CHAPTER II
LITERATURE REVIEW AND DEFINITION

2.1. History and target

2.1.1. Tourism Industry; History and Background

Research on tourist industry could be carried out in different fields such as history, geography, economics, commerce and sociology. Tourism is a phenomenon which has existed in human societies since ancient times and has gradually reached the present technical, economic, social and industrial status in the pattern of historical stages. Tourism is based on the major factor of travel and movement. Therefore, its alterations occur as results of different changes such as alterations in reason and vehicles of travel. Travel has always been natural to mankind. Man has been created and developed in a way that he needs to travel. Since long, in order to get over loneliness, hardship and monotony and rigid customs and traditions, man has experienced journeys. From among different motivations for undertaking journeys, mental need is the most powerful reason that provokes masses of human beings in their travels and transformations.

The oldest way of tourism had been very popular in Europe in which travels were undertaken by aristocrats and young princes who, in order to familiarize themselves with different styles of kingdom and lifestyles of people, have travelled to different regions. Such travels were part of their traditional training programs which usually were planned by specific institutions formed for this reason. Therefore, tourism and travelling have been old traditions in the ruling and aristocratic classes in societies. Romans who owned property, glory and honor, always used to purchase and use houses in the villages around their residential cities so that they could dwell, have income and pass their leisure time.

Other forms of tourism in the past included: journeys of Dervishes, the chivalrous, spies and exceptional travels of adventurers who went on journeys to gain information and satisfy their sense of adventure. Along with their travels on land and

---

sea, they made discoveries of new lands or routes which made their names remain in
history as discoverers. Christophe Coulomb, Magellan, Vasco-de-Gama, Marco Polo
and many other famous travelers and adventurers are among these discoverers.

Pilgrimages to religious places or cities have also been popular from ancient
times and have been developing among followers of all religions which, by the means
of new facilities, have developed extraordinarily. Hajj has been one of the main
reasons to encourage Muslims for tourism. Countless people used to gather at Kaaba
from different parts of the world on the day of Hajj.

According to historical information, travelling for entertainment had started
since early 16th century, and people have started taking journeys to visit big and
famous cities in the world. Apparently, we cannot consider travels of famous travelers
like Marco Polo, Ibn Battutah, Naser Khosrow, etc. as journeys taken for
entertainment and relaxation; on the contrary, they were professional travelers who
took journeys for many years for discoveries, trade, adventure, and for getting to
know other nations and tribes, or for pilgrimage and reasons alike. These objectives
definitely did not originate from a desire for entertainment or relaxation.1

Following the changes that appeared during the 18th and the 19th centuries
because of agricultural and industrial revolutions in Europe, gradually some type of
entertaining travels for enjoying seaside and relaxation replaced the traditional-
educational travels that aristocrats used to undertake, and those who took such
journeys, especially to France, were called tourists. Such travels were called “Great
Travels”. Well-off classes of Europeans who enjoyed better economic and political
status started travelling to beaches or regions with mineral water or spas or health,
relaxation and entertainment and gradually broke through the old travelling tradition
of aristocrats.

After the 19th century, great and widespread changes appeared. Railway was
introduced and it was applied by passengers. Railway brought a great revolution in
travelling, and its introduction could be considered as a great step in the history of

---

1 Fiezbakhsh, Hoshang. Tourism industry tourism in Iran and World, Center of Tourism press,
Tehran, 1976, p.6.
travelling. Because on the one hand, it brought out travelling from the almost exclusive possession of aristocrat class, and on the other hand, defects of transportation vehicles and defects of roads were reduced and transformations were made more rapidly, comfortable and secure.

Development of tourism and its progress began when on the one side, a series of rules were established for working staff and workers to have certain leave periods, and on the other side, developing lifestyle of people in industrial countries provided opportunities for travels. These two factors along with interest of people in improving their lifestyles as well as their intensive sense of curiosity about lifestyles and developments of other nations brought about big changes in tourism. Generalization of tourism or in other words popularization of tourism first happened in the 1920s among working staff and then after WWII among workers.

