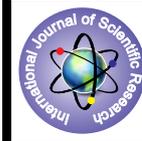


Globalization and Tourism Sector



Tourism

KEYWORDS : Agro-Tourism, Sustainable Tourism, Ecotourism, Environmental degradation

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ABSTRACT

Globalization has resulted in mobility of people across the borders leading to phenomenal growth in tourism. The cash-starved developing countries pursue tourism as a strategy for their economic development. For under developed countries, it is a major source of employment and income generation. This research paper examines the impact of globalization, the consequent emerging trends in tourism industry, challenges faced and some strategies to overcome them.

1. Introduction:

Tourism is a very fragile business segment. It is one of the first to be impacted by political and economic changes and climatic conditions. The political instability in Egypt leading to the overthrow of its President and the massive earthquake in Japan adversely affected tourism in these two countries practically bringing to a halt the tourist traffic adversely impacting the tourism industry in these countries. Beach tourism especially in the Mediterranean depends on climatic conditions. The economic instability (as in the case of Argentina) can also ruin the tourist industry.

Tourism has both positive and negative fall-outs. In the positives are

- the employment creation,
- emancipation of the local population with increase in their economic well-being,
- decline in migration of local people,
- improvement in socio-cultural level of the local population,
- commercialization of local products, interchange of ideas,
- costumes and sensitization of tourists and local population for protection of the environment, etc.

On the negative side are

- rising consumption of ground water, energy,
- destruction of landscapes with new infrastructures,
- rise in the production of waste disposals, alteration / destruction of ecosystems,
- destruction of exotic species of animals and plants, loss of traditional habits,
- rise in prostitution, narcotic traffic,
- destruction of forest lands,
- rise in prices of accommodation, etc.

Tourist flows contributes to climate change, acid rain, and formation of troposphere ozone, mainly because of increase in air and road traffic which are principal sources of emissions of carbon dioxide and other contaminant gases.

2. Objectives of the study:

The objectives of the Study are to examine

- 1) the emerging trends in tourism
- 2) the problems and challenges faced by tourism industry
- 3) strategies for promoting sustainable tourism development

3. Rationale of the study:

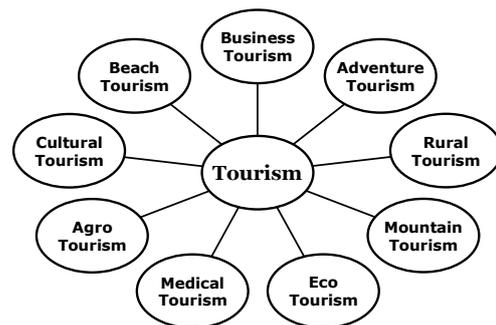
Tourism industry is emerging as an important growth sector in all countries, both big and small. This research paper examines the impact of globalization on the tourism industry across the world and in India covering the areas such as the emerging trends, problems and challenges and impact of globalization on the tourism sector.

4. Research Methodology

Data and information for the research study were collected and analyzed from secondary published sources viz., books, newspapers, web sites and research studies.

5. Findings of the Study

5.1 Emerging Trends in Tourism



Emerging Types of Tourism

Globalization has led to trans-border movement of people resulting in rapid growth of tourism industry across the world. The size, spread and variety of people traveling to different tourist destinations has led to emergence of various trends in tourism and different types of tourism. The growth and spread of tourism across countries have resulted in great opportunities as well as challenges to the tourism industry and ancillary services sectors.

According to the World Tourism Organization (WTO), there were 1 billion tourists during the year 2010. In terms of revenues, tourism industry earned a whopping \$1.5 trillion in 2010. Tourism industry employs directly or indirectly more than 260 million people. This translates to one out of nine jobs in the world economy generated by the industry. In the coming decade, the workforce is expected to increase by 100 million more jobs, 70% of these in the Asia-Pacific region.

The emerging types of tourism briefly are:

- **Business (Work) Tourism:** Rapid progress in ICT and globalization has led to phenomenal increase in business trips to various countries. While this has not directly impacted tourism, it has provided great opportunities to the airline industry and hotel industry. To some extent people on business trips do make pleasure trips to nearby tourist destinations.
- **Beach Tourism:** The rising standard of living due to greater economic integration among nations, co-mingling of people due to globalization is encouraging Beach tourism. This is becoming a great attraction among tourists though one of the most dangerous for the environment principally because of convergence of large number of people in zones relatively small. While it generates revenues for the country, it leads to degeneration of the fragile ecosystems, overcrowding, waste, pollution, increase in the prices of houses, corrupting local culture and values, etc.
- **Adventure tourism:** Changing demographics with a large young population is leading to increase in Adventure tourism. It is one of the worst forms of tourism as it usually goes to unaltered zones, and quickly degrades the area by dis-

charge of high consumption of resources per capita; terrain vehicles add to the pollution of the place endangering the local species, etc.

