Globalisation Project

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What is globalisation?

- 1970s (definition)
  - Integration
  - Interaction
- Economic process
- Capitalist expansion (global, unregulated market economy)
- Social and cultural aspects
- Conflicts and diplomacy

- 1820s (large-scale globalisation)
- 19th and 20th century the links grew very quickly

The Global Village

- A scholar - Marshall McLuhan
- The Gutenberg Galaxy: The Making of Typographic Man (1962)
- Understanding Media (1964)
- "the dominant term for expressing a global coexistence altered by transnational commerce, migration, and culture" (Sue-Im Lee - literary scholar)
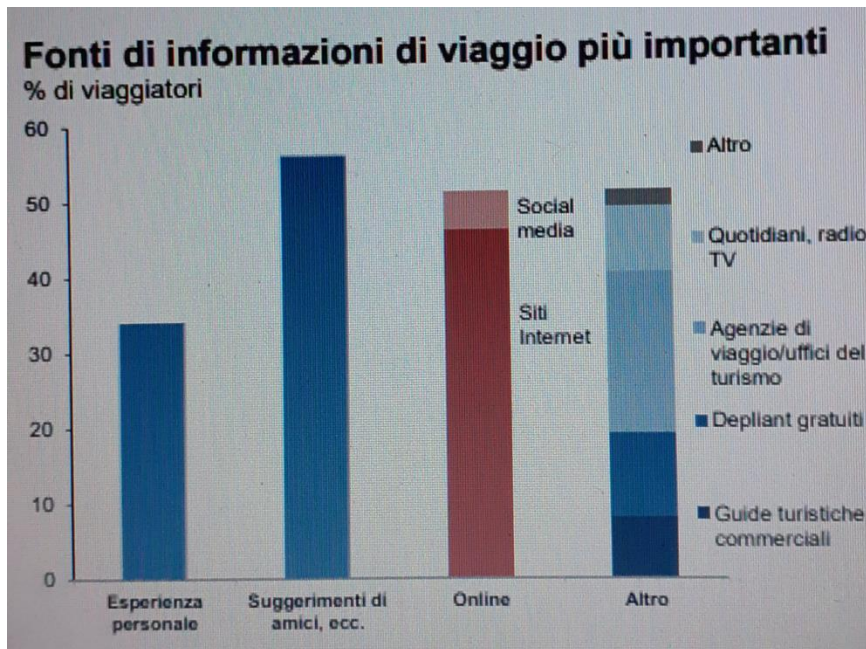
More tourists chose to book and buy travels via internet

- Cultural globalisation (transmission of ideas, meanings and values all over the world, in a way that extends and intensifies social relationships)

Acquisti viaggi

- Online
- agenzie di viaggi

<-----causes and effects:

Causes: why is there so much online booking?

Fonti di informazioni di viaggio più importanti
% di viaggiatori

Effects: what does it lead to?

- Travel agencies earn less
- Less paper in brochure
- More young people
  - Less cultural visits
  - Museums earn less
  - More popular destination
- Less elder people

The number of tourists changes as globalisation expands over the years

TURISMO INTERNAZIONALE: FLUSSI

MILIONI DI UNITÀ'

1400 — 1087
1000 — 927
800 — 677
600

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013*
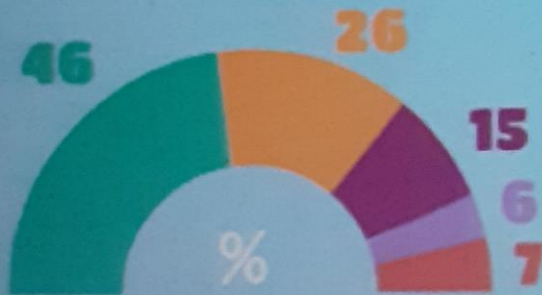
*Stima   Fonte: World Tourism Organization (UNWTO)

<-----causes and effects:

Causes: why does globalisation change the tourism patterns?

- Everyone does the same things
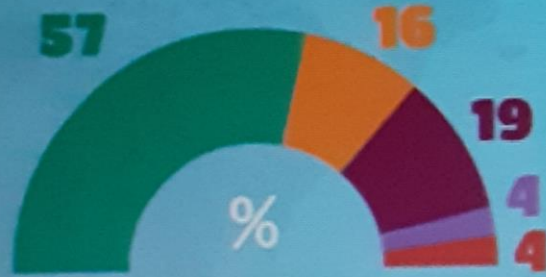
- Everyone goes to the same places

Effects: what does it lead to?

- Favourite tourist destinations get richer
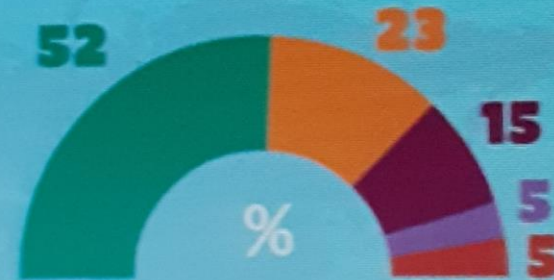
- Some places get poorer

A change in the centre of the global village?

<-----causes and effects:

Causes: why do some continents receive more tourists than others?

- Some continents have:
  - More money
  - More attractions
  - More museums
  - More streets
  - More communications
  - More ports and airports

  than others.

Effects: what does it lead to?

- Inequality between continents in:
  - Money
  - Tourism
  - Communications

CHART 3 Global Top 20 Top Destination Cities by International Overnight Visitor Spend

#	City	Spend	#	City	Spend
1	London	$19.27 bn	11	Hong Kong	$8.28 bn
2	New York	$18.57 bn	12	Kuala Lumpur	$8.08 bn
3	Paris	$17.02 bn	13	Los Angeles	$7.84 bn
4	Singapore	$14.34 bn	14	Tokyo	$7.37 bn
5	Bangkok	$13.04 bn	15	Miami	$6.62 bn
6	Seoul	$11.51 bn	16	Madrid	$6.26 bn
7	Barcelona	$11.25 bn	17	Sydney	$6.03 bn
8	Dubai	$10.95 bn	18	Rome	$5.65 bn
9	Taipei	$10.81 bn	19	San Francisco	$5.64 bn
10	Istanbul	$9.38 bn	20	Munich	$5.58 bn

The illusion of finding something new
vs
the same things found everywhere

- no more wonder ----< too many photos and movies
- the old culture has gone away ----<the new market, in all places, has become the same everywhere
- more work to sustain the mass of tourtists
- no old traditions ----< ruined by the mass that brings technology and information

nature

- -green areas----< transformed into habitable and industrialized areas
- -extinctions of some animal and plant species ----< sea full of rubbish
- -more air, water and noise pollution ---< food with no old real good flavour
- -(sky) pollution due to airplanes ---< building larger and modern airports, bigger harbours and ships
- -increased food production also in little towns -----< to give food to the tourists, who in the past were not there, and the problem did not exist
- construction of commercial and entertainment areas
- exaggerated upward expenditure of renewable and non-renewable energies ----< no more oil and energy loss for everyday needs

- Technology: opportunity to exploit
- Risks
- Right lifestyle
- Science
- Communication via the Internet
- Great qualitative leap in medicine

Communication via the Internet

- Unique efficiency

- Help of technology

- Allows us to receive and give information in real time

- Development of technology is lowering the prices

Medical advances

- Past:
  - Poor medical knowledge
  - Problems for the civilization

- Today:
  - Cancer
  - Vaccines
  - Millions of lives saved
  - COVID-19

Conclusions

Technology will never stop improving in all the areas it can cover. Therefore, all we can do is continue research and slowly make the efficiency it gives us better.