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Analysis of the cultural tourism trends and perspectives in Romania

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Abstract: Tourism brings a number of benefits, including the enhancement of economic opportunities by creating more jobs for local residents or the increase in income by stimulating and creating local and regional markets. Tourism can also help to protect natural and cultural heritage, preserve the values through education and interpretation, and help to support research and development of good environmental practices. This paper's purpose is to analyse the cultural tourism in Romania, taking into consideration the potential of Romania's cultural heritage and the benefits that tourism industry can bring to the country and to the local communities. The originality of this study is highlighted by the combination and correlation of statistics, including correlation and regression methods, that have as

main purpose the computation and conclusions' simplification, knowing that it is very difficult to quantify the multitude of all the factors that influence a specific phenomenon.

Keywords: cultural tourism, correlation and regression method, factorial analysis, macro-economic indicators, parameters estimation

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Analyse des tendances et des perspectives du tourisme culturel en Roumanie

Résumé: Le tourisme apporte beaucoup de bénéfices, entre autres l'augmentation des opportunités économiques pour les résidents locaux, en stimulant les marchés locaux et régionaux. Dans le contexte complexe actuel, le tourisme contribue tout particulièrement à la protection de l'héritage naturel et culturel, à la préservation des valeurs à travers l'éducation et à la facilitation de la recherche et du développement de bonnes pratiques pour la protection de l'environnement. Cet article se propose de mener une analyse sur le terrain du tourisme culturel en Roumanie, en considérant le potentiel de l'héritage culturel de la Roumaine et les bénéfices que l'industrie touristique apporte au pays et aux communautés locales. L'originalité de cette analyse consiste en la combinaison et la corrélation des indicateurs statistiques comprenant la corrélation et la méthode de la régression multifactorielle, ayant comme but la simplification des conclusions compte tenu de la difficulté de quantifier la multitude des facteurs qui sont à l'œuvre sur ce terrain spécifique.

Mots-clés: tourisme culturel, méthode de la corrélation et de la régression, analyse factorielle, indicateurs macro-économiques, estimation des paramètres

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Introduction

Tourism appears as a specific socio-economic phenomenon of modern civilization rooted in society and as such, is influencing its evolution. At the end of this century and millennium, travel and tourism industry is, worldwide, the most dynamic sector and at the same time, the most important generator of jobs. Addressing social segments broad and fully responding to their needs, tourism stands out through a high dynamism, both nationally and internationally.

Tourism is among the economic components that with major implications for the general social dynamics, which makes more and more countries to focus on its development. (Minciu, 2007). Tourism is an increasingly important source of income for both states and local communities of many countries, and also a very valuable component for the social and economic environment of those countries.

Due to the multiple economic, social, cultural and political implications, due to its complex role in the society and due to the grown of the industry, the interest in a thorough understanding of the tourism phenomenon has grown globally.

The exceptional tourism potential of Romania has two main components: a) the natural component, represented by spectacular landscapes, varied configuration of the relief, favourable climatic conditions and lots of natural therapeutic spas; b) the historical component, the cultural heritage, represented by traces of succeeding civilizations that lived on Romanian territory since ancient times, monuments and lay or religious art objects, museums and museum collections, beautiful and original ethnographical and folklore elements and actual prestigious achievements. Cultural heritage is, according to McKercher and Cros (McKercher & Cros, 2003), a "broad concept that includes tangible assets, such as natural and cultural environments, encompassing of landscapes, historic places, sites and built environments as well as intangible assets such as collections, past and continuing cultural practices, knowledge and living experiences." The main cultural and historical tourism resources are the following: archaeological artefacts; historical, architecture and art monuments of unique value; museums and memorial houses; folklore and traditions; tourist villages.

