

TOURIST INNOVATION AS THE KEY TO MODERNIZATION OF SOCIETY

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Abstract:

Innovations become a key factors influencing the direction of contemporary society in its modern and post-modern forms. And of course, strongly influenced socio-economic relations and trends in them. Inevitably imposes that behind every stage in human civilization stands namely concrete innovation that can be named and which provokes the transition to more developed social relations, cultural layers and sophisticated lifestyle.

In this context, this paper investigates and analyzes the role and impact of innovation applied in the field of tourism and the importance which they have about modernization of contemporary society.

Undoubtedly, tourism is extremely dynamic and popular sector, encompassing a growing number of users and a significant contribution to the economies of developing countries. Review of numerous studies of user-tourists shows that most of them relating to or associated with the so-called elite travelers. This specific group is characterized by a preference targeting luxury tourist destinations, characterized by high levels of luxury and innovation in terms of products and services provided. And here's the challenge - to establish the role of innovation inherent in luxury tourism in shaping consumer behavior and spread of the sphere area of tourism in a daily life, like a winner of progress and determining future trends in the modernization of human society.

Keywords: tourism, elite, luxury, modern society, innovation

1. RESEARCH INTRODUCTION

The socio-economic trends characterizing the development of modern society are inherently complex, dynamic, interconnected and simultaneously creating and defining a new relationships and processes about complex dynamics in the development of modern society.

Looking at the history of human society it is clear that its modern form is due to rapid economic and social development over the past 100-200 years only.

Based on historical studies of the emergence and development of human society, its age is about 40,000 years, the development over this long period is characterized by the sequence of processes characterized by continuity in time and without drastic and significant dynamic phenomenon and processes. Due to these facts the last 100 to 200 years of human history are extremely unusual time based on its current development.

All scholars who research and browsing this economic and social phenomenon in the development of human society is united around the common argument that these new dynamic processes are influenced by the advent of industrialization and innovation that it creates and uses (Dimitrov, 2006). The invention of the steam engine, electricity, telephone, radio, television and in the middle of the last century Internet are key tenets in the development of modern socio-economic society.

It is the dynamics of human society based on these key factors, and other breeds or indirectly related to arise in the last 100-200 years. Considering these factors can be found, they can be characterized as innovative for its time.

Here is the place to bring a definition of the term "innovation": the term derives from the Latin "novatio", which means "in the direction of change." But in its modern form term can be characterized as: use of new ideas, processes, products, services and practices in more or less commercial way based on new applications in science and engineering.

Based on the facts of the development of human society, it can be establish that innovations are keys for modernization and transformation into the form that we know today.

2. ESTABLISH OF THESIS APPROACH

The concept of this study is to reveal the role of tourism innovations for modeling the modern society. In this sense, we will look at tourism as a specific socio-economic phenomenon with an impact on the development and shaping of modern society.

Tourism can be seen as a significant and remarkable phenomenon in terms of the modern world and society. History shows that tourism begins to form as a process started as separate trips by religious pilgrims, members of the nobility, artists or by political reasons. The fact is that at the time when the potential for long distance travels are provided for more ordinary people, that is the beginning of the economic and social phenomenon "tourism." The end of the 19th century was the time when tourism began to develop in the mass range, with its progressive development during the interwar period is only in its history, which slows these low rates. It is because of this fact may highlight the fact that the early 50-ies of XX century, considered and adopted at the beginning of the era of mass tourism. During this period, tourism is developing rapidly and comprehensively affects all spheres of economic, cultural, social, and political life of human society. As with some scholars have defined tourism as a phenomenon of the XX century (Stankova, 2008, 63).

To clarify the nature of the term tourism, but considered in the interest of the current study is to present tourism as a concept or term characterizing trips for pleasure, relaxation and positive experiences.

The variety and constantly changing needs of modern tourists affected by the specificity of their lives, relatively sophisticated the complex nature of the tourism product. The critical importance of tourism

as a socio-economic phenomenon is determined by the fact that it's held a leading position in the economies of many countries around the world.

Modern human society is characterized by many specific processes and factors that determine and guide the direction of its development. Typical processes are modern industrialization, globalization, commercialization and perhaps the most important factor determining contemporary society-time, or rather the lack of time. This specific factor in today's fast-paced modern world and society determines the appearance of some new and negative processes such as stress, lack of peace, tension and more, a key feature characterizing and their presence determines the dependence of modern society from tourism. Which offer one of the few advanced capabilities to combat with negative socio-economic processes and phenomenon.

The positive role of tourism lies in its essence, namely the existence of positive moments and experiences that lead to the release of the negative effects caused by the dynamics and specifics of modern society.

"Escape" in nature whether at sea or mountains or just peace in a cultural and historic site or landmark factors are highly sought after and valued by modern tourists. We can point out several factors that determine the positive role of tourism in contemporary modern society, but for the purposes of this study will reveal some specific features of the so-called luxury tourism, which directly reflects the current socio-economic trends in the society of the XXI century.

Studies on contemporary tourism development in recent years have highlighted the trend of increasing number of tourists with more severe economic opportunities and seeking adequate solutions for rest and positive experiences, determined by the daily workload of modern humans.

Much of this specific group represent the business, politics, sports and movie stars who lead a life filled with stress, lack of time, peace and seclusion. This combination of specific factors and conditions imposed namely development of this new form of tourism, namely the so-called elitist or luxury tourism.

Specific in this kind of tourism is that elitist(luxury tourists) tends to split with significant financial resources and travel long distances just to get their desired holiday characterized by the lack of stress and tension, and the presence of relaxation, excellent service and satisfaction in every aspect. Typical luxury destinations are Dubai, Maldives, Monaco, Caribbean and countries such as Italy, France, Switzerland, USA, etc. These tourist destinations attract many tourists from the all over the world and carry a notion of elitist tourism.

Examining the trends in luxury tourism we can find a clear dependence, namely the fact that at the beginning of the formation of the luxury tourist destinations tourists headed to them because of the extremely well-organized infrastructure, comprehensive physical availability, security and sense of class and luxury which they attach. But in recent years due to the specifics of contemporary life and society stood clear trend of a shift towards a more peaceful and remote luxury tourist destinations for more complete and refreshing holiday.

For the needs of this research will be reviewed the information about Top luxury tourist destination in following years:

Table 1: Top Luxury Tourist Destinations for 2013

1. Australia
2. Bora Bora
3. World cruise
4. Tahiti
5. Italy
6. European river cruise
7. South Africa
8. United Arab Emirates
9.Sredizemnomorski cruise
10. Fiji
11. new Zealand

12. Antarctica
13. Galapagos Islands
14. China

Source: <http://www.travelagentcentral.com/trends-research/top-10-luxury-travel-destinations-2013-travel-leaders-38737>

Table 2: Top Luxury Tourist Destinations for 2012

1. Cambodia
2. Finland
3. Nort East Tailand
4. Slovenia
5. Vienna
6. Oman
7. Panama
8. Ukraine
9. Aisen, Chile
10. Burma

Source: Croughton P., 2012, <http://www.stylist.co.uk/life/places/10-best-travel-destinations-for-2012#image-rotator-1>

Table 3: Top Luxury Tourist Destinations for 2011

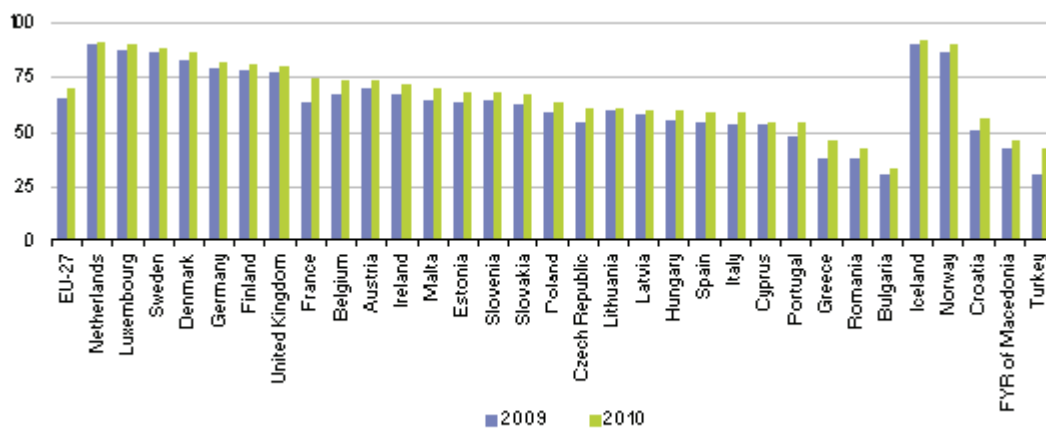
1. Dubai
2. Maldives
3. Barbados
4. Courchevel-France
5. New Zealand
6. Bostwana
7. Monaco
8. St Lucia
9. Paris
10. Singapore

Source: <http://traveltamed.com/luxury-travel-destinations-around-the-world/>

It's can besaid that tourist destinations such as the Maldives, the Caribbean islands, the islands of French Polynesia, Australia and Oceania, some part of Europe, Middle East and East Asia as well with some islands of Mediterranean Sea have become major magnets for luxury travelers. Specific combination of relaxation, lack of so-called mass tourism, security, suitable climate, lack of stress and the presence of positive experiences and luxury define these destinations as reflections of current trends in our modern society.

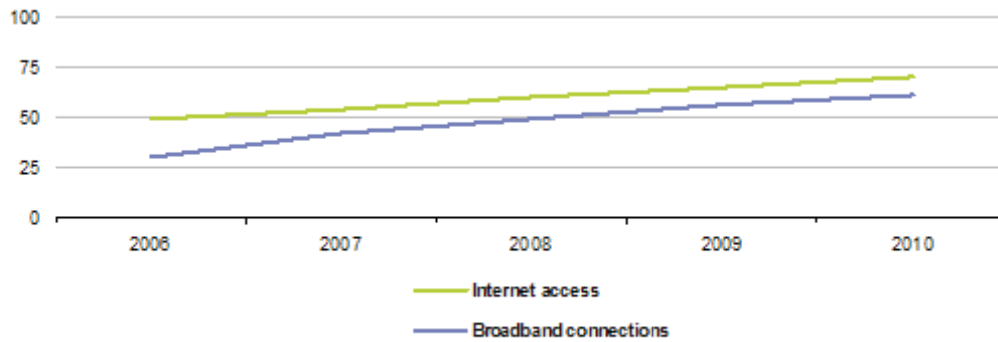
The fact is that today's lifestyle is associated largely with information and communication technologies indirectly determine the dependence of tourism on them.

Picture 1: Internet access of households, 2009-2010 (% of all households)



Source: Eurostat (online data code: ts_iir040)

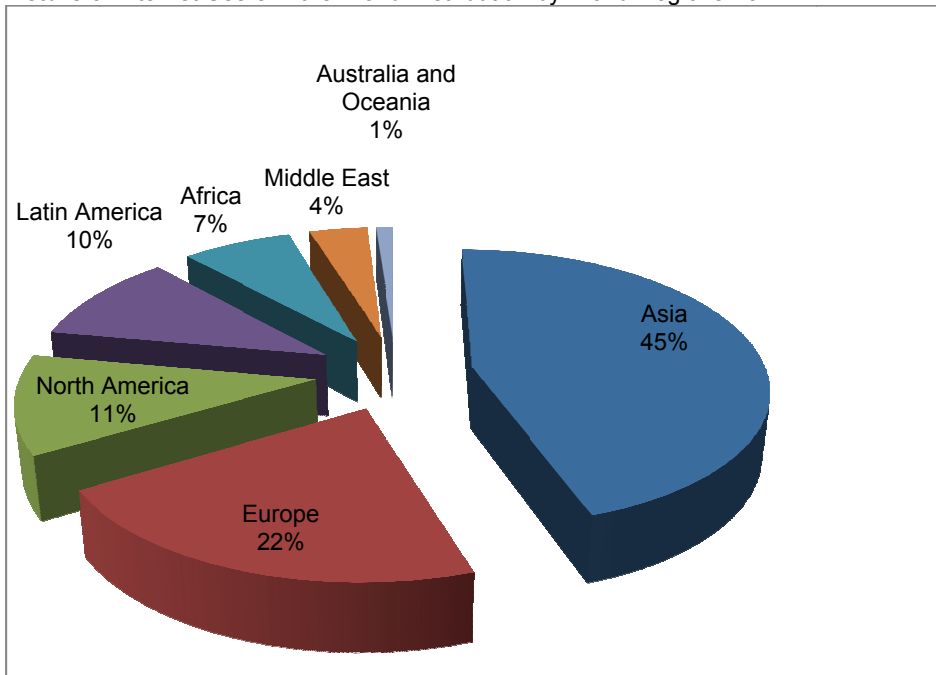
Picture 2: Internet access and broadband internet connections by households, EU-27, 2006-2010 (% of all households)



Source: Eurostat (online data codes: is oc_pibi_hisc and is oc_pibi_hba)

For the purpose of the current study will look at a specific aspect related to the modernization of the human society due to the rapid development of information and communication technologies. Considering this aspect in the last fifty years there is only one information and communication phenomenon that goes forward and changed human history in all its aspects, namely the Internet. Today, modern society can't exist without the Internet, almost any business can't be done, even many of the social activities in various aspects can't be realized. Internet is a universal and global means of communication and information, because of this fact is inevitable its impact on the development of tourism worldwide.

Picture 3: Internet Users in the World Distribution by World Regions-2012



Source: Internet world's statistic, <http://www.internetworldstats.com/stats.htm>

The fast-paced lifestyle, lack of time and desire for a positive and relaxing holiday are major factors which make Internet leading factor regarding the implementation of all activities related to tourism demand and supply. Global information and communication network provides exceptional opportunities for tourists to satisfy all their interests and to get answers about questions that preoccupied him and determine his choice. Virtual tours to different destinations, different hotels, cultural and historical sites and natural attractions contribute to the planning and implementation of positive travel experiences. The possibility of remote object selection in which to place a holiday, vacation or just traveling, combined with information about attractions, the value of individual services, as well as comparison of tourist destinations offering a similar range of tourist attractions and services is a criterion, highly valued by today's travelers. With laptops, smart phones and tablets currently

popular, every tourist can reach its desired information by Internet. Many of the leading telecommunications companies currently closely with software companies create special applications to improve the level of services for tourists. They provide more information about the tourist destination, GPS location, specific maps or images that a clearer picture of the area in which is located the tourist, etc.

Of course, extremely appreciated is the opportunity by Internet for fast and easy financial payment from anywhere in the world. These opportunities allow quick and easy selection of tourist destination in combination with financial payment or prepayment, which allows the customer to obtain the best possible price on the market.

With regard to the actual stay in a particular destination, information and communication technologies play a role only to improve tourist services and creating positive tourism experiences. And at this stage of the tour is the leading Internet service factor allows quick and easy access to information and services no matter their nature. The purchase of transport tickets or tickets for cultural event or so-called "online" shopping enables tourists regardless of the country where it seamlessly to meet their interests and desires. Leading service in recent years has been hiring cars over the Internet or telephone by tourists, which they can improve their mobility and to implement their travel plans.

A substantial body of information and communication technologies in tourism is the opportunity to offer the tourist destinations of television programs broadcast programs in languages corresponding to the nationality of the tourists. This fact provides sufficient information for tourists about the world and its own country no matter where it carries out its tourist activity. In the context of this aspect of digitization of television signals as innovation in modern communications is an important factor determining the quality of services, while influencing and final impressions of a tourist destination.

Information and communication technologies are a factor closely related to the development and modernization of modern society. The possibility of global access to information, rapid communication from anywhere in the world helps to define the processes of globalization in contemporary modern society.

The fact is that the XXI century tourists seek to satisfy all their desires, which in turn raises for achieving a travel in luxury and high-category destination for rest and relaxation. Feeling that takes tourists during such a holiday or vacation is simply connected with exclusivity, luxury and elitism, turning away from the mass and class membership of a particular social group. All these sensations are extremely desired by every tourist, irrespective of its physical and financial resources. Of course, the luxury tourist destination must meet all modern requirements for information and communication services, security, quality and level of service, especially the provision of services that are not subject to mass consumption. The combination of innovation and luxurious surroundings coupled into an elite tourist destination and point the direction of development of tourism in the world and especially in particular the development of luxury tourism.

There are many innovations that should be noted as electronic and remote customer service. The opportunity for quick and easily access to information or services offered by the tourist destination is extremely valued by elite tourists, as this model of work and organization saves additional time which is valuable for today's elite travelers. Another important innovation widely spread in tourist destinations is related to security. A typical example of an electronic locking systems all photo and audio devices in order to avoid compromising consequences for luxury travelers who are members of the elite class of society and accumulate high degree of public interest. Radar installations, the safety systems of the missile and bomb strikes in recent years can be seen as a necessary part of the technical support of any elite tourist destination. Not at least in this area is the possibility of widespread use of Internet with high speed data received and satellite connection supporting business initiatives of elite travelers.

Most of the luxury tourist destinations implement electronic service by creating a database of every single elitist tourist. This fact determines the possibility of optimal service according to their preferences and interests that accumulate in the already existing database information. One of the main desires of today's elite tourists is the ability to be recognizable and receive personal service and attention. The professionally designed and used data base and high levels of service, become luxury tourist destinations preferred and desirable places to visit and relax.

Innovation and luxury tourism are inextricably linked and are a reflection of modern society. It is a fact that the XXI century tourists are willing to do anything to satisfy their interests and desires, but they require the best in all areas of tourist services in combination with the latest achievements of scientific and technological revolution.

For the purposes of the current research interest is the discovery processes recharging patterns and practices of luxury tourism in everyday life.

3. CONCLUSION

Today's modern society is closely related to information and communication technologies, as well as the latest achievements of scientific and technical progress. The fact is that all technologies assimilating as innovative for its time at the beginning of its application and use are available only to certain circles of society with the necessary financial means to access them. Before the mass popularization of each new innovative product or technology they are described as luxurious and exclusive. In light of these facts emerges and develops luxury or so called elite tourism. A key concept of this type of tourism is related to the access and use of innovative technologies in terms of tourist services while out and promote their mass determined by the number of tourists worldwide, whose number is constantly increasing (World Tourism Organization UNWTO, 2002)

It is this pattern determines the supply of innovative tourism models, products and services in everyday life in today modern society. The establishment of Internet as major leader in information and communications technology determine its wide application in all spheres of life of ordinary people. The fact is that modern society of XXI century can't imagine their existence in terms that we know today without the existence of the Internet.

Techniques for remote services in tourism led to the introduction of new models, processes and services in the social and economic life of society. Upgrading security systems, video communications and broader access to information also are widely used in all areas of life.

Tourist innovations are really the key for modernization of the society. The combination of positive factors such positive experience, rest, lack of stress, comfort and exclusivity are the driving force behind this thesis. The mass character of tourism gives access to tourism innovation for huge number of people around the world. Hence the supply of these elements in everyday life can draw the conclusion that the main factors which forming species, regularities and trends of modern society are tourism and innovation and in light of current research the combination of them.

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