

THE INTERNATIONAL TOURISTIC SERVICES – GENERAL CONSIDERATION

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Abstract: *Can be considered that the amplification of international dimension of touristic services and the increasing of the role of this activities in the economic circuit is obtaining a important strategic dimension in the context of development process of contemporary development.*

The accentuation of the internationalization process of contemporary production in general and of the production of touristic services in private, corroborated with the wide and mondial market globalization as a result of intensification of the work division into a mondial economy more integrated and more globalized. Is representing, without doubt, a important dimension of the services role in the increasing process and contemporary economic development.

Keywords: *internationalization, services, tourism, economical development*

The international experience is delivering incontestable evidences that the directly foreign investments played a major role in the intensification of process of internationalization of touristic services in last two decades. In the case of numerous segments of services, especially those who supplies intermediary inputs for the production process or those who are circulation activities – the initial stimulant for the internationalization of them, has constituted the rapid increasing and global extension of the transnational societies from the processing industry domains this firms did proliferated on world wide plan, they were chased, by the large banks, big insurance companies, publicity agencies, consultancy firms, transport companies, hotelier chain and of tourism, car rent forms and so one.

The increasing importance of the geographic mobility of the goods, services and persons is directly bounded on the internationalization phenomenon and globalization.

The international changes with services attracted, in the last years, in a growing measure, the analysts attention over the contemporary international economic scene which is circumscribed to those roles as factor of globalization of the world wide economic, with the whole arsenal of consequences for the national strategies of development and respectively in the structures of world wide economy.

With another words, the world wide economy, finding in a advanced stadium of globalization, is forwarding to “a global economy based on networks”, in parallel with the transition from a interdependent method from the world countries axed on traditional commerce, towards a interconnections system axed on networks, and a proof eloquent that this dynamic is in a complete development is supplied by the wide services networks which are making apparition and are extended with a impressive speed in the international arena, inclusioning the whole world in monetary sphere, banking, of tourism, of transporting, of telecommunications and informatics, attending or incorporating entities and intern economic organizations from a increasing number of countries. As a result of creating those networks of global amplitude, the material production and the commercial dimension is modifying in a revolutionary manner: is changing the structure and its technological content, is increasing the productivity and is disparaging the costs.

Without the recordation at these global networks, any other country is sorocited of remaining in following and of recording of big loss not only under the aspect of business life, but and of researching, thenological development and of preparationing of specialty plan, og high qualification. The alignment at global service networks it seems to become, therefore, a condition “sine qua non” of integration and operation of the countries in the new global economical climate, what is supposing that them should suppose and, respectively to improve a infrastructural base with a increased technologic

level and according to the international standards, which is allowing this integration through interconnection.

If it is having in view a global conception over the touristic product, the quality of this is dependent so of the existence of a touristic valued patrimony and of a touristic development of infrastructure, as much as the standard of services labour conscripted of the workers for the hospitality industry,

Accordingly, it is considered that, in the determination and individualization of touristic products, the accent must fall on the activity of prestation which if is putting in value the potential of some touristic objectives. In this way, is imputing formation and perfecting of the personal from tourism, as well as the motivation of the employers for labouring on quality services. The quality of human resources involved in the tourism activity involved in tourism activities, through the competence and the quality of carrying out the services, amability and charisma, is contributing conclusively at the personal satisfaction of the tourists which they attend.

Here must be remarked the fact that, including the general attitude of the population concerning of a foreign tourist which is having another culture, religion and life style will constitute a powerful memory of traveling and a factor of satisfaction and insatisfactions which the client is experimenting in the after a touristic consumption.

Otherwise, the tourist satisfactions are referring at the obtaining of relaxing, agreement, comfortabilities and the confort on the distance covered sejour or are tied of the existence of some fast services, prompt, of a good rapport quality price, of some facilities of payment.

The social satisfactions are in connexion with the needs of affiliated to a group, of friendship, and the psychological ones can assume the living of the feeling of independently of willing, of the daily escape.

The services commerce can bring a directly contribution at the development of the countries founded on inferior stage of development, if it is carried on in a general plan of economic policy which should assure the compatibility and the coherence with the global objectives of development.

The extension of touristic services can lead to the increasing of the possibilities of this countries to make progress in the direction of realization of some objectives development circumscribed, like: putting in value of the human capital, technologic transfer and development of autochthonous technological capability, the redistribution more equitable of the incomes, consolidation of the infrastructures and accumulation of incomes in currency sourced from the exports as much as of material goods, as and of services.

The accentuation of the internationalization process of contemporary production in general and of the production of touristic services in private, corroborated with the wide and mondial market globalization as a result of intensification of the work division into a mondial economy more integrated and more globalized. Is representing, without doubt, an important dimension of the services role in the increasing process and contemporary economic development. More, can be considered that the amplification of international dimension of touristic services and the increasing of the role of this activities in the economic circuit is obtaining a important strategic dimension in the context of development process of contemporary development.

The fluidity of the fluxes of merchandise and peoples is the resultant of the socio economic mechanism generated by the globalization increasing and the intensification of changes at mondial scale. This mondial system, which is based on the placation of modern technologies in all activity domains, had provoked deep transformations of the changing relations, has strengthened considerably the market control by the developed countries and had accentuated the differences between this group of states and that of the developed countries.

The mondial economic system is getting new commercial structures, which at his turn is generating important transformations in the transport sphere, so that the relation time space has adjusted to the tourism a role first order in what is concerning the shifting of persons, until will get at the transformation of the recreative activities in a important element of economic development. In this acception, in the plan on the process of consolidation of a new mondial system the transport it seems to appear like a important base of unwinding of the commercial and touristic process.

