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The new Tourism Communication: from 3S to 3E with case study on Romania

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*Changing the way we measure things is vital. So is the
decompartmentalising society – making sure that economics
and politics are not divorced from other crucial areas of life –
David Attenborough*

My approach might be an unusual one for you. As I have lived in a different world that keeps its imprint on the contemporary life, not only on middle aged people. My generation have lived in a cage. I use to say an aquarium. We have learnt about the Ocean and imagine how it is to swim in the waves, to hear its sound and enjoy its beaches. And some of us were even teaching about it, even if they have never seen it except in movies. After '89, the meeting with the real Ocean, with its wide open spaces was tremendous. After the shock, the common thinking has started to compare and work for the new present.

Sometimes I surprise myself giving lessons about swimming in the Ocean even if I am a beginner. But I am also often confronted with ideas or Western people who are teaching me what life in an aquarium is like. And furthermore, what life is like, how it must be lived during transition from socialism to capitalism, usually named as free market.

I and my generation were a gifted one. We have skipped the WW and the dark years that followed even if we used the ration card, we have shared the fear of our parents against the Russian soldiers our people of Securitate. We were kids that time. We have heard that people were imprisoned for their ideas or their land (nowadays we have found out that there were about 260,000 – 500,000 persons

in a 16 million population¹) and we knew that we had to follow the rules in order to have a career. The 1968 – I was 14 years old at that time – has pushed the enthusiasm after the invasion of Czechoslovakia and the life level has definitively risen. The school was free, we were young, and life cheap enough and plenty of occasions to have fun. One major frustration: travelling abroad. Well educated (read indoctrinated) in the 70s someone had to have special information or premonition to be definitely “against” mainly when the costs were so high. More that 30% of the population moved from the poor Middle Age villages into block of flats fitted with modern conveniences. We already realised in the early 80s that we were on the wrong way but the crowd had to endure the late 80s and *mamaliga* exploded in December 1989. I might conclude that my generation has lived smoothly between several changes of groups in power on the account of the Romanians as a people.

For myself I was twice fortunate. I was brought up in the mountains, at a chalet run by my parents. I felt the fear of partisans, of tax collectors, a.s.o. In spite of the disappointment that tourists came, stayed for a short while, played a little with us, the kids and went on there still remained a crucial wonder: why did they climb the peaks? We did it too, but with a clear reason: to fill our tasks of guiding the clients, finding the animals, mushrooms, flowers to sell etc. But they, what were, what are they looking for? And one more imprint of a lonely childhood: why my shadow is following me under the spring sun?

Afterwards², we started to build our new life to reach the glittering developed societies. What have we done after 16 years, where are we? My final conclusion: into another aquarium. I hope to bring some arguments, and maybe to convince sometimes.

¹ this is not to excuse, but to give the context we have lived as children

² *after* 1989, the Revolution, the Change...

The days I am writing these lines a large debate is going on in Romania about the collaboration with the former special service Securitatea. It is strange hearing people of quite different backgrounds and experiences giving definite judgments. I feel that there are too many generations crowded one against or near the others. The history is too dense, overpopulated!

That is the reason I have written this essay: to give shape and to share some confusing perspectives on nearby future and economics. I thank my friends from ATLAS that have opened for me the access to fresh information and have allowed me to meet the seniors of *the other side*. Being a practitioner I have to play the teacher or the researcher with restrained reticence and attention.

About the human nature

Science only serves to verify the discoveries of instinct - Jean Cocteau

We have to discuss some new perspectives about human nature to ease the approach to nowadays life.

The human being is a feeble creature. Pay attention: it is on the point to turn the world upside down! Technically, it is a system governed by its own entropy. When its entropy is broken, it dies. It is an open system: in order to keep the tension of its entropy it takes from the environment (its exterior medium) low entropy matter, turn it into energy and spread out high entropy matter: offal, dashes. The matter might take the form of food, clothes, houses, utilities, entertainment, knowledge, culture, etc. according to the level of development of the given society. As the human being cannot live alone, not only because of its weakness but mainly because it has to procreate, to continue its destiny: to proliferate. As a result the human being is a social creature and is observing the social rules by its intrinsic nature, as a command of its system entropy. Two matter sources are available: the sun, practically unlimited as reported to the

time of a human life and the Earth's resources: minerals, natural plants, agriculture, beasts, animals etc.

On one side we have the environment and the offal and on the other side the humanity. The processes developed between them have evolved and increased, grown and magnified at the point that according to Rome Club Report the resources of the Earth should have been finished by now and the exponential increased number of the population should close down by termination. The real life has turned differently. The dashes have seemed to be the next threat. None of the economic and military power of the world has signed the Rio Agreement: the pollution is usually treated as a production cost since the dirty and toxic Rhine has hosted fishes again.

The human bio structure conserves its entropy (its existence, its being, as a fact) by fulfilling its needs. These knew a strong evolution during the centuries and even nowadays according to technical development, social organisation and local customs. I just want to point out: the needs of a person in a developed country are quite different from those of one in a poor one. A humble Indian may find and be happy having its ritual bath in Indus among floating death bodies and dashes drinking the holy, but dirty water of the God River. There are several theories available in this respect. I usually organise the human needs on three levels: the subsistence (to have what to eat and wear and a place to shelter –according to the expectation of a certain community), the perpetuation (stowed on the gentle love, the perfect package!), and the culture, the level that is performing the feed back on the others.

The human being is weak. It lost the paradise and was thrown into the wild world. It might be possible that Adam would have been bored alone but Eve is an intrinsic part of the Being, of the individual bio structure. A bunch of them is a society. And the imperative of *expansion* settled by the Big Bang seems to mark the known universe. We have to pay attention to the element (a dual entity) and the group.

A human being is a bio structure, bionic matter – as E. Macovschi states³ – in fact an enisic matter, that means a bionic matter capable of abstract thinking. It consists of non living physical matter with a molecular constitution (molecular matter) and characterised by discontinuity (under our terrestrial conditions) that supports the biological features, the biostructured matter supposed to have a different constitution and characterised by continuity (biostructure). As the two forms of matter are interdependent, one may assume that the biochemism in aqueous phase delivers the requested energy for the normal functionality of the continuously structured matter; this latter one coordinates the chemism by cybernetic mechanisms; the cease of coordination, the cease of the existence of this matter breaks down when the organism dies. The whole process is known as metabolism. Macovschi has asked himself what makes the difference between the non living matter and the living matter, the human being in the end. He has proved that the biostructural matter is living specific, it is found in the living cells only, and breaks down when these cells die. He has stated that an unknown structural level can be found in cells which means that a biostructural hypothesis of the origin of life on Earth has been outlined, as well as the hypothesis of the plurality of structural levels of living matter in Universe: biosic matter (common living matter), noesic matter (living matter with a higher degree of development and organization, that allow the abstract thinking), enisic matter (a higher level and it is not found on our planet, yet).

And what is the goal of all this? We know empirically the three dimensions of our world: length, breadth and height. If living matter is structured and the interstitial structure is filled with information we might add a new dimension not only for the common living matter but also for the humankind. Einstein has already added time as a fourth

³ Macovschi E. – The confirmation of the biostructural theory by the high-voltage electron microscopy, Ed. Stiinta si tehnica, Bucuresti 1981

dimension. From this point of view the difference between the non living matter and the living one is the speed of perceiving the time. Thousands of generations of people might be a trice in the life of a mountain or an ocean. If we consider time as the horizontal axis and the evolution of the mankind the vertical one we can have at the beginning Adam and Eve (according to Judeo Christians) and ourselves today. You may also notice the exponential trend of humankind.

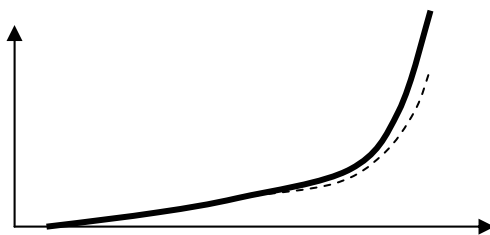


Fig. 1 evolution of mankind during the time

As the living matter is structured, that means that the human beings (both parts of it: the man and the woman) as mankind are once more structured as communities, as societies capable of conserving their life and continuing their perpetuation; from the time point of view, looking from outside, the humanity exists with its beginning and its end. Only us as individuals are able to feel the present, remember the past and imagine the future. The human race might be considered as a level of the structure: the noesic matter. That has changed completely our way of thinking and acting. Once having assumed the limits and the constraints we have only the liberty to enjoy the present: the real and unrestricted freedom: to experience the present, to increase our energy in order to collect pleasant memories⁴ that might allow us a better chance for the forthcoming feelings in the future. The biostructural theory forces us to review the economics including the time dimension as a whole. And day by day this command is more present as life runs faster and

⁴ which is the final service provided by tourism? The souvenirs!

faster. We have to add another view, too. People are used to feeling the time running in a certain rhythm, with a certain speed. This speed is not under their control: only the impression, the perceiving of it. It is generally admitted that old people say time is running faster. The same in developed societies as new and more discoveries are applied into the common life. Which is the fastest speed? The one of the light, or the one of the subatomic particles? Why not the one of thought? We have only to think and we may travel to any part of the universe. The thought is a chemical exchange inside the human's brain at the cell level: the memory is a certain chemical composite stored in our brain; to remember an idea or a feeling (I quote both of them) our brain finds the "box" inside the "brain store" and decodes it using chemical exchanges. Which are the speeds of the chemical exchanges: that can be measured. We are so bounded to our environment we belong to. Our feelings have a material background. Does it matter? What about the butterfly effect? I think and... I am, but it might be possible for Pluto to disappear as it has happened after the astronomers' congress! On the time axis feeling and thoughts are a continuous flow from the first days till the last ones. Like another ken. Being belted by the duration of our life (the existence of our individual entropy) our liberty is to *carpe diem*, to enjoy the moment that we can control (the past is memory and the future just desire). Alongside the mankind existence tree we have to pay attention also to the feeling and thought component. Experiences are our merchandise for tourists: yesterday, today, tomorrow. They are already there, from time's point of view. There is only the environment that is different: the natural earth where the human being was (is) a part of it and the hand and mind made one of our days, where the human being is master and prisoner, as its creator.

The human being was obliged to help himself: he increased its powers by creating tools. Very simple, at the beginning, used by one person, more sophisticated later on, by incorporating the experience and the force of a group

(community). The molecular matter (non living matter) was empowered by information and nowadays different complex means of production were joined into economic and technical aggregates called workshops, plants, industries, branches of an economy or global production systems. These parallel, man created structures are governed by new rules that have come to be carefully respected by the mankind in order to enjoy their input which supplies the requested energy to maintain its entropy. As these structures *live* in symbiosis with the human ones the management, the administration often focus on the created side. The contemporary net is so tight that it is hard to see where the boundaries are. Further more, the human experience has separated the untouchable power in alien goals, such as profit, i.e. that have prevailed upon the natural tendency towards optimum entropy of mankind or of the human being in favour of the created untouchable structures. The last decade has been so explosive that someone might feel as being an appendix: 10 years ago the handy phones where just a promise, today they are a computer, a video, a television set, a *must* of the young people; they govern their lives, budget and time. Soon they will make children too! This created "environment" based on silicon is doubling the biological life and imposing its rules more and more compellingly; and the untouchable, the invisible world of information embodied into the noetic matter is doubled by another one acting inside the production system and its components. The mankind (man and woman) has to restraint their liberty to enjoy the best entropy in order to satisfy the newly created entropy of its creation.

What is the goal? As we cannot care for the part without healing the body (the whole) we have to include in economics not only the human matter (management), but also its surrounding one. The individual life and happiness have changed: few people might cope with the entire mankind (as shown of fig.1) the majority seems to be lost into the crowd and might reach the *jump line*, the *level over* that is still unknown for us; except the even more frequent

dangers that make people afraid. And two more lines: the segregation of people into poor and rich, of countries into developed and undeveloped etc. A part too, but it depends on what kind of part you happen to be!

My main highlights of the past history

History: an account mostly false, of events mostly unimportant, which are brought about by rulers mostly knaves, and soldiers mostly fools - Ambrose Bierce

We have to highlight some facts and moments of the history that might bring a new perspective on contemporary times.

Sometimes I will start my colloquial talks with my students by asking them which might be the main trait of the human being. There are many replies. I conclude by stating that laziness is the first characteristic of mankind. In paradise Adam and Eve had only to enjoy themselves. By sinning, they were shut out and they had to earn their life with sweat and tears working the land and taking care of the animals. In economics we call it the law of productivity: minimum of resources, maximum of results, the least of work the most of profit! But why work? By using a tool man can have more with less effort: the principle of energy preservation! It is not so easy to illustrate this subject for non Christians that do not know the Bible, but they understand that man's power is multiplied by using *prolongations* (in Thomas Moore's acceptation).

The next question is about what was the first to be made and used: the tool or the weapon? During immemorial times the human being had to protect himself against the environment and ... from the other people and to take from nature the necessary goods. I have no idea, no answer to this question. But I can notice that times of war and of peace follow one after the other all along the history. Even today the production – as a sophisticated means – is used either to

make weapons or goods. More, as we shall see we have arrived in the continuous war – peace production. The human being can not live alone. We may suppose that one day someone used a tool (a stick i.e.) to cut down a rabbit when another one struck it with a weapon (a piece of stone i.e.) How did they split the rabbit? Equal parts for each or the stronger took the whole of it! We note that the human being has two main manners to earn and keep his possessions: the work and the force. And today it is the same under larger and diversified conditions. Using these people can satisfy their needs and get the best level of entropy with the least spending of effort (energy).

At the beginning there were few people. A tribe might have had a couple of families (the way they looked like at that time!). Empty spaces separated the tribes. But when two of them met often a battle took place and the winner took the belongings of the loser. What about the prisoners? The winners could not afford to keep them as slaves as they were not so many to watch them. They could neither free them. Only one solution: to eat them; we find similar situations even today among the savage tribes. They were used as slaves only when the winners where strong enough to keep them and put them to work. Life is ruthless! The economy of efforts according to the real conditions has taken nowadays the form of social engineering! Not only during Hitler's or Stalin's time!

Summarising: true human nature involves the propensity towards leisure that is earned by work or force, making goods or redistributing them among the owners. No matter how high the price might be! And this comes of the material substance of the entropic system called human being. The principles are the same except that now acting is more elaborated.

A short journey along mankind's history

China: some thousands of years ago. With at that time archaic tools huge crowds were brought together to build the Great Wall: imagine how many stones, bricks, horses, food, water, toilets, wastes and dejections, diseases

to allow us to see the wall from the orbit! But what a management to rule such a crowd! From that period I want to point out Sun Tzu's book on the art of war where he describes as *moral* the action of lying the enemy in order to beat him and showed that the goal of a war is not to destroy the enemy, but to take his goods, women and slaves undamaged.

India: a small continent in the Antiquity too. They have taught us about the organisation in castes. Even the thieves had to belong strictly to their own: no crossing from one to another was allowed; except in a future life! Like now when once in a circle you must keep staying in, by all means. Once out: no security card, no credit, no nothing (in the developed countries) ...

