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## POST IMPACT ANALYSIS OF GLOBALIZATION ON TOURISM SERVICES

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### ABSTRACT

*The Global dynamics is undergoing a sea of change in the modern era and has resulted in "Globalization". Tourism is considered as an economic and mechanical tool which focuses on social upliftment as well as economic prosperity for the society. It also brings international awareness and understanding between different cultures and societies. Due to automation and technological advancements, the global accessibility is now possible and it has managed to reduce the distance and time barriers. As per UNWTO barometer, the statistics for 2011 reveal that international tourism has reached a milestone figure of 980 million. Europe has maintained the top slot with 502 million arrivals followed by Asia Pacific with 217 million, Americas with 156 million, Middle East with 55 million and the African continent with 50 million international tourist arrivals recorded in 2011. It is expected to cross the 1 billion mark in 2012. Tourism is an international activity and many economies have understood the importance and relevance of internationalization. The recent trends indicate that the Asian giants such as China, Malaysia, Thailand, Hong Kong and Singapore are surging ahead in international tourism and are the emerging destinations to watch out for in the next decade. This paper focuses on key issues related to globalization as it has opened new paradigms of opportunities especially for the emerging economies and this has helped these nations to brand themselves as major tourist destinations, especially the nations of the ASEAN group. Destinations such as Thailand, Malaysia, and Philippines have come up with new and innovative strategies to distinguish itself from the rest of the destinations. It also emphasizes on the various pros and cons of Globalization and its impact on the tourism businesses. It also discusses about the Global barriers and focus upon travel and tourism as global activity, trends and projection of globalization, emerging alliances and their roles in promoting tourism as well as post impact analysis of Globalization on Tourism Services.*

### KEYWORDS

Globalization, Tourist destinations, Tourism.

### 1. INTRODUCTION

Globalization is a major activity in the new millennium. It consists of various processes such as corporate strategy, technological advancements, flow of goods and services, consumer behaviour, politics. This paper focuses on key issues related to globalization as it has opened new paradigms of opportunities especially for the emerging economies and this has helped these nations to brand themselves as major tourist destinations, especially the nations of the ASEAN group and also to analyse the phenomenon of globalization in tourism and determine its aces and rip-offs. Globalization is the process by which organizations take up the challenge in attending marketplaces outside their place of residence.

It also discusses about the Global barriers and focus upon travel and tourism as global activity, trends and projection of globalization, emerging alliances and their roles in promoting tourism as well as post impact analysis of Globalization and Tourism. Globalization is the process of internationalizing and opening up of its doors to the world. The two major elements of globalization are international craft. It's two principal instruments are international trade and media which brands information a craft good. The major players of globalization are multinational corporations and jumbo corporations as well as consumers. Talking in economic terms globalization is dependent on markets and production in diverse countries through trade in goods and services, transfer of capital, international premeditated tie-ups, cooperation, unifications and technology transfer. It also stands for international division of labour, the dogmatic trend towards a more abundant economic order

Most organizations have understood the importance of globalization as domestic markets have now become saturated and they are venturing into new selling opportunities in global markets. Most of the organizations are implying innovative techniques and involving themselves into acquiring raw materials, goods and services to lower their companies' costs.

They are focusing on innovative techniques of marketing and moving to foreign markets to manufacture their goods.

### 2. OBJECTIVES

- (i) To investigate and review key issues related to Globalization
- (ii) To analyse the impact of globalization on tourism businesses
- (iii) To study Travel and Tourism as a Global Activity
- (iv) To foresee the trends and projection of globalization, emerging alliances
- (v) To visualize the post impact analysis of Globalization on Tourism Services

### 3. RESEARCH METHODOLOGY

The methodology includes collecting secondary data from various sources like internet, reference material, visiting websites of the ASEAN Group ,magazines etc. so that a complete picture can be drawn regarding the Tourism industry in these countries and to analyse the pros cons of the post impact of Globalization on Tourism Services in this major economic bloc. The study will also include the data collection and analysing their current stature and their standing against the developed nations. It is proposed to study the viability of this emerging bloc and measure their effectiveness after globalization on tourism services.

### 4. GLOBALIZATION

There are numerous advantages of globalization as it involves growth and expanding its roots and in economic terms enhances revenues and profits .Global mega players are involved in exploitation of the opportunities and deliberately centralize their marketing and production effort whenever and wherever possible. International organizations must also structure their companies in order to accommodate barriers in national cultures and dissimilarities in corporate practices. The international companies should be swift enough to rotate information speedily and minutely around the world. International ring poses serious challenges perils. Cultural, corporate, linguistic, political, legal ambience.

