

## General Presentation of Basic Notions of Tourism Industry

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**Abstract:** This paper aims at exposing key terms behind the phenomenon of organizing the national tourism and worldwide, the market manifestations of tourism components, the whole tourism industry in hotel and restaurant facilities, firms composition, to the recreational, spa treatment and tourists transport, business travel service to the population of all economic activity which concerned with preparing, promoting and developing tourism products. The tourism industry implies a tourism heritage, which, by its attraction, determines the integration of areas, regions or countries and international circuits. In the economic analysis of tourism phenomenon are used terms, concepts, methods and techniques to be purely economic or mathematical or statistical. The purpose of these actions is to analyze the profitability of tourism businesses, but also to study ways to increase economic efficiency and social activity of tourism at the micro level and macro.

**Keywords:** concepts; specific terms; travelers; tourism industry

### 1. Introduction

One of the main socio-economic phenomena of our century is to develop a rapid and remarkable continuity of domestic and international tourism, both at Earth and at regional level.

Tourism, as a economy and socially phenomenon, has undergone significant growth outstanding development boom in the second half of the twentieth century. The desire to travel and to experience new places known since antiquity, although at first these were aimed mainly wishes of war, conquest of new territory or trade.

Perhaps the first who wanted to travel a lot and have facilitated the trips were the ancient Greeks. The concluding contracts of mutual visits, friendly, with people of the same occupation, thus obtaining safety of the journey. The visitation agreement could inherit from father to son.

They were thus involved relatively large masses of people to visit holy places, healing baths, to the places of festive games. Most important was the movement toward healing baths of Rome, the city with 854 popular baths and 14 luxury baths.

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The first tourist guide appearing in 1130 and written by Aimer Picaud, a French monk.

Tourism, in the sense of visiting some places, is met in its first events at Marco Polo (XIII), then journeys of British aristocracy through Europe (XVIII), to David Livingstone in his famous journey through Africa (sec. XIX). The founder of organized tourism is considered Thomas Cook in 1841 that provides trips between Loughborough and Leicester by train.

Over the time, are beginning to diversify the travel motivations, being outlined increasingly the tourism activity, due to religious activities, use of curative baths, traveling journeymen and students to universities, travel to new worlds etc.. Parallel to increased passenger traffic were developed the hotels industry, communications, transportation, activities for tourism.

Transformation of passenger traffic in tourism itself began with the eighteenth century and was manifested primarily by increasing the number of British travelers that specifically were heading to France, Switzerland, Italy.

Over the years, tourism has taken various definitions, some focusing especially on the side of entertainment.

Thus, M. Peyromaure Deborg defined tourism as "action, desire, art, of traveling for own pleasure". In 1880 Guy E. Frenler states that "tourism in the modern sense, is a phenomenon of our times, based on knowledge of the need to restore the health and environmental change, growing feeling for the beauty of nature, as a result of trade development, industry and improvement of means of transport ".

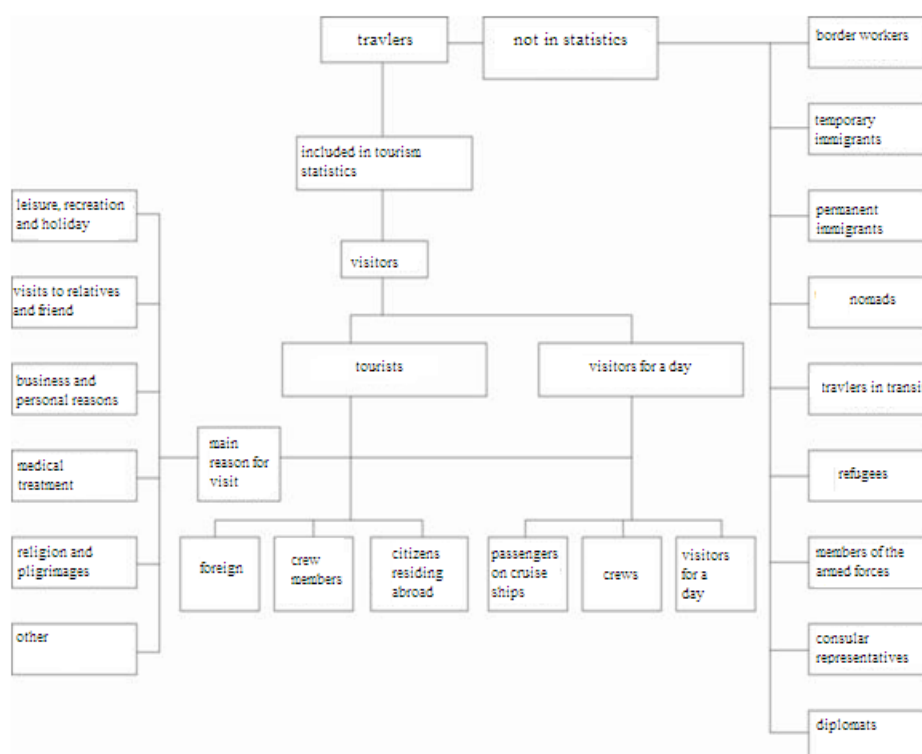
## **2. Specific Terms**

Tourism in the modern sense, means all the measures implemented for the organization and development of recreational trips or other purposes, made, either through organizations, companies and specialist officers, either on their own, for a limited time as well as the industry that contribute to tourist needs.

