

IMPACT OF GLOBALIZATION PROCESSES ON TOURIST MOVEMENTS IN BUSINESS AND MANAGEMENT OF TRANSITION COUNTRIES

Birsena Duljević ¹

Abstract: *Modern tourist flows have led to changes in the structure of tourist needs on the side of tourist demand, which go beyond the framework of the industrial tourism model and shape tourism in accordance with the new lifestyle and new values that have been formed under the influence of globalization. The above should be seen as a basis for the real business of tourist companies, especially when it comes to transition countries. The influence of globalization in the tourism industry, and they especially underline the influence of global megatrends, which they believe will have primacy in world tourism trends in the future. Such observation of global trends should be observed in real time, and should be viewed as a basis for making valid business decisions in the business of tourism companies.*

Key words: *tourist destination, tourist trends, management.*

1. INTRODUCTION

The globalization of political and economic structures has moved the world in the direction of the abolition of borders, and especially the abolition of barriers, which creates ideal conditions for the accelerated development of tourism activities, which should be seen as the basis for making valid management decisions in the business operations of numerous companies, and therefore tourism companies as well [1 -7].

As globalization processes affect the "abolition of borders" between countries, the number of people who participate in tourist trips increases, and thanks to the development of traffic, all destinations in the world are becoming accessible today.

The consequence of such activities is the complexity of decision-making on the part of the bearer of business decision-making in tourism activities, which comes to the fore especially in transition countries [8-12].

Corresponding author: ¹Doctor of Economic Sciences, Birsena Duljević, Secondary School Nikola Tesla, Gojka Bacanina 99 36300 Novi Pazar, Republic of Serbia, Corresponding author: slobodan.popovic49@gmail.com

The World Tourism Organization predicted that globalization processes will have a major impact on tourism trends as early as 2001, which predicted in the publication "Vision of Tourism to 2020" that year that by 2020 globalization and localization will become the two most important global trends governing the tourism industry. (UNWTO, 2001). Such an understanding should be applied especially by small countries in the operations of their companies [13-18].

Furthermore, in the same document, in addition to the mentioned global megatrends, the development of new products and new marketing is apostrophized, which will become more and more directed towards modern tourist topics, which are determined as fun, excitement and education, which, along with control functions, essentially means bringing better business conditions in numerous tourist companies. [19-21].

2. GENERAL SETTINGS RELATED TO THE CLASSIFICATION OF GLOBAL PROCESSES IN THE DECISION-MAKING PROCESSES OF THE TOP MANAGEMENT OF TOURIST ENTERPRISES, ESPECIALLY IN TRANSITION COUNTRIES

The time that has passed since the creation of that document has shown that the influence of globalization on tourist movements is undeniable.

Thus, the indirect and direct effects of globalization on tourism can be distinguished. Indirect action is realized by movements in the economy, infrastructural connectivity and other areas of society, while the direct effect of globalization on tourism is reflected through the realization of global tourism trends.

On the other hand, the effects of globalization processes on tourism have certain characteristics that can be divided into several groups:

- (1) economic (horizontal and vertical integration of tourism companies; foreign investments; global tourism management; global competition);
- (2) technological (global reservation system, standardized technology in transportation systems);
- (3) cultural (uniform behavior of travelers, creation of world traveler and "world tourist village");
- (4) environmental (tourism as a syndrome of environmental problems, climate changes and their effect on destinations) and

(5) political (increased importance of international tourist organizations, the necessity of worldwide coordination and regulation of the flow of tourists, etc.).

If we take into account that the modern development of tourism under the strong influence of globalization processes has led to an increase in the need for information, to an increase in the number of airlines and other forms of transport, to the emergence of a large number of new destinations, to an increase in the educational and cultural level of the population, to changes in habits and the wishes of tourists, there was a need to adapt the business.

This means that the changes caused by globalization processes were directly reflected on the bearers of business activities within the tourism sector, who had to adapt, and are still adapting, to the new situation.

