

THE IMPACT OF GLOBALISATION ON THE DEVELOPMENT OF TOURISM WITHIN SOCIAL AND ECONOMIC CHANGES

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Abstract

The paper provides a conceptual definition of the process of globalisation from different aspects and in the context of causality with dimensions of microenvironment and macro environment. The focus is on examining the intensity of impact of specific global trends on structural market changes in tourism demand within the macro environment at the level of demographic, cultural, political, technological and physical dimensions, and relations with the competition, which is a prerequisite to development of new trends in tourism. The viewpoints of numerous theoreticians engaged in this area which corroborate the main idea of the paper were taken into account. Globalisation and its effects overlap with various fields; therefore, the methods of explanation, description, and comparison were used in the research. The secondary research was conducted regarding the impact of technological changes on new trends in consumer behaviour in the tourism market, whereby the selected emitting markets in Europe were analysed in terms of intensity of application of innovative tools. Globalization-induced changes in the environment give impetus to new trends in the tourism market which are evident in the emergence of new needs, behaviour of potential tourists and their preferences with regard to the choice of tourism products for which they show more or less interest.

Keywords: Globalisation, environment, global trends, changes, tourism market

Introduction

Globalization as a process of economic, social, cultural, and political activities crosses national boundaries and affects tourism. ICT acts as a catalyst due to faster transfer of information and increased networking activity that amplify the effect of globalization. Owing to globalization, the world has become a „global village“, and these changes affect people both at local and global level.

The features of the globalization process

Globalization is in the focus of scientific debates whereby different authors consider it as a response to neo-Marxist theory of the world system (Wallerstein, 1974, pp. 86), to the theory of dependent development (Cardoso and Faletto, 1969, pp. 28), and to imperialism (Amion, 1977, pp. 27). Modernization theory (Parsons, 1991, pp. 18) optimistically believes in the possibility of the Third World development, which is the starting point for Robertson's comprehensive theory of globalization (Robertson, 1992, pp. 28). According to Robertson, the theory of globalization is an analytical scheme which can serve as a basis for reflecting on and describing phenomena with supranational meaning. Globalization is the process of economic, social, cultural, and political activities that cross national boundaries (Robertson, 1992, pp. 24). According to the same author, globalization is analysed through many aspects:

economic-geographical, ICT, universal values, global cultural industries, polycentric world politics, global poverty, global destruction, and trans-cultural conflict.

In the context of consumer culture and interdependent financial markets, Mazarr defines globalization as faster sales, improved telecommunications, and increased global availability of media provided by new ICT. In the context of globalization, Mazarr reflects on natural resources, cultural changes, bigger cities, and development of technology (Mazarr, 2005, pp. 74). The author explores the sustainability of natural resources in relation to the size of population, and discusses the issue of availability of food, water, and energy.

Although it is assumed that trade liberalization should bring long-term benefits to countries involved in the globalization process by specializing in activities in which they have comparative advantage, Sugiyarto, Blake and Sinclair point out that a number of problems may occur, such as a balance of trade deficit as consumers purchase increasing quantities of cheaper imports, then a government budget deficit since the government receives less revenue from lower tariffs, and finally negative impact on the distribution of income and levels of welfare of local population, especially the poorest households. (Sugiyarto et. al., 2003, pp. 684). The same authors analyse the effect of globalization on tourism in Indonesia, and conclude that its combination with tourism doesn't necessarily have negative impact on local economies. They also point out that globalization and foreign tourists can reduce prices and increase foreign exchange and local offer, thereby stimulating further development of production. With increased tourist expenditures, globalization had positive impact on macroeconomic trends and welfare of population. (Sugiyarto et. al., 2003, pp. 699).

Knowles, Diamantis i El-Mourhabi (Knowles et al. 2001, pp. 76) consider the impact of globalization on tourism through global economic and demographic trends. Smeral (Smeral, 1996, pp. 112) analyzes the effects arising from the impact of globalization on tourism through its influence on competitiveness and tendencies to connect entities in the tourist market whose goal is larger profit by increasing revenues and reducing costs. There is still no particular global product for all markets in which a tourist company would operate because of differences of potential consumers regarding: the travel experience, level of education, level of cultural awareness and influence of tradition, and hierarchy of priorities.

