MAXIMIZING PROFIT - OPTICAL TRADITIONAL TRAVEL AGENCIES EXCEEDED

ENEA CONSTANȚA
ASSOCIATE PROFESSOR PH.D, CONSTANTIN BRANCUSI UNIVERSITY OF TARGU JIU

ENEA CONSTANTIN
ASSOCIATE PROFESSOR PH.D., CONSTANTIN BRANCUSI UNIVERSITY OF TARGU JIU
e-mail: constanta_ena@yahoo.com

Abstract:
Recently concepts of globalized the services the advertising only that and substantial modifications, but that just radicals, in the structure net of touristic states. Is directed to of a new conceive the organic fashions of structures ale net of realized and of casting of guy colaborative, baze on interconexion, the interface and flexible interactions, from which his. I result the competitive advantages popularly the partners of business.

The optics traditional agencies of tourings considered the production and the delivery touristic services except through the of a alone objective major prism scilicet maximizarea of the profits, falls to is exceeded. For the past decades ale the century XX, the impact technological changes in the industry services becomes all determine maul influenced the „traditional sectors” in charge, as for example the education, the trade, the touring, the informatics.

Certainly, globalized can be interpretation in different senses. Referenced to the touristic services, the globalized is define as be a form an advanced still more complex maul of which nationalization involves a degrees of functional integration between the touristic activities disperse on plans transfrontalier.

Keywors: services, globalizations, tourisme agencies, production touristic, strategies, globalizations.

JEL classifications: M40, M41

1. Introduction

The market evolved progressively from a prevailing local his national market to a transnational market. The which factors favored this trend toward globalize comprise the technological modifications, settlement in the industry of aerial transports, the homogenization needs and the preferences of the customers and the concentration incremental in the economy services.

Certainly, globalized can be interpretation in different senses. Referenced to the touristic services, the globalized is define as be a form an advanced still more complex maul of which nationalization involves a degrees of functional integration between the touristic activities disperse on plans transfrontalier.

The services became central problem economic activities and the managers agencies of tourings is confronted with new situations, sporadically before be due to lost the answers to questions of the kind:

- Carry the by-paths the mutations in the economy at large services and in the economy of the touring particulary?
- I carry the by-paths the which forces acts behind the mutations from average the industry of the travels and the touring?
- In what consist the nature of what turbulences prissiness the firms prestatoare in charge touristic?
- How be due to answers the touristic enterprises to these arrouse environment?

Marginally formulation of the answers to these questions are prompted considered following appearances:

- centrales sources of turbulence in the relations the enterprises prestators in charge touristic and the agencies of tourings are genere of the appearance and permanent develop of a new technologists in the industry of the telecommunications and of the quick changes which le genere recently technologists in average of touristic business [1];
- in the conditions of the extension of the technology computerize in the industry of the travels and the touring the strategies touristic services tending all more toward globallize;
- the economy of the touring of the net of the customers and the services uptown managerial
2. Important strategies customer oriented globalization through tourism services

For the past decades of the century XX, the impact technological changes in the industry services becomes all determine maul influenced the „traditional sectors” in charge, as for example the education, the trade, the tourism, the informatics.

Among the forms wherewith an on duty touristic firm can help the global market can be mentionate:

- Position, the implication in the process of globalized of a firms prestatrors in charge touristic can be in progress through globalized localization. Big enterprises prestatrors and provisioner in charge create and maintain external representations, is involved in the conjugated sales (joint), set up mixed societies in align with the local investors create personal enterprises adiancete specialization in condition touristic his upright services in their sphere of another activities firms already existing: (For instance, the alliance between the companionship Le méridien Hotels & Resorts and Nikko Hotels International, a division of the a chain. Forte Hotel Group)[2].
- the proprietary intellectual transfer: the on duty firms assert the presence on sale global through his another licences forms of arrangements of franciza (for instance, in the case of the chains hotelier international) or through the encouragement measure of settlement (for example in the aerial transports.
- condition services at arms length: new technologists and the costs the reduced maul of communication constitut profitable options for globalize through the supply services at arms length.

