



Travel & mass tourism as a catalyst for globalisation

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WHAT IS GLOBALISATION?

GLOBALISATION:

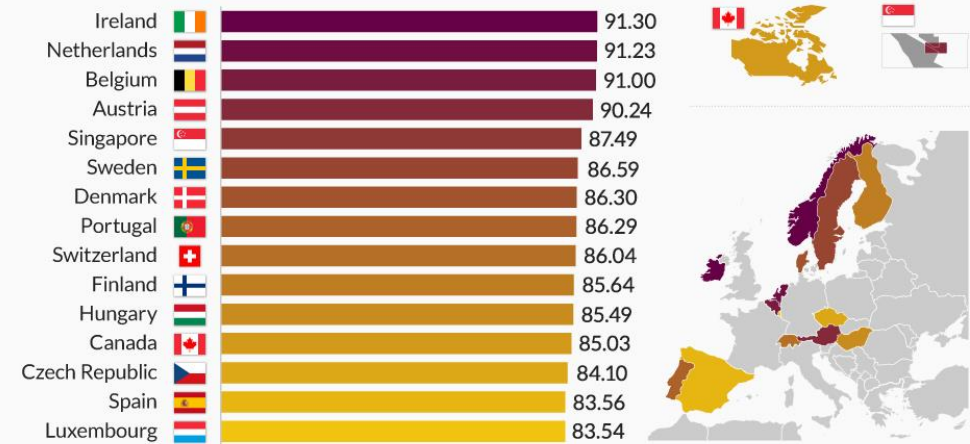
- process by which the world is becoming interconnected as a result of increased trade and cultural exchange

GLOBALISATION RESULTED IN:

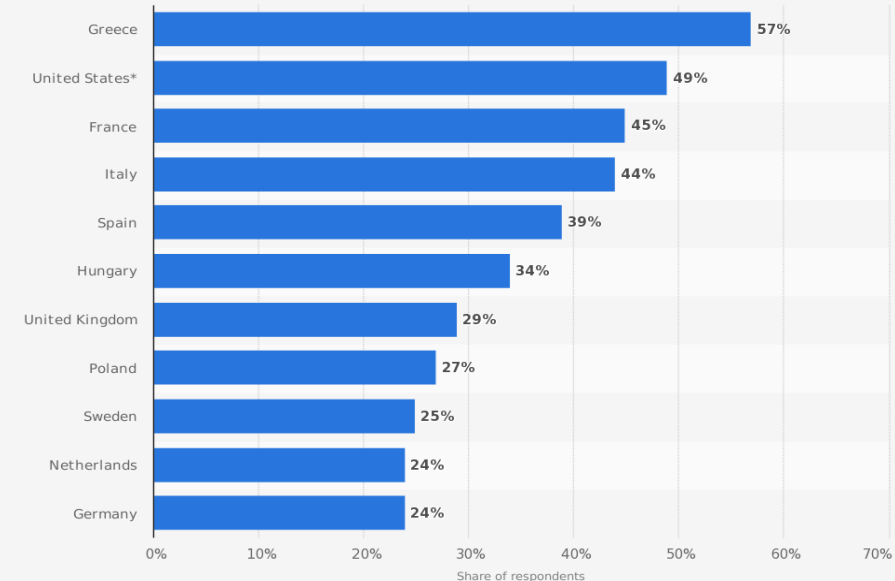
- Political, cultural, social independence
- Social disparity
- Increased international trade
- Free movement of capital, goods, and services

The world's most globalised countries are in the EU

Index rankings of the world's top 15 most globalised nations



Share of people who think global economic engagement is a bad thing in 2017, by select country



Source:
Pew Research Center
© Statista 2018

Additional Information:
Europe; United States; March and April, 2017 ; Around 1,000 per country

economic, social and political



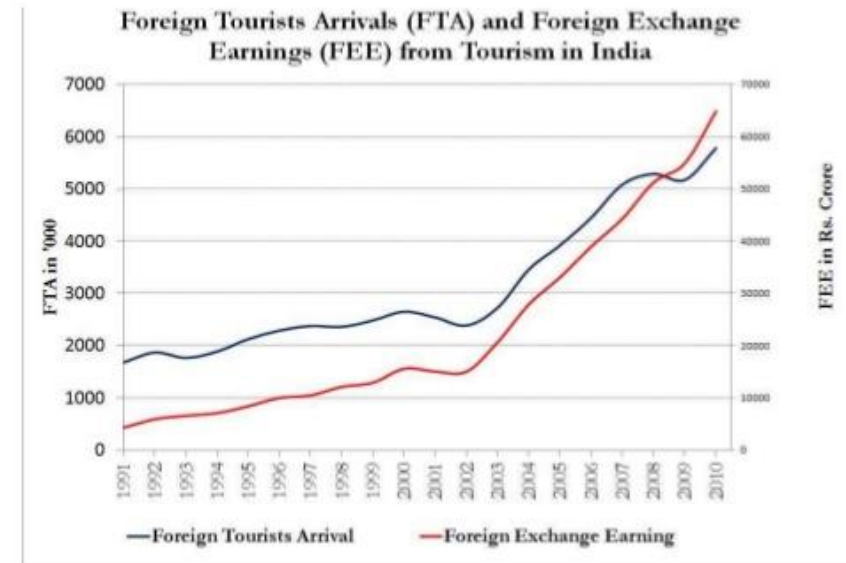
statista

GLOBALISATION IN TOURISM

TOURISM is and has affected
GLOBALISATION:

- Fast development in countries that support tourist demands.
- Thanks to the development of global mobility tourism is developed.
- Tourism has contributed to an overall economic growth.
- Tourism led to the development of LEDCs.

