THE INTERNATIONAL ORGANISATIONS BETWEEN GLOBALIZATION AND REGIONALIZATION. CASE STUDY: WORLD TOURISM ORGANIZATION

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Abstract: The present study aims to analyze to international organizations in order to identify their role in shaping and supporting the concepts of globalization and regionalization respectively. The outlining of structural-functional features, the analysis of the objectives and the spatial-temporal distribution constitute the essential elements for revealing precisely where international organizations are positioned in relation to the aforementioned concepts.

Key words: globalization, regionalization, international organizations, tourism

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INTRODUCTION

The international organizations are superior forms of association between the states on the basis of a joint agreement of cooperation (status, pact, charter, convention) in order to achieve specific objectives through a judicious, continous and steady coordination of resources and actions of Member States (Bontea, 2012; Miga-Beșteliu, 2006; Mihăilă, 2001; Niciu, 1994). It should be noted that international organizations are not some modern inventions, they are objective realities that originate from the old state agreements, treaties, alliances concluded by dynasties in power in previous centuries.

The first forms of association of this type date back to the nineteenth century when "The Universal Postal Union (1875), the World Meteorological Organization (1878), the Paris Convention for the Protection of Industrial Property (1883), the Berne Convention for the Protection of Literary and Artistic

Works (1886)" appeared (Bontea 2012, p. 106). Thus, "the international organizations are relatively new elements of the global system. They came into existence during the nineteenth century, they became important during the next century, and by 1945 their number has increased significantly, especially at regional and subregional levels" (Popa & Sarcinschi, 2007).

In the specialized literature from Romania (Bontea, 2012; Miga-Beşteliu, 2006; Mihăilă, 2001; Muscalu & Muntean, 2015; Niciu, 1994; Popa & Sarcinschi, 2007; etc) and from abroad (Heyneman & Lee, 2016; Musaev , 2015; O'Neil, 2014; etc.)the international organizations matter has been debated extensively in various ways, including their role of tools, of spaces for manifestations and of actors involved in international relations.

The reasons that have led and will further lead to the development and diversification of international organizations are related to a number of factors, mainly: the need for security and the need to prevent wars; the diversification of relations and manifestation of commercial, financial and technological interdependencies etc.; the need to address global challenges arising from population growth, increasing poverty, food security, environmental damage, the fight against terrorism etc.

From the typological point of view, three generations of organizations can be identified at the timescale, each of which is characterized by certain defining peculiarities closely correlated with the international affairs from that period. From the first generation we recall the Committee for Navigation on the Rhine (1815), Convention regarding the regime of navigation on the Danube (1856), the International Telegraph Union (1865), the Universal Postal Union (1878). In the second generation are: the League of Nations (1919) and the International Labour Organization. The third generation is represented by organizations: United Nations (UN); The United Nations Educational, Scientific and Cultural Organization (UNESCO); The North Atlantic Treaty Organization (NATO); The Organisation for Economic Co-operation and Development (OECD); World Trade Organization (WTO); Organization of Islamic Cooperation (OIC); World Tourism Organization (UNWTO).

The idea of association between two or more States in order to overcome certain difficulties gave shape to the idea of regionalization, which further contributed to the affirmation of a new concept called globalization.

Globalisation and regionalization are two complementary concepts that can not exist independently. Both concepts reflect an economical, political, social and cultural phenomenon. The difference between the two concepts lies in the coverage space so that globalization is defining the entire globe (Baylis and Smith, 2001; Held et al., 1999; Holm and Sorensen, 1995; Lechner, 2009; Indra, 2016; Rodhan, 2006; etc.), while regionalization is specific only to certain parts within it (Clark, 1997; Ghena, 2015; Indra, 2016; Kacowicz, 1999; etc.). In this context we emphasize the fact that international organizations, through structure, organization and mission, contribute to the consolidation of regionalization as part of globalization.

Against this background the present study aims to emphasize the role of international organizations in strengthening the concepts of globalization / regionalization as distinct and complementary at the same time.

METHODOLOGY
In order to reflect the role of international organizations in forming and defining the concepts of regionalization and globalization a research was

conducted, focused on the global or regional nature of international organizations and a case study on the spatial-temporal evolution of UNWTO towards globalization.

The database consisted of the following information: text (names of continents, hydronyms etc.), graphics (shapefiles, graphs) and digital (Baias et al., 2010; Herman et al., 2016; Ilieş et al., 2016). For the 7 analytical maps on the spatial distribution of the headquarters of global, namely regional organizations and on the spatial distribution over decades of UNWTO we used as background the "World Topographic map" on which we superimposed the textual, numerical and shapefild graphical (line and polygon) information (Figures 1-10). Such processing was done in ArcMap Version 9.3.

