

Tourism and Globalization

Editorial

Globalization with its transcontinental flows, patterns of social interaction, and so, called global mass has given the tourism industry free reign to develop throughout the world. In fact, tourism has led the globalization process in the areas of transportation, communications, and financial systems. The tourism industry has become a major sector for the global economy since the second half of the 20th century and is rapidly growing at a tremendous annual rate. The ability of tourism to generate foreign exchange revenue, create employment, and absorb unemployment has been provided by a political and social legitimacy. Its potential to earn billions of dollars easily has resulted in being viewed as a cure for debt-ridden countries including India. Furthermore, tourism has become a part of multilateral financial institutions' package for financial bailouts for countries in distress. Tourism is now being pursued as a serious development strategy for the Developing World.

The concept of globalization is also examined by identifying key positions in favour of, and against sustainable tourism. Basic concepts of sustainability are reviewed as an attempt to outline a critical approach of the potential effective "cooperation" of sustainable tourism development and the globalization. Sustainability implies permanence, so sustainable tourism includes optimum use of resources, minimization of ecological, cultural and social impacts; and maximization of benefits to conservation and local communities, Globalization with its transcontinental flow patterns of global mass has given to the tourism industry free reign to develop throughout the world undermining the environmental and socio-cultural resources of local cultures. We summarize that in a globalised world, the potential dimension to make tourism a form of Sustainable Development, in a few years should be viewed as a part of larger policy framework designed, and to be achieved a sustainable society. The strengths of the multinational corporations of tourism, the difficulties of direct access to the consumers of the developing economies, the weaknesses of the quality certification systems, the minimization of environmental impact of tourism, the limited satisfaction of the tourist demand, minimize the implementation of a complete sustainable development. Tourism can be considered as a tool for social and economic development, as a method to enhance economic opportunity, not as an end itself. It may be possible under this view that tourism is not sustained over a long period, but is used as a method to accumulate income and government revenue that can be used later for other development tools. Tourism would be viewed as a part of larger policy framework designed to achieve a sustainable society. These alternative views of sustainable tourism carry significantly different implications for social economic policy, selection of indicators, public

participation and the processes of planning should have encouraged the growth of tourism in private sector. They reflect different perspectives on the concept of sustainability. It seems that it more properly places tourism as a means and not an end to economic development. It allows tourism to be considered as one of the several alternatives that can help a community overcome its weaknesses and preserve its strengths. It views tourism as a tool and not as an end.

I, summarize some of the action points, which should be practiced to achieve sustainability in growing global tourism assumption. The strategies to practice sustainable development, the role of governmental legislation and local participation, are issues which need further investigation in each case. Also some key ideas provided to enhance the notion of sustainability, globalization and its implications to a cluster of economic sufficiency, social equity and environmental conservation factors. Common national strategies to achieve sustainability aspects provided below, by the WTO and U.N.E.P. (United Nations Environment Program) boards .The assumption of sustainable tourism development, should be balanced with broader economic, social and environmental objectives at national and local level by setting out a national tourism strategy that is based on knowledge of environmental and biodiversity resources, and is integrated with national and regional sustainable development. Sustainable tourism development thus requires the realization and active exercise of ecological and social responsibility at the global, national, and local level. In addition, the successful implementation of sustainable tourism development principles would require integrated policy, planning, and social learning processes. Its viability would depend on the full support of the people it affects through their governments, their social institutions and their private activities.

To conclude, it is an evident that globalization with its trans-continental flow patterns of global mass has given the tourism industry free reign to develop throughout the world undermining the environmental and socio-cultural resources of local cultures. However, for globalization to be sustainable it should not be read as a universal process of global integration in which there is a growing convergence of cultures and civilizations. Globalization ensures it is far from a universal process experienced uniformly across the entire planet .Instead, it should be interpreted as a process by which a new sense of global belonging is created which transcends loyalties to the nation-state and by which transnational social movements with clear regional or global objectives are developed, such as the “green movement” for preserving the environment.



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