The tourism is, above all, an element that favours communication, the change of information and ideas, stimulating the enlargement of cultural horizons and, at the same time, having a considerable impact on the intellectual development. In order to highlight the place of tourism in the economic development one must emphasize not only its economic role, but also the impact it has upon the environment and the local cultures. The dynamism of tourism is analysed and examined through a system of indicators, based upon a uniform calculating methodology. Evolution and variation of a phenomenon in time is necessary to be known in an economic environment with effective market economy in which business partners base their decisions on relevant indicators such as turnover, profit, market share, average length of stay index to use the net capacity of accommodation etc.

At a national and international level, tourism industry brings many benefits: it adds economic value to a city, region, country, continent level, generates foreign currency, creates employment, use resources that otherwise cannot be exploited, such as natural scenery, culture, customs and local and national heritage.

Tourism can bring a number of benefits, including the enhancement of economic opportunities by creating more jobs for local residents, by increasing incomes and by stimulation or creating local and regional markets. Tourism can also help to protect natural and cultural heritage, preserve the values through education and interpretation, and help to support research and development of good environmental practices. Tourism can also help to enhance quality of life through improved infrastructures, enhanced intercultural understanding and the valuation by local

people of their culture, their heritage and traditions (Tigu, 2012). The sustainability of tourism means creating jobs for the local community and ensuring local participation in planning and decision-making processes. (Minciu, Popescu, Pădurean, Hornoiu & Bălțăreţu, 2010, p. 87)

Tourism has become a thriving sector, being one of the largest industries in the world, with an estimated 1035 million international arrivals in 2012 and with revenues of more than US$ 1042 billion, representing 30% of world exports of services. An estimated 3-4% increase in international tourist arrivals in 2013. (UNWTO, 2013)

In Romania the figures for the tourism industry were 1,515 million international tourist arrivals and US$ 1418 million international tourism receipts.

Romania holds a huge treasury of archaeological traces, historical, architecture and art monuments, as well as a valuable patrimony certifying continuous and life evolution on these lands, Romanian culture and art development, but has a fairly modest economic performance in the tourism industry, compared with the existent potential and with the other Central and East-European countries (Tigu, 2012).

Currently, the Romanian Travel & Tourism industry is characterized by the following indicators (2012):

   – 2892 US$ millions is the T&T industry GDP;
   – 198.000 jobs in the T&T industry employment;
   – 8870 US$ millions T&T economy GDP;
   – 454.000 jobs in the T&T economy employment;
   – 1,515 million international tourist arrivals;
   – 1,418 US$ millions international tourism receipts (WEF, 2013).

The Rank of Romania in the Travel & Tourism Competitiveness Index 2013 is 68 out of 140 countries, with a score of 4.04, less than the 63 rank obtained in the 2011 Report (WEF, 2013).

The statistical measurement of the tourism phenomenon is calculated using information regarding: arrivals/ departures at the border, provided by the Ministry of Internal Affairs, primary statistics and accounting documents regarding the ways of tourists reception, provided by tourism agencies, statistics about the personal or rented transportation vehicles and about other equipment's and activities, investigations/survey on samples of households and people. Other secondary not-specified sources of data analysis about tourism are the External Cash Flow, The System of National Accounts, at a national level and the accounts of settlement of the tourism operators, at a microeconomic level. This is why, the numerical information regarding the evolution in time of tourism phenomenon is registered

systematically. For a complete understanding of the informational message given by the time series that are formed, these bend to a complex statistical analysis is that is finalized with the intimation of the evolution regularities.

1. State of the art

Cultural tourism is one of the oldest forms of travel and still continues to be a mainstay for the tourism industry in most parts of the world. It is currently one of the most significant and fastest growing components of the tourist phenomena. In fact, World Tourism Organization (WTO) estimates that cultural tourism currently accounts for almost 40 per cent of all tourists' trips worldwide.

World Tourism Organization defines cultural tourism as the form of tourism that "includes all the aspects of the trip through which people learn about the mentality and lifestyles of those with whom they meet during their stay" (Minciu, 2005). ATLAS defines cultural tourism as "the movement of people to cultural attractions that are far away from their place of residence, with the intent to collect information and new experiences in order to satisfy their cultural needs" (ATLAS, 2010).