Graph Showing growth in tourism after globalization.



GLOBALISATION IN TOURISM

- TOURISM is and has affected GLOBALISATION:
- Free flow of information.
- Culture erosion: people are losing their cultures and adapting to foreign traditions.
- Terrorism HURTS TOURISM:
terrorist groups are able to send terror messages easily and it is easier for criminals to move freely between different countries.

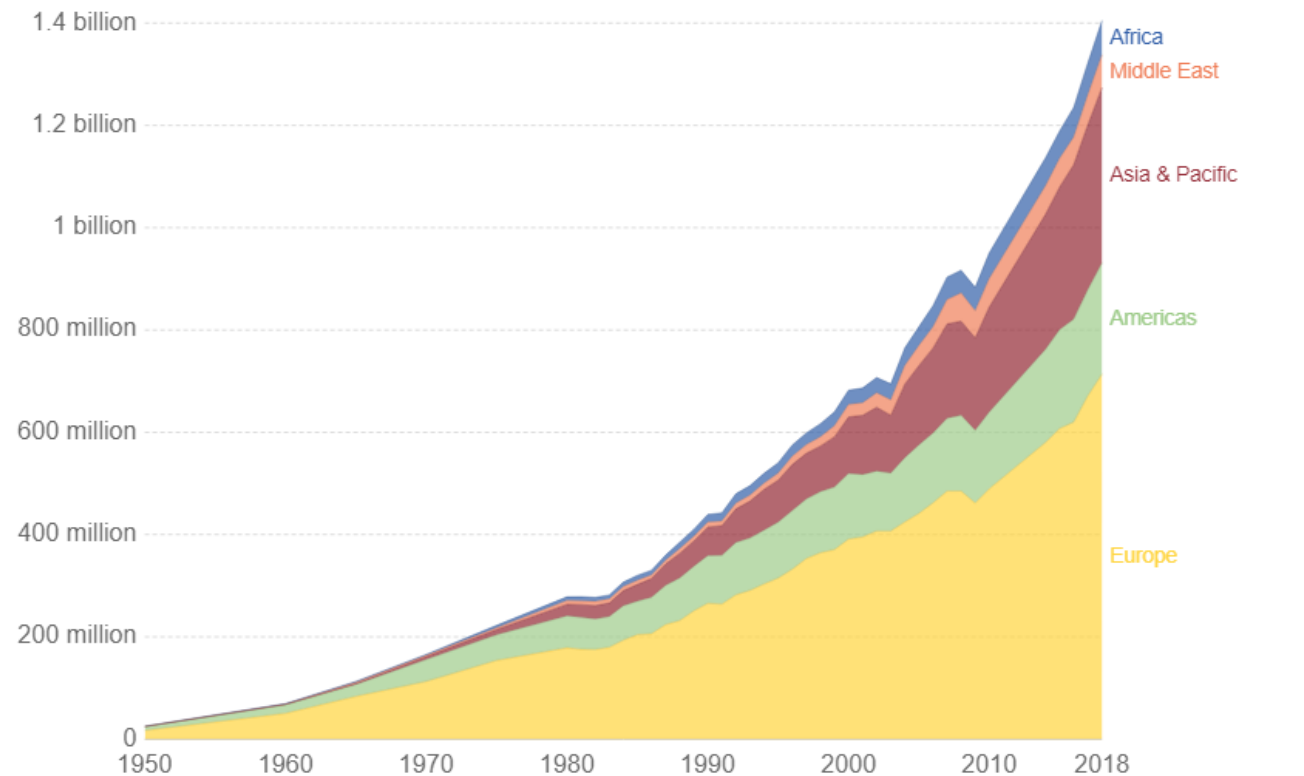


Trends in Travel & Mass Tourism due to globalisation

Globalisation of tourism is the result of:

- general trend of growing economic globalisation
- technological advancements in communications
- transportation

