

ULUSLARARASI SOSYAL ARAŞTIRMALAR DERGİSİ THE JOURNAL OF INTERNATIONAL SOCIAL RESEARCH

Uluslararası Sosyal Araştırmalar Dergisi/The Journal of International Social Research

Cilt: 15 Sayı: 95 aralık 2022 & Volume: 15 Issue: 95 December 2022

Received: Dec 1, 2022, Manuscript No. jisr-22-84779; Editor assigned: Dec 2, 2022, PreQC No. jisr-22- 84779 (PQ); Reviewed: Dec 15, 2022, QC No. jisr-22-84779; Revised: Dec 22, 2022, Manuscript No. jisr-22-84779 (R); Published: Dec 29, 2022, DOI: 10.17719/jisr.2022.84779
www.sosyalarastirmalar.com Issn: 1307-9581

TOURİSM AND THE PİLGRİMAGE TOURİSM-PAST

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Abstract

The 'new' traveler's demands and expectations are changing as well. The search for new experiences, new adventures, and new ways of life has led to this idea known as 'new tourism.' More and more attention is being paid to exploring new frontiers or daring to go where traditional thought would not allow. "New" tourists, on the other hand, are increasingly being seen as caring about the environment, showing respect for the culture of their host countries, and wanting to experience and learn rather than just observe. Participants rather than spectators are the new" tourists. The new tourist experiences are now based on things that would never be on the list of the "mass" tourists, like adventure, getting off the beaten path, and getting to know the locals. A Tourism Marketing Knowledge Grid is created and used as a review framework in this paper. According to the grid, existing research on tourism marketing has primarily focused on the manner in which service promises are made and kept, and it has primarily produced frameworks to enhance managerial decision-making or provided insights into associations between constructs. It is uncommon to find strategic principles supported by an understanding of relationships between causes and effects. These results point to exciting opportunities for future research, such as increasing focus on tourist-friendly promises and developing research and strategic principles; increased use of longitudinal, quasi-experimental, experimental, and unstructured qualitative research designs; and a greater emphasis on studying actual behavior.

The purpose of this paper is to examine how the pilgrimage phenomenon has developed over the past few decades. Pilgrimage was the first form of tourism-related mobility thousands of years ago. Its importance has diminished over the past few decades as other aspects of tourism have gained prominence. Despite the fact that modern tourism is considered to be a relatively new phenomenon, it clearly has its roots in the ancient practice of pilgrimage. In point of fact, it is difficult to comprehend the development of tourism without a thorough understanding of the ancient practice of pilgrimage.

Keywords: Old Tourism, Tourism Marketing, Marketing Knowledge, Promise Management, Big Data Tourism Marketing, Knowledge Grid

1. INTRODUCTION

The significance of tourism has been the subject of numerous academic studies. Globalized the travel industry's financial spot inside the structure of the relaxation and holidaying amazing open doors on offer today has drawn specifically consideration. These kinds of accounts frequently overlook the fact that this also has a past. This flaw will be addressed in this article: It aims to provide a historical context for the most important structures, processes, types, and trends in tourism. It examines the beginnings of travel in the classical world and the middle ages, as well as Bildungsreisen, also known as "educational journeys," and the travel culture of the middle class. Then, it looks at the rise of mass tourism in the 19th century and the one-of-a-kind tourism boom in the 1960s,



which was marked by new vacation and experience options influenced by globalization.

2. DISCUSSION

According to Timothy and Olsen (2006), pilgrimage was the first form of tourism-related mobility that existed thousands of years ago. Despite the fact that modern tourism is considered to be a relatively new phenomenon, it clearly has its roots in the ancient practice of pilgrimage. In point of fact, it is difficult to comprehend the development of tourism without a thorough understanding of the ancient practice of pilgrimage. This brief article examines the evolution of the pilgrimage phenomenon over the past few decades and concludes with the prediction that many similar segments, including spiritual tourism, heritage tourism, religious tourism, dark tourism, and secular pilgrimage, will re-identify pilgrimage as a phenomenon: a mobility for the purpose of finding meaning that includes a transformation element that is frequently deep and enduring (as they were viewed at the beginning of humanity and for thousands of years).

