GLOBAL TOURISM AND ITS IMPACT ON BUSINESS

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ABSTRACT

Tourism is one of the world’s largest and rapidly growing industries. In the 21st century, global economy is driven by three major industries includes technology, telecommunication and tourism. Tourism is the collection of activities, services and industries that deliver a travel experience including attractions, transportations, accommodations, eating and drinking establishments of retail shops, entertainment, business another hospitality services provided for individuals or groups of travelling away from home. The travel and tourism industry is one of the world’s largest industries with a global economic contribution (direct, indirect and induced) of over 7.6 trillion U.S. dollars in 2016. The direct economic impact of the industry, including accommodation, transportation, entertainment and attractions, was approximately 2.3 trillion U.S. dollars that year. A number of countries, such as France and the United States, are consistently popular tourism destinations, but other, less well-known countries are quickly emerging in order to reap the economic benefits of the industry. Tourism can only flourish if the industry can employ qualified staff or sustainable workforce which is the heart for excellent and prompt service delivery system. Thus, this review made to give summarized information about challenges and opportunities of tourism and hospitality employment. Tourism and hospitality creates diversified employment opportunities in different sectors like accommodation, food and beverage establishments, transportation services, travel agencies, tour operation companies, natural and cultural attractions sites. The challenges are poor pay and working conditions, sexual harassment, discrimination, unequal treatment, low education and training, undemocratic and rigid corporate culture, seasonality and political instability which drastically reduce the number of visitors which in turn brings high employees’ turn over. Concerned stake holders including, academicians, policy makers and business owners of tourism and hospitality shall take actions to bring sustainable work force for the development tourism and hospitality sectors. Tourism can bring many economic and social benefits, particularly in rural areas and developing countries, but mass tourism is also associated with negative effects. Tourism can only be sustainable if it is carefully managed so that potential negative effects on the host community and the environment are not permitted to outweigh the financial benefits.

KEYWORDS: Global Tourism, Challenges; Opportunities Hospitality Employment.
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