

EUROPEAN TOURISM MARKET

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Tourism

Tourism is one of the largest and most dynamic industries of the world, with significant multiplier effects on economic activity. It is estimated that over the next ten to fifteen years demand in the sector could double globally and increase by around 30% in Europe (Torres Marques 1998). Recent worldwide trends seem to justify this estimation, particularly the continuous ageing of the population of the developed countries, the gradual reduction in working hours and the consequent increase in leisure time or the expected improvement in the quality of life of potential tourists all over the world. Most recent advances in the European integration process - the creation of the internal market, the Schengen agreement, and the development of the European Monetary Union and its currency, the Euro - are considered to contribute to the development of European tourism by providing competitive advantages to the area. The introduction of the Euro and the implementation of a single

European monetary policy are one of the greatest challenges in European history. By introducing the Euro, the European Union will become the world's largest monetary union with a GDP of app. 8,440 billion USD (Musyl 1998). From a political point of view this will be a vigorous support for European integration, economically, it will further strengthen and develop the single European market. The new single currency is not only an other means of payment, but an instrument of the European identity, a contributor to the positioning of "Destination Europe" in global tourism (Leu 1998). In addition, however, the elimination of currency conversion costs, bank commissions and other international financial obstacles will most probably stimulate the mobility of persons, goods and capital within the EMU, thus serving as well as an incentive for tourism development.

Consequences of the introduction of the Euro

The first attempt to design a Eu-

ropean Monetary Union for the EU member countries was made in the late 1960s by the Werner Group, but without success. In the late 1980s, the Delors Group attempted again to devise a model for the EMU. The Delors report identified three main factors for the EMU: the full convertibility of the participant countries' currencies, the integration of the financial markets (i.e. the elimination of any limitation on capital movements) and the permanent and irrevocable determination of the exchange rates between the Euro and national currencies of the participant countries. The introduction of the Euro on January 1, 1999 indicates the last stage in the completion of European Monetary Union and the definitive transfer of monetary responsibilities from national to Community level in the participating countries. From this date onwards, there is only one set of policies for EMU member states, with certain instruments of economic and financial policy no longer available for national application. This implies that it is not possible any more to set monetary conditions according to national requirements and the participating countries have lost their ability to adjust exchange rates in accordance with national developments (Weber 1998). The Euro does not appear in cash form for an additional period of three years, due to the time needed to produce the necessary quantity of notes and coins. During this time, there is no restriction on the use of the Euro, but there is equally no compulsion to use it. Given that a common currency requires a common monetary and exchange rate policy, only those countries have been able to join the EMU which

have met the Maastricht Treaty's convergence criteria concerning inflation performance, exchange rate stability, long term interest rates, fiscal situation and the adaptation of national law. As a the creation and the introduction of the Euro as a supranational currency is an almost unique event in world history, it is rather difficult to forecast all its potential consequences. However, the Euro will obviously have a significant impact on monetary issues, especially on the finance industry and on financial markets, that will most likely become larger, more efficient and more transparent. Increased transparency within the Euro zone will also strengthen competition. As these changes will become most visible in international activities, they are particularly relevant for tourism.

The importance of the Euro zone in European and world tourism

If the member states of the Euro zone (i.e. Austria, Belgium, Finland, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Portugal and Spain) are considered as one nation, they constitute the largest destination in the world in all aspects of tourism, according to WTO research (Raffling 1998). Compared to its nearest competitor, the USA, the new Euro zone will most probably prove to be superior in terms of tourist arrivals, tourism receipts and outbound trips. Table 1 presents the major economic and tourism indicators of the Euro zone and those of the USA. As the figures show, the Euro zone (which does not cover yet the whole of the European Union, let alone the whole of Europe) is rather similar to the USA in all characteristics but one: interna-

tional tourist arrivals differ significantly, due to the fact the while the USA is a

	Euro zone	USA
Population	288 million	255 million
Gross National Product	6.8 trillion USD	7.5 trillion USD
Tourist Receipts (% of world total)	72 billion USD (17%)	64 billion USD (16%)
Tourist Spending (% of world total)	69 billion USD (15.5%)	62 billion USD (13.6%)
Tourist Arrivals (% of world total)	84 million (14%)	46 million (7.7%)
Tourism Balance	13 million USD	12 million USD
Outbound trips (% of population)	72 million (24%)	66 million (25.8%)