The touristic activities are participating more and more like a generating source of incomes so much in the developed countries, and in the countries that are in course of development. In some

countries this has transformed into a real “monoactivity”, which is increasing the economic vulnerability at vicissitude that can manifest in this sphere of activity.

The postbelic period has favoured the development of tourism as a result of the vertiginous increasing generated by the economic raised the bid once transformed into a domain of big complexity, through the informed administration of the reserved, accommodation, shifting and promotion through publicity, the tourism has known a dynamic without precedent, adapting at different conjunctures, adopting varied instruments of diversification of the offer and clientele, had interfered with the mobile market, with the politics and strategies of patrimony. The services and the production of goods with touristic destination has transformed into branches of connexion with another domains of activity of the economy. The tertiary sector in general and the touristic one especially, has inserted strongly in the process of organization of the mondial economy and is reflecting strongly the participation of the states at the international division of work. As a result, the tourism is a domain with a big grade of attractiveness for investments, offering a superior level of efficiency.

The transformations which had happened after the economic opening towards the exterior in the touristic domain, beside of the interference with commercial systems and of transport of big quality had accentuated the dependence of society on the natural resources. The natural cadre proportional with his grade of attractiveness was submitted on the pressure practicing by the market conditions and of the technological exigency. In this way, the tourism economy, already sensitive at a series of factors – fashion, monetary fluctuations new concurential regions- it wasn't left immune at this new factor of pressure.

The motric force of the tourism industry had benefited and of the help of medias of communication, which at their turn are becoming more and more powerful. The production of “goods recreative” had a uncommon role in the doubling of the mondial natural product on the international exchange components. In the cadre of collective organizationally structures and of the profitableness exigency, the tourism economy is developing in the same time its own force for inserting in groups of interest and pressure the most important in the orientation of the mondial market, for beneficiating of the series of privileges.

In plus, it is supported on a new logistic in the transport domain and changes reciprocal, in the virtue of the fact that numerous groups of industrial companies and commercial, like the Smes, depends massively on the networks of subcontracted as much as in the origin country, like in the destination country. In this way it has appeared a real tendency of “de-territorialization”, like result of the “homogenizing of space” under the influence of developing of transport systems and of those informationals, evolution that is causing numerous asincronies between the rhythm of transformations and the process of co-ordination of the activities. In this way, the main programs-for example, those of the networks transport aerial- are recomposing the space, are susceptible to coordinate perfectly the poles which are impulsive the mondial economy and of marginalizing the territories irrelevant.

In the touristic domain, like in any economic activity, the profitableness is essential. For this, aspects extraeconomic must be having in calculation: like example the succession of the seasons, the climatic changes which in the last years are becoming radicals and the modification of the consume tastes. For example, much resorts dependent on the tourism of winter had suffered after the attenuation of the layer of snow, result of the global warm. In plus, the overrating of the potential of some destinations, concomitant with the diminution of the administrative exigency, has created unpleasant surprise to some top offerers. On the Coast de Azur, for example, the region which historical was rejoiced by a precious prestige, the situation of luxury tourism had deteriorated, especially on the segment of nautical sports. La Cannes, at the Port Canto, very tripperied before the owns of yachts, especially by those from the closer Orient, in present is recording cashings more and more less.

The incompatibility between the offer and demand, the difficulty in control of the economical parameters and social, the existence of a market on which the touristic industry still can't be dominated, had determined initiatives of organization of some polyvalent teams which will involve in the touristic activities, in the view of ensuring and of the energy of that sector. In this context, the measures on short term is presenting like a priority, and those on long term and medium as primordial.

The internationalization of tourism is based on the action and reaction of the major basins issuing and receptive of touristic fluxes. The industrialized societies, capable of assuring the capitals and technology indispensable for delivering of touristic packages to some consumers which are

capable to support the costs of shiftings, is finding at the origin of initiation this changes and is continuing to supply those fluxes of persons in searching of spending the free time.

The big cultural events, sportive, scientific, commercial began more and more being exploited in the purpose of touristic revaluation, in the cadre of the process of creating of new segments of market, what is demonstrating one more time the originality of touristic activities.

The apparition of mass tourism made possible exceeding of limitation of the consume of this tipe of services so named privileged class (example: the oferts of years 1936-1939 for the Coast de Azur), in that way starting with the 50's was evident the increasing number of international tourists from 25 millions at 71 millions in 60's, respectively 200 millions at the starting of the 70's (in the period before the oil crises) and 370 at the end of the XX century. At the beginning of the XXI century, despite the crises which had marked the mondial economy, the number of international tourists has raised at over 840 of millions.

In in the first three decades post-war the touristic fluxes were concentrated in the cadre of the triads USA-Occidental Europe-Japan, either is about the international tourism or intern, new regions on the glob started to enter the preference list, as touristic destinations.

The internationalization of the touristic offer has characterized and the strategy of the developed states. Trough the exotism of the destinations this could conform the demands of consumers. A array of regions were and are les prepared for the intercepting of the massive touristic fluxes, from cultural or economic causes. The "hard" tourism, in opposition with the "soft" tourism – which is respecting the values and local characteristics-, provoked numerous decisive reactions. It has been demonstrated the fact that globalization can't not to take in consideration the socio roots-cultural of the communities which must involve in administrating the touristic activities.

Internationalization of the touristic activities has confronted, therefore, with the posttest which were sustaining protecting of the surrounding environment and which were requesting the alignment of this activities at the principles of the concept of global surrounding environment. The surrounding environment, before being a physical fundamental element, is representing before of all the space existentialised of the society in ensemble, of the communities and of persons, which at their turn are belonging to some cultures, which the physical medium are serving as support.

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