GLOBAL ORGANIZATIONS

These organizations are defined by a number of structural-functional peculiarities, as follows: representation (target group) overall objective (purpose), operational objectives, seniority, dynamic, spatial evolution, rhythm, trends, structure, organization, action mode, results etc.

Among the best defined organizations we recall: the United Nations (UN); The United Nations Educational, Scientific and Cultural Organization (UNESCO); The North Atlantic Treaty Organization (NATO); The Organisation for Economic Co-operation and Development (OECD); World Trade Organization (WTO); World Tourism Organization (UNWTO) etc

Although the goals of global international organizations vary from one organization to another, their semantic analysis reveals some keywords that are found in the structure of objectives, namely: peace, security, global cooperation, economy, society, human rights etc. .

As an example: *"The United Nations came into being in 1945, following the devastation of the Second World War, with one central mission: the maintenance of international peace and security. The UN does this by working to prevent conflict; helping parties in conflict make peace; peacekeeping; and creating the conditions to allow peace to hold and flourish"*[1]; *"UNESCO's mission is to contribute to the building of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, communication and information"*[2]; *"The WTO provides a forum for negotiating agreements aimed at reducing obstacles to international trade and ensuring a level playing field for all, thus contributing to economic growth and development"*[3]; *"NATO's essential purpose is to safeguard the freedom and security of its members through political and military means. Political - NATO promotes democratic values and encourages consultation and cooperation on defence and security issues to build trust and, in the long run, prevent conflict. Military - NATO is committed to the peaceful resolution of disputes. If diplomatic efforts fail, it has the military capacity needed to undertake crisis-management operations. These are carried out under Article 5 of the Washington Treaty - NATO's founding treaty - or under a UN mandate, alone or in cooperation with other countries and international organizations"*[4]; *"OECD's work is based on continued monitoring of events in member countries as well as outside OECD area, and includes regular projections of short and medium-term economic developments. The OECD Secretariat*

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[1] http://www.un.org/en/sections/what-we-do/index.html

[2] http://www.unesco.org/new/en/unesco/about-us/who-we-are/introducing-unesco/

[3] https://www.wto.org/english/thewto_e/whatis_e/wto_dg_stat_e.htm

[4] http://www.nato.int/nato-welcome/index.html

collects and analyses data, after which committees discuss policy regarding this information, the Council makes decisions, and then governments implement recommendations[5]; "*The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide*"[6].

The analysis of the global distribution of international organizations' headquarters reveals that most of them are based in Europe, except for the UN headquarters in New York (Figure 1). This highlights the importance of Europe's role in coordinating the process of globalization through urban centers: Paris, Brussels, Geneva and Madrid.
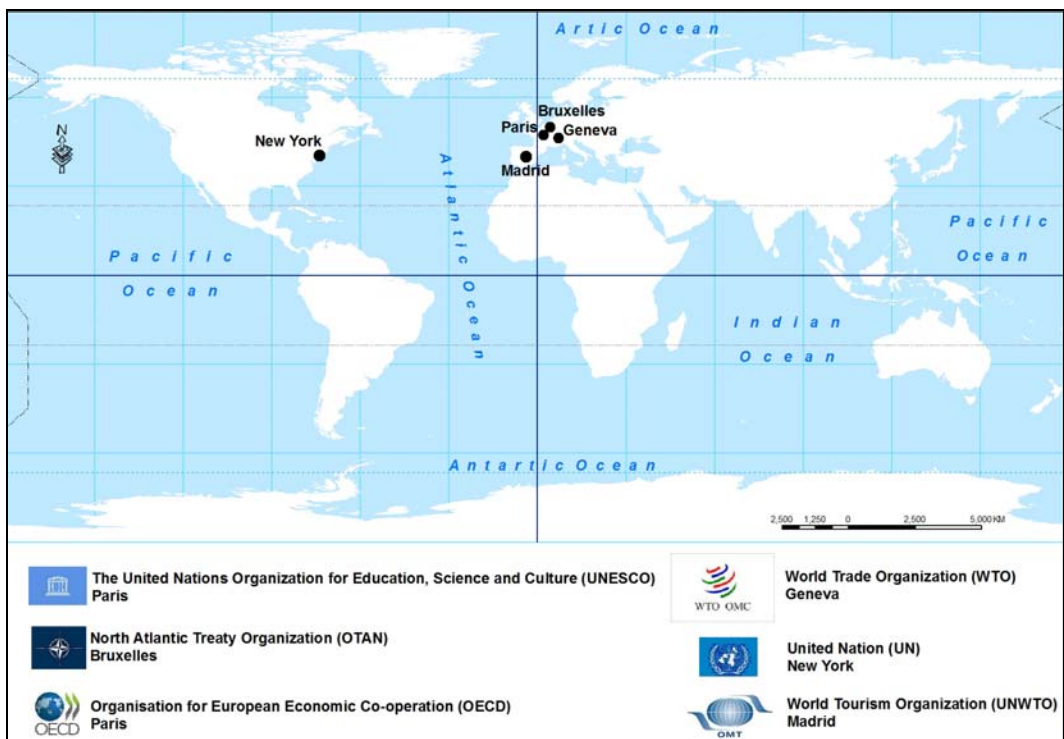

