



THE IMPACT OF EUROPEAN UNION ENLARGEMENT ON TOURISM DEVELOPMENT

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Abstract *Tourism, as well as politics and economy in general, will have to face the globalization trend (i.e. power on the rise of international economic forces, as well as long lasting decline of the Member States' ability to control economy in contrast to private corporations' ability to dominate markets in geographical areas limited). The impact on tourism is given by the fact that more power will be obtained by the relatively small networks of global tourism. European industry of tourism will then face a growing competition both from inside and outside the region. A number of factors contribute to this situation (economic competitiveness and financial, political decision-makers, social changes and demographic, technological innovation, etc.) Including promotional activities of the regions compete with each other.*

Key words:

Tourism, European Union, tourism industry, tourism opportunities, European industry of tourism

JEL Codes:

L83, O19

1. Introduction

European integration of tourism represents a gradual-sequential mode process, by which the organizational relations and operating system inner and outer 'tourism' becomes similar to those existing in practice European Union. The main objective of this process is creating a system to plan compatibility on institutional-structural, legislative, and the principles and mechanisms of performance of this field of activity.

European tourism integration, a process in the course of production, with a view to developing tourism, in conjunction with the protection of the environment and increase the quality of service. For this purpose, main directions of tourism policy may seek: improved control and formalities at the border, air traffic control, environment protection, improvement of vocational training and the increase in quality of services and of the social role of tourism.

The process of integration is on several plans, given the existence of a multitude of components and aspects which contribute to development of tourism, and dynamic due to developments and mutations that take place in Europe. It is the qualitative nature, and for this reason it is not possible to quantify assessment objectives or different stages through statistical indicators.

2. Literature review

Particularly relevant for tourism are efforts aimed at eliminating the barriers that prevent the effective

conduct of international travel. This is possible by transport liberalization. In the past, they have played a key role, in so far as the national control on visas declined progressively as tourism has been recognized as an economic sector to be encouraged. This process has continued in the 1990s by reducing trips to the countries in the former communist bloc Soviet, and continues to do so in the 21st century.

As tourism will not develop destinations with conflicts in civil wars or where health or safety tourists could be in danger, safety traveling should be included as a fundamental factor or base. Conflicts, natural disasters and the various incidents can significantly influence health and tourism development. However, much depends on how they are resolved such adverse events. The good news is that the experience of the various parts of the world has shown repeatedly that tourism, almost without exception, was found to be very vigorous and show a great power of regeneration. The destinations are faced with the most adverse events will limit its best impact. In general, the adverse effects can be reduced through an integrated approach and sensitive with regard to solving the problems in a clear and professional. As a first step, it is indispensable for ensuring protection of possible tourist's on-the-spot checks. The confrontation of the incidents, it is wise to emphasize and to show that they are isolated and not to pose a danger to visitors.

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on the rise of international economic forces, As well as long lasting decline of the Member States' ability to control economy in contrast to private corporations' ability to dominate markets in geographical areas limited). The impact on tourism is given by the fact that more power will be obtained by the relatively small networks of global tourism. They will be globalizing not only through horizontal and vertical integration, but also by integration diagonally, through economies of scale and by huge investment in electronic data bases and for marketing. (Nistoreanu, P., 2005)

3. Methodology of research

Tourism is influenced by a wide range of factors. Some of them will continue to have an influence decade after decade; others have effect only for a period to be determined. The main factors of influence with effect on the development tourism activity in the period up to 2020 have been identified as: economy, globalization, natural and social environment, living and working environment, marketing.

On the other side of globalization is location. In particular to developing countries, it is very likely intensify conflict between identity and contemporaneity. Several groups, as defined by ethnic minority, religion and the social structure, they will be required to be recognized and treated as being important, and having their special rights.

In this debate, tourism taking center stage, with two consequences for it. In the first place, the examination "increased - the size and shape of developing tourism and marketing in those undertakings. But on the other hand there is the possibility of huge opportunities for tourist development related experiences cultural resources and natural of these segments of the company.

4. Influence Factors in the Tourism Development

In the next few years it is possible concerns an increase in human environment for socio-cultural and natural environment for the problems. Up at the United Nations Summit in Rio in 1992, environmental issues have disappeared from the care little people, but have reappeared once the beginning of the new millennium. This concern will increase even further by the fact that the average reported more and more major problems such as: threats of tropical forests, pollution, global warming, and discoloration of the coral problems that the decrease of reserves of water, conditions resulting in stressful parts of life for a significant proportions of the population this planet. This proportion will increase to one-quarter to two-thirds up in 2025, by transferring population due to execution of projects, be they dams, or tourist activities. The appreciations media channels

will probably lead to a thorough research from the audience with respect to the choice of the destination of the holidays. For a new development of tourism requirement for it to be durable will be more than decisive.

