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Tourism as Mass-media: a suitable global Tool acting locally - a possible Option to appraise the European Heritage on the 21st Century

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Tourism as mass media: a suitable global tool acting locally - a possible option to appraise the European heritage on the 21st century

*The ATLAS Winter University - January, 2001, Pecs, Hungary
"The past 1000 years - Our common heritage?"*

There are two ideas on ATLAS Winter University:

- " The last thing that the peacemaker wants to know is the history of the region he is going into...
- " The purpose of the IP is to assess and evaluate the European heritage of the past centuries ... Will all Europe's cultural artifacts from the past 1000 years become part of the heritage of the next millennium ? ... Is the heritage's evaluation of the future generation going to be different? ... "I hope to need as less as possible peace makes in the future!

I do not intend to (re) define the terms, to analyze the "heritage commodity "as a good, or service, or a professional package, or to examine the cultural and heritage tourism from the marketing point of view. I just want to point out a new dimension of the tourism, made possible by nowadays heritage in media and to explore possible option to appraise the European heritage on the 21 st century.

I propose to focus on 4 main directions:

1. Mass media and tourism : in order to see if we can take tourism as a mass media
2. Some major characteristics of tourism as mass media, some attributes on this regard
3. Some major changes, present and predictable in the near future. Tourism on the horizon of the 21st century.
4. Possible option to booth the European heritage on the horizon of the 21 st century.

I shall start with a statement:

If one follows the history of development of thinking, one can find that causes were sometimes taken for effects, and effects for causes, that led to a wrong outlook, that turned sometimes into a dogma.

Let's illustrate it. Let's take a general opinion like:

We live a tremendous world (time). Thinks are moving so fast that we hardly have the time to realize the changes. At least concerning travel and tourism. Isn't it true? May be!

I have to start asking the meaning of some terms. Some of the greatest events of European history:

<p style="text-align: center;">THE FORTRESS EUROPE besiegers attackers Indo European migrations Homer ' s time - Odyssey Alexander the Great Rome - the capital of the civilized world Barbarians against Rome Crusaders The Turks Genghis Kahn The Great discovers - colonization of New World Napoleon WW The crash of Berlin Wall Brains' hunting ANYTHING NEW? TRAVEL = ? = TOURISM migration, refugees, soldiers leisure, hospitality, informal tourism MOTIVATIONS mass tourism => collapse of the space</p>

We use to say or to hear the syntagm "The fortress Europe" that wants to point out that nowadays Europe is the target of many immigrants, the "Promised Land" for many people of the third world, the Eldorado... This obliges Europe to protect itself and its peoples. But we can say the same about US or Canada, or Australia, or South Africa. More, during history we find constantly places that attracted people. Anything new?

I also point out that any fortress supposes the besiegers and the attackers. And I add: its own internal problems. I remain on the slide some moments of the history connected to Europe: the Indo European migration, that Homer's time - just an internal, a European matter with some steps in Minor Asia to Prim and Helen's fortress. Alexander the Great- Europe to Asia - only one culture with detectable heritage till today. And then Rome - the city appraised to an empire. A European internal affair too. But barbarians against Rome were not only an internal problem, just remaining Attila. An odder internal business: the crusaders and an international one: the Turks and Genghis Khan. And the finest time of the Great discovers: the first foundation of the present geography. Napoleon, the WW and the crash of wall in Berlin and to close the retrospection, the actual brain hunting, mainly for US.

Any thing new under the sun? Nothing, that people coming to Europe, going around or just moving from one place to an other inside Europe. Each with his business: to make fortune, to rob some rich people or places, to solve some dispute with other... Let me conclude: every one traveled and are still traveling. But has this anything to do with tourism? Yes, as long as tourism is travel. No, as long as tourism is leisure, hospitality even informal tourism.

The difference is the motivation. I do not explain what is the motivation to do tourism as anyone of you knows the subject. Allow me to point out that nowadays tourism, mass tourism practically collapses the space. Let me give an example. Suppose we are in Amsterdam, or Munich, or what so ever but Western Europe not Eastern one: We have not to imagine, we can find easily two fellows on Thursday telling one to the other: what are you doing this weekend. I want to swim a little bit. This time I want to try Malaga. I leave at 4, 30. It seems, they said: I am just getting out buying some beer. Or even your example. You just leave to the Winter University for 10 days, as you use to go to your grandparents.

Space does not exist anymore for travel. At least as an obstacle. The motivation is the main difference between travel and tourism. And there are so many motivations. Let's keep in our mind this important feature: motivation. As we still have some problem to define tourism

Defining tourism:

We have here only 3 definitions: This way of defining tourism might force us to consider as "tourism" all travels of all people and all their movements on account of war, famine, illegal emigration, emigration (as the Chinese from Hong Kong), political refugees, sales of goods etc. and last but not least travels for "tourism purposes"? Shall we take for tourism only the travel made for having a holiday? What shall we do with business tourism, tourism for conferences as the winter university?

What is "tourism"?

There where various definitions of the notion that have changed in time.

- "Tourism is about people being away from home, short-term, temporary visits, with the express purpose to make "tourism" Rob Davidson in "Tourism" (Pitman 1991)

"tourism is any kind of activity, performed by any one away from home for more than 24 hours".

- "Tourism: the business of providing travel and services for tourists"; but also "the practice of having a holiday as a tourist." The Oxford Student's Dictionary

It is hard to admit that tourism, a sector of the world economy with an important turnover, which involves one of three inhabitants of the Earth self-defines itself by the term "tourism". This is why I have considered necessary to expand the notion of tourism as we will use it further on, to the broad meaning of the term, because the basic characteristic of tourism is movement, direct contact with a new space, a different "reality". Classical theory use to add an explanatory adjective: hospitality, leisure etc. I use further on "tourism" as synonym for "travel as any rule for the hole is also the rule of a part of the hole.

Defining mass media:

What is "mass media"?

According to the tasks it has set for itself, mass media also have several definitions. But all of them focus on the following basic characteristics:

- omnipresent and public : you can find them everywhere and they available are any time for anyone.
- rhythmical and periodical issue
- widespread, universal, their message is complex and vast
- penetrative, addressing anyone, the masses of people, directly, simplifying the distribution of information
- instant and up-to-date communication
- accessibility

Mass media facilitates :

- access to information
- access to culture, education and training
- typical social communication
- "satisfaction" by means of entertainment and fun

Every one of you knows what mass media is: newspapers, radio, television etc.