Buhalis and Costa think that the success of tourism will in future be based on connection and compatibility with other branches, and from the aspect of dynamics of process and causality of impact, that parallel is monitored in the segment that corresponds to the changes in demographic features of demand (Buhalis, Costa, 2005, pp 28). One of key arguments in favour of future success of tourism relates to the necessity of understanding the critical trends and using their positive effects while at the same time neutralizing or avoiding the negative ones. For example, the aging of world population and active lifestyle of older generation create new market segment. Changes in consumer behaviour of younger generation shouldn't be neglected as better economic situation, employment and income allow them to actively participate in tourist movements and introduce changes in preferences focusing on new products and active participation in their creation. On the other hand, intensive changes in the physical dimension of macro-environment (like fear of greenhouse effect and pollution) directly affect new trends in tourist behaviour who choose destination with safe, eco-friendly products, thus affecting new travelling trends and new motives that will lead to new innovative products.

The analysis of effects of global trends at the level of macro-environment, their impact on making relations more dynamic in the tourist market and emergence of new development trends

Globalization will be analysed in order to test the hypothesis stating that the globalization in the tourist market will be manifested through quantitative increase in the tourist demand market, leading to its further strong structural changes.

Pursuant to the above mentioned, the paper defines the basic **hypothesis H:**

Globalization, manifested by quantitative increase in tourist demand market, at the macro-environment level functions as a catalyst for further structural changes of that market, which is the impetus for new trends in tourism development.

To test this hypothesis general methods of scientific research were used: analysis, synthesis, comparison, historical methods, generalization, and description. Secondary research was conducted. Starting point was a sub thesis stating that global trends affect the quantitative increase in tourist demand market, while simultaneously at the level of macro-environment rapid changes occur and affect strong structural changes in tourist demand, thus initiating new trends in the development of tourism. According to the paper hypothesis, the impact of global trends on tourism can be analysed with regards to the following: 1. Demographic changes, 2. Impact on environment, 3. Cultural changes, 4. Political changes, 5. Competitiveness in the tourism market , 6. Technological changes.

Demographic changes

Demographic trends that have dominant impact on global economic flows are evident through the aging population and important share of elderly people in developed countries due to the development of medicine (Siegel, 2001, pp.42), and through the increased birth rate with a slight tendency to reduce in parts of Africa, Asia, and South America where population growth is difficult to control. Mazarr points out that in the USA and other developed countries of the Western world changes occur at the family level in terms of more single parents, more postponed marriages, and higher divorce rate (Mazarr, 2005, pp. 21). Developing countries record higher birth rates, and their population is rapidly growing, reaching the number of 7 billion people on the planet. Aging population“ has a strong influence on tourist demand, as well as the fact that young people postpone marriage, which allows them to travel more when they are younger.

Older age population will continue to increase in developed countries, and their impact on changes in society will be increasingly important. (Ronald, 2003, pp. 170). Aging of population will in the short term have positive effect. This means that older people will be healthier and will benefit more from early retirement, and they will have financial resources to spend on trips they didn't have time for in earlier stages of life. However, in the long term there is a high probability for reduced value of pensions and increased retirement age to help finance the growing number of retirees per employee. Although this population will have impact on increased demand for health and medical services, they will also show special interest in cultural activities and services typical for this type of tourism (Williams et al., 2000, pp. 30). The emphasis should be on developing programmes for the elderly and adapting to their needs and motives. The opinion is that the growth in the number of pensioners could affect the tourist market in 3 ways (Vuković, 2006, pp. 37): (1) seasonal trips to Europe will lose their importance as this part of population is not limited to holidays; (2) the prices will be more flexible as pensioners can adapt to the trip duration; (3) increased importance of tourist trips at the expense of business ones because most Europeans older than 60 are no longer employed full-time. Although older population will be significant due to their number, there are trends that are relevant for younger population. People younger than 35 are now making substantial market share (Richards and Wilson, 2005, pp. 40), and in this

part of population there are changes significant for tourism. This group belongs to a one-person household, while using social networks and making global contacts. Ultimately, this leads to more cross-border and overseas trips by the population aged between 16 and 35. Since younger people have busy work schedule, and they are under pressure due to strong competition in the labour market, they have less free time, therefore short holiday trips with organized offseason events are appealing to that market segment. This market segment shows interest in the standard offer, but they are also interested in the active form of vacation through “experience” and various attractive forms of adventure tourism. As a result of these developments global tourist demand will rapidly grow in the decades to come. Older generation with secure lifestyle, savings, and few commitments will form much of a tourist market. Thus, product placement and production will have to be adapted to their needs to make their stay as pleasant as possible. At the same time, lower birth rate means better progress in the poor regions, and it is likely that developing countries could become emitting and not only receptive (Richards and Wilson, 2005, pp.41). It can be concluded that the fragmentation of the tourist market will be evident through the process of stratification of tourist demand in sub-segments and market niches according to the criteria of socio-economic features.