This adjustment means that if a segment of the tourism market wants to become competitive, it cannot avoid joining global groups because, otherwise, it will be pushed out of the market. In order to be competitive with their tourism product, the operators of the tourist offer are therefore reaching for different forms of integration in the same or different economic activities.

There are different organizational forms of business connection in the tourist industry. One form of association is the association of small business entities into business associations with the aim of protecting and improving their activity by joint performance on the tourist market.

The second type is business cooperation between two or more larger companies, in order to achieve certain productive or market opportunities, and the third is the merger, merger and growth of tourist and other business entities into large business systems with more business units with greater competitiveness.

Competition on the tourist market, in times of globalization, is becoming more and fiercer, not only among the countries of one region, but even among regions on a global level. In this way, the previously difficult possibility of substituting the choice of a destination within one region grows into the possibility of substituting the choice of a destination in another region of the world, regardless of its distance.

3. THE IMPACT OF GLOBALIZATION ON BUSINESS IN TOURISM OF TRANSITION COUNTRIES

Under the influence of globalization processes, there have been changes in tourism both in terms of supply and demand.

The tourist offer has reacted to the impact of globalization by the concentration of economic entities, accommodation capacities and the entire offer at the tourist destination. Introduced information technologies that opened up new broad possibilities, especially in communication with potential tourists and researching their needs, and in this connection, there was also the creation of new tourist products in order to satisfy the tourist needs of modern tourists.

Of course, the reflection of the process of globalization on tourism also resulted in the formation of an increasingly diverse tourist demand, which was emphasized by the modern tourist in order to satisfy his tourist needs that arose in the environment of globalization.

The basic specificities of tourist demand in global conditions are new types of vacation fragmentation and special interests for new tourist products based on entertainment, education and research at the tourist destination (so-called 3E tourism).

Furthermore, the modern tourist is more and more independent and individual and puts emphasis on the quality of the product as he is more and more experienced, educated and, perhaps most importantly, thanks to technological progress and better informed. At the end of the 21st century, tourists expect an active and exciting vacation, more attention and communication with the host during the vacation for their invested funds.

For this reason, the tourist offer, trying to respond to such tourist demand and satisfy modern tourist needs, formed new distribution channels, accommodation and transport capacities and tourist products.

4. THE EFFECTS OF GLOBALIZATION AND THE INFLUENCE ON THE BUSINESS OF THE TOURISM SECTOR

From all of the above, the conclusion can be drawn that the process of globalization brought numerous benefits to tourism and contributed to its development and faster expansion.

Given that globalization has in many cases affected the abolition of borders between countries, the number of people involved in tourist trips has increased and all destinations in the world are becoming accessible today.

Transport and transportation capacities have been increased accordingly, and information technologies and communications have advanced in particular. The emergence of global networks caused a revolution in the process of booking accommodation, and there was also the development of global distribution systems and e-commerce.

From the point of view of individual countries, globalization also has a negative impact on tourism. With the loss of borders, the market also expanded, which directly affected the increase in competition.

Furthermore, the internationalization of business contributed to the reduction of the number of national companies that could not compete with rich foreign companies. The cultural changes that occurred in the global market led to the creation of a global, homogeneous culture, which had an extremely negative impact on local cultures, which were very important for the attractiveness of destinations.

Given that today's tourists are experienced and trained to use new information technologies, such a situation directly affected the reduced volume of work of tour operators and sales intermediaries, which had a negative impact on the GDP of certain countries.

In addition, these processes require a certain degree of revision and control, which can be represented by the representation of Figure 1.

The decision-making process in the tourist sector accounting system is shown by the author in Figure 1.