In the conditions touristic disorderly market assisted to the germs of of a new appearance generations of consumers, ale which needs and preferences a always in these change new tendencies of prompted in charge he differs from the applications formulate and accepted in on the shady side of the consumers predecessors and can be caracterize in the next kind:

- The consumers of products and touristic services want to obtain a benefit (an utility, an advantage, a satisfaction) the big maul in the shift of the sums platite of they in the account prestation employee;
- The consumers don't else thank with the bids of „classic guys”, in which allthe components produced touristic the rigid by-path programe tour wagons they them and they launched them on its. They want alternative bids, variants of programs as the modular sequences, from which his he can choose those programs of the which holiday by-paths the maul geted closer to for choice their.

Considere in a horizons of the view, some from these - modular sequences, of realized have real his chances becomes we habits of touristic consumptions.

In light these new tendencies becomes else meaning the preoccupation of the managers of the agencies of tourings for the formulation and the adoption of the strategies oriente to customer and for the identification of the efforts of globalized the touristic services.

Recently concepts of globalized the services the advertising only that and substantial modifications, but that just radicals, in the structure net of touristic states. Is directed to of a new conceive the organic fashions of structures ale net of realized and of casting of guy colaborative, baze on interconexion, the interface and flexible interactions, from which his I result the competitive advantages popularly the partners of business.

In this novel process, as the agencies of tourings are approached all more of the needs of on duty consumers, the hierarchical functions ale of transnational firms are shall knit structurally with the activities prestatrors the locales, cointerested in equalize the measures in the materialization and the commercialization of on duty touristic bids.

Recently concepts of structurare the on duty net by-pathes better adjusted helped efficiently the needs in a customers accepiune theorize the structure distributive on duty touristic net constitut an architecture an which dynamics favorize relations continuously between the parts components, all the same of the degree of dispersion in the spaces transfrontaliere of the which actors assists in formation services.

The which nets participate, to condition, and deliver the touristic services can be caratterize through three fundamental components:

- Actors - persons, groups, compartments etc. Ale undertake bold for the delivery services; Hotelieres, restorers, transportatores, purveyors of equipments, his another good commercial societies, central institutions and local, organisations negeuvernameentales etc. Directly or indirect concerned in to conditiones services.
- The activities Performate - carry can be of the nature transformationale” (combining the available funds
with the ability and the experience of the actors for the commercialization of the bids), or of the nature "tranzactionale" (wherethrough assured legaturile of business between the on duty purveyors and the clienteley beneficiary prestaties respectively).

- the funds, consisting of the elements touristic natural patrimony and antropic, from the elements of the infrastructure and the superstructure touristic and from the human element, level of the culture profesionales, experience acumulated and the creative initiative conduces to the materialization of the bid and to the scroll of on duty these consumption

This three fundamental elements they don't shall constitute a net organica of prestaties if between they don't are shall settled operative interactions and efficient of cooperation on horizontal conducted plan toward valorize funds wherethrough his actors can forma presto and relevant the tasks which and they assumed them.

3. Concluzions

The analysts R. KANTER, B. STEIN and T. JICK wording this desideratum in the next kind: The purveyors competitors the agencies of tourings and consumers represent an accumulation of which teams conjugated operated, commune the informations and operate without bureaucracy [3].

To same conclusions, arrive and the analysts R. GRENIER and G. METES when assert as the structures on duty nets by-patthes always in modification and no net of realealization don't you else show alike with the specifications design the eccentric persons, because the constant changes adapts the nets to the local conditions, just as a skies a circumstances a market [4]. From the review of structural mutations steped in the on duty touristic nets is detached the conclusion as the the process of globalized the services they materialized two-stage successive:

- Through the gradual adoption of to the agencies tour the strategy of diversify the services, constituting the platform for the cultivation and the consolidation of the habits of travelers temporally the periods vaccational.
- Through the adoption of to the agencies tour the composite strategy, croppeerag tactfully the previous strategies of diversification and sofisticare, created the possibility pass gradually toward globalized services with an intense degrees of coordination on transnational plan. The strategy global services is based all on "percept" of diversification and sophisticated but in a new vision of standardization and integration transnational, with qualitative many superior parameters beside the standards simpliste from first developmental periods of the industry voyages and the touring.

