
Highlights of Tourism Organization and Methods

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Our approach is based on the obvious fact that global tourism has turned into a large-scale phenomenon that has been always creating new challenges with a major impact on the economic and social development. Thus, tourism has increasingly become a main economic sector with great potential, whose operation requires an efficient management.

As is well known, Romania has great natural tourism resources: seaside resort, mountain, spa etc. ensuring the performance of this type of activity throughout the year. To this, it is added cultural, entertainment tourism, etc. However, the overall finding shows that the huge potential we talked about is not sufficiently valued and many tourists prefer coastal resorts especially in neighboring countries: Bulgaria, Turkey and Greece, which raises questions on the competitive ability of the Romanian tourism.

Keywords: *tourism organization, method, structures, circuits, flows, tourism resources, tourism operators.*

Jel Classification: *H32; L21; L83; M10; M41; Q28.*

Introduction

Correct understanding of the structural organization of circuits and information flows is of great importance for the rationalization of measures on strategic level regarding the Romanian tourism development. As a result,

our approach aimed, primarily at some approaches on the structure of tourism, its components, as well as the role and place of each element in the configuration of some efficient strategies. We also revealed important issues related to the methods of organizing and conducting tourism activities, action circuits and information flows.

Literature Review

The continuous development of tourism, its global major importance for economic and social development made it necessary not only its regulation, but also an approach in terms of science, evidenced by an extensive specialized literature. From this, we selected a number of authors and works that we consider relevant to the topic chosen.

Thus, Rodica Minciu in the „Tourism economy” (Bucharest, 2004), approaches tourism as an economic and social activity, organization matters, resources, as well as material and technical basis of tourism.

Gabriela Stanciuescu and Gabriela Țigu in the „Tourism operation technique” (Bucharest, 1999), shows practical aspects related to marketing of tourism products and services, templates of conventions and agreements, payment instruments and methods.

Cristiana Cristureanu, in „Strategies and transactions in international tourism”, (Bucharest, 2006), develops important matters related to the economic dimension of international tourism, macroeconomic policies, tourism services and their distribution.

Gheorghiuță Căprărescu in „Strategic management of trade and tourism company” (Bucharest, 2009), approaches the conceptual framework of strategic management, strategic capability analysis of the tourism company and the strategic global steering.

Ruxandra Andrei, Mihai Copețchi and Lidia Dragnea in „Manual of operational techniques in tourism activity” (Bucharest, 2006), deals extensively the tourism agents, structures and tourism operation techniques.

Bernard Colasse in the „Corporate financial analysis” (Iasi, 2009), approaches issues relating to the method of financial analysis, performance analysis and analysis of the loss risk and other practical matters of the corporate analysis.

Sever Gabriel Bombos in the „Management liability” (Bucharest, 2003), highlights the main elements related to the contravention, material

and criminal liability of managers for the organization, planning and management of economic units, in compliance with regulations in force.

Vasile Răileanu and Adriana-Sofia Răileanu in „Tax and accounting approaches on taxes and fees” (Bucharest, 2009), approaches practical matters of organizing the activities of determining, calculation and payment of taxes and fees.

Specific contents

Approaches on tourism structure

In order to clarify these issues, we consider the various ways in which tourism is defined. Thus, „by tourism is meant, first of all, all the activities through which the individual spends his spare time and, secondly, the industry of goods and services designed to meet the desires, motivations or preferences required by tourists at the place of destination” (Cezar F.Ivanof, 2007, pag.15). In another vision, „tourism, in the modern sense of the word, is a phenomenon of our times, based on increasing the necessity of restoring health and changing environment, growing the feeling for the beauties of nature, as a result of the development of trade, industry, as well as the improvement of means of transport” C. Cristureanu, 2006, page 21).

Based on these definitions, but also on other elements resulting from doctoral research, I have concluded that „tourism is a socio-economic phenomenon that shows itself in the form of human, mass movement, with a continuous, repeated or periodic character, at different time periods, from the origin area to the tourist destination. In carrying out the tourism act, there is a combination of three elements: the movement for tourism purposes (dynamic component), concentrating in the areas of destination, with small travels in the local horizon (static component) and changing the geographical landscape, as a result of tourism activities by infrastructural tourism facilities” (T.O.Calotă, PhD Thesis „Accounting information for management in tourism, hospitality and leisure”, 2010, page 11).

