

TENDENCIES REGARDING THE TRAINING AND THE EDUCATION IN TOURISM

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Abstract: Tourism is an industry with an intensive work market, which is based on men. The importance of the strategic treatment of tourism as a consequence of its involvement in the solving of the problems of the working class imposed, world wide, the promotion of some politics which should assure both tourism's integration in the strategies of fighting against the unemployment, and also the allocation of investments for the increase of the level of education and formation of professional aptitudes and personnel quality, encouraging the partnership public sector-private sector.

Keywords: training initiatives, human resources, qualitative aspect, productivity, professional preparation

Generally, the work market in tourism is characterized by a low level of the education. Tourism is a traditional industry, fragmented, dominated by small businesses and lead by managers who, mainly, have no education or formal training in tourism. There is a point of view that a well qualified generalist can be soon trained in specific problems of a touristic operation and it is preferred to a high qualified specialist in tourism. This approach from down to up suffocates both the innovation and the leadership. Given the rapid change of the nature of tourism, there is a danger from the overspecialization in knowledge and detailed abilities.

Over the last years, countries have responded to the growth of the tourism industry, focusing on the development of the product and on the marketing. With limited resources used in tourism, the countries in general gave priority to the build of hotels, airports, roads and other facilities and on the development of marketing campaigns.

The advantages of tourism (Ionescu, Ionascu, Popescu, 2002) in the mobilization of the working class consist in:

- Direct and indirect benefic effects for the entire economy;
- Jobs generator in arias with high rates of unemployment;
- Great number of jobs for debutants, youth, for female persons;
- Offers a large range of specific profession to the industry of tourism;
- Higher potential of growth of the utilization of the working force than that of the industry in general;
- Season jobs;
- The capacity of creating new jobs in different regions, through investments in the infrastructure;
- The predominance of the jobs in small and middle enterprises, the main engine of the market economy.

The development of the human resources and of the training programs are often implemented on an ad-hoc basis, with specific programs for preoccupations to face the most pressing needs from an industry of the sector. There is a tendency of development of the initiatives of remediation of the training which respond to what usually happens, more likely than the proactive training initiatives, which anticipate which are going to be the future needs of the industry. The important working resources are not seen as an integrating part of tourism's development. When tourists visit a destination-attraction, they "buy" not only the charm and the attractions, but also the handling and services of the employees from tourism.

The development of human resources includes the preparation and the professional development of the employees. The general objectives of the same activity result from the inner needs of a unit and are subordinated to it; they refer to the elimination of the differences between the real level and the necessary level of the personnel's knowledge and abilities, to the creation for each employee of the opportunities to learn, so that the learning would become a permanent activity of each man of the firm.

The present problems working force demand from tourism derives from the reasoning of economic order, connected to the increase of the economic efficiency, the cost occasioned by the activity of professional preparation and development being taken as investment for the assurance of the firm's progress.

The professional preparation is a process of learning/training, through which the wage earners acquire theoretical and practical knowledge, new technical abilities which should make their present work more efficient. The professional development is a more complex process of preparation of managers or other specialists to assume increased responsibilities, in the present or future seats. These two types of activities differ by purpose and persons to which they address to. In exchange, they are both necessary both for the individual progress of each employee, and for that of the organization.

The diversity and the quality of the services are the main factors of concurrence and, as a consequence, the fundamental problems with which are dealing the industry of tourism in general and the receptor international tourism in particular. On these two essential aspects depends, in the last place, the prosperity, the stagnation or the involution of the entire future touristic activity.

The service provided for the clients is the result of two components: a qualitative one, with mainly material character (example: the doting with technique equipments, the quantity and the diversity of the aliments, the environment, the number of the personnel etc.), which can be evaluated on an objective basis, and the second one, a qualitative component, behaviorist, which cannot be evaluated objectively; this in certain situations can have a decisive role.

The quantitative growth of those involved in the organization and the performing of voyages, in the serving of tourists is an effect of the significant increase of the number of persons which make a journey, the distances of traveling, of the time allocated to holidays etc. the number of those who work in hotels and restaurants, transports, travel agencies, pleasure performances, the administrative leading of the touristic apparatus registered a substantial increase on tourism's development. These activities are found, totally or partially, in the structure of the touristic industry, which makes difficult the rigorous evaluation of those occupied in tourism; many of these jobs are seasoning or part-time, so that, the contribution of tourism to the full-time hiring is

considerably smaller in comparison to the jobs paid by the hour. Moreover, we should mention that the area of inclusion of the touristic industry is sensibly different from one country to another, accentuating the difficulties of commensuration from this sector. The jobs are often created in areas where there are few alternatives of hiring. It is worth reminding that many of these jobs attract those who want to work during the season, such as students who look for work as representatives of the resort during the summer or the owners who rent their houses in the summer time.

