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Contemporary Concepts of Tourism (Article Review)

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Abstract: Tourism is a service industry. It has become a very complex activity that involves a wide range of relationships. As a result of improvements in the standard of living and disposable income with more free time, the total number of tourists is expected to increase. Factors such as convenient transportation, lack of travel restrictions, availability of information about various tourist sites and new marketing technologies contributed to the growth of the total number of tourists in the current world. In addition, a number of socio-demographic factors such as higher education standards, advances in information technology, and rapid urbanization have strongly influenced the growth of tourism. In order to prevent controversies from defining “tourism”, the World Tourism Organization has defined it as explained below: “Tourism includes the activities of persons traveling and staying in places outside their usual environment for more than one consecutive year for leisure, business and other purposes.” Tourism is different from travel. Not all travel is tourism. In order for tourism to occur, there has to be displacement. Three criteria are used simultaneously in order to describe travel as tourism

Key words: Tourism, Tourist, Activities

1. Introduction

Man has practiced movement since the beginning of his inception in order to achieve one or more of the goals of his life and livelihood. He has practiced movement in search of a shelter in which food and drink are easy, or in search of individuals and groups because man is by nature social by nature and on this basis the first human groups and groups arose, which passed through many stages of development and reached what are now called peoples and states. During living and mixing with other peoples, man acquired culture and science and developed his way of life to achieve the greatest degree of comfort and flexibility. This is why we see that communication systems have evolved with the development of life and the development of the economic, social and political situation and overlapped with each other. From the long march of man, he achieved a lot of progress and development in all areas of life, and yesterday's luxuries became a necessity of today, and tourism became a necessity of modern life, especially in developed countries or first world countries. But it is still considered a luxury or a kind of luxury in third world countries. The world developed a lot after World War II, and the first thing that characterized the modern world after World War II was the abolition of distances between countries with the development of rapid means of transportation. The tourism industry has become today, providing diverse and unique services to tourists, and it has become a complex industry with intertwined elements and activities



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2. Methodology

The researcher relied on the historical approach to the development of the tourism phenomenon to define the stages that tourism has gone through and identify them accurately, as well as on the descriptive approach to fully narrate and write the tourism definitions and identify the most important writers and researchers who dealt with the tourism phenomenon and put forward the most important conclusions about what they reached

3. Tourism History

Travels made in antiquity and even in relatively recent times can be defined as examples of tourism, only in the very broad sense of the term: people did not travel for pleasure or leisure, but for specific economic, social and political purposes. cultural. Indeed, in Roman civilization, as previously in Egyptian and Greek, there were often some forms of regional mobility due to religion, study, sports, spa treatments, etc., which are very close to today. Tourist travel concept.

As regards lodging, in the case of those of the higher social classes, who were the only ones to give rise to large-scale forms of tourist mobility, in Greek civilization they had recourse largely to hospitality, also because the networks of hotels and inns did not spread so much for recreational reasons as Spread to develop business activities. Even among the Romans we still find a right of hospitality from a Greek derivation. The organization of accommodation in ancient Rome was based on the presence of large hotels, which gradually disappeared, arising not only in shopping centers, but also in health resorts and summer resorts. Travel for health reasons also recorded a marked increase with the Greek civilization first and later the Roman civilization, leading many people to search for suitable treatments or places where the climate was especially healthy (Hassan, 2011).

Cultural tourism was present and widespread in the wealthier social classes already in antiquity. For the Greeks, travel took on the value of an anthropological experience, as it allowed them to understand various facts, compare their ideas with those of others, and admire the artistic and cultural heritage of other civilizations. During the Roman Empire, travel for cultural reasons continued to occupy a prominent place in the leisure of some social groups: in fact, a powerful movement developed towards Greece, shaped by scholars, writers, and politicians, to the point that Greek cities became a semi-compulsory destination for study trips for aristocratic youth, just as children flocked to Germanic noble families and rulers of the Roman provinces distant to Rome (Al-Houri & Al-Dabbagh, 2001).



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Figure 1 Tourism sectors

During the medieval period, in addition to the pilgrimage of Christians to the holy places, the Muslim pilgrimage to Mecca was of particular importance. Moreover, with the establishment of the first universities, these people fed by scholars and students joined these temporary flows of people. These movements in turn favored, particularly in the major European centres, the emergence of the hotel accommodation organization, which overlapped with the earlier network of guesthouses and inns, and accommodation facilities offered for rent respectively by religious and private institutions. During the Middle Ages, there were many pilgrims heading to the holy places such as Rome, Loreto, Santiago de Compostela, the Holy Land, etc. And in the paths followed by pilgrims, the monasteries served as shelters. However, movements with religious purposes in the Middle Ages cannot be included in the classification of religious tourism today on the basis of the combination of interest in religious worship and appropriate tourism, since these trips, are expressions of genuine acts of faith and penance, excluded breaks for recreation and amusement(Said, 2008).

