

Cultural
homogenization
tourism and
hospitality industry
tourism essay



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Culture is group of people way of life through they humanize and socialize nature. It gives a world-view and a value system and more network of social relationships. The market that reflect the demands of customers for an extremely wide range of travel and hospitality products. Culture is how to live like people what eating and how they dress and values they hold, and behavior Globalization has attached two are more dissimilar cultures and made it into amazing different.

One of the classic culture parts is food. Some people in America and Sydney can eat Japanese noodles for lunch. In same like Australia people eating classic Italian meatballs. And also India is recognized for its curry and exotic spices food. As well as France is fames for its cheeses and America is recognized in food for its burgers and fries. McDonalds recognized America Company but this is having a 31, 000 global enterprise in different locations worldwide. This is the best example in the global scale food influence.

Cultural appropriation best example is Chinese tattoos. More Chinese symbols are used like tattoos. These symbols are most popular with youth even with the lack of social receiving of tattoos in China. Chinese characters are using like tattoos this is the example of cultural appropriation.

Internet gives the big effect on the world now. Internet break down the boundaries of the cultural throughout the world by making easy, internet created instant communication between the people anywhere in the world the communication like digital form or media. The Internet is linked with the process of cultural homogenization. Internet create relations and communication between people around the world in extremely different

lifestyles and start very different cultures. Photos and video sharing websites create communication even where language would be a wall in some times.

The globalization of tourism and hospitality has cultural, Cultural globalization is characterize by cultural homogenization like Western utilization and way of life and different life style patterns increase throughout the world, This process facilitated through the flow of travels from the West to the rising world. Travel also increasing friendships connecting peoples and facilitate cultural interchanged. Political globalization involves the dejection of the roles and importance of nation states as limits are opened up to for free trade and investment. Financial globalization creates both positive and negative effects. It might be argue that a key feature of economic globalization has been the rising influence in the hands of a low number of travel organizations. Tourism bring with it economic benefit and opportunity for host community. Which advantage from foreign exchange and improved source of income options.

So many examples for tourism and hospitality industries of companies in service in a global environment. We take an example of Disney, Hard Rock brand, a preferred on tourists' T-shirts the world over. The link was found by music-lovers Isaac Tigrett and Peter Morton among one London restaurant in 1971. Now it is having 124 cafes around the world more than 40 countries. The Hard Rock International company is owned by Seminole Tribe of Florida, had

Worldwide sales income in 2005 of US\$493 million and profit in that US\$65 millions. This company rock'n'roll diners, which take the slogan ' Love All,

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Serve All', have the World's most complete set of rock memorabilia. The improved globalization of tourism is reflecting in the figures related to the industry. The figure of international arrivals rose from 25 million in 1950 to 842 million in 2006. While this symbolize an yearly increase rate of almost 7 % over more than half a century, the revenue generated by these tourists have improved almost twice as quick. In 2005, profits, exclusive of air tickets and income from domestic tourism, reach US\$682 billion.

with air tickets, the amount is more than \$800 billion (UNWTO, 2006).

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The above Figure gives the idea about the percentage change in international tourist arrivals and tourist visiting in the years of 1996 and 2005. Still Africa has proved to be one of the strongest tourism markets. In the same way with most of its destination countries presentation consistently higher than average rise in both arrivals and receipt in the year from 2000 and 2005, the growth in the countries national arrivals to Africa soar from 28 million to 40 million, and receipts from 2 times from US\$10. 5 billion to \$21. 3 billion. This increase speed for tourism far outstrips the world economy as a complete, and tourism now represents a part of all export of service. In 2005 employment in the travel and tourism, hospitality economy comprised over 200 million jobs or 8. 2 per cent of total employment.

The United Nations World Tourism Organization's (UNWTO) Tourism 2020 visualization forecasts that global onset will get to over 1. 56 billion in the year 2020. Of these, 1. 18 billion resolve be intra-regional and 377 million determinations exist long-haul travellers. 3 The top 3 getting areas are <https://assignbuster.com/cultural-homogenization-tourism-and-hospitality-industry-tourism-essay/>

probable to exist Europe, East Asia and the Pacific, and the Americas, go behind by Africa, the Middle East and South Asia. The bangs of tourism go far outside improvement in entirely financial conditions, helping to advantage the surroundings and civilization and the brawl to decrease poverty. Over the long-ago decade, the yearly development price of visitors to increasing nations be upper than the world average, by 326 million arrivals produce US\$205 billion in income.