It is clear that, for the countries which are major warm destinations or who rejoice a powerful internal touristic demand, the number of jobs is much bigger. In the balance sheet, tourism as a form of employment is benefic from the economic point of view, although efforts should be made in order to create more full-time jobs in this industry.

A particular aspect of the relationship tourism-working force is represented by the indirect contribution to the increase of the number of those occupied in this sector, the tourism having the quality of goods and services consumer; this influences favorably the utilization of the working force in its supplying branches, such as: agriculture, alimentary industry, light industry, constructions, the industry of construction materials, etc. If the tourists are accommodated in a certain area, there are created directly jobs. These workers and their families who live nearby must take supplies from the area, and their families need preparation and medical assistance. In their turn, these give birth to other jobs in shops, schools and hospitals in order to satisfy the needs. The volume and the quality of the touristic activity depend essentially on the personnel quantified by characteristics like: the number of workers, the qualification level, and their professionalism. The role of the human factor increased during the contemporary period, because of the increase of exigencies of consumers for the quality of services and the participation to the touristic activity of larger and larger segments of the population.

A multitude of aspects define the relationship tourism-working force under the qualitative aspect, such as: the level of qualification of those occupied in tourism and the structure of the working force on levels of preparation, the report between the those hired full time and part time, the proportion of the seasoning employees and the personnel fluctuation, the cost of the professional formation.

From the point of view of the professional preparation, a great part of the specialists consider that tourism needs personnel with a high qualification level, with a large horizon of knowledge, well trained, knowing a foreign language of international circulation, capable to recommend and promote the touristic product; also an important segment of the experts in the field appreciate that also the activities which do not require a specialty preparation have a large presentation in tourism, this becoming a outlet for the unqualified and poorly qualified working force.

The experts' opinions are supported by the structure on qualification levels of those occupied in tourism; upon some studies effectuated in the main European touristic countries the following were observed: appreciatively 40% form the total of the personnel from tourism is unqualified, almost 42% has general average preparation, 8%-specialty studies and only 10%-superior studies.

The relative high cost (comparable, in some authors' opinion, with that from the industries with high level of technique) the demand of a new job in tourism and its maintenance is determined by the temporary character of the employment of the workers from tourism.

The quality characteristics of the serving personnel have in view:

- The quantitative side (number of employees at one room);
- The qualitative side (handling, specialty knowledge, attitude towards the clients, the operability of the serving, elegance, good taste etc.)

Taking into consideration all these, a definition of the quality of human resources is enunciated as being “the ensemble of their individual and mutual characteristics which in a certain social and management climate, of a system of stimulants and in the presence of some adequate material conditions are used voluntarily for the realization of the objectives of the organization at a high performance level”.

It is obvious that the desire of rendering efficient the activities of the companies imposes the necessity of the assurance of the human resources at a superior qualitative level.

In fact the international standards of the quality vise precisely this thing, and a distinct procedure of the quality system (included in these standards), entitled “the qualification, the training, the selection and the hiring of the personnel”, establishes the demands and the modalities of assurance of the corresponding human resources under the qualitative aspect basing itself on the following components:

- The recruiting, the selection and the integration of the personnel;
- The appointment on the job/post;
- The promotion and the transfer;
- The wage system and other forms of remuneration;
- The evaluation of the personnel;
- The organization and the production of work;
- The professional instruction and preparation;
- The assurance of the conditions for the recuperation of the working capacity.

These components have in view the assurance and the growth of the human resources quality and also the qualitative level at a certain point, on the basis of the specific characteristics.

The personnel’s behavior must be inscribed in a conduit specific to each firm, which is defined through its politic of a product. The objectives of the use of the personnel are tightly connected to the ensemble objectives of the politic of product of the firm. They are found in desiderates as the quality improvement, the productivity growth and the services diversification.

