



Globalisation and New Tourism - A Sociological Understanding

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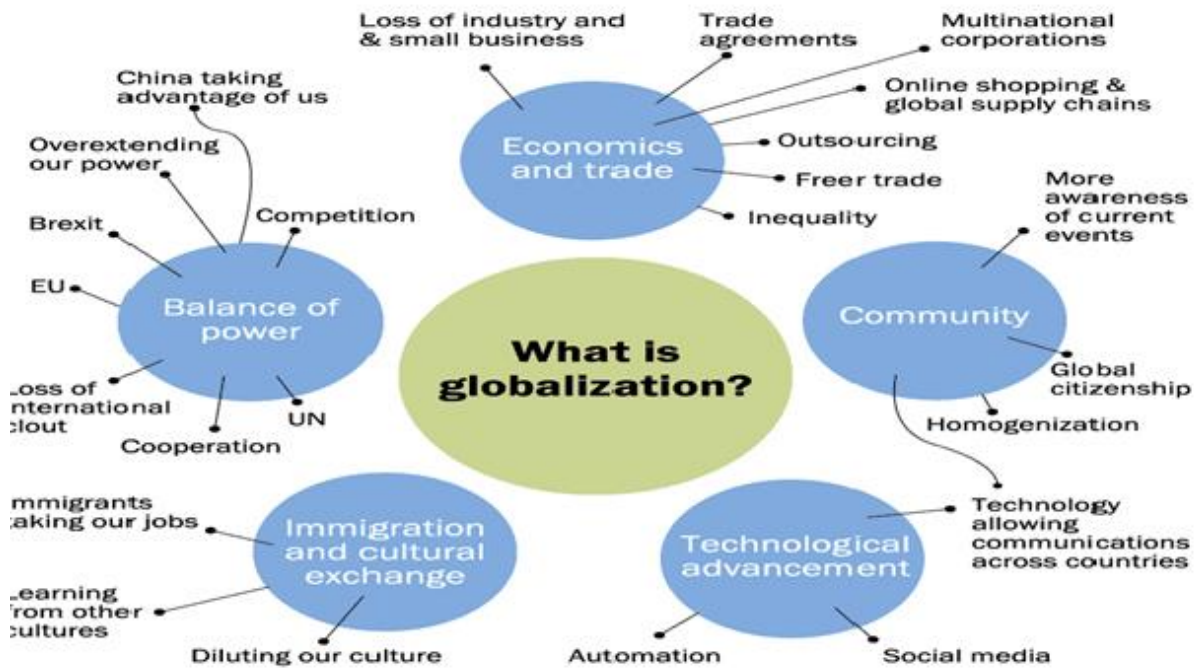
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Abstract- The term "globalisation," widely used today and ingrained in our culture, refers to the pervasive deepening of transnational linkages distinctive to our century. The study explicitly examined the distinct influence of tourism on the developing economy and tried to elucidate the conflicting effects that globalisation has on development. The major causes of the nation's uneven patterns of development. The globalisation trend has impacted all facets of social production and life. By connecting the entire community and enhancing its mobility, tourism has significantly aided in the process of globalisation, suggesting that it is an additional phenomenon. The article explored the fundamental connections between tourism, labour, leisure, and all aspects of daily social life, as well as the shift in sociological emphasis between modern and postmodern society. Current studies of globalisation that have burst into academic and public debate in the last few years have progressively focused their attention on an important side-effect of the phenomena they analyse. That side-effect is the massive surge in international tourism. Globalisation is the process by which communities are brought together as a single, interdependent whole using an ever-growing network of linkages that cross national political boundaries. This process results in a shrinking world in which local differences are quickly undermined and swallowed up within a massive global social order. When considered correctly, tourism may be viewed as both a contributor to and an effect of globalisation. It bolsters the trend toward a convergence that can be seen worldwide. People interact with one another and gain knowledge from one another. Still, goods and services also travel and are distributed worldwide to cater to the requirements and preferences of those on the move. At the same time, as is pointed out in this article, the expansion of tourism occurs more as a response to the demands and requirements brought about by globalisation.