First allow me one important digression: mass media and tourism are made not for all countries. Only for those with a certain economical level. We find mass media and tourism also in poor countries but not as a mass activity, or goods, or tool. Taken this tell quell tourism suppliers and clients and information might be more present as the newspapers, or people listening to radio. And the whole touristical activity is public; any one can make a trip as they can buy a magazine.

Robert Escarpit counted the followed basic characteristics. Let see if tourism fulfill these requirements

- omnipresent and public: YES
- rhythmical and periodical issue: the same for tourism: by season, on holidays or business travel: YES
- widespread, universal, the message is complex and vast. It suits for tourism too: YES
- penetrative, addressing anyone to the masses of people... just the mass tourism. YES
- instant and up -to date communication: the view seems to be the faster of the senses and the main one used in by tourists: YES
- accessibility: same in tourism: YES

Mass media facilitates access to information - access to culture, education and training - typical social communication- "satisfaction" by means of entertainment and fun. We are talking the same about tourism

And more, tourism offer additionally

Heterogeneity: a lot of things - touchable or not, mix together.
Intangibility - you can not touch the tourist cal product before buying it, and you know what you bought only via information

Permissibility - the life of a touristical product is short enough to give headaches to tour operators and not only to them

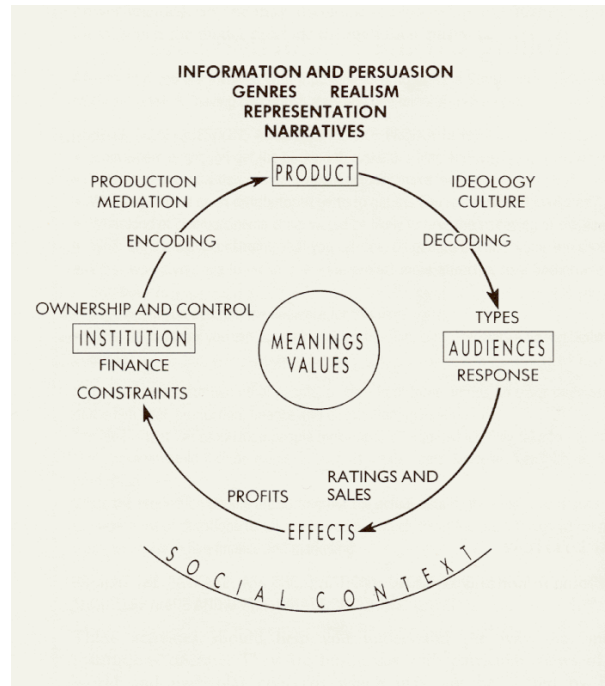
International - not necessary to explain to you

(And more we have in tourism private sector versus public sector)

I shall say and you shall judge these days: during the sixties, tourism has turned into a mass movement. By comparison with mass media, we can identify all basic characteristics of the latter: a location where the message (information) is elaborated to be then spread through specific channels of distribution bearing the same goals in mind. Moreover, tourism as mass media allows the "target" to check the information on location during the trip, a kind of feed back that makes the information the more trustworthy. We may therefore consider tourism as a means of mass communication.

Let's have a look on how mass media is working

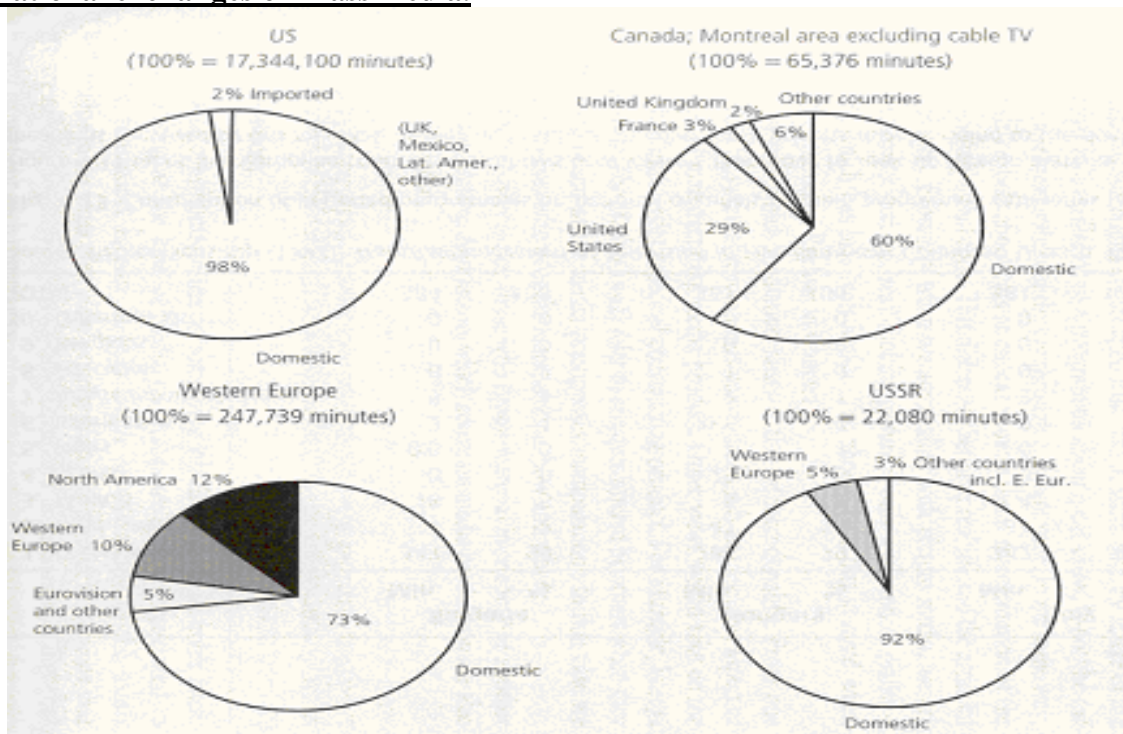
Mass media “world”.



