

Tourism theory: its application and criticism

-Theoretical study-

أ.م.د. سالم حميد سالم
جامعة بغداد

P: ISSN : 1813-6729

E : ISSN : 2707-1359

<http://doi.org/10.31272/JAE.44.2021.128.13>

مقبول للنشر بتاريخ : 2021/3/22

تاريخ أستلام البحث : 2021/1/21

abstract

The importance of the research: The importance of the research is highlighted in studying the philosophical structure based on studying the concepts of tourism and its applications, with the aim of identifying the new visions inherent in the phenomenon of tourism, and reaching its approaches. The topic of tourism theory, governed by the harmony and harmony between its components that make up the subject of the tourist phenomenon. The research problem arises in the weakness of building a cognitive and scientific diagnosis based on the overall intellectual foundations of the topic of tourism theory and the nature of its constituent elements and raising this problem as an attempt to detail the intellectual debate at the level of the depth of the structural variables of tourism theory and its representation in the actual reality of tourism activities as well as the widening of the conceptual gap related to the elements of the emergence of tourism theory And the extent of agreement researchers from the conceptual point of view and their differences on the philosophical. The structure of tourism theory Study methodology: The researcher followed the theoretical study and the deductive approach in explaining the tourism phenomena and their connection with a philosophical perspective that mainly aims at the existence of tourism theorizing in a way that supports the emergence of a tourism theory that serves the diversity. Sectors that scientifically activate tourism work. As for the researcher's findings, they lie in the possibility of working to collect tourism facts, concepts and principles and arrange them in a coordinated, organized building, which makes the tourism theory with intellectual maturity and true taste significance as shown in the proposed tourism theory model,



مجلة الإدارة والاقتصاد
العدد 128 / حزيران / 2021
الصفحات : 238-258

which is difficult to apply at the present time due to the spread of the Corona pandemic ((covid-19) and its negative reflection on tourism activities and the study. Provided an explanation and explanation of a number of phenomena and events related to the establishment of tourism theory. The emergence of the theory helps in predicting many tourism activities and predicting their occurrence or not in light of certain data and indicators that have been clarified in the drawing of the relationships expected to be included between the interconnectedness) Between the tourism activities center and the services that I support. Key words: nTourism, tourism theory, theory, explanation of tourism behavior, tourism theories

introduction :

Tourism has gained great importance because it aims to create better conditions for human life, which are theoretically or practically of multiple dimensions and scales: behavioral, social and cultural, as it represents a social and economic phenomenon that meets a deep human need. The human being, to nourish himself philosophically, spiritually, culturally and socially, and to help him purify the senses, expand perception, and grow knowledge, as well as represent him as a means of intellectual communication between peoples to exchange moral and social values and learn about cultures. And customs and traditions, in addition to all this continuous growth in global tourism with the possibility of space travel in the future.

This research aims to build a cognitive and scientific diagnosis in the direction of studying and examining tourism, which bears a philosophical need to prove its scientific theory based on the overall intellectual pillars on the topic of tourism theory, and the nature of the foundations for its formulation. And presenting his problems as an attempt to root the intellectual debate based on the level of depth of its structural variables and its representation in the actual reality as well as in the relations of interaction and exchange between the Center for Tourism and Complementary Activities. Support services and their interrelationships, which still suffer from the effects that lead to instability in the intellectual dimension, the nature of the conceptual gap related to the elements of the emergence of tourism theory, the extent of the conceptual agreement of researchers, and the nature of this gap. The difference in its philosophical structure, in addition to the absence of the scientific balance - within the limits of the researcher's knowledge of distinct research attempts that focus on establishing tourism thought within a philosophical system based on building a theory of tourism, verifying the interconnected dimensions and explaining its relations within the mechanisms of building a theory of tourism, and the research comes As an attempt to put forward the theory of tourism

theory in explaining its relations with the forces supporting tourism activities and their dimensions.

First: Research problem:

The topic of the research focuses on the problem of building a cognitive and scientific diagnosis based on the total intellectual foundations of the topic of tourism theory and the nature of its constituent elements and raising this problem as an attempt to detail the intellectual controversy based on the level of depth of structural variables and their representation in the actual reality of the center of tourism activities and support services, which are still suffering from the effects and lack Stability in the dimensional dimension and the nature of the conceptual gap related to the components of the emergence of tourism theory and the extent of the conceptual agreement of researchers and their difference on the philosophical structure of tourism theory as well as the weak contribution of researchers in theoretical details of tourism The lack of the Arab library in the researcher's limits to the researcher's distinctive research attempts that focus on the details of tourism thought within a philosophical system that focuses on building A theory of tourism and checking the cognitive and intellectual dimensions and the interrelated relationships between tourism activities. Supporting services within the mechanisms of building a tourism theory.

Second: The importance of research:

The scientific idea to prove the theory in general lies in the process of proving it through the strength of empirical evidence for its authenticity with certainty and it may have a description of a wide range of phenomena based on a few simple assumptions and make specific predictions that can be tested, and the importance of research comes through the following:

1. The scarcity of tourism research dealing with the subject of tourism theory, its dimensions and the origins of its emergence.
2. Increased interest in tourism activity due to the increase in its growth higher than the global economic growth due to the increase in the number of international tourists by 4% in 2019, thus exceeding the global economic growth
3. Offering the possibility and ability to investigate or refute by searching for facts that can accept or refute the theory within the framework of definitions of tourism.
4. Presenting a theory within its hypothetical framework to explain the interrelated relations between the center of tourist events and the services that support them through interaction and exchange of support.