During the Renaissance, pilgrimages to holy places disappeared and the desire to enrich one's soul with personal experiences grew almost everywhere. For this reason, starting from the sixteenth century, the habit of traveling for cultural, commercial and military purposes increased, often documented by careful description: in particular, the completion of the Grand Tour became the aspiration of young aristocrats eager to get acquainted with continental Europe, and thus were the favorite destinations of writers The poets, painters and musicians are France, Germany, Switzerland



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and Italy. Therefore, in this period, a renewed concept of travel developed for the purpose of knowledge, comfort and cultural enrichment. Also in the Renaissance, holiday fashion began to develop among some social groups, such as merchants, bankers and aristocrats.

In addition, the increase in the influx of foreign travelers led to the development of accommodation facilities in Italy, and besides real hotels, rooms - hostels for scholars and artists were also built (Al-Qaid& Al-Nimr, 2011).

The seventeenth century saw the resumption of study trips throughout Europe, for cultural and religious reasons, diplomatic missions, business and for military purposes. During the seventeenth century, though inns and hotels became welcome throughout Europe, the hospitality service in France and England was one of the best at the time; While hotel equipment in Italy seemed to be more developed in the north-central regions. At that time, educated European travelers perceived Italy as the country of the sun, temperate climate, landscapes and arts for the sake of which the trip took not only an educational and cultural character, but also had playful and natural aspects.

The eighteenth century can certainly be defined as an era of transition from the modern to the contemporary, as this century witnessed the emergence of profound transformations, which marked the beginning of a new way of travel, which would then be formed by the characteristics of that typical tourist elite of the nineteenth century. In particular, the Industrial Revolution, with its consequent emphasis on urbanization and new, more modern communications, caused radical shifts in the use of leisure time. The English term "tourist" first appeared in the nineteenth century (tourist); In Italian, the adjective tourism first appeared on the occasion of a touring exhibition organized in Bologna in 1904 (Al-Razi, 1981).

In the nineteenth century, the progress of means of communication and information (newspapers, magazines, posters) allowed the European world to get acquainted with distant continents and countries, exercising an increased desire to visit them. Tourist destinations preferred by visitors to Italy in the nineteenth century were represented by some cities (Naples, Rome, Florence, Venice, Milan), which served as mandatory stops for all foreign tourists from Great Britain, France and Germany.

The regional development and spread of the hotel industry, with the construction of large-scale facilities in major tourist attractions, has led to the emergence of several international associations, including the International Federation of Hoteliers founded in 1860 and the Paris-based International Hotel Association. Thus, large hotel complexes were born throughout Europe. Also in the same period, while there was on the one hand the strengthening of spa facilities, as in the case of Abano, Fiuggi, Bagni di Luca, etc., on the other hand, religious tourism was revived, which for the first time was associated with the purpose of worship was a visit to a place of pilgrimage: doubled Various Marian shrines (Loreto, Pompeii, Lourdes, etc.), but Rome continued to remain a distinguished place, being the main seat of Christianity (UNESCO, 1998).

In the 19th century, there was also a further development of tourism associated with the rediscovery of nature and its benefits to everyday life. Air conditioning, especially mountaineering, has become so popular in this century that many alpine clubs were born throughout Europe and Italy, where the CAI (Italian Alpine Club) was founded in 1863. The marine climate should not be forgotten. At the beginning of the 19th century, it became so fashionable that some places like Nice, San Remo, Alassio, Taormina, etc. Throughout the 19th century and until the end of World War I, tourism



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remained an elitist genre. However, the twentieth century brought with it a completely different concept of life than in the past. The industrialization process has brought about some profound transformations in the social structure and thus in the patterns of life. In Germany, France, and England, industrial conquests and the subsequent increase in per capita income helped the spread of new behaviours: these reasons, along with others, notably the development of the railway wagon in the first decade of the twentieth century. , led to a large influx of tourists from the countries European to Italy (Burkart,1974).