Any mass media product have a source, usually an institution or better a structure with all it is involve on that: ownership, finance, constraints, control etc. >>> Any mass media product exist in order to fulfill a need: of the audience or of the source >>> Once a mass media message is decided to be sent on it is encode, plunged in a special production process that will make the >>>> (message) product: The product can be used for information and persuasion. it can have genre or realism etc. >>>>Once on the market, arrived to the audience the product must support the decoding, under the restriction of ideology or culture and >>> in the context of all these it might and usually determine a >>> feed back: effects, or profits or s.o. >>>> And more al this process is continue, active, dynamic

We know now, that as a rule, not all the countries enjoy mass media experience as well as tourism activities. The international exchanges in these fields were limited enough comparing with the domestic market.

International exchanges on mass media.



We can see it also on this slide, and I just want to remark that the countries that export more have a larger domestic market. US stay on itself, Western Europe is under American influence but has also an important "local" international market with 15 % exchanges between its own countries. The last technologies made the communication global but the same trends still remain in international exchanges for mass media and tourism.

But another process is developing: the internalization of the capitals and of the control: in Great Britain b.e. some publishing institutions control many of the well known ones on the market and they have themselves international capitals as well. And the situation is the same for each mass media: TV or radio. etc. Taking about Internet: how many institutions control the domains name for web sites? You have the right example of concentration of international capitals.

THE FIRST 20 HOTELS CHAINS IN THE WORLD

RANK IN 1999 1998	Hotels chain / Social center	rooms 1999 1998	hotels 1999 1998
1 1	Cendant Corporation Parsippany, New Jersey, USA	542,630 528,896	6,315 5,978
2 2	Bass Hotels & Resorts London, England	471,680 461,434	2,886 2,738
3 3	Marriott International Washington DC, USA	355,900 328,300	1,880 1,686
4 6	Accor Evry, France	354,652 291,770	3,234 2,666
5 4	Choice Hotels International Silver Spring, Colorado, USA	338,254 305,171	4,248 3,670
6 5	Best Western International Phoenix, Arizona, USA	313,247 301,899	4,037 3,814
7 11	Hilton Hotels Corp. Beverly Hills, California, USA	290,000 85,000	1,700 250
8 7	Starwood Hotels & Resorts Worldwide White Plains, NY, USA	217,651 225,014	716 694
9 9	Carlson Hospitality Worldwide Minneapolis, Minnesota, USA	114,161 106,244	616 548
10 12	Hyatt Hotels / Hyatt International Chicago, Illinois, USA	85,743 82,224	195 186
11 10	Wyndham International Dallas, TX USA	73,215 100,989	303 472
12 13	Sol Meliá Palma de Mallorca, Spain	69,178 65,586	260 246
13 17	Société du Louvré Paris, France	65,970 37,630	990 601
14 14	Hilton International Watford, Herts, United Kingdom	61,889 54,117	217 170
15 16	Forte Hotel Group London, United Kingdom	58,636 48,407	449 249
16 15	FelCor Lodging Trust Irving, TX, USA	50,000 50,000	188 193
17 -----	TUI Group Hanover, Germany	42,379 -----	172 -----
18 19	La Quinta Inns San Antonio, Texas, USA	39,250 37,019	302 287
19 22	Extended Stay America Fort Lauderdale, FL, USA	38,300 32,347	362 305
20 20	Club Méditerranée SA Paris, France	36,510 36,010	127 127

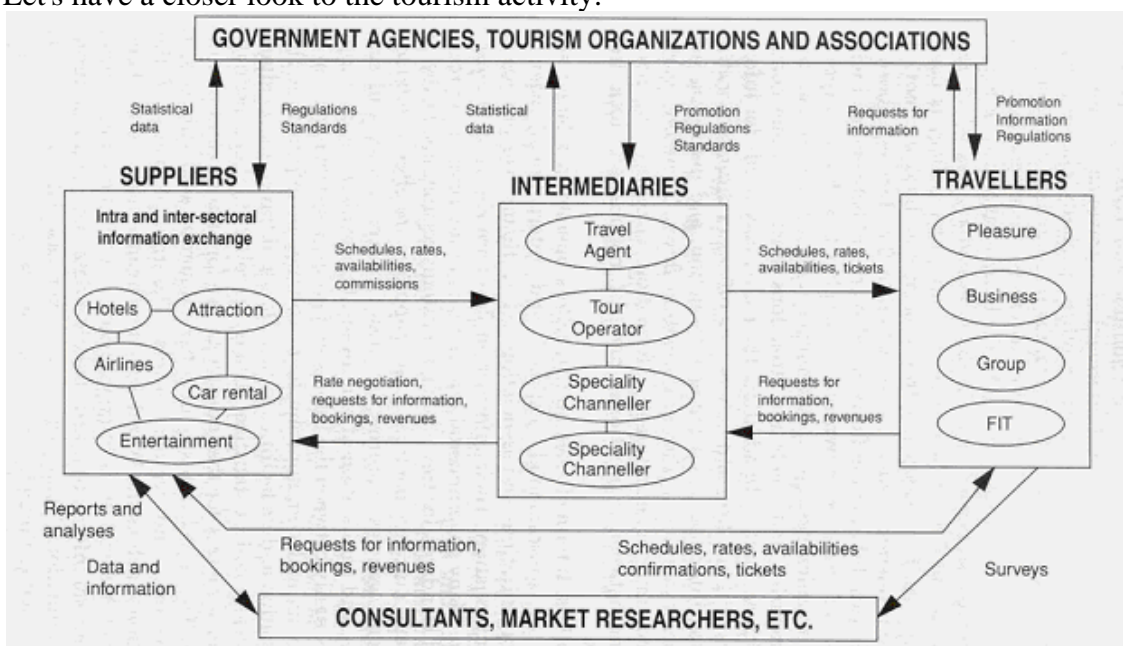
Source: **HOTELS** July official publication of **IH&RA** (International Hotel & Restaurant Association), thank to **FIHR** / **Federatia Industriei Hoteliere din România**

The mirror in tourism: the first 20 hotels chains owns 30,000 hotels And the number is not all: each of them has its own philosophy, rules and we can say its own world: Come in the world of Club Med! Tourism is a global activity from is very beginning!