Keywords: *Global Economy, Globalization, the demand for tourism, and the supply of tourism*

Introduction- Globalisation is a persistent phenomenon that impacts all countries, although there is intense debate among academics over how to define it. Many people conflate the phrases globalisation, internationalisation, liberalisation, universalisation, and westernisation. Insofar as international borders are not eliminated by globalisation but rather are transcended, these viewpoints fail to recognise that globalisation cannot be understood as the development of an open and borderless world or increased trade between nations. Considering this, the most appropriate definition of globalisation is based on the idea that it involves reconfiguring social geography to enable the intensification of transplanted relationships. Globalisation is a phenomenon that has had an impact on all facets of contemporary life, including the economic and cultural spheres.

However, at the same time, the expansion of the tourism industry is driven by the growing interconnectedness of countries and economies worldwide. Tourism is credited with playing a vital role in shaping globalisation. As globalisation progresses, destination countries become increasingly susceptible to regional and international events. By making logical connections between several pieces of prior research on economic globalisation and tourism, this study examines various related topics. Specifically, it looks at globalisation's effects on the hospitality industry. Because there is a dearth of quantitative evidence, some people have proposed future areas for research to investigate the interconnection of tourism demand and the influence of global events. The strain to meet global needs in a connected society may lead to investments in massive infrastructure in metropolitan areas at the expense of the growth of rural communities. Our analysis confirms that most tourism operations in Brazil are concentrated in coastal and urban areas rather than rural ones and that the regions that profit the most from this industry do not always need the most on it for survival. More significant revenues are observed in the coastal areas, state capital cities, and just a few municipalities, indicating that the distribution of money produced by tourism—rather than tourist growth—is more critical in understanding why income gaps persist. Increased tourism revenue does not automatically eliminate poverty or spur development unless it is distributed in a way that helps low-income populations.



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Fig.no.1

Source- <https://www.geographyrealm.com/geography-and-globalization/>

Background of the study

Many contemporary national economies view tourism as an essential component, and it is also recognised as an important tool for economic growth. Individual regions and the entire nation are boosted in terms of development by the growth of entrepreneurship via tax revenue. The essential investments in tourism can be made thanks to tax money. In turn, this raises the desirability of the nation. The expansion of this industry on a global scale influences the degree of innovation, investment, and entrepreneurship because the demand for tourist services is increasing annually.

Globalisation is attributed to tourism as well as other influential forces.

It can be challenging to identify the factors driving globalisation in today's globe since less research has been done to compile and organise all the available data (McGrew, 2011). In most scholarly works, the significant factors that drive globalisation are broken down into four inextricably linked categories. These four categories include technologies, economy, and society (Dwyer et al.). It will not be surprising to find similar tendencies playing out in the travel and tourist business, given the close relationship between globalisation and tourism. According to Cohen (2012), tourism was a significant factor in creating the contemporary global transportation network, which made it possible to access previously inaccessible regions rapidly and efficiently.

Additionally, it contributed to financing the building of amenities such as airports, hotels, and resorts. Governments have simplified formerly cumbersome procedural processes to facilitate processing an ever-increasing number of visitors. The globalisation of the tourist sector has led to several side effects, including

the trans nationalisation of managerial ownership, marketing methods, service outsourcing, and the transmission of information.

