

# Development Trend of Tourism Industry in Globalization

by MEcon. NGUYỄN DUY MẬU

The tourism business has been globalized and spread all parts of the world regardless of political systems or uneven development. More and more international organizations have come into being in order to improve cooperation and coordination between tourism companies. The following are some of them:

- United Federation of Travel Agents' Associations (UFTAA) emanates from the Universal Federation of Travel Agents' Association created in Rome, Italy, in November 1966. It was originally founded as a result of a merger of two large world organizations, FIAV and UOTAA. At present, it represents 75 national associations worldwide. It also has some 2,500 unofficial members who are tour-operators and travel agents.

- World Association of Travel Agencies was founded in 1949 in Geneva with suggestions from French and Swiss travel agencies. Its headquarters provides information, assistance, promotional actions and management of business development for its members. It has over 100 members in more than 50 countries.

- Pacific Asia Travel Association (PATA) was established in 1959. Its membership includes governments, airlines, road transport compa-

nies, travel and hotel agencies, etc. Its goals are to encourage developments and provide support to its members in Pacific-Asia by holding annual meetings, publications, training courses, etc. PATA says that the flow of tourists visiting PATA member countries rose steadily over years.

When standards of tour services are internationalized, training employees becomes a must. Moreover, providing tourists with necessary knowledge is also of great importance. In many countries, schools help pupils get acquainted with travel.

When the tourism business develops globally, capital and human resource are accumulated in certain multinationals that supply all services and produce various goods needed for tourists. The following are some of them.

- Pullman International Hotel has some 250 hotels in 36 countries with some 30,000 rooms. Its growth rate is very high and it could build three hotels a month.

- Thomas Cook is one of leading travel agencies with over 400 branches in more than 70 countries. It organized successfully the first around-the-world tour in 1970 and became the first issuer of travel check in 1974.

Characteristics of the capital accumulation in the tourism business are:

- Monopoly: giants can cut prices of air tickets and hotel rooms.

- Division of markets: According to the UN, 16 out of 26 multinationals have close relations with airlines controlling 34% of accommodations of international standards in developing countries.

- Technical advances: mergers, acquisitions and branching allow formation of hotel trusts.

- New tourism products: tourism products are more and more diverse.

The World Travel Organization predicts that the flow of tourists to Pacific-Asia will increase by 8.2% a year and reach 438 million visitors by 2020, and 83% of them are from Pacific-Asia. Up to 2010, it's estimated that some 778 million visitors will come to Vietnam, equaling 0.74% of the world market. Visitors from Pacific-East Asia will amount to 245 million by 2010, or 23.4% of the world market. They have a tendency to visit famous and beautiful places, and relatives or friends, and go to neighboring countries and remoter places.

