A conceptual approach in rooting the concept of tourism for the elements of transition and motivation

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Abstract

The element of moving from one place to another is achieved by the presence of a motive or purpose. And this is reflected in tourism as the purpose of making the transition from the usual environment to a specific tourist destination, and this is confirmed by all the definitions of tourism that researchers have evidenced for more than a century. The past decades have witnessed a wide technological development in all fields. To show us new concepts associated with all sciences, including tourism, which showed modern concepts of it, as in the concept of e-tourism, which removed the element of transition from tourism literature, and this is the problem of research. So we discussed this new concept of being a type of tourism? Or is it related to tourism services provided to tourists?

Keywords: Tourism, Transition, Motivation, E-tourism, Tourism service, Virtual tourism.

Introduction

The definitions of tourism emphasized the element of moving from one place to another as a prerequisite for carrying out the tourist trip, and achieving the purpose of making this trip. The researchers in tourism studies explained a new definition of tourism that was linked to the Internet, and they called it (E-Tourism). Through a conceptual approach in rooting the concept of tourism, and discussing those concepts between traditional tourism and e-tourism, we achieved the research hypothesis. Our research methodology was:

Problem of the recearch: The element of transition, and the element of motive or purpose; Two essential elements in achieving and enjoying the tourist trip, but the value of enjoying watching the tourist attractions, and enjoying spending time in them; They are miss by achieving that visit and viewing online, although it achieves the benefit by facilitating the reservation of a ticket, a hotel room, or a dining table and other services provided by the Internet. This means; that the Internet achieves an electronic tourism service, It cannot be categorized as a tourist pattern in the name of (E-Tourism).

Significance of the recearch: The research discusses the importance of the transportation component, motivation, as well as accommodation in achieving the tourist trip, and the lack of transportation and motivation; It does not lead to the achievement of the tourist trip and its purpose. We also know the search for tourist services provided by the Internet.

Objectives of the recearch: The aim of the research is to clarify the difference between the concepts of tourism, e-tourism, and e-tourism services by discussing the definition developed by the researchers.

Hypothesis of the recearch: Since the Internet provides data and tourist information in both quantity and quality, and virtual tourism achieves knowledge of a tourist area or a specific tourist destination, it does not mean that it is considered a type of well-known tourist patterns, but rather a pattern of providing and

marketing tourist services. Which; Browsing tourism websites on the Internet is not considered e-tourism, but rather a form of providing and marketing tourism services electronically.

Methodology:

1. Descriptive Approach: By reviewing foreign and Arab books and sources to complete the general theoretical framework for research, the study of tourism services through the Internet networks, and the trends of modern tourism marketing.
2. Analytical Approach: the review and analysis of e-tourism services.
3. The dialectical methodology (the art of dialogue and persuasion): in discussing the concept of tourism, and comparing it with the concepts of electronic tourism services to prove the research hypothesis.

Tourism concept:

The Tourism is a social, cultural economic phenomenon that entails people moving to countries or places outside their usual environment for personal or commercial / professional purposes. These visitors are called visitors (who may be tourists, residents or non-residents), and tourism is linked to their activities, some of which involve tourist spending (UNWTO, P1). It is clear from this; Tourism activity is linked to the tourist's movement to countries or places outside his usual environment, and he added the element of tourism spending in the transfer process. It confirms this meaning; "A traveler is someone who moves between different geographic locations, for any purpose and any duration"(Laimer, 2010, P2).

A visitor is a traveler who travels to a main destination outside his normal environment for less than one year and for any purpose (work, leisure or other personal purposes), other than being employed by a resident entity or a visited place. These trips are considered by visitors to be tourist trips (Laimer, 2010, P2).

The journey requires the person to travel and leave his or her habitual residence until he or she returns, i.e.; The round trip, and a visit to places different from his usual environment, which is a

major concept in tourism, as it is "the geographical area (although not necessarily contiguous) in which the individual exercises his normal routine" (UNWTO, 2015, P19).