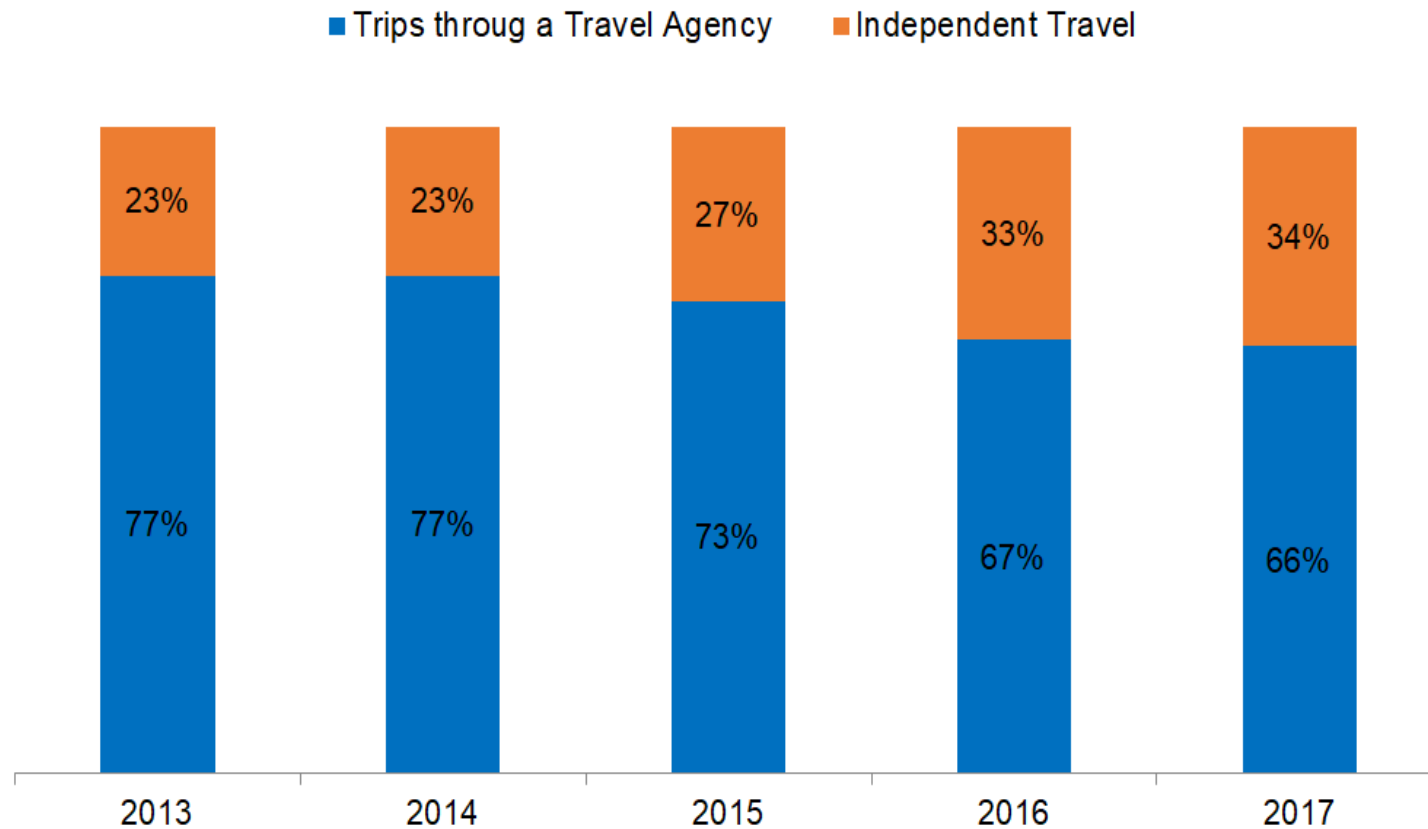
International Tourist Arrivals by World Region



Source: United Nations World Tourism Organization - World Tourism Barometer (2019)

OurWorldInData.org/tourism/ • CC BY

Trends in Travel & Mass Tourism due to globalisation



- travel planning
- Increase in independent travel

Changes in Travel & Mass Tourism due to globalisation

Positive changes	Negative changes
economic development	increased pollution
transport increase	increase in harmful gases
sharing of cultures	development of the "black market"

Causes and effects of these trends - growing economic globalisation

CAUSES:

- Technological change
- Less protectionism
- Difference in tax system



Positive effects	Negative effects
Global market	Job insecurity
Growth of TNCs	Poor education
Increasing incomes	Poverty
Foreign investments	
Competition	