Third: - Research objectives: The research aims to:

1. Knowing the value of tourism theory, its existence in empirical evidence, its validity and flexibility to accommodate a wide range of possibilities and their ability to amend.
2. Asking new questions, opening, and breaking into new areas of research, and giving way to the emergence of a new vision of tourism as well as the abundance of hypotheses related to the theory that can verify its independence from the problem.
3. Putting the interconnected buildings and assumptions of the tourism phenomenon in a way that clarifies the existing relationships between a number of variables and aims to explain and predict the phenomenon.

Fourth: Research hypotheses

Within the framework of the research problem and the objectives of the research hypothesis, they are formulated as follows:

It is easy to find any theory of evidence that supports it, and support cannot be considered as the basic criterion for its scientific and health. And since tourism is organized according to estimates and multiple strategic directions to explain its tourism activities in terms of interaction and exchange with many variables based on uses that support tourism such as transportation, communications, technology and other supportive reservation services.

First: the concept and definition of theory

Modern science has greatly affected human lives, and this has been reflected in thought: (AL-Asmari:2012) as the various branches of science include a number of theories that provide explanations and clarifications of the phenomena and events they are interested in, and they differ according to their purpose, including the so-called descriptive theories, Or interpretive analytical theories, or normative theories, while other theories are classified under the category of practical theories.

Its concept of common representation denotes personal opinion, or individual judgments that a researcher or thinker might adopt on a matter or issue. Therefore, it is required that the theory be related to practice and work.

On the other hand, the term or termination for the theory came in the Arabic language, derived from consideration, which in its connotations carries the meaning of mental meditation. In Greek, the word "Thoria" carries the meanings of meditation and mental observation. In French, the word (Théorie) states that the theory is a progressive structure or pattern of ideas, in which the transition from introductions to results is made. Linguistic semantics almost approaches the philosophical connotation of theory. Also, mental

consideration is the best kind of proof because it is carried out with the best kinds of measurement, and the theory also means, each of the concepts unites in a logical context on which scientific knowledge of the phenomena is based, (dwedri: 2000) and the theory may contradict in many aspects, as it opposes it during practice, When, on the one hand, you encounter scientific knowledge, as it is empirical knowledge (stemming from daily experience). On the other hand, it may conflict with certainty of knowledge as a constructive hypothesis. Finally, it may conflict with partial knowledge, when the theory is a holistic structure, and thus the theory starts from a set of assumptions and constructs that clarify the interrelationships between the target variables for the purpose of interpreting or predicting a particular phenomenon. Like those who study periodic social processes, or the relationships between cause and effect, (Barnard, 2004). Thus, the theory represents the intellectual basis from which the researcher proceeds to the reality of the phenomenon, to be a general framework that includes a set of facts, scientific laws, assumptions, and scientific definitions, through which The theory can be interpreted, and on the other hand, the theory is a set of rules and laws that relate to a phenomenon, which results in a set of concepts, assumptions, and processes that are related to each other to form an organized and integrated view about that phenomenon, and it can be used to explain and predict it in different situations. It constitutes a set of opinions that attempt to explain scientific, speculative, or research facts based on the relationship between the phenomenon and its continuation. At the same time, the theory must be developed to take into account the level of human actors and not only the level of the organization, (Gunasekaran & Sandhu: 2010). The theory in human studies means perceptions or assumptions that explain the social, media and tourist phenomena that have been affected by experiences, events and doctrines. For applied scientific thought and research. The theory may need to have a set of facts, principles, concepts, and assumptions that give us an in-depth look at a phenomenon, by defining the different relationships between the variables of that phenomenon. And predict it. It also represents standard solutions and basic specifications to increase control efficiency, simplicity, quality and cooperation. (Jakobs: 2006) Its concept of common representation denotes personal opinion, or individual judgments that a researcher or thinker may adopt. The theory may need to have a set of facts, principles, concepts, and assumptions that give us an in-depth look at a phenomenon, by defining the different relationships between special variables. That phenomenon, with the aim of explaining that phenomenon, and predicting it in the future. We review it as follows:

a. The facts: is a fact, fact, or change characterized by persistent, or something that is known to happen with evidence of information about it (dwedri: 2000). We rely on it when making any decision so that we know all the facts, and can be counted as a set of observations in specific situations, requiring verification and credibility to prove the theory

B. Concepts: represents a specific idea related to a specific phenomenon, or a mental conclusion that is represented by a word and maybe a general idea of an object or group of things, drawn from specific situations or events, and often applies to a theoretical idea in science (vocabulary.com) that can The theory reinforces the existence.

T. Generalizations: A verb, generalization process, general idea, or statement, which is the result of reasoning applied in general, and this may mean linking facts and concepts that have relationships of a certain type, (yourdictionary.com) and can explain the phenomenon.

D. Principles: represent ethical rules, or beliefs about right and wrong, that affect behavior and thus represent a set of interrelated relationships between concepts with the goal of interpreting and controlling phenomena, or problem solving (Idoceonline.com) that are usually linked to behavior and action.

C. Assumptions: Acceptable cause-and-effect relationships, or estimates of a fact exist of known existence of other facts, although useful in providing logical structures based on some assumptions, (Korhonen & Ainamo: 2003) to be the basis of practical laws and rules that contribute to work and in creating scenarios , Or simulations of different facts or possible situations, but assumptions will be dangerous when they are accepted as reality without a thorough examination. Assumptions may arise from a mere coincidence, (Badawi: 1977) and thus represent a possible conception of relationships, or facts that can explain phenomena, the assumption process is a step toward scientific knowledge, and an attempt to establish evidence to be a rule, or law.

