



*The 13<sup>th</sup> International Scientific Conference*  
**“DEFENSE RESOURCES MANAGEMENT  
IN THE 21<sup>st</sup> CENTURY”**  
Braşov, November 8<sup>th</sup>-9<sup>th</sup> 2018



**TOURISM AS AN INFLUENCING FACTOR FOR THE  
INTERGOVERNMENTAL RELATIONS**

**Baba Cristina Andrada**

The Bucharest University of Economic Studies / Doctoral school of Marketing / Bucharest /  
Romania

**Abstract:**

This paper examines non-financial factors influencing tourism. Such analysis is important as the touristic relationship between countries has two major impacts on diplomacy and peace maintaining: it helps the process of reducing the existing conflicts and it enhances a better political economical and security collaboration. Both governmental and private sector are influencing the tourist flows, and vice versa. A proper understanding of the implications of tourism and an effective cooperation can lead to tighter connections among states.

*Key words: Marketing, Tourism, Public Diplomacy, Romania*

**1.Introduction**

The governmental act is one of the channels matured by diplomacy. The alternative approach with an akin impact factor is the people-to-people interaction. In a context of globalization and increased human mobility, tracking every human path and managing the interaction is unrealistic, therefore this component of international affairs is commonly evolving but often remains uncultivated. According to the World Tourism Organisation (UNWTO, n.d.) there are over one billion tourists commuting yearly, spending multimillion-dollar, making tourism the fourth largest industry globally with implications in GDP, jobs market, environment, business, cross-cultural awareness and nonetheless security. The official bilateral activity and tourism are proportionally linked to each other and changes in one field indirectly affects the other one. A coordination of the two dimensions supports a better relationship among countries and the differences occurring might transform into a greater advantage. (Kim & Prideaux, 2003). (Adeleke, 2014) considers that peace is a main condition for tourism to exist and to develop, and once achieved, tourism is a main method to keep and to promote peaceful conditions.

**2.Methodology**

The used methodology integrates the literature review of previous research in the field and data processing of tourism entries. The tourist flows are measured by number itself, percentage and expenses. The studied case is Romania and the reflection of its present official relations in tourism as well as the potential development due to tourist flows. To check hypotheses and to

## ***TOURISM AS AN INFLUENCING FACTOR FOR THE INTERGOVERNMENTAL RELATIONS***

identify the impact a survey was taken on 200 tourists from the German market visiting Romania in 2018.

### **3. Literature Review**

(Lim, 1999) argues that the main factors influencing touristic destinations is the income (84%). People with high incomes are keen to choose destinations, by desire and popularity (Zhang, 2015), like well-known resorts, while a lower income concentrates the touristic flows in the proximity. However, tourism is stimulated through the country attractiveness and competitiveness (World Economic Forum, 2007) and the general destination image is still preeminent regardless of income. Research shows that the tendency is to choose a destination with a similar level of development (World Economic Forum, 2013) as this assures a known degree of security, comfort, price range and social conditions, but recently, studies prove the reverse decision-making process (Saner, Yiu, & Filadoro, 2015). The experiential tourism is a modern concept increasing in popularity, where people from less developed countries aim to visit the evolved states, while highly civilized travelers prefer unevolved destinations (Ernst&Young, 2014). For Romania this is an opportunity to emphasize the rural tourism and the eco-tourism as a multiplying factor in the overall process. Over 55% percent of the travelers motivate their choice in transportation costs (Valek, 2012 ). As an example, are the temporary cheap connections on flights segments that can be soon recognized in the increased tourist flows. They are used as a marketing tool and are meant to boost traffic for reaching conventions, like service frequencies, ports serviced and passenger number (Hanlon, 1996).

Tourism plays a significant role in unifying partitioned countries, like the case of the two Koreas (Kim & Crompton, 1990). The Marshall Plan (Steil, 2018), having the objective to rebuild Western Europe after the Second World War is an example of relatedness between tourism and diplomacy. Opening the borders, having an economic flow towards this region and removing trade barriers, americans started visit Europe more often, especially France, while the continuous growing number of tourists grew the understanding level among citizens and encourage development (Becker, 2016).

### **4. Research**

A form containing 20 questions was filled out by 205 respondents. All of them foreign tourists visiting Romania for holiday. The respondents are from German speaking countries, the main market for foreign tourists visiting Romania in the past 15 years. Most of the tourists entering the country (29.900) as well as answering the form (66%) are coming from Germany.