Generally we can say that development of tourism was because of improvements in transportation industry, because changes in transportation including rapid vehicles and cheap transformations as well as comfortable journeys brought about great revolution in tourism.¹

Tourist industry has definitely had a great role in cultural relations and in avoiding a monotonous ordinary routine; this industry has gained greater focus during recent years because of different reasons including exchange income, job opportunities, sale of products, etc. additionally, removal of poverty could be another advantage of this industry.

Nowadays, all countries of the world, especially developing countries, are facing problems related to unemployment because of different reasons such as population increase, high rates of immigration from rural to urban areas and inability of job market to absorb skilled human resources.

UN has estimated and announced the rate of unemployment in the world at 185 million; whereas, tourism industry will create almost 220 million job opportunities for different countries in the coming 15 years. Concerns of different countries in the world for tourism and for developing it, especially in developing countries, could lead them to better economic situations and to employment.

Tourism is one of the issues, which has always been considered by mankind throughout history. Despite all difficulties and obstacles, travelers who are nowadays called “tourists” have travelled to faraway places (lands, cities and villages) since long for political, economic, social, cultural and other purposes.

They have recorded results of their researches, scientific findings and the things they saw and heard about customs, traditions and cultures of nations and great civilizations in history and also they recorded beliefs, concepts, philosophical and planetary opinions of these people under the names of diaries, travel records, political records, etc. They transferred customs, beliefs, cultures, opinions and experiences of other nations through these records and as a result, they laid the basis for development and enlightenment of human societies.

Since interest in travelling and finding out about other nations and cultures is one of the basic natural needs and is a means of development and improvement for human societies and brings series of positive and constructive elements in human life, Islam has also supported it and has announced for Muslims, in verses and in sayings, about travelling far distances on the earth and beyond.

According to nature and inner desire of man for research and discovery about customs and traditions of nations and about cultures and civilizations, and also following the Islamic advice for travelling, lots of travelers and fortune tellers, in history of Islam, have travelled in the world and have left precious works.

From this category of travelers, we can mention Abu Reihan Birouni who travelled to India and studied traditions, customs, beliefs and cultures in India for almost 40 years, Ibn Jobeir who went from Andelos towards east, Osat and Yaghot Hamavi who travelled from Rome to Marv, Ibn Battutah from Tanje to China and Ibn Khaldoun who travelled from Andelos to Samarqand as a tourist.

In the contemporary world, means of reaching the farthest regions on earth are available for man, and satellite pictures provide precise reports and information about farthest and most interesting spots and lands for mankind. So much so that tourist industry nowadays is one of the significant industries and is worth to be considered and studied from different aspects including economic perspective.
2.1.2. Objectives of Tourism

As a matter of fact tourism is not merely a means of research and discovery and finding new information, and tourists are not considered as members of an exceptional or special class with similar motivations and objectives, but they are people with different motivations and different objectives.

Most important of these objectives are as follows:\footnote{Mohaghegh-e-damad, Seyyed Mosafa. *Tourists Rights and it’s evolutionary history* Proceeding of First Congress Tourism of Republic Islamic of Iran, Vol.1, 1998.}

- **Historical Objectives:** in order to visit historical monuments and archeological works and regions and to know about the history of nations
- **Cultural Objectives:** to get familiar with cultures and traditions and to get information about language, art and religion of nations
- **Scientific and Business Objectives:** for taking part in scientific congresses, specific seminars as well as industrial and commercial fairs
- **Pilgrimage Objectives:** for pilgrimages to holy places and sacred locations
- **Entertainment and Sports Objectives:** in order to improve health conditions both physically and mentally and for relaxation and entertainment and for objectives related to sports.