Second: The concept of tourism and its definition

Man has known tourism since the beginning of creation, as he lived in a constant solution and travel, and roamed the earth in search of stability and safety, until knowledge developed, social and cultural relations were built, and the Sumerians and Babylonians minted money, and their discovery in writing helped to freedom of movement and increase trade significantly Also, the ancient Egyptians were able to create the first tourist fleet whose goal was to travel to Africa to spread peace, and they built pyramids and temples, as the first gates where people spent their entire time to worship, and then places of entertainment and tourism, and India was also considered the second civilization in the world of Where the movement of travel, due to its cultural and religious history, represents the basic structure of an ancient civilization, and tourism took a philosophical concept, as it was viewed as a triad (mind, body, and soul) and tourism became a professional concept, with the idea of numbers balance between knowledge and wisdom And craft.

The khan was the root of the tourism industry in ancient civilizations such as Greek, for example, as it provides services to the traveler and his trip from accommodation, food and drink upon his stay, as well as providing for the need of the travel route. Accompanying it, in addition to the multiplicity of

purposes that made the Khan a place of residence in all parts of the world, and the need for love of aspiration and discovery came as motives present in the human being in his movements and his trips between cities, according to the books of trips and travels, such as Ibn Battuta, Magellan trips and Marco Polo, which It can be counted from tourism activities, even if it does not involve under the current concept and meaning of tourism whose goals and directions differed, as the word tourism in its current meaning in foreign languages was not known at the time, as it is a modern word that was commonly used in the eighteenth century, the term (tour) was used to express About the trip that every polite young English man takes to Europe for the purpose of completing his education, then the term developed by naming the young Englishmen who were making this trip bass M (tourists), (Al-dahir & elyas: 2001) The word was then used in France to express every person who was on a trip to achieve personal pleasure, and in light of that many other languages borrowed the words "tourism" from the French language in its meaning The trouble is limited to a journey devoid of money, for pleasure, rest, or health care (Mahmoud: 1975).The term has grown widely in use after exploratory trips around the world have increased for the purpose of obtaining economic and natural resources, learning about and interacting with nature, culture, industries and people. Tourism through what they expressed in their scientific experiments. Thus, the concept of tourism has developed continuously, to indicate its meaning as a human phenomenon, an economic resource, and a basic social need that has priority in light of the complexity of life conditions. It also reflects the total relationships arising from the activities of those who travel to places outside their countries, and reside in them other than the usual environment Them for a period not exceeding one year in a row, to spend free time, business or other. (McCabe: 2009) The early beginnings of the emergence of modern tourism began with the efforts of the world Thomas Cook in 1841, which witnessed the first announced journey with a train carrying 570 passengers from Leicester to Lorbrough in England, and tourism activities expanded during the Second World War, to be the beginning of the era of mass tourism. (Ritchie & Goeldner:2012) Travel agencies have become increasingly important as tourism distribution elements, and for several decades they have been the main element in the marketing and sale of various tourism products, from sale of travel packages, transportation tickets, attractions, housing, car rental, and travel insurance, ((Lohmann& Netto:2008) instead of Providing information related to these products and tourist destinations, and by this it has gained increasing importance as important elements in the tourism promotion, and accompanies with the tourism process a wide range of transactions and events in self-realization (Thurm & Froböse:2016) for most tourists and visitors. Tourism has become one of the features of the modern era, and justifies the establishment of international relations, the exchange of common interests, the establishment of international institutions and organizations concerned with tourism and travel, as well as its active role in building the economies of countries and their development plans (Al-Najjar:2001), and current account

items, (2006: Khan & Khan), and relates to popular culture as a historically distinctive phenomenon, (2018: Williams) and then prominently able to spread their skills to use technology in the practice of travel experience. (McCabe:2014) as in the reservation of transportation and accommodation tickets.

For the purpose of identifying the processes of interconnectedness and difference in estimating the initial view of tourism, we always look at the issues of defining the concept and definition of tourism from multiple perspectives by researchers and interested persons who agree or disagree in estimating the meaning of tourism, as they are broadly linked and focused on the tourist and his tourist movement, Most tourism researchers have looked at tourism as a modern phenomenon that emerges through a sense of the need to enjoy the joys of life, the nature of various attractive scenes, the growing sense of joy and a sense of joy, pleasure and residence, and the expansion of participation with time to activate tourism, (2009: Lashley & Kaufmann The circumstances in which the collective identity of tourism can flourish, (Daniele & Sheldon:2017), which began with spatial contact with the natural environment, then spiritual contact with the self, and the identification of effects for a feeling of happiness, (Hall & Seyfi:2019) and is directly linked With tourism activities (Al-dahir & elyas: 2001) and depends on it as an economic activity represented in doing business and economics, as it is linked to theories of supply and demand through what it brings from difficult currencies. On the other hand, tourism was known by the International Academy of Tourism in 1961 as an expression called recreational trips, which is a group of human activities that work to achieve this type of trip, an industry that helps satisfy the wishes of the tourist, and added the World Conference Tourism in (1963) defining tourism as the sum of civilizational and economic activities related to moving people to a country other than their own, and residing in it for a period of not less than 24 hours with any intention, except for the purpose of work whose wages are paid from within the visited country, (Al-Bakri: 1972). Therefore, tourism It is the other side of the activities and events that are practiced within the borders of any country, or outside it, and therefore has become the social, cultural and media means that are reflected in all entertainment means and activities of that country ((alehram: 1969). It is the sum of civilizational and economic activities and the organization for the movement of people from one country to another He changed their country and resided there for a period of no less than twenty-four hours by any intention other than for the purpose of work that pays his wages from within the visited country (Al-Bakri: 1972) Natural and abnormal available, with a view to spending free time on the one hand, and to develop the economic resource that supports national income on the other hand (Aziz: 1979)). As defined by the Organization for Economic Cooperation and Development as an industry that adopts the movement of the population more than goods (2000: Al-Dabbagh & Al-Houry), and depends on the movement of people and not the movement of products (Muhammad:1980) and thus has become a