The second wave of economic globalisation has outstripped the first

As a percentage of country sample GDP

Graph V1.2

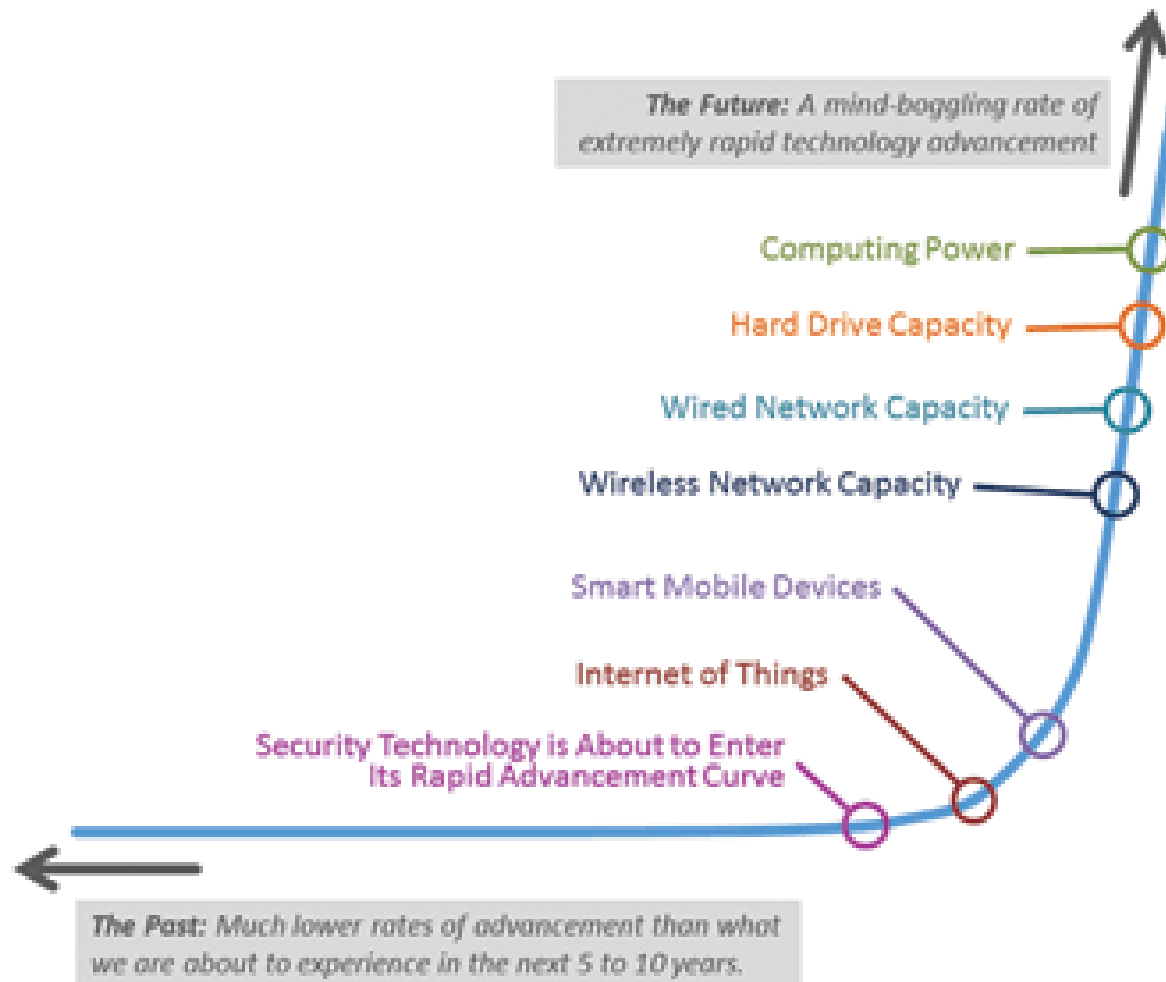


¹ Prior to 1900, calculated as external financial assets multiplied by two.

Sources: Federico and Tena-Junguito (2017); Lane and Milesi-Ferretti (2017); Obstfeld and Taylor (2004); Federal Reserve flow of funds accounts; IMF, Balance of Payments Statistics; World Bank; US Department of the Treasury; McKinsey Global Institute analysis; BIS calculations.

Causes and effects of these trends - technological advancements in communications