Mesopotamia: they have taught us that if there are too many people, in order to avoid misunderstandings and the breaking of rules, laws must be written and made public. Anyway, they were not for Hammurabi! To avoid past mistakes and save unnecessary efforts they invented a new tool: the writing that keeps the memory fresh and sure.

Egypt: I shall not mention the geometry as a result of land measuring, neither the first official accountants (the scribes) that calculated how many cereals, horses, arrows, slaves, etc. the pharaoh possessed in order to allow him to take wise decisions. To afford their luxury life the pharaoh and the high priest kept the information in an encrypted form like the hieroglyphs. Only dedicated people were taught how to use them and the crowds were trained to observe the sacerdotal shows.

Phoenicia: a small country of sailors and clever merchants who, being extremely lazy had dared to change the rules: they had split the spoken words into phonemes, each practically equal to the other but each a distinct one. Mixing them, on a papyrus or piece of skin they made words which were easy and fast to learn. And more, cheap and safe to transport: no need to carry the gold from Tyr to Babylon: just send a letter. And the mode of communication turned into two ways: the oral one (Pythagoras, the Daces?!, some

Indo Amerindians, the druids) and the written one (the Greeks, Romans, us). But further more, the system of reducing to the unit – equal, distinct, easy to learn – will be the fundament of Taylor and Ford industrial organisation.

Greece: short in resources the country pushed its people to become warriors. The best of the Greeks went to steal the Golden Wool: and there was no shame in it as that was the job of a soldier. The captain of an old Greek boat, once arrived in front of a harbour had to guess who were the strongest: the town's inhabitants or his crew, to decide whether they will either plunder and burn the town, or start trading. That were the times like!

Rome: I shall not mention the contribution of the Town to the science of administration, to the law system. I shall underline the talent to invent a terrestrial military unit – the legion – capable of fighting efficiently and valorise the fine Roman roads that had moved the transportation from the sea on the land. The legions allowed the aristocrats of the democracy (and of the empire later on) to force millions of slaves to work for them and, at the same time to spoil half of Eurasia by extending their empire. Pax Romana meant, in fact, the hugest redistribution of goods between people and peoples, during peace time.

I cannot say whether the Roman civilisation was devitalised by Christianity, by the collapse of slavery which came to be uncontrollable, or by the migratory peoples. The last ones had brought a new weapon: the cavalry which was capable of maneuvers in the open fields when the roads had begun to be neglected. History shows that once a structure, a body grows too much, it loses its entropy because of a redundant communication within itself. And so has done the Roman Empire, too.

Almost all I have pointed out are common facts. People of classic Christian formation might find rude some of the statements. All I wanted to show was that during the early time of the mankind the intimate human nature put its imprint on people, groups, communities and peoples acts,

looking for happiness, that suppose an adequate entropy of the individual body, of the groups or the peoples. The more the population have grown, the more people were enjoying leisure.

The Middle Age is the beginning of the exponential development during the last centuries and mainly the last decades. During that time the capitalism has begun; according to some opinion during Xv-XVI century. Since then, both, the principle of production and the social organisation have chosen different directions. The common bourgeois and the peasant worked just to fill their needs; but the new handler of merchandises, *the capitalist*, exceeded his strictly own needs: he work to increase towards infinity a certain amount of money, the *capital*. This Moloh of the modern society, the pedestal of the European glory and civilisation – the capitalism - has started its revolutionary performance. We, the European are used to consider our world as the World. We are so focused on ourselves that sometimes we forget that other civilisations have lived and are living near us. Only during the last decades, mainly last years we have notice the revival of Asia. The oriental civilisation settled on an agrarian basis, with the glued for peaceful rest and contemplation as attributes will be conquered by the unrest European way of life. Some 500 years ago a European culture (later on an American of European origin one) evolved that was to unfold, exploit, but still educate with its values the rest of mankind. Thus, everything happening now in the world and will take place in the universe tomorrow bears the imprint of Europe. We, the Europeans continue to be conquistadors, pirates, corsairs. But now we are corsairs of the spirit and this changes everything! Still, we let the people live near one another as if they were one without another. And being supported by an intricate technique, which not only allowed us to get anywhere but rather, to get away from any place, we took over and advocated the society of "Bye Bye". I cannot say either if it is well or not but to *carpe diem* myself, I have to

observe the crow's rules (homo hominis lupus est) otherwise the hoard will punish me.

The Middle Age: Europe was a mosaic: the territories of the migratory peoples (horse owners) and parts of the Empires (pedestrians). Roads and bridges were destroyed; circulation unsafe, life limited to the home cottage, castles and fortress watched the feudal domains, armies - bunches of soldiers - were in the service of a knife. The knife, the senior lord sold his merchandise, the service of protection to the peasants and bourgeois. And collect the taxes offered in the name of the right of property on the land. Primus inter pares was a king. His right was holly. He had the power to take the life of a subject but not the title. The successions observed the principle of the male first born⁵. On Western part of the former empire (the Eastern one followed distinctly and was not a part of the capitalist revolution) the Pope over crossed the boundaries of the new "countries", conserved a certain unity and confirmed the legitimacy to the succession: Charleroi, the German emperors, the Spanish ones and finally the Hapsburgs. The Russians took the idea and looked for the Bosphorus Pass. The idea will follow its way by communists, Hitler a.s.f. Life was hard, food hardly enough. As land transportation was too dangerous and too expensive and rend the merchandises overpriced and prohibitive, sea transport had developed. In spite of the Mauro pirates the sea links between Italy and Baltic See developed, mainly as these areas conserved the cities privileges and traditions. As the commerce was the main source of bar money the princes had started to organise the countries on national basis, as possible. They had remade the roads and had favoured the emporiums.

Europe was a worse place to live in. Too many people, too many soldiers, too less resources! The crusaders were

⁵ In Romanian princedoms the voivod (the price) was elected by the country lords' (boyards) council among one of the former prince descendants, legitimate or illegitimate, that led to political instability.

one of the issues. People, ideas, valuable and technical discoveries travelled between Orient and Occident.

In 1215 John, the king of England, Lord of Ireland, Duke of Normandy... have signed Magna Carta that will govern the relations between people until today. In fact we can mark that year for the two law system: one based on Roman Right (the law state what is allowed to do and what is forbidden and punishes; if there is no legal statement someone must prior ask for a law before acting. The central power is the source of laws) and one based on the Anglo Saxon Right (people is free to do everything if his act was not been prior punished. The respect of the law is observed by judges and their decisions are valid on their jurisdiction, so, one and the same fact has arrived to be punished totally distinctly in different juridical districts of the same country. Because England has mastered the sees this system was extended almost all over the harbours in the world that has led to a mosaic of juridical solutions for the same case; only by globalisation the Roman system has recover by the international agreements that have included or replaced the Anglo Saxon rules).

The battle to win and hold the currency put the peoples of the Old Continent in opposition with the Pope and so the Western Christianity has turn into several churches: Protestant, Evangelic, Anglicans, and Baptists etc. Europe was on the point to explode. Its population has increased; irreconcilable ideas and interests had generated cruel and endless wars. The final inside issue was the Westphalian peace that put the basis of the national states. The main real solution on long term was the Great Geographic Discoveries. All the inadaptable or undesirable Europeans have had the chance to start again. Pope had split the Earth between Spain and Portugal along the first meridian: the precursor of modern globalisation! The winner was Her Royal Majesty of England and Great Britain's pirates that plundered equally and impartially all sides and brought home the gold and sold the prisoners as slaves. Many Christian European left their home and enrolled themselves to save from the Hell the

soles of the savages of the new continents. In North America the rule was: "the only one good Indian is the dead one". They have kept some for nowadays museums and foreign tourists!

It was an economic explosion. Trade has developed; new technical discoveries were put in practice for civil but mainly military files. Not to make a better and peaceful life, to enjoy leisure and rest but to gain as much profit as possible. New people, new conceptions: the capitalists were on the stage! I shall not insist about the technical (scientific) or the cultural revolution (which one was the first?). These are well known histories and for our quest they are only the quantitative side of the evolution.

We have to underline that the New World colonisation has closed the horizon: the earth was all known; people lived like in an aquarium, large enough to afford plenty of room for everyone. The trade that was generated brought wide resources, not only as raw materials but also as labour force and money. The new command: *multiply and... make more and more money* has double-strengthen and reinforced the competition and, thus the exercise of power. New wars and dour work have continued either to get more and more profit or a miserable subsistence. The new rulers, the capitalists made their accumulations not only spoiling the new territories but priory on behalf of their own people. A whole literature stated for that times. In spite of tools' development the force has redistributed the enlarged gained means towards a small part of the population. The king of England was obliged to pronounce the first law to protect the young workers as they arrive to incorporate so week as they were not able to do their duty. Never the less the rush and large transportation have collapsed the space and goods and people were changing their places restless. Do not forget that classic slavery was one of the important labour forces and even during the last 60s the UN fight to complete abolition.

The next "push" was after the Independence War. The young and new American administration had gained large amounts of military equipments. Their conservation was

prohibitive and they were useless because of their variety, thus incompatibility. In spite of the manufactories' development the production remain one of artisan style: you had a watch, it was out of order, you had to go to the watches manufacture; if you stayed in America and the watch was Swiss... They had the same problem with the guns. The issue: the spare part. The American administration has revoluted the economic system: spare parts cut the transportation and reduced massively the raw materials' consume that allows huge accumulations that busted the economy. Europe followed at once.

The production' system enlarged itself by full speed. More and more funds were requested to valorise new opportunities. Population increased. More goods, more profits. More wars to redistribute the benefits. Not a word about tourism, or leisure except a thin class of rich people. The Napoleon's wars had shown that, in Europe, the power capable to transport its troops from one part of the continent to the other will control it. The trustful mean was the railways. The military capability was the reason to build the railways and only on subsidiary and as a trustful propaganda were the economic and social benefits. The train cut down the price of land transportation preparing people's travels.

In US the new printing system has completed the telegraph and radio and widespread the information practically instantaneously. The democratisation of life, which means the wide fulfil of needs of a large numbers of inhabitants was started.

We can prove it by analyzing the development of leisure sector in US. At the century's beginning, Henry Ford was looking for a solution to turn profitable his business: cars' construction. But, because of valueless wages of the American working class, he could not reach that minimal level, that production and critical number of units that could afford a successful business. It is Ford's decision to increase his own workers' wages that have changed, in our opinion, the entire world's economic system. Ford has started a process that has developed as a *boule de neige*: it has

afforded the Americans to live over their income, as it was appreciated as normal in the former economic system. Today we can see its result when the “financial and invisible products” are the majority of the values of the nations’ economy, mainly of the developed ones. The simplicity, or may be the lack of profoundness of almost of the Americans, whose life relies on exclusive power of money, has determined them to adopt a new faith (near that one brought by Pilgrim Fathers – the liberty of human being!) and a new God: the Car. The highways have covered the US in order to satisfy the fretting and the restlessness of that people of immigrants, their nomad spirit⁶ and have subordinated the whole economy and development to the new God. The uninhabited space of America could thus, since then, easily and democratically be travelled, even by the working class. All along the highways quickly have issued hotels, motels, restaurants, entertainment facilities, etc. Not for the rich people – that have kept staying closed in their world – but for the crowd. Quantity bring small profits but many of them. And, as the desire to have more is in Americans’ blood the consolidations have started: hotels, restaurants, services etc. brands (chains) have appeared. And all BIG, huge, gigantic, and in expansion all at the time. We have to point out that every one of these giants has its own philosophy (coming from that one of the successful owner). After the 2 nd WW the borders of US were “blown out”. Their philosophy, capitals and ways of management have spread out in the whole world for new profits. Globalization has started by a special arrangement for people’ travel. This is the way that, unexpected, the American working class was put to entertain itself: simply, in order to assure the critical mass of a profitable production for Ford and his’. In fact in order to increase the present profits even during its free time. Long later, after the 2 nd WW, this conception has found a democratic expression and mass media has brought its humanist dimension. Tourism, as that is the way this use of

⁶ se the dictionary for the right sense of the word traveler

the free time is known, will become the forerunner, the model and the promoter of globalization.

The economic system has changed. The production left the room for the consumer. For centuries the mankind absorbed the whole production that was not able to fill completely the needs. Now the production exceeds the buy power and has turned towards the consumer. And this is – in our opinion – the great transformation: the businessmen must no longer focus on organising the production - that has become a matter of costs, time, and knowledge – but on creating the buy power, generating controllable incomes that would afford more profits in a stable economic environment. The economy has metamorphosed itself. And we have to underline that idea. The first major transformation of the contemporaneous economy was to increase the entropy of larger numbers of peoples by boosting their consume and, as a consequence, their feeling of happiness.

Coming back at the end of the XIX th and the beginning of the last century we point out a other moment: the requested investments exceeded even the capacity of the state. The channels to link the oceans (Suez and Panama) need huge founds i.e., and the larger and larger plants too. The banks liberty was limited. Where to find finances? At the mass! The share was invented. The fear of illness, of oldness and the distrust in social security and banks obliged the workers “to put their eggs in several baskets”: they bought shares too. As long as the shares have brought them a dividend higher that the bank’s interest they become the absent owners not only during the general assemblies but in general too. Huge amounts of money were generated and have feed the developed economies.

The next moment, that we can also remark in Great Britain, is that one of the exigency of reconverting the flight industries from the war to civil production. In this sector huge capitals and a special labour force have been concentrated and have to be protected for and during the Cold War. In almost of the situations it is clear that the costs of a flight can not be covered only by flight tickets’ income.

Let's count: the costs to over flight several countries, over several borders, the repayment of the infrastructure, of planes, then the "small" costs with fuel, wages etc. the reservation' systems etc. And yet, anyone knows that a charter flight is cheap. And yet, planes are flying, tourists, businessmen etc. fill the world. HOW? Using the same principle of Ford, but in a retrograde sense: paying from the large bourse of the state; that means that it will be subsidized as much as it will be needed, using still the crowd' money. And, flying over the borders of Great Britain or US (the main producers after the WW) we have to involve several countries. Politically, (by agreements) the same opportunities were built for all of the countries, as it was done for the developed ones. Economically, the profits were globalized by a declared better distribution of the costs and the opportunities.

In spite of the Big Crises after the WW the credit card was added and enlarged the buy power of the population. At present we talk no more about money, as coins or bills, as figures in the accounting accounts but as bits of information on the computers or the credit cards. The immense amounts of values that travel days and night around the earth is so dangerous as the rich and power states react at once at the smallest sign of possible danger. The whole global economy relies on symbols, on wind, on trust between the businessmen, politicians and population. And the welfare of people of the developed countries depends on it. So the actual level of individual entropy and that one of this part of the mankind. A parallel economy, one of symbols has taken place of the real one. The touchable economy becomes day by day only a routine, just a matter of applying of classic economics.

This state of facts was generated by real causes. The first WW signed the death of cavalry, the bike and the tanks have taken over. The second WW was won by the airplane. The whole century was the economic WW that is still going on and we in the middle of it. A strange WW!

