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Theoretical perspectives in tourism dynamics

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Abstract. The definitions, classifications, dynamics, sociological significance of tourism along with its historical coordinates represent an introduction to this cultural, economic, social and political sphere, which has resisted, reinvented itself and been reborn like the Phoenix Bird over time, leaving its mark for entire generations and being the economic, social, cultural and even religious basis for different social identities. Sociology of Tourism helps us to analyze the impact of an individual passing through a system as well as a large number of tourists, to establish the transformative impact of tourism on people, places and communities and their way of life, planning and sustainable development.

Keywords. Phoenixian tourism, generational, social, cultural footprint, impact of tourism, sociology of tourism, historical coordinates

Current issues in the study of tourism

Heritage tourism

Heritage tourism is based on heritage products. Heritage is mainly divided into three broad sub-sets:

- a) Natural heritage; (Mountains, hills, rivers, etc.)
- b) Cultural heritage; (related to culture)
- c) Built Heritage (Monuments and other man-made buildings that have a memorial for tourists). "Heritage" is a debatable concept (Edson, 2004), with blurred semantic boundaries.

The simplest definition of "heritage" is that which is inherited from the past into the present with a significant role and will also be passed down into the future. "Heritage" is socially produced and historically contingent (Harvey, 2001). Heritage tourism has provoked considerable discussion in the literature (e.g. Harvey, 2001; Jamal & Kim, 2005; Lowenthal, 2005; Nuryanti, 1996; Timothy & Boyd, 2006) and numerous heritage sites studied, such as Bruner (2005a) on New Salem, Illinois and Elmina Castle, Ghana, Collins-Kreiner and Gatrell (2006) on the Baha I Gardens in Haifa, Daher (2005) on Salt, Jordan, Edensor (1998) on the Taj Mahal, Poria, Reichel and Biran (2006) on the Anne Frank House in Amsterdam and a volume on Southeast Asian Heritage Studies (Hitchcock, King & Parnwell, 2010).

Heritage tourism is an experience of memorable events from the past. Heritage tourism has often been seen as an expression of romantic nostalgia for an inexorably lost past (Caton & Santos, 2007; McMorran, 2008); but studies have highlighted the significance of heritage sites as markers of continuity in a fluctuating world, as symbols of distinctiveness in the face of

globalization and cultural homogenization (Logan, 2001) and as icons of personal or cultural identity (Breathnach, 2006; Edson, 2004). Heritage sites are used as sources for economic purposes. UNESCO seeks to protect (preserve and conserve) the world's heritage sites.

In India, INTACH tries to preserve and conserve heritage sites and also create awareness about heritage sites as well as heritage products.

Terrorism

Terrorism is that phenomenon through which terrorists destroy the normal routine activity of society, as well as the tourist activity of people. Terrorism and tourism work in the opposite direction.

The impact of tourism

The sociocultural impacts of tourism are many and varied, but most of them can be classified under one of ten major themes: 1. Community involvement in broader frameworks, 2. Nature of interpersonal relationships, 3. Basis of social organization, 4. Rhythm of social life, 5. Migration, 6. Division of labor 7. Stratification, 8. Distribution of power, 9. Deviance, 10. Customs and arts.

Tourism creates new employment opportunities in the host area and thus influences the migration pattern in two main ways: it helps the community to retain members who would otherwise migrate, especially underemployed unemployed youth from economically marginal areas such as islands or mountains; but it also attracts outsiders looking for a job or economic opportunities and who often come from other branches of the economy, especially agriculture (Noronha 1977: pp 54-55, p 67; de Kadt 1979: pp 35-36, p 43; Cohen 1983b). Thus, in mature tourist areas, tourism stimulates urbanization (Rambaud 1967; Mckean 1976a: 138; Preau 1982).

Sociology of Tourism helps us to analyze the impact of an individual passing through a system as well as a large number of tourists, to establish the transformative impact of tourism on people, places and communities and their way of life, planning and sustainable development.

Tourists, the tourism system and the host population each have their own relationship to the perception of an international political economy and a national context. The tourist-host interaction makes a unique case for understanding the social relationship. The impact of society and culture varies from destination to destination, depending on the nature of tourism, the strengths and weaknesses of the destinations, the attitude of the host communities, etc. However, at the same time, there are certain common effects that have been identified by researchers. in the area. The first tourism policy, emphasizes the positive social impact of tourism in breaking down provincial and language barriers to help integration and emerge with a strong national identity. Therefore, mass tourism has broken all barriers, be they economic, social, ethnic or political. Sociology of tourism studies would help in sustainable tourism planning and development. They could also provide clues to resolve contradictions or solve problems that have begun to arise at various levels.