Source: WTO 1996 & Bergstein 1997 in Raffling 1998, Shackelford 1998

Europe is the most attractive tourist destination accounting for approximately 60% of the world market. However, the EU's market share in international arrivals has been decreasing over the last decade, despite that in 1997, European countries experienced a 3.2 per cent growth in international arrivals reaching almost 363 million (WTO 1998). The impacts of the introduction of the Euro, particularly the simplicity of the financial transactions, the increased transparency of the tourist market, the consequent overall improvement in the price-value ratio of goods and services, together with the increased competition should provide considerable benefits both for the tourists and for the tourist industry, thus should make Europe as a destination more attractive for visitors and investors alike.

Main benefits of the Euro to tourists

Tourists are among the first to use and disseminate the Euro and experience the direct advantages of the single European currency, with the disappear-

ance of commission charges and of the discrepancy between buying and selling rates (this is quite a significant benefit, considering that a tourist's cash can now lose up to two-thirds of its value while travelling all around Europe simply through currency exchange transactions, without making one single purchase) (Torres Marques 1998). Savings made on transaction costs lead to higher travel budgets, which, at least partly, will hopefully be spent in the tourism sector.

Tourists are also able to use a far more stable currency. Though there is no guarantee available for the stability of the Euro, we might believe that the price stability can be maintained as the ECU was quite stable during the last decade and the average inflation rate in the EU was only 2% in 1997 (Raffling, 1997). The greater price transparency which results from the existence of a single supranational currency also makes travelling more comfortable. Price comparisons become easier and after the introduction of Euro notes

and coins, tourists will no longer have to deal with the problem of leftover cash. Price transparency may also help image correction (perceptions of price-value ratios in different countries do not always correspond to the facts).

Impacts on the tourism sector

The increased transparency highlights the differences in indirect taxation rates (VAT in particular) which affect the tourism sector and shall lead to a better harmonisation of the European fiscal system. Measures should be taken to harmonise taxation in order not to distort competition (special emphasis should be made on the simplification of VAT regulations for travel agencies which are rather complex at the moment).

Since prices are much easier comparable in one single currency, the Euro results in more competitive travel in tourism markets, with obvious consequences for the price and quality of the tourism services. For overseas markets, the Euro will make Europe an easier destination and strengthen its role as an "umbrella" for promotion and marketing activities, maintaining the tendency that tourists from these areas come mainly to Europe and not to the individual countries. However, the fact that not all EU member states are also members of the Euro zone may create confusion, so the European tourism sector must put special emphasis on the explanation of the existing differences.

Tourism operators can definitely benefit from the elimination of risks related to the fluctuation of exchange rates within the Euro zone which makes planning and pricing simpler and easier

and contributes to longer-term thinking. Consequently, monetary reserves that companies are obliged to maintain may decrease, improving cash flows and increasing flexibility in decision-making. As profit margins are typically rather low in the travel intermediary industry, tour operators welcome the reduction of costs resulting from the reduced need to hedge the purchase of foreign currencies.

Costs and threats

A principal concern of European tour operators is that those EMU member states (e.g. Spain or Portugal) that heavily depend on tourism may become less competitive compared to nearby non-EU destinations (like Slovenia or Turkey) (Van Wallegghem 1998). Especially in the Mediterranean area, inclusive tours and package tourism in general account for a relatively high proportion of the holiday market. Package tourism is extremely price sensitive and small changes in prices produce large fluctuation in consumer preferences. Prior the introduction of the Euro, countries were able to gain competitive advantage and influence their tourism flows by controlling their exchange rates, but this is no longer possible within the EMU. Since consumers will need to purchase significantly lower amount of foreign currency for their trips, the revenue for travel agencies who currently benefit from foreign exchange transactions will also decrease. As travel agencies are already under threat from the growing trend of direct selling, this loss of revenue could seriously jeopardise their financial position (Van Wallegghem 1998). As the EU's share of the global tourism market has

been decreasing for years anyway, tourism companies have tried to respond to this pressure by attempting to reduce costs. In the total costs of the industry, staff costs represent a major element, so decreasing competitiveness would most likely lead to increasing unemployment.