Figure 1. Spatial Distribution of the headquarters of global organizations

REGIONAL ORGANIZATIONS

Among the most important regional organizations are: African Union (AU); Union of South American Nations (UNSA); Andean Community (CA); Mercosur - the Southern Common Market (PCS); Asia-Europe Meeting (ASEM); Association of Southeast Asian Nations (ASEAN); Council of Europe (CE); European Economic Area (EEA); Gulf Cooperation Council (GCC); Arab League (LA); Organization of Petroleum Exporting Countries (OPEC); Organization for Security and Co-operation in Europe (OSCE).

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[5] http://www.oecd.org/about/whatwedoandhow/
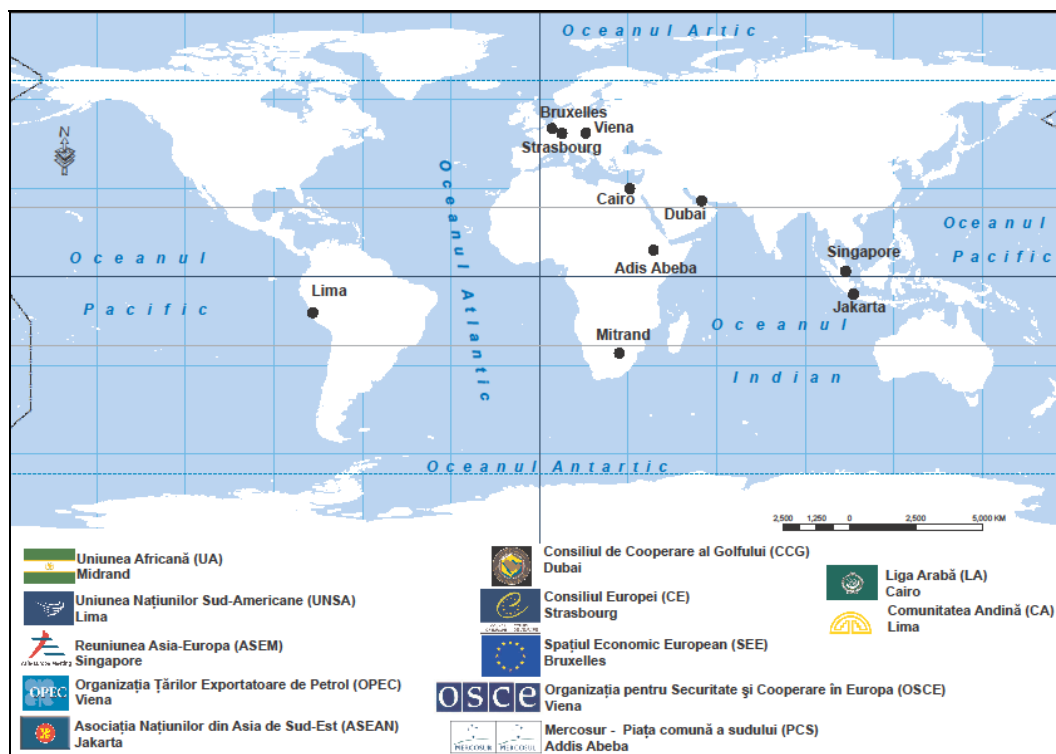[6] http://www2.unwto.org/content/who-we-are-0

Figure 2. Spatial distribution of the headquarters of regional organizations

Just like global organizations, regional organizations are also defined by a number of structural-functional peculiarities, as it follows: representation (target group) overall objective (purpose), operational objectives, seniority, dynamic, spatial evolution, rhythm, trends, structure, organization manner, actions, results etc. The difference between them is given by the scale and impact of the phenomenon at a spatial level.

