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## GLOBALIZATION OF TOURISM – BETWEEN LIGHTS AND SHADOWS

***Abstract.** The article aims at a critical and objective approach upon the relations and their dynamics between tourism and the process of globalization, showing from the very beginning that the globalist valences of tourism are included in the very "genes" of these activities thousands of years old. At the same time, attention is drawn to the fact that the globalization does not stand for "condamnation to welfare". The dynamics of tourism and the comparative and succinct analysis of the specific aspects of large geographical areas (Europe, Asia, Africa, etc.) is another coordinated approach in this article.*

***Key words:** tourism, globalization, regional tourism, natural environment, economic environment, crisis, quantitative dimensions, traditions, cultural valences, incoming tourism, outgoing tourism, market share.*

### 1. Introduction

Amongst the human activities, few of them have, since their appearance, the gene of globalization "inserted" within, so that, along with trade and war, this valence has been fully found in tourism activities.

Thus, according to the Greek explorer and writer Themistocles Papadimopoulos, the age of tourism goes back 2500 years (unless the historical expeditionary mission from Troy can be considered, to a certain extent, to be tourism)<sup>4</sup>.

a. The so-called *incipient* (or ancient) *tourism* appeared during the Sumerian era and it went on under different forms in the Assyrian, Babylonian, and Egyptian times; the objective and the dominant destination of the "tourists" of those epochs was the balneological tourism and thus the tourists visited the anthropic constructions and places or the localities with curative properties (water, air, sludge, etc.); in this regard, there are a number of writings from the great Homer (500 BC). There is also a wealth of

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<sup>4</sup> Papadimopoulos, Themistocles. Tourism from A to Ω. Tourism: a 2500 year old phenomenon. <http://www.slideshare.net/cathpain/tourism-a-2500-year-old-phenomenon>, July 6, 2010.

information on the so-called “international tours” of the philosophers, historians and mathematicians of those times (among which there were Pythagoras, Herodotus, Pytheas, Galeus, Strabo). According to the conceptions of the time, no one could become a true “master” without having performed such a tour at least once during one’s lifetime. One should note that there are also other types of tourism: cultural (educational) tourism combined with exploration tourism, so that the “global” valences of tourism were beginning to structure and define more and more consistently.

*The Olympic Games* were largely a tourism activity and even a large-scale tourism activity (there were thousands and even tens of thousands of people moving from one country to another on these occasions, from one continent to another and who had to be provided accommodation, meals, travel, hygiene conditions, etc.).

The ancient priests also encouraged the religious tourism and pilgrimages (either to the Thebas temples of the god Aman, or to Abidas – to the temple of god Osiris or to Delphi – the temple of the god Apollon, etc.).

However, the strongest transport infrastructure was developed by ancient Rome (over 80,000 km of cobbled roads – a kind of highways of the Antiquity).

- b. During the Middle Ages and the Renaissance, one can talk for a long time about *incipient tourism* because immediately after the collapse of the Roman Empire, there was a decline in tourism activities; the major causes were both the territorial fragmentation of the old empire, and especially the invasion of migratory peoples.

After the second century A.D., the religious tourism started again, which remained, in many ways, the main form of tourism until the XV<sup>th</sup> century, a century during which the great geographical discoveries began. Marco Polo, perhaps the most famous tourist in human history also originated in the Middle Ages.

The famed geographic discoveries had, according to the authors, a very “thin” tourist coverage, as they were, in fact, an economic, religious and military expansion, which resulted in unimaginable disasters and destructions in the human and historical plan (entire races of people disappeared, traditions and multimillennial cultures were devastated resulting in the recurrence of slavery). All this has little (or not at all) to do with tourism.

However, the “cultural tours” (which existed even in ancient times) reappeared so that the “recalibration” of educational tourism began to take place, which took on a great deal of importance during the 17<sup>th</sup> and 18<sup>th</sup> centuries. For example, for an English young man or young woman, a Grad Tour was carried out in 2–4 years of trips aimed at extending his or her horizon of knowledge in fields such as art, architecture, biology, geography, history, world culture; the most demanding journey

was the mandatory route including France and Central Europe with adjacent voyages to Spain, the Holy Land (Palestine) and Rome.