An other problematic issue is the statistical measurement within the EMU. Traditionally cash flows have provided the main source for estimating the volume of tourism flows. Now, after the introduction of the Euro, satellite accounting must be developed and used to replace the so-called central bank method. The 3-year-long dual money circulation period, considered to be too long by some members of the tourism sector, results in high and unnecessary costs (due e.g. to double pricing in catalogues or price lists, data processing adaptation, other necessary technical adjustment or staff training).

The development of the European Monetary Union certainly has significant impacts of various scope and range on European tourism. Expert expectations show that the Euro will become a strong international currency used in foreign trade, currency reserves, investment and, last but not least, tourism. Impacts of the Euro might be categorised as macroeconomic and structural impacts (Keller 1998). Macroeconomic impacts include the reinforcement of the European economic and political integration, growth within the Euro zone - which can be attributed to the expected low level of interest rates which, in turn, enables less expensive investment, and the resulting regeneration of economic and tourism infra-

structure and superstructure improves competitiveness and stimulates general economic growth. This acceleration of growth will also benefit non-EU member European countries that are able to be competitive. Among the structural effects of the Euro, transparency is one of the most significant. Tourism services are increasingly price sensitive (as they satisfy non-basic needs of people and they can usually very easily be replaced by other similar services). Prices become even more competitive within the EMU and certain countries - most likely particularly the Mediterranean region - will face image and price level problems. Innovative, low-priced high quality products and services continue to be the key to success in all market segments. Transaction costs due to exchange risks and exchange commissions will disappear for EMU member states which is a very significant impact in a sector where profit margins are often very low. However, transition costs present a threat for especially the small and medium-sized tourist businesses, for exactly the same reason.

EMU member states should be committed to facilitate the process of structural adaptation of economic activities depending on tourism by encouraging and supporting a rejuvenation of the tourist supply and promoting Europe as one single destination with a great variety of unique products and services.

RELIGIOUS TOURISM

The religious tourist is a fixture of both ancient and modern cultures — a constant through the ages — from the Exodus to the present day, when religious tourism has become a mainstay

of secular tourism. As Egypt carries on opening up and restoring sites associated with the biblical flight into Egypt, it occurs to me that we are disposed to market this product in much the same way as we market Pharaonic monuments; that is, as religious buildings rather than as a religious experience.

This is to be expected in a country abounding in Pharaonic, Coptic and Islamic antiquities that are ends in themselves for the curious traveller. As far back as Roman times, visitors came to see Egypt's wondrous monuments. What troubles me is that today, religious tourism — a relatively new product in Egypt — is promoted with a distinct emphasis on the historic, artistic and architectural aspects of traditionally religious sites, inevitably obscuring the true significance of the religious experience sought after. If religious tourism is to have any spiritual meaning, it should combine a reverence for the past with participation in the present.

Consider the fabled city of Saint Mena (Abu Mina) on the northern edge of the Western Desert. This was one of the great centres of pilgrimage from the fifth to seventh centuries. Thousands of people came from all over the Christian world seeking the site's reputed healing powers. Pilgrims took home sacred water in tiny pottery ampoules (shaped like two-handled jars and stamped with the figure of the saint between two camels) or oil from the lamp that burned before the tomb of the saint. Saint Mena was a soldier-saint who died a martyr's death in western Asia. His cult gained popularity when, according to the legend, his body was placed on a camel and borne inland to be buried. At a certain spot

the camel refused to move further, a sign taken as divine revelation that he should be buried there. Wind-blown sand eventually covered the tomb and no trace was left. Some centuries later, a shepherd observed that a sick lamb that crossed the spot immediately became well. When the remains of the saint were discovered, a church was built over his grave. The reputation of the place spread far and wide. Pilgrims came in scores and the stories of wondrous cures that they carried home attracted more pilgrims. Soon the original church was too small to accommodate the number of visitors and the Roman Emperor Arcadius (395-408) built another church, to which the saint's relics were transferred. Subsequent emperors erected other buildings and eventually the Great Basilica was built, to which thousands of pilgrims flocked from as far afield as England, France, Germany, Spain and Turkey. Cures were attributed to the therapeutic effects of the water, which came from springs in limestone rocks (they have since dried up) and baths were built flanking the church. When Constantine the Great's only daughter, who suffered from leprosy, was reputedly healed, the fame of the site spread throughout the Roman world. A great city grew there, flourished, and eventually disappeared. The famed city written up by classical writers was thought to be legendary until, in 1961, the German Archaeological Institute excavated the area, under the direction of Peter Grossman, and discovered one of the largest and most ancient pilgrimage sites in the world.

