “take” snapshots of these attitudes, but they are just occasional “pictures”.

ten categories, which cover both environmental health and the vitality of ecosystems, including air quality, environmental health, biodiversity and habitat, water resources management, fishery, forests, climate change and agriculture. These indicators provide a picture of how close are the countries to the objectives set by environmental policies at national government level.

EPI methodology facilitates comparisons between countries and an analysis of how the global community collectively realizes specific problems.

Top 10 EPI: 1) Iceland 93.5; 2) Switzerland 89.1; 3) Costa Rica 86.4; 4) Sweden 86.0; 5) Norway 81.1; 6) Mauritius 80.6; 7) 78.2 France; 8) Austria 78.1; 9) Cuba 78.1; 10) Colombia 76.8; 45) Romania 67.8.

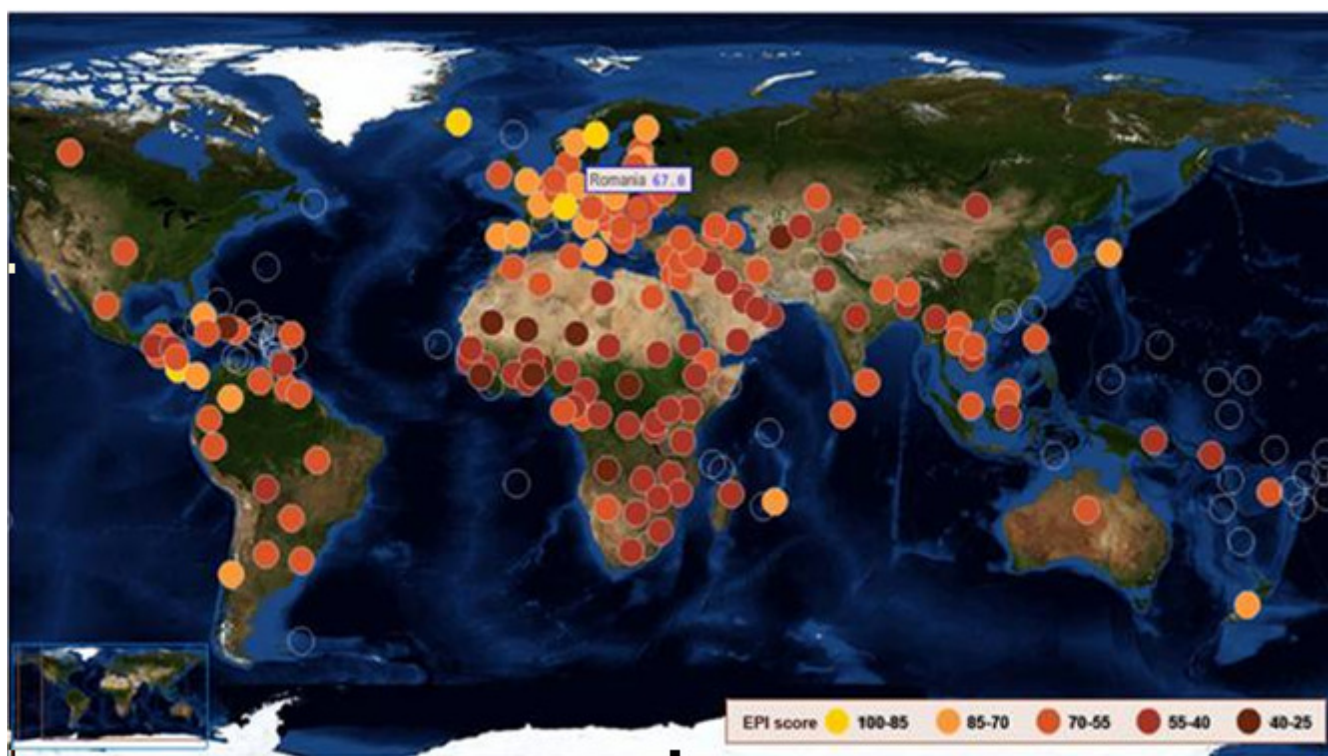


Fig. 1. Environment Performance Index 2010

EPI indicators are explained in figure 2.

