Perspectives in the Development of Tourism Market in Southeast Europe

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Abstract: - Tourist countries are faced with a number of risks and uncertainties that have a devastating impact on the tourism industry, such as: the current economic crisis, fluctuations, terrorist attacks, diseases, and to be able to survive, the tourism sector should be based on aspects of cooperation between the public and the private sector; reducing barriers to access and implement an open environment of the market; redirect tourist marketing by diversity markets source; encouraging local initiatives and entrepreneurship in order to promote domestic tourism, and the introduction of investment schemes much more flexible in order to create sustainable growth.

Key-words: - tourist market; tourism industry; development; promotion; tourist product; tourism competitiveness.

1 Introduction
Tourism in the sphere of distribution, the announced products “invisible” that cannot be defined quantitatively and qualitatively only partially and indirectly, in that context and has been a market on its own, defined in elements with specific manifestation. Viewed throughout its extent, tourism market includes a multitude of constituents who prints a sharp note of complexity, taken in studying it, such as: supply and demand of tourist products; environment tests; competition; the means of distribution of tourist products; means of transport; all means of communication and information of clients; the legislation in force, etc.

The simultaneous action of all these elements and others related to the mutual correlation of inter-conditioning between them, why are there are agents and wholesalers the main objective of the activities of management and marketing. Tourist market that has the specific duty in relation to other branches, involves the examination and consideration of a much larger number of variables, which complicates the process of decision-making.

2 Complexity and characteristics of tourist market
Considered in relation to other markets, tourist market in SouthEast is distinguished by many features will, among which the most important are:

- it is a market with a specific purpose, for the purposes of providing rewarding induced actions promoted by the tourist countries inherent in that zone;
- a rigid, non-elastic offer safe for data, generated by the complexity of the information provided to prospective customers, as well as a very flexible application, subject to ongoing pressures of a wide variety of factors;
- it is a fragmented market, and this resulted in the presence of a multitude of attractive submarkets in this area – mountain tourism market, seaside, cultural, business, etc.;
- departures tourist demand, particularly marked, all agents involved in tourism;
- a shipment of risk increased, meaning that bidders tourist services face many uncertainties.

All these features prints tourist market in South East Europe not only a specific, but also a complex character, a situation which justifies extending researches of marketing the country, important for the development of the tourism sector and to attract new customers in this market.

Every country in South-East is manifested and appears in relation to another country, both as a bidder of tourism services, so providing tourist products and receiving tourists, and as a country demanding tourist services consumed by tourists that it provides. The area of South-East Europe is an area that includes, in general, the least developed...
countries, compared with those in the western area, affecting the appearance and tourism, to be sure. At this point, the countries of South-Eastern Europe are making efforts to promote tourism abroad so that it is expected, according to the WTO, the following macroeconomic trends that will manifest it self in the near future:

- it forecasts that international tourists arrivals to reach 1.56 billion in 2020 with an average annual growth of 4.1%. Projected to increase long-distance journeys (from 18% to 24% in 2020) at the expense of inter-regional trips;
- by 2020, the Central and Eastern Europe will attract more tourists than the countries of Western Europe;
- international arrivals of tourists in Europe will reach 717 million in 2020, with an annual growth of 3%, below the world average of 4.1% which will reduce the market share of Europe;
- France will remain the most important recipient country tourists from Europe (2020 will reach almost 106 million international tourists); the Balkan countries will reach 10 to receive in 2020 up to 79 million tourists, 92% of them being attracted by Greece, Bulgaria, Romania and Croatia. This is due to an annual growth of 4.6% over the period 1995-2020;
- by 2020, 346 million tourists will visit the area of the Mediterranean (representing 22% of world total arrivals).