The ruins cover a one-kilometre-square area, where the main colonnaded

pilgrimage route of the early Christians has been identified. It had shops and workshops to the left and right, leading to the Church of the Martyr, built during the Justinian era (528-565). The ruins suggest that pilgrims gathered in a great square surrounded by hostels. There, monks could take care of the sick who came to the shrine to be healed. There are also ruins of two large bath houses and wells.

It is not clear how many priests and monks were attached to the sacred area, perhaps several hundred. Most archaeologists agree that there must have been thousands of shop-keepers and workmen in the vicinity. In the labyrinthine ruins surrounding this area, cells and refectories have been identified. Excavations continue, one of the aims being to identify the plan of the town after the Arab conquest.

The lesson to be learned from the ancient religious centre of Abu Mena is that religious “tourism” only becomes a reality when believers participate with an intensity of conviction that can be experienced and shared — that is to say, when the aim of the trip is not merely touristic interest, but a mission of faith. This applies to religious tourists of all faiths. It is often said in the cathedrals of Europe that the power of God can be felt in the prayer-soaked walls. Only when a visitor to Egypt can look beyond historical and architectural detail and begin to share the liturgies of the faithful, can religious tourism take on meaning.

What is vital for the religious tourist is the spirit of a sanctified ritual. And this matters more than whether a saint was buried at a certain place; whether or

not Jesus performed a miracle at Gabal El-Tair (Mount of Birds, south of Beni Suef), where he reputedly stopped a falling stone with the palm of his hand; or whether Deir El-Maharraq or Assiut was the southernmost place reached during the flight into Egypt. There is majesty in the measureless power of faith — and faith often begets faith. Until Egypt’s promoters of religious tourism recognise this simple truth, they will continue to fall short of the full significance of the very thing they are trying to promote.

Let us return to the shrine of Abu Mina. A new monastery has been built there, its lofty surrounding wall and twin towers situated no more than 500 metres from the ancient site. The monastery was one of the great projects of Pope Kirollis VI, who laid the foundation stone on 27 November 1959 on land granted to the Coptic patriarchate. Progress, though slow, has been significant. The cathedral in honour of the saint is shaped like a cross and dominates the enclosure. The saint’s relics are preserved in a small church named after Saint Samuel. The finest materials have been used in its construction — marble from Italy and black and rose granite from Aswan. The nucleus of a museum has been laid and it is hoped that objects that have been taken to museums around the world (notably the Louvre) will be recovered and exhibited there. The monastery of Saint Mena, like those of Wadi El-Natrun and others, is today a popular place of pilgrimage. It boasts a guest house, where young men can stay and participate in the spiritual life and work of the community, and a visitors’ resthouse, which welcomes

guests and offers free meals and hot tea. The people who make their way there share a religious experience. The point of their visit is not to view, but to participate; to live the past in the present. Steps continue to be taken to open up sites associated with the course followed by the Holy Family in Egypt. Some are now ready to receive visitors, while others will be completed by the middle of this year. The project is sponsored by the Ministry of Tourism and financed by the non-governmental society Reviving National Heritage. The point I have tried to stress is that the act we call religious tourism is more than just sightseeing and picture-taking. I venture to suggest that the number of tourists who visit these sites would be dramatically increased were there a spiritual experience that they all shared.

Take, for example, the Church of the Holy Virgin on the bank of the Nile in Maadi. It is among the dozen or so Christian sites listed in the “flight” and there is, indeed, a stairway extending from the courtyard down to the river where Mary, Joseph and Jesus reputedly descended, managing to hire a boat to take them to the security of Upper Egypt. The church, with its distinctive three cupolas, is one of the oldest in Egypt. It has been restored and now the ancient crumbling stairway — presumably the focus of one’s visit — is duly protected. But a church is more than just a place associated with a biblical tradition. What makes it come alive is participation; to mingle amidst those engaged in worship: the act of bowing, crossing oneself, touching an icon, or as on the occasion when I chanced to be at the church during a mass baptism, see

white-clad babies with golden crowns blessed by the bishop in full ecclesiastical regalia. To be a witness to the faith, simplicity and unity of religion; this is what religious tourism should be about — and this is what I find to be lacking in the fanfare surrounding the sights in Egypt attributed to the Holy Family’s flight.

