

## TOURISM AS AN ENABLER INTO THE NEW GLOBAL WORLD

ROTARIU ILIE

UNIVERSITY PROFESSOR, “LUCIAN BLAGA” UNIVERSITY OF SIBIU

e-mail:ilie.rotariu@ulbsibiu.ro

### Abstract:

During the last decades a new world has been developed, characterized not only by huge technical discoveries but also by tremendous social changes, because of the transformation of the human been philosophy and way of living. We have assisted in the developed countries to the issue, expansion and now transformation of the classical economy into leisure, experiences and now transformation. In the emerging countries the influence is high, stressing for the population which has to face the abundance of the markets, the new “brain cleaning” by mass media and the compulsory need to integrate into the new world. Philosophy, science, tradition, national behaviors and science have generated a melting pot where the common people has to swim to reach the feeling of happiness. Even the classical PIB is replaced by the Index of Happiness. Tourism is in the middle and seems to be a perfect tool to find a theoretical, but manly a practical issue. New forms of tourism have led to the need of reconsideration even of the definition of the tourism. The paper wants to be an opening for a broader discussion of the role and future of tourism as an enabler into the global leisure world.

**Key words:** global integration, leisure economy, new world, tourism definition

**JEL Classification:** A10, B22

### 1.About some of nowadays word characteristics

The world today is not only one of great progress due to the scientific and cultural revolution, «the global village », of tourism as a major field of leisure industry but also one of great lacks of equilibrium between nature and mankind, between countries and nations and even concerning tough disputes between members of the same family ; even family tends to evade from under the sign of unity, which Adam had with « it’s rib », not as an anecdotic probability, but rather due to the gates opened by cloning.

Moreover, us, and the countries around us have taken part in a unique process: a return to the past, to capitalism. Only if socialism – an artificial creation after the Second World War – was not but a mere accident or « error » of planning or a profitable means for post-war geopolitics. And then, the road from socialism to capitalism makes sense, it becomes more than a curious exception. Strange – and we will return here – but the term integration is mostly used today for these states and nations, with a completely different note concerning the meaning given to « third world countries. »

True life disappears more and more each day in the world of immaterial, abstract, unintelligible, but also implacable symbols. « Stock market crisis » says the T.V and you run off to make some reserves, not knowing why. Or, the most unintelligible and constant situation « collapse of the monetary market, chaos on the market... » and the principle of domino which runs spiraling down in fields where one could not even dream. Or, as ocean waves go by, the daily loss of monetary value : and an average man and the specialist begin to calculate in dollars, euros, etc. and to see how much more they have left without being able to explain why it has been taken from them. And they give up watching TV where opinions of specialists are always going head to head.

Messages bombard you. But their cryptic form, the immensity of information which you need to understand the phenomena, make you feel even more helpless, especially due to their speed. And it seems that, like a defensive reflex, you yourself put up a wall. We observed by study, that here, in the «world in transition » and not only that, that the flow of gains always goes one way, and the loss flow in another direction. In extremes, a total lack of present messages: the same reaction of the «body », for self-defense and preservation. Moreover, during the time of the almighty commerce, of global production, we constantly see more and more powerful reactions of the ethnos, of communities for self-preservations. Whether they belong to the outsiders or the mighty ones: the anti-IMF and anti-WB reactions in Prague, was perhaps stronger than in Seattle; the blocking of refineries by the wealthy sent 10 years of eastern propaganda of the western democratic system to the bin. Whether they are of a religious type and harder to understand by us, those forced to live together for over 50 years.

To finish, all of us – rich, poor, strong, weak, many or a minority, etc. – conscious or not, we’ve left our mother’s womb towards another kind of nature: one that man made. Today, most of the globe is built nature, shaped by man’s hand: from the unharvest fields to urban congregations. Artificial nature has an immense communication power,

a concentrated message of those who succeeded in creating it, with a deep and powerful striking power, touching from the very beginning the basic matrix of the receiver's archetype. And, from here, the increase of added value. Let me give an example: Monaco, all built, even court life, social and scientific life, cultural life. But what a money mill! And what an example for today's and tomorrow's tourism, ever since the dawn of this activity, GLOBAL by birth.