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The above Figure shows the yearly increase in worldwide tourism arrivals among 1990 and 2005 in dissimilar element of the globe. In 2005, arrivals to slightest increasing nations (LCDs) are up 48 % match up to among the globe as a total. Tourism can provide as a grip for the growth of a market financial system anywhere little and medium-sized enterprise can expand and flourish. And in poor rural areas, it often constitutes the only options to subsistence agricultural, which are in refuse. In Rwanda, Africa, for e. g., tourism have turn into the nation's 3rd biggest foundation of overseas profits following tea and coffee exports, winning in more than £6 million in 2005. Rwanda is aim £50 million in overseas income by 2010.

Big emerging markets (BEMs) like Turkey, Brazil, Vietnam and India as well see the probable of tourism since a powerful financial power. The picture illustrates how the Vietnam National Administration of Tourism (VNAT) has be energetically hopeful conflict tourism as division of its marketing plan. VNAT forecasts US \$ 11. 8 billion tourism income by 2010 supported on 3. 5 million worldwide tourist arrivals benefit approximately 25 million family

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tourists. Vietnam's market and infrastructure be inside a muddle following 20 years of communism and years of war, but this nation of in excess 70 million people is balanced for important development.

Cultural homogenization has both positive and negative impacts on the tourism and hospitality Industry.

The Positive Impacts of Cultural Globalization are as follows:

Exposure to different cultures: because of Cultural Globalization the managers of the hospitality industry are talented to study concerning different cultures as they get to mix with people from a mixture of walks of life and thus, enhance their knowledge.

Larger Market: Because Cultural Globalization the customer stand has improved very much. People travel not only for holidays, and also for business, health and different other purposes also. Thus, this has improved the market for the hospitality and tourism industry, this gets its main income is from international visitors.

Boosts the economy: Tourist or Visitors come up to spend money multiplier effect and foreign exchange raises. Thus it is of big value to the economy as Globalization helps to push in money into the country.

Technology Advancement: because one needs to attract as many tourists as likely, hospitality organizations always need to advance and improve their products and services

Promotes Creativity: companies are continually thinking of new and inspired ideas to attract more tourists

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More Job Opportunities: Because of culture Globalization, more guests come into our country and thus additional people are needed to serve and cater to their requirements. the start of cultural globalization, there are a lot of extra jobs available for people surrounded by the hospitality industry

Boosts the Travel Industry: Cultural globalization more people are moving around, to facilitate this, the travel industry needs to increase as well. People who come into our country by three ways like air, ship, land use the transport services existing as well.

Variety of International Services or Cuisines: There are a more of different visitors with different cultures, customs, cuisines, and languages, the hospitality industry includes recipes and different other services to cater to them. These services are available to the locals it makes even better.

The negative impacts of cultural Globalization on the tourism and hospitality industry are as

follows:

Language Barriers: Cultural Globalization, the tourism and hospitality organization can employ people from different countries as it is generally cheaper they may sometimes have problems in communicating with the customers. Many customers get quite irate as a result of this.

Cultural Barriers: As there are people from different cultures, one needs to be careful not to offend them.

We take an example a Muslim religion will not eat pork in the same way don't serve food with pork.

Events in other Countries: An adversity or constant taking place in one country may influence our country we take an example, the economic crisis makes less people want to spend money or travel like increase in terrorism some visitors get are not ready to travel to certain countries.

Seasonal Employment: throughout peak periods, a more of jobs are available but as soon as the tourists go back the jobs vanish as well.

We take an example: Goa – India; the local in Goa get their income only during the peak season, (Dec- Feb and April – July) after this time no jobs and no income.

Increasing use of technology to communicate: because of international barriers, there has been a stable increase in the use of technology for communication (through the internet, voice recordings). This will removes the human touch.

Developing Countries: Countries that are not capable to stay up with the progression in technology be likely to lose out.

Example: In Africa does not have the infrastructure or technology as yet to welcome a large amount of overseas visitors, though it does have a lot of natural attractions. To boost the flow, it would have to get better situation; otherwise tourists have a huge sea of areas to decide from.

Increase in Crime Rate: With the raise in tourists, crimes raise too. Example: pick-pocketing, hustling, rape, smuggling.

Environmental Depletion: Globalization causes an inequity in the eco system. People frequently throw their garbage around all over the place which could cause sickness, to encourage more visitors, areas of plants are cleared and wildlife killed.

Loss of Cultural Pride and Values: To suit customer wants one requirement to change or adjust different services and products.

We take an example: Certain food curies are changed in the taste; names make it for there convenience. This modification done for more attractive to the visitors. This is main cause to loss of culture as one wants to become and behave like the tourists that come into our country.