

TRANSFORMATION OF APPROACHES TO THE DEFINITION OF «TOURISM» IN THE CONTEXT OF SOCIO-ECONOMIC IMPORTANCE

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1. Introduction

Tourism is one of the important social and economic fields of our time, which is subjected to objective laws of social development. This is the most dynamic sector of services. Services have been the fastest growing economic sector of industrialized countries over the past several years. Need to rest is stimulated by urbanization, scientific and technological revolution, improving living standards.

In some countries, tourism has become a significant source of income belonging to the state and a promising sector of the national economy. It is a priority direction of formation gross domestic product, employment, source of foreign exchange, enhances trade balance and generally it has impact on businesses and society changes. It helps activate and stimulate the network of national economy: building industry, trade and agriculture, increase the production of goods, transport and communications industries, formation of modern human resources policy.

Tourism is a multifaceted phenomenon of social life. On the one hand, it is the powerful and dynamic industry in the international economics, and, on the other hand, it is the extensive social system, which provides the ability to create new job opportunities. Using the positive sides of tourism, the socio-economic goals can be achieved with the high extent. There are many articles and books written by scientists, but in spite of them, it requires a scientific reflection. The technological revolution has contributed to the rapid accumulation of funds that could be spent on entertainment. That is why, tourism becomes increasingly significant for people and holds an important position in the national economy.

2. Changes in the approach to the definition of tourism

Emergence of tourism as a socio-economic area, was studied by Ukrainian scientists V. K. Fedorchenko, I. M. Minic, V. G. Gerasimenko, A. V. Zinchenko, V. A. Lugovoi, S. I. Griбанова and others. The issue of international tourism was explored by A. P. Puzakova, I. V. Chernin, G. F. Shapoval and others. Conceptual and theoretical development of tourism was highlighted by such foreign scientists as W. F. Theobald, N. Plange, Buck Roy C., R. W. McIntosh, A. J. Burkart, S. Medlik.

Etymologically, the word tour is derived from the Latin, “tornare” and the Greek, “tornos”, meaning “a lathe or circle; the movement around a central point or axis”. This meaning changed in modern English to represent “one’s turn”. The suffix -ism is defined as “an action or process; typical behavior or quality”, while the suffix, -ist denotes “one that performs a given action”. When the word tour and the suffixes -ism and -ist are combined, they suggest the action of movement around a circle [1].

The Law of Ukraine “On Tourism” states that tourism is a temporary departure (trip) of persons with permanent residence with cognitive, recreational, professional, business, sports, religious and other purposes from 24 hour to 24 one year in a row, without salary activities in the place of temporary residence [2].

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Another definition is given by M. Malska, who remarks that tourism as a type of recreation is associated with moving beyond the residence, vacation, combined with wellness, education, sports, cultural and entertainment purposes [3].

World Tourism Organization in 1991 recommended to define tourism, as the activities of a person travelling to a place outside his or her usual environment for less than a specified period of time and whose main purpose of travel is other than the exercise of an activity remunerated from within the place visited [4].

In today's world, tourism stands as a complex, multifaceted social phenomenon, because it cannot be fully and comprehensively described by any existing science as an object of own research and none of the existing social and economic institutions are able to solve its complex problems [5].

P. G. Oldak distinguished "traditional, straight, narrow" importance of tourism (vacation, which was spent in travel) and "modern, scientific, collective" (all vital, isn't associated with the relocation and work) [6]. Close to this definition, V. I. Azar [7] wrote that tourism is a form of migration, characterized by temporal displacement from one area of the country or from one country to another, if it isn't associated with a change of residence or work, in other words, voluntary trip to rest, treatment, participate in academic, business and cultural meetings.

N. S. Mironenko and I. T. Tverdohlebov defined that tourism is a complex of relationships and effects, arising during the travels and the staying of people outside their residence, if it isn't transformed into a long stay or a temporary activity for wage [8].

All these definitions of the one term give us the full and complete understanding what tourism is, and what processes are involved in it. In this article, tourism will be described from the social and economic sides.

3. Socio-economic background of the term "tourism"

Tourism is distinctly a twentieth century phenomenon. Historians suggest that the advent of mass tourism began in England during the industrial revolution with the rise of the middle class and relatively inexpensive transportation. The creation of the commercial airline industry following the Second World War and the subsequent development of the jet aircraft in the 1950s signaled the rapid growth and expansion of international travel. This growth led to the development of a major new industry, tourism. In turn, international tourism became the concern of a number of world governments since it not only provided new employment opportunities, but it also produced a means of earning foreign currency.

Tourism today has grown significantly in both economic and social importance. Authors such as Nii Plange [9] have argued that although tourism plays a significant role in the economic sector of many developing countries, it also creates a form of dependency and insecurity. Roy Buck has remarked, "tourism scholarship to date is organized in two relatively isolated camps. There is the business enterprise and economic development camp, largely devoted to charting growth and business profits. And there is the impact and externalities camp, whose work more often than not documents the spillover consequences of tourism enterprises in host nations or communities" [10].

Accordingly to all definitions given in the article, tourism can be viewed from three positions: economic, technical and holistic.