3 Problem Solution

According to WTO experts, globalization in tourism will practically result in:

- A strong increase of competition among destinations to capture known market segments, to which the offer is addressed and to conquer new segments.

Increasing of competition in terms of prices and better organized and cheaper network of

By monthly monitoring is believed that Green Economy Confidence Index will allow highlighting the aspects and nuances that annual or occasional studies cannot see. The index was established in July 2009 at 100.0, and the results of the first three months of investigation show a slight increase in September 2009, when the composite index was 103.8.

Top 10 Eco-Friendly Countries

The Environmental Performance Index (EPI) measures the impact of an organization on natural living and non-living systems, including on ecosystems.

In 2010, 163 countries have been analyzed, with the aid of 25 performance indicators, grouped into

SYSTEM VITALITY

Climate change 25%

Greenhouse gas emissions 12,5%
CO₂ emissions 6,25%
Industrial Greenhouse Gas 6,25%

Agriculture 4,167%

Intensity of water for
Agriculture 0,833%
Agricultural Subsidies 1,25%
Pesticides Law 2,063%

Fishery 4,167%

Marine food index 2,083%
The intensity of towing 2,083%

Forests 4,167%

Increasing the stock 2,083%
Forestation 2,083%

Biodiversity and Habitat 4,167%

Biome protection 2,083%
Marine protection 1,042%
Critical Habitat 1,042%

Water 4,167%

(Effect on the ecosystem)
Water Quality Index 2,083%

Air Pollution 4,167%

(Effect on the ecosystem)
Sulfur Dioxide 2,083%
Nitrogen Oxides 0,894%

ENVIRONMENT HEALTH

Burden of Environmental Disease 25%**Air Pollution 12,5%**

(Effect on humans)
Indoor Air Pollution 6,25%
Outdoor Air Pollution 6,25%

Water 12,5%

(Effect on humans)
Access to water 6,25%
Sanitation 6,25%

Fig. 2. EPI indicators

destinations from other continents accentuates the pressure on the European tourism sector and traditional destinations. More destinations are competing in experience, and competition is strengthened by a greater market transparency in terms of prices and / or other characteristics comparable to destinations.

To the demand of tourists to purchase products / services at prices permanently related to the supply level, operators respond by increasingly optimizing the quality / price ratio.

In this context, small and medium traditional tourism enterprises are forced to fight for survival against integrated destinations competition working with world-class professionals in tourism, that have a strong and functional organization and can achieve significant savings, net superior to those of any small, isolated company.

On the other hand, these small businesses in the tourism sector in order to cope with increasing pressure should move toward cooperation, innovation, specialization and creation of branded products, of high quality.

Tourism is one of the most obvious forms of globalization of economy and also one very hard to assess. There are few phenomena that provide eloquent evidence of the compression of the space and the time in the companies like declining costs

and increasing ease of the international travels for leisure and, hence, the growing number of western

nationals from almost all the social classes that can separate from their environments and their routine experiences.⁵ What other activity exposes so many people from many social strata to a contact so vast, immediate and tangible, with other cultures, places and points of reference?

First of all, tourism should be seen both from an economic perspective and a cultural perspective. While the independent travels are relatively widespread, all tourists traveling abroad have to use the services of numerous companies, large and small, domestic and international, which organize and coordinate travel and tourism.

Secondly, economic criteria define different patterns. Likewise, economic factors shape:

- the experience of tourism destinations
- the investment structure,
- the nature of the job market and
- the general involvement of a country in the world economy.

Of course, tourism can and is often significant in terms of creating jobs and attracting the foreign

⁵ Mazilu Mirela Elena - The Dynamics and Manifestations of Globalization, published in *European Research Studies Journal*, Volume XI, Issue 3, 2008 Greece

currency. Furthermore, tourism may be influencing the provision of infrastructure and constituting an important destination for foreign direct investments.