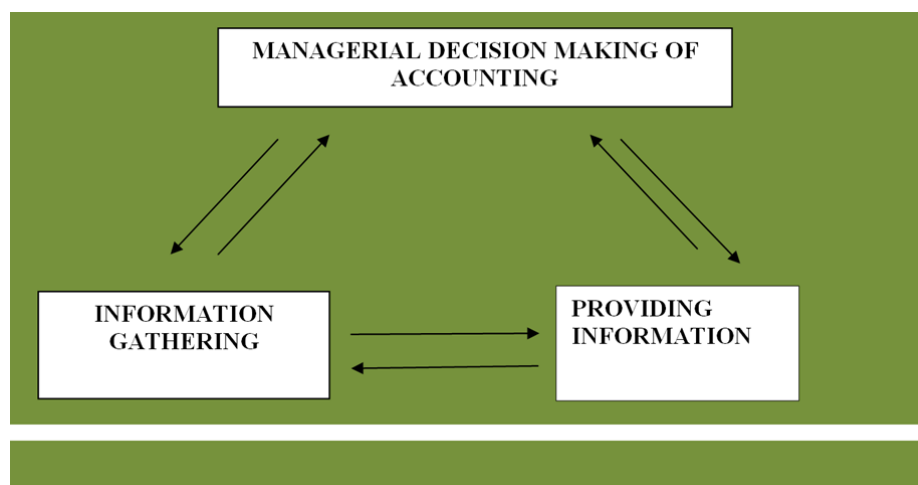


Figure 1: Presentation of marketing in business operations.

5. CONCLUSION

Modern tourist flows have led to changes in the structure of tourist needs on the side of tourist demand, which go beyond the framework of the industrial tourism model and shape tourism in accordance with the new lifestyle and new values that have been formed under the influence of globalization. The process of business decision-making in tourist companies should largely respect the entirety of the tourist environment, and therefore the process of globalization, which significantly affects the business and the making of business decisions in the business of tourist companies. In other words, globalization should be observed, respected and reacted to the observed conditions. In connection with the behavior of a consumer's ability to make a certain statement should be viewed as the basis for the real business of tourist companies, especially when it comes to transition countries. The impact of globalization in the tourism industry is the basis for future safe, secure and efficient business and making plans and business in tourism companies. Such observation of global trends should be observed in real time.

REFERENCES

- [1] Radović, M., Vitomir, J., Laban, B., Jovin, S., Nastić, S., Popović, V. & Popović S. (2019). Management of joint stock companies and farms by using fair value of agricultural equipment in financial statements on the example of IMT 533 Tractor, *Economics of Agriculture*, 1: 35-50.
- [2] Bakmaz, O., Milošević, M. & Marković, N. (2020). Poslovna Ekonomija, *Business Economics, Regionalno planiranje-pojam, teorije i modeli*, 2: 75-86, doi: 10.5937/poseko18-30482.
- [3] Bakmaz, O., Bjelica, B., Ivić, Lj., Volf, D. & Majstorović, A. (2017). The significance of the audit profession in the financial analysis of agricultural enterprises of the Republic of Serbia. *Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series*, pp. 117-123, ISSN 2344 – 3685/ISSN-L1844–7007.
- [4] Bakmaz, O., Dragosavac, M., Jestrović, V., Radaković, M., Davidov, T., Bjelica, B, Brakus, A., Popović, D., (2023). Management of plant production (narcissus l.) Through the application of non-standard growing methods in order to increase the financial value of production, *Economics of Agriculture*, Year 70, No. 2.
- [5] Birsena Duljević (2022). Tourist destination management as an example of destinations in the Republic of Serbia and Serbia, Doctoral dissertation, working version.
- [6] Popović, S. (2014). Socio-ekonomski faktori ograničenja razvoja agrara, monografija, Fimek, Novi Sad.