The results show the following:

Almost 70% of the respondents answered the checking questions right, measuring correctly the size of the country and knowing, which is the capital city of Romania. The best-known city is in 60% of the cases different to Bucharest, the capital city, which indicates a vaster knowledge possessed by the tourists and among the answers the most frequent being Sibiu (21,5%), Brasov (17,6%) Cluj (8,8%), Timisoara (5,5%), Iasi and Arad. The main criteria for which the most popular city was chosen is a link either to historical events, personal connections in the mentioned areas, or work stations, departments for certain companies, less marketing objectives

## ***TOURISM AS AN INFLUENCING FACTOR FOR THE INTERGOVERNMENTAL RELATIONS***

or activities. The arithmetic mean of the appreciated safety level is three, the middle option in the range, the neutral response. This question form the form was intended conceived with a neutral answer possibility, because the main reason was not identifying whether Romania is or not a safe country, but to evaluate if responders have a clear opinion formed or if they are rather confused and lacking information. The answers approve the hypotheses, the attitude is an uncertain one, most travelers have controversial opinions when it comes to the development level of the country and to security.

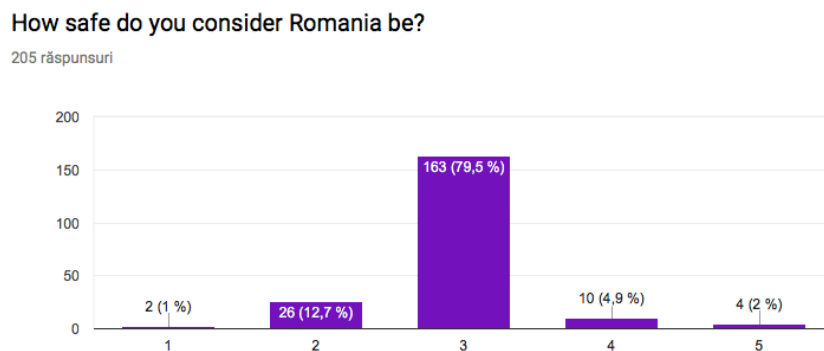


Fig. 1 Safety level in Romania

Analyzing the retention to answer rather positive or negative, research shows that the state of confusion comes from the fact that the touristic image of Romania is still undeveloped, with few reviews available. There is no actual brand built around the country – like Greece Bulgaria or Croatia indicating the seaside, Austria and Switzerland famous for winter-sports, Italy renewed for romance and food or Spain Portugal and England well known for city traveling. Romania lacks on touristic image, none of the various and astonishing resources is being highlighted in particular, therefore the brand itself, Romania, does not speak about the Black-sea, Carpathian-mountains, Danube Delta or Transylvania.

The Black-sea is suggestive to the sea-side vacation, the Carpathian-mountains for hiking rock climbing and skiing, the Danube Delta is widely-known for the unique biosphere bird-watching and fishing, and Transylvania is a symbol, not only for Dracula, but for picturesque scenarios, charming uplands and imposing mountains. The lack of a linkage bounded by the natural resources, culture and Romania is the fact that tourists don't see the country as a whole, as a touristic destination, the marketing activity is not strongly enough defined and the events speaking are actually the result of governmental or business-relationships, fact reflected in the form as well when regarding the origin countries of the visitors, starting with Germany, a country with which Romania shares historical connections like the German minority already starting with the 12<sup>th</sup> century, the crowning of the first king of Romania, coming from Germany or 21<sup>st</sup> century connections created through consumerism - good exchange and German investments in Romania; Israel – which Romania supported and did not obey the Soviet directives on breaking diplomatic ties them, the role of Romania in the Egyptian - Israeli negotiations that would lead to the peace agreements signed at Camp David in September 1978 or commerce; The following positions in the ranking of tourists are occupied by countries with a high number of Romanian

## ***TOURISM AS AN INFLUENCING FACTOR FOR THE INTERGOVERNMENTAL RELATIONS***

immigrants (Italy- 1.168.552, Spain- 1.000.030, England- 411.000). In this case tourism is often encouraged through the people-to-people interaction and direct connections or curiosity.

There where 96,6% of the responders who admitted that Romania is less developed than the countries they come from and the remaining 3,4%, coming who were mainly visiting Bucharest, said that he country has the same development level as the homeland. Asked if he choice of visiting Romania is related to the development level, 25,9% admitted, that trying to find diversity and alternating the usual lifestyle they wished to visit Romania. 39% of the respondents answered a clear “no” and 31.5% of the respondents were not sure if Romania has been attractive for them due to the less prosperous level. Being a reason for their choice, the differential elements are an expectation they seek during their stay. Tourists are looking for authenticity and history, willing to eat traditional, wishing to be introduced in the Dracula-atmosphere and interact with vibrant folklore, traditional customs and local flavors. Although veracity is the aim, the modern facilities – good hotels, roads and amenities - for a comfortable stay are indirectly enhancing the number and the satisfaction of tourists. In fields of air and ground transport infrastructure, as well as tourist service infrastructure Romania classifies only in the second half of the worldwide ranking.