The analysis of the locations where regional organizations have headquarters shows a "relatively uniform" distribution. The urban centers that host regional organization are Brussels, Strausbourg, Vienna, Cairo, Dubai, Addis Ababa, Mitrand, Singapore, Jakarta and Lima (Figure 2).

WORLD TOURISM ORGANIZATION

"The World Tourism Organization (UNWTO) is the United Nations agency responsible for promoting responsible, sustainable and universally accessible tourism". As a world leader in tourism, UNWTO promotes tourism as "an engine of economic growth, inclusive development and environmental sustainability," providing this guidance and support worldwide. In order to maximize socio-economic contributions of tourism and minimize the negative effects induced by tourism, UNWTO encourages and supports the implementation of the Global Code of Ethics for Tourism. Moreover, UNWTO aims and is committed to promoting tourism as a "tool in achieving the Millennium Development Goals (MDGs) aimed at reducing poverty and promoting sustainable development". This is possible through market surveys, promoting competitive and sustainable tourism policies, promoting education and training in tourism and providing

technical assistance in more than 100 countries worldwide (Annual Report 2012, p. 4). UNWTO currently includes "157 Countries, 6 territories, two Permanent Observers and over 480 Affiliate Members representing the private sector, Educational Institutions, Associations and local tourism tourism Authorities" (Annual Report, 2015, p. 3).

The World Tourism Organization, based in Madrid, Spain is a global structure, responsible for collecting, storing and processing statistical information on international tourism. Since its establishment in 1970 this body has undergone deep changes in the direction of its structural and functional development.
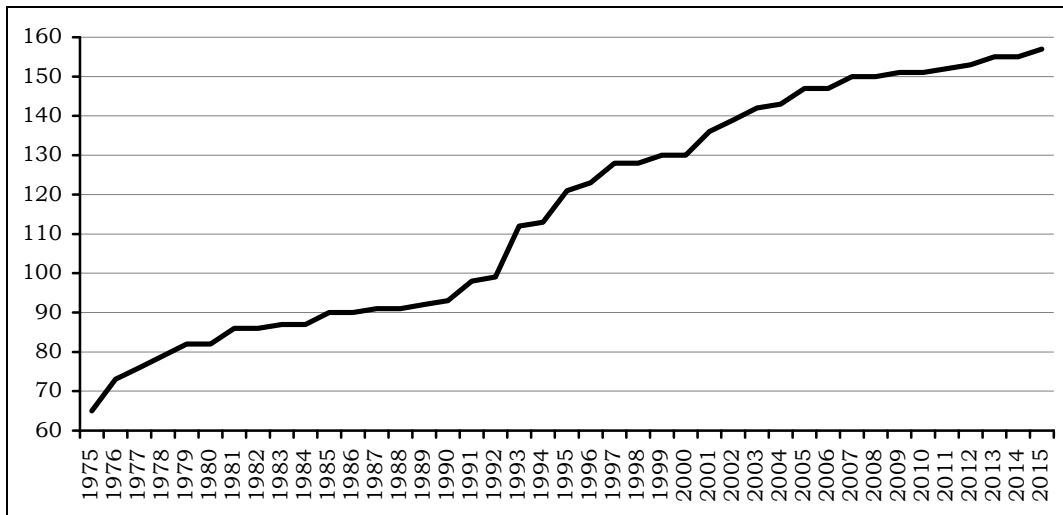

Figure 3. Annual evolution of the number of UNWTO Member States

The functional evolution refers to changes that occurred over time for the improvement of management and control mechanisms in the organization, with globally oriented ambitions and aspirations. From the structural point of view, if in 1975 65 states (members) from all continents were part of UNWTO, through successive memberships in 2015 it will include in its structure 157 active members (Figure 3).

In order to grasp the global nature of UNWTO we will try to do a brief analysis of this organization in time and space. Thus, we take as a temporary measure the decade, capturing the UNWTO in several key points, respectively in the years: 1975, 1985, 1995, 2005 and 2015.

In 1975 UNWTO had 65 Member States, distributed in 5 regions: Africa - 25 countries (38%), America - 13 states (20%), Asia and Pacific - 11 countries (17 %), Europe -17 countries (17%) and Middle East - 5 states (8%) (Figure 4).