cultural phenomenon, a process of giving and giving in which the material and moral aspects are represented (Al-Mashhadani:1982) Tourism was also known as a means of intellectual communication and exchange of cultures, customs and traditions between peoples, and an instrument for creating an atmosphere imbued with a spirit of understanding and tolerance between them, hence tourism becomes a tool to reveal the unity of humanity (Al-Ruby:1986). As for some of them, others were interested in the advantage of the tourism industry from the rest of the other industries that seek to deliver their products to the consumer, while the tourism industry is characterized by the movement of people from their residential area to the tourist display areas, or the tourism product, and the practice of activities resulting from this transition, which helps to Tourism industry growth. As for Al-Houry, he defined it as (the legal transfer of individuals to places other than their place of residence for a period of not less than 24 hours and not more than a year for any purpose other than obtaining work, and the economic, social, cultural, civilizational, information, and other implications of that (Al -Dabbagh & Al-Houry:2000), Tourism has been known as the process of traveling people for fun, business and stay abroad for at least more than one night (Donald :1976). As a human activity it expresses the movement of individuals and funds from one place to another for multiple purposes, (Abu Rahma:2001) and it is part of the national economy that is concerned with hosting travelers who visit tourist destinations outside their places of residence or where they work, (Lickorish:1990). Macintosh has defined tourism as the quantity of phenomena and relationships resulting from the interaction of tourists, businesses, host countries and societies, with the aim of attracting tourists and visitors (Robert: 1995). Thus tourism is a complex mixture of activities, services and industries that give experiences in transportation, accommodation, food, beverages, marketing, recreational activities and the rest of the hospitality services, to people and groups that travel away from their areas of residence, as well as from the tourism generated by the activities of the people who reside in areas outside their usual environment For a period less than one year for the purpose of pleasure, work, or any other purpose. Given the importance of the tourist in the tourism industry, being the main element in which the tourism movement thrives, many tourism professionals have determined the definition of the tourist, and it is useful here to mention the international definition of the tourist prepared by the International Federation of Official Tourist Authorities, which is consistent with the decisions of the The United Nations in Rome in 1963 for International Tourism, which includes (temporary visitors for a period of no less than 24 hours for host countries and for any of the following purposes: pleasure, work for material gain, family visits, and missions (Attia:2004). A tourist represents a person who travels for more than (24) hours, and no more than (12) months, with any intention other than working in the visited country, (Rimawi:1998). Also, the tourist represents a person who travels away from his residence area for the purpose of pleasure, work, or Conferencing,. The researcher (Cohen) defined a tourist who wants to travel voluntarily and for a temporary

period of no less than (24) hours to obtain pleasure, or for any purpose other than work (Alister & Geoffrey: 1982). The researchers believe that there are several common elements in the definition of a tourist, namely:

- 1- The distance factor.
- 2- Moving from one residential area to another.
- 3- Duration of stay.
- 4- Provides the element of desire to travel.
- 5- The purpose of the visit.

In order to crystallize new behavior that may be cultural, cognitive, cognitive, or recreational, it requires that the tourist community interact with tourists positively in tourism practices, such as recreational games cities, national parks and the exploitation of natural sites, which would build and enhance an integrated view to respond to The cultural, civilizational and behavioral diversity of a large number of tourists, encouraging them to take advantage of the innate environment and natural sites for practicing tourism activities, their interaction with nature, and their social exchange of customs, traditions and moral values. Tourism bears in its folds a philosophical need to prove its scientific theory that aims to create better conditions for human life, and that have multiple dimensions and ranges: behavioral, social, and cultural, for being a socio-economic phenomenon, (Sheldon & Daniele: 2017) that meets a profound need in humans, to feed oneself Philosophically, spiritually, culturally and socially, and it helps to refine the senses, expand perceptions and the growth of knowledge, and a means of intellectual communication between peoples to exchange moral and social values and learn about cultures, customs and traditions, and contributes to enriching the human personality and upgrading it, and in addition to this the escalation of continuous growth in global tourism with the potential Space travel and exploratory forms of marine tourism deep in the oceans, so tourism continues to push the limits of ability and strive to discover something new. Underwater hotels are now a reality. (Page: 2009) As the above-mentioned crystallization in one perspective, or similar perspectives, establishes the scientific and cognitive dimension to address a general tourism theory, or the content of a new theory of tourism that serves the tourist movement, and proves to researchers that tourism has its independence in the scientific perspective, in a wide range of activities It is divided into measuring market capabilities, analyzing market share, determining market characteristics, sales analysis, business trends studies, short-term forecasting, competitive product studies, long-range forecasting, management information systems studies, and testing of existing products, and tourism companies may conduct research Marketing by employing researchers specializing in it, or employing external researchers (Kotler: 2017) to study the psychological and social aspects and their

relevance to tourism, in order to understand and understand the meaning of tourism.