- [7] Popović, S., Novaković, S., Đuranović, D., Mijić, R., Grublješić, Ž, Aničić, J. & Majstorović, A. (2017). Application of international accounting standard-16 in a public company with predominantly agricultural activities, *Economic Research-Ekonomska Istraživanja*, 30(1):1850–1864.
- [8] Popović, S., Tošković, J., Majstorović, A., Brkanlić, S. & Katić, A. (2015). The importance of continuous audit of financial statements of the company of countries joining the EU, *Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series, Special Issue*, 241-246.
- [9] Radović, M., Vitomir, J. & Popović, S. (2021). Impact of internal control in enterprises founded by local self-government units: the case of Republic of Serbia, *Inžinerine Ekonomika-Engineering Economics*, 32(1): 82–90.
- [10] Bjelica, B., Bakmaz, O., Mijić, R., Popović, S. & Popović, V. (2017). The implementation of heterogeneous risk to the company's operations and transition countries respecting the behavior of agricultural enterprises in the republic of Serbia. *Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series*, 3/2017, 207-213, ISSN 2344 – 3685/ISSN-L 1844 –7007.
- [11] Arnautović, I., Davidov, T., Nastić, S. & Popović, S. (2022). Značaj donošenja racionalne poslovne odluke top menadžmenta u poljoprivrednim preduzećima u Republici Srbiji, *Poljoprivredna tehnika*, 1-8.
- [12] Majstorović, A. & Popović, S. (2015). Revizija poslovanja poljoprivrednog preduzeća, *Računovodstvo*, 1: 77-85.
- [13] Tamas-Miškin, S., Vitomir, J., Dragosavac, M., Medan, N., Radaković, M., Vitomir, G., Davidov, T. & Popović, S. (2022). The significance of archiving documentation and assessment quality of archiving financial documentation given by top managers, *Economics of Agriculture*, Year 69, No. 4, 2022, (pp. 949-1252),
- [14] Popović, S., Vitomir, J., Tomaš-Miskin, S., Davidov, T., Nastić, S., Popović, V., Popović, D., Vitomir, G. (2021). The importance of a realistically determined amount of tax on property rights relating to the ownership of agricultural land in the Republic of Serbia adopted by tax authorities of local selfgovernment units, *Ekonomika poljoprivrede, Economics of agriculture*, Vol.LXVIII, 4: 1029-1042.
- [15] Popović, D., Vitomir, J., Tomaš-Miskin, S., Davidov, T., Popović, S., Jovanović, M., Aćimić-Remiković, M., Jovanović, S. (2021). Implementation of internal control with reference to the application of it in companies operating on the principles of the green economy. *Agriculture & Forestry*, Vol. 67 Issue 2: 261-269.
- [16] Majstorović, A., Popović, S., Volf, D. (2015). Theory and politics of balance, second amended and supplemented edition, Novi Sad: Feljton.
- [17] Popović, S. (2015). Implementacija heterogenih rizika u radu interne revizije, *Revizor* 69: 7-19.

- [18] Bakmaz, O., Bjelica, B. & Vitomir, J. (2023). Application of internal audit in processes of reducing corruption in a transitional economy like the Republic of Serbia, *Temel-IJ*, 7:1, 36 - 42 <https://doi.org/10.52576/TEMEL237.1036b>
- [19] Bakmaz, O., Bjelica, B. & Vitomir, J. (2023). Application of software solutions in companies that strive to achieve increased financial stability in their regular business, *Temel-IJ*, 7:1, 13 - 20 <https://doi.org/10.52576/TEMEL237.1013b>
- [20] Bjelica, B., Bakmaz, O. & J. Vitomir, J. (2023). The importance of accounting policy in the context of strengthening financial stability in a company that previously implemented internal audit as a mechanism of regular business decision-making, *Temel-IJ*, 7:1, 57 - 63 <https://doi.org/10.52576/TEMEL237.1013b>
- [21] Bjelica, B., Bakmaz, O. & Vukasović, D. (2023). The importance of monitoring the realization of income and costs in the management and business of agricultural enterprises in relation to the introduced forms of internal-control mechanisms, *Poljoprivredna tehnika*, No. 2, 2023., 45 – 51, DOI: 10.5937/PoljTeh2302045B