In 1985 UNWTO had 90 Member States, distributed in 5 regions: Africa - 35 countries (39%), America - 14 states (15%), Asia and Pacific - 15 countries (17 %), Europe -19 countries (21%) and the Middle East - 7 countries (8%) (Figure 5).

In 1995 UNWTO had 121 member states, distributed in 5 regions: Africa - 44 countries (36%), America - 19 states (16%), Asia and Pacific - 19 countries (16 %), Europe - 32 countries (26%) and the Middle East - 7 countries (6%) (Figure 6).
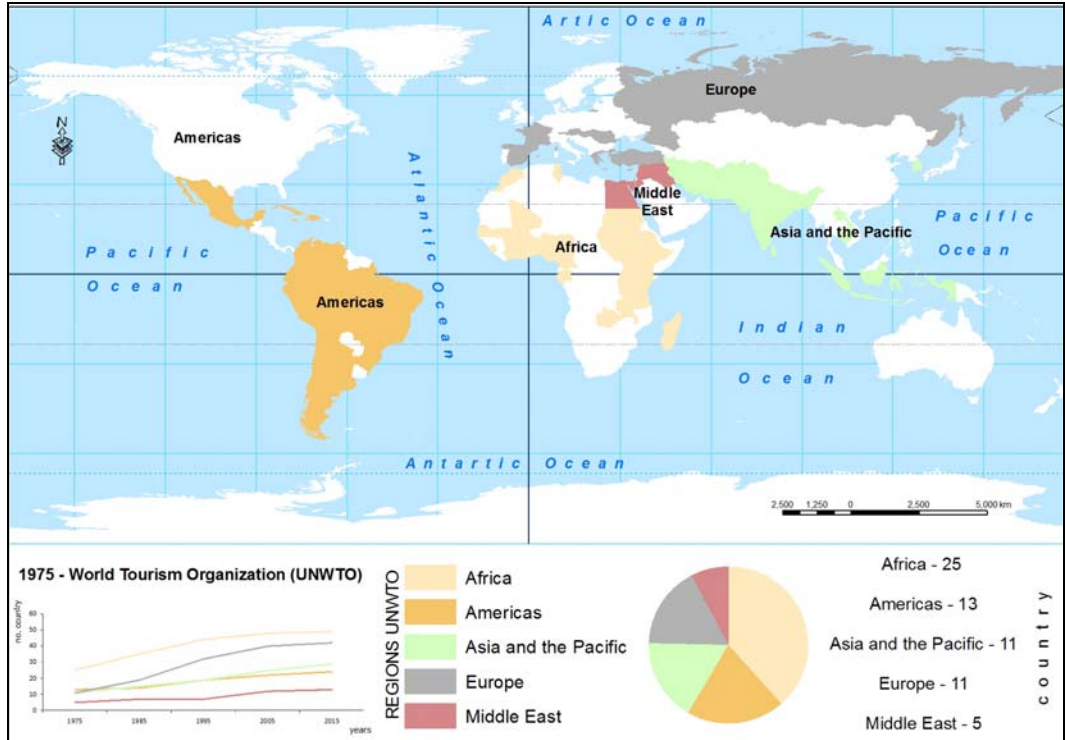
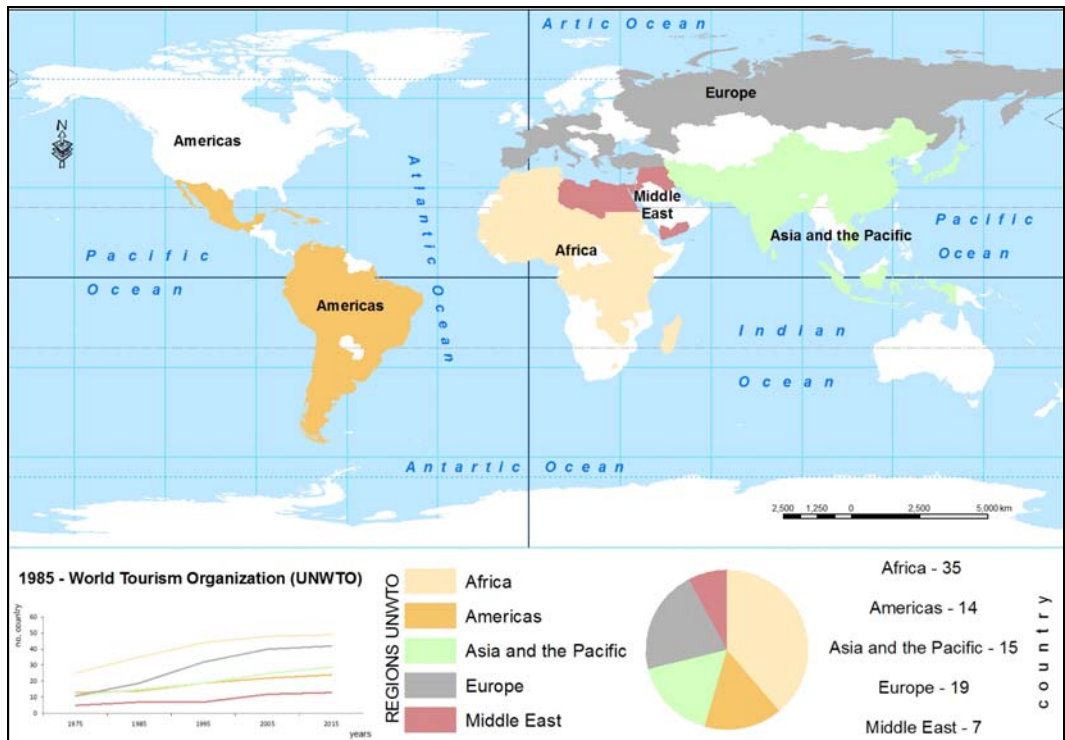**Figure 4.** Spatial-temporal evolution of UNWTO, 1975