Let us continue to promote sites for their historical, artistic and architectural interest, to be sure; but let us also recognise the need to raise interest in places that have a strong tradition of healing, like Abu Mena — only one of dozens like it in Egypt. We can bolster annual festivals and give tourists an option to join hordes of pilgrims who make their way to holy places. It matters not if it is in a newly-restored church or a dark and dingy chapel of great antiquity. The meaning in religious tourism lies, in reverence for a past that is tangible here in the present.

TOURISM METHODOLOGY

The South West is a key tourist destination within the UK. Tourists have an impact on the environment through their travel, the food and other resources they consume, and the waste they generate. These tourists are mainly residents of other regions so their ecological footprints should not be included in the ecological footprints of South West residents. On the contrary, the ecological footprint of South West residents when away from home does need to be included.

In the National Footprint Accounts (Redefining Progress, 2002), resources consumed by domestic and foreign tourists are included in the ecological

footprint of the residents of the destination, but are not explicitly identified. The methodologies presented below use different assumptions to identify the amount of the ecological footprint of South West residents which is actually attributable to tourists.

Three methodologies were identified for this calculation, with bednights as an indicator being judged the most appropriate.

Method 1: Tourist bednights

In previous studies, such as Scotland's Footprint (BFF, 2004), the impact of tourists on a resident's ecological footprint was estimated by using bednight of tourism using this method is a measure of 'net' tourism (tourists visiting the South West minus South West residents visiting elsewhere).

data – the number of overnight stays. Due to insufficient data, it was assumed that tourists consumed at the same rate as South West residents. However this is likely to be an underestimate, because people probably consume more on holiday than when they are at home.

The South West is a net importer of tourists - people visiting the region from outside spent 88 million bed-nights in the South West (South West Tourism, 2001), whereas South West residents spent 42 million bed-nights (ONS, 2002 and South West Tourism, 2001) visiting other places. The ecological footprint

Component	2001 SW consumption (person)	B&B (per Unit)	Ecological footprint (gha/person)
Total			0.0097
Energy	89	kWh	0.0072
Food*	n/a	n/a	n/a
Waste*	2	Kg	0.0024
Transport*	n/a	n/a	n/a
Water	580	Litres	0.0001

* Food and transport are excluded from this analysis as tourist data is not included in the data sources used for Stepping Forward's ecological footprint analysis.

Examination of the data sources used to generate the estimates presented in Table 12, revealed boundary issues within the food and transport components. Tourist consumption of food and transport is not included in the data used for the Stepping Forward ecological footprint analysis, so accounting for it here would over-estimate the impact of tourist consumption on the ecological footprint of South West residents. Consequently only energy, waste and water were included in this analysis.

Assuming this level of tourist consumption, the B&B ecological footprint per capita was then adjusted according to the 'net tourism' assumptions (see Method 1). This gives an estimated 0.005 gha of the 5.56 gha per capita ecological footprint due to 'net' tourism within the South West.

CULTURAL TOURISM

Cultural tourism is based on the mosaic of places, traditions, art forms, celebrations and experiences that

portray this nation and its people, reflecting the diversity and character of the United States. Garrison Keillor, in an address to the 1995 White House Conference on Travel & Tourism, best described cultural tourism by saying, "We need to think about cultural tourism because really there is no other kind of tourism. It's what tourism is...People don't come to America for our airports, people don't come to America for our hotels, or the recreation facilities....They come for our culture: high culture, low culture, middle culture, right, left, real or imagined - they come here to see America".

A GROWING SEGMENT OF THE TRAVEL MARKET

Two significant travel trends will dominate the tourism market in the next decade.

Mass marketing is giving way to one-to-one marketing with travel being tailored to the interests of the individual consumer.

A growing number of visitors are becoming special interest travelers who rank the arts, heritage and/or other cultural activities as one of the top five reasons for traveling.

The combination of these two trends is being fueled by technology, through the proliferation of online services and tools, making it easier for the traveler to choose destinations and customize their itineraries based on their interests.