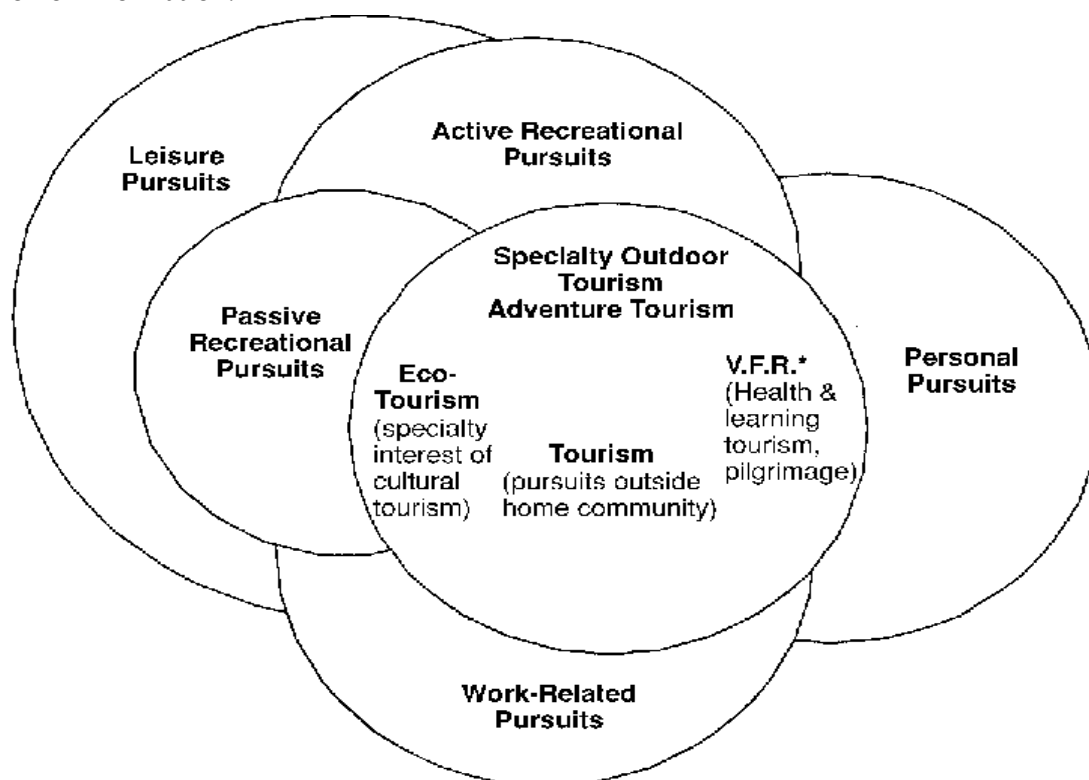


Fig No.2 categories of tourism activities

Source-<https://www.semanticscholar.org/paper/Tourism%2C-Globalization-and-Development>

India, as a nation, separated its cultural ideology from economic reality. It would then be clear that India needed to focus on the service sector in general and the hospitality sector to increase its ability to earn foreign currency, create jobs, and accelerate economic growth. The need to find ways to employ its constantly expanding population is one of India's main issues. In 1999, India had the highest percentage of unemployed people worldwide. 4.5 million people are unemployed in Germany, compared to 8 million in the USA. (Gee, 1997). The fact that these employment opportunities would be distributed across the entire nation and produced in the small and medium segments of the economy is crucial from India's perspective. Even though travel and tourism are still seen as "five-star" activities in India, the WTO has recognised this industry for contributing to reducing poverty through increasing employment. It should be highlighted that in the coming ten years, tourism is predicted to create the most jobs globally, and India will need to take concrete action to capitalise on this trend.

Literature Review - Raval (2015) explored that the microanalysis of a few of Gujarat's tourism development plans investigated how closely related the industry is and how difficult it is to research because it is difficult to measure effects accurately. Therefore, there is still an opportunity for research in this area. Government can identify more effective programmes from the state's perspective; it can also determine the shortcomings of earlier programmes and provide instructions for upcoming action plans. Even those who desire to perform comparative investigations could find it helpful. Scott A. Cohen (2017) reviewed that tourism discourse has

changed since the 1960s and then concentrates on seven areas that, in our opinion, are at the forefront of recent advances in the sociological study of tourism: emotions, sensory experiences, materiality, gender, ethics, authentication, and the philosophical underpinnings of tourism theories. The study of new aspects of tourist phenomena, the application of increasingly specific novel theories from other fields to tourism, and an increased focus on the question of whether tourism is an intellectual or cultural endeavour are the three general trends that we find have characterised the sociology of tourism in recent years. Bhavik Swadia (2015) revealed that travel and tourism significantly impact our country's social and economic growth. The globalised world's present economic climate has shown that tourism has been booming for 2017. Travel and tourism directly contributed to the global GDP from 2.3% in 2016 to 2.4% in 2017. Instead of just seeing new places, tourism has evolved into a chance to grow businesses, improve relations between nations, and value cultural diversity. In addition to uniting various countries and populations, it contributes substantially to social and economic advancement.

