Formation in Conditions of Globalization the Picture of Touristic Area

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Abstract

The XX-th and XXI-st centuries are characterized by an increasing turbulence of environment connected with technical and technological progress, liberalization, privatization, dynamic urban development, cosmic space conquest, social and economic life globalization.

The objective of hereby paper is the analysis of globalization impact on the process of tourist destination image creation changes.

In globalization conditions tourist market competition intensifies not only among economic entities, but also with reference to country and regions.

Technical progress is the symptom of globalization which result in the need of transferring image activities into the Internet (virtual space, cyberspace). Globalization therefore in order to develop at the competitive tourist market a destination has to try to be distinctive from other locations which may ensure positive and original image.

Key Words

globalization, image of the area of touristic reception.

Introduction

From the beginning of years ninetieth of the XX century the globalization is the most often perceived feature of the surroundings[1], it is not the new phenomenon (some of its symptoms were observed in the XIV century, in a period of great geographical discoveries in the world and the development of oversea activity of trade companies, expansion of European states on different continents)[2].

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[1] *Konkurencyjność małych i średnich przedsiębiorstw na polskim rynku turystycznym*, red. M. Bednarczyk, Wydawnictwo Uniwersytetu Jagiellońskiego, Kraków 2006, s. 36.
[2] A. Zorska, *Ku globalizacji?* PWN, Warszawa 1998, s. 14.

Globalozation was exchanged for the first time in foreign literature in 1961 year, however, in Polish 11 years later, thanks to G. Modelski[3]. In economic literature, it popularise in eightieth years of the XX century. Initially, it represented workings of West Europe leading to connection of countries in one global trade system. Nowadays the meaning of discussing notion has been widened considerably. The most often quoted general definition of globalization is the one created by A. McGrew[4]. According to his opinion the process depends on amount of the connections, and the reciprocity of influences of states and the societies. The amount of connections, intensification of co-operation and mutual interactions causes the transformation of separated national economies into integrated world economy, with resulting from this, decreasing of the degree of markets' segmentation and the growth of correlation between national economies[5].

Globalization and tourism as social and economic phenomena are closely related with each other. The international tourism has become a powerful tool of globalization. It can be said, that thanks to trips, foreign departures, international exchange, the process of globalization has been lasting from times, when man began crossing the borders of states, visiting different countries, meeting together with various cultures.

The aim of article is:

- the identification of changes on conditions of functioning and developing of touristic reception's areas (in English, tourism destination) in the day of globalization.
- Showing the role of the positive image of area in this process.
- The opinion of image in Internet of chosen Polish and Slovak touristic areas.

The article is the result of Polish and foreign literature's studies and also the authors' direct investigations with the use of the observation method.

Globalization on Touristic Market

The surroundings of touristic regions characterizes with definite developmental trends, which are a source of possible opportunities to use, in different time and degree, depending on the ability, competence, knowledge and information.

Globalization can be qualify as a maga-feature, because it is the most often connected with economic surroundings, but its political

[3] *Grupy interesu. Teorie i działanie*, red. Z. Machelski, L. Rubisz, Wydawnictwo A. Marszałek, Toruń 2003, s. 156.
[4] A. Zorska, *Ku globalizacji?* ..., op.cit., s. 15.
[5] On basis of: Adamczyk, P. Bartkowiak (red.), *Determinanty rozwoju małych i średnich przedsiębiorstw*, Wydawnictwo Naukowo-Techniczne, Warszawa 2004, s. 249.

aspects, sociological and demographic as well as cultural, ecological and technological should be perceived too. This process is not uniform and coherent. It is multidimensional (mainly two dimensions of range-range and of intensity- depth), complex, multistandart and has dialectical character[6] (related with abrasion and conditioned of subprocess as well as phenomena about opposed character for example: unification-individualization, globalization[7], regionalism, integration and disintegration), which cause, that reasons, special "motors", such as: the liberalization, privatization or the restricting, transformation), the technical and technological progress can be also analyzed from different side- as symptoms or results of this phenomenon.

Its manifestation is a similar way of perceiving by consumers–the tourists of definite symbols, marks (in English, global brands), and also similar behavior, experience or attitudes are its manifestation. A set of common values shared by consumers is: the modernity, freedom and the individual choice of a touristic offer. The anthropologists of culture perceive creating of peculiar hyperspace and hyperreality[8]. The hyperspaces are the places which regardless of location are characterized by the same parameters (for instance: airports, hotels). Hyperreality is connected with cyberspace, or virtual reality.