After the second WW the winners and the losers have faced a strange result. Millions of soldiers (winners or prisoners) have to come home. John could not tell Mary to go back to the chicken. She was the one that have produced and supplied the front. Women equal rights are based on facts and hard privations. A huge unemployment was supposed. In spite of the atomic bomb new technical discoveries with determined impact on human life where expected. The battle between capitalism and socialism was not finish nor settled. New confrontations were expected. The two blocks, systems and ideologies have splited only Europe: Chorea, Indochina, Africa, Middle East were still under dealing. It was hard to say to whom Europe belonged: to the communists or to the capitalists. The winners, in spite or as a result of Stalin – Churchill deal made huge efforts to keep Greece, Italy and France on free world's side. Even US knew a witches' hunting. Europe and the whole world involved into the WW –except US that collect the profits – made the reconstruction that meant a lot of work. Both the two blocks went towards mass production. USSR was based on war booties in goods, plants, specialists and prisoners; on the subjugated countries resources too. That meant rebuilding and boosting the industrialisation (the mass one – either heavy or light industry), the mechanisation, applying chemistry and irrigation in the agriculture (after enlarged by force the farms' size) and, natural, guns production: atomic ones reserved for the “club” and “the classic” ones for the “Third World” asked to decolonisation and fights between them. There were enough work and a better life level all over, even if there were very different standards. And tourism started to open the new issue for continuing the rhythm of development.

We have to point out that the Berlin Wall was built only 1960. For 16 years there was no need for such a separation as the life level was similar or at least comparable on both blocks. What has lead to this separation?

First one more idea: each poor country tries to protect itself by *protectionism*. England, France, Germany etc. and

than US have done the same. George Washington had worn during the first meeting of the Congress a domestic thick suit and gave a long lasting example for the Americans. Once the capitalists at the power the whole philosophy has changed. Their force relies on production and exchanges of merchandises. They need the liberty to trade, they promoted the *liberalism*. That means free people on the trading sides. But not equal; do not make the usual mistake done by the liberalism supporters. Only the strong and developed countries rejected the protectionism and promote the liberalism. England, once the world's workshop (factory), become the most liberal power and had forgotten the Cromwell Sea Laws. Later on, the American has done the same way. The liberalism did not and means equal conditions. It did free trade. The developed economies sold manufactured goods and necessary dedicated capitals and the underdeveloped ones raw materials and requested capital loans state guaranteed. Nowadays the market offer know-how, services and capitals and the sophisticated "product" "integration" and buy labour force, Lohn made and manufactured products with low added value, and mainly their consumption power. It is clear that the life level has increased in the developed countries. Still it is also clear that the local production can not compete with the global giants, mainly in the fields of research and new technologies, know-how and dedicated and specialised labour training.

The two blocks of the Cold War has separated. We consider that this was opened by the space race. The Soviets' flights afforded Kennedy to interfere into the US economy on a larger scale that that one of Cold War discouraging arming. The NASA was created, huge founds were allowed for. The orders placed to private companies meant nothing. NASA was the invention of the method to invent: it was cheaper to invent again than to search for an already made invention. The "high command" has changed from the market to the research: production – buy power, consumption capacity – and now science, knowledge, researches. My argument: the

application into real life only of the *residual* discoveries made by NASA has changed definitively the human life: plastic materials, nylon fibers, new raw materials for building, machineries, planes, cars etc. new chemicals etc. The resulted turn over was huge. The intervention of the state in a free, liberal economy has blocked Eastern communist block dictatorial regimes. And more, a new economy has started.

The evolution of the mankind was much more complicated. I have cote just the moment I have found relevant for my presentation. At last, the life level in the two blocks has changed: it crashed for the communists and boosts for the democrats. And the result was the transition from socialism – communism to capitalism. We feel that the process was much nuanced and only the time may bring the right answer. I notice that the Coal and Steel Cartel – coated as the precursor of the Common Market – European Union had taken its first form before the first WW including the US big companies in the field. It resisted during and across the WW's and the peace periods along the whole century. We suspect that we have to consider the entire last century as one piece from economic point of view for the process of creating and developing of the parallel economies and ways of life: the symbioses of noesic matter with the silicon matter, that one of the mankind life and the “man made tools” system.

The new economy

the only statistics you can trust are those you falsified yourself – Winston Churchill

The mankind had passed in a new stage of its development: may be a strange one. “The soul..of populations with an historical background and well settled spiritual institutions...contains supra biological realities which must be explained on a plan of a spiritual finality...This is the case of the populations we called cultivate populations or

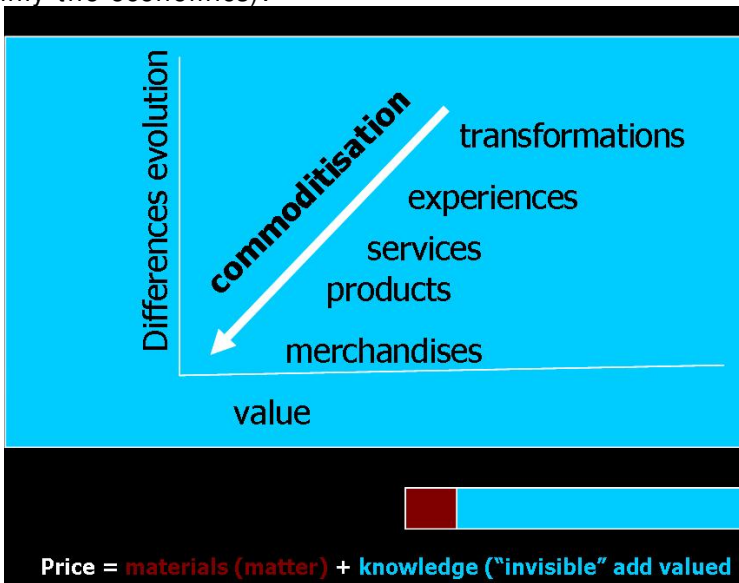
nations creating spiritual originality... The populations that rise up to a national culture have the particularity, the power to crystallise their historical experience into institutions of a spiritual nature, institutions that once naturalised and well settled take over the leading of their spiritual life. Those populations arrive to convey, according to rules dictated by their will, the actions that are under the hereditary influence but also the actions under the geographic factor influence⁷. Those population mainly, known as “developed” peoples are that ones that have created the “new economy” and so the nowadays society.

The microelectronics and the biotechnologies have separated the socialist system from the capitalist one and segregate the last. This was and still is crucial. Let me explain it by an example: Holland has obtained near half of its territory from the sea. They cultivate about a quarter of the potential land. 3.5% of the population is feeding the whole population and make also exports. About 10-12 % of the population is manufacturing the goods and produces all the merchandises required on the market. As a result, the majority of the population might be considered as throwaway for production, valuable only as consumers. They were near 45% working in the agriculture: what happened with them? If we subtract the children, pupils, students and pensioners it remains some 60% that work in the new economy, the services of nowadays generation, the post-modern invisible. Moreover, it might be a menace for the society if it does not manage fruitfully its resulted “free time”. To “keep peace under the olives” the new post-industrial societies have had to develop the “management of the disposal time” that has turn on the course of the tourism from 3S (sand, sun, sea for crowds of people) to 3E (Excitement, Entertainment, Education for crowds of people too!), and further more to the

⁷ Motru R - Psihologia poporului român – text edited in 1937 by Societatea Română de Cercetări Psihologice, București –Paideia 1999, București pag. 7 și 8

life style concept that was extended over the whole individual and social life, not only its economic side⁸.

The new economy is in Hans van der Loo of Samhoud Service Management – Holland's view the result of passage from PRODUCT => SERVICES=> EXPERIENCES. He distinguishes an American way versus a European way of interpretation of the "experiences". According to the American way, illustrated by Thomas H. Devenport and John C. Beck in "The Attention Economy", the experiences are the new modern religion, "the cathedral of consume", the new hard currency of the businesses. As these concepts are known in informed media we shall just insert a visual schema of commoditisation of the economy, that illustrate the evolution of the real economy (not the economic theory and mainly the economics).



⁸ We can add as contra example the 3D (dirty, dangerous, difficult) that might be the other side of the medal.

To make my view much clear: merchandise is a good I have trade for its utility. When this merchandise is more sophisticated, like a wash machine it becomes a product. A car is even more: I need gas pump, a service to repair, insurances etc. that means I need services, values that I can not touch but worse money. In time, services become distinct domains, independent of the matter. One special merchandise has risen immensely and in a special way: money, as we have already shown. When the raw materials fail to lack, the new economy reduce their quantity and upraised their quality. Simultaneously, as we shall explain further on about new tourism, in order to give occupation to the grown population gifted with free time it was compulsory to put value (in order to create the source of the profit) on the consummation, of the time of consuming and the feeling the user experiences. Water will be sold no more for its utility; still water will be sold for the please of drinking still water and sparkling water for the pleasure of drinking sparking water (it is obvious that having thirsty is compulsory, but as water is abundant, easy and all over available the merchandise water seams to be mean - and - value - less without the "experience", that is the final result of a long, hard and costly process of "education" of the population, that is the consumers. Next stage: I am interested to see which way the consumption of still water will transform my buyer and mainly what will be the differences between those drinking and experiencing still water and those trying sparking water. The purpose: we might suppose, that in order to add value, thus profits, the businessmen can predict the reaction and the evolution of the consumers. This information will help them to cut the costs and might allow them to sell to the buyers a "controllable future appearance or way of life, finally of happiness" that is an efficient entropy. Future will tell us soon.

I shall put the main stages of the process like this:

Work and recover	Fulfil the needs, basic ones on home economy.
...	Merchandises, good production
...+ weekly free time	Goods, later products exchange
...+ yearly holidays	... services
...+ holidays	... tourism (mass, 3S)
...+ "disposal free time"	... organisation of tourism destination
... + disposal free time turned into work"	...3E
...	Life style
...transformation	?! (experiencing leisure by a slide of the humankind?)
Continuum peace-war time	New economy = symbiosis of noesic and silicon complexes?

Such a theory is valid, naturally only in the developed countries enjoying large accumulations, that ones that are the generators of the globalization too. Some of the rest of the world can be attached using the utilities that become available and fit to their possibilities.

There are theories that state that in the new economy the nations arrived to be so interdependent that the desire to fight one the other slow down. "Commerce, not the military force is the way to power" – said Bill Clinton. (Bush has changed the opinion because? of the terrorism). The major conflict, in a uni-pole world is replaced by niche wars (local wars) that have led to changing the type of economy. Since recently the civil and military activity (production, or selling etc.) were separatly. Now, the global giants like to have on the same line and in the same order both of them: military AND commercial products. In fact, the military and civil teaching system has already approached their curricula but mainly their syllabus. (even if not admitted and checked)

Tourism as forerunner of the modern economy: the new tourism

a politician thinks about the coming elections, the statesman about the next generations – Bismarck

It is obvious that tourism has changed and keeps transforming itself deeply. We prove that tourism is under mutation and this process is only an earlier symptom of a Renaissance of the economic structures, a new human life stile, in fact a real rebirth of the human existence.

We can already discern that the two restrictions for practicing tourism – mass tourism – known as time disposal and money availability might be a myth too.

In 1932, long before to here about globalization, in Europe the first Skala club was founded – the club of the executives in tourism. Today it counts over 30000 members. In 89 countries, organized in 500 clubs. Which is the main activity? Monthly meeting to lunch – to socialize. Technocrats from different sectors: hotels, aviation, restaurants, travel agencies etc. meet here to be together and exchange impressions. Most of them are modern nomad technocrats; graduates of some prestigious specialized schools, they adopt the philosophy of a transnational group and are itinerate by different countries, by their headquarter. They are modeled by the philosophy of their group. The transfers from one company to an other are very seldom. But Skala club offer the opportunity to meet the concurrence and to exchange opinions in an informal occasion and to have an excellent lunch, on company's moneys, in a selected society. But their own philosophy is the continuous expansion of their company: other ways they will be itinerate to a second class area or worse paid. Their common interest gives them the same life's goal: expansion, maxim profits. Other ways, they will disappear. Essentially, for the technocrats of a transnational company's management, usually with thousands of employees the maxim profit is not compulsory. Only that level of profit that assures the fidelity of thousands

of shareholders of their company. The main objective of a technocrat is to keep staying in the group and if possible to open a new subsidiary, which, at the end, might be a job of one of his family's member. Or, the first civil global structures have issued in tourism field, which was at the same time model but experience, confident expectation too. In Bucharest the Skala club has begun after the arrival of foreign managers. By courtesy some Romanian were accepted too, despite their poor income standard. Or, the earth moves through people. And these new leaders of American spirit take the decisions, in the global structures.

We can conclude, for the time being that the development of mass tourism was not a natural phenomenon, as a result of life standard's increase but more like a deliberate intervention, inside the developed societies, in order to extend economical growth. And this fact has a "global" nature and can be among the first global movements.

If you would sheet with attention the press between wars you will find out that, the leaders that acceded to the power before the 2nd WW, rely their speeches on the revanchist matters but also on promises for a better life. In the middle of the crises they arrived to determine the economic relaunching. Either it is about Hitler, Mussolini or Churchill everyone promised and realized a better life standard that that one before the crises. After the 2nd WW, first for the winning powers the "great modern migration" named tourism, mass tourism, has started. At the beginning modest, with 24 millions in 1950 till 100 millions in the 6th decade. Marshal Plan has had a hidden social component. For the average German it said: fist a bicycle, than a house, than holidays abroad. Starting with the 6th decade the defeated countries get also into the world of tourism.⁹

All these show us that tourism is an important sector of the world economy. And more, the "derived" effect of this

⁹ for the communist countries we can find a similar process but inside the area of communist system borders

activity, the psychological one upon the population named tourists and that one named tourism workers is, may be, more important than the economic results. But we have to point out *qui prodest?* The statement that globalization is restricted by the communication and transportation is validated for tourism too?

When talking about mass tourism we assume its dimension and democratic character that allow the access to a better life for a large number of populations. But the analyze of regional tourist flows relieve that tourism is not for everyone. Either we refer to outgoing – that is the social effect of reword for the population of issuing countries – or to incoming – that is the impulse given to the economy of receiving countries.

In '50 th, 71 + 17 %, that is 88 % of destinations were the countries that win the WW. (exception Germany because of occupation by Allies). Only on 7 th decade outsiders as Hungary, Czechoslovakia, Romania, Yugoslavia have jointed, may be as a consequence of political position. Till then the incomes were shared between the rich. But, these were also the countries where mass media and communications were developed and allowed the approach to globalization. The last decade of the millennium changes the hierarchy, but only temporally, as we estimate and it is shown by the forecasts until 2020. Statistics show for whom tourism is a chance: for the developed countries that share the incomes and expenses, leaving also small amounts for small countries. In fact is a normal state, as these countries are the main issuing ones too. To send its owns earns to other destination would be a worse business. So, in this way, the developed countries “reword” their worker for their understanding and effort and keep their profits. And this is possible through globalization. And, for developing countries, tourism is a “chance” ventilated by the international organizations. It is hard to suppose that Somalians or Afghans or other poor people will do tourism, may be some travels of someone of their riche ones.

