

IMPACT OF GLOBAL ECONOMIC CRISIS ON INTERNATIONAL AND NATIONAL TOURISM

Abstract

The economic crisis is one of the most important events of the last period and it was felt in every economic sector of each country. Tourism, as an important sector of the economies, was affected too. Lack budgets made hole in the economy, population has dropped resigned and expensive trips or long vacations. Such revenues began to decline. We present in paper a top job of countries that have experienced crisis in the tourism sector, making the current fall in income to foreign tourists, but also a ranking of countries remaining interest news, such as France or Italy, which recorded continuously an explosive number of tourists.

As for Romania, we could only appreciate how expensive it is a brand of tourism, lack of promotion originalitate and inadequate, making a comparison with the beauty of the country, which leaves the impression that there really are unique travels, wild places and experiences full satisfaction. We tried to outline all aspects of tourism attributes on global economic crisis, hoping to make it available on.

Key words: tourism, global crisis, decrease, country, economic

1. Method and Methodology

Analysis, comparisons of the international and local dates and interpretation.

2. Introduction

First, there were practical reasons to make people move, how they were hunting for example natural disasters, but they have changed with sedentary intervention. Then came other reasons, the divinities pilgrimage temples foreign trade and the need to maintain public relations and even colonies in distant lands. Finally travel have developed "tourism" which now represents an important sector of the economy.

I will try in this theme to analyze the economic crisis on the sector, to introduce a top of the most affected areas of the world tour and why not a ranking of countries not felt the crisis in tourism, receiving the same number of foreign visitors .

In the end I will analyze the Romanian tourist brand, how it is perceived in the world and why it should be taken into account in future tourist rebranding

Better to follow the theme.

The global crisis is one of the most important economic events in recent years has been felt throughout the world. It started in the U.S. as a "tornado" and in turn has affected all economies, each sector having suffered. Was also an opportunity for a lot of analysts renowned financial institutions, teachers and business people to express their views on this subject.

Among those who have predicted these events I'll remember about Paul Krugman, an economics professor and Nobel Laureate in Economics in 2008, which was one of the advocates of government support for economic sectors affected.

"I would have never believed that 1931 will be repeated in my lifetime, but this crisis makes me think of that situation from several points of view " - Paul Krugman (13.10.2008 - www.ziare.com)

Another professor of economics who has expressed the view is Robert Shiller, operating at Yale University, is one of those who correctly predicted both financial events of the last decade, the stock market, shares of dotcom companies in the late '90, as well as real estate, which sparked the 2008 economic crisis.

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And finally the famous "Dr. Doom", another specialist in economics who predicted the 2008 event. He supported the idea that traditional monetary policies are increasingly ineffective, and those responsible will face a strange economic phenomenon, a combination of stagnation, declining standards of living, purchasing power and also the price and governments will be the only source of money to banks.

"When the U.S. economy will shrink, the whole global economy enters into recession. Europe, Canada, Japan and other developed economies will be severely affected. No emerging market economies, related to the developed world, trade in goods, finance and currencies will not escape the real pain" (Nouriel Roubini).

The sectors most affected were in turn:

- Property, their value decreased by half and entering buildings at a standstill. Currently, just over half of construction firms have resumed work;
- Banking, many foreign banks are required to leave the money in the country are located, in order to help the economy;
- IT projects affected by the delay, access to credit, price pressure, fear of outsourcing and declining exchange network
- Entrepreneurship by increasing taxes stifling business environment;
- Auto, automobile manufacturers and divided into those parts, who have faced pressure to moderate prices. Auto retailers have experienced a relative erosion of market value (10%);
- Agriculture-through lack of investment, the

We felt that tourism is the beautiful side of each economy as long as advertised. We will try to analyze what is the stage of tourism sector and how world crisis affected the sector.

In 2009 a top year after the global crisis has been established that the number of tourists decreased by 8.1% and the devaluation accompanied by falling prices was not a way of attracting tourists. The most affected countries around the globe were as follows:

- JAPAN - to an annual record number of 8.4 million foreign tourists decreased by 22.1% of revenue. Appreciation of yen father made a trip to Country Rising Sun to cost twice more than in Korea, it's country neighbors;
- GREECE - the most popular summer destination for a decrease in demand for package tours both in Europe and other corners of the world. The reason was that the decrease in tourists have abandoned budgets for long distance travel and the flight cost. The annual number of tourists brought 17.5 million of revenue decreased to 18.2%;
- PORTUGAL - a pretty impressive number of 12.3 million tourists every year, has encountered difficulties in the tourism market, unable to cope with low cost destinations such as Tunisia, Turkey or Morocco, so it brought a decrease in revenue from tourists 15%.
- CROATIA- an impressive territory, with some angelic beaches and a high brand promotion to the rank of 7 stars out which earned more than 9.4 million tourists annually, following the crisis suffered in a fall in tourist revenue to 6 %;
- CZECH REPUBLIC- with its impressive Prague, quite expensive, a real magnet for tourists registered a 7.1% decrease in revenue even if the number is 6.6 million foreign tourists per year;
- SPAIN-country with the highest annual number of foreign tourists so far, about 57.3 million, of which only 14 million british, felt the magnitude of the economic crisis in the UK, recording a decrease in revenue of 17.2 %;
- VIETNAM-country brings us first recall the wars, has a total of 4.2 million tourists annually, but unfortunately I fell in income Thailand expense by 16.1%.

To our surprise we saw how some of the most visited countries in the world have had decreases in incomes, either because of too excessive currency appreciation, or

because of quality standards, either because of lack of promotion. These are just some of crisis-affected countries that have pushed the world to learn to better promote tourism. The same situation was found and ROMANIA.