The dimension of the quality of the performed services is determined, in greatest part, by the activities fulfilled by the contact personnel. Their simple enumeration outlines the role of the personnel performer of services, come in direct contact with the client, in the improvement of the services’ quality in tourism: the correctitude, the receptivity, the trust inspired, the personalization and their inclusion as an objective of the use of the personnel. Such a role is the consequence of the position held by the personnel, found at the frontier between the internal and the external environment. The reminded aspects suppose the development of an emotional activity characterized by symbol, look, the expression of a sincere interest, conversation etc.

The essential role of the human resources both at the level of firm, and at the level of the entire society, results from the following considerations:

- the human resources fulfill a decisive role in the process of transformation of nature in goods destined to the needs of the society;

- the human resources produce and reproduce the objective factors of production;
- they represent both the creators and the stimulators of the production means;
- they represent the only production factor capable of creating great values;
- they influence in most part the efficiency of the use of material, financial resources and of information.

The aptitudes necessary to the development of a useful activity must satisfy the following criteria:

- the competence, respectively the capacity of resolving the tasks required by the job;
- the years of service, the firm being able to recruit whether only youth, more easily to form professionally, or experienced candidates;
- the intelligence, the creativity, the ease of integration in the work groups, the results obtained at the present job or at the previous jobs.

In tourism however, because of the direct relationship personnel-client, it is also necessary to observe the personnel's behavior, its attitude, its way to act and react, because these represent essential critiques of appreciation of the quality of services in their whole, elements which generate the tourists' pleasing and satisfaction.

Tourism gives to the work performed in this sector a series of characteristics among which: large consume of live work, material and moral responsibility, relatively high and complex level of preparation, direct relations worker-client, accentuated seasonality, use of work models with partial time.

Tourism is an intensive domain in the work which means the consummation of live work is superior comparatively to other branches of close dimensions. Thus, the necessary of work at the unity of product is one of the highest, which supposes a greater number of workers and lower work productivity. The main reason of this state consists in the fact that the mechanization and the automation have a limited sphere of application and can be realized for a small number of operations.

Because of the direct implication of an important part of the tourism employees in the process of serving the consumers, these have a high material and moral responsibility. The material responsibility is determined by the material values the employees have to take care of, administrate and manipulate, to which is added, for many personnel categories, the responsibility for the goods of the tourists found in the hotel accommodation units and similar ones.

As far as the moral responsibility is concerned, we must start from the premises that the employee from tourism has an important role in the simulation of the demand, the creation of a relaxation atmosphere, the formulation of the buying decision, the formation and the maintaining of the interests for the touristic product and, in conclusion, in the tourist's return.

Also, the touristic industry supposes a relatively high and complex level of preparation. In tourism there is an important number of functions which do not need a special qualification; beside these the work from tourism reclaims apart from the knowledge of technical order, specific to each sector (hotels, alimentation, transport) also a high general instruction and culture level. The employee must know a language of international circulation, know and be able to present the touristic values of the aria where they perform their activity, be able to offer detailed useful and correct information; the physical features and the appearance are important for the creation of an agreeable atmosphere and the stimulation of the consumers. Also, they must have the

capacity to adapt to the psychical mood of the tourist, to promote a relaxed, relaxing climate (R. Minciu, 2001)

Another characteristic of the work in tourism is that of the direct contact between the worker and the client/tourist which will determine a continual effort of the worker to adapt to the demands and the personality of each client, and also of an adequate of communication between them. The direct contact employee-client imposes increased exigencies regarding the professional, specialty and psychical preparation.

The work productivity in tourism presents smaller values than in other branches of the economy because of the large consummation of live work and the reduced possibilities of implementation of the technical progress. For the realization of an increase of the work productivity, this reflecting in the financial results of ensemble of the economic agent, it is necessary to identify the influence factors of the work productivity and the modality of their modification.

Within the factors of direct influence allows the exercise in better conditions of the functions and the obtaining of better results. Any misfit between the demands of the job and the *professional preparation* of the employees is negatively reflected on the work productivity and on the satisfaction in work of the worker. As a consequence, a rigorous delimitation of the attributions of each job is important, the recruitment of well prepared workers and the permanent raising of their level of qualification.

Also, an important factor of influence of work productivity is constituted by the manner of *organization of work*. This vises the organization of each job in the purpose of the obtaining of a maximum working efficiency, through the promotion of modern methods of leading, the fluidization of the information circuit, the improvement of the system of work norm setting and the, the simplification of the organizational, the simplification of the organizational structure, the reduction of the number of intermediaries.