Coming back to the liberalism in tourism it is obvious that the developing countries have enjoyed a growing tourism activity. Do not focus on international tourism. It is not the main chance for income, development or increasing the life standards. It is only 20% of the world turnover of tourism activity. Domestic activity has definitively grown inside the developing countries and the acceleration and the multiplication effects have boosted the economy. The relative cost – effort for a holiday abroad of a tourist from a rich country is much smaller than that one of a tourist from a developing country. The social level of the demand in the developing countries has increased the domestic demand and has moved on the whole economy. Under globalisation, the greater part of the international tourist circulation is between the developed countries as a result of the specialisation, process that have lead to the niche tourism. That phenomenon has cut the prices in the benefit of all parts involved: national economies, tourists, etc. domestic or foreign.

We have to point out a special side of the liberalism during globalisation: sometimes it is more profitable, for the developed countries that do not enjoy their own resources, to externalise the creation of the experiences' tourism by "extending" – mostly by economic arrangement and guaranties – their territories, sometimes by regionalisation, organising unions, trade areas etc. to take advantage of foreign cheap medium (environment, utilities, labour forces etc.). Huge resorts were created in the new arisen holiday paradises. The extreme side of this process has to be discussed carefully: the all inclusive versus all exclusive i.e. You can find an extraordinary tourist destination (either a huge tourist settlement in the middle of a jungle or a desert very difficult to rich) or even a resort, a real modern tourist destination build according the last rules in the field. A close look will show that the tourists are carefully and discreetly separated, protected ..from the local population and low living conditions that offer the income country. This last case ignore the *export* of end effect of liberalism, and only just

take advantage for the developed country of origin: the domestic market, demand is ignored and le boule de neige is not started.

We shall shatter an other myth. We use to say today that in the former communist countries the life was hard. It is true. But the concurrence of the systems, mainly during the Cold War has obliged the communist rulers to take measures that would have prove to their own people the superiority of the communist system.

And it is just the tourism, by the SOCIAL CONTRACT (similar to that one closed tacitly in the winning countries) between power and people, that can prove it the best. The Romanian example can be found in any ex communist country.

Prices/ incomes	8 th decade	9 th decade
	ROL	ROL
MINIMUM INCOME/ month	1548	800000
AVERAGE INCOME/month	1800-2400	2400000
12 DAY IN A SEASIDE RESORT	800-1400	1500000-3600000
that is 40-60% of an average wage	85-220 % of an average wage	
18 DAT IN A SPA	1200-240	5200000-7800000
that is 70-100% of an average wage	370-560% of an average wage	
ONE NIGHT IN THE COUNTRY	32.5	1000000
that is 55 nights with an average wage	not even one night	
ONE NIGHT IN BUCAHREST	37.5	2000000
that is 48 nights with an average wage		leeping in the car, to relatives etc.
4* in Bucharest	none	220-320 USD
ROL		7-10 millions

It is also true that the system was supplying campus conditions, but that was also the horizon and the level of expectation of people.

The reader must not take this plea as nostalgia, as it is not. We have to handle the real fact and figures to take the right decisions. And on the mankind history we can not delete a certain period or part for conjectural, either political or even humanitarian reasons. Not for the sick of not loosing the memories but for practical use.

We have said nothing about the poor peoples. They have nothing to do with tourism as they have no free time and no means to accede to leisure. They have basic problems, needs like food, health care, home, education etc. They have no developed resources and poor accumulations. The world and the rich peoples have enough exceeding resources to fulfil their needs too. But poor countries have no money. Charity is strictly organised and limited. No free transfer might be done as the main principle of capitalist society would be ignored and broken. Nothing without profit! Rien va plus! The whole modern system would be in danger once an exception made. These peoples and countries might be kept as a reserve for the further development of the new capitalist economy. We have not enough and trustful information to open the subject.

The small rich, gifted paradises as small oil producers are in a similar although different position. Enough money has being allocated to the people of these countries and they enjoy as careless life. Sometimes they have no time as their rules, usually their owner master their life in the smallest detail. Economically, we have doubts to estimate their power to influence the globalized economy.

The passage from socialism to capitalism: Romania's case. Romanian tourism

there are two types of television: intelligent television which makes people difficult to govern, and the television of imbeciles which makes people easy to govern - JEAN GUEHENNO

Sometimes I surprise myself given lesson about swimming in the Ocean even if I am a beginner. But I am also often confronted with ideas or Western people who are teaching me how life in an aquarium is like. And more, how life is like, how it must be lived during the transition.

With all risks I dear to make my first statement:

First: the real history of the two blocks: the “communists” and the “capitalists”. We, from the Eastern block, not only the Romanians knew that the Soviets were different from the communists; even Lenin and Stalin did not try to start communism only in Russia, waiting for the communist Revolution to start in Germany (making abstraction of the Russian imperial desire). We also knew that the West counts many people “of the left”. We also knew that worse than the Soviets will be the red bourgeoisie that “will accede to the power through free elections (I.V. Stalin). By the end of the 60s the mass production was generalised in the two blocks and the life level was comparable. I have learnt it from my tourists as I was a tour guide. For example with half of a monthly wage Romanians could spend 2 weeks at the Black Sea Side as the Germans. Only after '89, having more fresh information I was sure that this was based on the war booty (materials, plants, workers, scientists) taken by the Soviets from the conquered countries. Their empire was a closed one. Romania was the most isolated country. Tourism has developed in Romania and for more than a decade we enjoy a certain liberty in the relations with the Western countries, as a reward for 1968. Only at the level of 3S! We knew nothing about the new economy and life in this day and age! Our main problem, as economists was how the capitalists manage to have no stock in production. We have discovered them, once allowed to travel, on the hypermarkets, later in the houses of greedy Western consumers educated to continuously use the credit card in order to “exist” for the system and latest on Internet commerce. In Romania students have learnt about classical services, but Internet, e-commerce, leisure, IT, soft industries, e-banking, new telecommunications, new mass media means etc. were unknown. Today we are in a better position, capable to compete.

Second conclusion after '89: the new configuration of the contemporary world. We called globalisation as “mondialisation” from the French. The new geography of the power that has taken shape after '89 was a global one. The

actors were acting out of our ordinary expectations. The Soviet Union crashed down, the China took-off in an unexpected way, the US started the new wars, Japan and the Asian Dragons changed, the Arabians started new politics and the EU has received green lights to play over its production costs on the countries called to integrate into their union. Romania was alone again: a small country, taken as the poorest in Europe by mass media, may be in purpose. The Romanian Revolution has allowed me to find out that it was the rehearsal for the first on line war: the first Gulf war¹⁰! I was obliged to look carefully around. What I have found out: the Romania's liberty of choice was none. More, its new rulers have assumed the way of the former medieval ones preserving and adding the reflexes acquired in the "aquarium".

I am going to start by noticing a state of facts: soon Romania will join EU. Either EU people like it or not. The EU emissaries keep telling us that Romania has to be able to face the standards of the concurrence of EU market. So, we like it or not we shall soon be the same family.

I think that no member of a family would like to have a competitor among his owns people. The EU peoples do not need new rivals. They have to face US, Japan and the Asians, Australia and soon China. They need fellows to boost their competing power.

It is obvious that Romanian companies must be at least as good as the EU's ones and joint them in the battles with the developed world to face together the competition and increase the EU power. This must be our contribution. This is a common sense conclusion and the point I shall start my particular presentation. Romanians - poor or not, stupid or not - shall be soon together with the Western Europe. EU need a co-worker, not a millstone problem, they need partner not to "pay the peace under the olives" in the future Europe.

¹⁰ see http://www.ilierotariu.ro/oldsite/old/ro_whodidlies.html

I find convenient a short inside and informal presentation about Romania and its people.

Romania is a gifted land. When I say gifted I mean the both senses of the word! It has a well assorted land: 1/3 mountains, 1/3 planes and 1/3 hills. The Black Sea and the Danube, a dense net of rivers. That means a huge agricultural potential thanks to the natural high quality of its soils. It has a large variety of mineral resources large enough for its needs, for its population, even small quantities for export. I have to point out the energetic resources: oil and natural gas. Romania is an oil producer that can satisfy the needs of its population (not economy) from its own resources. And it has a numerous population: hard working, skilled and obedient. I mean the mass is obedient till the end of its patience: during rise-ups or revolution it is one of the cruellest of the earth! In spite of all these resources history was not so generous with this country and people.





The early Middle Age stayed under the sign of the survival under the pressures of the Byzantine Empire, the Slaves who encircle the young political counties issuing in this territory and the Hungarians who push on Transylvania that have forces the only stable social organisations – the villages' communities – to get into isolation and pay obediently the requested tribute. May be that was because the prince was elected among one of the numerous royal descendants.

The three resulted principalities: Moldavia, Walachia and Transylvania have grown up and lived under the domination of the empires that surrounded them:

- the Turks that later on had involved directly in Moldavia and Walachia by imposed princes Greek of Fanar, a quarter of Istanbul.
- the rivalry between Hungarian and Hapsburg emperors will allow a certain liberty to the Hungarian and Saxon rulers of Transylvania, and later on to the Romanian majority
- The Russian empire has follow its goal to posses the Bosphorus passes by creating the Slaves community of Central Europe

The countries were wealth (not the crowd!), the tributes rose staidly; but the soil was rich and the population have no hard problems to pay them. From time to time they rose up to temperate the requests. There are two major

consequences: the accumulation was not possible, so the economy remain at Middle Age level; the ruler class has mixed itself by the newcomers: Greek, Armenian, Polish, Jewish, Russians in Moldavia and Walachia and in Transylvania the Hungarian have incorporated the Romanian landowners. The result: a Romanian working people and a cosmopolite aristocracy passing from landlord ship to capitalists in less then a century. And even more: the law and administration was borrowed from old-fashioned Russia in outside Carpathians Romania and from Hapsburg Empire in Transylvania (both backwards economies and administrative systems).

In order to point out my present excursion of the subject of my journey I shall just highlight that the Danube Agreement first signed in 19 th century. The main parts: Turkey, Russia, Austria, France, Prussia, England; missing Slovenia, Bulgaria and Romanian Principalities that lay along the Danube.

Some of our Western interlocutors reproach us we have changed the side in the both World Wars, so they would have reasons to doubt our present declarations. They have forgotten their grand fathers had decided for us those times.

We have to see how Romania is nowadays and what it can become in order to reach any conclusions on our subject.

The modern Romania is very young. The United Romanian Principalities (Walachia and Moldavia) became independent only in 1877, under a German king. The national united state has risen up after the First WW in 1918. Romania is less then 100 years old, as a national state, just a little younger than Germany.

But it had a backward economy, an uninstructed population and 80% of peasants. A cosmopolite upper class, versatile and in majority with strong foreign roots! There was practically no tradition of entrepreneurial skills: the bourgeoisie was built as a budgetary one.

In spite of these poor conditions it gathered a large thesaurus that was lost in Soviets' hands after the 1 st WW.

And more: Romanians have very little democratic practice. Romania was a kingdom, a parliamentary one, but soon dictatorships will cover half of the period of the modern state: (King Carol the II nd, General Antonescu, and the communists).

After the 2 nd WW Romania was offered to the Soviets. The Romanian agriculture, as backwards as it was, using the medieval plough and the horses arrives to supply the resources for industrialisation and electrification and although the peasants have paid with the lost of the property over their land by collectivisation, almost the whole agricultural land was worked using mechanisation, irrigations, fertilizers, etc

It arrives that on '70 the life level was comparable with that one in Western countries. It might be surprising such an affirmation. I have already explained for the whole Eastern block, as we need this information for the analysis of the present and a possible base for the future trends.

Romania had almost all the natural resources to satisfy itself and its labour fulfilled the that time level qualification

The Romania's economic system was antique. Romania has to join one of the world powers to face the future. Its place was settled by the world powers into EU. But EU was not prepared for such a large effort to integrate Romania; I shall explain it soon!

The Iraq war and the Yugoslavian first war have pushed US and its Allies to enrol Romania into NATO. The Yugoslavian '99 war determined EU to go for Romanian's integration in 2007. Again Romania plays two parts: with US and with EU. Again not as its deliberate decision!

In '89 we could say "rien va plus". I have said that EU was not able to integrate Romania at once. Also I have put a question mark on assertion Romania was poor. How was it?

The agriculture of Romania, even if old fashioned, using only mechanisation, irrigation and chemicals and no biotechnologies was able to supply the whole demand of the

population, in spite of high costs and low productivity that would have blocked its competing power for exports.

The industry was the surprising sector. Just after December '89 we have heard a chorus stating that the Romanian industry is just garbage, scrap iron. It seems that everyone has forgotten that Romania was among the first 10 producers and competitors in guns trade, steel, chemicals, oil drilling, cement, tractors, refineries and oil refining etc. The global politics of communist Romanian rulers boosted by Ceausescu's megalomania turned Romanian's industrial system into a huge one, largely exceeding the national market and fitted to compete on to the global markets. They should have first asked the opinions of the world economic powers!

Romania's large variety of natural resources and a vast manpower moved from the villages into the blocks of flats of the towns and well trained and qualified allowed Romania to recover quickly after the WW. The politic of independence towards Moscow opened the access to the western modern technologies of late 60s and 70s decades. The strategy of using the "aquarium" boosted the energies to large economic relations with Third World materialised in large export of plants, considerable industrial and civil constructions and substantial exports of goods and guns. Many of these exports should have been paid by barter in raw materials. Huge plants were constructed in Romania to manufacture them and finally to export the final products on the western markets all over the world.

A new competitor on several markets was unconceivable. Even if not all the Romanian plants used the last technologies the costs' advantage for a long transition period should have been an advantage. The reconversion of the Romanian capacities, only to fit their size with the EU structure would have cost more that EU could afford. So, the "transition" was decided. The average people has only the information supplied inside the aquarium and the glittering windows of Western supermarkets – once the borders opened for a short while after '89. Even intelligentsia has

woken up slowly as, after a life of isolation it needed time to analyse and compare.

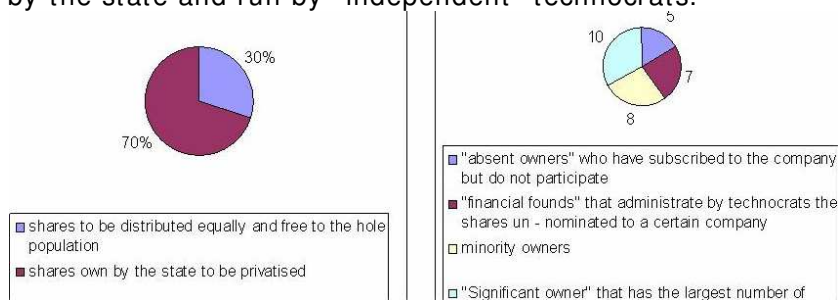
First question: what kind of transition? A short and harmful one, or a gradual one, more smoothly for the population? Romania's leaders have chosen the later one. We think that it was not of the sake of the population (that is not to be excluded, taking into account the feeling of illegitimacy of the new rulers) but mainly as EU and globalised powers need time to turn Romania's economy and population to the new economy rules, to "digest" the small but complex and deep acquisition.

