

STAGES OF HISTORICAL DEVELOPMENT OF TOURISM MEDIA

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ABSTRACT	KEYWORDS
Tourism has evolved from a survival necessity to a multifaceted global industry, fostering economic growth, cultural exchange, and international cooperation. It has progressed through stages from primitive travel to digital e-tourism, reflecting humanity's enduring quest for exploration and connection.	Tourism, Tourism Media, Development.

Introduction

The phenomenon of nomadism and travel has been known since time immemorial as a natural phenomenon whereby a person moves from his original place of residence to another place for various goals. Subsequently, this simple phenomenon developed to include broader goals and implications and became a science that studies and activities that have rules and foundations and also have direct and indirect effects on various affairs. The lives of people and communities, and these impacts may be economic, social, political, or cultural (Abu Rumman, 2008, p. 30). The name and origin of the word tourism go back to the Greek word (tornos), which means a circular path, and this indicates the path of the concept of tourism movement, which departs from a specific place or point to return to it again. As for the Arabic language, the word tourism is taken and derived from the verb (sahah), and here it came. To be more comprehensive. (Ayyash, 2019, p. 48).

Therefore, it means the movement of people or groups from one place to another, and this movement includes some important rules to be included in the context and framework of tourism, provided that the duration of the movement does not exceed one year and is not for work and earning and that known tourist activities are practiced during that trip or movement (apparently, 2011, p. 35)

The emergence of tourism coincided with the first step in man’s formation of small population centers, when the societies were primitive and simple in their lives, means, and goals, as their flexible goals were compatible with the ideas and activities of the ancient man himself, and at that time they were characterized by the necessities of daily life through the activities of searching for food, drink, shelter, and hunting. Accordingly, the search for new population centers to achieve social, economic, or security goals and objectives. Later, this phenomenon turned into a process of fulfilling desires and satisfying human needs, and among its goals are recreation and pleasure, as well as the economic goals of the individual and society (Al-Sisi, 2005, p. 22).

Many countries of the world have begun to pay attention to the tourism industry due to its economic, political and cultural importance, and through this sector it is possible to build bridges of love and

cooperation between peoples and countries in various countries of the world. Therefore, most countries of the world have embarked on the development and sustainable development of tourism, and laws and regulations that protect tourists have also been legislated. Generally, tourism prompted capital owners to invest in the tourism sector after the relevant authorities facilitated investment procedures and motivated them to contribute to revitalizing and building various tourism projects (Al-Suwaidan, 2006).

After the emergence of development and technological and cultural progress for humanity, the phenomenon of tourism is no longer just a recreational activity or a means of entertainment, but rather it has become an important industry based on basic dimensions and objectives that work effectively in developing and revitalizing the national income of the national economy. It is also a means of getting to know people and nations in the context of spreading different cultures. And the circulation of science and useful knowledge (Al-Qasid, 2011, page 53)

Stages of tourism development:

1- Primitive times: One of the most important aspects of this period is the use of animals for travel and transportation. One of its most prominent goals was visiting religious places as well as searching for better places to live and housing (Mahmoud, 2007).

2- Antiquity: One of its most important manifestations is the use of sailing ships for transportation. One of its most prominent purposes was transportation for trade, as well as visiting sacred religious destinations such as Mecca, Bethlehem, and Holy Jerusalem, and transportation for education in well-known cities such as London and Paris. This period included the transportation of the children of the rich and kings. For enjoyment and entertainment (Ibrahim, 2006, p. 14)

3- The Middle Ages: This era appeared after the fall of the Roman Empire in the year 395 AD until the fifth century AD. At that time, the Roman Empire was considered the center of intellectual and cultural radiation and the hub of global trade. Among the most important motives for travel in this era were commercial motives and the pursuit of knowledge and discoveries. (Kharboutli, 2014, p. 43)

4- The Renaissance era: This stage was born after the decline of the feudal era on the European continent in the fifth century AD and the emergence of the world of commercial capitalism until the emergence of the industrial revolution in Europe at the beginning of the second half of the eighteenth century AD, and it included scientific cultural motives as well as religious motives (Rumman, 2008)

5- The modern era: - The Industrial Revolution and the achievements it achieved at the scientific level and machine industry and its development in various activities and contexts had a great impact, which led to the activation of tourism and travel and the emergence of means of transportation such as trains and ships. This development is accompanied by the financial stability of the working class and their enjoyment of paid vacations by amended laws (Al-Houri, 2010)

6- The digital electronic era: - In this era, the electronic tourism pattern emerged in the twenty-first century effectively, and brought about a major change in the field of the global economy, as tourism revenues doubled due to modern electronic or digital use. (Al-Tarwaneh, 2016, p. 41)

7-Digital e-tourism is a type of modern tourism in which technology and modern techniques are used in the context of the e-tourism business and the provision of the most beneficial procedures and facilities for tourists and consumers (Ibrahim, 2006, p. 14).

Due to digital technology, all daily activities will gradually become possible supported by modern digital electronic science, and the essence of future responsibility is for the tourism sector to be able to respond to this specific human challenge in the digital electronic age. Finally, those in charge of tourism aim to achieve material economic benefits and cultural and cognitive communication between peoples and nations, while taking into account sustainable tourism development in all its scientific aspects (Al-Zahir, 2011, p. 35).

However, despite the development achieved by the tourism industry over the nineteenth century and before, one finds that its development has accelerated in the last two centuries exceptionally, after international conditions experienced near stability in the economic and political contexts, as well as the social, moral and psychological aspects of humans and the adoption of technological methods in various sectoral fields. In addition to the development and growth of modern media in communications and transportation (Al-Abdali, 2011, p. 40)

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