Gradually, tourism ceased to be the prerogative of a few wealthy people, becoming a mass phenomenon. Residents of industrialized countries have reached such a level of culture and economic well-being that they consider vacation an essential component of their lives. Indeed, the workers of these countries have achieved important achievements: reduced working hours, increased wages, and the right to take annual paid leave. The decline of agriculture coincided with the increase in industrial activities and the emergence of the third sector in particular encouraged by tourism, with the increase and strengthening of travel agencies, hotels, restaurants and leisure activities. The way we travel has changed profoundly. The railways began to lose passengers, in favor of the car, which became the ideal mode of transportation for short and medium-haul trips (.Abdul Qader,1975).

In the interwar period, public bodies with specific tasks were created in the tourism sector, as in Italy the Trekking Club, the Alpine Club, the State Railways and, above all, ENIT (National Tourist Board), which spread tourism among the 8 classes wider than the population. Italy has discovered its tourism potential based on its artistic and cultural heritage and its natural and environmental wealth. After being interrupted by the Second World War and its destruction and consequent decline in per capita income, national and international tourism began to expand again, thanks to public and private investments in transportation and hotel construction.

From the 1960s onwards, tourism became mass, with holidays concentrated in the summer months, and weekends being used for excursions. Therefore, vacations and travel became a need for the majority of the population and the diversity of the demand for tourism, so that new requests appeared to use cultural and adventure leisure time besides traditional holidays, which are spent at sea or in the mountains. environmental (Al-Hinnawi,2001)

4. Tourism as a subject of study

Historically, tourism has experienced a relatively new development, and only recently has it been deemed worthy of serious entrepreneurial effort and academic study. In any case, the tourism industry is of sufficient economic importance and its impact on economies, environmental contexts and societies is so important that tourism as a subject of study receives academic attention (Muhammad, 1980)

There is no doubt that tourism is the subject of study, but at the moment it lacks the level of theoretical support that would allow it to become a specialty. However, the popularity of tourism, and the recognition of its importance by governments, has precipitated tourism studies.

Thus, tourism as a subject of study shows the first signs of maturity: it is being studied by a growing academic community, the number of newspapers and textbooks, increasingly specialized and less general, and professionals in the sector, both internationally and within individual countries. All



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these aspects show the growing professionalism of the tourism sector. However, as an area of study tourism is still relatively young and this creates a number of issues for all those who teach, study and research on this topic, such as: (Al-Bakri, 1972).

- The same field of study is tainted by conceptual weakness and absence of formalities; So we are faced with many idiomatic misunderstandings which are not found in other subjects;
- The subject includes various industrial sectors and many academic disciplines, and this, for tourism scholars, raises the question whether tourism is too chaotic and heterogeneous to merit specific consideration as an economic subject or sector;
- Moreover, tourism also suffers from a particular weakness in data collection, in terms of comparability and quality;
- Traditional approaches tend to consider only operational aspects and reduce tourism to a series of economic activities, while more recent authors criticize this “reduction” and instead favor postmodern analyzes that enhance the meaning and value of tourism for individuals

5. Definition of Tourism

The difficulty of defining a definition of tourism with certainty has shifted the attention of scholars from the objective component to the subjective component: thus, more from the question “What is tourism?” An attempt was made to answer the question “Who is the tourist?”. The classification developed by the World Tourism Organization (WTO) divides travelers between those who are not included in tourism statistics and those who are; This division allows to correctly distinguish tourists from other types of travelers. Among the former we find, for example, (El-Roby, 1986) immigrants (who make a one-way trip unlike tourists), nomads (who do not have fixed residence), exiles (forced and involuntary travelers); On the contrary, a tourist is a traveler who spends a limited amount of time, including at least one night, in another unusual place. It should also be noted that, according to the WTO, it is important to understand the conceptual diversity that exists between the “tourist” and the “rovinger”, with the latter being a traveler making day transfers without overnighting. Thus, the multiplicity of aspects inherent in the phenomenon under investigation has witnessed a multiplicity of attempts at definition, which led to the modification of the relative concept from time to time according to the different profile of investigation: economic, social, legal, environmental and anthropological. Thus, tourism is “a form of the use of leisure, characterized by relatively long stays, far from home and relatively large distances”, or “a tool of knowledge of the life and culture of countries.” (Al-Hamidi, 1968).

From a more rigorous economic point of view, however, tourism can be understood as a system consisting of interconnected parts, and the Manila Declaration on World Tourism (WTO Manila Declaration on World Tourism, Article 1, 1980) defines it as “the essential element”. activism for the life of nations through its direct effects on the social, educational and economic sectors of the National Societies and on their international relations throughout the world.” From what was said earlier, it is clear that travel and out of the daily routine is increasingly becoming an essential component capable of improving the quality of life of the individual. Lieber We can see that tourism can be seen as a complex group of individuals, companies, organizations, and places that come together in a certain way in order to provide travel experiences.