I shall just point out some actions and events that are generally ignored but are significant in judging the present. Agriculture was the issue of Romanian economy. In order to slow the agriculture potential and actions the cooperatives farms were closed, their assets vanished and the lands returned in nature to the former owners. The process of returning the land is not even today finished and has blocked the small and middle farms. These have allowed EU to postpone the integration in order to transform the Romanian agriculture. The large state farms were privatised and for the lost land the peasants have received shares to the new farms. The process of privatisation of state farms has brought usually no endowments towards the biotechnological and environmental agriculture. Otherwise, EU plus Poland and Romania would have at once an agricultural potential as US, but the last means 70% of the agricultural products' exportation.

Real estate was the huge first business after '89. Half of the population were living in towns concentrated in blocks. Almost all of them were near the guarantee deadline. The state sold them and took the money and turned towards the population the basic repairs of the majority of the housing.

The main tool – in our opinion – to convey the large industrial sector was the bank system. The state companies and banks were transformed as share ventures with the purpose to be privatised. The state enterprises that were supposed to belong to the whole people were organised as

shares companies. 30% of the assets of the state companies were distributed freely, equally to the whole population. This action has blocked the absolute power in their general assemblies. Many of the shares were bought low under the market's price and gave a place to a minor shareholder in the boarding. The most of them get to financial funds organised by the state and run by "independent" technocrats.



Source: estimated using the Year Statistics of Romania 2001

Still, private banks and businesses have started. The state owned ones, lake of liquidity as their capitals were only their assets. The companies needed desperately cash flow. But the National Bank has risen the refinancing rate gradually even over 170% that induce a payment blockage that turned the state owned companies to bankruptcy, that have led to massif restructuring, selling on one dollar etc. I do not put into discussion the ways the economy was privatised – as it has to be done and has also beneficiaries – but the results and perspectives offered by the new Romanian capitalists, the rhythm we have moved that affect my life spending too.

A similar, but most costly situation that one concerning currency. If we have started early 1991 we are the last in the matter between the former socialist countries.

National capitals: I spite of notable grey or black savings made before '89 none of them have any way to buy openly and legally even closed or broken ventures or start new middle-sized businesses. The thin Romanian middle class has to grow slowly and accumulate its capitals mainly

by cross borders trade. Many of the large Romanian capitals are subject to investigations.

International direct investments: came slowly and late in Romania after the Romanian state has adjusted the former huge plants to the suitable size that can cope with the EU and world market. Romania has passed through the usual processes of buying for disassembling, "lohn", etc. Now is the time of "screw plants"

Legislation: from war to peace economy the command power must be dissipated democratically. The privatisation is just partial. On the way back from socialism to capitalism the privatisation must affect practically the whole economy. This means new laws, and naturally new rules, new riches, new pours...I hope not!

Romanian leaders have faced the traditional dilemma of Romania: what was to construct first: the "forms", the institutions, or the "background" – teaching the people! The issue: fast and bulk approval of EU aquis. Today Romania is de facto an EU member: Its legislation is harmonized, the markets are opened, the capitals are free and the labour force is also free - one direction.

Democracy: since Romania has enjoyed only some years of democratic system it is easy to understand that Romanians need time to learn and practice democracy and slipping is easy and easy to be organised. In spite of tensions and a long period of transition no major problems have arisen. More over: the Romanian capitalisms, in its primitive forms, was strong enough to destroy the old landlords class (high boyards) but was also weak enough to be able to founded instead a new ruling class.¹¹A major roll will be played by the state bureaucracy largely enforced by the dictatorial regimes during the XIX th and the first half of XX th century. Not only the obedience of the Orthodox Church, comparing with the resistance of other Christian churches of Eastern Europe but the even weakness of the Romanian

¹¹ Zeletin S. – Burghezia romana, Humanitas reprinted the 1925 edition

capitalist class facilitated the soviets task and favoured its extinction and replacement with the new red bourgeoisie: the nomenclature. Even this one, crushed by Ceausescu personality was too weak to lead the people to the new society, as it happened in other former socialist countries.

The average result of the transition: after 16 years of transition also the actual government's goal is to reach the GDP of '89. Near 10% of the population collect over 40% of the income and about 3 million people (15% of the population) live under the poverty line. But the country meets the conditions to join EU!

Romania is the poorest country in Europe. Its image: gipsy beggars in Western town, street children, community dogs. And nothing about the crowd: the skilled people hired in constructions, agriculture or by Microsoft. And still there are happy people in Romania!

But a new face takes shape and a new generation grows up with a new mentality.

The costs: for Romania they mean 16 lost years for many of its inhabitants. Huge accumulations and no foreign debts, lost credits, dismantled settlements sold by pieces, sacrificed pensioners, etc and about 40 years to attain the average GDP of EU

It seems that my conclusion is sad. The reality is too. We have learnt that there is no Romanian on the top, among the technocrats who take the decisions. There was none in Yalta, none at Malta, they are hardly invited to Cranss-Montana and there is none in the boarding of trans-national structures.

Integration is not an option: it is survival, both for us and for the west Europeans. Lionel Stoleru stated in an inquiry entitled "The State Tomorrow" (published in L'Expansion No. 422): "Europe doesn't have an organized backup. The US have established an integrated economic area together with Canada and Mexico (...), Japan (...) has attached an "area of the Dollar" through its "four dragons", Thailand and other South East Asian countries. Europe could

have done the same with Eastern Europe on the one hand and North Africa on the other. These two areas should have allowed Europe to "play" with production costs and other comparative advantages for the profit of the entire area..." The first part is becoming real.

The 2004 wave brings to the Union near 100 millions inhabitants and rich natural, built and labour reserves. But also a lot of problems to be solve. There was hard work on both sides: for the states and inhabitants of the Union and for the states and the inhabitants of the applicants. The results are now expected to show up. That was only the beginning, as the hard period is just starting. The new comers – and we count here Romania too – have some common particularities; that is why the rules of developed economies can't be applied at once and a transition is necessary; not only in the economical field, but also on social and cultural life. Braking with the communist people's mentality they need time and evidences to recover and build a new beginning. The presence of the EU messengers is not only a touchable example but also the real model for our concitizen and motivates them to increase their efforts to reduce the gap sooner.

The low level of indeptment is an advantage for the new comers. The opened economies act in the same direction. But the low buy-power of their population might be a problem. The low wages might encourage the investments and as a consequence the rise of the buy-power. The use of the credit – very few for the time being – will increase the size of their markets. New rules will govern the new Europe: the free circulation of people and of the labour force will change the present economic geography: plants will relocate, agriculture will reorganize. This is not a challenge: it is the new life in Europe. In its way to integration, Romania concluded official agreements for Romanian labour force with several European countries. The travels of Romanian people are now better organized and their work is safe and profitable. Romanians apply to official recruiting structures

and avoid the former ones. In the same time the number of Europeans working in Romania has largely increased.

As tourism is concerned I start by stating that tourism is a means of mass communication. Of all the mass media it is the most powerful due to its range and especially its force: it is governed by the "principle of Apostle Thomas: touching means believing". This force is ignored because it doesn't bring a quick return on investment; the future is sacrificed for the sake of the present. The power to awaken the sense of history and values is lacking. And more extensive efforts should have been made, especially in Europe, in order to avoid the image deterioration of the rediscovered brother countries.

When talking about tourism in the new Europe we must point out that – according to international statistics – 80% of the tourism is domestic and only 20% is international. In the new Europe of 24 we have to consider as domestic tourism all the tourism activities in the new space. For people of Holland travelling Check Republic, Hungary and Romania by example must be like travelling in Deventer's neighbourhood. We need a new statistics system, the border counting is lost! To reach this state there is a lot to work. We have to learn to build and manage our destination; EU has started to teach us to do it. This will be the main gain of being in the Union. Cheaper holidays, easier and safer! For both sides: new comers and Western citizen.

The Union will give a new dimension and force to the touristical offer of Europe in the international competition. Around the year 2005-2010, the length of a transpacific flight will be much shorter. In addition, several millions of millionaires from the USA, Canada to China, Korea, and Thailand etc. will desire holidays. Western Europe already prepares its touristical offers in order to meet their exigencies. The Central and Eastern Europe started the same process. Europe is modernizing its touristical base and prepares to adapt its offer to Asian tourists. In order to

integrate Romania should look for those services that are not offered on the market and build up its offer. All this, after it meets the domestic demands, which could be solved very quickly if the buy power increase. The main problem of Romanian tourism was the lack of a political will, of a "sector policy" as it is called today, which should catalyze energies and simultaneously cleanse legislation. Many steps were already made and the enrolment of transnational companies present in Romania is speeding the process.

What tourism is concerned, in Romania usually only business tourism was a subject, meaning the tourism industry capable to become a development factor. The lack of communication before 1989 has brought us disastrous advice and measures leading to the immediate and complete withdrawal of the state which deserted its responsibility as tourism administrator. After 50 years we gave up tradition and took over the American system of the "free market" which generated fierce competition and a primitive search for wealth. The history of these past years records that the Romanian political factors, while waiting for foreign investments, often deliberately encouraged a savage tourism market and the destruction of the existing touristical base by faulty management. The good example has come from non-governmental structures from Western Europe. The involvement of people of EU in the efforts to reorganize the tourism in Sibiu county might be a good proof of what can be done. And we hope that we are only at the beginning of the cooperation. There is much to be done in order to build the destination SIBIU. Know-how, investments, specialists, high qualified workers are some of the fields where money will come and a better life standard will be granted for local people and their hosts.

What was the Romanian tourism like?

If you shall look carefully the figures in Annexe 2 you shall be surprised that a country with so large population and strong economy play such a fable role in the international tourism comparing with its Eastern competitors. (Do not forget that it is only about international tourism, but even

so!) It looks like Romanians do not care of tourism if we wouldn't know that agriculture and tourism were proclaimed soon in early 1990 as the two chances of development of Romania. Annexe 3 shows that the picture fitted to the whole economy. As for tourism we notice that the situation was not the same. During the '70s Romanian international tourism enjoy quite an other position: Romania was among the first 10 beneficiaries of tourism business. We have to point out, never the less that the income and the market share hold by tourism in the '70's was lower than guns exports.

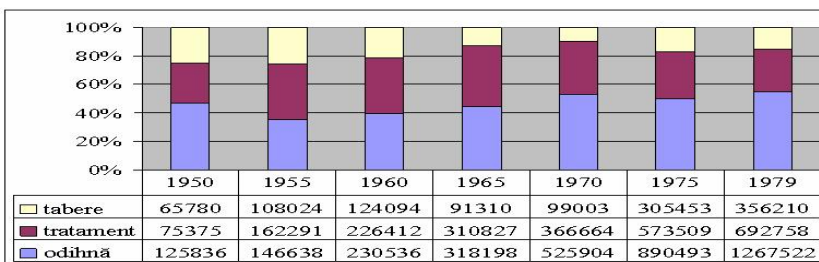
We have to point here a very important aspect of economic researches from methodological point of view. Almost all the works use and analyse only the period after '90 and compare with before... that means they exclude any pertinent and detailed referenced for the last 50 socialist years. It might be a political, or a mass media strategy but it is a losing and false method for scientific research. We can not reveal the real face of communism; we can not find a real and complete understanding of last century if we just avoid comparing the last half of the last century and limiting our researches to the last 16 years and use only that statistics. The incompatibility of figures was a false argument as long as we can compare statistics of XIX century with the contemporaneous ones.

If we look at the arrivals on the table above we can see the trend but mainly we can conclude that Romania has transit tourism as long as less than 20% of the foreigners do not use the accommodation structures. Until '90s we can not argue that tourists stayed to locals as it was forbidden or registered if permitted. We have calculated the "little transit" that is short visits across borders, and the gap remain. It can be explain by the great number of trucks that transit Romania. More over, the number of tourists in accommodation structures indicated a good occupation before '90s. 1990 – 1997 accommodation to local can be detected.

Year	arrivals -tsd-	Dynamic %	Foreign tourists in accommodation structures	Dynamic %	%
1980	6742	100,0	1196	100,0	17,7
1985	4772	70,8	1598	133,6	33,5
1990	6532	96,9	1432	119,7	21,9
1991	5539	79,5	1294	108,2	24,1
1992	6401	94,9	1185	99,1	18,5
1993	5786	85,8	848	70,9	14,6
1994	5898	87,5	856	71,6	14,5
1995	5445	80,7	766	64,0	14,1
1996	5205	77,2	762	63,7	14,6
1997	5149	76,4	833	69,6	16,2
1998	4831	71,7	810	67,7	16,8
1999	5224	77,5	795	66,5	15,2

Source: The 2003 Travel and Tourism Economic Research Statistics of Romanian Tourism Ministry 1970-1981 and using the Year Statistics of Romania 2001

If we analyze the domestic tourism we can find out that near 16 % of the population have enjoyed a holidays either in a children colony, a spa resorts or just a leisure resort between 1950 and 1979. The travel agencies services diminished strongly, in spite of their huge number to over a million on 22 millions potential tourists. We also have to prevent that the wide tourism has increased, but, because of prices – as shown before – mainly to relatives and alternative accommodation facilities.



Tourism of travel agencies					
	1996	1997	1998	1999	2000
Domestic - total - tsd	1787	1524	1421	1299	1230
-mountains and towns	448	335	295	343	340
-treatment resorts	351	308	315	302	307
-Sea Side	411	367	382	297	327
-mountains – villages chalets	175	181	136	111	93
-historical areas	108	87	69	70	59
-pilgrimage	11	3	3	4	3
-rivers' cruises	2	3	2	2	1
-tours	44	33	18	17	11
-others	237	207	201	153	89

Source: The 2003 Travel and Tourism Economic Research Statistics of Romanian Tourism Ministry 1970-1981 and using the Year Statistics of Romania 2001

We have to strongly point out the outgoing tourism. It is insignificant. That is a main argument on my plea concerning the new capitalists' class and ruling power. The actual number is nearly the same as during Ceausescu. This time because of lack of income! We have to add also the Romanian that leave the country for family reasons and to work abroad; but that is not our goal. Foreign operators feel as a dirty price politics on Romanian side the tariff for New Year in Romanian mountains is higher that in Austria or Italy. There is a strong reason. The capacity is small and the new reaches and in fashion politicians, mass media professional etc. have to "show" themselves at Poiana Brasov, or Predeal that is in Romania if they what to keep the first page. And this way the price is fear for them.