In summary, we can state that **the globalist vocation of tourism has increased** and in addition it must be emphasized that tourism was not yet a stand-alone activity but a secondary activity, as the major role of travel was mainly the discovery of new territories, the economic, religious and military-political expansion, the proselytism, etc., even if the tourist flows were made of predominantly elitist tourists.

As we come back to the global dimensions and characteristics of tourism, let us note the statements of the English poet Philip S. Worsley, made since the middle of the XIX<sup>th</sup> century: “Until today, the human society has not existed”. The writer was referring, of course, to the fact that never could the actors be found in the “theater” or on the “stage” of the world all at once.

The world was trying to become, in its relevant, major aspects, a single social system, a single economic system, so that the global system was no longer just an environment within which particular societies, nations and nations are developing and evolving. Globalization is claimed to be also cultural, economic, political and historical. For many reasons that concern arguments with qualitative impact, we do not fully share such beliefs (the arguments will be presented in the final part of the paper).

Let us keep in mind the definition given by the World Tourism Organization: tourism includes the activities of people who “travel or live in places outside their permanent residence area for a minimum of twenty-four (24) hours but not longer than one consecutive year, for recreation, business or other purposes not related to the pursuit of a paid activity in the locality concerned”.

Regarding this definition we will make a series of remarks that will show the necessity of adding new components, so that:

- a. the mass dimension of tourism forces us to reconsider the environmental components and their impact upon tourism (and beyond);
- b. the individual tourism is a component of tourism, together with the (organized) group tourism, which becomes increasingly relevant.

Therefore, we come up with the proposal that the two aspects should be highlighted in the definition of tourism : tourism encompasses all the activities carried out by a person or a group of people, for a period shorter than one year outside his / her ordinary life environment, for relaxation, information, for educational purpose, business and other cultural purposes, in order to recover the health and / or the capacity of work under the conditions of strict ownership and compliance with the requirements regarding the protection and conservation of the natural, cultural-traditional environment which is the subject of the tourists and tourism concerns.

## **2. Qualitative and quantitative dimensions of the tourism globalization**

Without making the theory of globalization, let us emphasize that globalization is a relatively new term that defines a much older process and is

defined as the multi-causal process that has as its main result the fact that an (usually negative) event that manifests itself punctually in a certain place, region, country is transmitted and spreads very quickly in all other directions, regions, countries of the planet.

To talk about the globalization of tourism, as already shown, is a little superfluous and therefore, from a certain view point, it is quite too much because, through its “genes”, tourism is an activity that exceeds national borders.

The globalization is one thing, the tourism corporatization is another thing and indeed, the latter has taken on new dimensions in the context of the current dynamics and processes of global socio-economic, political and military transformation. Accordingly, the characteristics of global tourism are, succinctly formulated, as follows:

- a. The structuring of giant, corporate-type tour operators, of a regional coverage (the process is in full swing although, in more and more situations, the positive effects that are generally located, exclusively at the level of the corporations, have started more and more frequently and in more and more places, to be overcome, in absolute value, by the negative effects).
- b. The increasing the role of infrastructures, in general and of critical infrastructures in particular (water, energy, transport, etc.) in carrying out tourism of high economic, social and ecological impact.
- c. Tourism has become one of the main tools of communication and education at global level, among others, due to the negative effects generated and propagated by globalization.
- d. The organization of the tourist destinations is another consequence of the global tourism which is structured out of the combination of three important factors:
  - the development of tourist offers with more and more “standard landmarks” (all inclusive, micro-excursions, entertainment and shows included in the price of tourism services, etc.);
  - from the definition of tourism to the practices of tourism “the differences” have become increasingly greater, on the one hand due to the very large annual number of tourists (of the order of hundreds of millions), which implies new approaches to the impact of tourism in various areas of great interest and, on the other hand, due to the emergence of increasingly aggressive means of marketing and advertising; as a result, beyond the diversity and wide range of prices, the tourism target becomes more and more seriously affected both in choosing and benefiting from tourist services.
  - the emergence and development of all kinds of “tourist niches”, especially in relation to the so-called “sophisticated” or eccentric tourists.