Globalization has caused widening of competition on touristic areas (beside competition between enterprises). This is a paradox of globalization, in this process the activity determines in considerable measure the strength of regions. This activity is based on local factors (so-called: rank-and-life development)[9]. Globalization extracts wide opening to the world on regions, and the confrontation with foreign areas (as a result from development of arrival tourism) imposes the necessity of continuous improvement of competitiveness. In the period of globalization, there follow changes in the mechanisms and the ways of matching the challenges of present rivalry, which contribute, not only, to improve currently gaining results, but first of all they raise the level of general competitiveness of husbanding subjects as well as the regional and national systems.

Globalization causes the increasing of immaterial supplies (the supplies of knowledge and the information) in the process of rising the competitiveness. The technical and technological changes in surroundings

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[6] A. Zorska, *Ku globalizacji...*,op.cit, s. 16-18.

[7] On basis of: A. Zorska, *Ku globalizacji...*,op.cit. s. 16-18 i Z. Niechoda, *Normalizacja na przełomie stuleci – kierunki i tendencje rozwojowe*, „Normalizacja" 2001 nr 1, s. 9.

[8] A. Sagan, *Antropologiczne podejścia w badaniach marketingowych*, cz. 1, „Marketing i Rynek", 1999, nr 3, s. 2.

[9] A. Kukliński, K. Pawłowski (red.), *Przyszłość Europy – wyzwania globalne, wybory strategiczne*, Wyższa Szkoła Biznesu, Nowy Sącz 2006, s. 344.

cause the transfer of competitive workings in virtual space (the cyberspc infospace), which mean the appearing of the new, widened dimension c the competition.

Globalization creates the new possibilities of development of region and touristic subjects on their area. This permits more effective allocatio of supplies, the easier flow of consumer goods, services and people, acces to the capital and the modern technologies, as well as the diffusion o knowledge. On the other handsome threats should be mentioned, such as the standardization of touristic products, the standardizing of demand anc the touristic consumption, danger of marginalization of touristic areas and in this connection, the possibility of the tourists' loss as well as the fall o1 income from tourism. Changes resulting from globalization cause also, the fall of meaning of competitiveness' traditional factors, such as: the costs, quality and the diversity of touristic products[10] in aid of competitive fight about the way of perception of the wide understood touristic offer. In this deception, proper moulding the image of the area of touristic reception (further ATR is an essential condition making possible development on the present, globalized touristic market.

Changes in the Process of Formation of Image of the Area of Touristic Reception in the Day of Globalization

The area of touristic reception is the ambiguous notion. It can be analyzed from the subjects of supply's point of view (the bidders of touristic products), as well as the touristic demand (the buyers of touristic offer). The area of touristic reception means the place where tourism develops. From the aim of article's point of view the ART will be captured from the side of subjects who offer touristic product. We can speak, for instance about the regional or local ART. The local ART is defined as physical space, which includes touristic products, such as: service and attractions, and also different touristic supplies. It possesses its spatial and administrative defining its management and image (and perception), which influences on its market competitiveness. It is a place where delivery of the touristic product and the running of touristic policy is focused[11].

The World Touristic Organization (the UNWTO) defines image as ideas possessed individually or collectively on the subject of target place (the ART)[12]. It can be distinguished image of: the country, the region, the

[10] Quantity and diversity of touristic produkt is still important, but the way of use of tham has changed in the competetive battle (they are no longer spontaneous elements). Presently they should be "rebuilt"making trend mark and image of touristic area.
[11] On basis of: A. Lew, B. McKercher, *Modeling Tourist Movements. A Local Destination Analysis*, Annals of Tourism Research 2006, no. 2, ss. 403–423.
[12] C. Cooper, J. Fletcher, D. Gilbert, S. Wanhill, *Tourism, Principles & Practice*. Pitman Publishing 1993, s. 25.

city, the trend / the product, the group of products, the firm / the enterprise, the organization (the corporation), the marketing offer and the trade[13]. The meaning of image has been recognized in western literature as important for the sake of the fact, that , that it influences on tourist's individual, subjective perception as well as being consequence of its behavior resulting in the choice of the definite area[14]. However, it must be properly built, in order to fulfilled its role.