A 2015 Composite Snapshot of Technology Trend Lines

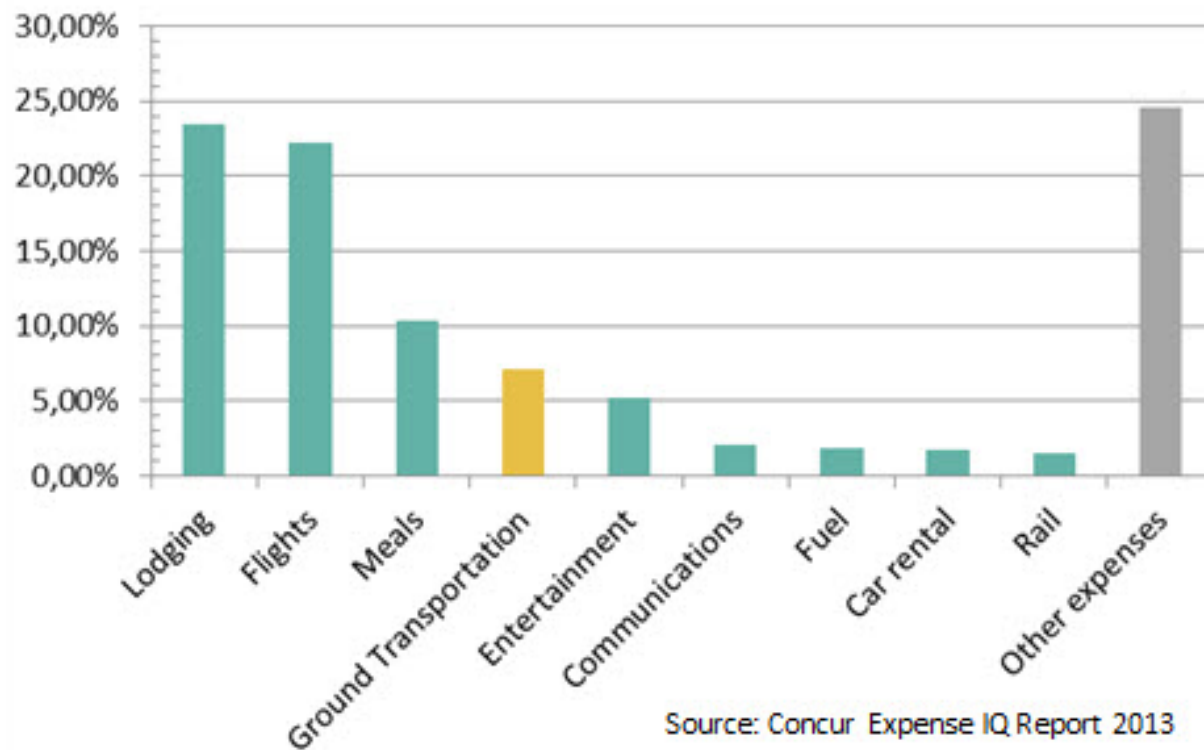


- spread of technical knowledge
- communication devices (accessible and convenient)
- growth of global media
- opportunities for investment



Causes and effects of these trends – transportation and travel

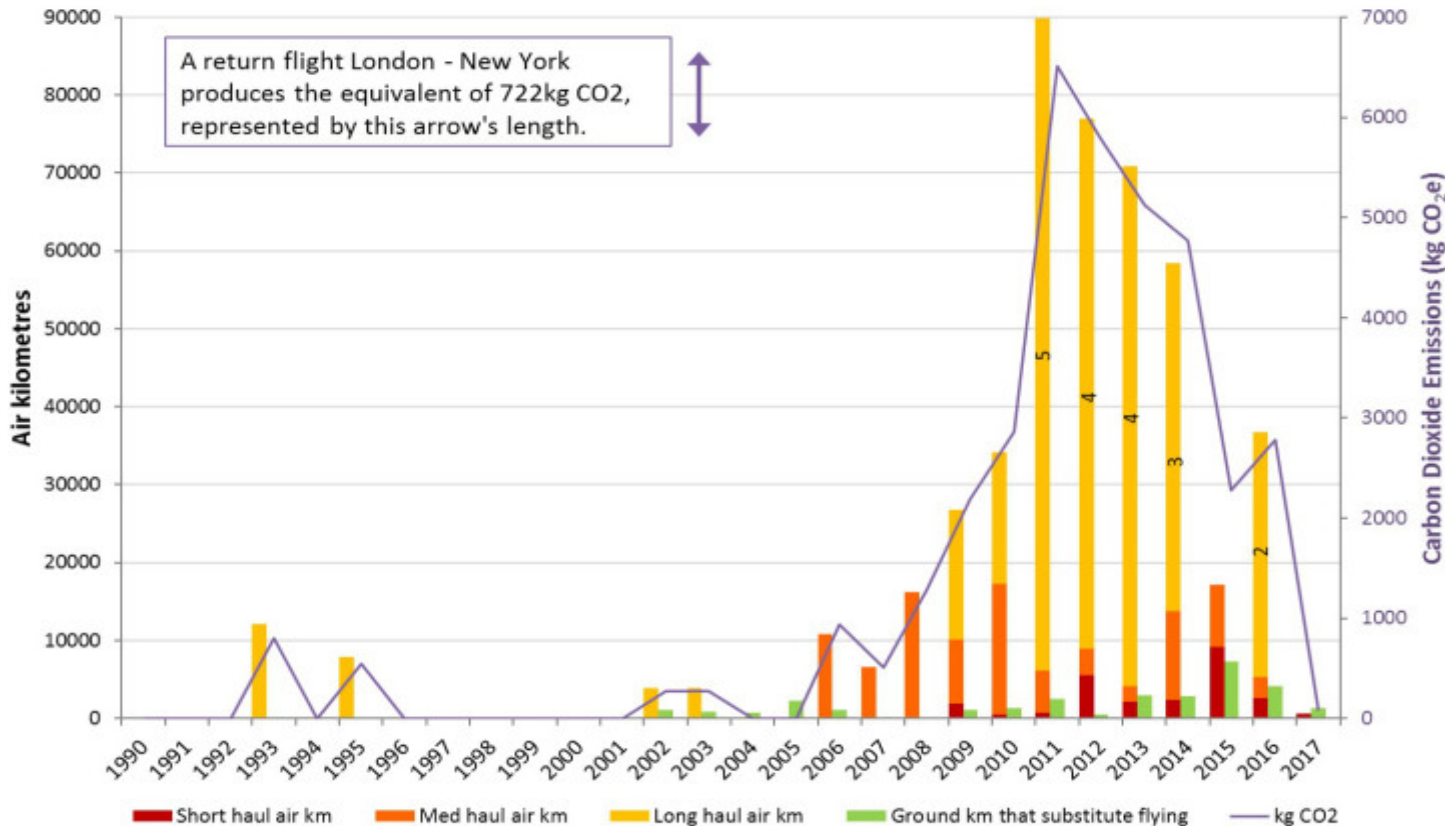
% of total travel spend (2012)



