

THREE DECADES OF CHANGES IN THE WORLD TOURISM: THE IMPACT OF THE GLOBALIZATION IN THE TOURIST FLOWS

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In the course of last three decades the tourism as socioeconomic and cultural phenomenon, and as also of economic and labor activities, is living through a deep transformation. These changes, which concern the tourist structures, to the motivations by which it is realized, to the systems and companies of hospitality and of transport, to the groups and social classes that take part, to the forms of tourist intermediation, and to the territories that they lead or those other territories that are isolated, they have been of a great intensity. And they it continues being at present. All this set of transformations is the product fundamentally, of a side, of the dynamics of the companies that operate in the multiplicity of sectors that form the tourism nowadays; of another side, of the consequences that stem from the tourist local and national policies; and, finally, and especially, of the impact that on the tourist activities is having the restructuring -that not only is economic, but also institutional and sociocultural- that develops in the capitalism and that we have so-called a globalization.

A globalization, with concretions and very diverse and contradictory forms, that has been led by the neoliberal policies, and that has had in the application of the technological and scientific advances in the productive processes, of distribution and of consumption, one of his more significant consequences. This process is, in tourist terms, having three key repercussions: the consolidation of new spatial logics of the capitalism and of new forms of configuration of the productive activity -that would be behind the emersion of new tourist territories, for example-, the technological development and his application to the methods of access to the information and of contracting of the tourist trips, the decrease of the prices of the systems of transport, and the increasing internationalization of the companies of the different tourist sectors.

Likewise, it is necessary to annotate that, if the victory of capitalism is undoubted in the international economy, as form of basic organization of the economic world system,

equally the predominance is evident to global scale of the sociocultural guidelines of behavior -and of consumption- typical of the most developed western societies. One of the features that define of this set of sociocultural guidelines, with ambiguous limits, is the conversion of the exercise of the leisure and of the tourism in a “social need”, in which the citizens invest (they consume) time and resources to obtain a “personal and social satisfaction”. This fact is substantial, since it explains mostly why the new middle classes of emergent countries or of developing countries have assumed the tourism forms a part of his daily reality and his social behavior. The growth of the volume and capacity of expense of these middle classes is an important engine of expansion of the tourism in numerous territories and countries.

Now then, in the same way that the world society is “globalized”, homogenizing his social guidelines of behavior and consumption, emerge groups and social groups that for diverse motivations look for “other forms of behavior and of consumption”, beginning a parallel way of fragmentation of the tourist demand. It supposes, in tourist terms, the conviviality of tourisms of traditional masses consolidated (the sun and beach or snow sports, for example), with other forms of tourism. It increases the diversity but also increases his motivations, the forms of hospitality, the territorial destinations and the products and/or attractions that are brought to attract the tourist, the companies that stimulate of tourist activities, and the forms of access of the citizens to the tourist information across the mass media -Internet and the social networks in any of his current manifestations-.

In the present article we want, departing from these premises, to offer a general sketch of the tourism on a worldwide and regionally scale, to value and to interpret the evolution during these last three decades of the big tourist flows that develop in the world. As well as, to delimit his principal characteristics and to glimpse those elements that can help to define the potential routes of evolution of the tourism in the medium term.

In this context of globalization, the tourism has turned into one of the most paradigmatic manifestations of the globalization. In a double meaning. On one hand, the tourism like economic, sociolaboral, institutional and cultural system of activities that conform about the production and consumption of the tourist good, from his nature has contributed notably to the own process of globalization. On the other hand, the organizational logics and locacionales that sustain the globalization and the restructuring of the current capitalism have affected in the deep transformation of the tourist international system and of the tourist national, regional and local systems, with degrees and diverse forms that answer so much to the own level of development of the social formation of which they form a part, as for the impact of the interests of the big tourist international companies.

In this respect, Keller (1996) was indicating that the globalization is a megatrend that has finished changing the tourist international reality. This megatrend makes concrete in a series of elements that interact reciprocally, and we think that not necessarily in the same direction, even sometimes contradictory, and that they are mostly the engines of these changes. These elements are for Wahab and Cooper (2001: 6) the quality, the conditions of production, the role of the public authorities, the structures of the corporations (the companies) and the strategies of prices. To them we must add the labor structures and the regulations that delimit the labor national and local markets.

In certain form, these years are forged *a new model global of tourism* concordant by the stadium of development of the current capitalism, in which there coexist forms that were prevailing in the tourist world system that was formed from the 50s to the 80 of the 20th century, with other forms different from organization, commercialization and consumption of the tourist activities and with other spatial logics of presence of the tourist activities in the territory.

This model is characterized by six fundamental elements: a) the extension of the tourist demand internal and external to new countries and territories; b) the generalization to all planet of the forms of consuming the tourism characteristics of the developed countries; c) the fragmentation and increasing segmentation of the types and ways of travelling; d) the increase of the concentration of the tourist offer in big companies -hospitality, transport, distribution, information...-; e) the appearance of new tourist agents, especially in the intermediation across the social networks and Internet; f) to forge a system of competition based on low wages and in systems of transport that his costs have reduced. Nevertheless, this tourist model, in spite of the important growth of the number of tourists, continues showing a narrow relation between level of revenue and capacity of tourist expense, that is to say, that the social inequalities that they characterize to the world of nowadays reflect authentically in the access and enjoyment of the tourist activities, from which a part of the population remains excluded.

All these elements are forming a spatial tourist logic that is complex, in which there develop at the same time processes of territorial concentration, of dissemination of this activity for almost the whole planet, and of emersion in certain cases of new tourist spaces that are consolidated by rapidity and reach a notable dimension.

Definitively, the globalization in these decades has demonstrated the significant vulnerability of the tourism to the socioeconomic conjuncture and international politics -or native or regionally according to the cases-. Of paradoxical form, at the same time, the globalized tourism has demonstrated a notable capacity of adaptation, especially, in that there develops in his interior a “permanent reinvention” of new products, and the “sale” of new tourist territories. As such, these processes are accompanied of the increase of the diversity of the motivations, structures and commercial and business dynamics that define of the tourism globalized.

