

## **HIGHLIGHTING THE ECONOMIC INFORMATION CIRCUIT IN THE TOURISM ENTITIES**

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**ABSTRACT:** *To ensure the success of the tourism unit and how they can develop long-term adaptation skills in various sectors of the market services they are constantly monitoring and evaluating the organization's position in relation to the environment in which that organization operates. As a receiver of information, the unit must be concerned to ensure a steady flow of information about the evolution of the main field of operation. Sources of information, information flows and circuits are different from a tourism drive to another, depending on the specific activity, the management structure of the organization, the complexity of the user commands and system responses they must give.*

**KEY WORDS:** *tourism, economic, information, decision, management.*

**JEL CLASIFICATION:** *A10, M41.*

### **1. INTRODUCTION**

Travel firms are under the direct influence of continued growth and professional responsibilities of statutory rules, modification of fees and increasing competition in services. To meet these challenges, companies call for strategic thinking and pursuing business activity as a business, not as a practice. This represents that success is often linked to tourism drive and how it is organized and effectiveness depends on how the potential tourist is operated according to his expectations. Throughout history, the economic progress of human society was based on a set of inputs, in which the information plays an important role.

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## 2. DISCUSSION

Tourist service providers whose main provision are accommodation and food have their own organizational structure and function integrated. The good organization of the unit depends on the success of business travel management.

General Structure of a tourism service provider is: reception service, whose duties are to meet clients, their record in hotel etc; monitoring and maintenance service floor, which provides teaching and receiving guest rooms, cleanliness of the accommodation etc.; catering service, the composition of which, as appropriate, shall be: restaurant, cafe, bar, cafeteria, disco etc.; other operational, commercial, garage, laundry etc.; commercial service; financial and accounting services; personal service.

Information within the firm are tailored to the interest already exists and they are relatively small costs but may not be current and in a form that do not facilitate their use. In the category of secondary sources of information are included: information desk inside the unit purchased from external sources, publications, government agencies. The most valuable source of information for managers of tourism establishments are in their own company. The decision to introduce information technology in the tourism unit can be viewed in terms of three stages: initiation, decision making and implementation.

In the activity of the tourism entities, the manager must obtain the necessary information at minimum cost. Streamlining business information economy requires consideration of the primary sources of information. The category of primary sources of information include: observation, experiment, survey, estimates of group.

Observation has as main advantages that the information is obtained directly and eliminates the influences, but can affect the object of observation and be inaccurate. The experiment provides control of a number of variables but must be prepared correctly and to take into account the fact that it may not be representative.

One of the most used methods for obtaining information is poll. The survey is an effective way to obtain information from large groups of people but it is necessary to consider the questionnaire design and size. The group estimates that it can obtain information from the experts and this is the only way to get certain information.

Seen as a whole, as an organism with multiple vital activities, the organization's information subsystem in the tourism and service must act and react simultaneously, putting into operation the modules composing it optimal to meet the following basic activities:

- supply - domestic production and import - material resources in a volume based strictly and appropriately sized to ensure the continued operation of the productive activity of the organization;
- dissolution - delivering products and their own production, according to the order that the unique management and self control emits both global program development phase and during implementation;
- judicious use with high efficiency, all material resources, reduce consumption rules and regulations, for the full and complex own raw materials base;

- ensuring an optimum inventory of materials and products with minimal material and financial stocks mobilization and redistribution of excess demand that has become unnecessary for consumption;
- collecting, refurbishing and re-use of all resources in recyclable materials resulting from the processes of production and consumption;
- economic contracts concluded with beneficiaries / buyers of services and the agreements with suppliers and raw material resources for their own economic activity.

In all units, tourism activities are based on information, so the benefits they bring through information technology application may be present at various levels of the organization and can have a significant influence on every level different.

Characteristic of modern organizations is the great variation of circuits and information flows, as shown and after grading according to the main criteria:

a) the direction of vehicular and organizational characteristics of the extremities, the following types of information flow:

- vertical, who is set between stations or compartments located on different hierarchical levels which have direct relationship of subordination. This type convey information flow upward and downward, with the organizational foundation hierarchical relationships:
- horizontally is established between positions and departments on the same hierarchical level, the transfer of information foundation is horizontal and cooperative organizational or functional relationships:
- skew information flow is established between stations or compartments located on different hierarchical levels, between which there is direct relationship of subordination and information circulate upward and downward. Organizational foundation of this type of flow is the functional relations staff or control.

b) by the frequency of occurrence, information flows are:

- regular ones are repeated at intervals (quarter, month, etc.), the basis of their production depicting sequential processes work. These flows are due to cyclical execution and management processes;
- occasional or random flows with a frequency they produce with the foundation of situations, endogenous or exogenous organization.

c) after the destination information and its circuit:

- internal flows - flows of information to create business tourism facilities;
- external flows - flows of information created by the enterprise from the outside or external to the enterprise;

To ensure the success of the tourism unit and how they can develop long-term adaptation skills in various sectors of the market services they are constantly monitoring and evaluating the organization's position in relation to the environment in which that organization operates. As a receiver of information, the unit must be concerned to ensure a steady flow of information about the evolution of the main field of operation.