- Reduced trade barriers
- Development of trade blocs
- Steady annual growth of 7.6 percent from 2001 to 2013
- Improved mobility of capital

Causes and effects of these trends – transportation and travel

My long distance travel life trajectory (trips that are flyable)



- Education and skills
- Air services
- Growing ethnic diversity
- Increase in independent travel causes pollution
- Containerisation

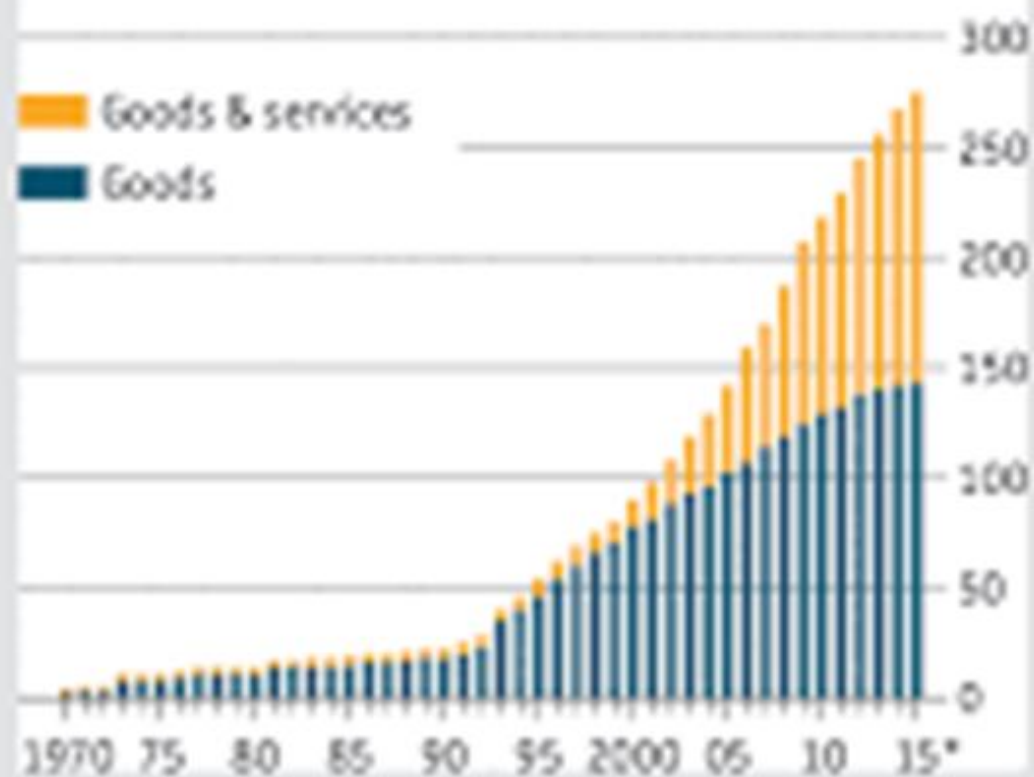
Global exports and trade agreements

Exports, \$trn



Sources: UNCTAD; WTO

Cumulative number of trade agreements