For most countries of the world, by its nature, tourism is an economic activity comprising numerous cultural valences, of national, regional or local traditions

than, say, the production and marketing of Cola and McDonald's. Obviously, the mimicry, one of the fundamental characteristics of globalization, makes the sales chains of the two products to "suffocate" all over the world, entire segments of culture and traditions; however, there are chances that much of the cultural specifics and traditions will "avoid the ruthless bite" of globalization.

An image of the quantitative dimension of globalization covering the period 1950–2017 and estimates for 2030 can be obtained by briefly analyzing the data in the following table:

Table 2.1

The evolution of the number of tourists in relation to the population at global level (thousand of people)

No.	Specification	1950	1960 <sup>(a)</sup>	1965 <sup>(a)</sup>	1970	1975 <sup>(a)</sup>	1980	1995	2013	2015	2016	2017	2030
1	Tourists (mil.pers.)	25.3	71.2	115.5	169	220	278	528	1087	1184	1237	1322	1800
2	Population (mil.pers.)	2500	3068.5	3352.8	3637	4030	4423	4928	7154	7300	7416	7532	8500
3=1/2	%	1	2.32	3.44	4.64	5.46	6.28	10.71	15.20	16.22	16.70	17.55	21.2
4	IVBF (1)	100	281	456.5	668	870	1099	2087	4296	4680	4890	5225	7114
5	IVBF (2)	100	122.7	134.1	145.5	161.2	177	197	286	292	297	301.3	340

Source: UNWTO Raportul anual-2013,  
[http://cf.cdn.unwto.org/sites/all/files/pdf/unwto\\_annual\\_report\\_2013\\_0.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_annual_report_2013_0.pdf)

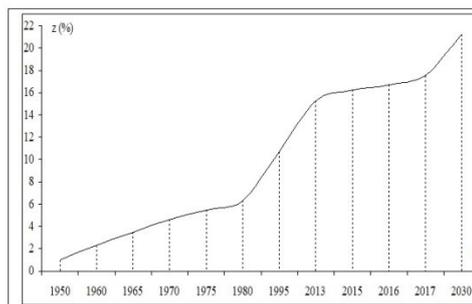
We make the following notations:

$x$  = annual number of tourists [mil. pers.]

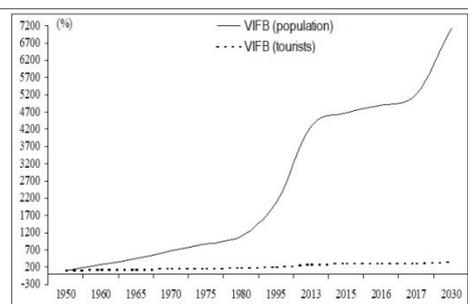
$y$  = population [mil. pers.]

$z = \frac{x}{y} \cdot 100$  [%]

The graphical representation of the share of tourists in the total population ( $z$ ) is presented according to graph 2.1:



Graph 2.1



Graph 2.2

Beyond the “expansion” of the indicator  $z$  (whose slope is close to  $30^\circ$ ), it should be noted that, if in 1950, 1% of the population of the planet was part of the tourist category, in 1995, after almost half a century, the share of tourists in the total population of the planet was about 10.8%, so that 20 years later, the same weight would increase to 16.22%, and in 2017 the same share is 17.55% . For 2030 an estimated  $z = 21.2\%$ , i.e. over 1/5 of the planet population will be a potential tourist!

If we graphically represent indexes of variation with fixed base (VIFB) for the total population and the number of tourists, then we obtain the following comparative dynamics:

The expansion that the index of variation with fixed base of the number of tourists registered after the 1990s shows the entry into a new stage of globalization as well as the planetary influence on the tourism, the geopolitical changes of continental coverage.

