

The Phenomenon of Tourism and Hospitality Industry

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Abstract

Tourism today is manifested as a distinct field of activity, with a more active presence in social and economic life evolving rhythms of the highest. Generator of profound transformations in social dynamics, tourism has also stated as a factor of progress and civilization, as a promoter of international relations and, more recently, the argument of globalization and sustainable development.

Keywords: economy, services, tourism industry

1. Introduction

The organization is an attribute of modern management and includes measures, methods of social, economic, technical and organizational, which is used to achieve a defined purpose.

Tourism, like any industry, to develop coherent, without convulsion, effectively requires an appropriate institutional framework with a set of links, defined by a functional relationship between them and an adequate information system.

Developments in recent decades developed economies justify characterizing the services economy, leading experts to overcome intensifying concerns relative lag behind the theory to practice. These concerns focused primarily on defining the concept of service difficult problem due to the extreme heterogeneity of the services. The services offered to tourists at a holiday party are the most important component of the tourism. The activity aimed at meeting the daily needs rest food and tourists, as well as those specific funs, recreation. These benefits consist of accommodation, catering and leisure services plus other general or custom forms of tourism to complement the favorable conduct voyages.

These services are included in the content of what is called the hospitality industry, which is today a broad sense, encompassing all economic activities, production of goods and services, designed to meet the needs of tourists in places holiday destination.

In recent decades the services have become increasingly important role in economic and social progress and a significant contribution to GDP creation and employment, which contributed to the strong development of the national economy.

Technical progress, amplifying the social division of labor, increased demand for services from businesses and population are the main factors that have facilitated the development and diversification.

Services are the result of at least a necessary activity performed at the interface between the supplier and client. Services can be defined as a set of benefits / rewards purchased either directly or through the use of property that has acquired beneficial service / law of the utilize. Travel services are designed to meet the multitude of needs of people, to influence the level and quality of final consumption [1-4].

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2. Materials and methods

Travel services consumption is characterized by a number of features that differentiate the specific consumption of consumption goods and prints some features of tourism. These characteristics can be mentioned:

- a.** Demand for domestic and international travel services is constantly evolving, but increases in requests for services have no rhythm steady and uniform dispersion to all tourist destinations.
- b.** Tourist consumption is highly seasonal, due to the concentration of services in different time periods in a year.
- c.** Unlike tourism demand, manifested by a pronounced elastic service offered is relatively rigid, limited in time and space in the receiving core capabilities available material basis.
- d.** Offer of services is geared to take over and cover peak demands of the season, where conclusions can be drawn regarding the risk of not using partially (sometimes total) of the receiving capacity, which, although available, are not or can not be used full season periods apart.
- e.** By their nature are perishable services, tourism services can not be stored and unlike trade in goods, where unsold merchandise today can be harnessed in a future period, in tourism every idle in a reference period of cores available capacity receptive and virtually equivalent staff with serving waste of potential embedded in these capacities.
- f.** Tourist attractions on the one hand, the result of combination with multiple possibilities elements tourist attraction that offers touristic heritage of our country and existing tourism basis that territory, and on the other hand, the resultant human contribution that shape services.

3. Results and discussion

Typology of services in the modern economy is determined by the following criteria:

- a.** After the economic function performed:
 - Distribution services (transport, communication, trade)
 - Production services (finance, insurance, advertising)
 - Social services (health, education, defense)
 - Personal services (domestic services, hotels and restaurants, repair).

b. Once the form of participation in the GDP:

- Material services
- Intangible services
- Pure service
- Services related to tangible

c. By the nature of market relations:

- Market services (freight and commercial)
- Nonmarket services (non commercial) public services, cultural or provided by non-profit organizations.

d. After ownership (the organization of service providers):

- Public sector: courts, hospitals, mail, agency labor, etc.
- Third sector: aid organizations - assist churches, museums.
- Private sector: airlines, financial organizations - banking, insurance, etc.

e. After the customer:

- Services affecting goods (transport, cleaners, repairs, maintenance, supplies and housing);
- Services that affect people regarding their physical or intellectual condition (transport, communications, education, health, hair, etc.).
- Services provided influencing both goods and people (financial services or the associated production).

- Beneficiary can be: individual, collective

f. Depending on geographical location:

- internal
- external

g. The same criterion grouped services:

- Benefits for intermediate consumption (production - economic);
- Final consumption benefits (for direct consumption of the household).

h. After basic organization of work :

- Equipment-based services (dentistry).
- Based services personnel (psychiatry).

i. After the involvement of the client in achieving service:

- Active involvement of client services.
- Customer services passive involvement.

The category includes those basic services that tourists can not give up (transport, accommodation, leisure) they are designed to meet the needs of general (rest, food). They also have a structure channeling substantial tourist consumption, all other additional costs shall be aimed at better adapting to the needs of tourists basic benefits or employment nice time of the holidays.

Groups of services and share in the consumption structure:

-Transport	20-25%
-Hotels	30%
-Food	30%
-Recreation	10-15%
-Other Services	5-10%

In order of their running start organizing basic services and consignments. These include proper transport service offered during the trip, and if traveling with their own - maintenance and repair.