The international arena entails some significant risks and challenges. Language, cultural and business practices, and political and legal environments can differ greatly across national borders as practices acceptable in one country differs from . Practices that are perfectly acceptable in one country can be offensive in another country. KFC's decision to enter India meant that its menu had to change drastically in order to accommodate the culture of a country in which cattle are respected.

Several challenges such as communiqué difficulties, little resistor over monitoring, Legal and political decisions, political uncertainties, different labour patterns, costs,Product supplies, religions, customs, work ethics, languages, lack of codes and Standards.

Globalization has impact on environment, culture, social values, with the replicated of the western culture in the first place, and regularization which leads to a uniform product in tourism and disappearance of local standards.

## 5. IMPACT OF GLOBALIZATION ON TOURISM SERVICES

Globalization has enriched the dependence on parsimonies and societies. It does not involve multinational corporations but also small and medium sized businesses together with family-run businesses. Globalization has unwrapped a whole new world of development opportunities. 938 million people travelled overseas in the year 2010, 980 million in the year 2011 and it is expected world tourism would reach the magical figure of 1 billion and by the year 2020 the figures are expected to reach the figure of 1.6 billion and the foreign exchange earnings from tourism is expected to reach the massive figure of 2000 billion USD. Tourism has become a massive trade business and a huge revenue generating industry.

The global civilization means that tourism trades can function globally and many nations of the ASEAN group especially Singapore, Thailand, Malaysia have undertaken innovative strategy of globalization. These nations have a global occurrence. In tourism globalization affects the market forces of supply and demand. The demand can be stated in the form of disposable incomes in developing nations, good knowledge base of the modern day tourist. Supply can be understood by impact of information and communication technologies, emerging destinations and decreasing airfares which has brought the world closer.

Destinations in the new millennium are involved in mega warfare in tourism with other destinations globally for international tourists. The destinations are branding themselves as major tourist destinations at various levels. The government sector has a major role to play in the emerging economies as they are involved in tourism planning at national level, regional level as well as the local level. The government sector due to lack of resources cannot take initiative in tourism planning and the private sector has their vested interests as they are mainly small and medium enterprises. For proper tourism planning there should be equal public private partnerships and there should be equal participation and marketing efforts so that the destination is able to differentiate itself from other destination in the global market place. In the tourism industry there are various forms of strategic alliances, franchising, management contracts, joint ventures and acquisition.

## 6. GLOBALIZATION IN TOURISM

Tourism has impacted the life of the local population. Tourism has come up as a major revolution post WWII which is reflected from the UNWTO statistics. It is a major source of employment generation, poverty alleviation, economic development and foreign exchange generation. It has catapulted the economies most specifically of the developing nations and third world countries. The growth of tourism is stupendous and worth praising with foreign tourist arrival of meagre 25 million in 1950s to a meteoric rise to 70 million in the 1960s and in the year 1997 it touched the 617 million mark and the year 2011 saw it to climb at 980 million and by this year i.e. 2012 it will reach the 1 billion mark.

Now talking in terms of revenue generation tourism phenomena earned 6.8 billion USD in 1960s and it reached mercurial heights in 1997 with the figure reaching to 448 billion USD and it is expected that the foreign exchange earnings from tourism would reach 2000 billion USD by the year 2020. Tourism is a major employment generator globally and according to WTTC it employs more than 300 million directly or indirectly and by next ten years it will supplement hundred million more employment most specifically in the ASEAN Region. According to WTTC in the 21<sup>st</sup> century this sunrise industry will be a major economic and employment tool. The growth has been reported at 9% annually in spite of economic doldrums and global economic meltdown. The Asian Tigers crisis in the late 1990s was revived by giving priority to Tourism as tourism is a remedy to restructure and rebuild the economic structure of the ASEAN Region.

Tourism has been pursued as a major developmental strategy for the ASEAN and countries such as Malaysia, Thailand, Hong Kong, Singapore are now featuring in the top 20 most visited nations of the world in the last five years which is a phenomenal growth for these cash ridden countries. International financial institutions such International Monetary Fund has inscribed tourism as part of its Structural Adjustment Programmes. These are some of the requirements for proving monetary aids as the monetary institution require the nations to be incorporated in the global economy and liberalize its financial sector and move from agrarian to manufacturing to service based economy. Structural Adjustment Programmes helps the local economies to foreign investments and multinational corporations. Tourism is being promoted by the World

Bank and International Monetary Fund as a tool for the developing economies to repay their loans. Most of the nations of the ASEAN group have initiated large level investments in tourism related projects.

