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INTERNATIONAL TOURISM: TYPES OF ALTERNATIVE TOURISM

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*"A Man should know something of his own
country, too, before he goes abroad"*

Laurence Sterne

Abstract

This article refers to International Tourism and to the process of development of alternative types of tourism. It concerns with the subject study of International Tourism, and its components, methods and so on. How there can be used both scientific and research methods, historical and statistical methods, socio-psychological methods etc.

The article also says about the history of tourism, that modern tourism is rather new, on the one hand, it became massive only after the World War II, on the other hand, tourism has deep historical roots as globetrotting known to mankind since ancient times. The essential role in tourism progress played a revolutionary change in transport development; they are listed in the given article.

Nowadays, tourism is manifested in different events, connections and relationships that determine its classification. The most common classification is the division into types, categories and forms. According to the WTO (World Tourism Organization) there are located: domestic, inbound and outbound tourism. There is also stated categories and types of tourism according to functional classification in the article. The most spread types of tourism are recreational and educational.

The first is very varied and can be include spectacular, entertainment, hunting, fishing and so on. Now in great demand new kinds of tourism: ecotourism, agritourism, exotic-adventure and extreme tourism. It must be mentioned that category and number of special forms of tourism is not given once and for all. With demanding and changing needs of the tourists may appear new special types of tourism.

Key Words: international tourism, research methods, criteria, globetrotting, periodization of tourism history, industrial development, classification, alternative types of tourism.

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JEL:A – General Economics,

JEL:F – International Economics,

JEL:L – Industrial Organization,

JEL:N – Economic History

ULUSLARARASI TURİZM: ALTERNATİF TURİZM TÜRLERİ

ÖZET

Bu makalede uluslararası turizm ve alternatif turizm çeşitlerinin gelişim süreci ele alınmaktadır. Makale, uluslararası turizmin konu çalışması, bileşenleri, yöntemleri vb. ile ilgilidir. Tarih, istatistik, sosyo-psikoloji vb. bilimsel metodların ve araştırma metodlarının nasıl kullanılacağı hakkındadır.

Makale ayrıca turizmin tarihi hakkında, modern turizmin oldukça yeni olduğunu, öte yandan II. Dünya Savaşı'ndan sonra bir devrim yarattığını, ayrıca turizmin antik zamanlardan beri dünyaca bilinen derin tarihsel kökleri olduğunu belirtiyor. Turizmin ilerlemesindeki temel rol, ulaştırma gelişiminde devrimsel değişiklikler yapmıştır. Söz konusu değişimler makalede listelenmiştir.

Günümüzde turizm, sınıflamasını belirleyen farklı olaylar, bağlantılar ve ilişkilerde kendini göstermektedir. En yaygın sınıflandırma, türler, kategoriler ve formlara bölünmesi bağlamındadır. WTO'ya göre (Dünya Turizm Örgütü) yerel turizm, gelen turizmi ve giden turizmi formlar bulunmaktadır. Makalede fonksiyonel sınıflamaya göre turizm kategori ve türleri belirtilmiştir.

En yaygın turizm türleri rekreasyonel ve eğitsel olanlardır. Bunlara eğlence, avcılık, balıkçılık vb. de dahil edilebilir. Şu anda en çok talep edilen turizm türleri şunlardır: Ekoturizm, tarım turizmi, egzotik-macera turizmi ve ekstrem turizm. Son olarak turizmin özel biçimlerinin kategorisinin ve sayısının verilmemesi söz konusudur. Turistlerin talepleri ve değişen ihtiyaçları ile yeni özel turizm türleri ortaya çıkabilir.

Anahtar Kelimeler: uluslararası turizm, araştırma yöntemleri, kriterler, seyahat, turizm tarihinin dönemi, sanayi gelişimi, sınıflandırma, alternatif turizm türleri.

JEL:A – Genel ekonomi,

JEL:F – Uluslararası ekonomi,

JEL:L – Endüstriyel organizasyon,

JEL:N – Ekonomi tarihi

1. THEORETICAL FRAMEWORK

Today tourism provides different definitions. So, the concept of “tourism” denotes temporary displacement of people from their permanent residence to another country or area within their country, in spare time in order to get pleasure and relaxation, as well as for recovery, guest, educational or professional purposes.

At the same time, tourism is regarded as the most important means of satisfying human needs for diversity. Thus, the subject study of International Tourism, the following components of “tourism” concept may serve as:

- * Moving or migration
- * Motivation (objective) of displacement
- * Regional geography features attracting tourists
- * Economic factors related to the availability of funds for the organization of the trip, as well as the influence of tourism on economic development at macro and micro levels.