Impact on environment

In the past decades significant ecological changes occurred and are reflected in the climate and environment changes. Hence, consumers turn to the “eco” and natural values.

Changes are not the same in all areas. In developed countries there is a tendency to reduce air pollution, deforestation, and the use of natural resources per unit of GDP, while in the less developed countries the reverse process occurs (Mazarr, 2005, pp. 43). While in the north of Europe there is increased precipitation, it is reduced in the south. Global warming leads to expanded mountain glaciers, and to more forest fires, which reduces their presence in Europe. (Seneviratne et al., 2006, pp. 206). Also, NGOs and governments finance media promotion of eco and social responsibility. (Adger, 2009, pp. 389).

Climate changes point to new possibilities and needs. We can assume that the inhabitants of north-western Europe (Great Britain, Scandinavia, Germany, and Switzerland) will continue the tradition of travelling abroad more than inhabitants of southern Europe. Changes in tourism go in the direction of increased number of offseason trips, and the opinion is that summer destinations are to become popular in winter. (Smeral and Weber, 2000, pp. 991). Some authors think that a tax on GHG emissions will increase, which might make air travel more expensive and thus the cost of cross-border and overseas trips might also increase. (Scott et. al., 2010, pp. 395). Although media present fear of global warming, extinction of species and endemic plants, and soil devastation, Mazarr as futurist says that it is not certain that these threats would happen to such extent. (Mazarr, 2005, pp. 48). He claims that we will certainly face a series of disasters with limited geographic and temporal influence, but with significant consequences on our environment. Such disasters might have a big impact on the availability of water, food, and energy (Mazarr, 2005, pp. 60).

Tourism has lower impact on the environment and pollutes less than other activities. However, the direct and indirect effects of tourism on environment are great, and can be destructive for natural resources (Taylor and Stanley, 1992, pp. 341). Environmental awareness, importance of relaxing vacation, and possibility for various activities emphasize the attitude that entities in tourism like tour operators will have to make a serious market analysis if they want their business to be competitive and profitable. (Čavlek, 1993, pp. 138). Hence, environmental changes are one of the biggest long-term problems for tourism, wherein the negative changes might lead to the “disappearance” of many destinations whose appeal depends on their natural environment with a dominant need to concentrate activities

around natural resources. Strong focus on sustainable development is the basis for developmental continuity of a destination despite the increased cost of additional investment in the preservation of natural resources and despite the need for rational use of resources and area that would provide services and conveniences to tourists. This refers to beaches, coastal areas, areas along rivers and lakes, and infrastructure built for different sports. Besides the features of the existing identity related to natural and other characteristics of the area, tourist product should at all levels integrate additional features (in terms of programme and activities) associated with the distinctive offer while aiming “adjustment” programme at the increased demand.

Globalization has a great impact on the Mediterranean, and it is necessary to take advantage of its elements provided to tourism, which would be achieved with the integration of possibilities into strategies and plans for tourism development. (Trumbić and Povh, 2000, pp. 175). Sustainable development is one of the basic prerequisites for further development of tourism in the Mediterranean since tourism in its current dimensions and forms led to irrational and excessive exploitation of natural resources in some localities. (Briassoulis, 2002, pp. 1068). Due to strong changes in climate and environment, there is an increased awareness of the need to respect nature and its resources, which can be considered a relatively new sociological phenomenon (Farrell and Runnyan, 1991, pp. 28). There is a growing demand for “eco tourism” which creates both greater offer of sophisticated products and negative phenomena such as false “eco” and “natural” products.

Cultural changes

Culture implies all the social legacy of a group of people, community or society, which is materialized through the learned patterns of opinion, feelings, or activities (Previšić and Bratko, 2009, pp. 86). Characteristics of culture are marked by similar behaviour of individuals who, from the immediate surrounding based on perception and learning, adopt the same **criteria of values**, build them into their way of thinking and living, and capitalize them with specific behaviour and activities related to the choice of product and purchase. One of the characteristics of culture is its susceptibility to changes surrounding us, so it is important to emphasize that susceptibility in a longer time frame.