The investigations of virtual image has become an important object in tourism[15] since the Internet has revolutionized the ways of building of enterprise ' image and also of the area of touristic reception. The introduction on a wide scale of interactive contact with tourism is one of the most important aspects of this issue. Apart from this feature, the Internet gives new possibilities in this range, because of:
— *simplicity of service, and at the same time the wealth of use's possibility,*
— *joining of the characteristic features of mass and direct media ,*
— *possibility of quick reaction on impulse from customer,*
— *suggestiveness - opportunity of influence on many the recipient's senses,*
— *full temporary accessibility (24 hours. a day, by seven days in week, in every day of year), connected with elasticity of medium (the recipient can in every moment receive information) and the promptness of attainment to content,*
— *global range,*
— *low cost of attainment to mass recipient (the cost of average advertisement in net placed by the whole year is comparable with the cost of monthly external advertisement in province city),*
— *possibility of individualization of money transfer,*
— *making possible the control of retaining of dormitories and knowing the recipient's opinion transfer (for instance: by the meter of entrance, the forum),*
— *the unrestricted capacity and the large elasticity of money transfer - the possibility of any extending and the refining of the visualization of region thanks to the Internet's window*
— *possibility of moulding of the process of undertaking potential tourists' decision about arrival to given place,*
— *potential of development as regards generality of access to Internet,*

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[13] J. Altkorn, *Strategia marki*, PWE, Warszawa 1999, s. 40 i H. Barich, Ph. Kotler, *A framework for Marketing Image Management*, Sloan Management Review, Winter 1991, s. 95.

[14] M. Gallarza, I. Gil Saura, H. Garcia, *Destination Image*, Annals of Tourism Research 2002, no 1, ss. 56-78.

[15] Research, in this time, are in the initial stage Choi S.,. Lehto X. Y., Morrison A. M., *Destination image representation on the web: Content analysis of Macau travel related websites*, Tourism Management 2007 no 28.ss. 118–129.

– *perspectives of development of Internet as regards its technica possibilities of its use (progressive works over Web 2.0).*

In the day of Internet it can be observed the larger activity of peopl operating with this medium. A user of net, finds interesting him informatio and decides himself, if he wants to know with them or not, contact with ne is a sensible choice of given person.

Every user of net has the full ease in formation the information. He car be both, the recipient and the sender of announcement. For this reason in the day of the Internet, the image of the ART is not created througl given area only. Many information can be passed by all tourists withou limitations (spending time in the given place as well as and these whc only has heard or read about it on sides of the internet the travel agencies the hotels, offices, touristic organizations or the internet odds)[16]. Total control over the process of creating information edifying the image of area is impossible in this time. On the other hand the Internet offers the new potential of influence on tourists, including creating virtual experiences (for example: digital camera makes a "walk" through the area just before real arrival of a visitor).

The basic elements of picture the ART are: the identity and the reputation of area[17], as well as the educated trend of the integrated (network) touristic product[18].

The organizing the system of visual identification is an essential stage in the process of creating of image, including signs, codes, symbols, coloring connected with logo (the crest) the ART. This system is the form of contact with surroundings the and also virtual painting positioning in net.

Method of investigation

The direct investigation has been performed with the use of the observation method of Internet's windows of chosen Polish cities, which fulfil touristic functions. Official internet sides running by offices of 10 Polish populaces and of 10 Slovak, has been classified to the investigation. Internet sides, of great urban centers, such as: Bratislava, Koszyce, Cracow, or Wroclaw, have been omitted on purpose. Concentration has been laid on small and average communes, where the touristic function

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[16] Peculiar places set internet forom, which gile information abort images of participants on the subject of a given place of touristic reception. It's important to monitor and running, what means an activ participating, depending on correcting inaccurate info or giving current data on the region's subject for instance, the weather forecast.
[17] Creating by many subjects, in coherent way co-ordinated according to one, main idea, including subproducts.
[18] Widen considering on the subject can be find: E. Nawrocka, S. Oparka, Hotel w XXI wieku. Zarządzanie w warunkach globalizacji, Wyższa Szkoła Zarządzania „Edukacja" we Wrocławiu, Wrocław 2007, s. 136.

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should have dominant position. There have been chosen populaces, which have unquestionable and established position on touristic market, and their images function in tourists' awareness. The investigation has survey character The opinion of virtual image has been performed in the scale from 1 to 5 where 1 means the weakest opinion. During processing of accumulated empirical material, it has been used the method of average.

There has been used also the author's questionnaire, in which the following criteria of opinion has been specified:

I. The attractiveness and the functionality of side of www: the content - related contents, functions of report, multimedia (the feature-the introduction), the functions of interaction.

II. Elements of image: the promoting of the identity of area, creating the reputation of area, creating the trend of touristic products.