Also, on the same basis, we considered that the structural elements of tourism can be summarized as in Figure 1.

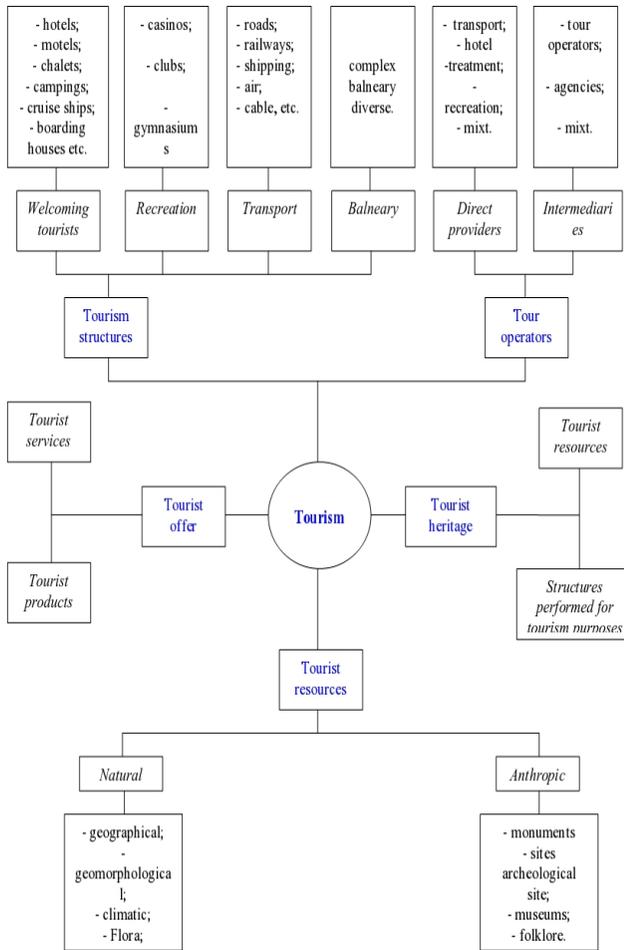


Figure 1: Tourism structural elements. Adaption after Calotă Traian-Ovidiu, Thesis of Doctorate as subject "Accounting information for management in tourism, hospitality and leisure", Bucharest, 2010, pages 12-15).

This highlights the five elements that we deem essential to the organization and operation of tourism activities: resources, assets, supply, structures and operators.

On the accurate and complete understanding of the place and role of each element depends the effectiveness of configuration of any tourism strategy, both at national, regional and local levels. Also, on the networking

of opportunities provided by each item mentioned largely depends the business success of any tourism business operator.

Therefore, choosing the best organizational options and methods of operation, obviously by ensuring the necessary capital become basic requirements for obtaining success, or, in other words, maximizing profits from tourism activities. Meanwhile, the overall picture provided by items included in Figure 1 highlights the breadth of coverage of tourism activities, their interconnection with other areas of the economy, which shows the impact that it has on the overall effort to achieve national interest which, in our opinion, can be expressed as being the building of a powerful, prosperous and honorable Romania.

Therefore, we believe that the main elements related to the systematic organization and operation of any tourism activity, one of the most effective variants being shown in Fig.2