II. PURPOSE OF THE STUDY, SCOPE AND METHOD

Both scientific and applied research methods can be used in International tourism. Scientific method of abstraction expressed in the synthesis of facts identifying patterns. Historical method is a characteristic feature of country history. Statistical methods allow to assess quantitatively the tourists’ flow. Socio-psychological methods associated with the identification of travel motivation and a social differentiation of tourists. Geographical methods aim at assessing the territorial differentiation of places to stay and the analysis of natural-climatic potential areas. Economic methods show how to satisfy the needs with limited resources, as well as allow you to estimate the economic effectiveness of this type of activities. (1. Voskresenskiy, *International Tourism*, Moscow 2006.)

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The article also says about the history of tourism, that modern tourism is rather new, on the one hand, it became massive only after the World War II, on the other hand, tourism has deep historical roots as globetrotting known to mankind since ancient times. The essential role in tourism progress played a revolutionary change in transport development; they are listed in the given article.

III. RESULTS AND DISCUSSION

Modern tourism is rather new on the one hand, it became massive only after the World War II, on the other hand, tourism has deep historical roots as globetrotting known to mankind since ancient times. I would like to draw your attention a little bit

on the history of tourism development. In the history of tourism development taken to allocate four stages:

- * Until the early 19th century – prehistory tourism;
- * The beginning of the 19th century – the beginning of 20th – up market tourism; the emergence of specialized enterprises for the production of tourism services;
- * After the World War II – modern stage – massive social tourism, tourism industry formation as an intersectional complex for the production of goods and services for tourists.

The periodization is based on the following criteria: techno-economic background, social background target tourism features at different stages of development. At the first stage of tourism development the primary motivation of travel were trade, educational goals, pilgrimage and treatment. The middle ages enhanced by religious factor – journey – the worship of the Holy places of Christianity and Islam. During the Renaissance religious component of tourism was somewhat weakened, while strengthened educational and cognitive motivations of travelers. The main feature of travelling, before the beginning of the 19th century, was primitive means of transportation; the journey was not an end in itself, but a prerequisite to achieving their goals. All travelers were united by one quality: they were minority, the elite society.

The crucial role in tourism progress played a revolutionary change in transport development: the invention of the steamboat (by American engineer Robert Fulton in 1807) and steam locomotive (by Englishman George Stephenson in 1814), improving the postal service, accompanied by expansion of network roads, all this led to the reliability and speed of movement while reducing travel costs. In this period were built luxurious hotels that catered to the representatives of aristocratic circles and senior offices.

In the second half of the 19th century tourism industry expanded its production: to the means of placing added travel companies, which included the organization of tourist trips and their consumption. A textbook example is the Thomas Cook's travel agency, created in 1814 in Great Britain. The first travel agency in Germany "Reisebuero Stangen" was founded in Breslau in 1863. since 1862 appeared first travel catalogs, reflecting the process of tourism demand expansion. (2. Volkov, *Introduction to the Hospitality Industry*, Rostov n/D. Phoenix, 2003.)

The World War I economic depression of the 1930s and World War II had a negative impact on the tourism development. But precisely during this period, between the two World Wars, were mass tourism sprouts which flourished in the post-war decades. (3. Sokolova, "The History of Tourism", *The Academy*, Moscow 2004.)

In modern world, tourism is manifested in different events, connections and relationships that determines whether its classification, i.e. grouping by a separate uniform characteristics, dependent on a certain practical purposes. The most common classification of tourism is the division into types, categories and forms. Type of tourism is determined by the nationality of the tourists. In accordance with the recommendations of the WTO (World Tourism Organization), on an individual country, the following types are allocated:

- * Domestic tourism – citizens’ travel within the state borders of their own country;
- * Inbound tourism – non-residents’ travel within the frontiers of any country;
- * Outbound tourism – travel by residents of one country to any other country.

These tourism types combine forming differently the following tourism categories:

- * Tourism within a country includes domestic and inbound tourism
- * National tourism includes domestic and outbound tourism
- * International tourism includes inbound and outbound tourism.

These categories can be applied to a particular country, region in a given country or to the region, which involves several countries.

Functional classification of tourism is defined by travel purpose. According to this characteristic there distinguished the following main types of tourism:

- * Recreational
- * Therapeutic (medical and health)
- * Cognitive
- * Business
- * Sport
- * Ethnic
- * Religious
- * Transit
- * Educational

The most common are recreational and educational tourism. Recreational tourism is very varied and can include spectacular, entertainment, hunting, fishing, music and artistic creativity, visiting sport events as a spectator, and so on.

Medical and health tourism due to the need for treatment of various diseases and rehabilitation. Here we can talk about tours with exclusively therapeutic purposes, to

treat any serious disease, rehabilitation after injuries, accidents, operations, and medical and health tours in order to maintenance of youth, beauty and health, stress and fatigue.