Through identifying and experiencing these objectives and motivations, there is no doubt nowadays that a tourist or a traveler is in fact a medium between far or near countries, a discoverer of unknown lands or a visitor to ancient archeological monuments, a connection between economy of countries, a source of new incomes and occupations, a representative of kindness and affection and a messenger of peace and friendship.

Despite all these good qualities and values, the presence of tourists and development of tourist industry in any country, could result in unpleasant consequences as well, such as behaviors and activities against moral values and social orders of the society and its national culture, results such as corruption, gambling, drinking, disappearance of traditional and local customs and rapid changes in behavioral patterns and even in consumer products, affecting the market of handicrafts and national arts and formation of ethnic tensions as well as erosion of national enthusiasm.
In the course of history, improper effects of tourism on the living patterns of the host country and on the other side, improper influence of culture of the host country on tourists have led to unsuitable behaviors, and intensive reactions by rulers and politicians of the host countries and their followers regarding tourists and also by tourists regarding the politicians and citizens of the host countries have been witnessed. It is for this reason that all tourists during different centuries and ages have often faced violence and harsh behaviors by rulers of host countries or have faced unkindness and in hospitality of citizens and local people, especially they have fallen victims to pirates and professional robbers; on the other have, rulers and citizens of the host countries have faced deception and abuses from tourists and have been deprived from the sustaining presence of tourists, especially scholar tourists.

It has been 224 years since the first modern book on tourism titled *The Guidebook of Tourism* by Thomas Naugnote appeared in 1778, most activities carried out on tourism could be divided into three parts. The first part is on studies and books which mostly deal with recognition and introduction of attractive and interesting sites for tourists and were somehow means of marketing and advertisement as well, or it is the experiences of tourists which had been published as books and travel records. The second part consists of the books and studies that have dealt with tourism itself and have studied features and influences of tourism, and the third part includes recently conducted specific researches e.g. urban tourism, rural tourism, etc.

According to primitive researches on tourism and entertainment in economic geography in the 1930s, most studies after war in the U.S have been on economic influence of tourism on the region and on the travelling routes, although researchers argument seasonality and motivations of travelling caused some geographical studies to be accomplished in 1980s and 1990s. The interest for research in this field remained inactive for many years, but still geography of tourism and entertainment has had at least a background which could account for a chapter in geography of the U.S in 1950s. In this period some important geographical studies on tourism were also found in Canada.

Despite the main studies on entertainment and tourism since 1930s till 1950s, only after 1960s, these researches increased rapidly and 1970s were the blooming years of these studies. During the 1960s, lots of different studies were conducted on geography of tourism.
Documents show that during this decade all studies in tourism, practically focuses on description and analysis of regions and local issues.

Geologists in recent years have surprisingly had little discussions on implicit meaning of spending leisure time in rich countries. Even nowadays, leisure time has remained unnoticed in geography.

During 70s and 80s, some texts and important monographs appeared in geographical literature which apparently had a sound pattern to be studied. Altogether, despite development of publications by researchers on tourism and entertainment, there were some worries about major of tourism. Geographical tourism is limited due to lack of published researches and lack of training programmers in this area.

Historical study on this subject shows that; even after half a century, it is still difficult to speak of geographical tourism as a subject which has any kind of rational relation with the dominant order of geography or with studies on tourism. Researcher declared that: “tourism still suffers from lack of a theoretical and conceptive basis”.

Despite shortages in studies about tourism, some researchers could be mentioned who have carried out basic studies on tourism, characters like Pearce, Hall and Leo, Smith and Mitchell, Mitchell and Murphy, etc. Of course, this does not mean that others have not provided good works, but these people are the researchers who have continuously been following the subject matter of tourism. Other researchers have rarely dealt with this subject in a sustained manner. Nowadays, with development of tourist industry and concerns of most countries on that, it is quite natural that local researchers have mentioned capacities and future perspectives of tourism in their own countries.