In addition to these assumptions purely economic forecasts are needed and some socio-psychological, in order to understand the needs of new tourists and meet them with products and services that meet their exact expectations. OMT identifies trends that will manifest itself in this respect, the European market:

1. tourism is promoted by Governments more for economic profits obtained only for social benefits and improving the quality of life;
2. increase competition between destinations by vacation and other forms of leisure;
3. increasing the importance of the Internet as means of promoting and selling;
4. thematic amusement parks will become increasingly more popular by offering a wide range of attractions and facilities in a relatively compact area;
5. introduction of the EURO has as its main result increasing the number of passengers intraregional;
6. the rapid increase in the number of 'low cost airlines' will have the effect of increasing travel intraregional;
7. strengthening European tour operators will continue through the operators "swallowing" of medium size and small operators leaving operators with expertise to serve the market;
8. in Western societies there is a tendency to increase in the number of old people, the rate of lone-parent families, divorces and marriages at ages may be submitted and respect for nature;
9. culture is a component of the journey to over 60% of European tourists.

These forecasts, both economic and psychosociological are necessary for the creation of an offer to see the evolution and market requirements.

At the same time, each country in South-Eastern Europe has a great tourist potential. These countries have a rich natural heritage of outstanding coastline and mountain areas, thus forming some of the most beautiful tourist destinations in Europe. Cultural heritage of these countries is also one perfect, because it consists of the merge of several cultures, such as the Muslim and European norms, the result of this merge being materialized through architecture, monuments, culture and traditions of these countries.

3 Tourist development plans of countries of South-Eastern Europe

Every country wants to have a flourishing tourism, because tourism is an important branch of the economy and is a real generator of jobs, but also of national income. At the moment each country in this region has a development plan already developed or developing.

**Bulgaria**, in terms of tourist development, at the moment, has in the development plan and conduct a "strategic Plan for the development of national and regional ecotourism". As we see it, this country begins to focus on different forms of tourism to attract and target groups. We all know that competition is fierce and to have a competitive tourism must come up with something new on the market; so this country thought to develop ecotourism. Among the specific objectives of this plan to enumerate some:

- nature conservation and biodiversity protection;
- rural development;
- improving local management and supporting the decentralization of Government;
- reduction of poverty;
- acceleration of regional development and growth of private firms in a competitive environment;
- increasing the number of achievements and the best possible information to citizens on their public participation in decision-making;
income generating development based on protected areas of Bulgaria;
- engaging citizens and target groups in the areas of national parks in making decisions regarding the management of protected areas.

**Greece**, was, in turn, to create a tourism development plan to address several issues. The main objectives of this plan are as follows:
- improving service delivery through standardization of services, by development of quality control systems;
- tourism product specialization: self-aggrandizing and through more advanced marketers target area lifestyle;
- the amount of money to be closely related to quality at every level of the price;
- increase revenues by increasing the volume of tourists, the penetration of new markets, the use of management in production, expanding distribution channels, practicing aggressive marketing, creation of alternative types of tourism, the motivation of employees;
- control costs and self-aggrandizing rational management by taking the following measures: standardized service delivery, increase productivity, reduce the cost of labor, education of managers and employees, the use of new technologies;
- human resources management through the best achievement of the following: internal marketing practice, satisfactory wages empowerment and good conditions, long-term relationships with employees, motivating and stimulating employees;
- protection of the environment by taking the following measures: application of the system architecture, conservation areas, installing systems of household water use, reducing noise pollution, management of the natural heritage;
- infrastructure development through the following measures: improving accessibility, improving telecommunications;
- the development of transport by improving local schedules, punctuality and by improving the vehicles;
- economic integration will be achieved by using local labor and by integrating the touristic services.

**Serbia** has proposed to carry out a Master Plan in Rural tourism, through which, you want to implement a quality tourism, so as to improve the quality of life of the country, to reduce poverty and the degradation of the rural areas of Serbia. This Master Plan focuses on the following areas: Southern Banat region of Serbia, Eastern and Central Serbia. Among the main objectives of this plan we will be present:
- rural development and tourism;
- the creation of new entertainment centers, entertaining and educational;
- implementation of a program for the development of human resources.

**Croatia** is another country in Southeast Europe that has achieved a tourist development plan as the Blue Plan. At this time, tourism in Croatia experienced a stunning development, it characterized by: strong growth, a high level of price important, is a branch of the economy. Weaknesses discovered in this domain and from which he left in tourist development plan is adopted, we are: infrastructure requires modernization; the lack of promotion and marketing effort of a lack of quality; the development of tourism between: Istra too big and Slovenia; summer and winter; low diversity of service portfolio; the relationship between price and service is unsatisfactory and too weak organization from top to bottom.