Although it was started at the end of the XVIII<sup>th</sup> century, with an explosive expansion in the XIX<sup>th</sup> and XX<sup>th</sup> centuries, the industrial era induced rapid rates of consumption and technological development (interrupted by the two world wars) so that the consumption of raw materials, the consumption of goods and services, the process of urbanization but also processes such as labor migration have increased, as the incomes but also leisure time have increased visibly with the occurrence of the so-called middle-class.

All this made the “industrial tourism”, as it developed alongside the industrial era, turn into “social tourism” (during the ’50s –’90s) and then become a “mass tourism”. The positive and negative valences of these multiple and quite rapid transformations are vast, profound and increasingly complex (in the sense that they do not concern or affect tourism alone).

The investments in tourism have become massive, permanent, autonomous and promote the corporatization process. At the same time, with a growing and increasingly complex conceptual baggage, tourism has also developed as a science in the field of economic sciences, with a specific research, conceptual and methodological system.

One branch of the science of tourism is represented by international tourism, which has conceptualized two very important categories of tourism:

- a. the outgoing tourism which includes the departures of domestic tourists across the border, to other “tourist markets”;
- b. the incoming tourism, which includes the arrivals of tourists from other countries in one’s own country.

The result of multiple entropic actions upon the environment following the industrialization of the industry, the chemization of agriculture, and in the field of tourism, the multiplication of the factors with negative action and destructive impact upon the nature has led to the emergence of the so-called *sustainable tourism* (according to the sustainable economy model), which has in principle, three important aspects:

- *the balance*: the sustainable tourism represents an optimal mix between economic interests and corporate profitability, on the one hand, and the interests of the “host”, respectively of local communities (environment, traditions, etc.);

- **the quality:** improving the quality of tourism must go hand in hand with improving the quality of the environment and the life of the local communities that are the subject of tourism activities;
- **the continuity:** globalization has, among other effects, that of “cultural leveling” or the principle of continuity opposes precisely this action, proclaiming the assurance of the continuity of the tourist resources and of the culture specific to the host community, of the perpetuation and preservation of its traditions.

In fact, without a conserved environment, without traditions and cultural specificity, the tourist resource is transformed from an inexhaustible resource into a rapidly consumable resource, in consonance with the so-called McDonald's or Coca-Cola culture!

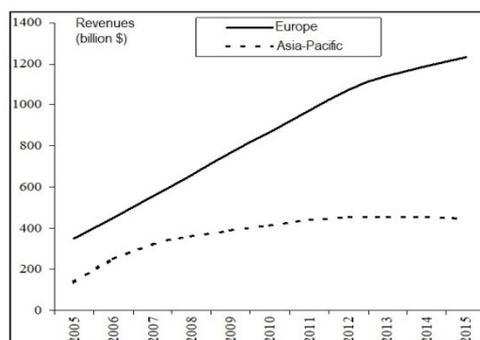
As we return to the international tourism, an image of revenue dynamics and market shares over a relatively extended time horizon is useful:

Table 2.2

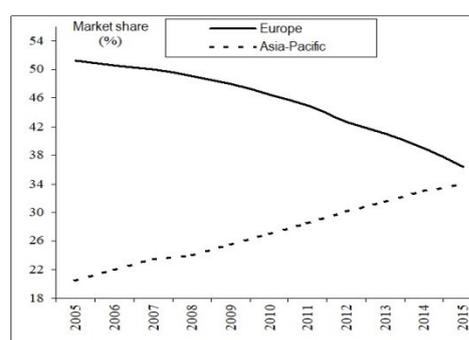
Revenue and market share dynamics

DESTINATIONS	REVENUES (mld. \$)			MARKET SHARE (%)		
	2005	2012	2015	2005	2012	2015
GLOBAL LEVEL	840	1075	1232	100	100	100
EUROPE	348.2	457.8	448.1	51.2	42.6	36.4
ASIA-PACIFIC	138.6	323.9	418.9	20.4	30.1	34.0
AMERICA	144.6	212.6	277.2	21.2	19.8	22.5
AFRICA	21.5	33.6	33.2	3.2	3.1	2.7
MIDDLE EAST	27.6	47	54.6	4.0	4.4	4.4