About ECO region, we must say that although some member countries like Turkey have had extensive local studies in this field and have remarkably developed their tourist attraction, but there are few works that cover the whole region.
Most compilations are about some parts of the region which in their framework deal with general issues and other subjects, although they provide a lot of thought for improving and understanding of the concept tourism and reasons for its lack of development.

One of researchers who have conducted many studies on ECO is Elaheh Koolaee. *ECO and Regional Convergence* is one of her books on the region, published on scientific research and strategic studies of Middle East in 2000.

In different chapters of the book, the author deals with some issues such as convergent and divergent elements among ECO members, economic difficulties and problems, influence of external elements and eventually she discusses political and economic structures of member countries in ECO.

*Economic Cooperation Organization* (ECO) compiled in 2009 is another book of Koolaee. In this book, the author speaks about the achievements of this organization since it was established. She has also a number of articles about ECO and Middle East.

What could be deduced from all the works of Dr. Koolaee is that having the advantage of remarkable situation and position, ECO could turn into a major economic, cultural and political canon, but this region is facing serious difficulties and problems on the way of achieving cooperation and development.

*Regionalization in Asia* [u1] is another book on (ECO)[u1] ASEAN and SAARC by Ali Amiri in 2009. The author, in this book, deals with ECO and its future. The work has also some parts on capabilities and challenges of ECO for convergence.

*Guidebook of Caspian Region, Central Asian Countries and Southern Caucasias* is another work published by Behzad Ahmadi Laforaki in 2004. It is mainly a guidebook which provides comprehensive information about politics, economy, culture and society of member countries.
Some other authors have also discussed the influence of foreign elements on the region.

*Description of Central Asia and Spread of Russian Civilization in It* by Costenteco Captain Atamagore, *Russian Eurasianism* [u1], in 2009 by Martin Laroel and *Russia in seek of Its Identity* by James Bilingon are among these books.

*Faults Line of conflict in Central Asia and The South Caucasus* by Eliker Olga, *Geopolitics, Crisis in Central Asia and Caucasia* by Mahmud Vaezi(2009) and also *The New Great Play in Central Asia, Backgrounds and Perspectives* by Elaheh Koolaee is another work which studies backgrounds and perspectives in the region and also competition of great powers in the region.

There are some other works as well which discuss other aspects including nationalism and mentality of people in the region. *Nationalism in Iran* by Richard Katem (1992) *Central Asia, An Introduction to Mentality of People* by Sharif Shakouri and Rostam Shakouri(2007) are examples of these works.

Another part of the writings which provides comprehensive information on ECO is articles. Finally the publications of ECO organization in different forms of media such as *ECO Times* and *guidebooks* etc, which are published from time to time.

**2.2. Definition and purport of tourist, tourism**

Although tourism is economically, socially and politically important, there is still debate over what tourism exactly is and who is a tourist. This can be seen in the range of definitions of tourism that can be found in the literature.

Tourism is defined as a composite of activities, services and industries that delivers a travel experiences to individuals and groups travelling fifty miles or more from their homes for purposes of pleasure.

The business sectors comprising the tourism industry include: transportation, accommodations, eating and drinking establishments, shops, entertainment venues, activity facilities and a variety of hospitality service providers who cater to individuals or groups travelling away from home.
Tourism product is not produced by a single business, nonprofit organization or governmental agency; rather, it is defined as “a satisfying visitor experience”. This definition encompasses every activity and experience that a tourist encounters during his or her entire trip away from home.

2.2.1. Tourist
In 1925, the UN Committee of Census recognized the following people as tourists.

- Those who travel for recreation, personal or medical purposes.
- Those who travel to overseas countries to attend conferences, visit habitations, attend the religious ceremonies; participate in sporting events and competitions, etc.
- Those who travel for marketing and commercial purposes.
- Those who travel by sea and stay in a port for 24 hours.

In 1933, in the one of first books that was published about Tourism, tourist a is defined as a person who has two conditions, first he/she stays for less than one year in a different place than his own place, and second he/she does not have any income in that place.