Accommodation services (hosting) refers to creating the conditions for leisure tourists. They imply the existence of adequate accommodation facilities (hotels, inns, cottages, cabins) and the necessary facilities to ensure comfort, they also concern the activities determined by the maintenance and proper functioning of the accommodation.

Food services (catering) fall, too, in the category of basic benefits and the satisfaction of needs of food destination of tourists, but also for recreation and entertainment needs. They develop in relation to accommodation services or independent of them. The effective implementation of these services should be considered in their adaptation of the trip each time, specific forms of tourism and tourist segments features.

Leisure Services - accepted as basic benefits only by some specialists - are designed to provide enjoyable, agreeable vacation time. They are made from a wide range of activities with fun and recreational character, according to the specifics of each form of travel or subsistence form. Leisure Services is the cornerstone in meeting the needs of tourists, how to realize the motivations driving and increasingly more important role in the structure of tourism consumption.

4. Conclusions

Along with basic services, a growing contribution to the success of tourism activity returns additional services. They are called upon to increase comfort holiday, stimulate active leisure, recreation, without substitute leisure services. In general, they have a modest share in the structure of tourism consumption and an auxiliary role. However, additional services are not insignificant source of revenue growth.

Whatever form of presentation, the most important groups of additional services are: customer information tourism intermediation (rental, reservations), special character (congresses, fairs and exhibitions, festivals, hunting), cultural, artistic, sporting, financial diverse.

Information services occur during the preparation and employment of tourist services have an important role in formation and the decision was to purchase, but is manifested during the course of the voyage. Their content knowledge should enable quick, comprehensive and quality of the various aspects of travel and stay (days running program, timetables of transport facilities cost, prerequisites travel, offer additional benefits).

Information services are the responsibility of all organizers of tourism, particularly in the travel agents and tour operators OF THE LOCAL. They are achieved through traditional means of advertising written (posters, leaflets, brochures, catalogs) or oral (ad advising tourists).

Brokerage services are created and the reservation of seats (in hotel units, vehicles, various cultural events, artistic and sports) and rental of inventory to increase the comfort of travel or entertainment equipment gym equipment and sports equipment, games, etc.) all in this group some authors include repairs, service charges and others.

Category brokering a special role lately experienced the reservation by introducing and promoting widespread computerized reservation systems (CRS - Computer Rezervation Systems) and more recently GDS - Global Distribution Systems) allowing information, reservation and purchase place quickly. Of great interest, enjoy car rental services (rent a car), especially in the development of international networks of rental centers and connect to the CRS.

Cultural and artistic services are designed from the perspective of the role of recreational fun and educational tourism. They are meant to provide employment pleasant, agreeable vacation time. Among them can be highlighted as the most important:

- Participating in various shows and events
- Visits to memorials, museums, art galleries , exhibitions
- Visits to cultural - historical șiințifice etc.

A separate mention is required about the organization of programs (tours) thematic gained increasing frequency and diversity of topics. They have a great educational formative role, especially

when addressing pupils and students happily complementing theoretical knowledge. Their organization must be done carefully so as not to be affected primary motivation of vacation (spa treatment, cure helio- marine, skiing).

Sports services complement established forms of entertainment and travel organizers subsumed efforts to create the conditions necessary for an active rest. These services are of great diversity, they are differentiated by tourists and preparation can be of assistance and supervision (for the experienced) or initiation (for beginners).

Services with special character are determined mostly by the particular nature of tourism and associate of particular forms of its manifestation. As a result, they present a diverse structure, the most important ones are:

- Their traditional tourism services (guide animator);
- Services generated by specific forms of tourism (organizing hunting parties, festivals, fairs and exhibitions);
- Childcare services, people with disabilities, tourists livestock ownership;
- Providing security services to the tourist and rescue in case of danger.

Services and wellness medical spa are additional benefits in situations where tourists complete their stay in a resort (motivated by the rest cure helio-marine, skiing) to carry out simple treatments (gym, physiotherapy, aerosol, mineral water cures) with preventive. Also, healthcare services, occasioned by such circumstances, belong in this category.

Financial services refer to the tourist insurance, covering a wide range of situations, from health to money or baggage loss and various transactions (payment systems, banking, foreign exchange) and facilities (discounts rates, subscription services, loans, etc.).

In the category of additional services can also include other benefits such as: marketing of the

system "duty free ", keeping valuables perform various errands.

Expanding the range of services, basic and additional offers tourists and increasing their quality reflects positively on the tourism activity, leading to better use of the material and labor to increase the efficiency of the entire activity. However, we must emphasize that additional services have an additional contribution in this respect by extending the stay and the tourist season, increasing average revenue per day - tourist.

If the idea of hospitality there is no reservation in admission of tourism objective attribute of the industry has generated controversy. Initially associated business hotel and used the phrase "hotel industry" attribute industry is justified by the scope and content of the components is about, especially, the characteristics of the investment, which by size and recovery mode are similar to those in established industries and that the production of these services is a labor intensive. Thereafter, the industry has been recognized and other components of work turistic. As a result, the formula hospitality industry is increasingly frequent, considering that it best meets the specific scope and attitude producers holidays.

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