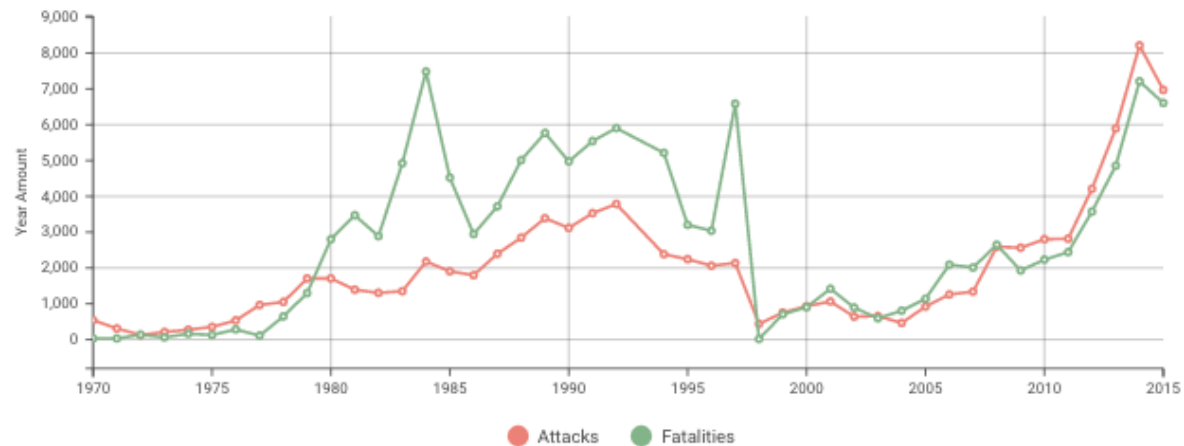


*To October 5th

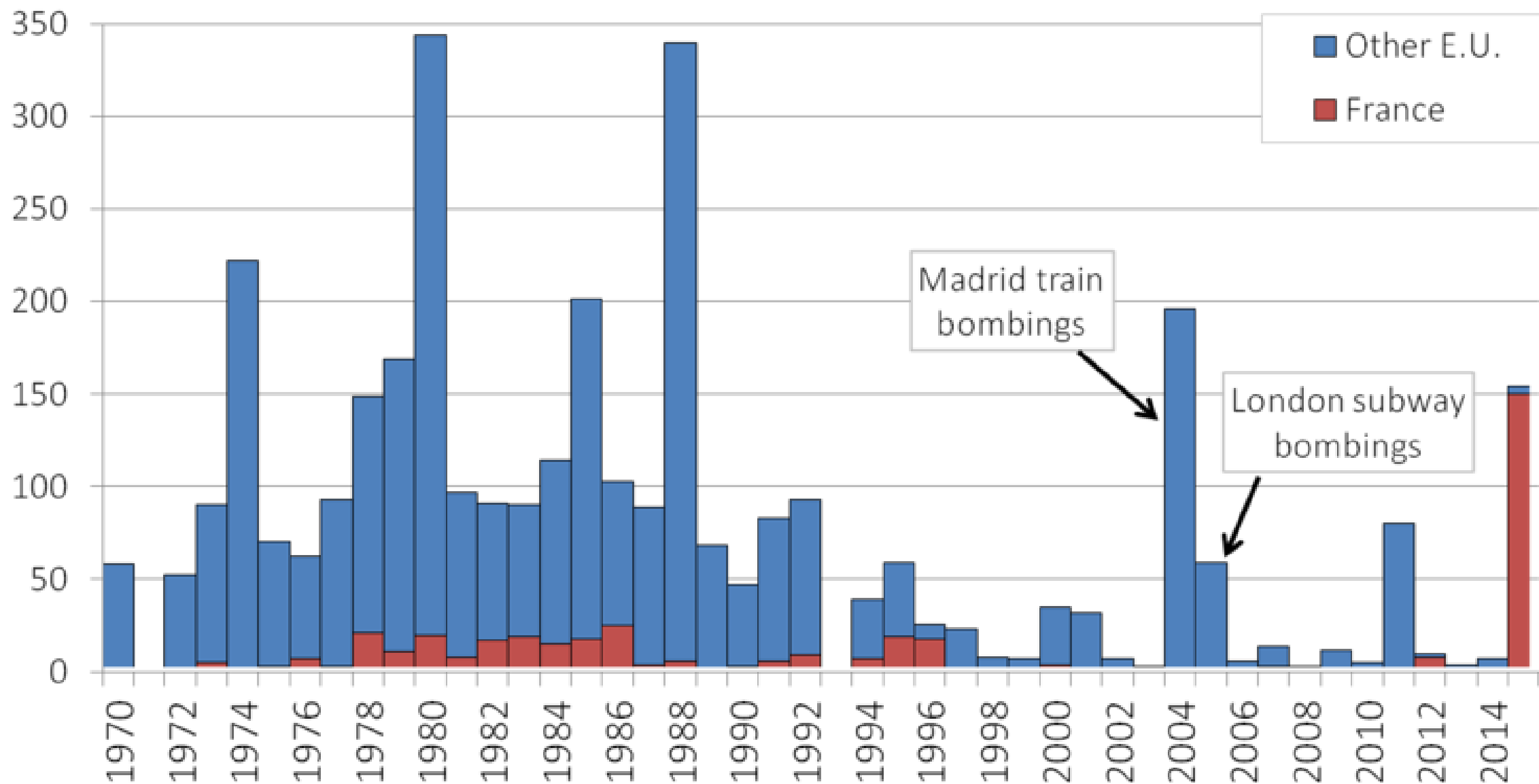
Risks of globalisation in tourism

Evolution of World Terrorism Activity

A temporal examination of total terrorist activity

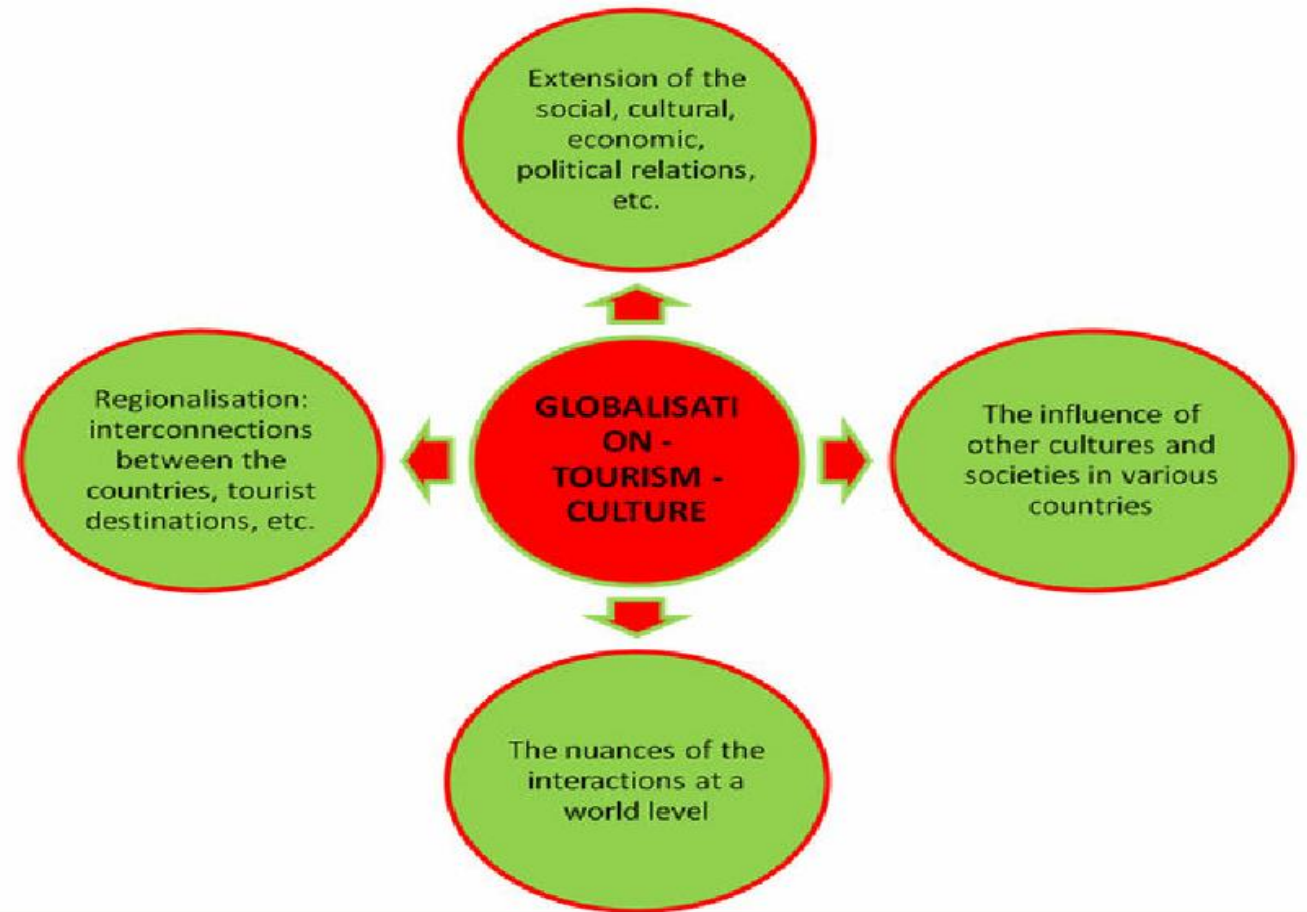


- international tourism
- geopolitics
- terrorism
- security
- freedom



Opportunities offered by globalisation of tourism

- Increased global mobility
- Free flow of information



Opportunities offered by globalisation of tourism

- ◆ Tourism as a force for peace
- ◆ Tourism as cultural homogenizer