An increase in urban congestion that occurs and what will continue to take place, both in the industrialized countries as well as in the developing countries, lead to the need for more and more to produce a tourism 'discreet' to escape.

Changing practices of work (i.e. less employment on a full-time basis, several contracts of employment) results in the holidays more but shorter and less contrast between working time and the holiday (expressed in an increase of holidays in which work is combined with rest).

Increasing pressure of time and increased level of stress lead to more importance given to means of 'escape' through holidays - especially those over long distances, in exotic destinations. The two trends above are not contradictory, but reflect different reactions to the same phenomenon.

Industrialized world is in transition of the economy based on services at the based on experience, in view of the fact that in such countries has been already reached the tip services economy. The focus starts to put on the supply of unique experiences that attract the consumer. For tourism, a very clear implication of this is the need for development and marketing differentiating products by means of both tourist destinations as well as by the operator of tourism. (Nistoreanu, P., 2005)

The biggest challenge of marketing will be to cope with a lot on efficiency - on the rise and diversification - by wishes, interests and tastes, on the one hand, and at tourist products offered in response, on the other hand. Use electronic technology will allow for a more precise identification and may prompt segments and recesses of the market and to communicate more effectively. This encourages micro marketing, for both tourist destinations, as well as for the service providers.

Most of the influence factors mentioned above shall exercise their influence in combination and will produce a polarization of tourist's tastes and demand. The result would be an evolution, on the one hand, by tourism 'earth', the large-scale flow, including a large volume of tourists to destinations developed extensive, and on the other hand by tourism 'individualized', at a smaller scale, tourism new or alternately. It is possible that both thrive in the next 25 years.

5. Tourism in European Institutions

Institutions of the European Union and many countries EU states have recognized major role of tourism within their economies. Within the framework of the European Union shall be deemed to have 5 percent of the GDP is

due to tourism and tourism that generates eight million jobs. This is why it is considered, without doubt, an industry important, whose role will increase in the future. In fact, tourism is one of industries which will increase as global economic growth.

Though it is considered by many as being an area of vital importance for the European Union, tourism does not have at European level recognition they deserve. It is well known that there is no legal basis in the treaties EU for a common policy in the field of tourism concentrating on pylon "tourism - that branch of activity".

After long efforts in 1992, tourism has actually been referred to, for the first time in the Maastricht Treaty which provided for the first time measures in the field of tourism (article 3T) in the list of activities which are likely to benefit from Community support. However, this Treaty shall not grant a particular importance for a Community tourism policy, nor is there a specific legal basis for Community action in the tourism sector. Also, in the new draft Constitution of the European Union (which has been rejected by France and the Netherlands in this year) tourism was not included.

At the European Commission level there is a specialized body for tourism - travel direction of the Directorate for services, Trade and Tourism, e-business and IDA in the Directorate General for Enterprise. Travel direction (Has Kingdom) shall work in close cooperation with the Advisory Committee for tourism which has representations in Member States, as well as other European institutions: the European Parliament, the Council of Ministers, the Economic and Social Committee and the Committee of the Regions. As outlined and this policy based on consultancy and partnership, Travel Direction maintains a close link with the representative organizations of tourism industry as well as with other groups of interest, in particular when dealing with specific questions. As a matter of fact mission travel direction is - to ensure that the interests' tourism sector is taken into account: improve knowledge of tourism and the dissemination of information and stimulate cross-border cooperation.

Starting from the year 2002 shall be organized a forum annually on European tourism which will ensure cooperation public and private sector in the Community. Last year it was organized in Hungary, and this year in Malta.

However Community policies in other fields have a direct impact on tourism in the EU and may affect elements, such as the price of the products through tourist measures in transport, the environment, consumer protection, vocational training, Information society and last but not least in the field competition and the internal market.

Need of the existence of mechanisms to include tourism interests in Community policies have reflected in the Commission's communication of 2001 "to work together for the future European tourism" which have already been taken into account four key issues:

- the information;
- vocational training;
- quality and sustainable development;
- new technologies.

The EU Commission stressed the importance of exchanging information and experience between the parties concerned, in order to prepare for implementation of actions recommended in the notice. Some of the activities mentioned in key communication are:

- promotion of dialog between tourism industry operators and other interested parties, organizing a forum annually of tourism and extending to Advisory Committee for tourism;
- supporting network services and support factors, for example, by "centers of competence" (observations, Centers for study and research) at national, regional and local level;
- ensure the effective functioning of financial instruments and non-financial tourism industry in 2000 in cooperation with the national and regional authorities and with the operators;
- promoting sustainable development through the development and implementation of the principles Agenda 21;
- definition and dissemination methods and tools for assessment - quality indicators and benchmarking) needed to monitor the quality tourist destinations and services.