### **Is the development level of the country relevant for your choice?**

205 răspunsuri

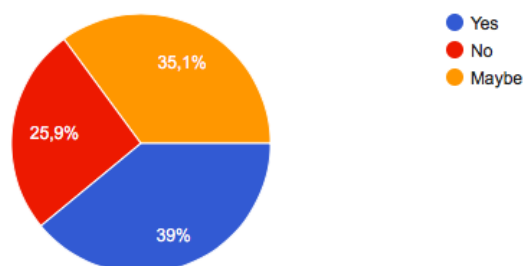


Fig. 2 The relevancy of the development degree in choosing a destination

In the top of the reason choosing Romania as a destination was mentioned the culture (22,9%), the personal connection to Romanians (19%), the history (16,1%) and the nature (15,1%). The results show that many tourists choose Romania due to the personal connection. And even though the number of tourists increased, 23,2% mentioned the work relations as being the real reason for knowing and wanting to visit Romania, as 57,1% of the respondents have already had connections to the country before. The results of the form demonstrate that Romania is less known as a touristic destination, it is rather attractive through other advantages like the dissimilar culture (22,9%), the good-accessible location (19%), the history (16,1%), the natural sites (15,1%) and the advantageous cost-range.

# ***TOURISM AS AN INFLUENCING FACTOR FOR THE INTERGOVERNMENTAL RELATIONS***

Did you have connections to Romania before?

205 răspunsuri

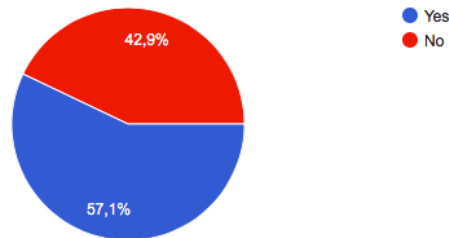


Fig. 3 Percentage of tourists having personal connections to Romania

The World Economic Forum report ranks Romania in 2017, with 2.234.520 tourists on the 68th grade out of 136 at the tourist attractiveness (World Economica Forum, 2017). Romania is considered to be healthy, hygienic, rather safe and prosperous for business. The areas where the country does not score as good are the natural and cultural resources and the business travel. The answer examples the lack of information occurring.

Choosing the destination for a reason and loving it for another one, tourists arriving in Romania discover other attractions to be remarkable, maybe more than the ones they knew initially. Building a brand out of the touristic destination called Romania, would attract tourists for the aim itself an, not for the diplomatic relationship which enhances the tourism and variates the origin country of the travelers. Thereby we can change the paradigm and instead of letting political factors influencing tourism, tourism can influence political factors. Asked to evaluate the natural potential, only 41% mentioned it would be very good due to the lack of knowledge, on the other hand, many of the tourists said, if they were to visit Romania again, they would explore more the nature. Having to choose between the natural sites, 72,7% said that the Carpathian-mountains are more impressive than the Danube Delta and they would like to better explore the environment.

What is the main reason for choosing Romania as a holiday destination?

205 răspunsuri

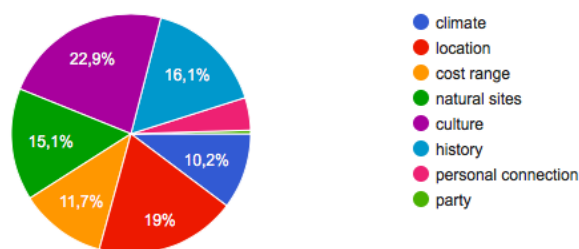


Fig. 4 Reasons for choosing Romania as a holiday destination

## ***TOURISM AS AN INFLUENCING FACTOR FOR THE INTERGOVERNMENTAL RELATIONS***

Thailand is an important actor for the Romanian international relationship as it plays an important role in the region and it has a great economic potential for developing cooperation and trade relations (Ministerul Afacerilor Externe, 2018). The high number of Romanian tourists traveling in the last year to Thailand for holiday (6.000 in 2017) are cultivating better relationships between the two countries, therefore Thailand requests a direct flight connection (Oprea, 2018). The new flight connection to Tallinn is also meant to breed the touristic and diplomatic connection to Estonia (www.news.ro, 2018).

The concept of public diplomacy is a method to strengthen the international relations through other methods than the traditional diplomacy. It involves working-groups among similar interest collectivities from different countries, intercultural dimensions, public opinions and personal interactions among citizens. The European Union encourages the mobility through permissive conditions regarding travel, work or retirement in order to support cordial relationships among citizens and countries. The student exchange programs as well the intention to bring nations together and mix the population. Unlike most European countries, the United Kingdom is less taking advantage of the mobility opportunity, therefore the colder relations to the European Union and maybe one of the reasons for the Brexit subject (Stuart-Taylor, 2014).