THE STATE ARTS AGENCY ROLE

Broadening participation in the arts, increasing opportunities for artists, preserving and promoting our cultural resources and investing in communities'

quality of life are among the reasons state arts agencies are key players in supporting and leading cultural tourism initiatives. State arts agencies are developing successful strategies linking the arts and tourism in communities across the country. Successful cultural tourism projects depend on collaboration, assessment, research, marketing and visitor service

PARTNERS IN TOURISM

Partners in Tourism is a coalition of national associations and federal agencies building a common agenda for cultural tourism. Representing a broad spectrum of arts, humanities, tourism and heritage organizations, as well as federal agencies, the partners' purpose is to advance the role of culture and heritage in national, state and local travel and tourism policies and practices. This national coalition, formed in 1996, has been a catalyst for and a leader in culture and heritage tourism.

BALNEAR TOURISM

The Integration of the Romanian balneology into the economy of the third millennium.

To live from your heart is the new type of business through which you take care of yourself and of others.

Understanding these things we will be prepared for the post informational era living by using our intuition.

1) The economic ages of humanities:

a) The Pre - Industrial era: the majority of the financial and human resources were targeted to agriculture, animal growing and to extraction of the underground resources (like iron

ore..)

b) The Industrial Era: the majority of the human and financial resources were used for transforming prime materials;

c) The Informational Era: the majority of the human and financial resources are assigned to services;

d) The Post Informational Era: the majority of the human and financial resources will be used in get in shape programs (that include the prevention of illnesses, the increased of performances and the prolonging of the active life period) and recreational related services.

2) Present and future in the balneology :

a) Right now:

- Accommodation (lodging and meals);
- Recovery Balnear treatments specific to the tourist resort, client and client's health problems;
- Unspecific natural healing elements (vegetation, air and natural mineral water);

b) Future: In 2002 Get-in-shape , an tourist service that has as its purpose a get in shape program, will be added and will provide:

- The restoration of the vital energy using The Radiance Technique®;
- Stress management courses using the Radiance Technique®

3) Tourist services are creating jobs in the local communities and at a national level.

In the year 2000 the integrated services related to transport and tourism are considered at an international level:

i. The most important employment

industry totaling almost 192,2 millions employees;

ii. Is totaling a hefty 10,8% of the world's gross income;

b. For the year 2011 the transport and tourism services are estimated to total:

i. 260.417.000 employees, 9% from the total number of employees on the global level. This means 1 out of 11 workplaces

ii. will provide 11% of the world's gross income;

4) The 2002 is the international year of ecologic tourism:

a. This was established by UN Economic and Social Council in the 46th annual meeting that took place on 30th of July 1998;

b. It is organized by the World Tourism Organization and by UN environment program;

c. It is a unique opportunity for Romania to prepare an important tourist and Balnear offer based on the new ecologic strategy. This can be done by establishing the year 2002 as the year of Ecological Balnear Tourism because the Balnear tourism has the following characteristics:

i. Contains all the natural forms of tourism that include the motivation of observation and appreciation for the nature and for the cultural traditions from the local communities.

ii. It is in general organized in small and specialized groups, and the tour operator are usually small and medium local companies.

iii. Assures the protection of the areas with important natural resources by:

1. Generating important economic benefits for the local communities;

2. Assuring alternatives in the local work market;

3. Increases tourist's and local people's awareness about the importance of conservation the natural resources and of the local cultural richness.

5) The Balnear tourism is the most important and efficient form of ecological tourism:

a. Uses just natural resources in order to attract its customers;

b. Motivates the tourist to respect and protect the natural environment;

c. Creates new work places for the local communities;

d. It doesn't pollute the natural environment;

6) The extension of the existing offer of the Romanian balnear tourism from the medical recovery procedures to the prevention of illness and methods of increasing the human performance activities:

a. by implementing a Get In Shape program;

b. through including the education programs for the health and performance in the balnear tourist resorts ;

c. Including maintenance gymnastics and cosmetics in the offer of the balnear

tourist resorts .

7) The extension of the balnear tourist network by researching, validating and exploiting new balnear resources such as:

a. Manual therapies;

b. Energetic therapies.

8) An inter-departmental cooperation in the Romanian government in order to efficiently use Romania's tourist and Balnear resources:

a. With the ministry of public affairs, transport and lodging for the integration of the informational and telecommunication systems in order to provide efficient package of transport and tourism;

b. With the health insurance houses and the Ministry of Health and Family for the identification, validation and exploitation of the new Balnear resources that have as a purpose the prevention of illnesses and the reduction of the time and cost usually associated with the health recovery;

c. With the ministry of work and social protection for the identification, research, validation and exploiting of new tourist services destined to the