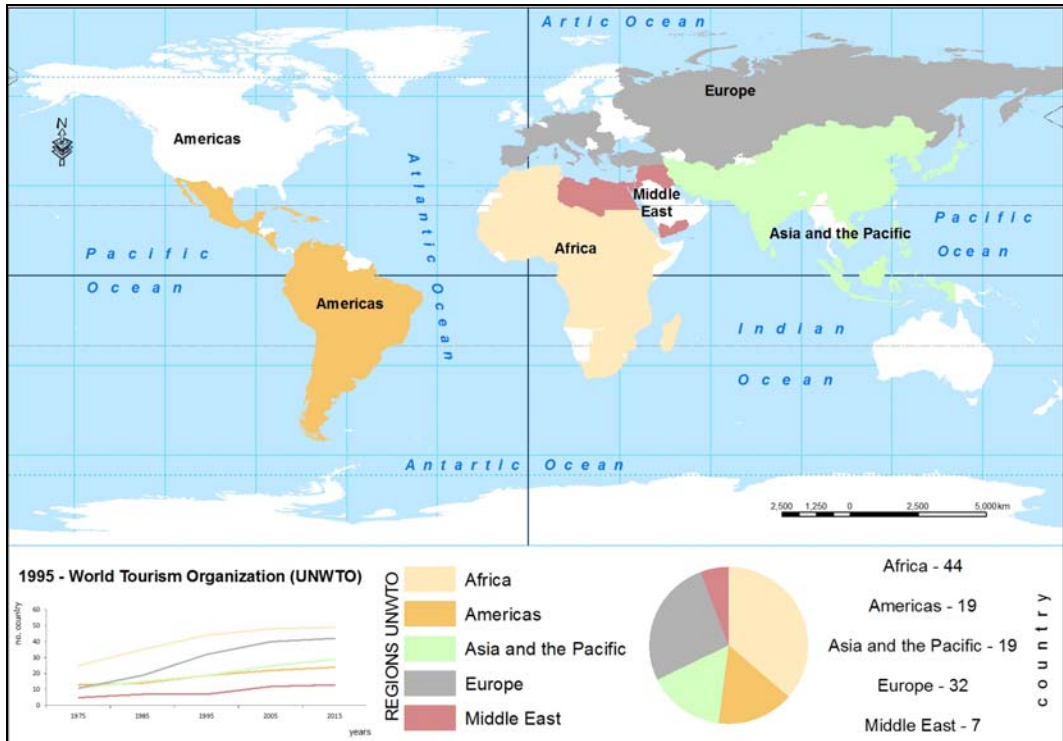**Figure 5.** Spatial-temporal evolution of UNWTO, 1985