### **5. Conclusion**

In conclusion tourism and diplomacy are inter-connected and influence each-other. Nowadays, tourism in Romania is a consequence of the previous international connections and history events, but also work and business connections. For this reason, most travelers are arriving from the German speaking countries, particularly from Germany. To assure a sustainable tourist flow and to diversify and enlarge the provenience of the sightseer, but basically for a rise in importance at an international level for better security, economic relations and development, Romania should start using other competitive advantages in promoting the country. As a result of the survey the spectrum of interest would be the natural potential and

### **5. References:**

- Adeleke, B. (2014). *Residents' perception of tourism impact on the physical environment of Redemption Camp, Ogun State, Nigeria. Quality- Access to Success*, 24-34.
- Becker, E. (2016). *Overbooked: The exploding Business of Travel and Tourism*. New York: Simon&Schuster.
- Ernst&Young. (2014, Mai 7). *Effectively implementing your tourism strategy*. Retrieved from [www.ey.com: https://www.ey.com/Publication/vwLUAssets/EY\\_-\\_Global\\_hospitality\\_insights\\_2014/%24FILE/EY-Global-hospitality-insights-2014.pdf](https://www.ey.com/Publication/vwLUAssets/EY_-_Global_hospitality_insights_2014/%24FILE/EY-Global-hospitality-insights-2014.pdf)
- Hanlon, P. (1996). *Global Airlines, Competition in a Transnational industry*. Butterworth-Heinemann, Great Britain.

## ***TOURISM AS AN INFLUENCING FACTOR FOR THE INTERGOVERNMENTAL RELATIONS***

- Kim, S. S., & Prideaux, B. (2003). *A cross-cultural Study of Airline Passangers*. *Annals of Tourism research*, 30(2).
- Kim, Y.-K., & Crompton, J. (1990). *Role of tourism in unifying the two Koreas*. *Annals of tourism Research*, 353-366.
- Lim, H. D. (1999). *Organisational and Cultural Factors Affecting International Transfer of Training*. *Performance Improvement*, 30-36.
- Ministerul Afacerilor Externe. (2018, January 31). *Ministerul Afacerilor Externe*. Retrieved from Guvernul Romaniei: <https://www.mae.ro/travel-conditions/3751>
- Oprea, A. (2018, Mar 28). *Hotelierii thailandezi solicită chartere directe între România și Thailanda*. Retrieved from [www.news.ro](http://www.news.ro): <https://www.news.ro/economic/hotelierii-thailandezi-solicita-chartere-directe-intre-romania-si-thailanda-numarul-turistilor-romani-care-vin-in-vacanta-in-phuket-a-crescut-de-cateva-ori-in-ultimii-ani-1922401028002018031718006655>
- Saner, R., Yiu, L., & Filadoro, M. (2015). *Tourism Development in Least Developed Countries: Challenges and Opportunities*. *Handbook of Research on Global Hospitality and Tourism Management*.
- Steil, B. (2018). *The Marshall plan: Down of the cold war*. New York: Simon&Schuster.
- Stuart-Taylor, V. (2014, August 13). *The well-travelled postcard*. Retrieved from <https://thewell-travelledpostcard.com/2014/08/13/travel-and-tourism-as-a-form-of-public-diplomacy/>
- UNWTO. (n.d.). *World Tourism Organisation*. Retrieved from <http://www2.unwto.org>
- Valek, N. S. (2012 ). *Tourism expenditure according to mode of transportation: A comparative study between 2009 and 2012*. Munich Personal RePEc Archive.
- World Economic Forum. (2007). *The Travel and Tourism Competitiveness Report 2007: Furthering the Process of Economic Development*. Geneva: World Economic Forum.
- World Economic Forum. (2017). *The Travel & Tourism Competitiveness Report 2017*. World Economic Forum 2017.
- World Economic Forum. (2013). *The Travel and Tourism Competitiveness Report 2013: Reducing Barriers to Economic Growth and Job Creation*. Geneva: World Economic Forum.
- XXX [www.news.ro](http://www.news.ro). (2018, iun 28). *Paradis - Vacanțe de Vis estimează o creștere de 28% pentru sezonul estival. Crește și numărul turiștilor străini din Israel, Estonia, Polonia Informațiile publicate de ECONOMICA.net pot fi preluate de alte publicații online doar în limita a 500 de caractere*. Retrieved from [www.news.ro](http://www.news.ro): [http://www.economica.net/paradis-vacante-de-vis-estimeaza-o-crestere-de-28prc-pentru-sezonul-estival-creste-si-numarul-turistilor-straini-din-israel-estonia-polonia\\_155529.html](http://www.economica.net/paradis-vacante-de-vis-estimeaza-o-crestere-de-28prc-pentru-sezonul-estival-creste-si-numarul-turistilor-straini-din-israel-estonia-polonia_155529.html)
- Zhang, W. (2015). *Tourism, trade and wealth accumulation with endogenous income and wealth distribution among countries*. *EcoForum Journal*, 7-13.