For a journey to be included in the cultural tourism field, it has to respect certain conditions such as:
– to be motivated by the desire for knowledge;
– to take place the consumption of a tourist product with cultural significance (monument, artwork, show);
– to assume the intervention of a mediator - a person, document, audio-visual material - to highlight the cultural product (Minciu, 2005).

According to World Tourism Organization specialists, cultural tourism includes:
– tourism for youth people, where the cultural and educational aspects are predominant e.g. study trips, trips for learning a foreign language, international camps;
– exchanges of artists, writers and the events celebrating this exchanges;
– rural tourism, holidays to the families of the visited region/country;
– holidays in the villages integrated in the cultural local environment;
– attendance at religious festivals, national and international festivals;
– cultural circuits, which includes visits to museums, historical sites and attending various cultural events;
– pilgrimages to historical and religious places and monuments (Istrate & Glavan, 1994).

Compared with the other forms of tourism, cultural tourism has a number of features arising from its specific content, its manifestation manner and its evolutions and involutions in this area. Moreover cultural tourism is positioned at the intersection between tourism and culture, borrowing some of the characteristics

from both of the two phenomena. According to this, the particularities of cultural tourism are: cultural tourism has a complex content, due to the special services that are included e.g. special services offered by cultural institutes (museums, churches and monasteries, festivals, shows, various cultural events); cultural tourism targets a clientele with a certain level of culture and education or which is being educated; cultural tourism is generally a more expensive product, but not a luxury one; compared with other forms of tourism, cultural tourism seasonality is less accentuated (Busuioc, 2008). According to UNESCO, cultural tourism is the area with the most rapid international growth of industrial tourism. Even if it has been very difficult to find the data about the dimension of the cultural tourism market, OCDE and OMT have reported that, in 2007 cultural tourism has represented 40% of the international tourism market. Thus, out of 898 million of reported arrivals in 2007 in international tourism, 359 million represented the cultural voyages, an increase compared to 1995, when, out of the total number of 538 million, 199 million were cultural voyages (OCDE, 2009).

There are many reasons for this growth in cultural tourism. The desire of countries and regions to develop cultural tourism and particularly to tap its economic potential has generated more offers for the tourist interested in the cultural part of the travel. As more cultural tourists start to explore the everyday lives and cultures of the people they visit, there has also been more attention paid to the issue of intercultural communication (ATLAS, 2010).

Many international organisms such as OMT, UNESCO or the European Commission are also intensively promoting numerous projects on cultural tourism, which can be once more a proof of the worldwide interest in this form of tourism. Attracting cultural tourists has become a common strategy for countries and regions seeking to conserve traditional cultures, to develop new cultural resources and to create cultural image (OECD, 2009).

2. Research methodology

Our research examines the manner in which analysing and forecasting the evolution of the cultural tourism for Romania can help tourism specialists decide for future means of acting towards better promoting and selling Romanian tourism products. This paper is an exploratory research, based on data and studies of cultural tourism for Romania.

The originality of this study is highlighted by the combination and correlation of the statistical methods and techniques with correlation and regression methods that have as main purpose the computation and conclusions' simplification, knowing that it is very difficult to quantify the multitude of all the factors that can influence a specific phenomenon. The process of statistical knowledge is considering the organization and completion of several distinct and successive stages, which include

observation operations or data selection, systematization and processing, analysis and results interpretation, and formulation of conclusions. Statistical studies in tourism will be based on secondary data research, i.e. the data from the Romanian Statistical Yearbook published by the INS and other publications of public institutions. The analysis and modelling (multiple regression and correlation method, statistic, testing the validity of regression models) will be achieved within management programs and database analysis (Cristache, Vuta, Gruiescu et al., 2011). Multifactorial ANOVA also allows analysis of the indicators characterizing the tourism activity system due to several factors and default comparison typical values in order to determine whether there are significant differences between them.