Cognitive (excursion) tourism includes tours for familiarization with the natural, historical and cultural sights, museums, theatres, and traditions of nations in a visited country.

Business tourism covers travel on official or occupational aims without getting income on temporary residence. This kind of tourism, the WTO considers travel to participate in scientific congresses and conferences, business meetings and seminars, fairs, exhibitions, showrooms, as well as holding contract negotiations and conclusions, equipment installation...

Business tourism includes business trips, congress and exhibition tourism, incentive tourism. Incentive tourism is a travel provided by a firm leadership to its employees for free as a reward for good work. Incentive tours generally supply good quality services on "all inclusive" system. The total share of business travel is between 10 and 20% on international tourist volume.

Sport tourism involves leaving for sport events in various countries and regions. Consecutively, it can be divided into professional and amateur tourism. As "special type" of tourism we are interested in amateur tourism, which can be classified as follows: winter and summer, as well as water, air, desert and mountain sports.

Ethnic tourism aims to visit places of birth or origin of the family, and the residence of relatives or close friends as well. This type of tourism is called "nostalgie tour". The priority of this type of tourism is for countries where there are large (huge) diaspora of people hailing from other countries. For example, for tourists from Germany, which is home to more than three million Turks, are popular travelling to Turkey, while for tourists from Finland – on the Karelian land, Ladoga lake (nearly 500 thousand of Fins left the place in time of war 1939-1945). Ethnic tourism widespread among the Chinese diaspora, that numbers more than 60 million people.

Religious tourism is based on religious needs of people of different confessions. Religious tourism can be called the oldest, its roots go back to ancient times. It has two main varieties: pilgrim tourism (spiritual pilgrimage direction) and religious tourism (excursion-cognitive direction).

Transit tourism (stopover), due to WTO recommendations, includes two varieties:

- * Movement of passengers who do not enter the country but just make a change to a connecting flight;
- * Movement of tourists who travel to the place of final destination, with a small stop for connecting flights to third countries.

Educational tourism involves tours ranging from 15 days to 3 months with the aim to improve professional skills or knowledge on various subjects or disciplines. Currently, the most popular are tours for studying or improving foreign language.

IV. CONCLUSION

Depending on the method of organization there distinguished organized and unorganized tourism. Organized tourism involves pre-designed and organized travel program by a travel agency for tourists according to their wishes and budgets. Tourism company books in advance and pays all travel services along the route, prepares all necessary travel documents.

Unorganized tourism suggests that tourists themselves without participation or mediation of travel company will organize their journey. They'll independently develop travel itinerary, define sightseeing, plan night places, travel documents and so on. Unorganized tourism is very popular worldwide.

Particularly in countries which citizenship allows them to travel to other countries without a visa, for example moving around the Europe is absolutely free for citizens of Schengen countries, the United States citizens do not need a visa for entry into the Schengen countries as well. (4. Senin, "Organization of International Tourism", *Finance and Statistics*, Moscow 2003.)

There are the following types of tourism for the duration of travel: short-term (weekend trips for up to 7 days), medium (tours lasting from 9 to 11 days) and (tours for a term from 15 to 30 days).

There can be distinguished the following types of tourism by the use of vehicles:

- * Rail;
- * Air;
- * Ferry ride/water (sea and river);
- * Car;
- * Bicycle; and
- * Other means of transport.

By intensity of visit, tourism can be divided into permanent and seasonal. By source of funding, tourism can be divided into commercial and social types. Commercial tourism focuses on getting profit by tourist enterprises, which is the main source for the effective services development. Social tourism is subsidized from funds allocated for social spending in order to create conditions for tourism of certain categories.

Recently appeared and now in great demand new kinds of tourism: ecotourism, agritourism, exotic-adventure and extreme tourism. The main objective of ecotourism is familiarization of tourists with natural values, ecological education of people. Ecotourism involves visiting environmentally pure natural areas (reserves, botanical gardens, national parks).

Agritourism (rural tourism) includes visiting countryside by tourists for leisure and entertainment organization in ecologically clean areas. Agritourism is widely spread in Canada and the USA.

Exotic-adventure and extreme tourism are associated with exotic places visiting (islands, volcanoes, waterfalls, deserts, and so on) and adventure activities (Jeep Safari, rafting, diving, trekking tours, camel rides, balloons and others).

Category and number of special forms of tourism is not given once and for all. With the changing needs of the tourists may be new special types and at the same time, a number of special forms of tourism can move gradually into the category of ordinary and usual. (5. Dracheva – Ryabova - Zabayeveva (ed), *Economics and Organization of Tourism: International Travel*, Moscow, Knorusi 2005.)

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