Third: The pillars of tourism theory

Science has greatly influenced various aspects of life, and was reflected in human thought (Al-Asmari: 2012), as it included many theories that served modern science, and provided explanations and clarifications of the phenomena and events that are of interest to them, and those theories vary according to their purpose, including descriptive theories , Explanatory analytical theories, and normative theories, while other theories are classified under the category of practical theories. Also, research in the phenomenon of tourism is a recent comparison compared to other fields of knowledge such as sociology, history, economics and the rest of the various sciences. The pioneers addressed the issue of the phenomenon of tourism at the beginning of the nineteenth century in Europe, especially German studies (Nash: 2007) that were developed in a growing number of English studies after The end of the Second World War, as these studies were characterized by desolation and their lack of scientific methodology, the theory is a set of interrelated structures and assumptions that clarify the relationships between a number of variables and aim to explain and predict a phenomenon, and also represent standard solutions and basic specifications to increase the efficiency of control, simplicity, quality and cooperation. (Jakobs: 2006) The importance of the philosophical construction on which the theory of tourism is based, in order to identify new entrances and visions inherent in the phenomenon of tourism, with the aim of accessing the entrances to the topic of tourism theory, through the need for a deductive intellectual building that addresses the phenomenon, and is governed by the consistency and harmony between its components and its relationship of ties, adopted by the world The researcher to answer a set of propositions and hypotheses that constitute the subject of the tourist phenomenon, and seek to know the causes of the phenomenon and how the researcher can control it, influence it, increase it, or decrease it, (Obaidat & others:1984), the tourist theory may relate to the practice and the scientific and practical application of it, In order to take on a new meaning, it is linked to a synthetic, descriptive, intellectual production directed at the application and effect in reality, and thus it carries several dimensions in its folds, including the following:

a. Realistic dimension: It is concerned with the subject matter in which tourism theory handles its description and interpretation.

B. The technical dimension is related to the total procedures and processes that surround its production efficiently and effectively.

T. The value dimension relates to its sincerity and cohesion.

D. The cognitive dimension is the primary means by which the experimental scientist uses knowledge of the laws governing phenomena.

The tourism industry has proven to be one of the most growing, expanding and widespread industries in countries in the contemporary world, and it is expected that the number of tourists around the world will reach one billion tourists, which encouraged writers and researchers in many aspects of their intellectual and philosophical propositions, to link their scientific activities With tourism studies that can be an application station for building theories in the entirety of human and scientific disciplines, but they have greatly lacked theoretical issues in their specificity, but have expanded in discussions of researchers and scholars in other fields, which has led to the emergence of new concepts of tourism, such as eco-tourism, cultural tourism, And mass tourism ... etc, as it focused on dealing with the tourist movement in many ways, such as the behavior of tourists in a focused manner, the motives for travel, and the tourist destinations, without looking at a philosophical elaboration into a logical explanation that deepens the concept of tourism and proves its theory, and the Blog theory, which was largely focused on The psychological factor of tourists, while Erik Cohen's theory was related to the behavior and classifications of tourists, and other scholars have explored topics linking different disciplines such as recreation, residence, or uniforms There are a group of historical monuments and evidence, or attractive natural resources and others, and this link between the specializations was not a scientific victory for the tourism perspective, but rather a pure field to prove other theories, as in sociology, psychology, management, etc., and then these directions did not give particularity to the tourism perspective Rather, it was compounded in a way that achieves the scientific goals of the other specialties because tourism is a complex variety of systems in social and economic structures, natural environments, royal patterns, and relationships between the generation of travel and polarized countries, (Burns: 2005) regardless of distortion of travel theory, or its continued vitality And, postmodernism represents a prime example in the inclination of ideas, models and concepts about moving a person from one place to another, and the commitment of time to such transitions. The nature and movement of ideas across the intellectual landscape may depend on basic factors such as the starting point, the specific conditions that gave rise to the idea, and the distance covered. (Brown & Turley: 1997) There are many reasons that led to the delay in the maturity of the theory for tourism, as most studies and researches in various disciplines such as sociology, psychology, anthropology, city planning, administration and economics, etc., had their origins limited to the human experience in the western perspective, to modern trips using means Transport, transport and travel companies, without going through a methodology inherent in the tools of solid scientific research, and tourism in its eastern perspective was limited to the literature of primitive journeys, and their meanings and details differed, both of them differ in meaning and detail, and they can only meet in certain lines or directions. Scientists and researchers have differed in determining the different meanings and pillars of the theory according to the branch in which it is used in general. The theory may be a kind of explanation to explain how a natural phenomenon occurs, provided

that this phenomenon occurs and there is no conflict in its occurrence. As for tourism theory, it explains the mechanism of these phenomena. In general, they are subject to right and wrong, but the logical coherence of the theory is through its explanation and interpretation, which is subject to a large number of experimental results that can broaden and enrich thought from what things have been tried and judged through the knowledge that the mind acquires, and its aim is to reach a law that explains the incidents of tourism phenomenon And the aim of this lies in achieving tourism theory from the existence of hypotheses or generating ideas, which is a necessary moment to support the theory and give it more and more emphasis.

The importance of tourism theory lies in the functions it performs in the field of human knowledge, which are as follows:

- 1_ Tourism theory works to collect tourist facts, concepts and principles and arrange them in building a coordinated organization, which makes tourism activities meaningful and valuable.
- 2_ Tourism theory provides an explanation and interpretation of a number of relationships, ties and events accompanying it.
- 3_ Help in predicting many tourism activities and anticipating their occurrence or not in light of certain data and indicators.
- 4_ Tourism theory directs scientific thought, scientific research procedures and processes, and mental reasoning to build it.