If we graphically represent the dynamics recorded at the level of Europe, respectively the Asia-Pacific area, we would obtain the following comparative figures:



Graph 2.3.a



Graph 2.3.b

If on the level of revenues, Europe has the supremacy and also an ascending trend, in terms of market share, even if Europe still holds the first position, the systematic decreasing trend shows that the Asia-Pacific area will not be long in the second place (and at the level of market share but also at the level of tourism revenues).

It should also be noted that, although it has a relatively constant market share, the level of tourism revenues in the Middle East has practically doubled over the 10 years despite the political and religious climate (hostile not only to tourism activities).

In relative sizes and in the form of mobile based variation indices, the dynamics on continents of international tourists is presented according to the data in the following table:

Table 2.3

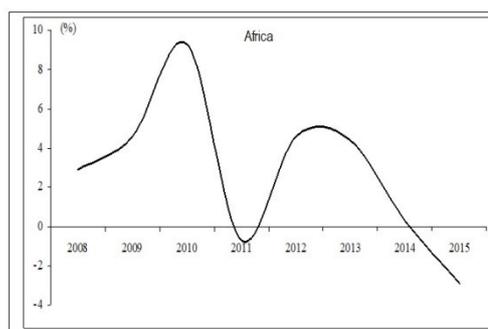
Prospects for international tourist arrivals (%)

Destination	2008	2009	2010	2011	2012	2013	2014	2015	$\bar{M}$
Global level	1.9	-3.9	6.5	4.6	4.7	4.6	4.2	4.5	3.4
Europe	0.3	-5.1	3.3	6.4	3.9	4.8	2.4	4.8	2.6
Asia-Pacific	1.1	-1.6	13.2	6.2	7.1	6.9	5.8	5.4	5.5
America	2.7	-4.7	6.3	3.6	4.5	3.1	8.4	5.9	3.6
Africa	2.9	4.6	9.3	-0.7	4.6	4.4	0.3	-2.9	2.8
Middle East	20.0	-5.4	13.1	-9.6	2.2	-2.9	6.7	2.8	3.4

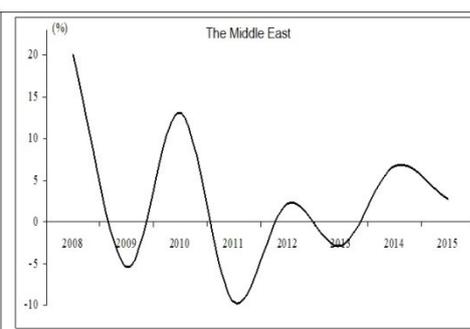
Source: UNWTO World Tourism Barometer, Volume 14, July 2016, p.4

[http://cf.cdn.unwto.org/sites/all/files/pdf/unwto\\_barom16\\_04\\_july\\_excerpt\\_.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_barom16_04_july_excerpt_.pdf)

- a. A first point should be made after the comparative analysis of the dynamics of international tourists for Africa and the Middle East (Graph. 2.4.a and Graph. 2.4.b)

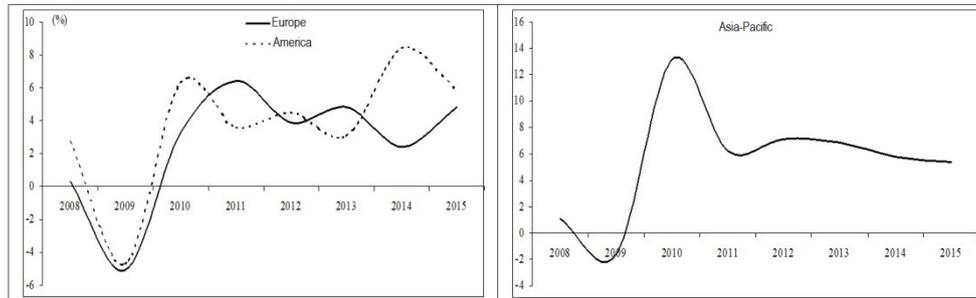


Graph 2.4.a



Graph 2.4.b

We proceed in a similar way for Europe, America and Asia-Pacific (Graph. 2.5.a and Graph. 2.5.b).