According to the foregoing; The usual environment concept is an additional standard besides the residence standard, This concept is designed to exclude from tourism statistics; the people who travel regularly between their place of of residence and their place of work (border workers, seasonal workers) or who have been studying abroad for more than a year, or who visit other places as part of their regular routine, although these are The places may be located in different economic regions (UNWTO, 2015, P19) . The tourist is "a person who, temporarily or for other purposes, leaves the place of residence to be hosted in a destination" (Candela. 2012. P18-19). Since the tourist leaves his usual environment to achieve pleasure, then tourism; It is "the set of human movements and the activities that result from them and resulting from the human being away from his homeland in order to achieve the desire to start and change" (Hamad, P404). The United Nations World Tourism Organization (UNWTO) also defined international tourism as: "the activities of individuals represented in traveling to places outside their usual and permanent places of residence and staying there for a period not exceeding (12) months to spend enjoyable times or conduct business activities or for other purposes" (Statistical, 2017, P1).

We infer from the definitions that we mentioned that they include elements confirmed by the general concept of tourism, and they are as follows:

1.
ransition: that is, the movement of a person from his usual environment to another place.
2.
urpose: To achieve the goal of the pleasure of going to another place.
3.
esidence: stay or stay for a period not exceeding 12 months.
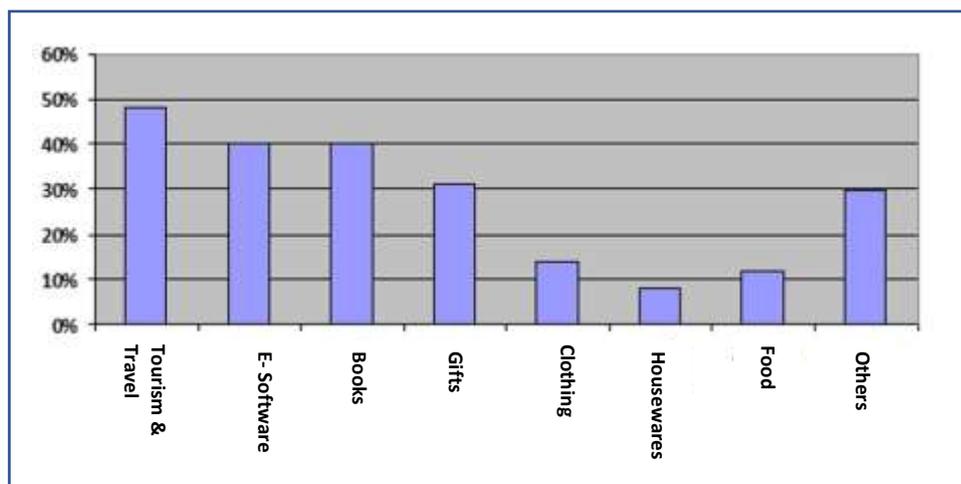
E-tourism:

The term e-tourism overlapped with the science of tourism, and overlapped with it. The concept of e-tourism also overlapped with the

concept of e-commerce, which means: ((using the Internet and the World Wide Web to exchange operations in all its forms between different businesses, with a focus on the use of digital technology in business operations between companies and individuals" (Kenneth, 2007, P291). meaning; It is "an integrated set of transaction-making processes, establishing commercial links, distributing, marketing and selling products based on electronic media and their origin" (Sweifi, 2007, P291). With this

interference; E-tourism is an integral part of international trade, which operates within the framework of the General Agreement for the Liberalization of Trade in Services at the World Trade Organization, which is why most tourism services are included in the schedules of their commitments attached to the General Agreement for the Liberalization of Trade in Services (Bu Baker, 2014, P91).

Figure (1) - The impact of e-tourism on global e-commerce operations

The International Organization for Electronic Tourism (IOETI) gave a definition of e- tourism as: "the services provided by IT and communication for the purpose of accomplishing and promoting tourism and hotel services across various open and closed networks, based on the principles and principles of e- ommerce; It even includes m-tourism, which is used for mobile electronic devices such as mobile phones, portable electronic notebooks, and others" (Ibraheem, 2009, P276). The definition proceeded from the services provided by modern technology to clarify the concept, as well as focus the purpose in the promotional process of tourism and hotel services, and thus these elements conflicted with the elements of the concept of tourism.

However, we find that some researchers have concluded that it is: "A tourism pattern in which some of the transactions that take place

between a tourist institution and another or between a tourist institution and a consumer (tourist) are carried out through the use of information and communication technology ... as the offers of tourism services converge through The international information network (the Internet) with the wishes of the masses of tourists wishing to accept these tourist services provided via the Internet" (Alwan, 2016, P179). The definition began with the establishment of the tourist pattern, and then part of it was divided as tourist services provided via the Internet, which indicates:

1. E-tourism is a set of services provided by information and communication technology through the international information network (the Internet).
2. Purpose; It is the realization and promotion of tourism and hotel services through various open and closed networks.
3. It depends on the principles and foundations of electronic commerce.
4. The services of its transactions that take place between a tourist establishment and

another, or between a tourist establishment and a consumer (tourist) are executed electronically.
5.   Offers of tourism services converge with the wishes of all tourists who wish to accept these tourism services.