This tourist development plan involves two stages of development.

**Stage 1** involves:
- high price justification to keep customers and to attract new ones through the following measures: price levels are too high in comparison with the services offered, increasing service quality and increasing the supply of services;
- diversified product/portfolio: introduction of services targeted to develop cultural tourism and ecotourism, the establishment of world class events;
- estimated development: development of winter tourism, initiate a continental tourism and the establishment of a tourism city.

**Stage 2**:
- infrastructure development concerns: elimination of time waiting in stations, a ban on vehicle traffic within the existing towns and villages along the coast, optimizing rail and air traffic;
- educated employees: work in harmony, the learning of several languages, specialization on a staff on an area of work;
- change in thinking: departure can be full year guests, the structure is in an ever-changing, serving as a hobby not a job; master plans for development award: defines your plans and the marketing infrastructure.

The following country has carried out a Master Plan for tourism development is **Albania**, the country has created strategies for tourist product
very interesting, because using these strategies that country began to increasingly attract many tourists. The main types of tourism which focuses on the development plan are: tourism called “Sun and Beach”; special interest tourism and business travel and congresses.

Macroeconomic objectives for the development of tourism sector are the following: tourism to generate jobs and income; accelerating economic and social development; the improvement of living; creating a positive image of the country at international level; increase revenues from the exchange of foreign currency and income tax and the sustainable development of ecological tourism.

If we talk about development of tourism in Bosnia-Herzegovina, when we speak of the development of cultural tourism, because Bosnians and sought to develop this type of tourism. The main objectives of this plan refers to: the development of new tourist products and creating a good communication with tourists.

Macedonia has and she plans for promotion of tourism by proposing the following:
- encourage the development of and investment by a positive business climate;
- improving the quality and product tour;
- creating local associations to support tourism;
- nature protection and conservation of cultural heritage;
- human resource development;
- network of the internet far more developed.

Montenegro is the last country analysis, it has created a tourism development plan for the period 2005-2010 with as main objectives the following:
- improving transport and travel links by: expanding and improving roads in points unexpected, modernization and the construction of the tunnel Terminal Podgorica Sozing;
- as far as hotels and hostels and you want to improve the quality of its services and increase capacity by taking the following measures: diversification and specialization strategies with individual hotels, construction of new facilities, the mix of products;
- with regard to the culture you want development at every level: implementation of a control system of the tourist, the modernization of museums, improving attractiveness through cross-border program;
- the development of maritime tourism, niche and an iconic image of the country: water sports, diving, etc.;
- product diversification through the creation of tourist hotels: redo body, sports, family sports, biking routes trend;
- create a new forms of tourism, namely practicing with Gulf that would disappear departure and could create an image emblematic of the country: focus on building a golf regions to international standards, cooperation with Dubrovnik.