In 1936, in the book ‘tourism Industry’, a ‘tourist’ is referred to as an individual who travels all around overseas with an aim of business other than what he does in his home and spends some portion of his income there.

One commonly used definition of a tourist (and hence tourism) is that of the World Tourism Organization.

“Persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes” (WTO, 2002).¹

This is a technical definition, which was created to harmonies the different national tourism statistics. Furthermore, it is a demand side definition. Attempts at a supply-side definition have been made but these are also disputed. For example, tourism defined;

¹ World Tourism Organization
“Tourism is the aggregate of all business that directly provide goods or services to facilitate business, pleasure, and leisure activities away from the home environment”.

Domestic tourism “is the tourism of resident visitors within the economic territory of the country of reference” (WTO, 2000). International tourism, on the other hand, consists of all trips that tourists make to a country other than that in which they are residents (WTO, 2000)

The demand and supply sides of tourism can also be mapped spatially. Leiper (1979) describes tourism as a system consisting of a generating region, a destination region and a transit zone. Tourists and the tourism industry can be found in all of the regions in the system. At the generating region a tourist’s need or motivation to go on holiday develops, which leads the potential tourist to gather information about destinations and activities, and to book or purchase elements of the holiday. The tourism industry is also present in the generating region, for example travel agents, tour operators and transport providers. The tourism industry in the transit zone will mainly consist of transport operators but also of hospitality services. At the destination, the tourist uses the hospitality services, participates in activities and visits attractions. Attractions can range from the natural to the artificial. Artificial attractions may be historical, cultural or purpose built for tourism. Aspects of the natural environment that are attractions for tourism include climate, landscape, beaches, the sea and lakes and mountains. This definition depicts tourism as a retail-service industry. Nonetheless, the supply-side of tourism embodies more than just businesses; inherent features of destinations are also “supplied” to tourists.

Also tourist defined; as all the individuals who leave their own country for other countries and stay there for less than a year and earns no money or income for their expenditure.

There are various definitions of ‘tourist’ from different perspectives of sociologists and geographers. To keep a unitary definition, in 1963, in the UN Conference of Rome, the following definition was used: “Tourist is a person who

---

1 Lapidus, Neil. The framework of Tourism, towards a definition of Tourism, Tourism and the Tourism industry, annals of Tourism research, vol. 6, No. 1979, pp. 390.407.
visits a country other than his country provided that he/she is not to start a job or earn an income, and that he stays there for at least 24 hours and at most 3 months. The reasons of his travel shall not exclude recreation, rest, spending vacation, medical purposes, treatment, religious purposes, sporting, family affairs, mission, and participating in conferences.

2.2.2. Tourism

The word ‘tourism’ in French refers to expedition and touring around in a foreign country. This word is derived from the term ‘tourist’

The World Tourism Organization has defined tourism in the form of a visitor: visitors are the people who travel to the other countries other than their home country and follow goals other than what they have back at home. This group includes tourists and those who go on short vacation and recreational trips.

In March 1993, the UN Statistical Commission accepted the definition given by the World Tourism Organization. Based on the above definition, tourism is a set of activities of the people who travel to places out of their home country for recreation, rest and other affairs and do not stay there more than one whole year.

2.3. Tourism Typology

Considering the time of travelling facilities and services the tourists have in mind, different seasons of travelling, and different motivations have developed different kinds of touring, and the tourism agencies to attract more and more tourists with different interests have innovatively launched different tours. Therefore, one can face different forms of tourism whose types are distinguishable. For example, time, place, motivation, purpose, and visiting methods are among these factors that create a variety of forms in tourism. For instance, the factor of time can develop two types of tours: winter tours and summer tours; the how of travelling identifies another type of touring: by boat, by ship, by car, by motorcycle, by bicycle, by air …etc. The facilities and services which tourists demand have created new ideas and much improvement in entertainment and activities in this industry.
Defining tourist types have also been called segmentation, classification and clustering. “Identifying distinct tourist types is beneficial for the planning, management and marketing of tourism.