This allows me to state: "From a very young age, the child gets accustomed to holidays. Then, from desire, alluring brochures to the holiday itself, we create the image, the illusion of happiness. We sell them their remembrances. We are endowed with most effective means of persuasion. This is the result of our being continuously in immediate contact with life and reality, but reality as we present it".

Tourism is a means of mass communication. Of all mass media it is the most powerful due to its range and especially its force: it is governed by the "principle of Apostle Thomas: touching is believing". This force is ignored because it doesn't bring a quick return on investments; the future is sacrificed for the sake of the present. The power to awaken the sense of history and values is lacking. And more extensive efforts should have been made, especially in Europe, in order to avoid the lost of rediscovered brother countries.

Let's have a closer look to the tourism activity.



We can see that tourism is not sleeping, not eating, not using transport vehicles - you all know it very well. Tourism is something more. Information, flows of information. The main actors: travelers, suppliers, intermediaries, tourism organizations and government agencies, market researchers must not be analyzed for them selves but for the flows of information they handle. Their input and output of information! Gigantic. And very strong one!

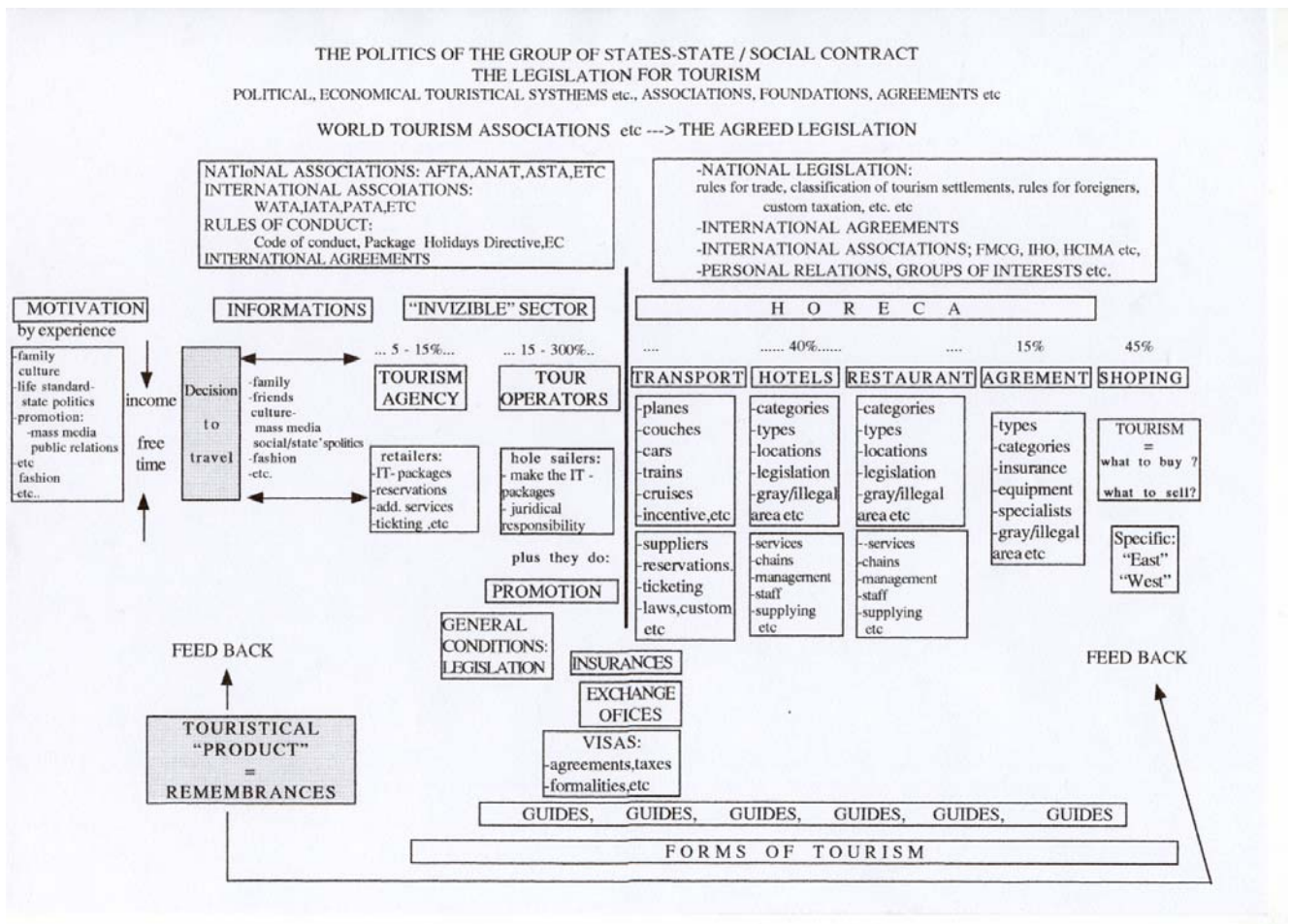
Examples of tourism information needs: by consumer, travel agents, suppliers, tourism offices. Each piece of information flow through a media typical for tourism: these media can be static or dynamic, pre-trip or in-trip as per example on the slide. But the real nature is much more complex

by Consumer:	about destinations, facilities, availabilities, prices, border controls, geography/climate
by Travel Agents:	about consumer trends in the market; about destinations, facilities, availabilities, prices, border controls, tour packages; about other branches
by Suppliers:	company information; about consumers and travel agents; about competitors
by Tourism Offices:	about trends in the industry; about the size and nature of tourism flows; policies and plans for development

	STATIC	DYNAMIC
PRE-TRIP	Brochures Guidebooks CD-ROM	Phone, fax, email Destination Information System Internet
IN-TRIP	Kiosks Guidebooks TV channels in hotels	Phone, fax, email Travel agent access to Internet GDS

Types of tourism information media

Let try it some other way. **The “world “of tourism.**



I put here an image of the world of tourism: first the casum belum: the free time and disposal money. And this is not haphazard or accidental. If we have a look on the history of economy we shall find out that leisure has a recent life; as well as labor unions: last 100 - 150 year. To point it out well, I remind you that Ford has based all his philosophy on the buy power of his own workers; and he get on to raise their buy power. The history shows that things happened similar for leisure and tourism.