Culture is reflected in a way people spend their time. In developed countries there is a trend to spend more time for fun, which comes from the change in values reflected in the shift from materialism to self-actualization, from quantity to quality, and from passivity to interactivity. (Coates et. al., 1997, pp. 95). Cultural values affect tourism, and new trends emerge and may be used to design new products. Due to the fast lifestyle and intense work there is a need for relaxation – related tourist products. (Parks and Steelman, 2008, pp. 63). Internet has also created cohesion of informal groups linked by common interests and needs met through tourist trips. It is also possible to create highly specialized tourist products that intermediaries can represent as specific travel arrangements, dynamic by their creation, and with programme acceptable to geographically dispersed market segments and tailored to their requirements.

Changes in character and structure of tourist demand are affected by changes in the value system and lifestyle. Striving for experiences encourages tourists to travel. For example, promotion of healthy lifestyle and food fosters ecological awareness noticeable in the balance and harmony with nature. That approach is contained in the concept of sustainable development which must be a part of the development strategy.

There is a tendency towards individual approach to trip organization, where service providers must guarantee the programme quality, and there is also a stronger interest in programmes of those providers whose services are directly or indirectly participating in the creation of new tourist products and their placement. Tourists become “loyal” to the entities

who can meet their specific needs, while providing “authentic atmosphere” and surrounding (Čavlek et. al., 2011, pp. 75).

Political changes

Political changes strongly bear upon the appeal of a destination and travel frequency. When we talk about tourism we could name a lot of key moments that were turning points in tourist movements and trends. New York has been growing in the past four decades (Goeldner and Ritchie, 2006, pp. 16), but the terrorist attack on September 11 was a critical point. Blake and Sinclair argue that mass tourism faced the biggest challenge that day. (Goeldner and Ritchie, 2006, pp. 16). The consequence was a decreased interest in air transport.

Europeans have turned to the land transport that currently accounts for more than 50% of international tourist trips. The number of arrivals in the USA dropped, and some destinations were perceived as less safe or unsafe due to terrorist attacks. The consequence was a drop in stock prices of certain transportation and tourist companies (Blake and Sinclair, 2003., pp. 812).

Demand for a destination is very flexible with respect to political changes, because drastic political events represent a threat for the most important – health and lives. Given the political circumstances, some tourist destinations are perceived as less safe, so safe destinations become more attractive. (Floyda et. al., 2004., pp. 22). This is confirmed in the research conducted by Seddighi, Nuttall and Theocharous who used the sample of 2000 travel agencies to prove the intensity of the impact of political instability characterized by uncertainty in the relation between tourist demand and offer, the course of tourist demand, and the characteristics of tourist offer (Seddighi et. al., 2001., pp. 188).

Competitiveness in the tourist market

Global trends have a great influence on certain activities. Production factors such as natural resources, capital, technology, labour, products and services in global economy move freely with the upward trend in communication speed and movements of people, goods, and services. On a global level and in the long run wage rate will be equalized, which is known as “factor price equalization”. (Thurow, 1997, pp.116). This creates opportunities for transition countries where globalization acts as “creative-destructive force” that drives production factors and distributes them worldwide, thus crossing the territorial and cultural barriers. Globalization uncompromisingly responds to possibilities which guarantee profitability and business prosperity, so from that point of view, with its changes in business, globalization bears upon shutting down of production plants in parts of the world with higher labour costs, and enhances the immediate opening of new plants in countries with lower costs of labour and business. While globalization favours certain actors of the global economy at one point, there are obvious circumstances that create a changing situation due to the possible emergence of new global competitor in a different side of the world.

Like most other industries, tourism is influenced by global competition. Globalization trends strongly affect tourism and result in the following major effects: (1) a sudden increase in potential tourist demand for different destinations and it must be emphasized that tourists looking for experience are not interested only in the “nearby” destinations, but the world becomes a potential destination, (2) competition, which has become very strong, with more destinations competing by adapting their offer to the requirements of potential tourists, (3) SMEs have to fight for survival in the market given the conquering power of global corporations, (4) emphasis on innovation, specialization, and better quality of products and services, (5) increased need for additional capital to finance the necessary investments for future goals and achievements in order to remain competitive in the market, (6) problems for

developed destinations arising from relations with suppliers who are often not heterogeneous and do not apply the quality standards. With the emergence of new destinations in the global tourist market, there is a growing competition among traditional Mediterranean destinations, and among some destinations on a global scale. In the global market, as a result of circumstances in a macro-environment, there is an apparent evolution of needs turned to self-identification, multicultural views, and specific interests that lead to further market division. The reasons for connection and concentration of entities lie in the necessity determined by competitive market conditions and challenging tourist demands. Specific integration combines the interests of tourism entities into a common goal, strengthens the market approach, enables easier product placement, and expands the range of products, which facilitates the adjustment to high criteria of potential consumers, with possible cost reduction and competitive prices.