The Internet:

The Internet plays a major role in the success of tourism organizations and gives them competitive advantages in the activity of the tourism movement. The Internet is a global communications network that connects millions of networks and millions of computers in all their forms and types. The market for online tourism services today has become a highly dynamic market, and includes new entrants who have great competitiveness. In developed countries, significant resources are being invested by e-tourism service providers to design tourism interface management systems It is convenient for users based on innovative tools based on the use of information and communication technology and provides capabilities to perform various functions (systems of reservation of places and tickets via the Internet directly) to meet the expectations of customers (Bu Baker, 2014, P91).

And the quality of tourism services will be made only by the availability and use of technology in various areas of tourism and hotel, from the planning, promotion, marketing, booking, contracting and financial settlement ... and others, and has alerted the World Tourism Organization governments and organizations and institutions the importance of the use of information and communication technology in the tourism sector and hotel. Information and communication technology has become the basic building block for tourism development and is no longer an option for the sector's operators. It is imperative that the current economic conditions for the development of the tourism and hotel sector should be considered. Electronic competition is the traditional tourism, but are complementary and necessary for the development of the tourism sector (Bu Baker, 2014, P280).

The nature of tourism services on the Internet:

The tourism service provided to the tourist is integrated with all its elements and components, and the activity of the tourism movement is affected by the tourism service and its components. Among the most important and varied tourism services (Saadah, 2000, P205):

1.
ervices of travel and tourism agencies.
2.
xternal and internal tourism transport.
3.
ourist guidance.
4.
ourist security.
5.
ports and recreational services.
6.
ourist marketing services.
7.
ultural services.
8.
pecial services for tourists.
9.
eneral Social Services.
10.
atering services.
11.
ccommodation services.
12.
edical services (hotel reservations, doctors and hospitals are booked within the concept of medical tourism).

Online tourism promotion tools:

A set of tools and mediations that review many diverse tourism services that are easy for the consumer (tourist) to obtain from their own applications. Among those tools are the following (Shamto, 2017, PP. 247-250):

1.   The World Wid Web: It is one of the main networks on the Internet, through which tourism organizations can offer their services of various types and to all segments of society, their specifications, prices, distribution systems, methods and channels of electronic and traditional payment.
2.   E-Mail: It has replaced the traditional communication of telephone, fax and postal messages. This service allows sending and receiving electronic messages to and from all network subscribers across the world.

3. Virtual Tourism Offices and Communities: Getting to know the tourist offices, travel and tourism agencies, transport companies via the Internet, the websites of hotels and tourist resorts, tourism services, the method of access, reservations on the hotel's website, and the promotion of services, activities and tourism events for agencies sponsored by all countries of the world.

4. Search Engines and Indices: These engines and indexes provide a good description of tourist sites, travel and tourism offices, airlines, marine and land transport companies, railways and reservations, as well as tourist programs, trips and tours with all their information and prices.

5. Various means of advertising through the website itself.

6. Advertisements: They are brief information about the tourism organization and its website, as well as a link that leads to a website, or leads to providing more details about its geographical location and services.

7. Chatting room: Tourist organizations try to respond to the customer's request quickly, answer all his questions and provide information on his request, so they work to find multiple ways to contact the tourist, talk to him, convince him and raise his interest through the Internet. This helps to build long-term relationships between the consumer (tourist) and the tourism organization. The chat room may be attended by more than one person, or groups may participate according to the topic, country or language.