To determine tourism from the economic position, as was noted by Australian Department of Tourism in 1975, we must establish its economic and business consequences as nationally important industry. This area involves a wide cross section of component activities including the provision of transportation, accommodation, recreation, food, and related services [11]. McIntosh wrote in 1977, that tourism can be defined as the science, art and business of attracting and transporting visitors, accommodating them and graciously catering to their needs and wants [12].

The human factor is the basis of tourism. That is why it cannot be considered from only economic side. In the fig.1 there are the main indicators that have influence on tourism.

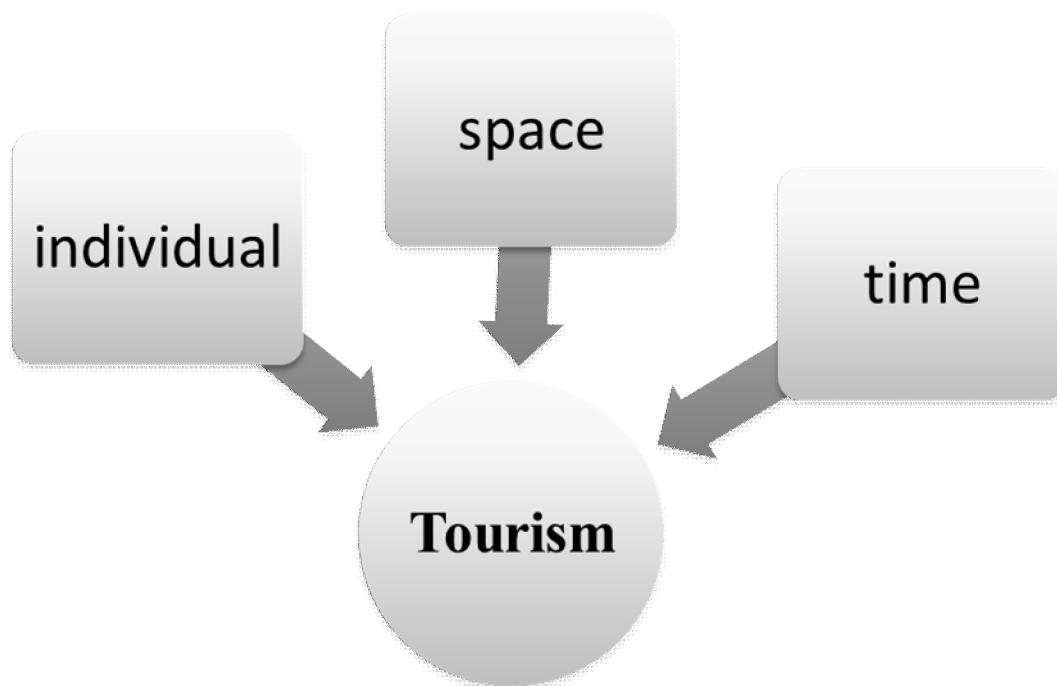


Fig. 1. Economic indicators, which influence on tourism

Source: author's elaboration

Individual is an effective subject of tourism, who makes a decision about trip. Another component is space; there is a physical place, where a tourist will be. The last element is travel time, which acts as a temporary item and is consumed during the trip and staying.

The technical definition is necessary in order to control the number of tourist arrivals for the compilation of statistical reporting. This requires to distinguish a tourist from other travelers. If we compile all the definitions that exist, we can see that the basis of any of them has three elements: the purpose of travel, distance and duration. The purpose of tourist travel can be attributed to one of the following options:

- Free time (vacation, holiday, health, research, religion and sport);
- Business travel, family, transmissions, meetings, tours.

British scientists Burkart and Medlik have noted the confusion, which arises from this: “In endeavoring to define tourism it is useful to distinguish between the concept and the technical definitions. The concept provides a notional, theoretical framework, which identifies the essential characteristics, and which distinguishes tourism from similar, often related, but different phenomena. Technical definitions provide instruments for particular statistical, legislative, and industrial purposes” [13]. Various technical definitions provide a general concept that is applied at the international and domestic settings.

Another direction to define tourism is holistic approach. In accordance of this concept it requires to be defined as a whole view, which will cover the entire essence of the subject of tourism. Two Swiss scientists, Hunziker and Kraph, defined tourism as “the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected to any earning activity” [13]. This definition has been recognized by international organizations, but the proposed approach is vague, because it points to

the relationship with other disciplines. Fig. 2 shows areas that centered on tourism and have connection with it.