Technological changes

Technological changes, with their creative destruction, bear the consequences and continue the process of transforming the needs of individuals and entities, as evident in globalization. The needs that have evolved into secondary needs support the evolution of prerequisites which are important for their realization. For the realization of needs it seems necessary to consume products and services that meet customer preferences, and for efficient product placement and achievement of satisfaction the technology is important. Fast socio-economic changes make time an important resource. These changes determine the way of using it by separating free and working time. (Coates, J.J., Mahaffie, J.B., Hines, A., 1998, pp. 435). The way of spending free time reflects specific needs of individuals, regardless of the type of secondary need. Therefore, it can be concluded that time determines the framework of a person's development, and technology as an instrument in human hands can affect efficient time management. In terms of a tourist need as the secondary need, market requires further division of the concept of tourism according to the criteria of specific forms. In such circumstances, the tourism entities that will customize their offer to respond to market trends will be competitive. The technology "tailored for tourists" will be responsible for efficient product placement. Apart from innovative solutions and applications, Mazarr points out that the advantages of internet are easy transfer of knowledge, bonding and strengthening of relationships in groups with similar or same interests, beliefs, hobbies forums, socializing, and interactive approach (Mazarr, 2002, pp. 3–7). Technological changes are visible in three directions: radical change of existing industry, development of new industries, enhancing the growth of industry, enhancing the growth of markets and industries that are not directly related to new technology (Previšić, Bratko, 2009, pp. 98). Buhalis analyzes the impact of modern technology from three aspects (Buhalis, Law, 2008, pp. 629 – 623): technological innovations in general, their impact on tourists and tourist demand, and their impact on business. Technological progress and tourism are connected through their exponential growth visible in the past fifty years (Poon, 1993, pp. 62). ICT has affected the global development of tourism which has changed business practice and development strategies (Porter, 2001, pp. 68). Three new systems that have dramatically changed tactic and strategic business are the following: Computer reservations system, Global distribution system, and Internet (Buhalis, 2003, pp. 98).

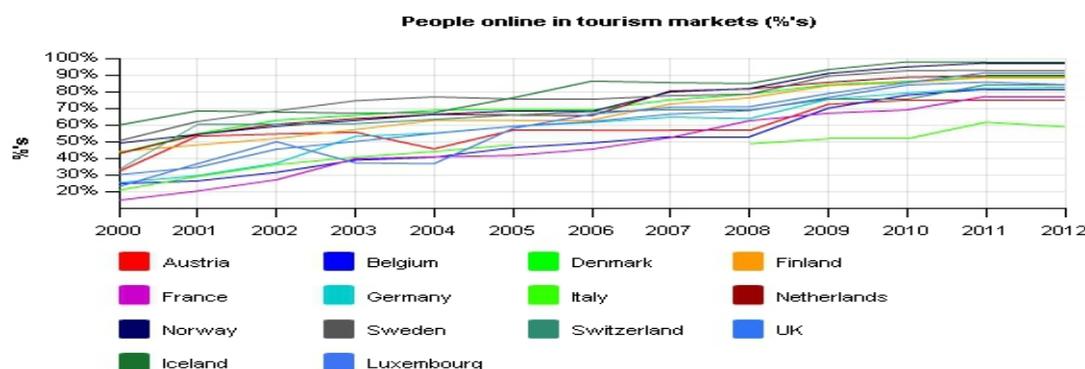
Technology links the world into global electronic market as Internet changes the way customers decide on purchasing goods and services. Discovery of new ideas exponentially grows. Thus, the technology that has rapidly developed in the 20th century can expect even faster growth in the 21st century. "Distance disappears" with new technologies and mobility of tourists increases. Globalization is possible owing to technological changes, and ICT functions as a catalyst of changes in the surroundings, and it has a strong influence on tourist

trends. ICT contributes to spatial and temporal convergence. Innovative approach and new business techniques are evident in the creation, distribution, and information on tourist products.