The structures of the globalisation process - a sociological understanding- Disagreements in the scientific community revolve around globalisation, and numerous writers consider it a rebuttal of the neo-Marxist theory of the world system, the theory of dependent development, and imperialism. Robertson's expansive vision of globalisation, which is grounded in the concept of modernisation theory, is optimistic regarding the prospects for development in the Third World. The process of economic, social, cultural, and political activity occurring beyond international borders is referred to as globalisation. The same author asserts that several different factors are considered when analysing globalisation. Mazarr (2022) characterised the advent of contemporary information and communications technology has made faster sales, improved global telecommunications, and expanded access to the media hallmarks of globalisation. Within the framework of globalisation, Mazarr examines factors such as natural resources, cultural transformations, the expansion of metropolitan areas, and technological advances. Even while it is generally accepted that nations that take part in the globalisation process would profit from trade liberalisation in the long term since it will enable such countries to concentrate on business sectors in which they have a comparative advantage, In their 2003 study, Sugiyarto, Blake, and Sinclair observed that a There is a potential for several problems to arise, such as an imbalance in the trade deficit as a result of increased consumer purchases of inexpensive imports, a budget deficit for the government as a result of the government. When looking at how globalisation influences Indonesian tourism, the same authors conclude that globalisation does not always have a detrimental influence on the economy of regional regions. In addition, they discuss how globalisation and international travellers may bring about price reductions, an expansion of local services, and an increase in foreign exchange, all of which support an increase in future can output. Growth in the number of money tourists spend is one way that globalisation has improved the well-being of populations and broad macroeconomic trends. Examine the impact of globalisation on tourism by considering the current state of the world's economy and population. Smeral (Smeral, 1996) examined the effects that globalisation has had on tourism by looking at how it has influenced competitiveness and the tendencies of organisations in the tourism industry to link up with one another. This was done to investigate the effects that globalisation has had on tourism. The major objective of these organisations is to raise the amount of money they bring in while concurrently lowering the amount of money they spend. There is currently no one product that can service all the many

marketplaces that a tourist firm may potentially operate in all the time. This is because consumers' travel history, education levels, cultural awareness, and the impact of tradition, in addition to their hierarchy of priorities, differ substantially from one another. Buhalis and Costa (2008), the viability of the tourist industry will be decided in the future by how well it interacts with other companies and how well it is related to other industries. From the viewpoint of the process and the cause's impacts, this parallel may be monitored in the market segment corresponding to changes in demand's demographic aspects. One of the primary justifications in favour of tourism's continued success is the necessity of recognising significant trends, capitalising on the beneficial benefits those trends may have, and mitigating or preventing their negative effects. This is one of the primary justifications for tourism's continued success. For instance, new market segments are developed because the globe's population is becoming older, that older individuals tend to lead more active lifestyles. These individuals are better positioned to participate in tourist movements actively to introduce preferences centred on new products and active participation in their creation. On the other hand, substantial changes in the physical dimension of the macro environment have directly impacted trends in tourist behaviour in which tourists prefer places that provide safe and environmentally friendly products. This influences new travel patterns, as well as others which will result in the creation of new and inventive items. Tourism and globalisation are two aspects of the same phenomenon that are extremely dependent upon one another. As a result of globalisation, people are now better able to communicate with one another and express their opinions and beliefs in a greater range of situations. This opens more opportunities for people to engage in meaningful dialogue. These settings include political, environmental, technological, cultural, and economic settings. As a direct result of these interactions, it is now possible for massive amounts of information to be disseminated across the entire world's population. People are now able to understand one another better even though there are linguistic, religious, and cultural boundaries, which has led to a significant increase in travel. of most significant barriers of the global tourism industry is the breakdown in political communication that can occur between different governments. The same barrier has thwarted attempts at globalisation for the past more than half a century. On the other hand, it is heartening to observe how people from different countries are breaking free of the racial, tribal, religious, and political cocoons they have grown up in and embracing their humanity. A huge population have the realisation that it is in everyone's best interest to work together as a society rather than antagonise one another over perceived inconsistencies, and this trend is expected to continue. Both globalisation and tourism have reaped significant benefits as a direct result of this trend.