On the other hand, the value of scientific theory may not be tightened by the strength of empirical evidence to prove the validity and strength of certainty, but rather lie in its flexibility and exposure to all possibilities, the possibilities of adjusting and predicting its results, its ability to develop and open to legitimate scientific facts, its mistakes and its insufficient depth to study and understand phenomena. There are three important issues in the interpretation of tourism theory that lie in the following:

1. Theory Unit: It is based on the existence of a strategic plan, or plans to solve a tourist problem, or a number of existing problems for practicing travel and tourism activities.
2. The fertility of the theory: the possibility of tourism theory in opening new horizons and raising several questions in new and original research fields, which contributes to presenting a new vision to the world in understanding and interpreting the tourism phenomenon.
3. Theory Assumptions: The ability of the theory of tourism to make hypotheses independent of the problem supports the logic of the theory in explaining the phenomenon of its occurrence and development with the development of time and events.

Fourth: Theoretical foundations for tourism activities

The tourism system is one of the systems working in shaping the economies of nations and their philosophical construction of the trends and policies of nations and it cannot work in isolation from the state's directions, and it will be our endeavor to prove the axioms of the tourism system and search for internal consistency within the framework of the parts of the system in a manner consistent with intuitions and logical consistency with the philosophical foundations and premises. That the theory brought in The tourist effectiveness in the process of tourism interaction and exchange depends on the presence of a number of complementary or supportive services to it, including advanced virtual services, as in Internet services or virtual networks, and when we assume that the tourism service needs six supporting services such as transportation, reservation, supply, training, public relations and insurance. And these support services may be interconnected and interactively with each other in an active or slow manner, and their roles may be limited to regular and random missions, and they may have a systematic coordination of tourism and linked to tourist activities and now we assume that there are six sides that support tourism activities and are connected directly and indirectly, and if We looked at the exchanged shares in the figure below, and we found that there are lines connected directly and indirectly and lines that are directly and indirectly crossed, and if we look at Figure 1, we consider that point A represents the center of tourism activities and the rest of the points represent units that support tourism activities such as: B (Transportation), C (Reservations), D (Supply), E (Training), F (Public Relations), G (Insurance), and through interactions and exchanges between events Tourism and the rest of the support units have formed different geometric shapes from which eight triangles can emerge (four triangles in blue in a continuous line and they represent direct and continuous relations between tourism activities (A) and the supporting bodies in the form of triangles are: (AEF), (ADE), (BEF), (BCF), while there are also (four triangles in red in a dashed line and they represent the indirect relations between the tourist activities and their supporters in the form of triangles are: (ABG), (ACG), (CDG), (EGC). In order to distinguish between the interactive and reciprocal relations between the tourism activities and the parties that support them, we have chosen the blue color and the continuous line of the mutual and influential relations as well as we have chosen the offline red color as an expression of the indirect relations between the tourism activities and the parties that support them indirectly, and this form can add Other supportive bodies, whether they are associated with the center (A) in direct or indirect relationships, and in whatever way we link the supportive bodies, we will have connected triangles and intermittent polygons. As for the triangles that have two blue, and the red, dashed They are: (BCF), (ABF), and (FGD). Also, there are triangles with two red dashed ribs and the other connected blue are: (ABC), (BGC) and (BED). These relationships between the triangles assuming that point A is the element The basis and essence of the tourism activity, while the rest of the points (B, C, D, E, F, G)

are sub-points and supportive of tourism, and the result of the model is the presence of triangles connected by lines and not connected to the lines assuming that the connection is the main factors supporting the tourism activities directly or lines Not related to the assumption that they are supportive bodies for tourist activities, but indirectly, and there may appear in the model two triangles with two connected sides and an offline side, this means the strength of the relationship in the interaction and exchange between direct and indirect variables, as well as two triangles in which two sides are not connected and a connected leg appears, so there is overlap In the interactions and exchanges between the supporters indirectly with the supporters directly. Here, the more triangles with linear polygons connected, the stronger relations between the center point of the tourist activities (A) in the support operations with the other points, as well as the more triangles with linear sides a For disconnected relationships the relationship was weak, and this also involved common linear ribs.