The results of the work and the consummation of live work differ in report of the *degree of technical endowment* and the technical-functional parameters of the equipments and installations. The growth of the degree of technical endowment reclaims, however, the investments raised and it is relatively limited, only a part of the compartments of the touristic activity having a high degree of receptivity at the technical progress. The realization of these investing efforts for a superior technical doting will allow the getting of better results under the qualitative aspect, at the same time with the more rapid and quality serving of the consumers.

Beside the direct factors of influence, on the work productivity can act, at random and with a more reduced, a series of indirect factors which exercise an influence on the conditions in which the touristic activity is developed: the level of prices and tariffs, the seasonality of the touristic activity, the tourists' structure, the placement of the units according to the main orientations of the fluxes of travelers, the force of attraction of certain arias, the fame of some holiday destinations.

The level of prices and tariffs determine the majoring of the value volume of the activity and, implicitly, a growth of the work productivity. This factor, however, must be carefully analyzed, the variation of the prices and tariffs being possibly the effect of the action of plural factors such as: the improvement of the services' quality, the inflation and the structure on types and categories of comfort of the units. The units of superior category register thus higher levels of work productivity although the effort of the employees and the consummation of live work can be the same with that of the employees from the units of a more modest category.

The seasonality dependent on the natural factors, on the consume customs, on the institutionalized holiday periods, determine the concentration of the demand in some periods and its limitation the rest of the time, with unfavorable effects on the volume of the activity, the consummation of live work and of their results.

The incidences on the work productivity create the structure of tourists too according to the type of tourism practiced-national or international, on the type of arrangement solicited (in the organized tourism being used more reduced tariffs), the used means of transport, the motivation of the journey, etc. (R. Minciu 2001)

Because the improvement of the quality of services and the growth of the productivity are often found in an inverse relation, becomes necessary the performing of the activity in a manner which would assure the equilibrium between the quality and the quantity of the performed services, equilibrium which is constituted in a specific objective of the use of personnel.

In this context appears obvious the fact that the strategies of the use of the personnel are found in the strategies of the activity developed in the domain of the assurance with the necessary of human resources.

- the recruitment of personnel with real aptitudes for the performing of touristic services;
- its perfecting in the performing of some high quality services;
- the motivation of the personnel hired for its perpetuation,
- the assurance of the material support necessary to the realization of the performance and
- the keeping the best within the firm

Each alternative is rendered operational through various specific strategies.

One of the major problems of the industry is the developing of challenging and financially attractive careers in the industry of tourism: the careers which will increase the dignity of the industry through the increasing of the professionalism; the reduction of expensive expenses with the personnel; the raising of the productivity through the sense of the property. Clearly the education and the training have an important role to play, to build a solid foundation of qualification and the experience of the industry. All over in tourism, the expenses with the personnel are generally raised at all the level of sub management, leading to difficulties regarding the recruitment. But the companies which carefully planned the recruitment and training strategies sustain that that helped them keep their personnel.

The employers from tourism consider that the preparation basis as important at all levels. From their point of view, the most appropriate educational level is the vocational training for the personnel which is in direct contact with the clients and the supervisors, while these prefer post university classes for the managers.

The preferred study domains are the specific preparation in the tourism combined with the study of the businesses and liberal arts, which suggests that the employers wish to discover human resources of the type of those prepared in several domains, which can adapt to the functions specific to each professional category.

The employers from tourism have identified their priorities for basic and theoretic knowledge and the personal abilities considered essential for each type of job. Of particular interest, low rates of the priorities were registered, which is surprising if we consider the levels of satisfaction of the employers from tourism are relatively low. Still, the interpersonal communication appeared as being of a relevant importance at the level of the supervisors and the personnel which is in direct contact with the clients,

while the management abilities and the strategic planning were overwhelming at the managerial level. As main tendencies in the problems connected to the development of the abilities and of those referring to the job we can notice:

- The managers will have to develop more abilities as far as the management of human resources is concerned, especially in the knowing of the aspects which motivate the working force.
- At the same time with the continual internalization of businesses, all the managerial levels will need more training as far as the international environments and the multicultural abilities are concerned.
- The knowing of the environment and the conservation techniques will become an essential part of the education in tourism at all professional levels.
- The expansion of the franchise among the transnational companies will hurry the need for international standards in the quality of services and finally among the abilities and knowledge of the employees.
- The problems of public health, such as AIDS, will become an essential part of the education in tourism at all levels.
- The supervisors will have to acquire more management abilities of high level, such as the previsions of marketing and the strategic planning.
- The employers will prefer the candidates who already hold a combination between the formal education and a previous working experience.
- The performance of an employee will count more than other criteria regarding the compensation and the benefits.
- The groups, such as those of women, which were traditionally less represented at the managerial levels, will play a more important role.
- The change of the life style will determine the companies to adopt more flexible practices of work.
- Tendencies of saving the economy will reduce the chances of promotion of the employees.
- In order to increase the services' quality, the incentives will become standards for companies.
- More tourism graduates will be hired for supervisors' positions than it is usually the case.
- The towns of 24 h will become the norm, inducing a non stop system of hiring.
- A MBA will become an essential request to enter and advance at the managerial levels of a company.
- The industry will rather hire persons who detain knowledge in the liberal arts.

The employers appreciated the quality of the abilities and knowledge of their employees as being very low, especially at the level of the personnel which is in direct contact with the clients. Still, this is precisely the category with the lowest access to the training opportunities, so we can deduce from the observations regarding the current initiatives meant to improve the preparation of the employees from tourism.

Beside the formal education, the employers showed a special importance for the previous experience of their personnel. From now on we need specific training programs which should combine the theoretic knowledge with the experience.

The most appropriate environment for the habituation of abilities and knowledge requested for the fulfillment of the tasks connected to each occupational category has proven to be a combination between school and the job, which suggests

that the suppliers of education and the employers from tourism should work more together in the creation of training programs.

The main major tendencies are the predictable growth in the industry of tourism and the reorientation towards new markets. The problem on which there is a general consensus refers to the need of qualified human resources, capable of guarantee the offering of quality services in tourism- a sine qua non condition in order to exist competitiveness.

There is a general agreement that the businesses in tourism should play a relevant role in the training and practical education of their employees. Within the educational system are permanently producing modifications, in order to adapt to the demand in continuous change:

- the training institutions in tourism will have to improve the part of the education syllabus which refers to the businesses abilities.
- The constant technological change will affect the traditional teaching methods, once are introduced alternatives such as distance education, interactive training etc.
- The industry will have an increased responsibility for the preparation of their employees at all levels.
- The companies will continue more and more the continuous preparation in order to assure the commitment and the keeping of their employees.
- International exchange programs at all hiring levels will become usual.

The industry and the education must work in partnership in order to promote the accessibility of tourism as an activity. The educational levels in schools- and among the general public- connected to the tourism, was lowed in the past and contributed to the bad image of tourism and to its acceptability as an activity in general. This is why there is a desperate need in the future so that industry and education tie this lack and work together. The expansion of education and training in tourism has reached the point to create an intense pressure on the budgets of the public sector. Traditionally, the public sector expects to furnish educational programs which will produce the managers from tourism and the personnel in direct contact with the client. In front of the budget reductions, the educational institutions will have to cooperate much closer, and enforce the connections with the industry, the tourism boards and other organisms in tourism- including the community and the consumers.

In the future, are needed a vision, commitment and mutual respect both from the part of industry and the education. If education and training in tourism will support a profitable industry in tourism, where the key position of the development of human resources is recognized, stronger partnerships will be able to be realized, a better communication and a mutual direction for an education, training and quality products in tourism. The development of quality tourism and of a quality education and training in tourism will satisfy the conviction of a large specter of clients- parents, students, employers, governments and the tourism clients- that tourism is a responsible, mature sector.

A distinction should be made between education and training, the benefits of the education in tourism are more on a long term, contrasting to the training in tourism, where the benefits are measurable and instantaneous.

For the industry as a whole, these add value, raise the quality of the personnel, give a sense to the professionalism and of the property. Also, it helps to the identification and to the pointing out of the resemblances with other different sectors

(for instance transport, hospitality, attractions). Those who work in industry understand the inter-relations between the sectors and start to perceive opportunities of businesses. The training offers especially practical abilities and knowledge which raises the performance and the productivity of the personnel within the industry, connecting the education and training to the planning of the working force it will be allowed a greater closeness to the sector's needs of the results of the tourism schools. Obviously, the employers with vision on a long term use education and training to help them keep the personnel offer a career to the employees succeeding this way a better use of the human resources in the industry of tourism.

A well trained professionally industry of tourism will furnish a better product and a better level of the service for more and more full of pretensions tourists. Better prepared personnel, better paid offering better services to the clients and a greater productivity of the company, make the company and the country richer, benefiting both the visitors and the resident population. The visitors will return to reinforce the cycle.