III. Criteria resulting from the strategy of moulding image in net: system of visual identification, groups of recipients (in this, the feature - foreign languages), the positioning the side in net.

Analysis of results

Table 1. Image of areas of touristic reception in Internet on basis of official sides of internet communes.

	Slovak commune									
	Bardejov	Levoča	Poprad	Prešov	Liptovský Mikuláš	Piešťany	Kežmarok	Ružomberok	Stará Ľubovňa	Trenčín
Attractiveness and functionality	2,2	2	1,5	2	3,5	3,5	2	4,2	2,2	2,2
Content-related contents	3	3	2	3	4	4	3	4	3	3
Report 'sfunction	2	2	2	1	3	3	2	4	3	3
Multimedia	2	1	1	2	4	4	2	3	2	2
Interaction's functions	2	2	1	2	3	3	1	4	1	1
Image's elements	2	1,6	1,6	2	3	3,6	2,3	3,3	3	2,3
Promoting identity	2	2	2	3	4	4	3	3	2	2
Building reputation	2	2	2	2	2	4	2	3	2	2
Trend of touristic products.	2	1	1	1	3	3	2	4	2	3
Image's strategy	2,2	2	2,2	2	3,5	3,2	2,7	4	4	3,5
Identification's system	2	1	1	1	3	2	2	4	2	3
Recipients' group	2	2	2	2	3	2	1	4	2	3
Languages	2	2	3	2	4	4	3	5	3	3
Positioning in net	3	3	3	3	4	5	5	3	5	5

	Polish commune									
	Szklarska Poręba	Karpacz	Szczyrk	Zakopane	Krynica Zdrój	Łeba	Międzyzdroje	Hel	Białowieża	Toruń
Attractiveness and functionality	3,2	3,5	2,7	4,2	3,7	3,2	3,7	3,5	2,2	4,5
Content-related contents	5	5	4	5	4	3	3	4	4	5
Report 'sfunction	4	3	3	4	4	4	4	3	2	4
Multimedia	2	4	2	5	5	3	5	5	2	5
Interaction's functions	2	2	2	3	2	3	3	2	2	4
Image's elements	3	2,6	2,3	2,6	2	2,6	3,3	3,3	2,6	4
Promoting identity	3	4	3	3	2	3	3	4	3	5
Building reputation	1	2	2	3	2	3	4	3	3	4
Trend of touristic products.	2	2	2	2	2	2	3	3	2	3
Image's strategy	3	3	3,5	4,2	2,2	2,2	2,2	2,7	2,2	3,2
Identification's system	2	2	2	2	2	3	2	4	2	4
Recipients' group	2	2	3	5	2	2	2	1	3	2
Languages	3	3	4	5	1	1	1	1	1	2
Positioning in net	5	5	5	5	4	3	5	5	4	5

Source: own study

From conducted investigations it results, that at the present moment touristic communes are able to take care about attractiveness and the functionality of Internet sides in the best way. The content-related contents of information, on internet sides, does not make any reservations as well as the use of multimedia's techniques, such as: the galleries of pictures, films about locality, the virtual guidebooks, or the internet cameras. The functions of report and interaction are solved less satisfied. Introducing of function RSS permits users on passing of information about changes on the side. The lack of controversial forums, books of entertains, the possibility of placing the opinion about the commune is often noticed also. Given contact addresses on internet sides, the most often, are general addresses of commune's offices and the administrator of side. Posted questions by this way, not always reach to proper persons. On twenty such questions, sended by the authors, only five of studied communes has answered in three days

The elements of image as well as moulding its strategy, on the studied areas, has gone considerably badly. Positioning sides in net has not made bigger reservations. The lack of consequence in maintenance uniform layout on internet sides is amazing though. In many cases , beside the official internet side of commune, there function sides of touristic centers, museums or other subordinate institutions.

These sides are created with use of the completely different layout. Over half of studied communes does not possess the leading password or promoting motto on their sides. Touristic logo of commune is not promoted too. The crest, of the locality, itself, fulfil the different function. Its computer graphics is very often too complicated to be treated as promoting logo. Populaces, generally, do not create their reputation in net. There is lack of information about various kind of charitable actions and sponsorship. Versions of sides written in foreign languages make great reservation also. In the case of 90% of studied communes these sides are considerably poorer from those written in native language or they do not exist at all. Translating texts are so-called " linguistic carbon papers" and they do not take into consideration the specificity of tourists' needs.

Generally, it can be affirmed that the tool, such the Internet is used by communes considerably better on technical ground than on marketing ground.

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