## 2. TOURISM SECTOR AS AN ENABLER OF GLOBAL INTEGRATION

Turning again on the subject at hand, I once again formulate the common sense phrase «tourism – the vanguard of integration». for nations which try to close the gap, tourism is the means by which the world travels: you'll take a rusty, dusty bus with a drunken and rude driver only if you have something substantial to gain. Otherwise you buy your own car. Or, if you can afford it, you call in the «luxus classe» services. But even for the one who comes as well as for the one who goes, tourism is a means of locomotion but also the quickest indicator of a change: mass does not move – problems at the nail factory were solved, the banking transfers are still slow – reforms are delayed.

Delayed from what? The term of comparison is that of democratic western states, countries of well-being, of the future leisure society. Sticking with the depth of words, from Oxford (to remain within the language mostly used in developed countries, we see that to integrate means: "to join (parts) into a hole; complete (something) by adding parts" fie "(to cause people) to be together as one group"). So here we see how different and profound meanings can be.

The general feeling is that all that has been built in former socialist countries after the war had to be thrown away. But tourist visits – on one side and the other – reveal that many things from the east fled towards the west and many have been brought from there without compensation. Whereas tourism is governed by the principle of the Apostle Thomas: "let me see and feel with my own hand!" Now we all see, all thanks to tourism, that we should have "added, reunite within a whole". It is hard to admit that, even in practice, especially due to pride from the part of those with leadership or anybody else for that matter. But clearer for those who could feel it has become obvious for powers as well, which now, thanks to direct contracts through tourism, begin to see the weight of the market which rest on our shoulders and, willingly or not, begin to share the effort for now. Without tourism it would have been another statement over the wall: through it, we have reached the image of real. This is why we can state, without feat, that tourism is the vanguard of integration from this first sense of the term.

Even more interesting, and deeper is the other meaning: the dream of mankind, of all belief! People as brothers! Perhaps the one who best described the lack of power of Europeans (from Europe deemed by them as "clean" from the non-Arian side, trough poverty), regardless of how many generations have passed since they have been settled here (Europe or America) was Constantin Noica, which said in *De dignitate Europae*: "In general, you, the west Europeans have favored a society in which a faded smile, politeness and a kind salute by waving hands give the only measure of a civilized society...but you, Europeans, do not say that, ever since 1500 years ago, a European culture expanded, exploited, but, also, educated with its values the rest of mankind. So that, almost *all that happens* today on the globe and will happen tomorrow in the cosmos, carries the seal of Europe. We Europeans are conquistadors, pirates, and corsairs even today, but now we are corsairs of spirit, and that changes everything! But you left people living together one close to another as if they are one without the other. And, being aided by a technique which helps us, rather than getting somewhere, to make us go away faster, you favors the bye-bye society." Here we have the explanation of man's relentless desire to travel everywhere. May you forgive the comparison, but we run like rats from a sinking ship! But, us humans, we have the power not to run, but to redeem ourselves, saving "the Earth ship", the environment in which we live but also the spirit world in which we live. To be alive, to communicate the most powerful means is tourism: the vanguard of integration in the second meaning of the term.

The most spectacular example that tourism is a vanguard area of integration is the change of the meaning itself of the term tourism. Nowadays, we don't even find the term "tourism" without other auxiliary terms such as "leisure industry", "entertainment", etc.

Several notions have been used for "tourism" over the years, which altered its contents. The last one, which I appreciate for its honesty was proposed by Rob Davidson in his book "Tourism" (Pitman, 1990): "tourism refers to people which leave their own homes, on a short term, in temporary visits, with a stated purpose to make "tourism"". One tries to avoid giving a more general definition: "tourism is any activity which anybody can enterprise, if they are away from home for more than 24 hours". The multitude of used definitions lead to the conclusion that one should consider "tourism" any travel made by anybody, so, as a consequence, not precisely for a limited time: emigration, immigration, merchandise selling, foreign exchange students...This way to define tourism consists of including all travelling made by people on the move: due to wars, hunger, illegal immigration, immigration (like the Chinese, in Hong Kong), political refugees, product selling, etc. and last but not least endeavors made with a "tourist purpose".

