



Tourism: Fastest Growing International Industries

KEYWORDS

tourism, culture, anthropology, environment, globalization, communities

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ABSTRACT

Tourism is one of the fastest growing industries in the world. It has become an important aspect of globalization, is intrinsic to our lifestyles and has had a profound impact on peoples of the world and the environments in which they live. The present informative paper will address an anthropological perspective as one of the most critical disciplines on tourism and most innovative research in the field of tourism. It has transformed host communities, social life, the natural environment, local economies, artistic productions, and politics. In this paper, study highlight several of the key themes anthropologists have covered in the study of tourism. Conclusively, it can be said based on the study of paper indicates that anthropological perspective on tourism is cross-cultural, and includes an examination of the present social, political and economical theology of globalization, with a clearly articulated emphasis on the context-appropriate rebuilding or retention of tourism economies; to examine not only the social, economic, environmental and cultural consequences of tourism on communities but those communities' responses to it as well.

INTRODUCTION

Tourism is also intrinsic to our lifestyles-most of us have been tourists or fantasize about visiting new places. Tourism is one of the fastest growing industries in the world. It has become an important aspect of globalization, is intrinsic to our lifestyles and has had a profound impact on peoples of the world and the environments in which they live. As an activity, tourism moves people from the familiar world of the everyday to the unfamiliar world of other places, people, and cultures; an anthropological perspective is crucial for understanding the role of tourism in shaping the social and cultural dynamics of human activity.

MEANING OF TOURISM

Tourism is travel for recreational, leisure, family or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. World Tourism Organization defines tourists as people «travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes». Tourism has become a popular global leisure

activity. Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases it is of vital importance Tourism is relevant to many theoretical and real-world issues in anthropology.

PHENOMENON OF TOURISM FROM AN ANTHROPOLOGICAL PERSPECTIVE

Tourism is relevant to many theoretical and real-world issues in anthropology. The major themes anthropologists have covered in the study of tourism may be divided conceptually into two halves: One half seeks to understand the origins of tourism, and the other reveals tourism's impacts.

The first thing in tourism anthropology is to analyzes the history and sociocultural structure of tourism, and addresses the institutions of tourism (museums, souvenirs, travel agencies etc) and their role in the construction of "exotic others." Anthropologists also look at "tourist cultures" (tourism as pilgrimage, tourism as status-marking, and the psycho-cultural motivations of the tourist, etc.).

The second portion of the study will focus on the social, economic, and ecological dynamics entailed in tourism. Throughout the course, ethnographic observations are related to anthropological and sociological theories concerning globalization, cultural change, economic development, cross-cultural communication, ethnicity, nationalism, and gender.

Anthropologists and tourists seem to have a lot in common. Both spend time exploring the cultural productions and rituals of society and both carry the status of outsider as they make forays into the lives of others. Even when taken together, these two approaches seem to produce only a partial analysis of tourism. The problem is that most studies aimed at understanding the origins of tourism tend to focus on tourists, and most research concerning the impacts of tourism tend to focus on locals.

ORIGINS OF TOURISM

The establishment of tourism as a legitimate topic for anthropological study is a relatively recent development. "Tourism, Tradition, and Acculturation: Weekendismo in a Mexican Village" (1963) by Theron is often credited as the earliest tourism related article in American anthropological literature. Discussions begun during this 1974 conference served as the inspiration for the publication *Hosts and Guests* (1977), a seminal anthology which collected work from numerous scholars who would prove extremely influential in the development of an anthropological system of tourism studies, including Nelson H. H. Graburn and Denison Nash. Since the publication of *Hosts and Guests* there has been an explosion of interest in tourism within the anthropological community. Although there are currently no major journals devoted exclusively to the anthro-

pology of tourism, anthropologists have maintained a high profile in multidisciplinary publications such as the *Annals of Tourism Research*, which devoted an entire issue in 1983 to anthropological submissions.