Regression analysis is the statistical technique that identifies the relationship between two or more quantitative variables as dependent variable, whose value is to be predicted, and an independent or explanatory variable, or variables, about which knowledge is available. The techniques are used to find the equation that represents the relationship between the variables. The relation between the variables can be illustrated graphically, or more usually using an equation (Andrei, Stancu, Iacob et al., 2008). This statistical technique is most commonly used in programmer evolution to estimate effects. The net effects of the program under evolution can be assessed using regression analysis, by attributing part of the changes observed to explanatory variables, while the remaining effects are attributed to the programmer (Mitrut & Serban, 2007). The choice of these methods was motivated by the following objectives: the accurate quantification of the effects produced by all the factors, selecting the main factors, measuring the intensity and direction of links existing between indicators characterizing the Romanian tourism.

3. The correlation analysis between the macroeconomic indicators characterizing the tourism activity in Romania in 2001-2012

Evolution and variation of a phenomenon regarding the length of travel is necessary to be known in an economic environment with effective market economy in which business partners base their decisions on relevant indicators such as turnover, profit, market share, average length of stay index to use the net capacity of accommodation etc.

In this case the regression analysis covers the following stages: developing the regression model and estimating the model parameters, checking the accuracy of results (Andrei & Bourbonnais, 2008).

Multifactorial ANOVA also allows the analysis of macroeconomic indicators characterizing the tourist activity in Romania due to several factors and thus the comparison of the typical values in order to determine whether there are significant differences between them (Cristache, 2009).

3.1. *Factors influencing the total overnights, in Bucharest and other cities - Model 1*

Analysing the evolution of overnights number in Bucharest and other cities during 2001-2012, according to the causal variables - real GDP development in the national economy and the evolution of the average monthly gross nominal earnings from tourism - we have obtained the following results of multiple regression function by using multifactor linear regression model (see Table1):

$$\hat{y}_{x_1, x_2} = 3325987,90 + 40,07 x_1 - 2133,93 x_2$$

The stochastic relation between variables is a high one. The intensity of the relationship between the variables of this model is measured by multiple correlation ratios whose value is 0.96, the connection between the strong and direct correlation of the analysed variables. The coefficient of determination shows that 93% of the variation in total overnight stays is explained by the influence of national economic variables real GDP and nominal average monthly gross earnings from tourism activity, just pointing and R adjusted, but given the number of degrees of freedom. Verifying the accuracy of regression multi-factorial model and the multiple correlation of the „Fisher" criterion leads to the following conclusion: since the probability Sig. F is less than 0.05, the multi-factorial regression model is valid with a significance level of 0.05. Regression coefficient b_1 is 40.07, which mean that real GDP growth national economy with a million euros or a unit, the annual number of tourism overnights in urban areas will increase by about 40. Regression coefficient b_2 is -2133.93, which mean that increasing the average gross nominal monthly salary in tourism activity with 1RON/employee will fall the number of nights spent by tourists, with 2133.93.

Table 1. *The multiple correlation of the total overnight stays, in Bucharest and other cities – Model 1*

Regression Statistics				
Multiple R	0.96			
R Square	0.93			
Adjusted R Square	0.91			
Obs.	12			
	Coefficient	P-value	Lower 95%	Upper 95%
Intercept	3325987.90	0.00000	2762477.66	3889498
Real GDP in national economy (million euro)	40.07	0.00000	23.04	57.09
Real average gross nominal monthly salary in tourism (RON/employer)	-2133.93	0.051	-4313.54	45.68