Since the Internet and modern technology, with more accessible information, have drastically affected everyday life and business, they directly and indirectly affected the creation of tourist products and the efficient placement which implies new and acceptable booking, promotion and sales. Innovative entities are those that follow trends, implement new technologies, educate their employees and stress the importance of timely response to tourist demands. ICT changed the way of doing business and introduced an innovative attitude in business from its conception to implementation. Competition in the global, macro-level increasingly affects destinations, making them innovative in product creation and communication through advertising and distribution. The emphasis must be on reallocation of resources and knowledge to meet tourist requirements as much as possible so as to obtain value-added transaction. (Buhalis, 2000., pp. 99). Development of new technologies will lead to greater efficiency and reorganization of communication strategies and business of service providers. (Frias, Rodriguez and Castenada, 2008, pp. 165). Thereby, better efficiency, interoperability, personalization, and networking of market participants are achieved. Efficient time management is key to competitive position in tourism, and the application of new technologies in all business segments facilitates activities that are prerequisite to coordination of tasks and performance of functions, with particular importance of contribution to the segment of business activities and efficient task performance through the partial sum of performed activities that contribute to overall business. Technological innovations may be the source of competitive advantage for entities in the market that base their business strategy on continuous use of technological advances, while those who do not adopt new technologies and innovations will lag behind competition.

Graph 1 shows the trend of online service users in selected emitting markets in Europe in the period from 2000 to 2012. In 2000 the share of users was rarely higher than three fifths, while in 2012 the situation changed, so most countries record more than three fifths of online service users. According to the number of users who show interest in this type of communication and who are leading in transactions, countries that stand out are Denmark, Finland, Netherlands, and Sweden with more than four fifths of users in the population. These are countries with high living standards, which show IT awareness and continuous education with the purpose of applying new technologies perceived as necessary to achieve better results and competitive position in all fields of work and even among branches in business.

Graph 1. Movement dynamics of online service users in selected emitting markets in Europe in the period from 2000 to 2012.



Source: Made by author according to <http://www.newmediatrendwatch.com/statistics>

According to the research results¹, although French tourist market is dominated by tourist movements within the emitting market, the potential of travelling abroad should not be neglected. The trend of online participants records growth from 10% in 2000 to 70% in 2012. In France, the percentage of online users was 77.2% in 2012. In Germany, the percentage of online users was even greater – 87% in 2012. This huge interest that has doubled in the past decade supports the fact that population recognized the importance and benefits of innovative tools. Out of 372 million unique visitors in Europe, German population accounts for 50 million unique visitors.

In the UK the share of households using internet increased from 2/3 (63%) in 2006 to almost 3/4 (73%) in 2009 and to 84% in 2011. 85% of internet users in the UK in 2012 is a significant figure, while at the same time there were only 16% of adult absolute non-users. Internet users are of different socio-economic and demographic features in terms of age, salary, residence. Given the demographic features, most internet users are aged between 16 and 24 and they account for 99% of user population or 7 million users.

According to the Internet World Stats over 81% of the population in Belgium are internet users. In 2010 about 73% of households in Belgium with at least one person aged between 16 and 75 have internet access. That is an increase of nearly 6% compared to 2009 and 23% compared to 2005. 49% of internet users aged between 16 and 74 use internet for purposes of tourism, out of which 50% are men, and 48% are women. 45% of internet users shop online, out of which 26% book travel arrangements, 36% book accommodation, 26% book travel tickets, while 37% book tickets for various events and concerts.

In Netherlands there are 90% of Internet users in the population. With over 12 million out of the total number of 372 million unique visitors in Europe in 2012, Netherlands is the most frequent and the most dynamic population according to the number of trips with over 78 visits per person per year as a reference period, which is 20 times more than the European average per month.

In Norway there are more than 97% of Internet users. In terms of frequency of use, there is almost no difference between genders, while almost entire younger population regularly use internet. It is also noticeable that people older than 65 regularly use internet in everyday activities, such as reading the daily newspapers, using it as a source of information, and booking various services. Other Scandinavian countries have a high proportion of internet users. Sweden has 93% of internet users (Statistics Sweden). In 2004 the share of users was 79%, while in 2012 it increased by almost 12%. One person in nine uses internet almost every day and there is almost no difference between age groups. The level of education significantly affects the intensity of using internet. Independent travellers with higher education use internet more often. In Sweden 49% of independent travellers aged between 16 and 74 use internet as adequate source of information and to book a number of services, including accommodation. About 31% of independent travellers aged between 16 and 74 use internet to plan the trip.