“Tourist typology information allows managers to address different motivations, experiences, and imports of tourist types and to understand which tourist types are more likely to be found at different stages in the evolution of tourism area”. Furthermore, in terms of sustainability, it is necessary to use a tourism typology to match tourism types to resource capabilities.

Theoretically, it is divided to two general categories of tourist typologies, international and cognitive-normative. Interactional tourist typologies are primarily based on the interactions between the tourists and the destination. Second, cognitive-normative tourist typologies focus on the travel motivation of tourists.

One of the main concerns in tourism debate is the difference that exists in tourism Typology. These differences have created a variety of patterns in tourism, in spite of the complications it may hold, it greatly aids in understanding the classification of tourists, their motives, behavior and choice of destination.

Williams (2001) lists four kinds of tourists in the field of tourist typology, which are listed as below:

- Packaged tourists.
- Small group or individual tourists.
- Individual travelers and exploratory.
- Drifters.

There is another classification of tourism to more appropriately explain tourism: nominal classification that focuses on tourist and recreational attractions including:

- Ecotourism
- Adventure Tourism
- Cultural Tourism
- Getaway and stay

---

Therefore, a combination of such factors, along with other demands, needs and purposes, forms various types of tours the most important of which under nominal classification will be discussed here.

2.3.1. Ecotourism

Nature-based tourism, increasingly called ‘ecotourism’ one of the fastest growing sectors of tourism worldwide is fast gaining the attention of developed and developing countries as a potential means to conserve natural resources and support sustainable economic progress. Particularly in areas with stagnant or recessionary economics, ecotourism is being looked to as a promising means to protect wildlife and ecosystems, to maintain rural aesthetic character, to provide economic alternatives to resource extraction activities, and to gain income for local communities.

Ecotourism is often used to describe any enterprise or initiative that links tourism and nature and is used interchangeably with phrases such as ‘green tourism’, ‘wildness tourism’, ‘adventure tourism’, ‘ecological tourism’ and even ‘sustainable tourism’. Some authors are skeptical about the authenticity of the word ‘ecotourism’, acknowledging the temptation for tour operators to use the ecotag as a means of identifying ecotourism with responsible consumerism, in the interests of increased sales.

2.3.2 Health Tourism

The intention of these trips is to go to places that can provide all medical and health care services for tourists. The centers which have the ability to offer these services will be very successful to attract a lot of visitors.

Health tourism is the attempt on the part of a tourist facility or destination to attract tourists by deliberately promoting health-care services and facilities, in addition to its regular tourist amenities. These health-care services may include medical exams, hydrotherapy, special diet, etc. Based on this explanation, there are many countries with health-care tourism facilities, such as Switzerland, Germany, Australia, Hungary, Britain, and the U.S.A. Many health tourism facilities have been developed around mineral/thermal springs and health spas. Today, the health tourism market in Europe spans two different segments-those visiting spas and health resorts for primarily medical reasons, and those for purposes more akin to traditional tourism.
The factors that most influence a consumer’s choice of a spa are: a) ambience of the destination, b) location and access, c) spa programs and facilities, d) characteristics of the visitors to this destination (e.g. average age of the visitors).

Health tourism facilities may function 12 months a year, giving services such as: medical examinations, hydrotherapy (e.g. bathing, inhalations, and note risings), aquatics, physiotherapy, exercise or movement, natural therapeutics auxiliary facilities are now having a major impact on the preference of a tourist destination, and as a result they are very important elements for the future development of spa/health resorts. Treatment facilities can be used not only for spa treatments and cures but also for programs that refresh and revitalize the body and mind. Those programs refer to: Reducing weight, giving up smoking and drinking, eliminating or reducing stress, skin treatment, muscle development, etc.