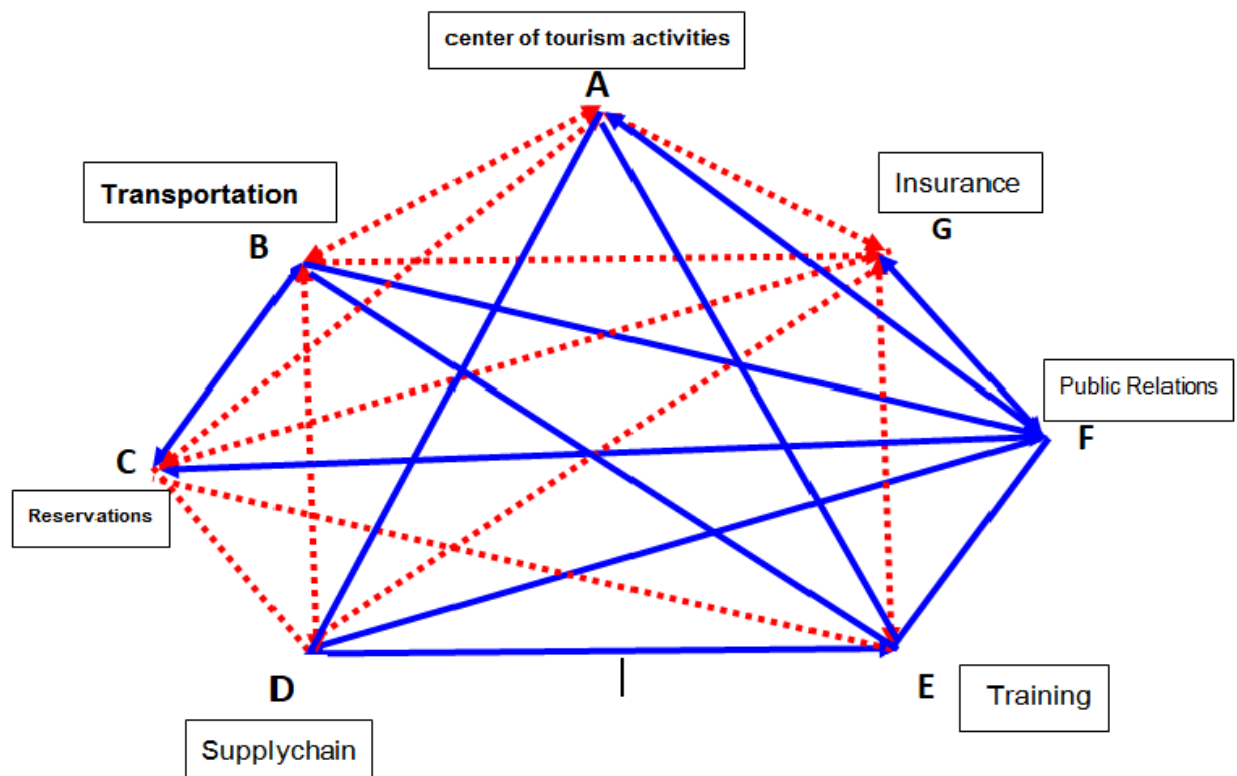


Figure 1: Tourism Theory Model

Source : The shape was prepared by the researcher

Fifth: Tourism theory applications

The types of tourism activities and their applications vary according to many indicators of environmental giving to the natural attractions of environmental resources, or urban construction, or the cultural, historical and civilizational component, etc., and there is no reason to doubt that the difference in the types of tourism constitutes a need to match different symbolic and mental images when conceiving Tourists, in which each tourist seeks the appropriate type of tourism to achieve on the basis of the effect that he wishes to acquire in his psyche and apparent behavior, and the resulting moral values, or an understanding of intellectual philosophy, or economic construction, and the goal of diversifying tourism activities and events is due Due to the difference of those inclinations and desires of tourists according to what they desire and aspire to achieve, and on the basis of this, tourism applications can appear in the structure of tourism construction from residential, recreational, therapeutic, religious, scientific, and other projects, and the species is not required to overlap with Among them, this is subject to the will of the tourist and his decision to choose. Thus, we find that there are multiple classifications of types of tourism that can be subject to increase, as they are compatible with them according to tourism activities, or the aim of them, or their ownership, and others. We will address the classification of types of tourism as follows:

A- Tourism with goals

With the aim of enjoying the tourism activities and the related activities that include recreation, cultural, religious, economic, industrial, political, therapeutic, sports and social activities, businessmen conferences and other activities and events, i.e. every type of tourism item attracts a specific segment of tourists, and the design of its services will be according to what they need and desire to achieve Individual or collective goals, and thus the tourist type of most tourist groups is characterized by the fact that they do not have a wide individual role in its establishment, but rather are a response to a specific need or a collective goal in itself.

B- Tourism within the scope of travel and nationality

The type of tourism in the scope of travel and nationality is outside the political borders of the country, and in a legitimate manner that requires the presence of fundamental approvals from the visited country such as entry visas, or mutual international relations, with regard to holders of dual citizenship, or nationals of other countries, and representatives of companies, and this type is also subject to the nature of political relations The exchange of economic interests, intra-commerce or religious seasons as in (Hajj) and (Umrah), while domestic tourism does not require complicated or many procedures, the type of tourism is characterized by attracting large numbers of families, and provides a lot of money spent in this field, and it is linked in a particular season such as summer or school holidays Colleges, and tourism activities are concentrated within the framework of the inner and coastal cities and tourist areas that have an impact in introducing tourists to their homeland and

its many civilized achievements and whose knowledge is part of the national culture and civilized behavior.

C -: Tourism for the type of accommodation and transportation

This type of tourism is characterized by its dependence on the nature and type of residence and the use of transportation for the tourist movement, and the time of the tourist season, as the number of tourists increases greatly annually, and most of the tourism activities take place in the summer season in most tourist countries, and the tourist movement needs places to stay in a wide and varied manner. The available beds are not sufficient to meet the actual need, which encouraged the tourism producers to find types of accommodation according to the approved tourist classification levels,

D-: Virtual Tourism

Virtual tourism has become a reality in many countries of the world used as an alternative to transport tourists from their countries to other countries, with the aim of seeing the tourism natural resources, monuments, historical evidence and cultural properties that it enjoys. The idea of virtual tourism depends on taking the tourist on a virtual tour of tourist cities through a triple website. Dimensions simulate museums and shrines, and then apply the trip through a website. The advantages of virtual tourism are concentrated in bringing financial returns if tourism companies adopt the development of special software and applications and then market them globally. Virtual tourism comes as an alternative for the tourist to move from his country to another country to see the actual and realistic effects and historical properties it possesses, as a result of the official complications that countries impose on crossing their lands in border areas such as airports, ports and land ports. Virtual tourism facilitates the process of virtual roaming in the various attractions in Tourist cities through a three-dimensional website that simulates museums, shrines, palaces, game cities and public parks. Science needs a continuous correction in its concepts and reading of the phenomena and the surrounding variables, and it can benefit from its pitfalls as well.