In terms of beneficiaries tourism can be defined as all activities of a persons traveling outside their usual (work, shopping and so on.), for more than a specified time and where the main purpose of travel is different from taking up paid employment at visitation.

Tourism potential is influenced by several factors: natural factors (remaining approximately constant over time) and economic factors, demographic, political, psychological (which are characterized by a strong dynamics, and the possibilities of control in the desired direction).

Some factors influence tourism for long periods of time. They are: world population growth, increasing incomes, increasing free time, modernization of transport and communications.



**Graphic 1. Classification of international travelers**

*Source: World Tourism Organization (WTO)*

The tourist is a person who travels to another area outside the residence for a different purpose than that of practicing a profession paid.

International tourists are that tourist who lives at least 24 hours in another country than his home in a entertainment purposes, vacation, health, business, etc..

Based on the recommendations of the Ottawa Conference (June 1991), can distinguish the following categories of tourism:

- Domestic tourism, made when residents of a country visit places of their own country;
- Outgoing (outgoing tourism and outbound tourism), when residents visits a foreign country;
- Inbound tourism (incoming tourism or inbound tourism), referring to a situation where a country is visited by foreigners.

By combining these forms between them, two by two, we can define three categories of tourism:

- Internal tourism, including domestic tourism and the receiver;
- National tourism, including domestic tourism and the issuer;
- International tourism, consisting of inbound tourism and the issuer.

**Table 1. Conceptual framework**

Concepts	Observation units	Main related characteristics
<b>Visitor</b>	Visitor	Classes (Overnight visitor-tourist- /same-day visitor-excursionist) Country of residence / regions Demographics
	Travel party	Size
<b>Trip</b>	Tourism trip	Main purpose Duration Main destination Modes of transport Types of accommodation used Organization Expenditure
<b>Tourism industries</b>	Establishment	<u>Monetary</u> Output Intermediate consumption Gross value added Compensation of employees Gross Fixed Capital Formation <u>Non-monetary</u> Non-monetary characteristics specific to each tourism industry
<b>Employment</b>	Establishment (in the tourism industries) Households	Persons Size Status in employment Jobs Duration of work Full-time equivalent jobs

Source:

<http://unstats.un.org/unsd/tradeserv/egts/CG/IRTS%20compilation%20guide%207%20march%202011%20-%20final.pdf>

The tourism industry is the component "offer" of the tourist market and includes all enterprises and facilities designed for production of services in a given country. The result output includes a set of specific facilities and services grouped in different variants in a single unit, valued at a specific ambience created by natural and anthropogenic factors of attraction in a city or country.

The tourism industry is based on the following components:

- means and accommodation;
- facilities and food services;
- facilities and services for leisure, conferences and congresses;
- air, rail, road, river or sea;
- tourist information offices;
- travel agents, tour operators, other intermediaries;
- other activities to serve tourists (rental vehicles, sports equipment, health-related activities)

*Tourism industries* (also referred to as *tourism activities*) are the activities that typically produce *tourism characteristic products*.

Tourism characteristic products are those that satisfy one or both of the following criteria:

- 1 *Tourism expenditure* on the product (either good or service) should represent a significant share of total *tourism expenditure* (share-of-expenditure/demand condition);
- 2 *Tourism expenditure* on the product should represent a significant share of the supply of the product in the economy (share-of-supply condition). This criterion implies that the supply of a *tourism characteristic product* would cease to exist in meaningful quantity in the absence of visitors.

**Table 2. List of categories of tourism characteristic products and tourism industries**

Products	Industries
1. Accommodation services for visitors	1. Accommodation for visitors
2. Food and beverage serving services	2. Food and beverage serving activities
3. Railway passenger transport services	3. Railway passenger transport
4. Road passenger transport services	4. Road passenger transport
5. Water passenger transport services	5. Water passenger transport
6. Air passenger transport services	6. Air passenger transport
7. Transport equipment rental services	7. Transport equipment rental

Products	Industries
8. Travel agencies and other reservation services	8. Travel agencies and other reservation services activities
9. Cultural services	9. Cultural activities
10. Sports and recreational services	10. Sports and recreational activities
11. Country-specific tourism characteristic goods	11. Retail trade of country-specific tourism characteristic goods
12. Country-specific tourism characteristic services	12. Other country-specific tourism characteristic activities

Source: <http://media.unwto.org/en/content/understanding-tourism-basic-glossary>

International tourist movements represents all commercial transactions (services, goods) that precede, accompany and arising from international travel.

### 3. Conclusions

Tourism has a significant impact on economies, societies and cultures countries. The action should occur on many levels, from boosting economic growth to improve the social fabric of the upper turning natural and material resources to improve living conditions. Obviously, tourism contribution to economic and social progress, the intensity of its action differs significantly from country to country depending on its level of development and the policy pursued towards him.

Although most experts, including international organizations, believes that tourism exerts positive influence and that it should be encouraged, even if sometimes has bad consequences, are experts consider it - and in particular, international tourism - produce more effects social and cultural harmful than other types of economic development.

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