Tourism is frequently portrayed as a global phenomenon with an infrastructure that is almost unfathomable. The extent to which its influence permeates society, politics, culture, and, most importantly, the economy demonstrates its significance. To be sure, this is the part of the worldwide economy with the most incredible development: The World Tourism Organization (WTO) estimates that 904 million tourists visited the country in 2007 and spent \$ 855 billion US dollars there. As a result, they helped to support a global system that today's leisure and experience industry employs approximately 100 million people. Worldwide, there is a complex structure that is intertwined and designed to meet the specific tourist needs of mobile individuals, groups, and masses. Tourism has polarized since its inception: It reveals a variety of viewpoints, from total acceptance of its potential for enriching self-realization and recreation to critical rejection due to the belief that it harms by systematically dumbing down entertainment and causing avoidable environmental destruction.

Travel for pleasure or business is known as tourism. also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. The World Tourism Organization defines tourism more broadly as "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes" and goes "beyond the common perception of tourism as being limited to holiday activity only." International tourism has both incoming and outgoing effects on a nation's balance of payments, and domestic tourism (within the traveler's own country) is a type of tourism.

Between the second half of 2008 and the end of 2009, tourism numbers decreased as a result of a severe economic slowdown (the recession of the late 2000s), as well as the 2009 H1N1 influenza outbreak. However, tourism numbers gradually recovered until the COVID-19 pandemic abruptly halted growth. According to an estimate from the United Nations World Tourism Organization, the number of international tourists visiting the world could decrease by 58% to 78% by 2020, which could result in a loss of US \$ 0.9-1.2 trillion in international tourism revenues. In real terms, international tourism receipts the travel item in the balance of payments grew to € 740 billion (US \$ 1.03 trillion) in 2005, up 3.8% from 2010. In 2012, international tourist arrivals exceeded 1 billion for the first time. Emerging source markets like China, Russia, and Brazil had significantly increased their spending over the preceding decade.

PRECURSORS OF MODERN TOURISM

The grand tour that young nobles took between the 16th and 18th centuries was an early form of tourism and a precursor to modern tourism. This had its own unique, brand-new structures that were clearly based on the company's status: The initial objective was to acquire and perfect social graces, mark the end of childhood, and broaden one's education; However, leisure and enjoyment gained importance over time. On the one hand, this established a distinct model of travel "as an art." On the other hand, the pursuit of amusement and enjoyment implied that traveling was part of a goal in and of itself. The exemplary terrific visit endured somewhere in the range of one and three years. The educational program, as well as the route, sequence, and contacts, were planned down to the last detail. An entourage of horses, tutors, mentors, protégés, housekeepers, coachmen, and other staff accompanied the aristocrats on their travels. These accommodated wellbeing, solace, training, oversight and joy as per their particular area of obligation. The tours continued on to, for instance, France and Italy from England. The most memorable part of the journey was a visit to Italy's historic sites, but other major cities were also seen: There was a lot of pulling power in London, Paris, Amsterdam, Madrid, Munich, Vienna, and Prague.

3. CONCLUSION

This review has looked at how pilgrimage tourism has grown as a research topic. It shows how important it



is to rethink how we use terms now so that we can get a wider view of different tourism phenomena. From a post-disciplinary perspective based on synthesis and synergy, these conclusions are consistent with the current calls for a fundamental rethinking of the paradigms and norms that shape scholarship on pilgrimage (Eade and Albera, 2015), dark tourism (Stone, 2012), and tourism as a whole (winter, 2009). The young aristocrats went to royal courts and aristocratic estates on the tour for the following reasons: After all, one of the objectives was to teach those proper social manners and etiquette through practice. The nobles went to princely audiences, learned how to behave in court, and went to parties and festivals.

International tourism is expected to continue expanding at an average annual rate of 4%, according to the World Tourism Organization (UNWTO). Since the advent of e-commerce, tourism products have become prominently traded online. Although tourism providers (hotels, airlines, etc.), services can be sold directly, including by small businesses. Intermediaries from both online and offline stores have been put under pressure as a result. It has been hypothesized that there is a strong correlation between the role that countries play in the global context and the amount of money spent on tourism per capita. Not only because the tourism industry makes a big contribution to the economy, but also because it shows how confident global citizens are in their ability to use global resources to help their local economies. For this reason any projections of development in the travel industry might act as a sign of the relative impact that every nation will practice from here on out.

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