Sources of information, information flows and circuits are different from a tourism drive to another, depending on the specific activity, the management structure of the organization, the complexity of the user commands and system responses they

must give. Therefore, the development of programs and applications necessary for operation of the unit travel information subsystem must take account of the specific establishment, not to request unnecessary information processing and to avoid distortion or miscarriage of situations during processing of foreign intelligence module or subsystem as a whole.

Tourism units therefore appear in triple aspect: the generator of information, consumer information, and carrier information. Use of tools and technologies will generate vast changes in the organizational structure of the unit travel both vertically and horizontally. Implementation of new techniques and technologies will require special efforts to increase human resource, organizational forms and methods of adapting to the new leadership, optimal integration of personnel, requiring the active participation of all employees in achieving the goals and objectives of the tourism unit. In the context of restructuring the organization and cost control functions necessary information technology to maintain profitable unit. The majority of the tourism units managers, have difficulties in justifying the high cost of information technology, compared to other functions of the unit. Tourism management unit involves the use of information coming from both primary sources and secondary. The unit uses information from both sources to control and direct the work of its interior but also to analyze what is happening in the external economic environment. However, we can not say that the value of information from primary sources is higher than those from secondary sources or vice versa, because the structure of organizations may vary.

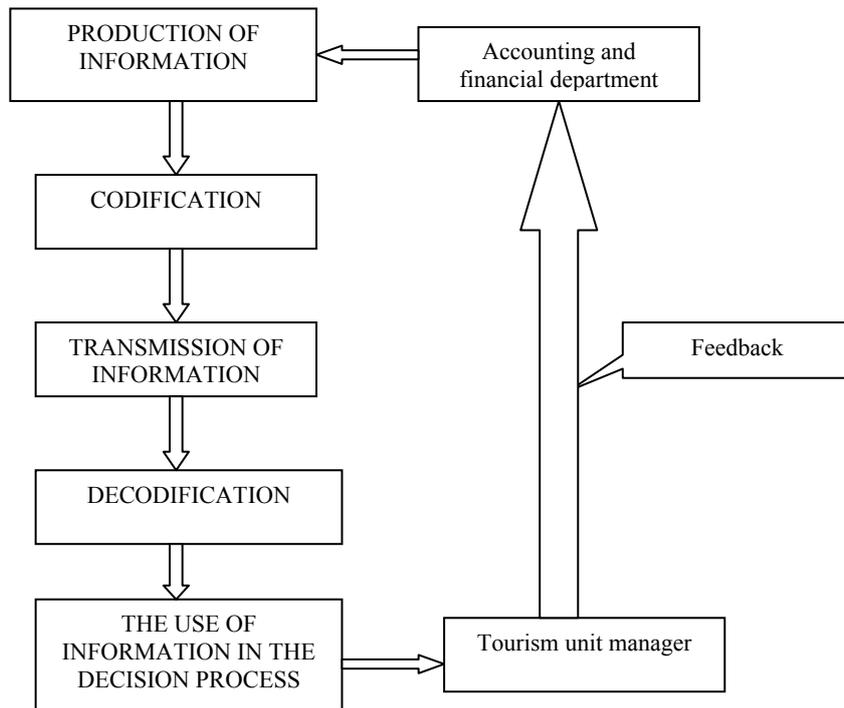
The main requirements for travel information systems of units may be considered as follows:

- ensuring a high degree of efficiency, of the occurrence of a phenomenon to finding him, from taking measures to respond and remedy the situation must pass a short time. The smaller the distance in time between the removal of the phenomenon and with greater efficiency, and the consequences are less negative. It is noteworthy that the lack of information on the material, the depletion of a stock, a break in supply etc. should be here soon as the decision-making body takes the necessary measures.
- providing a preventive system, knowing that the decision-making body has permanent reverse supply and deliveries of material resources inventory dynamics, pace and level of consumption. This requirement assumes that it is better to prevent than to remove the negative consequences of the emergence of a phenomenon. No matter how small the interruption of activity, it means lost capacity in the period, which will affect the beneficiaries of the products concerned, with chain, as a seismic wave, consequences to all beneficiaries of economic relations provided by the guilty.
- operational knowledge of how to use the material resources, especially the way in which the indicators of consumer rules and imposes regulations.
- encompassing a very broad area of information, practically the information system of the tourism unit shall include all working points, which will be linked to the focus. Very wide range of information takes into account the fact that the system is comprised not only by recipients and providers of information, but also factors that should contribute to the decision.
- developing an open information system, susceptible to improvements in walking, continuous adaptations to new conditions appearing in time. We have in mind the

communications nodes, etc. organization and management systems. Force can change from one period to another, depending on the needs of economic management and in this stage subsystem unit travel information must be flexible and open to adapt immediately to the new situation without interruptions and delays in the information, without delay in the transmission of the decision and reporting its realization.

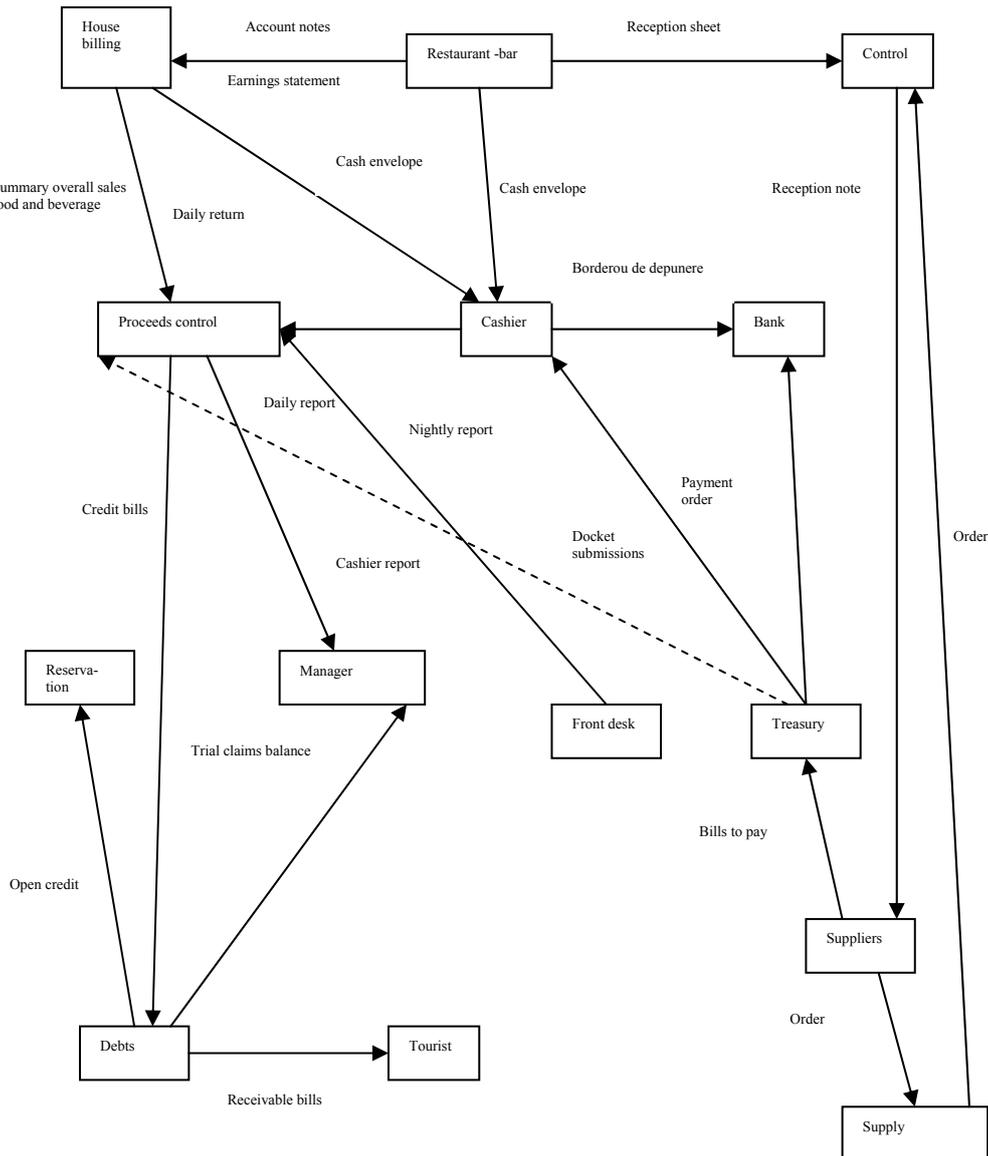
- maintain the security and integrity of information desk unit. The protection of information assets of the unit and its possibilities of doing business has become particularly important. Significant loss of information or information processing capacity can irreparably damage the competitive position of the company or its financial situation.