Graph 2.5.a

Graph 2.5.b

- b. From the brief analysis of the graphs in fig. (2.4.a) and (2.4.b) (respectively the dynamics of international tourism in relative expression for Africa and the Middle East) a number of common aspects are observed:
- the very high variability in time of the graphs shows, on the one hand, the extreme sensitivity of tourism to the political-military phenomena that systematically impact upon the two specified areas (a characteristic feature of globalization, as outlined above);
  - the decreasing trend recorded in Africa is accompanied, at the level of the Middle East, by the two “slippages” below zero, that is by the negative values of the variation indices with mobile base.
- c. For the other two graphs (2.5.a and 2.5.b respectively), the comparative analysis reveal the following aspects:
- Both in Europe and America, tourism was immediately and severely affected by the crisis started in 2008 but the recovery was relatively quick.
  - after 2009, a period of relative growth and stability followed, but under the conditions of a “functioning against time”, of the tourism on the two continents, so that towards the end of the interval the “phase opposition” mentioned was amplified.
  - for Asia-Pacific, the impact of the crisis is noticeable but does not have the same magnitude as in the case of Europe and America; in addition, the return is extremely strong and subsequently amortized.

From the above brief analyzes, the influence of the globalization, in its various forms of manifestation, upon tourism, and especially the idea that the negative effects are spreading rapidly and globally, while the positive effects of the globalization are delayed and in a restricted and local social-political space.

Let us put some emphasis regarding the dynamics of the incoming tourism, over a longer period of time, 1995–2015 respectively. In this regard, let us consider the following statistical data:

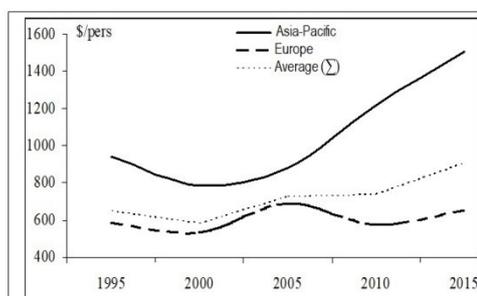
Table 2.4

The dynamics of the incoming tourism (revenues and tourists)  
between 1995 and 2015

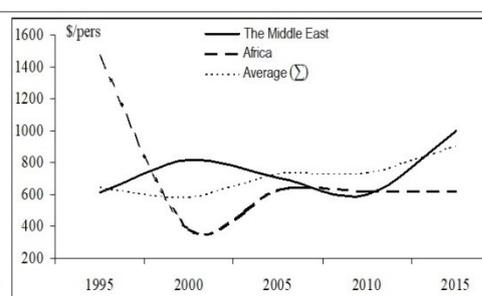
Continent/Region	U.M.	Year				
		1995	2000	2005	2010	2015
Asia-Pacific	mld. \$	77	86	136	250	372
	mil. pers.	82	110	154	206	278
	\$/pers.	939	782	883	1214	1504
Europe	mld. \$	179	206	312	280	398
	mil. pers.	304	387	453	489	609
	\$/pers.	589	532	689	573	650
Middle East	mld. \$	8	18	24	33	54
	mil. pers.	13	22	34	55	51
	\$/pers.	615	818	706	600	1000
Africa	mld. \$	8	10	22	31	36
	mil. pers.	19	26	35	50	53
	\$/pers.	1461	385	629	620	623
$\Sigma$	mld. \$	272	320	494	594	903
	mil. pers.	418	545	676	800	994
	\$/pers.	650	587	731	742	908

Source: UNWTO Annual Report 2015. [http://cf.cdn.unwto.org/sites/all/files/pdf/annual\\_report\\_2015\\_lr.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/annual_report_2015_lr.pdf)

The graphical analysis of the comparative dynamics of income / tourist highlights a number of relevant, particularly interesting and possibly useful aspects:



Graph 2.6.a. Graphical analysis of the comparative dynamics of incomes/tourist between Asia-Pacific and Europe.