Opportunities offered by globalisation of tourism

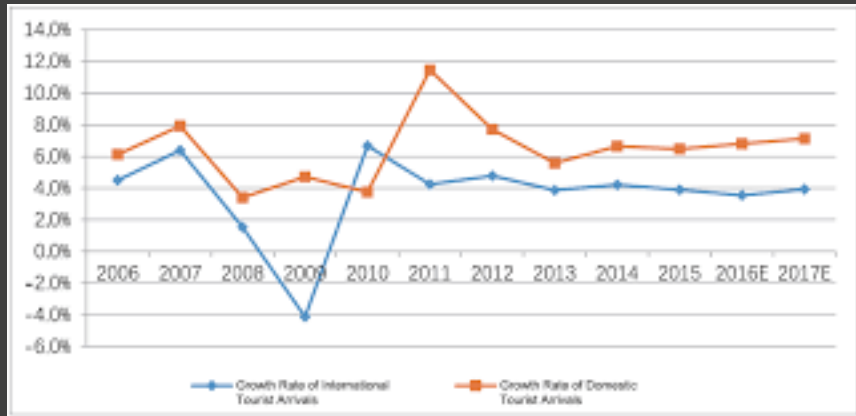


TOURISM AS
COMMODIFIER



TOURISM AS A
WORLD VIEW

Conclusion



- accelerated economic growth due to increased tourism
- diversification of the local
- many social issues such as poverty, unemployment and lack of skills training can be improved with growth within the tourism sector of a region
- impacts acting as an “export” sector
- promotion and development of entrepreneurship
- employment of low skilled youth
- poverty alleviation
- improved trade balance, job creation