Having said this we find it hard to admit that a sector of the world economy in which 1 in 3 inhabitants of the earth are living and which has a larger income than almost any other activity is defined by its own name: "tourism". This is why we felt the need to point out this side regarding the spread of the notion of "tourism", as we find it being an area of vanguard concerning integration both in the contemporary and future world, because tourism's main attribute is movement, the permanent contact with a new space, a new "reality", different from the one in our own homes. Today we have just realized that a new form of tourism is on the way: exchanging the houses / the secondary residences. Just

in a couple of years, mainly on coastal area, thousands of houses were built by the middle class people just to invest some of their savings in a safer way – at least thought to be so - that the classical one of depositing in a bank. And on social media new groups, even “societies” have arisen to give a usage to this under occupied large patrimony. There is no name and no official track for this new type of business but its “turn” overestimated in number of people using it or amount of money turned over. It adds to the accepted “business tourism” which disagrees the official definition of tourism “being away of home for leisure purposes.

Concerning the purpose taken into account, mass media (means of mass information) has several definitions. But all include the same attributes: omnipresent and public, rhythm and periodical appearance; widespread, universal, their message is complex and vast, penetration power, they address everybody, directly to the large masses of the population, and they simplify information distribution instantaneous and actualized communication; accessibility. Starting with the 60s tourism became a mass movement. Making a comparison with mass media we will see that it has all its attributes: we find a place where a message is being formed (an information) which is then distributed by specific means, following the same purposes. Moreover, tourism, like the media allows the “target” to verify the information received by direct contact with reality, during the trip (some sort of “feedback”), which gives it a large amount of credibility. The phenomenon is similar in all three fields of tourism: incoming, outgoing and domestic. We can thus consider tourism as a means of mass media. This grants me premise to state that: “the child is being used with holidays from a very young age. Then, from desire, from holiday brochures, we create the image, the illusion of happiness. We sell them their own memories. We are gifted with the most powerful means of persuasion which would have satisfied even the Apostle Thomas. It is the consequence of the fact that we are always in contact with life and reality, but reality as we offer it”.

Concerning tourism, one usually takes of it as business tourism, the tourism industry, being capable of becoming a development factor. One completely neglected tourism's role as a social factor, as a result of the social contract, the social pact. Today, the western European worker will not give up easily his holiday abroad. Myself, I cannot believe that TUI, Thomas Cook or Accor act on a market as every small agency would do, concerning competition.

We may conclude that tourism, be it “classic”, or in its “broader” sense, which we propose, is a very powerful means of transferring information about the “ethnos”, about kins, nations, history, their present and future through constant contact, so of high efficiency. By including a large number of people, having mass character, this channel for information distribution becomes a powerful means of persuasion, which is exactly what one needs to “reunite” goods, but mostly people. Tourism as a vanguard of integration into the new global world is much more than a common sense statement: beyond the words hides the chance we give to the future. It can even be a different approach concerning fields which have become dry through repentances: tourism and integration to “keep peace under the olives”

### 3. CONCLUSIONS:

The nowadays world has changed for the people in developed countries and has pressed the peoples from emerging economies to follow the trend. The people from undeveloped countries was left away to handle with the compulsory problem to survive.

The new economy is offering large opportunities to satisfy all material needs but has also gotten into the physical side of human being.

Tourism is in the same time a leisure provider, in fact a way of cashing leisure expenses, and a mass media, and so a high effective tool to spread information and communities’ behaviors among large populations on wide spaces. This is the reason it is used to “keep peace under the olives”.

The new behaviors and communities’ architectures easily use tourism’s tools in order to promote new and personalized ways of spending free time as the digitalized tourism offers cheap and easy-to-use facilities to be in contact and organize travel by yourself or to find partners to save the costs of a holiday.

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