Conclusion:

Seven :. Conclusions and recommendations:

First: the conclusions

1. The tourism industry has proven to be more developed, expanding and spreading in the countries of the contemporary world. The number of tourists in the world is expected to rise to one billion tourists, which encourages writers and researchers to build tourism. Theory in their intellectual, philosophical and deductive assumptions.

2. The theory is a group of opinions that try to explain scientific or speculative facts in human studies or hypotheses that explain phenomena that are affected by experiments and applied scientific research in order to reach solutions to problems based on the relationship between the variables. And the

3. The research focused on deductive aspects in the study of theory as it makes predictions about unproven phenomena because it is a proposed model for a specific phenomenon or several phenomena that can predict future events by analyzing the components of facts or phenomena and experiments that prove that.

4. The theory is difficult to apply in the near future due to the decrease in tourism activities due to the Corona pandemic, the decrease in the number of tourists and the global tourism movement.

5. Tourism theory brings together tourism facts, concepts and principles and arranges them in building a coordinated organization, making tourism activities meaningful and valuable.

6. The researcher relies on the existence of the tourism theory to answer a set of assumptions and assumptions that make up the topic of the tourist phenomenon, and strive to find out its causes, control and influence it.

7. Tourism theory contributes to enriching thought, scientific research procedures and processes, and mental thinking to build it. Its value lies in the strength of experimental evidence to prove its validity, its certainty of its potency, its flexibility, the possibilities for modification, and the prediction of its results.

Second: Recommendations:

1. Inviting researchers to consider a philosophical detail and a logical explanation that deepens the concept of tourism, establishes its theory, and focuses on multiple factors and disciplines such as entertainment, accommodation, transportation, or visiting a set of historical monuments, evidence, or attractive natural resources, among other things.

2. Establishing interrelated structures and assumptions for the phenomenon of tourism in a way that clarifies the existing relationships between a number of variables and aims to explain and predict the phenomenon.

3. Inviting researchers and those interested in tourism to seek to prove theories that are concerned with tourism in order to research and apply them and develop their contents in line with the requirements of the times.

4. Inviting researchers to open up to legitimate scientific facts to build a theory of tourism, to identify its errors and limitations in depth, and to understand the phenomena associated with it, its integrity, unity and fertility of its views in order to present a new vision for it. Scientist in understanding and interpreting the phenomenon of tourism and its application in practical aspects.

5. Searching for facts that prove or disprove the existence of the theory through the principle of verification to study the origins of the theory according to well-established scientific standards and indicators. And to identify the different relationships between its variables.

6. Calling researchers to delve into the introduction of the theory of tourism because it carries within it a philosophical need to prove its scientific theory that aims to create better conditions for human life, which has multiple dimensions and scopes: behavioral, social, and cultural,

Resources

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مستخلص

أهمية البحث: تبرز أهمية البحث في دراسة البنية الفلسفية القائمة على دراسة مفاهيم السياحة وتطبيقاتها ، بهدف التعرف على الرؤى الجديدة المتأصلة في ظاهرة السياحة ، والوصول إلى مناهجها. موضوع نظرية السياحة ، يحكمه الانسجام والتناغم بين مكوناته التي يتألف منها موضوع الظاهرة السياحية.

تبرز مشكلة البحث في ضعف بناء التشخيص المعرفي والعلمي المبني على الأسس الفكرية الشاملة لموضوع نظرية السياحة وطبيعة العناصر المكونة لها وإثارة هذه المشكلة كمحاولة لتفصيل الجدل الفكري على مستوى عمق المتغيرات البنوية لنظرية السياحة وتمثيلها في الواقع الفعلي للأنشطة السياحية وكذلك اتساع الفجوة المفاهيمية المتعلقة بعناصر ظهور نظرية السياحة ومدى اتفاق الباحثين من وجهة النظر المفاهيمية و خلافاتهم على الفلسفية. هيكل نظرية السياحة

منهج الدراسة: اتبعت الباحثة الدراسة النظرية والمنهج الاستنتاجي في شرح الظواهر السياحية وارتباطها بمنظور فلسفي يهدف بشكل أساسي إلى وجود التنظير السياحي بشكل يدعم ظهور نظرية سياحية تخدم التنوع. القطاعات التي تنشط العمل السياحي علمياً. أما نتائج الباحث فهي تكمن في إمكانية العمل على جمع الحقائق والمفاهيم والمبادئ السياحية وترتيبها في مبنى منظم ومنسق مما يجعل النظرية السياحية ذات نصج فكري ودلالة ذوق حقيقية كما هو موضح في نظرية السياحة المقترحة. النموذج الذي يصعب تطبيقه في الوقت الحاضر بسبب انتشار وباء كورونا (كوفيد-19) وانعكاسه السلبي على الأنشطة السياحية والدراسة. قدم شرحاً لعدد من الظواهر والأحداث المتعلقة تأسيس نظرية السياحة. إن ظهور النظرية يساعد في التنبؤ بالعديد من الأنشطة السياحية والتنبؤ بحدوثها أو عدم حدوثها في ضوء بيانات ومؤشرات معينة تم توضيحها في رسم العلاقات المتوقع تضمينها بين الترابط بين مركز الأنشطة السياحية والخدمات التي دعمها.

الكلمات المفتاحية: السياحة ، النظرية السياحية ، النظرية ، السلوك السياحي ، نظريات السياحة