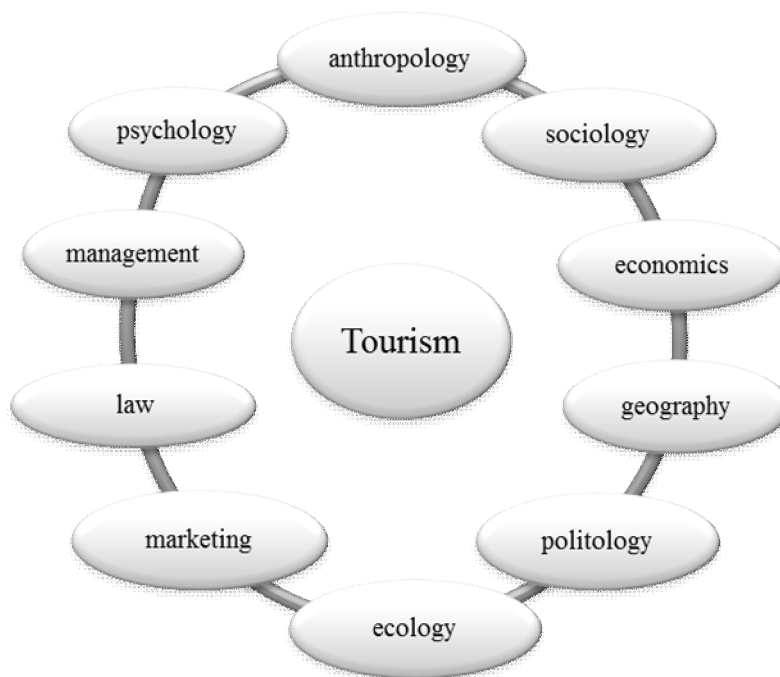


Fig. 2. The relationship of tourism with other disciplines

Source: author's elaboration

Tourism is inconceivable without anthropology factor-man, which is the principal element of it. Another nearest science is psychology. Questions about visitors' needs and wants are very popular, because tourism includes travel agencies, hotels, transportation and promotion. Sociologists and cultural anthropologists study the travel behaviour of individuals and groups of people, and focus on the customs, habits, traditions and life-styles of both hosts and guests. Mix of politics, ideologies and economic principles are the main in tourism development as a legitimate and economically important industry. Touristic activity has in common with such sciences as geology, history, biology, ecology, which also participate in setting up tourist potential of a given region. Finally, natural factors like: topography, climate, hydrography, lithological, biogeographical elements participate in establishing of the tourism fund, respectively of recreational resources, that affect the activity of tourism phenomenon. Geographers are concerned with such aspects of tourism, as study travel flows and locations, development dispersion, land use and changes in the physical environment.

Gunn summarized all definition and presented a model: "the designer has an opportunity for a closed system of tourism environment made up of the five components: people ...in a market area with desire and ability to participate; attractions ...offer activities for user participation; services and facilities ...for users/support the activities; transportation ...moves people to and from the attraction destinations; and information and direction ...assists users in knowing, finding, enjoying" [14]. All sciences, when define this term concern influences on economy or society. But sense for this meaning is in complex regarding all effects, which are represented in fig. 3.

In addition, tourism has been variously defined (or refined) by governments and academics to relate to such fields as economics, sociology, cultural anthropology and geography. Economists are concerned with tourism's contributions to the economy and economic development of a destination area, and focus on supply/demand, foreign exchange and balance of payments, employment and other monetary factors. Mathieson and Wall conclude that "Tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs" [15].



Fig. 3. Socio-economic impacts of developing tourism infrastructure

Source: author's elaboration

Positive impacts from tourism on society increase national consciousness, exchanging of ideas, contribute interfacing, solidarity, community wellness, understanding other cultures, raising the demand for historical monuments. Tourism is one of the types of social activity that has economic impact. The growth of tourism infrastructure represents improvement in a wide range of spheres such as transportation (traffic), food and drinking industries, airline companies, shipping companies, new travel agencies, travel insurance, recreational, cultural and sporting services, amusement, entertainment and souvenirs. There are set up new businesses which provide new services, where additional workers are required. All these changes raise the income from taxation and reduce the unemployment. The destruction of these consequences contributes the growth of the economy.

4. Conclusions

All definitions of the term “tourism” include not only individual, particular person, who wants to travel, but a specific process, in which more and more people are involved. Covering the whole range of disciplines, tourism requires new updated research. In the article are defined three approaches to the term of tourism: economic, technical and holistic. From holistic side they define this industry as a whole view, which will look into the entire essence of the subject of tourism. Considerable attention is given to the economic impacts that influence the sustainable national economy. The development of the tourism industry positively is reflected in the balance of payments. With the growth of employment in this sector, incomes to the government budget are increased. Tourism contributes to economic diversification, creating new industries that it serves. The sum of all definitions shows, that tourism in its definition includes people, attractions, services and facilities, transportation, information and direction. Tourism is a complex endeavor. It not only provides huge amounts of money to protect the natural environment, restore cultural monuments, and preserve native cultures. We start to understand people with very different backgrounds. Tourism provides a break from the stress of an everyday routine and fulfills the dreams of leisure travellers. This industry includes gross output, added value, capital investment, employment, and tax contribution that help to achieve the growth of economy.

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Summary

In the article the author reviewed the various definitions of «tourism», identified their advantages and disadvantages, and divided the approaches into three subcategories: economic, technical and holistic. Considerable attention is given to the review of opportunities for further development of the tourism industry, considered its contribution to the sustainability of the national economy. In the article it is argued that development depends on both external and internal factors, among which the most important are political and economic stability, mechanisms of state and regional governance. Based on various, already existing approaches the transformation of approaches to the definition of «tourism» in the socio-economic context are explained.

Keywords: tourism definition; socio-economy importance; holistic approach.

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