Master Plan of Romania, a country that has proposed that in the period 2007-2026 to develop tourism and to promote it by all possible methods include a number of objectives of tourism development, such as:
- creating a nuanced picture of both internally and externally on the advantages of Romania as a tourist destination and its brand image, tourist ensuring the sustainable development of tourism in a manner in which its environmental riches, cultural heritage and to be equally appreciated and preserved for future generations;
- ensuring the recognition of tourism as a key factor in the economy and as a generator of new jobs;
- awareness of the population of Romania on the riches of our country and the desire to share it all guests;
- strengthening the role of ANT as a national organization of tourism in an efficient, ensuring compliance with quality standards of products and services, to provide information to visitors and to support all sectors of the tourism industry of the country in the process of tourism development;
- the development and implementation of annual marketing plans of tourist destination through collaboration between public and private sector, covering all major markets with potential for Romania;
- ensuring coordinated support mechanisms for regional tourism organizations and tourism policy in the development of the local area. Strategies and plans; extension of the system for the collection, analysis and dissemination of regular statistics and market studies, to provide assistance in the creation of a tourism satellite account for Romania and for supporting investments and to decision-making in marketing;
- create a network of tourist information centre coordinated in all the main tourist areas, in order to extend the message of hospitality towards guests, providing them with accurate information to assist them in orientation, pleasure and appreciation of their destination;
the establishment of a database at the national level, units, events and services both in the tourist industry, as well as in terms of public access;
- extension of national tourism page, representing a major instrument for the promotion, information and make reservations;
- development of an integrated, comprehensive classification and evaluation of products and services to ensure the provision of quality products and services to meet the needs and expectations of guests;
- the introduction of mechanisms and subsidies in order to facilitate investments in tourism on the part of investors both Romanian and foreign ones;
- strengthening the legal framework for tourism so as to ensure a good application and guarantee high standards without the existence of unnecessary bureaucracies;
- encourage municipal authorities,
- county and regional development plans integrated tourism development, including all elements of the infrastructure in order to avoid the development lacks coordination;
- development of vocational education and pre-vocation for the hospitality sector so that the curriculum to include market needs and skills of a number of personnel to meet the criteria of employment/to fill vacancies;
- to facilitate the development of a conventional centre enabling national capital and the country to compete for the realization of meetings at the international level;
- development of the sanatorium in Romania to ensure that the range of treatments, shopping and services needed for a number of customers in a fast-growing;
- development of mountain stations and to provide facilities and attractions to guests throughout the year;
- identify opportunities and take measures to enable extension of tourist season by resorts on the Black Sea coast;
- ensuring that the requirements of tourists are taken into account as a priority in the development of national transport system including the network of roads and railways, infrastructure of airports and ports;
- extension of the marking of tourist objectives of national interest in line with EU standards and the introduction of thematic tourist routes;
- support for ecotourism development in the Danube Delta, national parks, reserves and of rural areas;
- training and preparing staff to major museums and national monuments in the improvement of the facilities offered by these guests, especially hospitable facilities, interpretation and marketing, as an example for all of these monuments;
- creating a database of cultural events in order to facilitate the promotion of the arts visual and auditory, especially of traditional festivals and folk events;
- development of an effective Implementation strategy to ensure fulfillment of the objectives of the Master plan.

Even if the countries of South-Eastern Europe are regarded as developing countries, they have understood that in order to develop economic, travel gear and social must be able to offer travel products and services to a high standard. They understand that in order to attract customers must do all that is in its power to provide them with everything and they want. However, there is not enough to have a beautiful country, but you have to know and how to promote, how to make it attractive.

Tourism market in Southeast Europe is a market in the process of developing a market in which the countries in this area make unreasonable demands for the improvement and promotion of tourism. Mainly for the success of the programs and plans for tourism development, is based on the advantages and limits of these countries. In this regard, the main advantages of the countries of South-Eastern Europe aimed at the diversity and wealth of natural resources, conservation anthropogenic traditions, hospitality the people and last but not least, a satisfactory value for money. As regards the limits contained in these countries, we can specify the level of corruption, high unemployment, difficulties in the development of infrastructure, and income levels.

At the same time, the promotion of a country is particularly important in terms of competitiveness, so that the countries of South-Eastern Europe have created, most of them, a brand of country that brings the following benefits to countries, such as:
- appending of great produce "pillars" of a nation (politics, socialism and the economy);
- defines how the citizens of the country and the rest of the world perceive a particular country;
- creates a balance between perception and reality;
- improves the ability of a nation to achieve its objectives in the field of foreign policy, foreign direct investment, trade, tourism, etc.;
creates a perfect connection between strategic intention of the country, its marketing and experience;
offer a unifying platform that builds synergies so as to enable a promotion and an alignment of public and private sectors.

Conclusions
The globalization trend of tourist market has transformed the relationship foreign market – internal market in an essential means of integration and ensuring the mutual flows, product sales, service and quality for consumers and end-users, which is why firms must draw its energy and resources to advance in the present conditions of competition. Compared with other regions, in the process of transformation and adaptation of economic structures and mechanisms at the global tourist market requirements, South-Eastern Europe must make many changes to become competitive in the field of tourism, to acquire new methods and forms of organization, capable of exploiting the tourist potential is higher. On his way to the tourist market, the performance of South-Eastern Europe must make special efforts to improve and promote tourism, to adopt a global mindset and develop in any form a characteristic uniqueness.

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