The most phenomenal agreement on tourism was the General Agreement on Trade in Services signed in Morocco in April 1994 as it served as a legal basis for the eradication of the barriers to international trade in services. General Agreement on Trade in Services has eased the transnational companies to invest in local tourism businesses of the developing economies. It also eliminates the barriers on foreign corporations abilities for the transfer of employees from one nation to another, convenient use of trademarks, operation of branch offices abroad and send their earnings to the parent company.

Tourism in some countries is seen as a threat to the local community and has disastrous effects on the local communities even before globalization. In the new millennium the new vertical of tourism i.e. ecotourism which is eco-friendly and nature based tourism. The locals are being targeted in the name of ecotourism. Eco Tourism focused on visiting undisturbed areas of nature with the intention of studying and enjoying flora and fauna and culture. The said sector is emerging as a major sub sector and accounts for almost a quarter of all the travel being undertaken. It has been witnessed that the local communities are a soft target of ecotourism in globalization. Nation of Philippines in the ASEAN Group has marketed itself as a major ecotourism destination as it is sanctified with rich biodiversity and has attracted foreign tourists from all corners of the world. The central ministry of tourism has developed sustainable tourism which is the prime reason for this island nation becoming a leading tourist destination in the Asian continent. In recent years the tourist arrivals have grown tremendously in the Asia Pacific region and presently it the second most tourist generating region out of the six tourist generating regions of the world in terms of foreign tourist arrivals lagging just behind Europe.

In recent years the ASEAN group nations have grown tremendously in the wave of globalization caused in part by the promotional packages and branding strategy such as Malaysia promoting itself as Truly Asia. Hotels and inns have also burgeoned changing the nation's overall image at the same time have strained the water resources, pushed the pollution levels as a result of mass tourist influx and has caused a major problem for the local community in particular.

The environment has also been degraded causing disturbance to the mother earth. There has also been reports of drug trafficking by the foreign tourists which has affected the local community to some extent. Deforestation has also affected the nearby forests and trees were severely cut to patronage the woodcarving activity so as to satisfy the foreign as well as domestic tourists demand.

These kind of activities had negative effects of globalized tourism as it has affected the local communities drastically most specifically nations of Asian Continent. The local community is paying a heavy price for tourism. Many central governments of the developing nations as well as mega tourism organizations have overlooked the interests of the local community. The effects have been disturbing as the local communities have been expelled from their own lands in the name of false promises. The foreign culture have to some extent have polluted their own culture. The rich ecosystem has also suffered from pollution and global warming through the increasing influx of tourists. The benefits are immense but the locals are deprived of the fruit of this billion dollar industry.

With globalization the threats have been aggravated as international treaties have allowed easy entry to the local tourism industry by big shots in the tourism industry. The entry will speed up the exploitation of natural resources and will intrude into the life style of the local community.

## 7. GLOBALIZATION IN THE ASEAN REGION

Globalization of tourism has come as a storm in the ASEAN Region. There is enough evidence to prove the effect of globalization. After the Asian Crisis in 1997 it posed a serious challenge to reconsider the issues related to globalization, sustainable development and its impact on the tourism services. After globalization the Asian community has now understood that excessive economic growth had distressing effects on citizen's life and the atmosphere. Now the governments are trying to find stringent measures to control the innumerable tourist numbers and putting a halt to mass tourism. Many nations are now trying and making efforts to implement social and ecological schemes so that tourism can be promoted as a major tool for economic, social and cultural development. The nations also need to come together on a common global platform to discuss the social and environmental issues so that profound structural changes take place in the global system.



## 8. CONCLUSION

Excessive growth of the Tourism related services can cause serious perils to the ecology ,society and global relations .Nonetheless there are paths through which fruits can be reaped through stringent rules of economic ,environmental and social sustainable development to make world a better place to live .The government has a major role to play in the development of the tourism industry as a whole through Public-Private Partnerships(PPP's) and systematically investing in tourism infrastructure ,discovering new tourist circuits in underdeveloped regions and positioning tourism as a major instrument of social ,cultural, economic development and international understanding.

Globalization has helped to create standardized tourist options and helped the nations to prosper economically ,socially and culturally .Tourism Services on offer has to clearly differentiate itself from the others and brand as well as position itself in such a manner so that the growth of tourism is stupendous.

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