8. Social networking sites: are websites that provide a set of services to users such as instant chat, private messages, e-mail, video, blogging, file sharing and other services. With it collects millions of users at the moment. Among the social networking sites are the following (Salah, 2015, P246): Facebook, Instagram, Twitter, Tango, Imo, WhatsApp, Telegram, and other means of communication via the Internet.
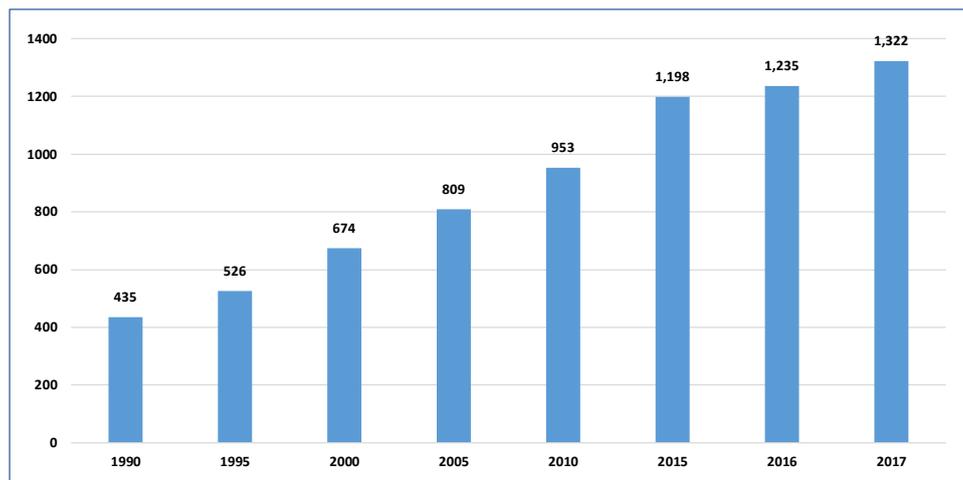
The effects of Internet promotion for tourism services on global tourism activity:

The global tourism demand rises annually and at different rates of growth, with the World Tourism Organization forecasting that the number of tourists will reach (1.8) billion tourists in 2030. The World Tourism Organization reports indicated the global statistics for the number of tourists as shown in Table (1), and the graph (2):

Table (1) - Number of tourists worldwide

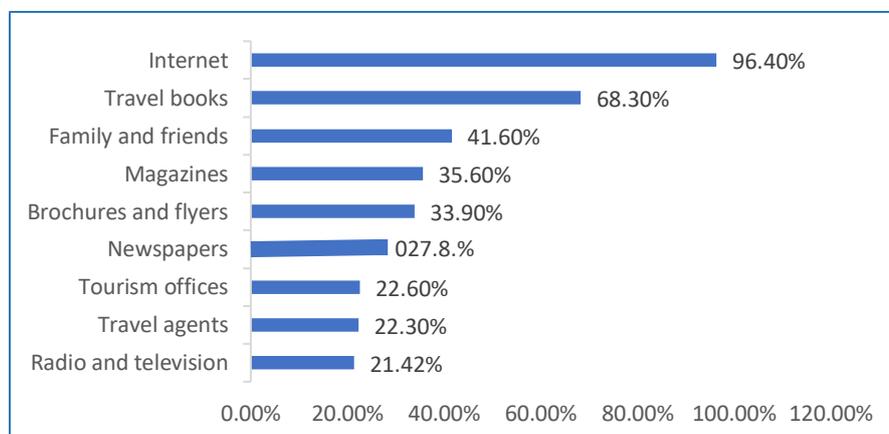| The year	1990	1995	2000	2005	2010	2015	2016	2017
number of tourists (Million)	435	526	674	809	953	1,198	1,235	1,322

Source: Prepared by the researcher based on the report of the World Tourism Organization (UNWTO) - July 2017.

Figure (2) - Number of tourists worldwide

The Internet has contributed to the increase in the volume of global tourism demand. A study conducted by (Texas A&M University) on planning a tourist trip indicated; That (96.4%) use the Internet as a source for planning trips, and that travel books are the second most used source for planning trips by (68.3%), followed by family and friends (41.6%), magazines (35.6%), brochures / flyers (33.9%), and newspapers (27.8%), tourism offices (22.6%), travel agents (22.3%), and television and radio are the least used (21.4%). Figure (3) shows the role of the Internet in planning a tourist trip (Yoo, 2007, P10.).

Figure (3) - The role of the Internet in planning a tourist trip

The same study indicated in reading the opinions of travelers to plan an enjoyable trip, as (57.8%) read the reviews of other travelers online every time they plan an enjoyable trip, and (36.7%) read them often or frequently, while they read them (5.5%) occasionally or rarely, and for those who read other travelers' online reviews, (63.7%) read it at the beginning of the trip planning process to get their ideas, and (64.7%) read it in the middle of planning in order to narrow down the choices towards the best alternative, And that (40.8%) of them use online reviews later in their planning as well in order to confirm their decisions, mostly looking for the opinions of other travelers on virtual community websites (92.3%), travel guide sites (60.6%), and online travel agency sites (58.1%), search engines (51.5%), local websites (44.6%), government tourism websites (29.7%) (Yoo,

2007, P17). (77.9%) of online travel review readers think; Not only do other travelers read reviews, but also write and review travel reviews (Yoo, 2007, P25), other travelers are critical or critical to deciding where to stay.