It has to be said that all of them have a character in theory failing to say and the way in which it will ensure virtually increasing the competitiveness European tourism. This is all the more necessary as the situation in the world marked by terrorist attacks that have taken place and in Europe can lead to a fall in consumer confidence in particular in air transport. It also increases vulnerability not only of the big tour operators but also of the small and middle-sized companies in the tourism sector which dominates European industry of tourism. In these circumstances there is a need for policy to focus on creating and strengthening mechanisms which European tourism to meet all these threats. Proactive policy should also promote, in order that the EU enlargement was to keep the market share of Europe in the global market of tourism.

Tourism is an area of peak of regional development and in the years to come it is expected that tourism to actively contribute to the diversification economy and to increase the employment opportunities in Europe. As regards regional development to stimulate economic

development of the less-developed regions, the EU will support activities that generate multiple effects. Tourism is recognized as a sector with the potential to generate both economic development and create jobs; therefore the sector benefits from a substantial support from the structural funds.

Among the priorities in tourism policy of the European Union shall be stated and the regional problems, for the purposes of promoting regional tourism as a factor to stimulate the development less-favored areas but which have tourism vocation. Related Activities tourism industry may often generate an economic growth in the countries and regions with or without limited resources, to develop other sectors but, which however may be able to offer incentives to attract tourists; region may be aided in remove economic imbalance. (Barroso, J. M., 2005)

Regions and local authorities play a key role in formulating policies, organization, and development of tourism. It is clear the federal states (Germany, Belgium) but also the others countries (France, Spain, and Italy). Tourism Development provides opportunities attractive to a large number of bidders of goods and services in particular in rural areas. Also, development of tourism helps develop economic infrastructure necessary for the development of an area and can create a distinctive image, an identity of the region of benefit to all economic activities.

Cooperation and the construction of certain regions more powerful are other matters which are granted a great importance. It is reference assumes that the support granted by cooperation and construction of certain regions more powerful tourist units reduce disadvantages small and without strong financial resources. Cooperation is seen as a contribution to a more productivity. In this context product development are becoming more important.

6. Challenges and Opportunities for Tourism Development

Tourism industry today faces many challenges: liberalism, the internal market, the euro, demographic changes, high mobility facilitated by the development of the transport sector including better transport infrastructure and a relatively less expensive.

Cooperation at European Union level is irrelevant, as long as brings additional value. They have been identifying three areas in which action of the European Union can bring added value Member States. They are:

- Improving statistical databases common - to provide accurate information with regard to tourism industry, it is a precondition for comparative analyzes, For the exchange of ideas and experience and shall be addressed in particular strategic challenges of tourism sector in;

- Focusing on comparative analyzes to be familiar with detailed tourist activities in the Member States and in this way quality development definitions and indicators, By formulating a vision of sustainable tourism;

- Travel policy integration within other policies with which it is related. Tourism is a sector of transverse nature affected by numerous European Union policies and numerous common efforts should be often concentrated on the problems of a horizontal nature. Economic growth in the coming years should come by implementing structural reforms and by improving the conditions general framework for both citizens and businesses in the European Union.

Last point in this list is currently in the center discussions that take place at the European Union level. Issue is whether tourism should have a horizontal policy or if its own tourism should be re-established in the Treaty on European Union as one of the field's medium, which will play a complementary role in the European Union to the Member States.

Cooperation between member countries of the European Union, both current and future, is and remains the key to success. It is important for Member States to work in accordance with the methods opened for cooperation taking into account the principle of subsidiary while encouraging active participation of the business sector and other social and economic actors.

It shall also identify another example of cooperation at European level, it is represented by care for protection against the effects of fatal commercial often leading to the bankruptcy of tour operators, these small companies, which make up for the most part on tourism sector in. Even if there are national plans for the protection of consumers, employees and their suppliers, danger still exists and must be implemented a mechanism at European level to meet special conditions, such as differences in time zone, the distances and the various practices in the business.

7. Tourism Benefits and Tourism Risks

European Union Member States the possibility to develop its sovereignty, democracy, justice, independence, as well as the ability to protect these values. European tourism, businesses and tourist destinations, is confronted with numerous major challenges that can bring both benefits and risks, depending on each country acceding to the European Union.

The membership of the European Union brings big benefits. Ensure the free movement of persons by Schengen Agreement has led to the removal of the border crossing for the citizens of the European Union. (Cristureanu, C., 2001)

The borders there are at present between the countries acceding to the EU, between these and the Member States of the EU will disappear in the future, but will be maintained borders between countries acceding and other states.