The use of websites clearly indicates that in the period of mass communication and globalization the responsibility for further development of a country partially lies in the access to information and perception of a country in terms of the interested potential outside markets (positioning), which is realized by means of facilitated exchange among countries that thus cede ideas and innovative solutions.

In Finland there are almost 88% of Internet users. There is almost no difference among internet users with regard to their gender, but differences are significant when it comes to the reasons for using, whereby men use internet mostly for business, sales, purchase, while women use it informally for social communication, etc. Finns consider

¹ <http://www.newmediatrendwatch.com/statistics>

internet the most acceptable source of information when planning independent holidays. For this purpose 67% use internet, 49% rely on personal experience and 43% use travel agency services. One third of respondents (39%) rely on recommendations given by friends and family as the most acceptable source of information, 35% use brochures and printed magazines, 4% use social media, 13% use newspapers and periodicals. 40% of respondents book online, 20% book excursions on the website of a travel agency (Statistics Finland). Tourism services, museum tickets, travel tickets, and tickets for various events are generally bought online, and performances of new technologies with the introduction of smart phones, iPods, and tablets are complementary to the service quality and provide easy access to information which is a precondition for efficient product and service placement.

Research results, evident within global trends at the level of macro-environment, indicate that the process of globalization in the market affects structural changes in tourist demand in the following way: demographic changes, changes in natural environment, cultural changes, political changes, changes in business within global and technological competitiveness. Based on the elaboration of impact of globalization on the tourist market, it can be concluded that there is enough evidence that globalization, manifested in quantitative increase of tourist demand, functions at the level of macro-environment as a catalyst for further structural changes in the tourist demand market, which fosters the emergence of new trends in tourism. The hypothesis of the paper is thereby accepted.

Conclusions on the strength of impact of global trends

By analyzing the effects of global trends at the level of macro-environment, the trends that affect further structural changes in the tourist demand market are the following:

Demographic changes and related trends are apparent through the specific tourist movements according to the criteria of direction, intensity, and frequency of visits to a destination throughout the year, hence the need for innovative tourist products by the criteria of programme, i.e. services and prices. Since mass market is individualized, all service providers will have to offer specific and acceptable programme for market groups. Within these groups, i.e. sub-segments of market niches, consumers will show similar preferences and a tendency for specific and homogenous behaviour while requiring a certain level of product quality.

To track **changes in the natural environment** the following procedures for monitoring development indicators should be implemented in the analysis: monitor correlation between variables of eco awareness and urban planning, monitor the level of exploited natural resources per unit of GDP with the possibility to use alternative, substitute resources and energy-generating products, which directly boosts innovations. The mass concentration of tourists in certain areas in the time-determined, short periods throughout the year results in the excessive use of space which challenges its development continuity. The concept of sustainable development becomes an integral part of strategic planning in tourism. Marketing activities in a destination must incorporate specific spatial features as they are a prerequisite to competitiveness of a destination and they foster efficient placement. Along with the continuity of sustainable development, the issues that should be taken into account are rational use of resources, their optimal combining, harmonization of space according to the appeal and acceptability of ambiance, active implementation of land management policies, and environmental preservation.

Cultural changes leave trace at the level of confronting global cultural identity and specific interest of potential consumers. In the tourist market there is a visible shift in preferences from standard products based on genuine natural elements in the destination (sea, sand, sun) to specific tourist products, with additional efforts invested in activities that are concentrated around anthropogenic factors in the destination.

Political changes and disasters caused by human factors result in uncertainty which makes a destination less appealing to potential tourists. Studies show that safety represents one of key factors by which tourists choose a destination.

Bearing in mind that today's companies operate in the circumstances of the so-called **global competitiveness**, still it is impossible to define a global tourist product due to different demographic features of tourists, fluctuation in the number of trips throughout the year, different levels of experiences gained during the trip, and uneven quality of provided services that partially contribute to the overall competitiveness of a destination.

Globalization is largely possible owing to technological changes. ICT is a catalyst of changes in the environment and has a strong impact on tourist movements. ICT contributes to **spatial – temporal convergence**. Innovative approach and new business techniques implemented by entities in tourism particularly come to the fore in the creation, distribution, and information on tourist products.

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