Tourism of travel agencies					
	1996	1997	1998	1999	2000
Outgoing - total - tourists			266	204	195
-Europe			256	192	182
-Hungary			114	91	84
-Yugoslavia			13	15	14
-Turkey			48	23	25
-Poland			13	5	2
-Other countries in Europe			68	58	57
Other continents			10	12	13
Romania's population tsd people	22608	22546	22503	22458	22435
% tourists into population	7.9	6.8	6.3	6.8	5.5
% outgoing into population			1.18	0.9	0.87

Source: The 2003 Travel and Tourism Economic Research Statistics of Romanian Tourism Ministry 1970-1981 and using the Year Statistics of Romania 2001

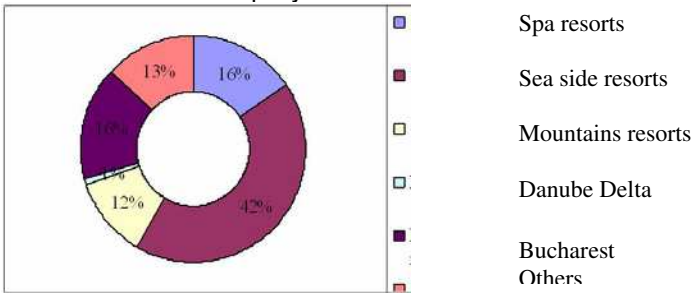
Concluding this chapter we are entitle to say that in Romania tourism was at 3S level but has decline. It is far away of leisure, life style etc. mainly considered for a noticeable part of the population. The price already paid unconditionally and without any guaranty by the mass of the population for integration, for a glittered future.

To be between the first 10 incoming countries during the '70s Romania had to display a competitive offer. And it has done it. That time was studies the touristical arrangement (organisation) of the territory: furnishing the area. Western countries have crossed the same stage. The pacific, with its 100 millions of millionaires has imposed new standards: light constructions, much more room, fine environment, low costs etc. Romania has turn to stone: it paid its debts, no more for life level. That has leded to:

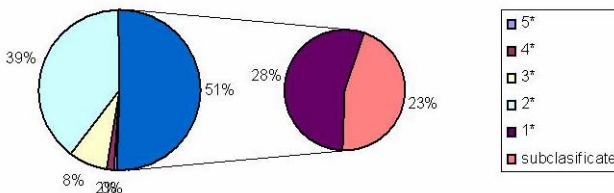
Accommodation capacity - beds

	1993	1994	1995	1996	1997	1998	1999	2000
Total:	293036	292479	289539	288206	287943	287268	282806	280005
Hotels and motels	170430	171497	170329	170178	169479	168683	167477	163907
inns	1593	917	908	702	729	687	788	836
chalets	8145	8726	8218	7732	7805	8066	7966	7972
Camping	36698	32384	33641	34188	31404	34343	32872	35155
bungalows	31266	32501	30616	29490	28965	28429	26386	24351
Camps for children	44665	45668	44678	44075	43333	42719	41400	40149
pensions	239	748	1117	1447	1899	2854	3752	5012
Holiday inns		38	32	32	36	36	36	36
Agro tourist pensions				332	783	1003	1643	1729
Ships				30	510	448	486	488

The territorial display and destinations was:



Out of contemporary, far away of 3E was the structure of the accommodation capacity.



Source: The 2003 Travel and Tourism Economic Research Statistics of Romanian Tourism Ministry 1970-1981 and using the Year Statistics of Romania 2001

As a consequence the building and organizing and managing of a "tourist destination" arrive to be extremely sophisticated and a first priority. We appreciate that a huge work of persuasion of the population was achieved. It started by inoculation of the use and need to travel to surroundings (the average distance in tourism is now of 65 miles) mainly during weekends. A special infrastructure was sustained and developed in order to involve low cost (camping, biking, walking, trekking etc). A large part of the "disposal" labour is engaged in tourism, organizing the tourist destination, maintenance of the utilities, sport and leisure, promotion, information, guiding etc. This phenomenon is much more perceivable in EU's countries that have high incomes and developed economies: Holland, Denmark, Sweden, Switzerland and Great Britain.

And these countries are the same that make the greatest efforts to help the Easter economies, especially to develop the rural, agro or eco tourism. The incomes in rural tourism are not high but they afford a reasonable earning and mainly the continuous occupation of the labour force even if the touristical flows are seasonable (during off season the conservation, modernization, maintaining and than the opening of the tourist bases are done).

The role of the social factor of tourism as a result of the social contract was totally neglected. Today the west European worker won't easily give up of his living standard the holiday abroad. Capital concentration on the transnational markets forces the state to partnership with the private sector. In Romania, thousands of patients with chronic illnesses have lost the possibility to treatment in the health resorts by the instant redraw of the state from the administration of the tourism bases. Now, these patients have to undergo chemical treatment - usually imported goods - which is characteristic for the USA where the natural therapeutic factors are fable known. And the country has valuable natural factors to be exploited. This is an other direction that can be linked to that one of the agro-tourism.

And the role of the state must be taken over by the non-governmental structures, by the local elected ones, by the civil society and business agents. These visits and meetings have to find new and practical tools to develop the mutual cooperation.

Where is the cause, the guilty source and origin of this state of facts? A short look on the evolution of teaching system will clarify. And we have to add: the lack of updated information. Moreover the absence – motivated by lack of funds – of the Romanian academic staff during the international meeting. It is the time and the place to thank my friends and colleagues of ATLAS for supporting my questions and stupidities during lasts years and for all the help and information they have conveyed towards me and my faculty.

Economic gymnasia leaning								
Year	High school no	No of students			No of teachers	women		
1938/1939	82	8608			2511	2256		
.....								
1970/1971	41	30439			21293	1322		
1979/1980	41	40126			32512	1733		
Professional, apprenticeship, and post high schools								
	Enrolled pupils				graduates			
	1996/1997	1997/1998	1998/1999	1999/2000	1996/1997	1997/1998	1998/1999	1999/2000
Professional schools								
Trade	4028	3822	3175	3556	1402	1284	1129	953
Restaurant	8949	8491	8657	8629	2602	2514	2830	2363
apprentices	Closed							
After high school								
Trade	1417	2240	2528	1193	598	641	1100	...
Tourism	1115	1110	1417	1778	464	458	481	...

During the ATLAS meeting in Estoril in 2004 I met Rebecca Bloom from WTTC. I have understood what the meaning is to be included into their data bases and have a country reports. A long lobby was necessary to have the Romanian's country report. It was a surprise for many Romanian politicians and practisers in tourism. It has highlighted the fast growing trend that the Romanian tourism might enjoy. The restrictions too, like the lack of infrastructure, without which no perspective might be possible. The cultural tourism, the business tourism, events and agro-rural tourism play as favourites directions. Not a word about Black Sea side area.

Black Sea resorts were built in Romania as a consequence of Tito defection. Eastern block need the 3S and as the Adriatic Sea was closed, the Black Sea had to replaced it, even if the simplistic analyse should have relieved that 2 maximum 3 months of season can not compete with the 6 months of the Mediterranean or, later on, with the 8-10 months of the tropical or equatorial Pacific. The resorts were built on marshes and sands using the affordable resources of the time: cheap and abundant manpower and high energetic consumer materials like cement , largely available that time when the social economic request was to keep people occupied, working in order to avoid unemployment – whatever the cost might be – to show the superiority of the new regime. Over 100,000 beds were constructed in hotels, fitting the '70s standards. Later on a more aristocratic area was opened in Bulgaria on Romanian's experience and at the '80s standards. The huge resorts of 17,000 places were privatised in Romania by selling the units and no structure has taken the task to take care of the whole, which means the destination as a place fitted with life – concept practically unknown at the time in Romania – neither to organise and carry on the general administration of the common conveniences. The canalisation i.e. became too small and the amiotic and ionic dejections generated the blue disease when the wind flows towards the land. The main problem remains the accelerated process of loosing the beaches. The

construction of the huge refineries and ports in the '80s has changed, because of the large and massif digs built for them, the deep sea currents that started the erosion of the beaches. The marvellous beach of Mamaia has already lost 50%. It is estimated that the destruction will be complete the next 30-50 years. The clearance of the area is prohibited because of the huge costs to rebuild or remove it and conserving the environment, including over 100,000 work places. The reconversion is extremely expensive as the buildings' rehabilitation according to the EU energetic consume standards means a general remade and the inner spaces have the '70s standards areas. That is a problem that only an intelligent tourism destination building, a 3E style can find a real issue.

A similar situation can be found in Fagaras Mountains. Climbing Fagaras is a must for climbers: The Alps, Tatra, Piriney and Fagaras Mountains are the bases of experience in European climbing. From June to October 10-30 couches diverse their tourists at the access points and a week of wild camping is going on. Our field researches have shown that 120 people in average, during one month, staying in a wild camp near Negoiu chalet have bought 12 tea cups in average per day. All the garbage removal, mountain rescue service, path reparations, marking etc. are financing and carried on by local people, so we can say that Romania is sponsoring the European climbers. A project applying European funds waits the 2007 to start and valorise that opportunity and turn Fagaras Mountains into a tourist destination.

However, Romania has moved in the good direction. The election of the city of Sibiu as European cultural capital for 2007 has already heightened the local effort to turn the town into a modern, update touristical destination as a place to experience the new life style. There is a lot to be done to build the minimum of infrastructure. Sibiu County is transited every day by 24,000 vehicles of which around 16,000 are big trucks. There is no ring road to avoid the town. The high way is still a paper plan. After solving such major facilities we can find out that WTTTC forecast were too modest! We hope!

Any way, Romania has submitted at Bruxelles its proposal for the National Plan of Development 2007 – 2013. The decision will follow.

According to the plan's analysis the figures illustrate that Romania needs some years to attain the EU levels.

The Romanians will not wait 40 years, in order that their GDP will attain the medium GDP of EU. Neither !! It is a generation time! Neither have done the Western peoples. They used the American aids and got started, take off.

In a global world Romanian must not accept to get into competition with the Europeans. They must challenge the most advanced competitors. The new economy is now expanding. It will be soon in the past. There is hope: Romania enjoys not only a large domestic market but still has resources and mainly young people. It is their turn to play. Les jeux sont faites, rien va plus!

A possible presumable diagnosis (an alternative) for the existing economy and globalization

nobody consults a dictionary before speaking – Anónimo

The number of theories and opinions about globalization is overwhelming. Almost of them have only a horizontal or /and sequential survey and as a consequence they stand for what they were made for. Few works try to perceive this phenomenon as it is like, within its own whole, as a part of the grand total and to decrypt its morphology, physiology and its possible pathology:

- Nicolas Georgescu Roengen has written: the "entropy"¹² is an index of the relative quantity of

¹² <<we do not share the ideas expressed by the concept of "entropic society" (which means a certain degradation, disorganisation, certain disequilibrium) in the sense used by Hazel Henderson (1977) to "the entropic state" (a society on a level of development in which the

bound energy inside an isolated structure¹³ “. Erwin Schrodinger has said: “any living structure keeps itself in a quasi equilibrium by absorbing low entropy from its outside medium and transforming it into high entropy”. The offal is the outcome.

- The human being is a part of the bionic matter but one with a high degree of organisation, capable of abstract thinking, thus noetic matter – the Macovschi theory says. In order to conserve his structure, his entropy, that is the dimension (quantity) of the bounded information – as he is a very easily degradable system – he has to continuously take energy from the outside by degrading low entropy. This process is usually named work. We state that the principle of this process is the economy of means,

*complexity and the interdependence have reached a point where the costs of the transactions are equal or exceed the productive capacities...A system which can not be modulated, can not be managed) nor the over appreciation of the ecologic crises, situation where in order to obtain even smaller quantities of energies and raw materials are spent even larger quantities of energy (the quality of the new “energies” and their “support”, is ignored either as person or society). Prigogine has stated already the theorem of *minimum entropy* production in contradiction with the principle of Carnot removing the paradox, demonstrating that the human being must not be considered isolated (a closed system) as he form a more complex system with ambient medium as a stationary system, characterised as closed to equilibrium situation. He has called this new form of the structural “ordering”, this “open system” as “dissipative structures” (adaptable). The double quality of life (to conserve and to improve the structure) is no long a particularity but a general characteristic of the open systems, and we add able of evolution, that is existing as such during a certain temporal time. N.G. Roengen will apply the theory on the human society, in econmy and further on>> - according to V. Roman – *Echilibru și dezechilibru*, Editura Științifică și Enciclopedică 1978. And we add that meantime 30 years have already passed.*

¹³ Further on we understand the entropy as a characteristic of the **systems open of human**. See the upper note

known under the popular name of laziness. Because of it people use tools or force.

- The noesic matter comprises three commandments: the subsistence, the perpetuation and the culture; bounded simultaneous and parallel characteristics, conditioned one upon the other. If we take the “time” dimension in an empiric system, on the temporal axis¹⁴ we find out that from the quantitative point of view perpetuation has an exponential trend, the contemporary time being located in the upper side of the known evolution. Moreover, “during the time” observed from “outside” the noesic matter appears as tree- like structure entity. The individual subsystems (the human beings) feel nothing but the present, they remember the past and are able to imagine or forecast the future. The evolution of the entity is marked by the alternation war – peace as a means of solving the accumulated tensions.
- The culture has developed tools in a similar rhythm. From mere prolongations of the human forces they have become structures having their own rules of organisation. Quality, thus culture has lead to a new structure having its own entropy: the economic systems of transformation of low entropy. N.G. Roengen says: “... we have to make a clear distinction between the process of a production unit (a plant or a company) and that of the *industry*. what I want to point out is the fact that an industry may expand by adding together production processes *unbounded between them*, while the development of a single production unit is the result of a inner morphological modification.” During these days the structures of “noesic” type and those ones of “productive” type are coexisting symbiotically; the latter have achieved a certain autonomy imposing their own rules onto the

¹⁴ According to N.G.Roengen “the measurement of time as many other units in physics is based on a convention that is largely arbitrary”

- noesic systems leading even to their transformation, resulting nearly into combined (mixed) systems (or shortly possible)
- The “force” that acts between the noesic elements – named collectivities – is of an opposite sense to entropy. In order to preserve their entropy, organisms, as a unit or as groups transform the low entropy into high entropy in order to maintain “the tension”, the coherence of the biological or noesical structure. But the force has an opposite sense. It accumulates the earned energy towards a pole, quantitatively minor at the expense of the rest of the structure. It acts as a brake, but of an opposed sense, which by “friction” accelerates the processes as in cancerous cell. When this phenomenon is extending and is acting on the whole known noesic system (the humankind as a whole) we have a state similar to metastasis, not necessarily irreversible.
 - If we shall perform a transversal cut through the noesic matter, at the very time of the cut we shall find out that the whole noesic matter is characterised by disequilibrium too, given by the way of producing and distributing of the earned energy by the transformation of the matter of low entropy, usually based on the relative force of the elements (people or groups of people). The stronger of them, after completing their individual energy deficit, transform the remainder of power obtained into *accumulation*, that allows them a later relative advantage or as an action per se. “Because from the material point of view, the economic process consists of the transformation of low entropy into high entropy, that means into offal, and because this transformation is irrevocable, the natural resources must necessarily represent a part of the concept of economic value ... the real product of this process is an immaterial flow, the pleasure to live” - said N.G. Roengen.