- Rural tourism or Mountain tourism: For week-end get-away and to escape from over crowded cities, people go to small towns, villages and mountainous areas for trekking, etc. To entice tourists, small hotels / hamlets are built in the middle of the fields, and forests. It has both positive and negative fall-outs. Local traditions change leading to change in value systems. People go to rural areas that are far away from cities, and this is causing re-organization of the economic activity of the rural areas
- Eco-tourism: Increasing awareness to the dangers of unbridled development is leading to eco-tourism. It is a sustainable tourism causing less strain to the local environment and people.
- Agro tourism: It is also related to sustainable tourism. It is a kind of tourism in which the tourist takes part in agricultural activities in farm lands. The farmer welcomes guests, and shows them his job (how to treat animals, plants, craft, etc.). This kind of tourism gives "life" to the rural area.
- Medical tourism: This is another trend which has emerged where patients travel from one country to another for medical treatment, either to reduce treatment cost or get faster treatment or to avail better medical facilities. Besides, it also offers benefits of a good holiday; in addition there are no waiting list or queues and the doctors are comparable to the best in the world.
- Other types of tourism: This includes all types of minority tourism, seasonal tourism, tourism of religious peregrination, gastronomic tourism, tourism of events, cultural tourism, etc. The impacts are diverse depending on the type and the place.

5.2 Problems and Challenges of Tourism Industry

The major problems and challenges faced by tourism sector are:

- High consumption of natural resources, non-renewable in general.
- Wastage of raw materials and combustibles (generally of non local origin)
- Wastage of potable water and energy
- Degradation of land due to heavy traffic of people and vehicles
- Contamination of water and natural resources
- Generation of waste and Residual Remainers
- Residual waters and loss of quality of subterranean waters
- Atmospheric pollution
- Noise pollution and night life corrupting local culture
- Destruction of Biodiversity

5.3 Strategies for Promoting Sustainable Tourism

Some suggested strategies for promoting sustainable tourism are

- Promoting local production and offering ecological foods of the zone if possible and without chemical additives
- Promoting re-usable packages,
- Using recycled paper, etc.
- Replacing plastic bags with paper bags
- Water conservation by use of better technologies
- Educating tourists of the necessity to save water, electricity and preserve natural environment
- Purifying residual waters and reusing them for irrigation of grass or agriculture
- Saving energy: by use of solar panels to warm up renewable sanitary water and energies (eolic, mini-hydraulic, photo-voltaic); use efficient washing machines and coolers, use correct heat insulation and acoustics.
- Reducing use of private vehicles by promoting public transport and bicycles; creating pedestrian zones in historic places;
- Respecting local culture and local population.
- Co-mingling of tourists and local population should not lead alienation of local culture and tradition; on the contrary it should benefit the local population, economically and culturally.

5.4 Eco-tourism in India

India promotes eco-tourism in a big way with active public – private partnerships. Since tourism can generate employment opportunities and income generation, the Indian Government is encouraging eco-tourism as 'sustainable tourism'. It is keen that the eco-systems of the tourist destinations are not spoiled by indiscriminate exploitation. Many tourist spots are re-developed with a view to providing livelihood options to local communities and without endangering or uprooting them India is becoming a hot spot for medical tourism.

6. Conclusions

The importance of tourism industry can be gauged from the fact that according to the World Travel and Tourism Council (WTTC), tourism employs directly or indirectly more than 260 million people across the globe. In other words, one out of nine jobs in the world economy is generated by the tourism industry. Economic integration due to globalization is leading to emergence of various types of tourism with both its positive and negative fall-outs. Environmental degradation due to unbridled growth in tourism is the concern the world over. But one major positive fall-out of globalization is the emergence of ecotourism as a viable preference for sustainable environment friendly development of tourist destinations. While for the developing countries, tourism is the catalyst for economic progress, for the developed nations it is a means of sustainability. In India, government is promoting ecotourism as 'sustainable tourism' as a way to alleviate poverty and enhance the livelihood options of local communities.

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