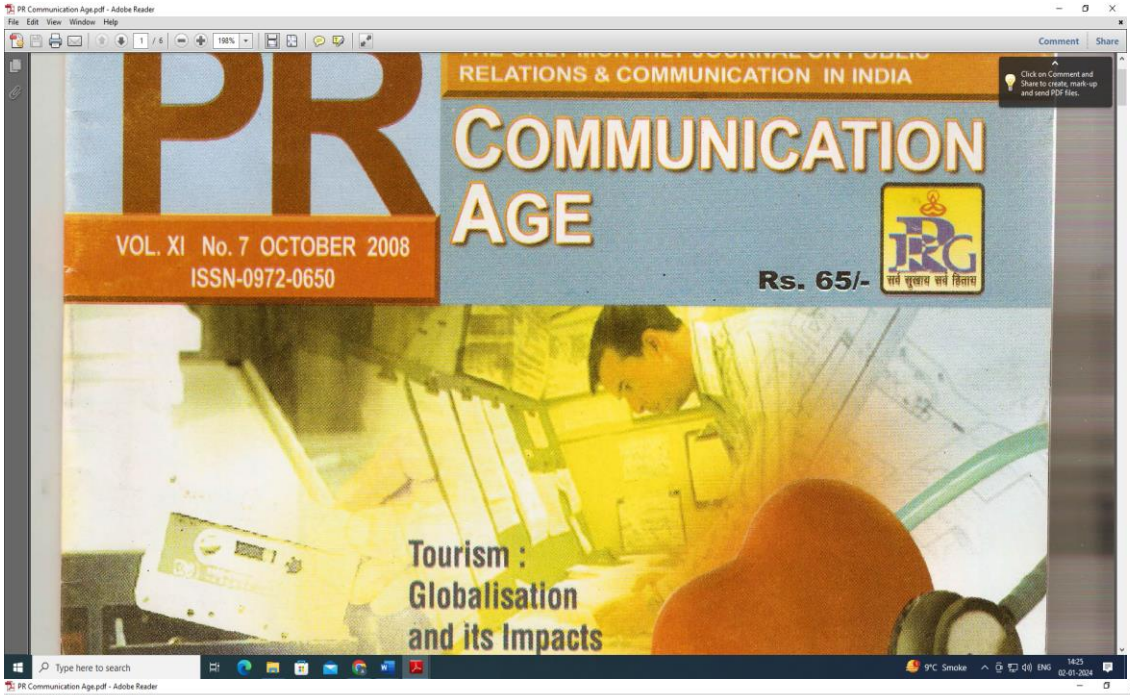

Tourism: Globalisation and its Impacts

Dr. Asif Iqbal Fazili
Lecturer, School of Business Studies
Islamic University of Science and Technology,
01E, University Avenue, Kashmir
Awantipora, J & K

ABSTRACT

The escalating nature of tourism industry has made it grow by leaps & bonds. As a result there has occurred a paradigm shift towards the approaches adopted for the study of the subject. The changing globalisation pattern has given it an impetus thereby recognising it as a force to be reckoned with. Nations world over have realised the importance of tourism in terms of the benefits it fetches. It has far reaching effects in the development of international relations and is acknowledged as an important tool for economic augmentation. With its inception as a separate discipline, the academic circles have worked on all its manifestations that it can bring upon, the health of nations.