For a tourism unit manager, user of information system in decision making, information system success will be measured not only by its technical efficiency, and also by the effectiveness in achieving the final goals of the user and the unit. Multiple connections and inverse acting on the information subsystem tourism economic units, and within them, are permanent and dynamic as shown in Figure 1. Inside the unit, the organization's work is continuous and must operate without interruption, and outside relationships with suppliers and customers is also done continuously living tissue on economic relations between the components of each subsystem, the objective necessity of continuous conduct of business.



**Figure 1. Linking economic information subsystem (financial - accounting) with the tourism unit management needs**

The purpose of information management, implicit knowledge and information I think is to create a collective memory in the tourism unit to react faster and more accurately than the competition to the emergence of new situations. The positive consequences of the development of information systems for tourism establishments are multiple: enhancing the use of information, increase the use of electronic equipment built into the system, reducing unit cost information, etc.



**Figure 2. Detailed sheet of the information flow in the financial department of the tourism units**

Tourism facilities should pay more attention to the intensive use of information provided by small tourism firms that have the same characteristics as small firms in other sectors of activity which sometimes do not have extensive resources have limited financial reserves and human expertise. Access to external data is often limited by the resources available. Small firms often offer niche products or services which distinguish the deep and standardized offered by large firms that is often limited to customer base.

Tourism activities must be analyzed bridged in the manner in which all relationships are well understood functional arising between economic processes, how they are interrelated both internally and in the external organization (Figure 2).

Performance achieved through continuous improvement and cost reduction in information processing technology has provided the necessary capacity for tourism units not only to live in a knowledge economy but to exploit this type of economy. Information systems have become a vital component of the tourism organizations. Regarding the introduction of information technology, King and Anderson were writing: "More research is needed to test the applicability of various organizations existing models in the introduction of information technology, and whether is needed to develop some new models based on the observation of the real world".

### **3. CONCLUSION**

If an organization in tourism can to define very specific requirements for its services in resource use throughout the production process, performance can be optimized and the efficiency can be maximized.

In a multi process organization, each operating unit will have a basic set of activities that must successfully meet the customer requirements and to reach the recipient on time.

The increasing importance of the relationship between information, knowledge and information technology has encouraged the growth of interest in professional way in which tourism facilities operate.

As a result it is very important to interpret and understand how the whole unit works, how the decision is based not only on the formal side of its business but also on the informal side of its entire relational networks.

Having established the informational needs of the beneficiaries of their services, an important issue is the setting related information flows and circuits. There should be avoided very long paths that can generate some difficulties in transmission and especially the interpretation of the information. The existence of computer networks facilitates more fluent information in quantity and quality required by the various beneficiaries.

Objectives and tasks of economic activity should be expressed clearly, with continuity strategy report in order to achieve their goals. Current technological trends and development need to be assessed as short-term options and also in terms of the implications they produce on long-term development.

The goal of using information systems in business travel management business is mainly represented by the efficient activity of units in the field as a whole and in

particular also of the employees using the most suitable information products to users. Information systems are used to improve personal and professional performance of the tourism facilities. For this reason, attention should be paid to the quality and presentation of information to managers and other users as well as more precise and complete definition of the duties, powers and responsibilities that allow each employee, department or manager the widespread use of information.

In the tourism unit business, production, circulation and use of information is a conscious process, organized, which is generally structured as a system of social and economic indicators which are characterized by complex quantitative and qualitative phenomena processes that affect the drive.

The quality of the tourism unit to be a carrier of information comes from the affiliation to the economic environment that generates a set of legal relations filing and employing economic and commercial responsibilities.

The severity of changes in tourism product influence to some extent how it receives consumer acceptance, and therefore its sales volume. Consequently, the tourism unit faces a dilemma: on the one hand, in order to survive, companies must adopt these new technologies, and on the other hand they must protect existing business in the event that these emerging technologies do not enjoy successful. So what they have achieved suppliers, customers and competitors must be critically analyzed in terms of the economic implications of tourism unit strategies.

Given that trade, the volume of information is very high and there are very many genesis points so the selection, and aggregation and conjunction of data should be carried, yet down in order not to give "a clear path of movement" of large information that can not be used or is unnecessary for the authority decision.

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