Coming back to origin of tourism activity on our slide: I shall say, that under the motivation and required information, the pour future tourist take the decision to travel> On my slide I separated the 2 main fields of tourism production: the invisible and HORECA - basically services. But all these have to be carried on social, political environment and nowadays on the international one. And the guides give shape to the tourism product, which are remembrances.

I want now to point out the world of tourism as information. Not only the potential tourist is a target, but each of the actors is a source of information and a target in the same time.

Let's suppose a restaurant: training is responsible to teach the staff about the habitudes and traditions of different kind of tourists: Muslims do not eat pork, French like vegetables, an English breakfast is made of, and an American one of...Hungarian papricash must served very hot and s.o

All these is modifying the world of the staff but in the same time is reinforcing local traditions. They have to: nobody looks for international meals, every one wants something special, local too. In the same time the tourist, once plough into tourism world, expects to find the due respect for him, waiting to be served accordable if he is an Arabian, a Jew or he celebrate his anniversary. The information goes both sides; We can conclude that touristical information become global but it is generating local effects, as only local offer can be for any interest for making tourism. We can go on with all the actors playing in tourism and we shall find similar situations. Creating local and keeping specificity! A emerging, changing specificity, but good enough to preserve the personality of people, groups, persons and strong enough to maintain the heterogeneity of the humanity that made the life and the evolution possible

I hope you agree that tourism is a media and a very large one.

How popular is tourism? But how populous is it? Figures about tourism activity:

Receipts per Region: World tourism receipts (US \$bn) by WTO region, 1991-96

WTO regions	1991	1992	1993	1994	1995	1996	GROWTH % 1991-1996
Africa	4.9	6.2	6.3	6.9	7.2	8.3	69
Americas	76.8	85.4	91.0	94.9	100.1	106.5	39
East Asia / Pacific	40.2	47.3	52.4	62.7	73.6	81.2	102
Europe	143.3	167.6	163.8	178.2	207.7	217.2	51
Middle East	4.3	5.4	4.8	5.4	7.2	8.0	86
South Asia	2.4	2.8	2.8	3.2	3.6	4.0	67
WORLD	271.9	314.3	321.2	351.6	399.4	425.3	56

Source: World Tourism Organization, 1998.

Note: Figures are rounded (receipts to the nearest US\$ 100m) so that component figures may not add up to totals

Percentage share of world tourism receipts, 1975 and 1996

WTO region	1975 (%)	1996 (%)
Africa	3.1	2.0
Americas	25.1	25.0
East Asia/Pacific	5.3	19.1
Europe	63.5	51.1
Middle East	2.1	1.9
South Asia	0.8	0.9

Source: World Tourism Organization, 1998.

Size of the sector- number of establishments and personnel

Units					
Country	Hotels	Restaurants	Cafés	Cantines	ind
Belgium	1930	21057	29724		
Denmark	481	7866	2441	2802	
Finland	1100	3800	6900	1700	
France	28698	81313	49239		
Germany	40041	108677	69068	6399	
Italy	34000	90000	150000		
Spain	26388	58886	213987		
UK	40000	100000	80000	16000	
Hungary	2002	9932	41310		
Norway	1274		231	604	3316
Switzerland					25000
Ireland	1072	2571	8694		
Netherlands	2895	19181	19396	2866	
	179881	503283	670990	30371	28316
Total general					1412841

Source: World Tourism Organization, 1998

PERSONNEL					
Country	Hotels	Restaurants	Cafés	Cantines	ind
Belgium	12242	46601	17344		
Denmark	11831				22088
Finland	14700	18200	12200	10400	
France	186456	376598	90308		
Germany	301000	527000	209000	26000	
Italy	245000	450000	300000		
Spain	158536				461300
UK	330000	320000	350000	120000	
Hungary	27000	82000	105000		
Norway	16400		1600	1500	16700
Switzerland					170000
Ireland	32520	40667	76239		
Netherlands				20000	271000
	1335685	1861066	1161691	177900	941088
					5477430

Source: World Tourism Organization, 1998

10% of the population leaves for a touristical program. I know that these figures counted the same persons several time. But the same statistics are made for papers or TV shows. Mass media do not rely only on direct consumer but also on rumors effect: I hear it on the radio! I have seen it on TV yesterday evening! But I do not believe: I was there last summer and it is quite different. I saw it by myself. The power of tourism direct information!

In a small country as Romania, and poor to - I did not said not gifted - the touristical circulation might have a much more importance.

And now the question: is it tourism a mass media? And my answer is YES:

Classic tourism as mass media: there are two main conditions that are considered to allow practicing tourism (in the classic, usual meaning of the word): the available money and free time. In view of this I must also point out:

There are very large direct means of communication employed in tourism. The information emerges as a result of the activity of entire area / community in its political, social, economic, cultural life. Their heritage, present and hopes give the image of the touristical destination, the interaction of the tourism industry with the market, the quality of the direct contact with reality (feed back)

Tourism is as a means of communication because it facilitates: transmission of information in view of a predetermined scope; contact of the "target" with a certain culture / society with a great potential to influence shaping the targets view on the subject; proves and supports a certain standard of living as a result of a long-term social contract (the Marshal Plan included the vacations in its promises: the German citizen for instance would hardly give up to their right to vacation)

Informal tourism as mass media : people having neither money nor time have come to travel in the past years, during which this transit has grown to be a mass movement. Examples upholding this idea would be for instance:

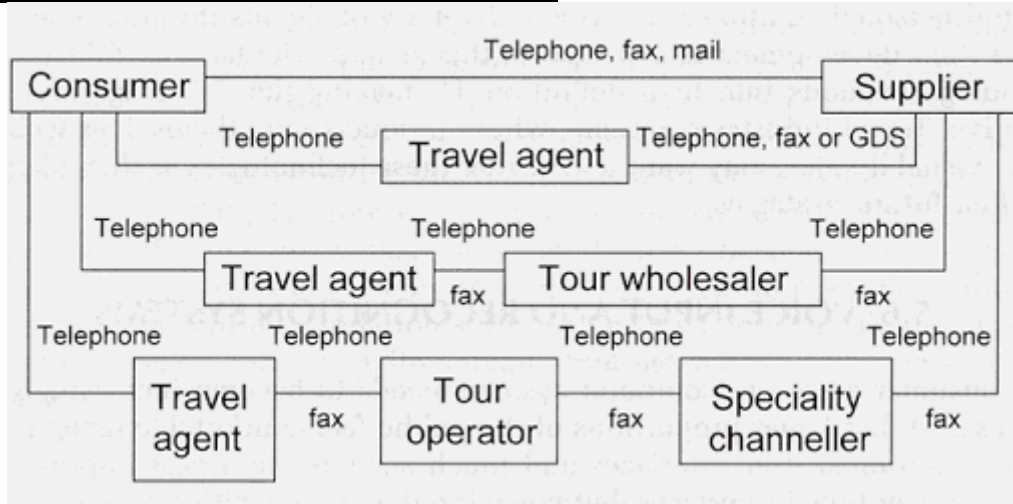
- illegal immigration : any illegal immigrant follows a certain route to get to the "promised land". And the information he uses are accurate and effective! How can I get this information? How is this underground world of "tourism" structured? A fair analysis will not be able to prove whether this illegal immigration is more to the benefit of the immigrants or the citizens of the target country.
 - legal immigration : relatives come up for travel expenses one way or the other etc.
 - movements generated by local crises : such as : East European countries, Hong Kong, Africa and Israel (the latter, as an exception which keeps tourism alive in spite of all crises).
- And these are not only "travels" but also direct contacts. Western Europe, its peoples and their heritage is the main attraction point for "travelers" up to Pakistan and Africa, as in Antiquity! It

seems that the “quantity” is in Pacific area but the “quality” still remain in old Europe.

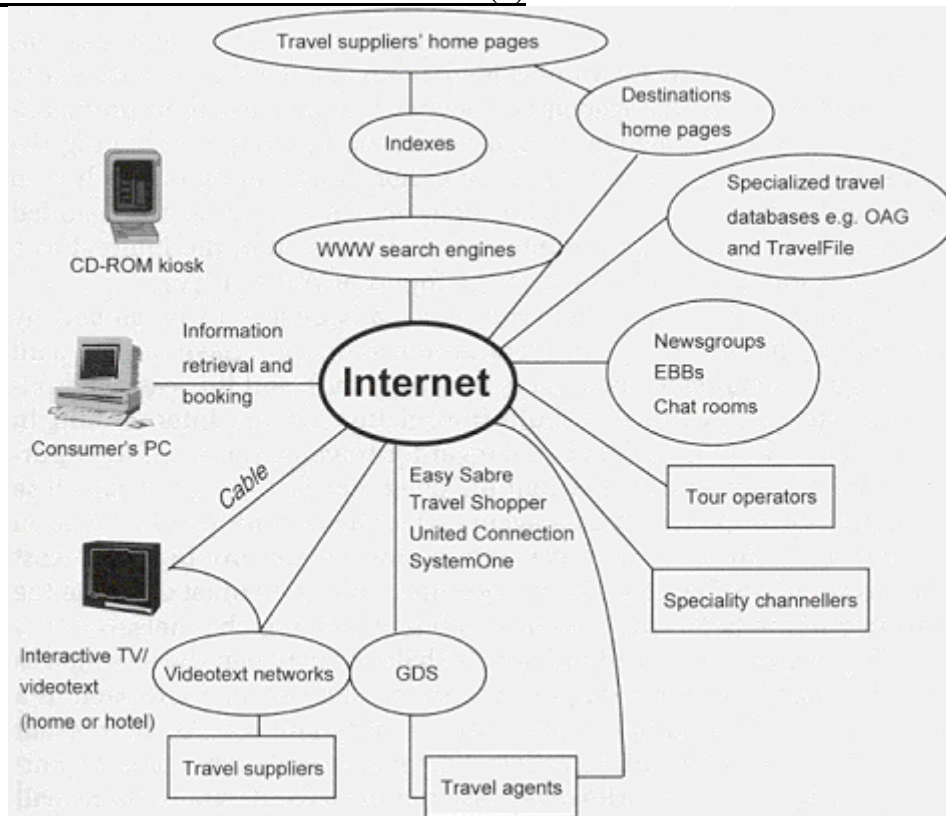
Tourism as a mass media using other means of communication : the revolution in the field of informatics already allows the rich - mainly people in business - to travel on the electronic highways of the global communication networks. Thus, it doesn't matter any more for them if they are on the beach or in their office. In such situations, the tourist stays at home and the information is the one that travels the image of the place he is “linked to. The heritage is digitalized!

Let's have a look of the present, classical tourism and the future tourism.

Actual and future distribution in tourism (1)



Actual and future distribution in tourism (2)



Actual and future distribution in tourism (3)

Advantages and disadvantages of electronic travel distribution

For:	Advantages	Disadvantages
Consumers	<ul style="list-style-type: none"> • Control over the search • On-line discounts • Avoidance of travel agent fee 	<ul style="list-style-type: none"> • Time needed to research • Subscription and on-line costs • no access to travel agent negotiated discounts • No travel agent expertise and advice • Data overwhelm
Travel Agents	<ul style="list-style-type: none"> • Can focus on value-added products 	<ul style="list-style-type: none"> • Loss of commissions
Suppliers	<ul style="list-style-type: none"> • Avoid payment of commissions • Effective distribution tool • Easy to update information electronically 	<ul style="list-style-type: none"> • May lose intermediary relationships

These slides show the distribution changes of tourism packages. We should see also the same on supplying services. The situations are much similar. It is for sure that Internet will bring major changes for consumers, suppliers and travel agents. The main mutation is the fact that tourism information is world wide available as www.

Tourism is traveling in circle. That means coming back home. But after sharing the experiences of touring that include also the new acquisitions from the heritage of visited places and peoples. As a mass media tourism is accelerating a new "global heritage". We might ask if tourism (and / or modern communications) generate a common and global heritage! My answer is definitively NO, as everyday people die and new heritages are made, including their personality and own heritage and experiences too. We can rather say that this process is similar to macroeconomics, where the activities of many economic agents are not added but aggregated. So, the minority might be the speaker for the group. And this is the fortune for Europe: its heritage has the chance to put its mark on future human common experience.

Summing up, we may say that tourism, both in the "classical" and "broad" meaning of the world is a very powerful means of transfer of the information about communities, people, their history - their heritage, about present and future by direct contact and therefore very effective.