Diagrams of dispersal 1.a and 1.b indicate a linear and direct link between the correlated variables.
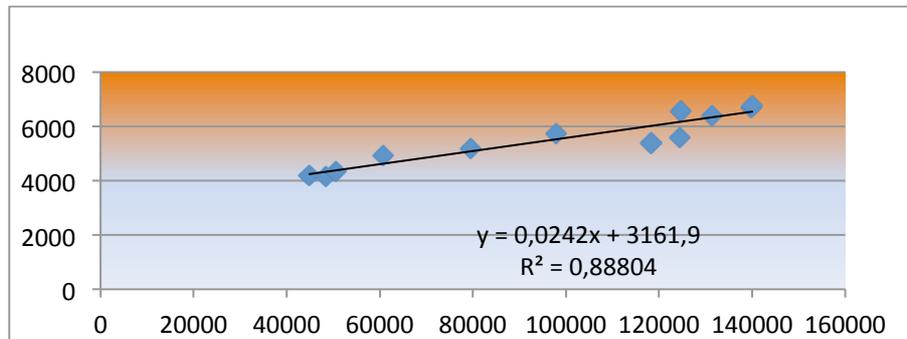

Figure 1.a. *Correlation between Real GDP in national economy and overnight stays in the tourism establishments in Bucharest and other cities*

Theoretical linear adjustment equation where simple linear correlation between real GDP in national economy and overnight stays in the tourism establishments in Bucharest and other cities, as Model 1 (see figure 1.a), is:

$$\hat{y}_i = 3161.9 + 0.024x_i$$

The coefficient of determination $R^2 = 0.88$ indicates that 88% the overnight stays in urban areas is influenced by the real GDP, remaining 12% belonging to other factors.
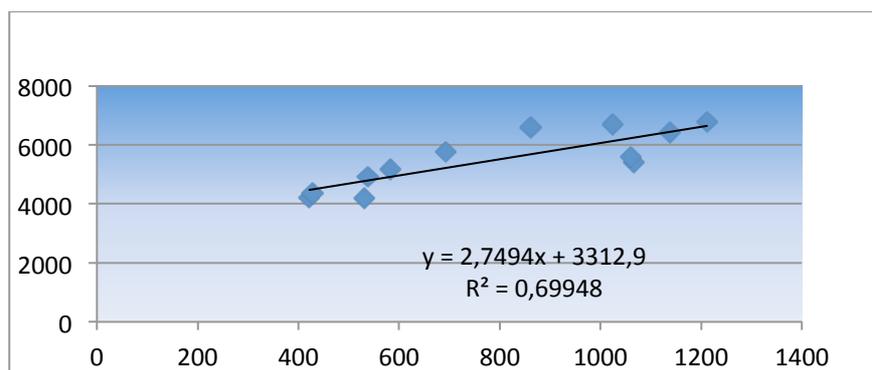

Figure 1.b. *Correlation between Real average gross nominal monthly salary in tourism and Overnight stays in the tourism establishments in Bucharest and other cities*

Theoretical linear adjustment equation where simple linear correlation between real average gross nominal monthly salary in tourism and overnight stays in the tourism establishments in urban areas, as Model 1 (see figure 1.b), is:

$$\hat{y}_i = 3312.9 + 2.74x_i$$

The coefficient of determination $R^2 = 0.69$ indicates that 69% of the overnight stays in Bucharest and other cities is influenced by the real average gross nominal monthly salary in tourism, remaining 31% belonging to other factors.

3.2. *Factors influencing the total tourist arrivals in Bucharest and other cities - Model 2*

Applying the multi-factorial regression model 2, we got the next results for multiple regression function according to the table 2:

$$\hat{y}_{x_1,x_2} = 1661.50 + 0.02x_1 - 0.95x_2$$

The intensity of the relation between the variables of this model 2 is measured through multiple correlation report ($R_{y/x1,x2} = 0.95$). We appreciate that the multiple connection has a linear form and that it is very intense. The positive sign of the correlation report shows us the fact that connection is also a direct one.

Table 2. *The multiple correlations of total tourist arrivals, Bucharest and other cities. Model 2*

Regression Statistics				
Multiple R	0.95			
R Square	0.90			
Adjusted R Square	0.87			
Obs.	12			
	Coefficient	P-value	Lower 95%	Upper 95%
Intercept	1661.50	0.00	1311.64	2011.35
Real GDP in national economy - million euro	0.02	0.00	0.01	0.02
Real net investment in tourism - million euro	-0.95	0.26	-2.73	0.83

Checking the validity of the multi-factorial regression model and the multiple correlation ($R_{y/x_1 x_2} = 0,95$) based on Fisher tests, leads to the following conclusion: because the probability Sig. F is less than 0.05 the regression multi-factorial model 2 is valid, with a significance level of 0.05.