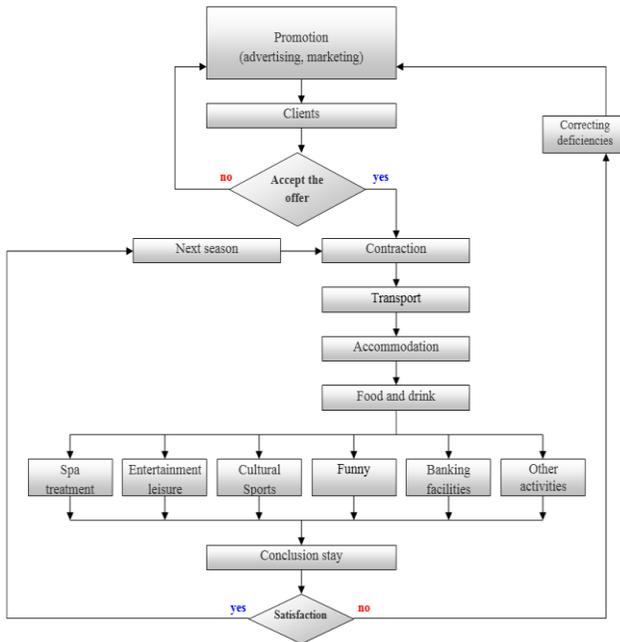


Figure 2: Option on the main sequence tourism activities (After Traian Ovidiu Calotă, Thesis of Doctorate as subject "Accounting information for management in tourism, hospitality and leisure", Bucharest, 2010, p.16)

The activities presented in Fig. 2 and their sequences are essential for achieving competitiveness. Each of these requires a multi-criteria approach for determining the optimal solution, an extremely difficult operation; because, at the same time, approaching needs to take account its interacting with the other activities. Also, it should be permanently taken into account the existing legal framework (national and international) and the characteristics of the economic, political and social environments.

All this requires the existence of a critical factor in the decision making, namely information that must be timely, complete, accurate, reliable, etc., and such goal can be achieved only within a tourist entity organized as an integrated information system and the existence of a professional management.

Boundaries on methods of organizing and conducting tourism activities

In the PhD thesis, I outlined that „tourism, as social and economic activity has grown and prospered through the ability of operators to organize and carry out more diverse and best quality tourist services [...] That popular forms and methods have been searched, leading to the maximization of profits, but, at the same time, have influenced the growth of performance and ways of action (specialization), including the configuration of operators". (T.O. Calotă , PhD Thesis , 2010, page 39).

Based on these considerations, we find a delimitation of concerns of tourism operators, between the domestic, investment, operational improvement, management improvement, communicative etc., as well as the most effective distribution of services and products supplied, the direct and indirect ones (details in Figure 3).

The flow described in Figure 3 indicates, for the producers of services and tourist products, the importance they should grant to the identification of the most effective intermediary agents and contracting with them, of distribution services, so that passing through the distribution channels do not affect their image by use of some underperforming intermediaries.

Also, production circuit (services / products), tendering (directly and / or through intermediaries), acceptance and consumption must be monitored from two perspectives (producer and intermediary), along with a

special focus on feedback. From this point of view, measuring the customer satisfaction plays a crucial role in their loyalty and achieving a high (fiable) level of acceptance of offer in each tourist season.

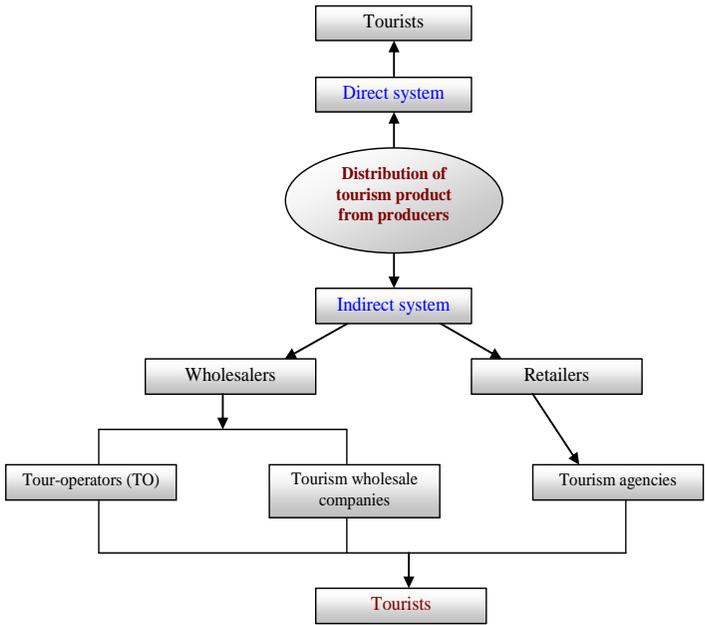


Figure 3: Organizing the distribution of tourism products (according to Calotă Traian-Ovidiu –PhD thesis „Accounting information for management in tourism, hospitality and leisure”, 2010, Figure 1.8).

Based on these considerations, in Fig. 1.4, we explained as a structured flowchart, one version of the tourist circuit: manufacturing, tendering, distribution and consumption that also locate the key decision points.