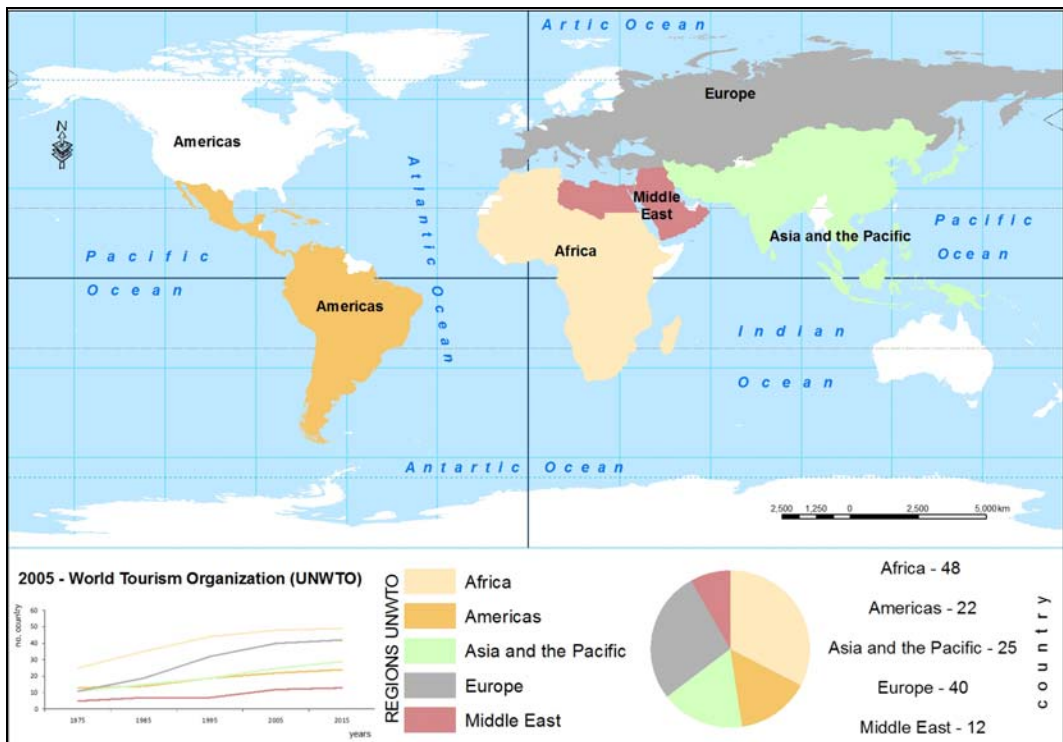**Figure 6.** Spatial-temporal evolution of UNWTO, 1995

Figure 7 Spatial-temporal evolution of UNWTO, 2005

In 2005 UNWTO had 147 member states, distributed in 5 regions: Africa - 48 countries (33%), America - 22 states (15%), Asia and Pacific - 25 countries (17 %), Europe - 40 countries (27%) and the Middle East - 12 states (8%) (Figure 7).

2015 UNWTO counts 157 member states, distributed in 5 regions as follows: Africa - 49 countries (31%), America - 24 states (15%), Asia and Pacific - 29 countries (19 %), Europe - 42 countries (27%) and the Middle East - 13 countries (8%) (Figure 8).
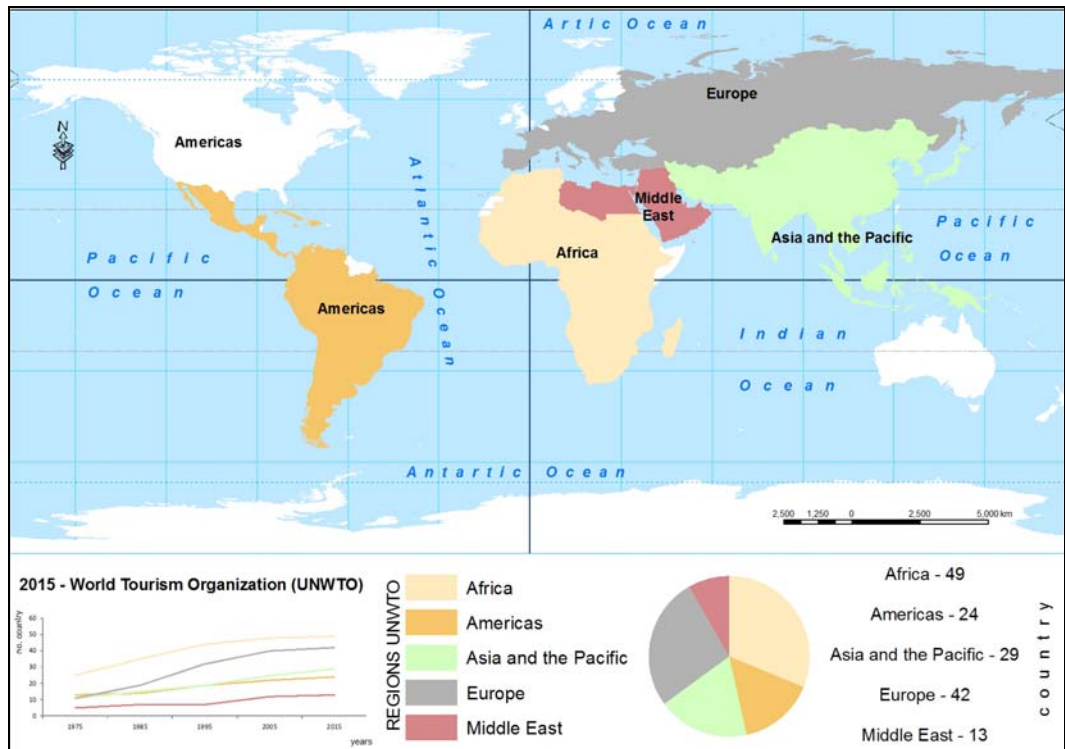