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Tourism is therefore a multidimensional activity characterized by multiple aspects that interact with the presence of many individuals and with many different economic activities. Therefore, it is not surprising that tourism is difficult to define: the word "tourist" first appeared in the English language (tourist) at the beginning of the 19th century, however, there is still no universal agreement on its definition (Al-Khudairi, 1982).

It is difficult to find basic consistency in the approach to the definition, apart from the need to characterize the differences between tourism and other similar activities such as migration; Various definitions have been developed to meet specific needs and special situations. However, it is crucial to try to provide general definitions, not only to give a sense of credibility and ownership to the participants, but also to all practical matters of measurement and legislation.

So definitions of tourism can be:

- On demand side.
- Based on the supply side. Based on the supply side

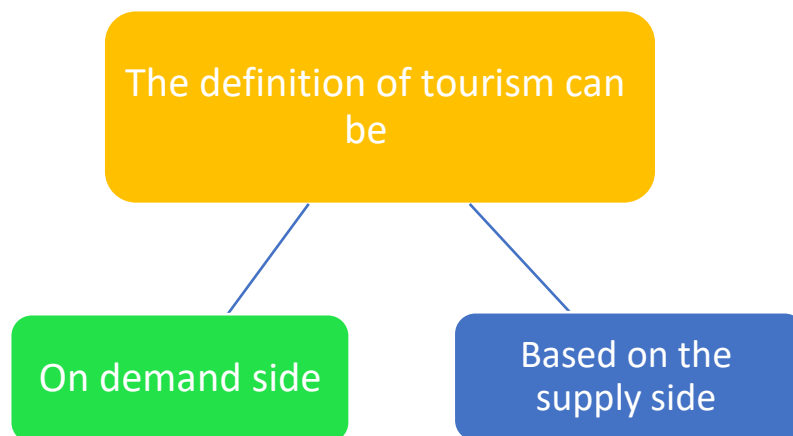


Figure 2 basic definition of tourism

6. Demand-based tourism tariffs

Over time, demand-based definitions of tourism have evolved, first attempting to incorporate the idea of tourism into definitions of purely 'conceptual' and then by developing 'technical' definitions related to measurement and legal issues.

From a conceptual point of view, we can define tourism as: "The activities of persons who travel to and are in places other than those in their usual environment, for an aggregate period of up to a maximum of one consecutive year and for the purpose of vacation, for business or other reasons" (Abdel Azim, 1992).

Although what has just been reported is not a purely technical definition, it nevertheless clearly expresses the essential nature of tourism, namely:



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- Tourism arises from the movement of people to different places and/or destinations and from their residence in them;
- There are two components inherent in the tourism activity: the trip to the destination and accommodation, or accommodation (with related activities of various kinds), at the place of destination;
- The trip and the stay both take place outside the usual environment or from the place of residence and usual work, so that tourism generates activities different from those of the population who reside and work in the places intersecting in the trip,
- The trip to destinations takes a limited period of time and is of a temporary nature, as the goal is to return within a few days, a few weeks or a few months;
- Destinations are visited for purposes other than seeking permanent residence or work.

From a technical point of view, many efforts to define tourism have been motivated by the need to distinguish, in statistical terms, between trips undertaken for typical tourist purposes from those undertaken for other reasons.

These technical definitions require the activity to have certain characteristics to be considered tourism, namely (Bazraa, 1982).

- The length of stay must not be less than one night (visitors who do not spend at least one night in the place they visit are called the parks)
- The maximum period of stay is one year;
- purposes that correspond precisely to the different types of accommodation;
- To clearly define what is meant by the term 'usual environment', the distance criterion is sometimes used: the World Trade Organization suggests a distance of 160 km to be traveled

7. Tourism definitions based on supply

As in the case of demand-based tariffs, there are two ways of defining the tourism sector: conceptual, or descriptive, and technical. From a conceptual point of view, Lieber suggests: "The tourism industry consists of all those companies, organizations, and structures whose purpose is to satisfy the specific needs and desires of tourists." (Leeber, 1979). A fundamental problem in technical definitions based on supply relates to a wide range of economic activities related to tourism, distinguishing those entirely intended for tourists from those intended to satisfy the demand of both the local population and other types of markets. One way to solve the problem is to classify the various activities into two basic types (:Faristieh, 19770).

- Economic and commercial activities that will not last without tourism.
- Economic and commercial activities that can continue even without tourism, but at a much lower level.