The appreciations and the forecasts in the respect of future expansion of the ensemble of the industry of the travels and the touring am optimistic, but this ascertainment don't shall avouch the growth profitability for the total amount tour and the on duty touristic purveyors.

With the development of the touring is shall intensified an competition between the destinations vaccational, what competition shall become else last, the trenchant maul, the aggressive maul. Thence, follow, nor tour don't permits to wait a passive the arrival to a certain of a destination elder number of tour

The predilections Tourists Traveled toward a certain destination must gained, and from this competition one agents of tourings shall come out with profitable results, and another shall miss the sprockets thed hold before on sale.

From these considerations Organization Mondială drew up a list containing principales megatrend what shall direction in future the development durabiles the industry of the travels and the which touring shall can help source of orientation for the agencies tour.

In the politics and the strategies of touristic enterprises, after the appreciations futurulog american John NAISBITT, in first decades ale the century XXI an important role shall gamble following megatrends majores [5]:

- Globalize - localize and respective localization globalized;
- The technology the electronics shall become most vigorouse force of chose the destinations vaccational and localization of touristic destinations;
- You be favorite calatoriile on the routes most short, with accents on facilitarea quick scroll of the process of voyages;
- The consumers shall resort all more to informatized, using the technology atlaselor touristic CD-ROM, the selection hoteles and another facilitate from the pages WEB on Internet, you compare the facilitations offered of the units of accommodation. In forerank follow up the advantages facilitations tarifar (discount).
- The undecided tourists shall apply to E-mail in the case trippery reservations in last minutes.
- Many touristic destinations shall become an accessory of a fashion the preferences tourists are shall orientated toward comforts; But are shall orientated and toward the adventure
- Falls to I outlined the eve of the age calatoriilor in the space cosmic (Instrumentally of 80 john Naisbitt Megatendinpe, Ed. Politics, Bucuresti, 1989 81 at the present day asistãm to the delineation of the phase of pioneerd of fly in the outer space: - in October 2005, the magnate G. Were already one of third 20 millions
participated) beside the crew navetes SOIUZ, to a spatial travel: Sequence in-sequence their expert NASA; in the conditions alocării from the cabinet Stats of a Unite of the budget of 95 milliards. Usd, - meeting the installation on month in the year 2015 and on the planet Marte in the year 2030 of the bonus bases for facilite of spatial flights;

- Breeds the role and the importance promotion of the destinations stimulate the expansion voyages and touristic sejur „Industry white” or „the industry of the leisure” - how is hight else new the industry voyages and the touring don't developed without a promotion supported.
- Breed the preferences for the one destinations offer sejururi thematically, orientation toward one or toward the many mau from three one E: ENTERTAINMENT (entertainment), EXCITEMENT (exaltation) and EDUCATION (educate).

Starting from the appreciation as the currently in the world industrialized foresee signals from the economy services to the economy of the experience, to Eurile, mentionable Organization Mondial of the touring of the mau attach to and fourth element EXPERIENCE, as a must of produced touristic alternatives with characters of oneness[6]: He breeds the importance average protection elemental stimulant for contiguous development of the industry of the touring.

The importance of the cultivation of touristic image in the selection of to an of a tourist destinations vacational is unbrokenly breed, while the image touristic is shall maintained as an important factor in the cultivation of safeseat feeling and security tourists, „Manufacturer” vacational from the century XXI shall add the touristic a new image size through the cultivation attractiveness and originality of the destinations offered toward visits.

4. Bibliography: