

TOURISM, GLOBALISATION AND SUSTAINABLE DEVELOPMENT

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Abstract:

In contemporary terms, tourism is a highly complex, multifunctional, multidimensional, and dynamic category of national and international significance. Therefore, it is necessary to primarily consider and analyse the very concept of tourists and tourism; its essence, structure, types and forms in which it primarily exists as a social, cultural and economic phenomenon, as a practice and a science. Globalisation is a relatively new concept in economics, and it refers to the opening of individual national economies to the world economy, with mutual strong co-operation with as few legal barriers as possible. Sustainable development is also a recent economic concept, and it refers to the adjustment of economic development of a certain country to its natural resources, but also the resources of other countries that the respective country uses for its economic activities. The above-mentioned differences in the outlook on tourism, globalisation and sustainable development indicate that tourism is a very heterogeneous social phenomenon, and that different approaches and conclusions arise from these differences. Such activity has prompted the need for better linking of economic and political systems of different countries. It is indubitable that the boost of contemporary globalisation is related to economic growth and depletion of natural resources at the global level. This indicates that the globalisation process in terms of energy and environmental constraints could have a self-annihilating character. Simultaneous effects of tourism, globalisation process and sustainable development will significantly affect future development of overall economic and social changes world-wide.

Keywords: tourism, globalisation, sustainable development, management

1. INTRODUCTION

With growing division of labour at the global scale, and market trade between national markets of developed countries, international division of labour and market trade of various goods and services as well as labour, capital, knowledge, and other, especially in tourism, began to develop quite early. Such activities have prompted the need for better linking of economic and political systems of different countries. The central hypothesis: Tourism represents a global “force” for economic and regional development and the main industry at the global level, and becomes one of the leading sectors in many economies. The new era of development is sustainable development as the key to successful competitiveness of meeting the needs of current and future tourists. PH1: Depending on natural conditions, technical, technological and economic level of development, national markets have become too narrow for all the offers of goods and services emerging on the market. Fewer countries could have been successfully developed as closed economy countries. In this regard, new fields of activity of economic and market laws have been created. PH2: Their further successful performance depended on the degree of competition at the developed international market. Free movement of people, goods, services, knowledge, information, etc. became a dire need of the time, and this activity triggered strong tourism development in the world. PH3: Creation of a single global market, changing economic conditions in tourism and globalisation at the economic and political level, led to the emergence of new and more flexible forms of production and consumption of tourist services, all according to sustainable development principles due to increasing pressures of tourism on the natural and socio-cultural environment that imposed the need for redefining the current concept of tourism development. Globally, tourism world-wide will be facing challenges and problems in the years to come, on the one hand with technological innovation and new technologies caused by structural changes in highly developed countries, and on the other hand, demographic growth and demographic tourism potential.

The objective of this paper is to analyse the set hypotheses and thus establish the facts in relation to trends in tourism and their adaptation to globalisation and economic changes in the context of sustainable development. Scientific methods used in this paper are methods of systematic analysis, dialectical and logical method, primarily in the combination inductive-deductive and reverse deductive-inductive. Also used were quantitative and qualitative methods with methods of comparison of spatial and temporal features. The scientific contribution is reflected in the development of scientific thought about the importance of globalisation effects on tourism and sustainable development and the possibility of their joint action. Since globalisation, tourism and sustainable development do not belong to any particular scientific discipline, but are rather in the zone of interdisciplinary study, both phenomena have many dependencies, and these relationships in particular are the tasks of this paper.

2. GLOBALISATION AND DEVELOPMENT TRENDS

The world of the new millenium is shaped by globalisation, liberalisation and technological development. The term globalisation began to be used more intensively only recently, and different authors define it differently. Globalisation leads to the formation of trade blocks, global companies, and global economy. The world thus becomes a single system, and the global market accessible to all. Economic globalisation offers many possibilities to countries around the world. Thanks to these possibilities, many countries have advanced from global margins to highly developed countries and may serve as a good example to other countries that are just starting to conquer the market. Then again, there are examples of parts of the world that are constantly becoming poorer, like Africa (Veselica, 2007). Table 1 shows certain European countries with the best developed globalisation.

Table 1: Selected European countries with the best overall developed globalisation

	Country	Index
1	Belgium	91,96
2	Austria	91,60
3	Sweden	89,89
6	France	87,71
10	The Czech Republic	84,46
12	Ireland	83,09

17	Hungary	81,15
33	Croatia	69,30
34	Slovenia	68,82
52	Latvia	61,62

Source: KOF, 2007, p.143.

Globalisation is not the same as the global economy. It is merely its extension, it is broader than economic relations and contains many elements of politics, culture, and social relations. Movement of people, goods and information connects regions and achieves interaction. It comes to decentralisation along with the transfer of power and sovereignty of states to supranational bodies. Globalisation accelerates these processes and forms new conditions to which all who want to succeed have to adapt. Considerations on globalisation can be divided into three principles (Kuncil, 2004, p. 207):

- effects of general globalisation processes;
- reflection of real processes of globalisation and tourism;
- connection between the process of globalisation and European integrations.

The debate about globalisation is important in the study of tourism with respect to production, consumption and scalar position of power in controlling and regulation of tourism and its development. The key aspect of globalisation and tourism is the fact that tourism is considered the biggest industry in the world and points to globalisation due to increased exchange between different destinations outside the national borders (Shaw & Williams, 2004, p. 43). There are five aspects of tourism globalisation and its role in the globalisation process (Shaw & Williams, 2004, p. 43):

- the impact of tourism on globalisation and vice versa;
- growth and simultaneous change in international networking and flows;
- creation of new tourism structures;
- identity transformation;
- change in the organisation of political economy.

Globalisation is in the centre of interest of all tourism businesses. Globalisation does not only nullify the borders and reduces trade barriers between countries, but is also a sort of a generator of changes. There are plenty of globalisation drivers that affect the tourism industry, although they are often beyond the control of individual companies. There are seven identified interrelated drivers of tourism globalisation (MPOFU, 2009, p. 3-7):

- technological, i.e. transport and communication technology;
- economic (changes of the production and consumption pattern);
- political (new world order, weakening of the power of national countries and strengthening of international institutions);
- cultural (spreading of mass global culture and uniform appearance);
- environmental (sustainable development);
- business (competitive power of internationalisation);
- the image of a country or a destination.

The process of globalisation of the tourism market is actually a process of internationalisation of tourism and catering activities. Thus, it comes to business connections between local businesses and those abroad, and thus to diversification of activities across the borders of national tourist economies. This process is one of the recent ones, better known as a mega trend on the tourist market (Pavlič, 2004). The main effects resulting from the impact of globalisation processes on tourism are the following (Smeral, 1996, p. 395):

- a sharp rise in potential tourist demand for various destinations, and it needs to be pointed out that consumers who want new experience are not only attracted to destinations nearby, but the whole world becomes a potential destination;
- competition among tourist destinations has become extremely strong, and more destinations compete in the market basing their competitiveness on the requirements of the potential customers;
- small and medium-sized enterprises must fight for survival on the tourist market which is being conquered by large globalised corporations;
- emphasis on introduction of innovation, specialisation and higher quality of products and services;

- increased need for extra capital to finance the necessary investments for future goals and achievements in order to stay competitive on the market;
- problems of developed tourist destinations arising from relationships with suppliers who are often not heterogeneous and do not apply quality standards.

Under the influence of globalised tourism, new trends of tourism development open. All of the above-mentioned globalisation effects strongly encourage the following processes (Wood, 2000, p. 34):

- the creation of a highly developed organisational, economic and entrepreneurial co-operation between various businesses;
- promotion of the formation of certain dictated business and social processes that tightly connect companies in their business co-operation;
- globalisation encourages the creation of a kind of complete integrated global capitalism;
- through its activities, it creates a new form of social compression;
- through its further effects, globalisation processes develop a certain kind of dependence on their further activities.

When the specificities of globalisation realised in certain segments of tourism are compared individually, there is a difference in the expression of individual tourism segments. The differences are more strongly expressed in the impact of tourism on culture of the destination, definition of the concept of the destination, and in the development cycle that takes place within 100 years. High complexity of the relationship between tourism and its numerous stakeholders requires a high level of reflection directed towards future tourism development, control of its impacts and its further development. The future of tourism will depend to a greater extent on the factors outside of the phenomenon of globalisation, than the factors within itself (Vukonić, 2002, p. 496).

2.1. Important principles of sustainable development of economic agents

Realistic planning of development of the national economic system and the basis for future social development should be aligned with the proclaimed sustainable development principles provided that the relevant national documents that define this topic incorporate the basic principles of sustainable development, and organisation of government institutions should be adapted to implementation of these provisions. This activity should be coordinated throughout the authority hierarchy, from the local to the national level. The concept of sustainable development operates according to four principles that are to operate within environmental, socio-cultural, economic, and technological sustainability. The presented sustainable development principles should be implemented and adjusted according to specific situations on the field

The very concept of sustainable development was frequently compared only with protection of the environment, by which it is reduced to a single principle, and that is ecological sustainability of the environment. Ecological sustainability is particularly important, and pollution of the environment is a global threat. However, in any analysis of the concept of sustainable development, other factors should also be taken into consideration. In this regard, every successful concept of sustainable development should be based on the acceptance and development of socio-cultural, economic, and technological sustainability. Using only ecological sustainability in the development of a programme could present the project as incomplete and inadequate in real implementation. Table 2 shows the incentives and obstacles to sustainable development.

Table 2: Incentives and obstacles to sustainable development

Obstacles to sustainable development	Incentives to sustainable development
Sectoral activities of the government and insufficient intersectoral co-operation	Sustainable development strategies
Lack of co-operation and centralised decision – making	Development of action plans for the implementation of the strategy
Weakness of the local government and other stakeholders at the local level	Developed regional and local development plans
Short-term programme and financial measures	Targeted programmes for stimulation of local sustainable development

	Using EU funds
	Bilateral projects of sustainable development
	Increase in development capacities
	Development of civil society

Source: Author's research

Economic and environmental policies of each country should be aligned in their activities, and protection of the environment and its basic principles should become basic points of creation and impacts of economic policies in each country with respect to the most important principles of sustainable development. In order to take most efficient courses of action and develop sustainable development principles in practice, a national document should be adopted, which would be used to coordinate national sustainable development policy as a developmental incentive of social development of the country. Entry into force of such a document would encourage its connection with the country's national strategy, and with all the sectoral strategies (Smolčič, 2005, p. 15).

2.2. Ecological sustainability of development of economy

Implementation of sustainable development is in practice often compared only with protection of the environment, which uses only one of its forms, the ecological one. Ecological orientation has great significance in its implementation, while on the other hand, local pollution can turn into a global catastrophe. In any analysis that deals with sustainable development, it is unwise to use only its ecological aspect. Realistically, the development and use of sustainable development should in its implementation use the findings of other three factors; socio-cultural, economic and technological. Development of the theories of sustainable development should be balanced within a certain concept of sustainable development. Using ecological sustainability within each project ensures its much better effect on preservation of basic ecological principles and biological resources. We should consider the natural environment and its ability to absorb pollutants created by the industry. Harmful emissions are becoming more frequent, despite modern technologies, but they are much smaller than before. Aiming to achieve the strongest possible economic development, people have already significantly disrupted their natural environment, and harmful effects of these activities are felt more frequently and in graver forms. Through such actions, people wanted to improve their living quality, and achieved the opposite effect.

The modern world in this way achieves a paradox in which developed countries are taking a number of measures to reduce pollution in their environment. There are various theses and opinions regarding protection of the natural environment, and, on the other hand, they invest their capital assets and ship old, outdated, harmful technologies into underdeveloped countries. The biggest pollutants, i.e. developed countries, thus transfer pollution from one part of the planet to another. Such processes take place because underdeveloped countries have very poor institutional frameworks unable to prevent such actions.

All of the above points to two phenomena in these processes. One of the phenomena indicates lack of understanding of the very concept of sustainable development in the globalised world. In this context, sustainable development develops within small projects which should achieve their effects when they are accepted as a concept in the future. At the global level, development cannot be divided into ecological and another one, i.e. those who accept such a concept and those who do not want to. In practice, any pollution spreads progressively and knows no national borders. As a final remark of this paper, the conclusion should be made on whether the world has embraced sustainable development or, for various reasons, does not want to.

Other effect can be categorised into two-faced policy of developed countries towards the underdeveloped. Developing countries have based their development on underdeveloped technological and economic system. Nowadays, these countries as investees accept outdated technologies that do not correspond with their social development, nor are consistent with the basic scientific principles on sustainable development. Most developing countries have preserved environment as their main resource. In order to preserve their natural resources, some developing countries develop service industries such as tourism. In doing so, they try to preserve their national resources from the very tourists who come to a foreign country and act in a harmful manner, in the way in which they would not have dared in their own countries. One of the leading scientists points to

the fact that meeting the needs of employees and residents in and around a successful manufacturing organisation should take place in a preserved natural environment, taking into account the interests of the local population and the region (Krippendorf, 1986, p. 106).

3. TOURISM AND SUSTAINABLE DEVELOPMENT

In the new system, the volume and level of global tourism development, investment policy, development and planning of infrastructure, etc. is directly dictated, usually in agreement with large multinational corporations. Large international tourism companies play an important role in the promotion of a certain tourist destination of interest to them, and encourage their development. Corporations constantly aim to improve their offer and thus create added value for tourism demand. This creates a certain kind of chain of values that function as a single system of interrelated contents intended to achieve added value in tourism. Since supply at the global tourist market is abundant, and demand has become more demanding, only large hotel chains can provide a comprehensive and differentiated services to different segments of tourism demand. Those who fail to adapt to new changes will have to invest much more in order to highlight their quality and other comparative advantages. Their participation thereby depends on the factors that primarily ensure their survival, successful business activities and further development. Table 3 shows the segments in which tourism and globalisation interpenetrate.

Table 3: Interpenetration of tourism and globalisation

TOURISM	GLOBALISATION
Movement of the population trend – tourists, employment in the tourism industry	Movement of the population - migrations
Movement of ideas – new cultural values, business in tourism	Movement of ideas – new technologies
Movement of capital – innovation in the tourism industry, foreign investments	Movement of capital – accelerated movement
The need to expand new technologies – open breakthrough	Slow new technologies
The ancient civilisations- limitations of certain social groups	Time-space compression
Strong growth in the past 100 years	Time-space compression
Travelling for everyone, development of global tourism culture	Global tourism culture
Tourism needs local culture or image – differences between destinations	Global culture

Source: Kearney, 2004, p.34.

Structure of the tourism industry comprises a multitude of different stakeholders, from global transnational corporations to very small enterprises, and therefore potentially allows a multitude of different scopes and levels on the market for participation in the industry (UNCTAD, 2007, p. 2). According to the OECD, tourism is a complex activity that contributes to almost every industry in the economy. The more a certain country possesses in the chain of values, the more it can manage and thus minimise omissions (Gollub, Hosier & Woo, 2011, p. 12). Tourism creates strong vital links with other sectors in the economy. Connections are created when tourism claims goods and services in the form of inputs from other sectors, i.e. backward linkages and forward linkages that are created due to the fact that tourism can be a supplier of goods and services to other sectors. According to Ivan Antunac, there are two aspects that observe the relationship between tourism and economic system; one is incorrect, and the other one correct. The incorrect aspect notes that tourism is a separate branch, and the correct aspect is a link between tourism and the economy that derives only from the act of consumption and the size of tourists' consumption (Antunac, 2001, p. 95). Relationship between tourism as a specific segment of final consumption and the economic system can be explained by the same modality which is used to clarify the relationship of any standard segment of final consumption within the economic system. This modality is the basic balance sheet identity of the national economy wherein (Blažević, 2007, p. 79):

$$F = D + U$$

F = total final consumption

D = domestic product of the national economy

U = total imports for reproduction and/or final use

from which it can be concluded that the size of the final consumption depends on the size of the domestic product, i.e. the size of imports of each country. For a default size of final tourist spending, the rule applies: the higher the value of the domestic product, the lesser the need for import, and vice versa. Close association with the development of a specific country, and maximisation of full economic potential of tourism requires an integrated approach.

Sustainable development is usually associated with protection of the environment, but it should be emphasised that sustainable development is achieved through many other activities, because it is used to coordinate the development of all social activities and economic activities in a locality. All of this should be implemented in order to meet the needs of the local population. In this regard, it can be concluded that sustainable development is not only derived from the policy related to sustainable development, but rather that the activity was driven by several factors such as the economic system, society as a whole, various interest groups or individuals. The objective of implementation of sustainable development is also preservation of cultural heritage, customs and characteristics of a certain locality. In this regard, a harmonised integrated approach to planning of sustainable development should encourage the assessment of relative benefits and costs of other economic impacts related to sustainable development of a certain locality, and especially act towards reducing dependence on a single economic activity. This should be conducted by a model of integrated planning that can be defined as a model used to direct planning and coordinate it with successful, social and spatial development at all spatial levels in a society. Integrated planning in sustainable development is one of the instruments of economic policy used to ensure coordinated development of all activities associated with economic development. Integrated economic development is one of the forms of social development in which the economy makes only one part of social development, and it should not be observed as an isolated phenomenon, but as a relationship of several social components within the social and economic reality within a social environment. In such activities, integral sustainable development implies the overall development of an area in which various interrelated industries can develop.

In global terms, tourism development is essentially linked with clean nature and possibilities derived therefrom. All the economic policies based on depletion of natural resources and any kind of pollution of air, water and soil should be identified and examined through every country's national policy. Each country should devote attention to preservation of its natural resources, and economic policy should develop environmentally sustainable economic development. The International Institute for Environment and Development has defined and promoted the concept of sustainable development as an important aspect of international development that would meet the current needs of social development, but also enable future generations to live a decent life and meet their needs. Modern industrial production can increase their efficiency and use "clean technologies" to significantly increase their profit, but also prevent pollution.

Sustainable tourism development is defined at the "Globe 90" conference in the Canadian city of Vancouver, where an international group of experts in the field of tourism presented a document entitled "An Action Strategy for Sustainable Tourism Development", based on which other countries later brought their legislation on tourism development. The document states seven basic principles of sustainable development that can be summarised as follows:

- limit the human impact on the environment in the framework of the carrying capacities of individual resources;
- take measures to preserve biodiversity in tourist regions;
- reduce the use of non-degradable materials to a minimum;
- encourage long-term economic development with protection of the natural resources, promote new technologies that use energy rationally, to introduce green taxes that would be included in the price of tourist services, introduce legal controls of agents in tourism that deplete natural resources, organise the tourist offer that promotes cultural heritage with the least possible devastation of the area;
- ensure even distribution of costs and benefits from the use of the resources and by using environmental management;
- ensure efficient participation of the society and stakeholders in decisions relating to them;
- promote the values that encourage others to accept sustainability principles..
- In order to develop sustainable tourism in urban or rural destinations, the following factors should be analysed in detail (Vujić, 2005):
- physical characteristics such as earth, water, sea, climate;

- environmental characteristics such as the possibility of further development, unused urban space, protected and recreational areas, residential areas, commercial areas, industrial areas;
- cultural resources such as architecture, cultural and historical heritage, special attractions, traditional events, religious destinations, etc.
- sociological and economic characteristics such as demographic, economic, social factors, tourism, etc.;
- infrastructure that includes energy and water supply, waste disposal, transport network, telecommunications, accommodation, recreational facilities, etc.;
- pollution of the environment that affects the air, water, noise, vibrations, bright light, disruption of the landscape etc.;
- business risks, which include financial risks, tourism risks, pollution risk, etc.
- In order to plan and develop sustainable tourism in a respective tourist destination, a number of important factors should be taken into consideration, divided into factors of supply and factors of demand. Factors of demand are international tourist market, domestic tourist market and the local population using tourist facilities and services.

4. CONCLUSION

Globalisation, as a contemporary trend that occurs at the peak of development of the capitalist social system has a profound impact on the overall development of the global economy. All of these economic trends affect the development of national or international tourism. In its essence, tourism is an international movement that contributes to understanding of different people, customs, religions and social systems, and it represents the strongest and the most adaptable economic force in the global economy. At the same time, for many less developed countries, but also for developed ones, tourism represents a significant export product with great employment opportunities. Tourism is a contemporary globalisation phenomenon that arose and developed at a certain stage of development of the human society. Its impact combines economy, ecology, social factors, religious relations, culture, and other scientific categories in the field of human activity. Modern tourism is a part of social and economic factors of its time and marks the time in which it develops and operates. Sustainable development of tourism is a part of the new, overall observation of tourism used to plan and explain economic, environmental and social aspects of tourism. The use of this type of tourism does not destroy the resource base and does not do great damage to the environment. Sustainable development implies that natural, cultural and other resources are preserved for future use along with their current use. In this process, two aspects of successful planning and sustainable development can be used and should be developed, while taking into account orientation of tourism to the local community, and development of the concept of quality in tourism.

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