Thus the regression coefficients indicates that when if the real GDP in national economy increases with a one million euro, the tourists arrivals in the tourism establishments in urban areas will increase by an annual average of 0.02 thousand persons. If the real net investment in tourism activity in the period 2001-2012 increased by one million euro, then the tourists arrivals in the tourism establishments in urban areas will decrease by 0.95 thousand persons. The relationship between the variables shows a high stochastic relationship. The real net investment in tourism and real GDP in national economy influence and lead the tourist's arrivals in the tourism establishments' variation in proportion of 90%, the difference of 10% representing the influence of other factors. Diagrams of dispersal 2.a and 2.b indicate a linear and direct link between the correlated variables.
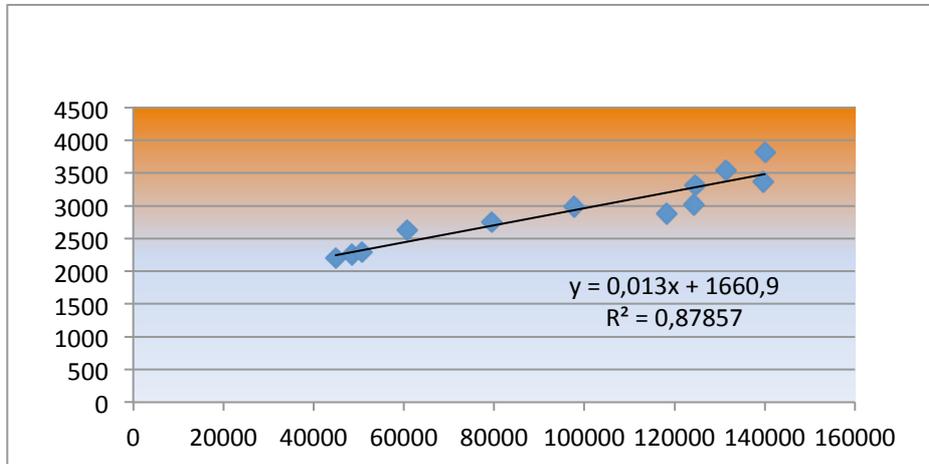
Figure 2.a. *Correlation between Real GDP in national economy and Tourists arrivals in the tourism establishments in Bucharest and other cities*

Theoretical linear adjustment equation where simple linear correlation between real GDP in national economy and Tourists arrivals in the tourism establishments in Bucharest and other cities, as Model 2 (see figure 2.a), is:

$$\hat{y}_i = 1660.9 + 0.013x_i$$

The coefficient of determination $R^2 = 0.87$ indicates that 87% of the tourist arrivals in the tourism establishments in urban areas is influenced by real GDP, remaining 13% belonging to other factors going on, random, redundant.
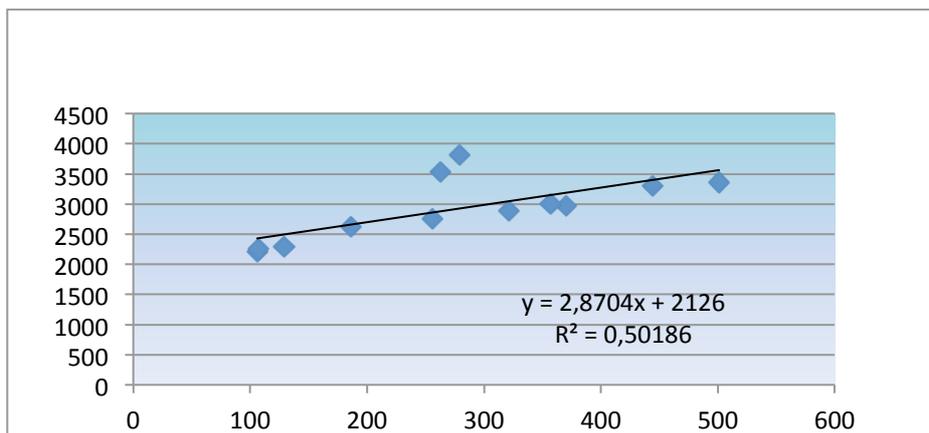