What will be the future? Tourism 2020 and Specific facts and figures on tourism:

Specific Facts and Figures on tourism: 1. Top World Destinations - present and future

World's 10 leading tourism destinations (arrivals in '000s)

Rank	Country	1990	%	1996	%
1	France	52,497	16.0	62,406	14.5
2	United States of America	39,539	12.1	46,325	10.8
3	Spain	34,085	10.4	41,295	9.6
4	Italy	26,679	8.1	32,853	7.6
5	United Kingdom	18,013	5.5	25,293	5.9
6	China	10,484	3.2	22,765	5.3
7	Mexico	17,176	5.3	21,405	5.0
8	Hungary	20,510	6.3	20,674	4.8
9	Poland	3,400	1.0	19,410	4.5
10	Canada	15,209	4.6	17,286	4.0

Source: World Tourism Organization, 1998.

Rank	Country	1996	Population Mil.	% to population
1	France	62,406	58,370	106
2	United States of America	46,325	265,280	17
3	Spain	41,295	32,320	127
4	Italy	32,853	57,380	57
5	United Kingdom	25,293	58,800	43
6	China	22,765	123,080	1
7	Mexico	21,405	96,580	22
8	Hungary	20,674	10,190	202
9	Poland	19,410	38,620	50
10	Canada	17,286	29,990	57

World's leading tourism destinations (forecast arrivals in millions) - 2020

Rank	Country	2020	Market share %	Growth % (pa)1996-2020
1	China	137	8.6	8.0
2	United States of America	102	6.4	3.5
3	France	93	5.8	1.8
4	Spain	71	4.4	2.4
5	Hong Kong	59	3.7	7.3
6	Italy	53	3.3	2.2
7	United Kingdom	53	3.3	3.0
8	Mexico	49	3.1	3.6
9	Russian Federation	47	2.9	6.7
10	Czech Republic	44	2.7	4.0

Source: World Tourism Organization, 1998.

Specific Facts and Figures on tourism: 1. Top World Destinations - present and future

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10	Canada	15,209	4.6	17,286	4.0

Source: World Tourism Organization, 1998.

Rank	Country	1996	Population Mil.	% to population
1	France	62,406	58,370	106
2	United States of America	46,325	265,280	17
3	Spain	41,295	32,320	127
4	Italy	32,853	57,380	57
5	United Kingdom	25,293	58,800	43
6	China	22,765	123,080	1
7	Mexico	21,405	96,580	22
8	Hungary	20,674	10,190	202
9	Poland	19,410	38,620	50
10	Canada	17,286	29,990	57

World's leading tourism destinations (forecast arrivals in millions) - 2020

Country	2020	Market share %	Growth % (pa)1996-2020
China	137	8.6	8.0
United States of America	102	6.4	3.5
France	93	5.8	1.8
Spain	71	4.4	2.4
Hong Kong	59	3.7	7.3
Italy	53	3.3	2.2
United Kingdom	53	3.3	3.0
Mexico	49	3.1	3.6
Russian Federation	47	2.9	6.7
Czech Republic	44	2.7	4.0

Source: World Tourism Organisation, 1998.

Around the year 2002-2003, the length of a transpacific flight will be much shorter. In addition, several millions of millionaires from the USA, Canada to China, Korea, Thailand etc. will desire holidays. Western Europe already prepares its tourist offers in order to meet their exigencies.

There are some tendencies that are and will be evident for Europe too:

I start with globalization: the first 10 hotels companies as global representation:

FIRST 10 HOTELS COMPANIES AS GLOBAL REPRESENTATION

COMPANY	NO.COUNTRIES
Bass Hotels & Resorts	98
Best Western International	84
Accor	81
Starwood Hotels & Resorts	80
Carlson Hospitality Worldwide	57
Marriott International	56
Hilton International	53
Forte Hotel Group	51
Club Mediteranée SA	40
Choice Hotels International	36

FIRST 10 HOTELS COMPANIES OPERATING FRANCHISE

COMPANY	TOTAL HOTEL UNITS IN FRANCHISE	TOTAL HOTEL UNITS IN THE COMPANY
Cendant Corporation	6.258	6.315
Choice Hotel International	4.248	4.248
Bass Hotels & Resorts	2.563	2.886
Hilton Hotels Corp.	1.357	1.700
Marriott International	998	1.880
Carlson Hospitality Worldwide	581	616
Accor	568	3.234
U.S. Franchise System	374	400
Société du Louvre	372	990
Starwood Hotels & Resorts	299	716

FIRST 10 HOTELS COMPANIES OPERATING MANAGEMENT CONTRACT

COMPANY	TOTAL HOTEL UNITS IN MANAGEMENT	TOTAL HOTEL UNITS IN THE COMPANY
Marriott International Inc.	759	1.880
Société du Louvre	565	990
Accor	456	3.234
Tharaldson Enterprises	314	314
Westmont Hospitality Group	296	296
Starwood Hotels & Resorts Worldwide	204	716
Hyatt Hotels / Hyatt International	191	195
Marcus Hotels & Resorts	185	185
Bass Hotels & Resorts	175	2.886
Hilton Hotels Corp.	173	1.700

Tourism becomes more and more global. The first 10 hotels companies operate in many countries. There are countries that can not afford to have embassies in such many places as these chains have subsidiaries. And the development is blowing up by new tools as franchise and management contracts.

I continue with the implication of the transition of Eastern countries. What tourism is concerned, usually only business tourism was a subject, meaning that the tourism industry is capable to become a development factor. The lack of communication between the East and West European countries, before 1989 has brought the Eastern peoples disastrous advice and measures leading to the immediate and complete withdrawal of the state, which deserted its responsibility as tourism administrator. After 50 years, we gave up traditions and took over the American system of the "free market", which generated fierce competition and a primitive search for wealth. The history of these past years records that the political factors in Eastern countries, while waiting for foreign investments, often deliberately encouraged a savage tourism market and the destruction of the existing touristical base by faulty management. But people can not forget that they could afford holidays for half of a month's wage - true, on communist resorts but as expensive as for Western ones - and now mass tourism is only a dream. I do not point these out as a "nostalgic one", but because I know, as you do, that the "state of health" means nowadays not only cure and drugs, hospitals and social protection but also tourism, that means that part of the common income as the average life standard.