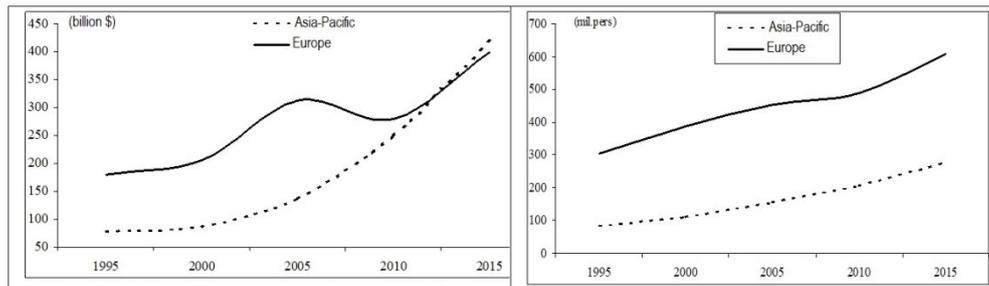


Graph 2.6.b. Graphical analysis of the comparative dynamics of incomes/tourist between Middle East and Africa.

- a. A first underline must be made in the direction of assessing the difficulty of making long-term forecasts, taking into account the random, unpredictable trajectories of the analyzed indicator, respectively the average income/ tourist.
- b. It can also be observed that Europe was only geographical area in which the indicator was systematically below the average level recorded at the global level ( $\Sigma$ ), over the entire horizon defined by the 20 years.

- c. It is worth noting the expansion registered by the indicator at the level of Asia as well as the “collapse of its values, easily detectable, at the level of Africa (1995–2000 period).
- d. A possible explanation for the level of income incurred by a tourist, at least with regard to those recorded in Asia and Europe, could be that resulting from the comparative analysis of graphs 2.6.a and 2.3.b (although time horizons are not identical), namely that:
- On the one hand, Europe loses market share and believes that a lower rate level in tourism will preserve what it has and may even guarantee a return to the tourism services market.
  - On the other hand, the Asia-Pacific area is experiencing a strong expansion in the market and having a solid share of it, it can afford higher prices and rates.

The comparative analysis of the dynamics of incomes and the number of tourists for the two mentioned areas, which, in fact, are the main competitors in the global tourism market, is not without interest.



Graph 2.7.a. The comparative analysis of the income dynamics between Asia-Pacific and Europe.

Graph 2.7.b. The comparative analysis of the dynamics of the number of tourists between Asia-Pacific and Europe.

It is obvious that at the level of Europe, tourism (at least in terms of the input of “external” tourists) has major issues as long as at more than twice the number of tourists in relation to the Asia-Pacific area, the revenues of the the second zones are already higher than the revenues of the first zone (considering the year 2015), without adding that throughout the time horizon defined by the 20 years, the number of input tourists in Europe has was systematically and consistently much larger than the similar one in Asia-Pacific (sometimes reaching the ratio of 3.95: 1 – in 1995).

### 3. Conclusions

The complexity and size of the issues related to the globalization – tourism relationship exceed by far the scope of this study, which has led us to focus our analysis on a small but significant number of issues.