Figure 2.b. *Correlation between Real net investment in tourism and Tourists arrivals in the tourism establishments in Bucharest and other cities*

Also based on the distribution of points in the network it is observed that most of the points are ordered by a line so they have a linear trend and vice versa. Theoretical linear adjustment equation where simple linear correlation between net real investment in tourism activity and tourists arrivals in the tourism establishments in Bucharest and other cities, as Model 2 (see figure 2.b), is:

$$\hat{y}_i = 2126 + 2.87x_i$$

The coefficient of determination $R^2 = 0.50$ (see Figure 2.b) for the correlation between net real investment in tourism and the tourist arrivals in the tourism establishments in urban area shows that 50% represents the influence of net real investment in tourism activity in the number of tourists arrivals, the remaining 50% belonging to other factors (accommodation capacity in function, prices, etc.).

Because errors occur evenly scattered around the environment of the regression line (see Figure 3), the data shows heteroskedasticity, so the variance is constant. Regression equation and its comparison with Laplace Gauss function appears in figure 2.a and 2.b as follows: the analysis of scatter diagram grid points arranged in linear trend and notes that they are ordered so the second sector between the two variables is an economic, very strong and reverse connection.
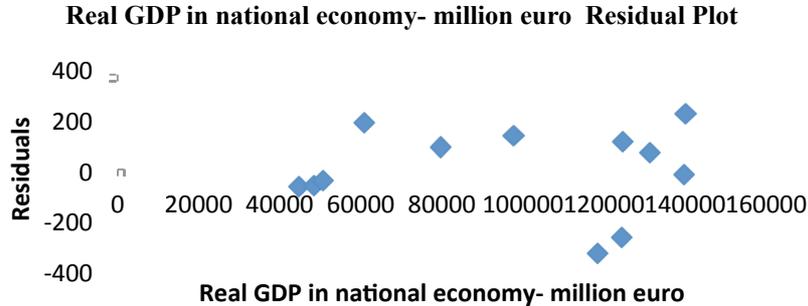

Real GDP in national economy- million euro Residual Plot

Figure 3. *Distribution of error*

As a result of systematic statistical data on cultural tourism activities in Romania during 2001-2012, were determined derived indicators, which enable a first form of macroeconomic indicators that characterize this area.

Real average gross nominal monthly salary in tourism - RON/employee: is a macroeconomic indicator dependent on real GDP in tourism activities, the economy's real GDP and the real net investment in tourism which recorded an

average of 796.33 RON/employee in the period 2001-2012, representative because the value of the coefficient of homogeneity (37%) is not very high (see table 3).

Real GDP in tourism activities: there are periods in the analysis when real GDP value of tourism was above the value of 96713.16 million Euros and periods in which GDP showed a lower value of the central value of 108012 million euro. Because coefficient of variation 39% > 35%, the average of this indicators are unrepresentative and the homogeneity is relative. The asymmetry is negative and high in value (0.89).

Table 3. *Determination of central tendency, variation and asymmetry The main indicators characterizing the cultural tourism activities in Romania (2001-2012)*

Indicator	Average	Coefficient of variance-%	Median
Real GDP in tourism activities - million Euro	96713.16	39	108012
Real average gross nominal monthly salary in tourism - RON/employee	796.33	37.0	777
Real net-investment in tourism activities - million Euro	276.58	46.7	271
Tourist arrivals in the tourism establishments in Bucharest and other cities - thou persons	2919.91	17.9	2933
Overnight stays in the tourism establishments in Bucharest and other cities - number	5502102.83	17.6	5488812.5

Real net-investment in tourism activities: the annual average of real net-investment in tourism in the period 2001-2012 amounted 277 million Euros which has a very low representativeness, slightly over the threshold of 35%, caused by a small variation degree which makes the value of the asymmetry coefficient (0.12) to indicate a value of real net-investment in tourism activities with a small amount above its average value of 271 million Euros.