Figure 8. Spatial-temporal evolution of UNWTO, 2015

CONCLUSIONS

The analysis of the structural-functional peculiarities, of the objectives and spatial-temporal distribution on international organizations as associative structures reveals the fact that they are important vectors in shaping concepts of regionalization or globalization. We must highlight the fact that international organizations crystallize the two complementary concepts, regionalization and globalization, which are not mutually exclusive but rather complementary in a harmonious way. This transpires from the very essence of international associations that constitute forms of a higher rank with the purpose to solve a series of problems that go beyond the border of a nation, ranking issues that may be regional, sometimes global. Among the most pressing issues covered by the activities of international organizations, concerning regionalization or globalization, are: the need for security; population growth, increasing poverty, food security, environmental damage, the fight against terrorism, commercial, financial, technological interdependencies, etc. Global initiatives in this regard were held in major European cities like Paris, Brussels, Geneva and Madrid,

while regional initiatives appeared in other urban centers in addition to those previously mentioned, namely: Lima, Vienna, Strausbourg, Cairo, Dubai, Addis Ababa, Mitrand, Singapore, Jakarta, etc.

The results of the spatial-temporal analysis of *The World Tourism Organization (UNWTO)*, headquartered in Madrid, Europe, reveals the role of this international structurre in shaping globalization, having as motto ”*the promotion of Responsible, Sustainable and universally accessible tourism*”.[7]
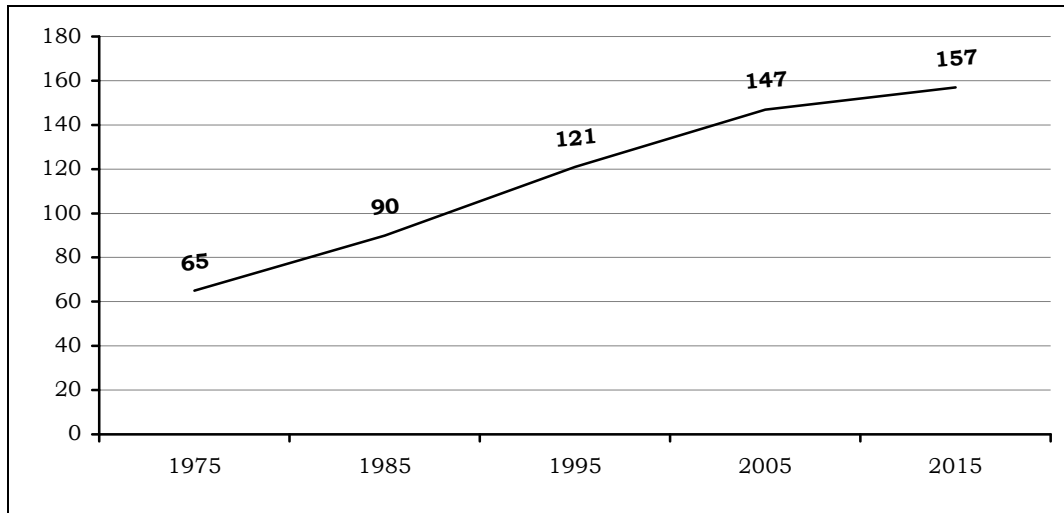

Figure 9. The evolution of UNWTO Member States

The analysis of the number of Member States by decade (1975, 1985, 1995, 2005, 2015) shows a steady trend of growth, a spatial extent of UNWTO, from 64 countries in 1975-157 countries in 2015 (Figure 9) . Among the most reluctant countries that have not joined this international organization include the US, England and Australia. Romania joined the UNWTO in 1975, being among the first countries affiliated to the international body.

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