The specialisation of Contemporary Tourism- Even while there is a possibility that general recreational tourism, which is possibly the most prevalent kind of tourism overall, has some aspect of interest in the unique, the topic of this article is not able to cover it. In the same way that strolling in snow boots could be a good break for people who wear shorts year-round, going on vacation to the beach and spending the entire day wearing nothing but a swimsuit or short pants might be a welcome shift from the usual routine. The new setting makes it possible for individuals to behave in ways that are less constrained socially and makes it possible to reorganise their timetables. It gives the green light to relax and break old routines. Along with the disruption of the normal order of things comes the vicarious pleasure of perceiving a higher rank and the right to privileged service from the people in the community. It is not required that vacation travel of this

sort take place in a distant nation; nevertheless, it does appear that the traveller's ability to relax and let go of their social inhibitions is facilitated by the distance travelled and the differences in the culture of the host country. The packaging sector frequently combines the experience of meeting people from other cultures with leisurely vacations spent at the beach. Sun, sand, sea, and sex are all things that may be found in exotic settings, and the dissolution of social inhibitions that can accompany this can be attributed to the uniqueness of the setting. Examples of both types of tourism include gambling trips and the rapidly developing sex tourism. These kinds of vacations are a distinct departure from the typical beach trip with the family and have developed as an offshoot of the more traditional kind of recreational tourism.

Recommendations- The growth of international tourist traffic directly affects the size and degree of global tourism development, investment strategy, and infrastructure development and planning. Tourism businesses are crucial in promoting travel destinations and supporting their growth. They work to enhance the product and produce extra value for visitor demand. Therefore, the individualisation of travel goals and preferences, coupled with tourists' rising demands and expectations for the calibre of tourist services, plays a significant role in determining the current tourist offering. The shifting interests and needs of travellers are reflected in global trends in tourism. Throughout the year, there is a discernible increase in the number of overseas journeys, and the rising number of flights favours this phenomenon. Globalisation is a modern phenomenon that has a significant effect on how the world economy is developing overall. All economic factors have an impact on the growth of local and international tourism. Tourism is fundamentally an international movement that advances knowledge of social systems, religions, and customs. It is the most powerful and adaptable economic force in the world economy. Additionally, it generates a lot of employment possibilities and is an important export product. Tourism is a modern manifestation of globalisation that emerged and took shape at a particular point in the history of human society. Its effect encompasses a range of scientific disciplines in human activity, including social aspects, religious relationships, cultures, and others. There is fierce competition among tourism destinations, and more goals are competing based on their ability to meet the needs of potential clients. The tourism market, which giant, worldwide firms, is dominating, is where small and medium-sized businesses must compete for survival.

Conclusion- The travel and tourism sector is one of the important areas for global economic growth and job creation. New tourism has become a significant engine of socioeconomic development due to the ever-increasing number of locations that opened their doors to tourists and made investments in the tourism industry. This has resulted in increased export profits, the formation of new jobs and businesses, and the building of new infrastructure. One of the greatest and fastest expanding economic sectors in the globe over the past 60 years has been tourism, which has seen continual expansion and diversification. In conclusion, there are an infinite number of ways in which globalisation and marginalisation might be associated, some of which are totally unrelated to the subject matter of this essay. A highly marginal demographic that is quite tightly tied to the socio-economic processes of globalisation are migrant workers from other countries, the majority of whom are in the country illegally. They expand because of globalisation and act as a lubricant for the global economy, which ultimately results in even higher volumes of international migration.

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