Tourist arrivals in the tourism establishments in Bucharest and other cities: between 2001 and 2011 the annual average of tourist arrivals in urban area was no higher than 2919.91 thousand persons/year, with a low coefficient of homogeneity

(17.9%), which can also be seen in the value of the maximum range of variation (1618 thousand persons/year). The asymmetry is negative and small in value (0.07).

Overnight stays in the tourism establishments in Bucharest and other cities: the average annual value of overnight stays was 5502102.83 persons with high significance (coefficient of variation of 17.6%). The maximum range of variation of 2608938 persons is low, leading to a small and negative asymmetry (0.04).

Implications and conclusions

Numeric information regarding tourism phenomenon's evolution in time is systematically recorded at national level. To understand as comprehensive as you can the informational message offered by the formed time series, these make the subject of a complex statistical analysis, finalised with understanding the evolutional regularities. Socio-economic phenomena are complex, influenced by a large number of cases, acting in the same sense or in different directions. The most significant of this procedures and instruments are applied, in one form or another, to the available entry data, with the purpose of the factorial explication, and consequently, of the detachment of some information necessary for the action decisions.

In conclusion, due to the great diversity of tourism services, the seasonal character of tourism, the different forms of tourism that are being practiced, as well as the prices differences between comfort categories, segments of tourism and economic agents, the activity of this branch cannot be characterized from the statistic point of view by only one indicator, but through a system of indicators. Evolution and variation of a phenomenon in time travel is necessary to be known in an economic environment with effective market economy in which business partners base their decisions on relevant indicators such as turnover, profit, market share, average length of stay index to use the net capacity of accommodation etc. The main explanation that we can give to those values, in the case of Romanian tourists, represent the difficult period suffered by national economy in this passage to market economy, with a high decrease of macroeconomic indicators and implicit by the purchase power of the population, that generated a major cut in the amount of money people put into tourist expenses, in favour of those for necessary daily consumption items. Reviewing the global results of Romania's international tourism, it accounts for 3-6 % of money inflow into the current account of the external payments balance. The general analysis of Romanian international tourist circulation reveals its modest level, compared to the resources that our country disposes.

As a result of the global crisis the main phenomenon in the Romanian cultural tourism are the decrease of the average stay, the poor use of the tourism capacity, the services quality and the dramatic decrease of the incoming flows in Romania. All these are influenced by the diminishing of the purchasing power and the poor

quality of the tourism services supplied. The diversity of the services offered may be a possible solution to empower the Romanian cultural tourism. The development of international tourism and the better capitalization of the natural and anthropic potential assume efforts aiming to re-launch the Romanian economy, at elaborating an adequate strategy, having as main objectives the improvement of the services quality level, the modernization of the tourism material resources and of the general infrastructure. Trends in tourism development in Romania are a result of development of market economy and changing market behaviour and lifestyle of the population. Improvement of national economic situation should lead to a better image abroad that can lead to more foreign tourists visiting the country. In the same time, ''the most interesting tourist places'' must be better developed through suitable marketing programs. Knowing the factors that determine and stimulate the tourist activity or that contrariwise presents relative braking effects, is becoming necessary in a competitive economy, in marketing research, in area or national profile development, in promoting tourist activities, a re-launch of the Romanian cultural tourism is needed at international standards. From this point of view, the Romanian tourism faces a lot of problems, which should be solved in order to make it more competitive on the global travel market.

Ensure a competent management able to improve their tourism operators to increase profitability in competition increasingly fierce is a difficult problem, whose solution depends largely on the success or failure of the tour operator. Tourism development is finding a vector of economic and social cohesion within the European Union.

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