The nature of the services provided by spa/health resorts are not only defined by the chemical characteristics of water, but also by the geographical position of the springs. The chemical characteristics are closely related to the specific treatment offered, whereas the geographical position is related to the characteristics of the auxiliary facilities, which should help in the creation of a special identity for the resort.

2.3.3 Cultural Tourism

Travel to experience the arts or history of a location or travel to immerse oneself in the language, society or culture of a region. It generally focuses on traditional communities who have diverse custom, unique form of art and distinct social practices, which basically distinguishes it from other types/forms of culture. Cultural tourism includes urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres.

2.3.4. Social Tourism

In this type of tourism, the main objective is cultural cultivation, anthropology and sociology. Furthermore, to visit relatives is another purpose that is followed.
2.3.5. Pro-Poor Tourism

Pro-poor tourism can be defined as tourism which takes the “needs and opportunities of the poor into account in tourism development”. It is a trend of using tourism, under various forms, to benefit the poor and assist in local development. This type of responsible, or ethical, tourism is in stark contrast to the usual vision of faceless, corporate tourism which trends to benefit outsiders rather than the local community.

In recent years pro-poor tourism has gained popularity and recognition, in particular as it captures “the emerging development consensus on poverty reduction by generating net benefits for the poor”. The effectiveness of pro-poor tourism rests on tourism's ability to generate employment, in particular amongst disadvantage groups; tourism’s association with the informal sector which could potentially lead to positive multiplier effects; and tourism’s reliance on natural and cultural assets which some of the poor have to offer.

2.3.6. Pilgrims and Religious Tourism

One of the wide spread tourism is religious tourism. The religious attraction and ceremonies of people is much related to their culture. Some religions have special places for performing the required ceremonies, Such as Macca, Madina.

2.3.7. Business Tourism

The trips which are taken for commercial and business purposes are named business tourism. Participation in these activities and visiting the different national or international exhibition makes some opportunities for those participants to visit the city and its tourist attraction places.

2.3.8. Political Tourism

This has been defined as diplomatic travelling of state or countries officials to participate in international assemblies and conferences, national and funeral ceremonies of state leaders, political leaders and ceremonies of independence of the countries and swearing in ceremonies.
2.3.9. Sports Tourism

The term ‘sports tourism’ has been defined as “travel away from home to play or watch sport or to visit a sports attraction and including both competitive and non-competitive activities”. It might be said to comprise two main areas:

Participation in individual or team sporting events. Whilst sport is a major element of recreation, many regular participants of sports seek to enjoy their sport in a different setting while on holiday. For example, they may seek to play on a different golf course, or to devote more time to their sport. For many people a holiday is also seen as an excellent opportunity to try out a new sport, perhaps one that is water-based and not available at home, or to learn a new skill (e.g. deep sea diving).

Sport spectator travel. This may be to regular annual events (such as the Monaco Grand Prix, French Open Tennis) or to occasional events (such as the Olympic Games, Rugby World Cup, International Cricket Tours, etc). Fans want to see just the sporting spectacle but also their heroes in action. Audience participation in sport certainly extends back to the Ancient Greeks.

2.3.10 Urban Tourism

Based on the environment resulting from the type of activities that in turn influence other civil activities through which the city gets its fame and name cities are divided: Vacation cities, artistic museum cities, festival and conference cities, cultural cities, religious cities, pilgrim cities, recovery and healing cities, snow cities and retirement cities.

2.3.11. Rural Tourism

The characteristics of such travels are the experience which tourists gain by living a new and totally different life. Tourists learn the way people live their life and keep themselves away from the hectic life of cities.

2.3.12. Adventure Tourism

A form of natural-based tourism that incorporates an element of risk, higher levels of physical exertion, and the need for specialized skill.
2.3.13. New Era Travels

Some tourist managers of collective tours arrange programs to make travelers (tourists) think about transcendentalist world of being and get away from the material world and reflect on the profound meaning of life. The new era travels include those with cultural, healthcare, and sightseeing purposes to gain energy.