Among the advantages of free movement of persons we have: the right to travel to other EU Member States, the right to live and work there, as well as the right to become a member of Schengen. We will increase the number of countries for which the visa of entry is not required. All these factors will support tourism development in Europe. While Schengen Agreement refers to the abolition of checks at the frontiers between member countries, compensated by an exchange of information and to reinforce EU external border, the new Member States would become full of Schengen after as they meet standards for secure borders. (Barroso, J. M., 2005)

Of course, the free circulation acts and risks such as: illegal immigration - human traffic in the EU through new Member States as well as of the old Member States to the new ones. Illegal immigration involves both trafficking in human beings, as well as drug trafficking, "visas abuse" (period to be exceeded, work without a permit). The new entrants have accepted imposing a more strictly on EU external borders. This can be done with significant investments.

Although there are currently restrictions on the free circulation of labor force for the new entrants in the Union in the future there will be some advantages. Such specialists in tourism sector in will be given an opportunity to work in other Member countries of the EU, to learn new knowledge and skills, and to acquire the best experience abroad. Waiting for an increase in the migration, in particular to the places of work better paid.

There is some residual risk that employment qualified and well prepared to leave new Member States. Tourist businesses can develop and maintain a sustainable work force only with the help of employment, and in proper working conditions; attracting, retention and the development of a skilled in this sector. (Nistoreanu, P., 2005)

Tourist businesses will have the ability to provide tourist services throughout Europe, in this way allowing them to enter the new markets. Enlargement of the European Union and the economic conditions improved will have the effect of increasing tourist demand in the new Member States. Also, in most other countries quality tourist services is by far better. Therefore, the only way to get the most benefit from tourism activity and overcome threats arising from competition made by cheaper destinations is to provide quality tourism.

As there is a reduction in prices of tourist products, tourism will become available to wider circles of the

society including social groups. Prices tourist services can be significant for the different types of tourist consumption. The difference between prices by increasing competition (reduced costs to airlines) on the market may affect tourism restructuring policy in the transport sector in the new Member States. Also, the lack of means of transport or the costs will put stress on their high demand, and will cause a lower interest with respect to investments and modernization in tourism sector.

Tourism competition will increase. Small and medium-sized enterprises which predominate in tourism sector in will be faced with a series of problems (competitive prices, supply, quality and safety), due to the process of enlargement of the European Union, a process which involves an improvement in the competitive environment. For more and more, it shall be considered to be crucial implementation of a quality management and specific systems of quality in tourist destinations, as well as a lasting quality. For this reason, additional investments are necessary in this area.

For visitors from the countries which are not members of the EU, the single currency will increase transparency in the system of prices, thereby making in Europe a destination and more attractive. Introducing the European currency (euro) will increase the process of integration of the currency in the economies new Member States, will allow old member to complete implementation of the currency throughout the European Union, will reduce the risk rates for investments, and on long term will offer lower rates of interest. (Cristureanu, C., 2001)

It is possible that depression price levels and the increase in the prices to reduce attractiveness certain tourist destinations. There is, however, an adequate program for the implementation of single currency in all the space of the EU. (Barroso, J. M., 2005)

Although it was to have been in the service economic and social cohesion policy of the European Union, Structural Funds also provides possibilities to finance the projects in the tourism sector. Tourism Development can be found on a list of European Regional Development Fund, territorial cohesion as a priority, so that it can be offered a significant financial support. In the case of regions least developed or facing structural difficulties, Structural Funds play an important role in funding projects aimed at developing tourism.

However there is also a reverse issue reflected by the lack of cash Member or local governments for co-financing, as well as insufficient knowledge to carry out the projects of development.

8. Conclusions

Countries acceding to the European Union by status which will get a specific recognition both on the domestic market as well as the international, which will cause development of tourism in these countries. The inhabitants of the European Union countries to destinations in the countries new entrants record already a significant increase. Enlargement will offer new perspectives on some specific destinations in this new part of Europe.

There are also a number of risks; with risk would be negative impact on the environment which could cause degradation tourism resources and changes in life style of local communities. Also attractiveness would be harmed if the identity and local specificities would be diminished. To remove these obstacles are needed protecting and restoring regional identity of destinations, as well as nature conservation.

New member countries will have the opportunity to participate directly in the decision-making process. Also, the European Commission will assist in more effective implementation of the EU legislation at the regional and local level. Decisions other European countries, as well as a powerful lobby of these countries are may be have a negative impact on tourism development in the new Member States. Therefore, in an extended Europe, decisions will be much more difficult to make.

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