Thirdly, tourism is not entirely international. Indeed, the roots of mass tourism as a relatively widespread phenomenon in the west are not in the international travels, but in the internal ones. Finally, the pressure of economic forces⁶ compete and partially characterize the tourist's nature of cultural experience - as is obviously, that the presence of tourists - especially in large numbers, with significant economic consequences - transforms the economic cultural feature of the places they visit.

4 Conclusion

These forecasts, both the economic ones and the psycho-sociological ones are necessary to establish a proper tourist offer corresponding to market evolution and requirements in the context of globalization. This is a macro-economic approach that will be deepened by short-term market analysis. To truly become an engine of economic growth, tourism must be given due consideration for the purposes of considering it as a national economy priority sector.

As not to remove the *BINOMIAL RELATIONSHIP TOURISM-ENVIRONMENT*, an environment saturated by irresponsible tourists, in the context of a green economy, of an accelerated globalization and at times aggressive, Green Tourism, able to respond to the "calls of a green economy" remains an imperative in the Tourism Master Plan, with salutary forecasts up to 2026, of the Tourism Marketing Strategy, with an action horizon up to 2015:

- The creation of a positive perception of Romania as a tourist destination at a national level as well as at an international one, as well as a brand of county
- The assurance of a sustainable development of tourism⁷ for the promotion of the natural and

cultural potential, but also its preservation for the future generations

- The assurance of the acknowledgement of tourism as a fundamental element in the development of economy and as a generator of new work places.

- The creation of a conscience of Romanians on the tourist potential of our country and of their wish to present it to the visitors

- The national and regional annual development and the implementation of the marketing plans of the tourist destination, through the collaboration between the public sector and the private one, aiming at all the main markets with potential for Romania

- The assurance of the coordination of mechanism for the support of the regional and local tourism organizations in order to develop their policies, strategies and plans for development

- The extension of the system for the regular collection, analysis and transmission of the market statistics and studies, in order to offer assistance in the creation of the Satellite Account in Tourism for Romania and for the support of the decisional process in investments and marketing

- The creation of a network of coordinated centers of tourist information in the main tourist areas, in order to transmit the hospitality message to the visitors, offering correct information to direct, discover and appreciate the chosen tourist destinations

- The national achievement of a data base of products, of structures for the tourist accommodation, of the events and services for the tourist industry, as well as for the easy access of the population to the tourist information.

Global economists forecast continuing international tourism growth, ranging between three and six percent annually, depending on the location. As one of the world's largest and fastest growing industries, this continuous growth

sustainability, particularly at the local level. There are, as expected, considerable overlap and interlink ages among the seven triads, and they cannot be taken in isolation and implemented. The descriptions of each triad outline its three key components and related issues, but the real challenge will be to convert these components into locale-specific procedures and working methodologies that will achieve the desired result - achieving sustainability.

⁶ Held, D, McGrew A. Goldblatt, D. - „Global Changes. Politics, economy and culture”, Polirom Publishing House, Bucharest, 2004.

⁷ The research results are being presented here as seven 'Triads of Sustainability', where seven issues (1) participation, (2) decision-making, (3) partnership, (4) governance, (5) knowledge and information, (6) continual improvement, and (7) lifestyles, which lead to sustainability, are explained in detail with case studies. These triads are key ingredients that define and drive

will place great stress on remaining biologically diverse habitats and indigenous cultures, which are often used to support mass tourism. The sustainability of our planet's resources is the most pressing economic, social and political issue of our time. It is also a truly global issue, affecting the developed and developing worlds, and requiring solutions which are based on nations' mutual dependence. A sustainable future for the ROMANIAN tourism economy, like any industry or sector, is dependent upon sustainable strategies for resource consumption, the reduction of carbon emissions, the protection and conservation of bio-diversity and a critically honest approach to the sector's environmental, as well as economic and social impact.

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