- a. A first aspect that we believe to important is that, although the manifestation of economic crises or issues with a strong political and military burden in a certain region or another make their presence felt in the shortest time, globally, tourism represents one of the economic activities **with a great power of self-regeneration** and of the return to normal functional parameters. The causes of such behavior exist and deserve to be studied in more detail, precisely because of the motivation mentioned above – the capacity of self-regeneration.
- b. We will not insist on the comparative analyzes of the type initiated above for reasons of space, but **we will emphasize another feature of the globalization of tourism**, namely that the errors made in a universalist utopian space, through promises and possibilities, are to be found only at the level of the national spaces, as projections of the concentrated (willfully or not) transfers of entropic type, because it is obvious that the national interest leaves a much more restricted room for maneuver and manifestations to the mistakes towards the universalist, globalist nothingness and it is also its responsibility, finally, to rebuild, restore and take over, only to be pushed back to other utopias of the same kind.
- c. It should also be remembered that investments and the presence of foreign investors does not mean (if it ever meant) that we are “condemned to welfare”, neither now nor later, for the simple reason that, for example, over 65% of the income coming from the tourism from the Mediterranean countries is poured into the “pockets” of some 10 companies from the tourist outgoing countries that either own or control corporate conglomerates that include air, naval and / or land transport operations, tour operators as well as accommodation objectives (hotels, motels, etc.).
- d. Tourism cannot save a national economy but can help it survive (obviously not by itself). There is a strange rumour according to which tourism could become the economic pivot of one country or another, which is a false idea. The international statistics show, without a doubt, that where tourism holds a large or very high share of GDP, the sensitivity and status of the national economy is far from an acceptable optimum (we do not refer here to countries such as San Marino, Luxembourg, the Vatican, etc.).
- e. Therefore, a much more thorough approach to the issue of tourism is needed among specialists, but especially at the governmental level. The capacity of the tourism to help support and, as the case may be, the return of a national economic space is directly and strongly dependent upon the legislative, material and governmental financial support. In this regard, it should be emphasized that, the size, quality and intensity of collaboration between the local, regional and national level is perhaps more important than the presence of foreign investors.
- f. As stated from the beginning of this paper, tourism coexists in the global space since its emergence and **the globalism is the result of composing**

**the dynamics and development of human activities and not vice versa.**

In the global space, tourism must act primarily as a factor of education and knowledge, perhaps not in the spirit of the ancients but not too far from them, as a factor of individual and national awareness and responsibility, and perhaps less as a temptation in corporatist financial style, of accumulation, possession and disposition at will, of the last and most devastating god: profit at any cost.

- g. Previously, a series of stresses have been made regarding the capacity of tourism to recover quickly and for the general good or this capacity is seriously endangered by at least two of the basic characteristics of globalization:
- the mimicry, as a vector of uniformization, undermining and systematic destruction of everything that is given as a specificity through traditions, culture, free spirit and geographic space that should be managed maybe in a more responsible way than in a sustainable way;
  - the “industrialization” and the transition to mass tourism has had and has devastating effects to the the tourism–man–nature relationship through the unlimited attack and depreciation of the natural environment without which one has no reason to speak of tourism, sustainable development, and so on.
- h. On the one hand, in close connection with the aforementioned idea, according to which tourism could carry the task of reviving an entire national economy, the idea that all tourism would, after some, also be the panacea solution to more extensive endemic unemployment on economic spaces should be fought. Tourism, like any other self-sustaining economic branch from a managerial and administrative view point has its own specificities, its own rates of growth and development and by no means an infinitely elastic, but well-defined, capacity for instant absorption of manifest imbalances in the space of the national economy, in the absorption of the labor force and especially of any labor force. And it might not be uninteresting to underline the fact that, as a rule, this absorption capacity of the available labor force is lower as the foreign capital is present on the market.
- i. On the other hand, although strongly dependent upon culture and traditions, thus being a more "conservative" area, tourism is open to (and sometimes it is even invaded by) new information technologies, especially in the area of marketing and public relations. For example, internationally, the first four major “tourism providers” are the US, Germany, Japan and the United Kingdom, which are countries that provide about 40% of the international number of tourists and over 80% of those who use the internet as a tool and source of tourism, information, reservation and payment.

We conclude these brief considerations on tourism and globalization by stating that if tourism has crossed, crosses and will cross all borders at all times,

not the same can be said of globalization which will always create new borders where it destroys the old, natural and historical borders. But this is an aspect that no longer has to do with tourism.

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