Different way to pass from socialism to capitalism:

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For example : the company Kompas from Yugoslavia has remained intact despite the war between the republics of the former country, has opened 15 offices abroad, bringing Canadians to Italy and Czechs to the USA and has already started investments in view of opening the first offices in Asia in order to collect information, transmit offers, entice tourists. Where do Eastern countries stand within this fierce competition?

The role of the state - public sector: Lionel Stoleru stated in an inquiry entitled " The State Tomorrow" (published in L'Expansion No. 422): "... Europe doesn't have an organized backup. The US have established an integrated economic area together with Canada and Mexico (...), Japan (...) has attached an "area of the Dollar" through its "four dragons", Thailand and other South East Asian countries. Europe could have done the same with Eastern Europe on the one hand and North Africa on the other. These two areas should have allowed Europe to "play" with production costs and other comparative advantages for the profit of the entire area..." Western Europe is modernizing its touristical base and prepares to adapt its offer to Asian tourists. In order to integrate, Eastern countries should look for that services which are not offered on the market and, like the Yugoslavs, build up their offer, bases on their heritage. All this, after they meet the domestic demands, which could be solved very quickly. The main problem of today tourism in this area is the lack of political will, of a "sector policy" as it is called today, which should catalyze energies and simultaneously cleanse legislation.

We can go on but let me conclude:

As Western Europe has welcomed us back today and listen to what we have to say with the tolerance shown to the newcomer who still doesn't know to play by the rules I still BELIEVE in the rebirth of Europe in a new Universe, in a common effort along with the other continents. The UE is compulsory. "And there is hope: some 1500 years ago a European culture evolved that was to unfold, exploit, but still educate with its values the rest of mankind. Thus, everything happening in the world now and eventually taking place in the universe tomorrow bears the imprint of Europe" (C. Noica - De Dignitatae Europae). Our chance in the nowadays apocalyptical competition offered by our heritage

The future might be like this:

Top destinations for next 15 years

Round 3; Question 2.2	Definitely gain %	Slightly gain %	Remain the same %	Slightly decline %	Definitely decline %	Mean
Russia	35	38	11	4	1	1,85
United States	31	42	12	5	0	1,9
Korea Rep.	25	43	14	3	2	2,01
Japan	31	36	13	6	3	2,03
Poland	24	37	23	4	0	2,08
Taiwan	25	38	20	3	3	2,11
Germany	25	38	16	8	2	2,15
Canada	14	43	29	3	1	2,27
United Kingdom	11	40	27	11	0	2,43
France	10	36	35	7	1	2,47
Italy	12	33	36	8	1	2,48
Netherlands	8	35	38	6	1	2,51
Sweden	7	31	45	3	1	2,54
Switzerland	8	31	42	7	1	2,57
Belgium	6	31	46	5	1	2,6
Austria	7	26	46	8	1	2,66

Source: AIT Delphi Study 1998

Top spenders for next 15 years

Round 3; Question 2.1	Definitely gain %	Slightly gain %	Remain the same %	Slightly decline%	Definitely decline%	Mean
China	61	23	1	4	2	1,49
United States	29	42	16	3	1	1,96
Russia	27	42	12	7	3	2,09
Mexico	20	44	17	10	0	2,19
Canada	19	42	27	4	1	2,2
Hungary	18	45	18	10	1	2,25
Poland	14	43	23	8	2	2,34
Czech Republic	14	41	26	8	2	2,37
France	12	36	34	8	3	2,51
Spain	13	31	34	10	3	2,55
Italy	7	33	42	10	2	2,65
United Kingdom	9	30	38	14	2	2,68
Germany	8	27	36	17	4	2,8
Austria	5	20	47	17	2	2,9
Switzerland	5	18	49	16	3	2,93
Hong Kong	12	19	27	27	7	2,98

Source: AIT Delphi Study 1998

What tremendous upside down referring the countries rank! But also about the importance of actors in carrying on the tourism activity! Just look to the travel agencies and national authorities. Will these trends be real? May be! At least part of them. Any way, even if it will be a small fire we can have a lot of smog

All this allow me to say:

Purposes that can be reached by using tourism as mass media to capitalize heritage:

- in the tourism business
- to appreciate the European heritage by a large range of European "commodities "
- to " naturalize " incoming, outgoing or domestic activities for a better value
- to develop certain areas, activities or means of production using the local "niches"
- to rise the standard of living and / or cut down social costs, for instance: by developing balneary-climatic therapies in spas the consumption of chemical medicine will decrease

- in political or social areas:
- to gain sympathy or interest in order to win a better place for European peoples in the world
- to offer a " compensation " for the quasi monopole of Europe in human civilization during the last millennium.

Conclusion

In a global world we have to live globally. But integration cannot be achieved without learning the rules of world tourism, without learning and respecting its rules of conduct. Especially since we cannot ignore the fact that the outcome of tourism stretches out in the future. Tourism is not only a lecture about others but it also determines what attitude we will have towards others, how we will live together. Our world, the one created by the producers of tourism is a global empire, a single community: the human race, presented with all its distinguishing elements, with its past, its present and its hopes. Any mistakes can lead to incurable traumas for the crowds of people we call "tourists". And Europe has, is and will contribute with its heritage.

I have started to study tourism from another point of view : as a means of mass communication. As we have seen, the area is gigantic and there is no such thing as a scientific research in this field. But the history of tourism after the second World War proves that there was a certain line in the politics of many countries to support this movement. The downfall of the "Wall" and the past years have proven the necessity of setting up a theory and practice for the use of this tool : for building or destroying social movements through persuasion, self suggestion and animation through tourism , for the conscious use of tourism as a means of communication, to boost the European heritage in this case.

The way we present the world we are simultaneously physicians and wizards and businessmen. And now, as the world is shaking under the desire for power and greatness, under blood, famine or disease we are among the few ones capable to heal the wounds. This is why I think we should meditate on this new dimension of our craft, the outcome of our actions. In the struggle for the money, glory, power or organizational perfection we shouldn't break that imaginary vow of Esculap we ought to have made before we started in this business. A European "heritage" too!

Sibiu, December 2000