The Internet's review of the various and diverse tourism services helped increase the demand for tourism, as it became easy for the tourist to transmit pictures of his tourism trip to others to share the moment of pleasure and entertainment, especially in social media with the spread of modern communication technologies, and thus; This tourist image has become a promotion for tourism through social media, which motivates others to buy a tourist trip to see the landmarks highlighted by those photos or videos by the tourist. Repeat trip. In other words; Modern means of communication via smart phones, for example, are a promotional tool for tourist places.

Figure (4) - Number of social media users worldwide 2010 to 2021 (in billions)

Source: https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users
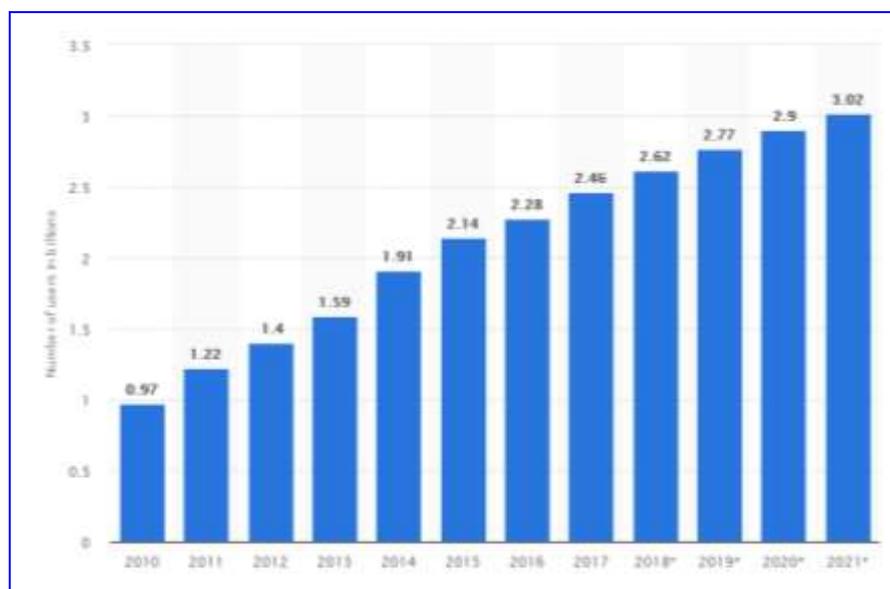
These sites have contributed to:

1.   Providing the tourist with new ways of searching, discovering and evaluating information about the tourist destination and the tourist trip.
2.   Converting the tourist into a positive marketer through the various messages he publishes.
3.   Providing the tourist with safe channels to book and purchase the tourist trip program.
4.   Exchange and dissemination of information related to previous trips and tourism programs.

Conclusions:

1.   The concepts and definitions of tourism emphasized the movement of a person from a place to another place for a specific purpose, or from his usual environment to another place or region, and this movement coincides with the concept of tourism, as well as the purpose and residence. The person who is making the transition is a (tourist).
2.   The multiple and diverse tourism topics announced and displayed on (websites) and other advertising means on the Internet do not exceed the fact that they are electronic tourism services, and the term electronic tourism cannot be used to be a type of tourism, in addition to being a tourist promotional means.
3.   The process of accessing tourist websites and just sitting in front of the Internet to watch, read, achieve information saturation, motivate the establishment of a tourist trip, or

provide competitive temptations to book a means of transportation, a hotel, a restaurant table, and the like, so this sitting loses the element of moving from one place to another.

4.   The increasing annual growth in the level and volume of global tourism demand is motivated by Internet sites as a marketing and promotional tool or as electronic tourism services.

Recommendations:

1.   Specialists are interested in studying this conceptual approach, and defining the framework of the concept of e-tourism among all tourism concepts.

2.   Correcting the concept of e-tourism with the term e-tourism services, as what is common in e-tourism are the services prior to the trip for various types of electronic booking, and the concept of tourism contradicts the definitions of tourism and tourist.

3.   The World Tourism Organization adopts drawing a special framework for the scientific concept of the two terms, and circulating it in scientific curricula and periodicals

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