However, supply-based definitions of tourism are the least developed and there is a delay in recognizing its importance. However, the benefits are clear, because supply-based definitions make it possible to compare the tourism sector with other industrial sectors, while providing an important conceptual framework for tourism-focused studies and research.

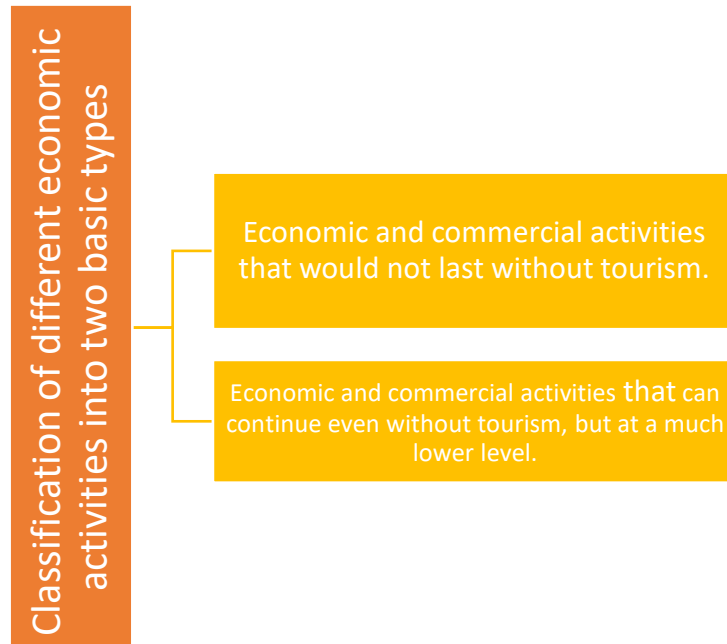


Figure 3 Tourism related activities

8. Characteristics of tourism

An appropriate definition of the term "tourism" could be the nature of each country's profession to export itself and to import tourists; It is, in all evidence, a phenomenon whose main characteristics are two: breadth and complexity, and for this reason it is still difficult even today to find a unified and complete definition of "tourism", and there is no official who can comprehensively confine a phenomenon.

To arrive at such a definition, it is necessary to identify the elements that characterize the phenomenon (Robinson, 1976).

- The human being (the actor), an essential element for giving life to the phenomenon;
- The tourism industry, (objective), as one with the human, cultural and natural environment
- The needs that the tourist commodity and service satisfy, from which the incentive to travel and stay in a particular place is based.
- Movement in space, which must be temporary and not less than twenty-four hours.
- the availability of free time and the increased recognition of periods of leisure and entertainment that must be alternated with periods of work;
- Favorable climatic conditions and the social and political stability of the host countries.
- Increasing culture that refines the tastes of tourists and improves their way of life, and generates curiosity to know more and more new countries and civilizations.
- The development of mass communication means that encouraged the dissemination of information, which helped increase the volume of business in the tourism industry.
- The integration of nations, which stimulates, finally, the harmony between relations and cultures between peoples, in favor of the development of tourism.



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In terms of surveying and taking into account different points of view, tourism can be interpreted as “the study of man outside his natural habitat, the infrastructures and networks used”, but also as “an activity involving a complex mixture of natural and psychological elements”, as well as “the set of relationships determined by the temporary movement of people.” ”

Moreover, given that tourism is nothing more than an evasion from work, it is understandable that although there is a clear separation between work and leisure, there is a fundamental relationship between tourism and industrial society attributable to the main reasons behind the trip. In other words “escape from daily routine and daily stress, desire to mingle, sense of belonging to a group, to a different social class.”(Manuel, 1977).

Expressed in these terms, the concept under study highlights quite clearly the economic and legal implications which the traveler, during his journey, has placed in an inevitable relationship with a large number of operators, be they owners of hotels or restaurants, shopkeepers in the places in which he stays, but also With operators of maintenance, cleaning and transportation services. This reveals a "systematic" picture of the phenomenon, which by its nature aims to create infinite connections and interdependencies in society and in the territory in which it develops: the result is an "open system", in constant development, sensitive to the economy and society. Changes, political and cultural, and vigilance to satisfy the needs and requirements of the individual(Kamel, 1975).

9. Conclusions

The phenomenon of tourism has been known since ancient times, but the movement of movement at the dawn of history was simple and primitive in its appearance, causes, goals and means. From its advantages, as it has now become a science that is being studied, and for this reason, the specialists in tourism affairs were interested in setting definitions for it that define its meaning throughout the ages and show who is a tourist and what tourism is. From him towards himself to the same extent that he urged him to work and strive in life.

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