- If at the beginning of “history” using force and the accumulations were mainly local, once the structures of productive type have managed to annihilate the free space between the local areas through the system of transportation and of information tele-transmissions, the exercising of force and accumulation have become *global*, which means they affect all the subsystems. So that, on the one hand the process of exercising the force (of exponential type too) has become stronger, applied upon the whole of the known noesic matter, being named the process of globalisation, on the other hand, at the same time, the force – led now by the principle of the maximum profit – is achieving larger and larger accumulations, requested by the ever developing levels of productive systems.
- Contemporary time confirms H. Bergson’s thesis: “A human being may avoid only the entropic degradation of its own structure. He cannot slow down the increase in the entropy of the whole system, made up of his own structure and his medium. On the contrary, as we know today, the entropy of a system grows, generally faster in the presence of the life that in its absence” – the phenomenon of the ecological degradation of the medium, that might be an option for the ending for the perpetuation of the noesic matter.
- Another version might be the separation of the productive system of transformation of low entropy into independent systems based on a major element other than carbon and water, as in case of the bionic matter; based on silicon i.e. at the same time, the noesic matter might control new speeds / dimensions. The thought, even still based on the yet unmeasured speeds of the chemical processes in the brain and the senses, still has an unknown speed (unmeasured). From the point of view of the tree-like noesic structure located into the past, there might be even

higher speeds/dimensions, as in the case of the mass archetypal communication. "As a matter of fact it is only the emphatic interpretation (gr. *emphatheia* = the penetration into someone else's conscience with the help of imagination) of the trends and the mood of a contemporary society that can facilitate the hard task of a researcher studying it, a task that cannot be passed upon any tool. It is only a human mind that can find out what other people feel and what their purposes are¹⁵", or can detach itself in order to see the whole from outside. Another way is for the symbiosis of the two systems to identify the enisic matter and then anything might become possible...

In conclusion, the globalisation is a consequence, a stage (may be transitory) of the noesic matter (the humankind) where the two symbiotic systems (the human being and the productive system) have overcome the spatial and temporal conditioning. As no fundamental changes occur, the human nature remains the same but at the level of development of the contemporary time.

It is about the time to rewrite the economics?

die meisten Menschen wollen nicht eher schwimmen, als bis sie es können (most men will not swim before they are able to) - Hermann Hesse

Classical economics operate with its overall accepted concepts such as: capital, labour force, offer, demand, money, unemployment, market, development, crises, equilibrium, productivity, monopole, liberalism, interventionism, global economy, etc. The real life of the last years, may be the last decade proves that the classic

¹⁵ Roegen, N. G. - *Legea Entropiei și procesul economic* - Ed. Politică 1979

concepts do not fit, are not suitable for workable explanations and proper procedures to keep the economies in a durable development, the poor and the rich peoples in peace, people saved and healthy and conserve the “hand made environment” workable for future generations. The cause might be we are handling old tools for a new reality: the Ancients use to say that doctor, in order to save the patience, has to cure not only the disease but his whole body and mind. The new Life can not be broken down on “slides” - for researches or scientific purposes – but has to be understood as a whole in order to control its transformation, as the entropy or the bio structural theory have proved. We need an appropriate apparatus, suitable insights to handle the nearly future: to rewrite the economics. As we have done in tourism theory!

An example from tourism might allow me to be convincing. Once the productive system developed enough to afford a critical mass of people to enjoy free time, the race for profit had to move towards the new open space: disposal time, all over where the free amount of money was available. This has solved two main problems of emerging classical capitalist societies: the limits of the markets and the unemployment. The capitalists had to focus from production towards the rising of buy power, of the consumption. Mass tourism was created. Economically, only the strictly needed resources were allocated, thus the services were very simple: spending time in simple conventional resorts, journeys, etc. almost connected to car transportation, sometimes train, ships and later on charter flights. The joy to spend a holiday catalysed the energies of average people and kept their level of energy (that we call optimum entropy of noetic matter) as individuals and as groups. The globalisation of the economy and of the problems after the WW II and the respect of the promises made during the war by the winner politicians put the holiday into the life standard of Western developed countries as a mean to converge their people’ energies and obtain their support. The 3S tourism became a rule, and for a certain time period, even in the Eastern countries. Once the

Cold War prepared to be closed? , as purpose less, the two block separated and the Western one boosted their life level by generalising the consume society. The generalisation of the use of the microelectronics and the biotechnologies in agriculture opened the problem of managing and administrating the huge free time that might have resulted. The level of the accumulation realised in the developed countries led to a technical, scientific and cultural change that reshaped the whole life: the productive system became so complex that begin to become independent (to impose its rule if the margin and quantity of profit was requested) and a parallel economy, one of symbols, of information, of knowledge, untouchable and hardly known doubled the common, real one. The production has to use less substance, fulfil more and diverse needs and get more profits. The merchandises, the goods of the invisible production play the main role and represent the major part of the dealings (places and sources of profits).

In tourism the classic products were replaced by “experiences”, which is feeling the holyday, best perceiving of the free time and less material costs for the producer, with at least the same profit as of old packages. The place to spend the holyday turned into tourist destination. Gunn¹⁶ (1994) define the tourist destination, from a space point of view, as a geographical area that has a critical mass of development that can satisfy the objectives of the tourist. The main elements of a tourism destination are natural resources, accessible transportation, attractive services, promotion and information

In order to sell a tourist destination some specialized structures have occurred: the DMCs (Destination management companies or ground handlers). According to Rob Davidson and Beulah Cope (2003) DMCs are key intermediaries whose strength lies in their extensive and

¹⁶ Gunn, C. A. (1994). *Tourism Planning: Basics, Concepts and Cases*, 3rd ed, Taylor and Francis, New York.

detailed knowledge of the destination where the meeting events is to be held.

Terms such as “building, organizing, managing a tourist destination” are not being used for a very long time. We state that there are two capital types of their meaning:

1. the first one: organizing leisure and recreation for the local community and at the same time also for tourists that visit it.

2. the second one: developing the international tourist arrivals. Tourism is not for poor countries, like the people of Somalia or Bangladesh i.e. Such countries might earn money from tourism mainly by using “tourism destination” for international tourism as all exclusive system.

As a consequence the building and organizing and managing of a “tourist destination” arrive to be extremely sophisticated and a first priority. We appreciate that a huge work of persuasion of the population was achieved. It started by inoculation of the use and need to travel to surroundings (the average distance in tourism is now of 65 miles) mainly during weekends. A special infrastructure was sustained and developed in order to involve low cost (camping, biking, walking, trekking etc). A large part of the “disposal” labour is engaged in tourism, organizing the tourist destination, maintenance of the utilities, sport and leisure, promotion, information, guiding etc. This phenomenon is much more perceivable in EU’s countries that have high incomes and developed economies: Holland, Denmark, Sweden, Switzerland, and Great Britain. There is a reasonable question that showed up: why does this interest and these efforts performed by people accustomed with work and profit and for which the “help” use to be in a form of sponsorship or philanthropy. We have concluded that this is because they need social peace. (More, we have arrived at the end result that the demographic evolution of Europe has brought the both categories of countries in the same position: the demographic decrease of the population on medium and long term and a higher pressure of imminent immigration, especially from outside Europe. Moreover, once the

enlargement process has started it was decided also the progressive modernization of the adherent economies. That means performer economies, similar to those of Western Europe that means also a future high unemployment of the same nature).

The tourist destination is still a new idea for most of the countries and tourism players. It has grown in developed countries and it still is a desideratum for poor countries but it is being learnt by the emerging economies. There are at least two different approaches: one from the point of view of the local natives and an other one from the point of view of the clients. Our study fleshed out that the both of them hide *qui prodest*: to keep the social peace or to boost the profits of the main translational actors of tourism business.

Experiences are not the reason to live like but the compulsory way to be remaining into the system, in a developed country. Tourism, tourism of experiences is only a forgone of the whole economy, in fact of the social life, of living inside the present world. In US, the huge malls and hypermarkets are the main public places for social life, to meet people, to feel being a part, to avoid alienation. The European have turned their whole towns and villages into huge public places, in fact tourist destinations not only for tourists but mainly for the local people. Moreover, the processes of working in the advance ventures use intensively the emotive implication. Practically, in the developed countries we have a continuum “work – leisure space and time”. We have come back to our first statements and we approach the continuous living matter existing with, inside and for the non living matter organised now as a productive system, of a cybernetic organisation. Someone that has visited recently Berlin would have the occasion to notice not only the town’s open space touristical organised, not only the life, the happenings that fill the streets, theatres, museums, etc. to offer experiences, but, once having admired the restoration of the outside of the old building, once inside, he would have found surprising, amassing, exquisite spaces

made to over gratify the visitors either tourists, customers or just by passers losing their time, recharging their batteries.

The way from 3S to 3E went further towards lifestyle, which is an approach of “transformation” of a predictable human being. And it is not limited to individuals or groups that join together for a journey. It is a life style of a large slide of nowadays mankind of the developed countries. This new “religion”, philosophy, belief... is a result of the social engineering largely exercised during the last century. As the input is towards a mass, an important part of the mankind, for a determined time (last decade and some more?) the outcome must occur from the same structure, the affected body (the part, mass of the mankind of a certain time). That means that we handle no more with people but with mankind. And as we use not our natural forces but a sophisticated hand made and mind created system we are, and may be harder and harder at the mercy of its own rules, some ones created by us. The main one: infinity profit for the sake of gaining it. That might be the cancerous element implanted into the mankind body. Or the sand grain that is meant to start the genesis of the “pearl”, the “those one long expected” which will be release by the symbiosis organised consisting of living matter capable of thinking and silicon made feedback adjustable systems.

We have developed the anatomy of economics. And we have relied too much on it. We need a physiology of economics. One based on information, something like neurophysiology, more that psychology or psychoanalyse, extending over the anthropology and archetypes, using the multidimensional environments and, for researching reasons having the time as a hole, as main axis. May be it is the right time to rewrite the economics for better tools or a reshaped being.

I have strongly stated several times that human being flourish when his level of entropy is optimum; getting supplies from outside it is compulsory in order to maintain

his energy tension. That is to be happy, to enjoy leisure and minimum of work, if possible none. Practicing the new tourism is to be considered as one major option. I have also pointed out that tourism, mainly in its new concept is dedicated only for healthy people, usually from developed countries, considered as a mass. But humble people, from a poor country might also be happy, satisfy with nearly nothing and may need fey outside energy to conserve their entropy. How does it come? We face a contradiction? Here it is the point.

Annexe 1

General info about Romania

POPULATION 21,698,181 inhabitants (2002).

Romanians:	19,409,400	9.5%);
Magyars:	1,434,377	(6.6%);
Roms (gypsies):	535,250	(2.5%);
Germans:	60,088	(0.3%);
Ukrainians («Ruteni»):	61,353	(0.3%);
Russians («Lipoveni»):	36,397	(0.2%);
Turks:	32,596	(0.2%);
Tartars:	24,137	(0.1%);
Serbians:	22,518	(0.1%);
Slovaks:	17,199	(0.1%).

Other nationalities such as Bulgarians: 8,092; Croatians: 6,786; Greeks: 6,513; Jews: 5,870; Czechs: 3,938; Poles: 3,671; Italians: 3,331; Armenians: 1,780 (each of them under 0.05%).

SURFACE 238,391 sq. km (4.8% of Europe), 11th place in Europe, and 79th in the world.

Total length of the borders: 3,149.9 km. The terrestrial border is 1,085.5 km in length, while the river and marine borders are 2,064.4 km in length.

border countries: Bulgaria 608 km, Hungary 443 km, Moldova 450 km, Serbia and Montenegro 476 km, Ukraine (north) 362 km, Ukraine (east) 169 km

The surface of Romania is divided into 41 administrative units, 40 of them counties.

Bucharest city – its capital is a distinct unit.

EU has reorganised Romania into 6 + 1 “European regions” and they called them” region 1, 2, 3” or” region centre, north-west” etc. I know that in Romania we have Transylvania, Walachia, Moldavia like Saxony, Normandy, and Welsh etc in Western Europe.!!!



Europe Romanian Historical Regions EU Regions

RELIGION (2002)

Orthodox:	18,806,428	(86.7%);
Roman Catholic:	1,028,401	(4.7%);
Protestant:	698,550	(3.2%);
Pentecostal:	330,486	(1.5%);
Greek Catholic:	195,481	(0.9%);
Baptist:	129,937	(0.6%);
the 7th-day Adventists:	97,041	(0.4%);
Unitarian:	66,846	(0.3%);
Muslim:	67,566	(0.3%);
Christians by Gospel:	46,029	(0.2%);
Old-rite Christians:	39,485	(0.2%);
Evangelist, Lutheran, Presbyterian:	26,194	(0.1%);
Mosaic:	6,197.	

GDP (purchasing power parity): \$186.4 billion (2005 est.)

GDP (official exchange rate): \$73.96 billion (2005 est.)

GDP - real growth rate: 5.2% (2005 est.)

GDP - per capita: purchasing power parity
8,300 (2005 est.)

GDP - composition by sector: *agriculture:* 13.1%
industry: 33.7%
services: 53.2%
(2004 est.)

Public debt: 21.1% of GDP (2005 est.)

Labor force: 9.31 million (2005 est.)

Labor force - by occupation: agriculture 31.6%,
industry 30.7%,
services 37.7% (2004)

Unemployment rate:	6.5% (2005 est.)	
Population below poverty line:	28.9% (2002)	
Agriculture - products:	wheat, corn, barley, sugar beets, sunflower seed, potatoes, grapes; eggs, sheep	
Industries:	textiles and footwear, light machinery and auto assembly, mining, timber, construction materials, metallurgy, chemicals, food processing, petroleum refining	
Exports:	\$27.72 billion f.o.b. (2005 est.)	
Exports - partners:	Italy	21.4%,
	Germany	15.0%,
	France	8.5%,
	Turkey	7.0%,
	UK	6.6%
	(2004)	
Imports:	\$38.15 billion f.o.b. (2005 est.)	
Imports - partners:	Italy	17.2%
	Germany	14.9%,
	France	7.1%,
	Russia	6.8%,
	Turkey	4.2%
	(2004)	

useful official links:

<http://www.presidency.ro/?lang=en>

<http://www.romaniatravel.com/>

<http://www.rotravel.com/index.htm>

<http://www.romaniantourism.com/>

<http://romania-on-line.net/general/>

<http://www.wttc.org/2004tsa/frameset2a.htm>

http://travel.state.gov/travel/cis_pa_tw/cis/cis_1004.html

<http://www.cia.gov/cia/publications/factbook/geos/ro.html>

Annexe 2.

YEAR / COUNTRY	GDP 2000 mil. USD	% GDP Total 2000	Population 2003 tsd.	% world	% tourism In GDP	Income of tourism mil. USD					Tourism's market share %				
						1990	1995	1998	1999	2000	1990	1995	1998	1999	2000
Romania	32748	0.01	22585	0.36	1.11	106	590	260	254	364	0.04	0.15	0.06	0.06	0.08
Bulgatia	12277	0.04	7790	0.13	8.74	320	473	966	932	1074	0.12	0.11	0.21	0.2	0.2
Chech Rep.	54561	0.16	10250	0.17	5.26	419	2875	3719	3035	2869	0.16	0.7	0.84	0.67	0.8
Hungary	54371	0.16	9867	0.16	6.3	824	2640	3514	3394	3424	0.31	0.65	0.79	0.75	0.8
Poland	163236	0.47	38542	0.62	3.74	358	6614	7946	6100	6100	0.14	1.6	1.8	1.3	1.8
Slovakia	22471	0.07	5408	0.09	1.92	70	620	489	461	432	0.03	0.15	0.11	0.1	0.1
Croatia	22538	0.07	4657	0.07	12.24	1704	1349	2733	2493	2758	0.65	0.33	0.62	0.5	0.6
Slovenia	23177	0.07	1983	0.03	1.13	721	1084	1088	954	957	0.27	0.27	0.25	0.2	0.2
World total	34409 md.	100	6211 mil.	100	1.39										

Annex 3.

