

Tourism and globalisation



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INTRODUCTION

The overall world making (tourism and globalisation) highlights the trade which is going on in existing tourism industry. It also explains the effects of globalizing forces of post industrial movement of tourism. Moreover, it also emphasises the function of tourism which helps to produce the new global orders. During the whole session Prof Keith Hollinshead have expressed different views towards worldmaking in tourism and globalisation of different authors. Some of the authors have highlighted about Disjuncture and Differences in the global economy, Globalization, Travel Migration and images of social life, Orientalism, Worldmaking and ethnocentrism in tourism and also about sightseeing and sight experiencing from the article ' intelligent tourist' by Horne. Prof Keith Hollinshead has also explained about the writing of Meethan who focuses on issues relating to problems of culture commodification in terms of social production of place, culture and consumption. He also shows the relationship between tourism, globalisation, people and place.

Discussion by Prof. Keith Hollinshead in the sessions

Prof Keith Hollinshead have explained during the Worldmaking session about different writing of authors out of which Colin Michael Hall focuses on tourism which is world's largest industry and has many major economic environmental and social effects which are politically significant. He also addresses in the book about politics of tourism and gives us knowledge about the problems which are faced in tourism like terrorism and political instability, development and dependency, urban tourism development and its political problems etc. The author Appadurai highlights the relationship of

the global cultural economy and globalisation in the worldmaking. He tells that globalization is a way to de-territorialisation but some boundaries are still existing that is he tells that there should be no de-territorialisation. He has divided the world into five dimensions that is ethnoscap, finanscap, mediascap, ideoscap, and technoscap. The author Axford says that globalization is a single place. It involves interconnection between some boundaries and dissolving of other boundaries. It is the interaction between economic, political and cultural forces to making the single world. Sardar has explained about Orientalism which is the knowledge of Asian culture, people and languages. He also provides highly original Asian view point and highlights how orientalism has modified and reinvested during the middle ages. (Sardar 1999, 78-4) Keith has also discussed about the importance of World Disney in America. He tells that Fjellman's writings offer a review of the theoretical insights which shows the representation and signification in culture. The representation and significant in making of culture is enclosed in Fjellman's work for commodification. He has also explained about the attention which turned to Fjellman sees the creative techno-corporate ways in which the Disney companies catch the narratives in heritage/culture and reduce them via his preferred forms of 'destroy' and it purely match to his own national and transnational interest. (Keith 1998. Current Issues in tourism. Vol. 1, pp 58).

Meethan Text

Kevin Meethan have mentioned about the analysis of tourism as a global phenomenon. It examine the links between the political economy and culture. It also produces a critical analysis of concepts like authenticity, the

modern and primitive , and the problem of cultural commodification. It also provides the traditional ways in which the tourism have been formulated and calls for a new approach which concentrates on the role of tourism in dynamics of change and alteration to place and cultures in a globalised world. Globalisation is not entirely the part of international and transnational connections between places but rather include a different order of relationships structured across space and time. (Meethan, 2001, pp 34, ch-2). He has also explained that the production of tourist space which involves the material environment and the socio economic circumstance which give rise to its form as well as shortening symbolic orders of meaning for both hosts and guests. He also mentioned that tourism is best conceptualised as global process of commodification and consumption involving sequences of people, image and culture. Meethan have covered the issues of identity in relation to culture and place and the themes of the place, identity and authenticity which will be investigate the complexities involved in the give and take between the tourist and host population.(Meethan, 2001: 7) . Some chapters have also examine the global political economy of tourist space which deal with a symbolic and cultural economy. He said it is also important to focus on the ways in which tourism used as form of economic and social development and how this in relations to the development of a global economic order.

Conclusion:

From the whole unit according to me Prof. Keith make us understanding about the issue of globalisation in today's world. He tries to give us the review of how to be a part of Worldmaking and knowledge about inter

connection between tourism and globalisation. He also makes us understand the Muslim view western culture through the concept of Orientalism which was written by Sardar. Meetan tries to explain the old traditional view of tourism and he argues transformation of tourism which plays dynamic role in change and reformation of place and cultures in the globalised world. While Hall highlights the negative impact of modern tourism through giving the brief overview regarding terrorism, urban tourism development and political and economic instability. Moreover Meethan tells that after seeing the complexities of modern tourism the tourist and the host population will finally get involved in culture of tourist who comes from different countries and different religion. On the other side Prof Keith explains us the writing of Sardar as the impact of western culture on Muslim people through orientlaism. He tells that Orientalism has been used as a tool of representation of western culture and impacts on host population through exploring different tools like films, television, fictions and CD -Rooms. Conclusively I would like to tell that Prof Keith has given us a deep understanding about worldmaking tourism and globalisation and how the modern tourism has shown the impact of western culture where they consider the globalisation as a single place in the whole world.