In our opinion, the model shown in Figure 4 can be a useful reference to any contractor who intends to set and conduct a business in the tourism sector, as it indicates the main weaknesses that generate vulnerabilities (quality assurance, competitiveness of quality / price ratio, accurate and appropriate assessment of customer satisfaction, while taking the necessary measures. Either of these weaknesses may disrupt the normal

circuit and cause malfunctions, with negative consequences upon the main goal of business: to maximize profit.

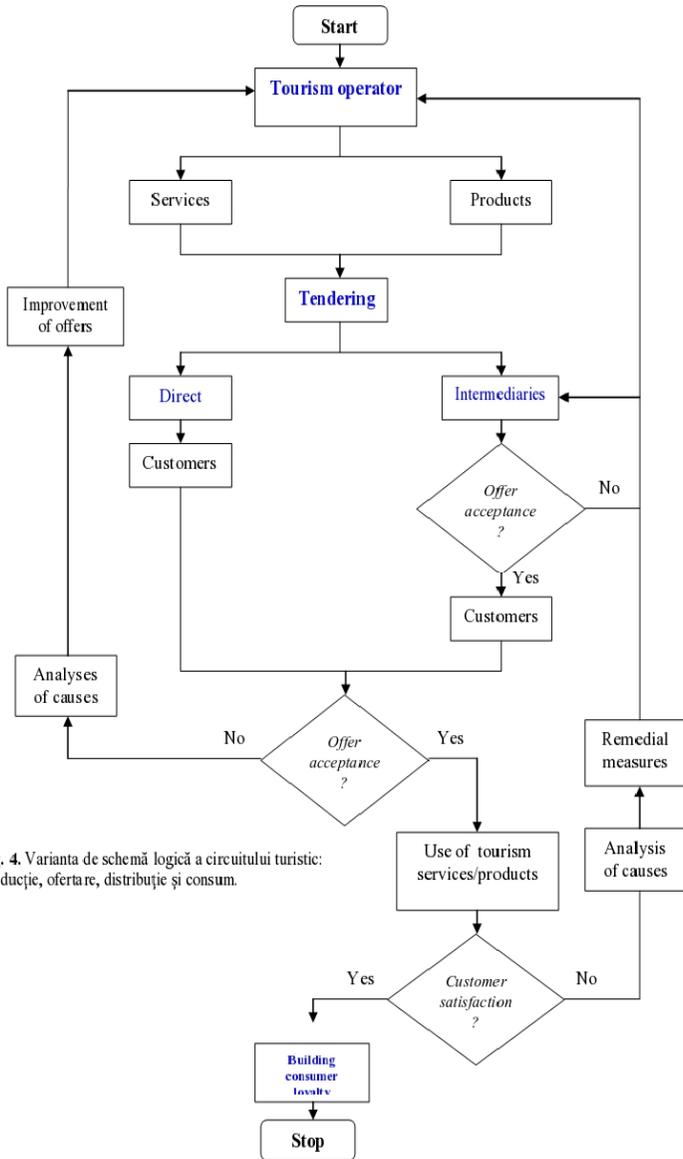


Fig. 4. Varianta de schemă logică a circuitului turistic: producție, ofertare, distribuție și consum.

Figure 4: Logical schema version of the tourist circuit: manufacturing, tendering, distribution and consumption

Conclusions

As any other type of business, tourism should be based on a structural organization appropriate to the objectives proposed, an efficient quality assurance system, as well as a professional management. This goal can be achieved with the tour operators in Romania only if tourism, as an economic sector is set and regulated by the Romanian government according to economic criteria and scientifically substantiated objectives, as well as in terms of accomplishing national interest.

Therefore, we deem to be very important the continuous improvement of strategies and especially, of government measures for the stimulation of further development of this important economic sector.

Acknowledgement

This paper has been financially supported within the project entitled “Horizon 2020 - Doctoral and Postdoctoral Studies: Promoting the National Interest through Excellence, Competitiveness and Responsibility in the Field of Romanian Fundamental and Applied Scientific Research”, contract number POSDRU/159/1.5/S/140106. This project is co-financed by European Social Fund through Sectorial Operational Programme for Human Resources Development 2007-2013. Investing in people!

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