The industry admits clearly that the quality human resources in tourism are the key for its future success. Beside this quality need is registered an increase in the number and variety of the abilities requested for different occupations of the industry. For instance, the hotel personnel have access in useful time to information in order to help them fulfill more efficiently the tasks. Also, the general hotel managers are no longer simple good hosts; they must be efficient leaders with good operational and financial management abilities and be capable of assuming a large palette of responsibilities from the increase of sales, the planning of a new relaxation complex, and also develop a multicultural approach of the businesses operations. This means that, in order to stay efficient, the tourism managers must profound their knowledge regarding the operational aspects of businesses, and the good conceptual and creative abilities.

The fact that tourism is interpreted in different ways and extends on so many sectors is reflected through the multitude of educational approaches adopted.

The professional preparation and the systems of professional preparation play an important part when we speak of the need of perfecting the aptitudes, but new forms of work organization and a more complex business environment suppose new approaches of the professional preparation. Plus there is the need of taking into account all the processes during which people learn, in order to understand and improve the totality of the possibilities of development of the human resources as an innovation basis, productivity, quality and competition in the industry of tourism.

The professional preparation is necessary to cope with the demand in growth to the acquiring of new aptitudes by the working force. For that were outlined through importance the following priorities: the facilitation of the information exchange, especially through the new technologies; the improvement of the professional preparation through the acquiring of new aptitudes in the industry of tourism; the improvement of the quality of the touristic products; the promotion of the environmental preservation and the durable development in tourism; the professional preparation and other processes regarding the job and the spare time when people are learning.

The preparation of the human resources can be achieved through one of the forms:

- formal learning, which takes place in education and training educations, generating diplomas and acknowledged qualifications

- the non formal learning which happens beside the main systems of the education and training and does not necessarily lead to formalized certificates. The non formal learning can be furnished at the job place through the activities of the organizations and the societies' groups (such as the youth organizations, the syndicates and the politic parts). Also they can be furnished trough the organizations and the services which were founded to complete the formal systems (such as the art, music, sport classes or the private professors to get prepared for the exam)
- the informal learning is not an usual accompaniment in the ordinary life. Unlike the formal and the non formal learning, the informal learning is not necessarily an intentioned learning and hence it can be easily recognized by persons as a way of contributing to the knowledge and their competences.

The concept of competence embraces the technical abilities, the general abilities, the personal abilities and also the abilities (easy abilities) necessary to be useful in other abilities in an organizational/ business context. While the abilities can be acquired in an institutionalized context offered by educational/ training institutions, the person needs informal abilities and auto learning abilities in order to use the formal abilities at his job.

There is the need of knowledge for tourism in general and need for each working category: managers, supervisors, qualified/professions working force. Still there is a mutual need of knowledge needs for all the categories- which of course depend on the size of the enterprise.

Beside the fact that the learning needs are oriented towards the ability to lead and facilitate the stimulation of services- which is the basis of the industry- the needs of learning could be relevant for other sectors of the economy too. This works for all the categories of working force and in particular for management.

The fast progress of the tourism as an object, and the acknowledgement of its importance by the government had accelerated the study of tourism, although often in an ad-hoc and unplanned manner. Tourism has now its own academic community, magazines, the support of the professional societies and an increasing number of books. As far as this growth increases a series of new classes in tourism, the educators in tourism is confronted with severe problems, and is concerned by the quality and the distribution of classes in tourism, the standards of the involved personnel. First of all, the aria of study itself presents a major handicap, influenced by the weaknesses and the conceptual fragmentations. Hence the educators are dealing with many questions which in other subjects would be on mutual ground. This happens just because there isn't a general agreement on the definition of tourism or on what the industry of tourism contains. This leads to a number of different industrial sectors and academic subjects, reinforcing the needs of a disciplined approach. Also it points out the problems with the data sources both of comparability and also of quality. Great part of the activity of tourism is relatively recently developed, and only of a few time it was considered it is worth a serious business effort or an academic study. As a consequence, the subject lacks the antecedents of a mature domain, and the educational and intellectual infrastructure is only now arranged. The diversity and the quality of services are the main factors of competitiveness and, thus, and also the fundamental problems with which is confronted the industry of tourism in general and the international receptor tourism in particular. On these two essential aspects depends, last of all, the stagnation or the regression of the entire future touristic activity.

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