

Critical thinking on analyse and critically evaluate theories of tourism developm...

[Technology](#), [Development](#)



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Introduction

In order to critically analyze the theories surrounding the development of tourism, it is crucial that this paper provide a brief picture of the situation of tourism sector in developing states. For the past few centuries, the definition of tourism as well as travel has evolved tremendously (Cohen 2010, p. 5).

For decades, traveling has been known to be a simple and temporary journey that focuses on leisure, pleasure and recreational reasons, in other terms, a luxury item. The 20th Century proved this wrong by ushering in a paradigm shift in regard to tourism. The transition has been found to have taken move between the 19th and 20th Century, where the aspect of travel entails an exercise pleasure and entertainment to another meaning, which touches on an exercise in economics and business. The change has given tourism another meaning that is consumer product oriented. Tourism industry has grown to be a vibrant market where the goods involved are sold

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and regarded as any other consumer product. Here, the consumer is the tourist. Within the third world economies, promotion of tourism is made a highly ambiguous strategy for development. The political and economic structure within these countries is such that the beneficiaries of tourism as a means of development are a few elite members of the society (Butowski, 2010). This paper will, therefore, incorporate an analysis and critical review of the theories that are involved in tourism development. The study will, therefore, touch on the practices and theories which will lead to motivations, needs, experiences and roles of the tourists. The main focus of the paper in the said analysis will be third world economies.

Structure and Summary of International Tourism Organization

Britton (1982, p332) presents that cost benefit analysis is the basis of tourism definition. The contribution of this sector to development is highly misconstrued according to the article. With the intention to place tourism firmly on basis of development, Britton (1982) attempts to find out why tourism- despite the positive benefits to a number of developing nations- frequently perpetuates regional inequalities and class, social tensions and economic problems. In summary, the countries in the Third World have a number of reasons for the promotion of tourism. The tourism sector in the Developing Nations is carried out as a way to generate foreign exchange, increase job opportunities, enhance economic independence, and attract development capital. This structure detracts the states from attaining the goals intended. A three-tiered hierarchy structure can best be used to conceptualize the organization of international tourism (Abraham 2012, p.

89). The apex contains the markets countries that headquarters companies that involve tours, tourism supply, hotel and accommodation services dominating the lower levels of the hierarchy. The intermediate levels have associate commercial interests and branch offices operating in collaboration with tourism partners. At the base of the structure is the small scale tourism enterprise in the destination country.

Theories of tourism development

Modernization theory

The most common tourism development theory is the modernization theory. In this theory, tourism is looked at from an angle of development. It is a developing world's strategy of foreign exchange earnings, increasing the balance of payments, raise the country's GDP, attract capital for development, increase the transfers of technologies and increase job opportunities. In reference to Jim, (2010, p. 59), developing nations use tourism as a means to promote and encourage the modern western values and tenets in life. Some scholars have however, chosen to contend this assumption. Peter (2009) presents that; the process of tourism development can only be explained in the context of the stage of development in a specific developing country. For instance, tourism in Tanzania should not be compared using the same arguments angle as the tourism in the United Arab Emirates, Dubai. This theory also incorporates experience as an end product in the development of tourism. When tourists are able to consume these experiences, their social systematic status are improved.

Dependency Theory

Another major theory in the development of tourism in the third world countries is the dependency theory. Like the article by Britton (1982) presents, tourism in the third world countries is highly influenced and dependent on the events and activities of the core countries in the West. Britton (1982, p332) presents that the activities and movement of tourists from central to outer countries are subject to a control mechanism found deeply in the core or central countries. Industrial leverage and large financial resources give these core countries the power they need to control these mechanisms of tourism and its development. The developed nations in this regard, become very exploitative and will gladly take advantage of the underdevelopment status of the developing nations. Recall that the modernization theory presents that developing countries take tourism as a strategy of foreign exchange earnings, increasing the balance of payments, raise the country's GDP, attract capital for development, increase the transfers of technologies and increase job opportunities (Nunkoo, 2010). Merging the modernization theory with the dependency theory, it is apparent that the need to develop through the strategies mentioned in the modernization theory will lead to the overreliance of the core countries as presented in the dependency theory. Instead of ensuring a reduction of the socio-economic regional differences present in the developing nations, tourism instead enhances the same through the dependence structure (Mason, 2012).

Neo-liberalism

Chains of global occurrences and events like the economic depression and oil crisis in recent times have led to increases in neo-liberalism in the development of tourism in the Third World (Al, & Al-Al, 2009). State influence in tourism has thus been significantly reduced in the said countries. Neo-liberalism has entailed a restructuring of political, geographical and institutional settings (Uriely, 2010). In the opinion of this paper, this theory is frail in explaining the development of tourism in third world countries.

Conclusion

Within the third world economies, promotion of tourism is made a highly ambiguous strategy for development. The political and economic structure within these countries is such that the beneficiaries of tourism as a means of development are a few elite members of the society. Britton (1982, p332) presents that cost benefit analysis is the basis of tourism definition. In the same vein, Jim, (2010, p. 59) debates that developing nations use tourism as a means to promote and encourage the modern western values and tenets in life. There are several theories of tourism development in the context of developing nations. They include modernization theory, neo-liberalism theory and the dependency theory. All the above mentioned theories crop from the developing nations strategy to use tourism development in a useful manner. The countries perceive tourism as a form of foreign exchange earnings, increasing the balance of payments, raise the country's GDP, attract capital for development, and increase the transfers of technologies and increase job opportunities.

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