	GDP per Inhabitant	GDP per inhabitant ppp (1)	Income of tourism per inhabitant
USD			
Romania	1460	6422	16
Bulgaria	1544	5866	138
Czech Rep.	5312	13993	280
Hungary	5455	12484	347
Poland	4228	9062	158
Slovakia	4162	11250	80
Croatia	4843	7615	593
Slovenia	11660	11250	483
World total	5632	7416	77

(1) ppp: recalculated according buying power
Source: WTTC, The 2003 Travel and Tourism Economic Research

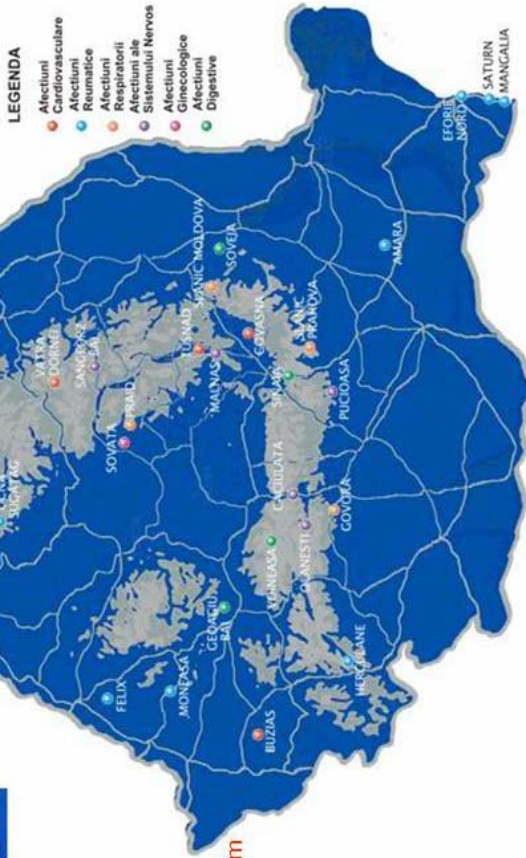
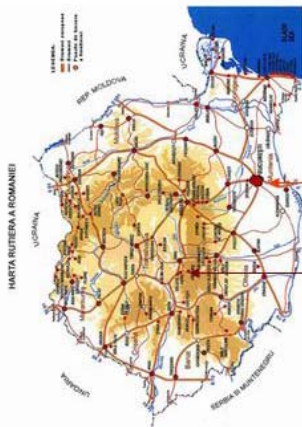
Year	income	payments	balance
1985	182	64	118
1990	106	103	3
1995	590	697	-107
1996	529	666	-137
1997	526	783	-257
1998*	260	458	-198
1999*	252	395	-143

Year	1970	1975	1980	1990	1995	1998	1999	2000
Tourism income Market share	1.38	1.68	2.34	1.43	0.96	0.77	0.79	0.47

Year	1970	1975	1980	1990	1995	1998	1999	2000
tourists Market share %	1.38	1.68	2.34	1.43	0.96	0.77	0.79	0.47

Source: calculated using the Year Statistics of Romania 1998
Source: WTTC, The 2003 Travel and Tourism Economic Research
Statistics of Romanian Tourism Ministry 1970-1981

Health Resorts



Business tourism

Cultural tourism, events
2007 European Cultural Capital

The main pages from Macovschi E. – The confirmation of the biostructural theory by the high-voltage electron microscopy, Ed. Stiinta si tehnica, Bucuresti 1981 – scanned for convenience as being difficult to find it aboard.

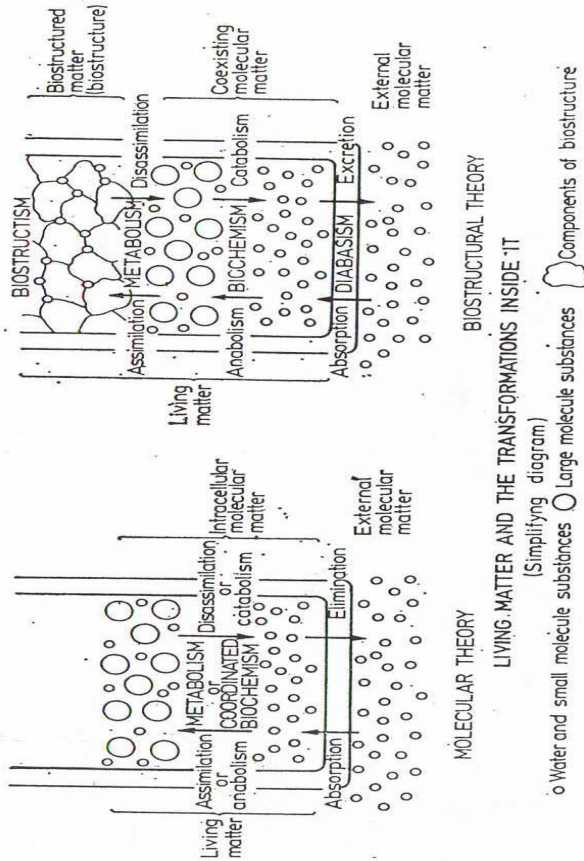


Fig. 1. Living matter and the transformations within it.

BIOSTRUCTURAL THEORY

If one follows the history of development of thinking, one can find that causes were sometimes taken for effects, and effects for causes, that led to a wrong outlook, that turned sometimes into a dogma. Therefore I have questioned whether the dogma of the dependence of life on metabolism might be wrong. The second question was : could'n't we better think that it is life that is the cause of metabolism, and not its effect, its consequence ? Hence, I have started to study this problem from this new light, taking into account the principles and laws of general philosophy (8, a) (9, a) (11) (12).

One knows that the features of matter depend on structure. Once the biological features, due to their nature, are different from the chemical ones, it follows that the structure of living matter, supporting the biological features has to be different from the structure of nonliving physical matter, supporting the chemical features. That means that the structure of the nonliving physical matter with a molecular constitution and characterized by discontinuity (under our terrestrial conditions), has to be different from the structure of matter supporting the biological features, supposed to have a different constitution and characterized by continuity. We have also taken into account that numerous biochemical reactions occur in living organisms in the same manner they do *in vitro*, in aqueous solutions. From here, we have reached the conclusion that living matter consists of not only a form with a continuous structure, living specific, but also of a second form, with a discontinuous structure, appearing as an aqueous solution where the biochemism takes place. As the two forms of matter are interdependent, one may assume that the biochemism in aqueous phase delivers the energy required for the normal functionality of the continuously structured matter ; this latter one coordinates the chemism in the aqueous phase ; this coordination is accomplished by cybernetical mechanisms contained in the continuous form of matter ; the cease of coordination depends on the cease of the existence of this matter,

tures, and they come back alive, to breath. If their life depends on the biostructure, it follows that their biostructure has a remarkable feature : it can be subjected at very high pressures, without being broken down. Therefore, if we shall press out the living biological material, under appropriate conditions, we shall obtain out of it the free water only (the biostructured one will remain within the biostructure, whereas the bound one is not released at moderately high hydrostatic pressures). Although, if the biostructure is partially broken down, under certain physiological or experimental conditions, a certain amount of water and other components of it will be released out of it, and they can be found by analysing the sap pressed out from the partially broken biostructure (7, b) (9, b) (16).

Since then, I have brought even more proofs and experimental facts supporting my theory. These proofs and facts were all indirect ones ; the experimental technique and the instrumentation available have not allowed a direct demonstration of the existence of biostructure in living cells. A crucial experiment was necessary.

The french scientist Jean Perrin has performed in 1912 such a crucial experiment, demonstrating in an indirect but undoubtful way the reality of molecules, in an era when nobody believed in it. Several decades had to pass for the objective existence of molecules to be proved by a direct method, the electronical microphotography. Following Perrin's example I have also performed a crucial experiment in 1969, demonstrating in an indirect, but undoubtful way, the existence of the biostructure (9, d) (19).

I have brought some other proofs, too. For example : I have made a re-evaluation in the light of biostructural theory of R. Mond and K. Amson results in 1924, on the ionic exchange between perfusion fluid and the muscle of the frog behind body, as well as the A. L. Hodgkin and R. D. Kaynes results in 1955, on the eflux of sodium ions in sepia giant axons. That led us to the explanation of several phenomena that had not been explained by the mentioned authors (15) (20) (21) (22).

I have then proceeded to test the biostructural theory by five evaluation criteria — foreseeing, re-evaluation, proliferation, extension, reciprocity — framed in three ways : experimental, theoretical and physiosophysical (10, b) (23, a)

that breaks down when the organism dies. This way of thinking leads to the first positive answers to the questions from above, and allows us to realize that life is the cause of chemism coordination, and not otherwise.

From this startpoint, I have elaborated step-by-step, based on inductive and deductive thinking, the principles of a new outlook on the nature and structure of living matter, that were published in 1958—1959 (8) (13) (14). This outlook regards the matter of living organisms as being consisted of not only an unique form of matter, but of two interseeding forms ; the living matter (that, from 1968 on, I have called biostructured matter or biostructure) and nonliving matter (that from 1968 on I have called coexisting molecular matter). The biostructured matter is living-specific, it is found in living cells only, and breaks down when these cells die ; it consists of chemical combinations in a special state, living-characteristic, featuring a higher energy than the common molecular state, it represents a higher step of the matter development and organization, as compared with the non-living physical matter ; it is characterized by a continuous structure, and it forms a spongiuous system, holding in its interstitia the coexisting molecular matter, as aqueous phase. The latter one consists of chemical combinations in their common molecular state ; it has a living-specific chemical contion, different from that of the sumposirrounding environment ; its characteristic is the discontinuity of its structure and, along with the biostructured matter, it supports the life development. This outlook was called in 1968 "the biostructural theory" (15) (fig. 1).

INDIRECT PROOFS

A research on the features and behaviour of the biostructure was made possible by developping a methodology based on the following principles :

The first : As life is not possible without water, it follows that the living-specific biostructure has to contain water. It follows that living tissue have to contain water not only in the two main forms — free and bound — as it is usually asserted, but in three forms : free, biostructured and bound.

TERMINAL PART

Therefore, by an indirect research performed during 1963—1973 with a small laboratory hydraulic press I have discovered, along with my coworkers, various features and behaviours of the microreticular spongy structure of the living matter, *i.e.* the cytoplasmic ground substance. Recently, almost one decade and a half later, K. R. Porter and his coworkers have confirmed the features and behaviours of the mentioned structure, by a direct research performed in 1980—1981 with the latest model of a high voltage electron microscope (10 m high, 22 t weight, accelerating voltage — 1,000,000 volts). Hence, the high voltage electron microscope investigations have proved the biostructural theory (Fig. 8).

Moreover, the biostructural theory went much beyond the aspects mentioned above. During its development it has approached many other fields as follows :

The unceasing alternation of the processes of breakdown — rebuilding shows that the biostructure contains certain regulation and selfregulation mechanisms ; its components fulfill cybernetical functions when they are found in the biostructure, but they do not have this ability when they are out of the biostructure, as simple molecules (9, n) (39).

A biostructural hypothesis of the origin of life on Earth has been outlined (47), as well as the hypothesis of the plurality of the structural levels of living matter in Universe (48). According to this latter one, living matter is subjected to a developmental process, so that it passes different steps : biosic matter (common living matter), noesic matter (living matter with a higher degree of development and organization,

that allows the abstract thinking), enisic matter (this is a higher level than the noesic matter, and it is not found on our planet, yet), etc.

I have shown the role of biostructured matter in alergology (49) and I have stated the biostructural relationships between allopathy and homeopathy (50).

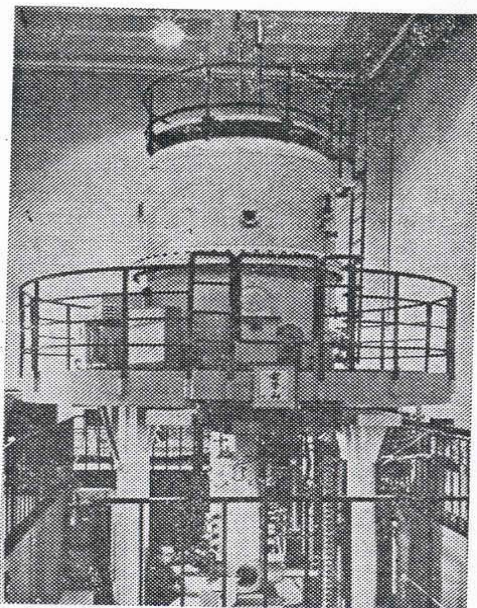


Fig. 8. The high-voltage electrone microscope used to take photos of the microtrabecular lattice. Reprint from K. Porter and J. Tucker (26), p. 58, 1981.

I have outlined several suggestions for the application of biostructural research for the characterization of the state of food fruits and vegetables (51) and meat- (52) (53) during storage. The problem of biological fields (biofield and psi field) has been approached from the standpoint of the biostructural theory ; the opportunity has been revealed to replace these terms by the terms of biosic and noesic fields, with a certain interest for psihotronic. On that occasion the terms of "complex fields" and hypothetical elementary particles biosones and noesones were suggested (54).

The biostructural theory has started its way in ecology (55), in the problems of the human psychics, by several works on the mechanism of human memory (9, a) (56), the material support of the abstract thinking (57), the relationship between the biostructural theory and the psychiatry (44).

Genesis and phylosophical background of the biostructural theory were dealt with in a special work (58). I have stated that the biostructural theory contains the molecular outlook as a reached beyond and subordinated aspect (59).

Now, when the biostructural theory has been proved by the high voltage electrone microscopy, one may ask what is to be done next? I can answer: enormously many things.

All the research lines that have been outlined only, so far, have to be developed correspondingly.

Many other fields, that have not been approached yet, have to be investigated by a theoretical and experimental biostructural research.

New innstrumentation, required for a biostructural research under various physiological and experimental conditions has to be designed.

I have to tell and instruct young people with the mode and technique of my thinking, at it is valid not only for biology, but for other sciences, also.

Concluzion. Starting with 1958, I have stated that an unknown structural level is found in the cells, namely in the cytoplasmic ground substance. The existence of this level was confirmed in 1980 by the high voltage electrone microscopy per K. R. Porter and J. B. Tucker have ended their papar in "Scientific American" with the words: "A new frontier in the study of cell structure and cell physiology has clearly been identified" (26, e). I shall end my paper with the statement that a new fronteer has been bypassed, indeed, but on a front incomparably larger than appeared originally.

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