THEORY AND THEMES

Although the anthropological literature on tourism has been dominated by ethnographic descriptions of niche variants of travel and studies of tourism's effect on local communities, a few scholars have focused on developing comprehensive theoretical models. It explores issues of cultural and artistic authenticity, identity production and marketing, and commoditisation of both the tourist and the toured. Particular emphasis is placed on the cultural politics of tourism on local, regional, and national.

Awareness of the Strengths & Limitations of Various Theoretical Models for Understanding the Dynamics of Tourism

- Ability to discuss tourism as a part of globalization
- Ability to discuss the role of tourism in national development
- A critical appreciation of the role of tourism in the creation of cultural imagery
- Knowledge of the history of social science approaches to understanding tourism

SCOPE

To study one of the fastest growing international industries means understanding that tourism has tremendous impacts on the global economy, on the natural and cultural environments, and on the individual lives of the tourists and those they visit. This field will investigate what motivates tourists to travel and also what enables them to do so. To examine not only the social, economic, environmental and cultural consequences of tourism on host communities but those communities' responses to it as well. Is there such a thing as culturally and environmentally sustainable tourism? In this study we will explore various aspects of tourism from an anthropological point of view. Topics will include a brief history of travel and tourism, the cultural effects of tourism on both hosts and guests, the political and economic effects involved in tourism, the connection between tourism and environmental issues, and conflict between the tourist industries and local people over resources; focuses on how people's intimate relations and subjectivities are shaped by global, local, and transnational processes, mostly international tourism, migration, and immigration, but also Internet communication. The anthropology of tourism has strong connections to sociology, development studies, and behavioural psychology.

ANTHROPOLOGY AND TOURISM

Anthropology has expanded and changed radically by including within its purview the study of tourism. In spite of the ubiquitous nature of travelling in anthropology, tourism and travel became subjects worthy of discussion in anthropology relatively recently, in Europe in the 1930s and in the United States in the 1960s. Anthropologists have made important contributions to the understanding of tourism's impact on communities; the impact of travel on an individual; the power relationships in tourism developments; heritage and culture co modification; types of tourism and tourists; and the relationships between tourism and ethnicity, identity, material culture, nationalism, and the environment, among others.

In examining the impacts of tourism, anthropologists have often been devoted to writing ethnographic accounts of how

tourism has affected communities. In general, anthropologists have conceptualized tourism as determining the fate of communities in many ways, such as whether they will develop economically or not, whether they will feel pride or shame about themselves and their traditions, or whether they will have incentives to protect or destroy their environment.

ALTERNATIVE FORMS OF TOURISM

In the 1970s and 1980s, review articles on the study of tourism often asked why anthropologists were avoiding tourism as a legitimate subject of analysis. Today, the question might be the opposite: Why are anthropologists paying so much attention to alternative forms of tourism? Especially in the past decade, tourism has gained a much more positive reputation among social scientists, environmental conservationists, development practitioners, and indigenous rights activists. This is because an expanding group of new tourism companies, often in partnership with nongovernmental organizations, now claims to go easy on the environment and on indigenous peoples, even as they strive for profit. These companies label their excursions variously as "ecotourism," "community-based tourism," "cultural tourism," or simply "alternative tourism." Generally defined, alternative tourism includes "forms of tourism that are consistent with natural, social, and community values, and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences". This new brand of tourism has grabbed the attention of scholars concerned with recent agendas to link conservation and development.

CONCLUSION

In above discussion we have focus why tourism can be a fascinating subject of study for anthropologists. Despite its association with things shallow and frivolous, tourism is relevant to many theoretical and real-world issues in anthropology. For anthropologists, tourism can be a lens through which to explore issues of political economy, social change and development, natural resource management, and cultural identity and expression. Tourism is a lens on the social world and as such the focus of enquiry is necessarily broad incorporating: issues of cultural practices, representations in both material and non-material forms, power relations, constructions of identity, economic development and so forth. At the same time tourism is also a collection of industries. The rising prominence of anthropologists in tourism studies is a testament to the discipline's increased maturity in negotiating this identity crisis.

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