It is an impressive country, with the most varied forms of relief. The most beautiful mountains in Europe, impressive forests, caves have largely been attracting researchers each year, hot springs, over one third in Europe, a few decades ago were the focus aristocrate class, historic towns and castles dusty previous years its still waiting tourists.

From my point of view I think we have the most beautiful country, but unfortunately many times we hear the phrases "Romanians are not ever going to change" or "we do not ever see what is in others. " We used to view all optimistic and tend not to heed them, trying to promote the hidden beauties of the country.

Romania's tourism potential is no less than other countries, but a specific pool of individual perceptions of fantasy and not let the Romanian foreign and especially to choose Romania as a tourist destination, though investment efforts in the development and modernization of structures superior tourist class and the growth rate of capacity are growing.

What does the Government especially the Ministry of Tourism for the country? Romania is a fascinating country par excellence, so that the Minister for Tourism, Elena Udrea, to think how to promote. We paid 900,000 euros a tourism brand, lot, to find that there is actually an original concept that we lack a clear brand positioning and key concept absences. Promote the image of the "Explore the Carpathian Garden" when many foreigners do not even know where they are located Carpații.Cum seen strange brand? - "Dracula is better than one leaf." Austrian branding expert Michael Bradtner ("What foreigners think about Romanian tourism drandul" than a leaf, more than Dracula. "- 08/04/2010 - www.hotnews.ro), critical Unqualified initiative of the Ministry of Tourism in Bucharest and proposes a bold campaign "Discover the land of Dracula." And comes the icing on the cake: no original brand for 81st place out of 102 in the world.

We go forward with expert advice: "If you wanted to make such a point differentiator for Romania, it seems to me overrated, given that countries are more likely to have a tenderer than ours and that you access more easily, and here I mean the roads passable "- said Beatrice Danis, managing partner of branding consultancy agency BrandTailors. And Romanian brand again lead us into error, hard to remember and can not say that the Carpathians are only ours. It's pass through other countries: Austria, Czech Republic, Slovakia, Poland, Hungary, Ukraine and Serbia.

Promoting tourism in Romania started with the idea: What is seen as a country in the eyes of tourists. Most have argued that it is a unique country that offers trips with wildlife, with places to explore and experience rewarding experiences in touching scenery and unique cultural heritage. All this forms a contrast and an enviable tourist image.

We go farther with the story of tourism and learn that there are countries that have experienced recession in the tourism sector during the crisis, countries that have growing numbers of tourists, which helps the economy .

- FRANCE- has a place one, the most visited, with an annual number of tourists from over 74 million. The principal attraction is the Eiffel Tower and why not Disney Land Park.

- UNITED STATES- occupies two venerable place, with a total of 54.9 million tourists annually. The most visited cities are Washington DC, California, Chicago, New York and San Francisco;

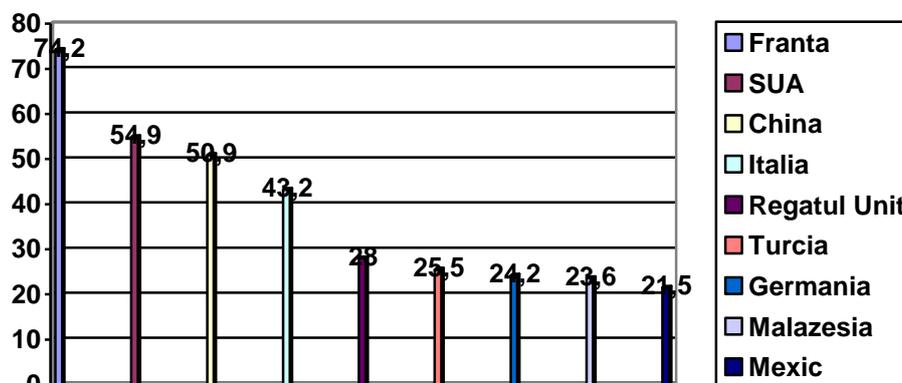
- CHINA- near the oldest country in the world enjoy 50.4 million tourists annually. Great Wall Chinese, culture and history are a source of attraction;

- ITALY-famous for its architecture and history. Once an empire that dominated the continent, a country now that we "comfort" with its beauty. Annually has more than 43.2 million tourists;

- UNITED KINGDOM-university center and business center at the same time, enjoy the annual visit of more than 28 million tourists.

Figure 1.1

Top most visited country in the world (2010)



Source: Made by authors, based on datas downloaded from the website www.wikipedia.org

We could continue with the tables, enjoying the image that we create the names of countries. But to see what the current situation of tourism in the world. The economic crisis has left traces of claws deep in every economic sector, but with the same attitude and the "cold wearing clothes" and withdrew "his vacation in the closet" until the next recession, which is announced as soon as . Basically natural phenomenon from Japan, namely the tsunami, and the Civil War in Libya announce that there will be a new world economic crisis.

So tourism has made the crisis even has a face and started to record growth in 2010, which led in turn to economic growth. World Organization of Tourism announced that 2011 will be full of opportunities for tourism. According to a report by the international tourism sector grew by 7% in 2010 compared to 2009, while announcing the end of 2011 an increase of 5%. Most tourist destinations have reported increases that allowed the losses caused by the crisis and the recovery of the tourism sector has occurred at different rates depending on region and level of economic development. The same statistics for 2011 announced an increase in tourism in Asia by 13%, Africa 6%, Europe 3% and 8% in the Americas.

In CONCLUSION, the tourism industry is practically the oldest branch which brings income economy. Tourism is not just the beautiful side of the country, is culture, history, architecture, landscapes, which together form a picture to enjoy the tourist heart and mind relax so intractable, a holiday would charge batteries for another year of work. The Tourism Ministry, in my view, should consider and take into account the joys of tourists, and when promoting their country should take into account known as the world.

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