Historical coordinates of tourism

In tourist travel today, the traveling loop is a very popular itinerary design, although the circumstances in which it is applied, as well as its geographic scale, often differ from the grand loop designs of past centuries. In the last two decades, a new popular type of travel has emerged, the phenomenon of cruise travel, which is often arranged as a fairly extensive itinerary loop. However, cruises can also be transoceanic, even global, with the tourist flying into the port hub,

joining the cruise and having the return flight waiting at the cruise's final port of call. This is a common arrangement for truly "long-haul", "long-duration" voyages on the high seas, whether across the Pacific, involving crossings of the Atlantic or the South Seas generally.

Among the various loop itineraries involving cruise travel, the currently operational North Atlantic Viking Heritage voyages, transatlantic crossings, are newcomers to the tourist market, especially when compared to Caribbean cruises or the classic Mediterranean equivalent of, for that matter, The Baltic sea. cruises from the late 1940s and 1950s, all operational since the early 1970s (Lundgren, 1994). However, it is only in the last decade that the Viking Heritage of the North Atlantic has been recognized as an emerging, major international tourist attraction, justifying its strong interest from cruise lines today.

The Viking North Atlantic heritage is an interesting historical resource for contemporary tourism, particularly in the form of cruise ship operations and new cruise routes. The fact that the heritage is remote, transatlantic and usually hard to access makes the tourist attraction even more tempting and colorful adventure, especially in a shrinking world where most attractions are easy to find. However, given the archaeologically and historically proven Vikings, improvements could be made, particularly in how the heritage is used as a tourist attraction by the cruise ship industry involved.

There are glaring examples of underutilization of Viking settlements accessed by cruise ships. The main reason seems to lie in the "overhang" in terms of overall travel dimensions. In order to more effectively emphasize the local attraction of the Viking Heritage, the tourist gaze, as conceived by the tour organizers, must be more clearly focused than in the past - and better explained and presented - so that the tourist can truly appreciate the historical past of the city. Viking heritage in the North Atlantic, thus making a bigger profit as the curious traveler navigates the Viking routes.

Whatever historical era of (tourist) travel we study, the tourist/traveler tends to arrange his itinerary as a round trip – a "circuit". " Sometimes the designated itinerary is the primary and core purpose of the travel experience; witness, for example, the extended continental European Grand Tour of the 18th and early 19th centuries (The Age of the Grand Tour, 1967), which, in terms of purpose, travel time, distance, size and cost, was impressive, often a one-man, once-in-a-lifetime venture.

The 1950s saw a cheaper alternative to the Grand Tour – continental bus/train tours or the ten-day round trip to Europe, popular with North Americans, who coined the famous statement: "if it's Tuesday, it must be Munich." Likewise, in tourist travel today, the traveling loop is a very popular itinerary design, although the circumstances in which it is applied, as well as its geographic scale, often differ from the grand loop designs of past centuries.

In fact, the modern circuit tends to take the form and appearance of:

- A tourist-recommended walking tour of downtown Manhattan (New York City Michelin, 1991), starting at the visitor's hotel and ending at the same place;
- A slightly more extensive Circle Line boat tour around Manhattan Island, which clearly saves a weary tourist from excessive walking, while offering impressive and varied scenery; or
- A walk around a set of important tourist attractions in the historic city of Bruges (Belgium) or Boston (USA), sites listed in guidebooks or suggestively highlighted on the local tourist map. Even tourists who are not destined for the urban experience, but rather aiming for the natural landscape, often carefully design a "loop" itinerary.

Such loops typically consist of three time-space components: i) the approach (departure) journey performed in a time-saving manner – often by air or rail; ii) most vacation days enjoying

the "attractions" of the landscape by walking, hiking, cycling or canoeing; and iii) rapid return trip to home base (Clawson and Ketch, 1966). In the last two decades, a new popular type of travel has emerged, the phenomenon of cruise travel, which is often arranged as a fairly extensive itinerary loop.

Travel publications abound with general or themed cruise recommendations: Eastern Mediterranean or Baltic cruise or a more linear coastal voyage where the sea voyage often begins and ends in a major port – Bergen for the sea voyage of the Norwegian coast, London for the Scandinavian one. /Baltic Sea Cruise, Miami for Caribbean Islands/Central America Cruise. However, cruises can also be transoceanic, even global, with the tourist flying into the port hub, joining the cruise and having the return flight waiting at the cruise's final port of call. This is a common arrangement for truly "long-haul", "long-duration" voyages on the high seas, whether across the Pacific, involving crossings of the Atlantic or the South Seas generally.

The Viking North Atlantic heritage is an interesting historical resource for contemporary tourism, particularly in the form of cruise ship operations and new cruise routes. The fact that the heritage is remote, transatlantic and usually hard to access makes the tourist attraction even more tempting and colorful adventure, especially in a shrinking world where most attractions are easy to find. Herein lies – perhaps – the appeal of the North Atlantic's Viking heritage as a tourism resource. The effort to mold the Viking tourist resource into a tourism experience has been attempted most recently by the modern cruise ship industry, with some success, as noted above.

However, given the archaeologically and historically proven Vikings, improvements could be made, particularly in how the heritage is used as a tourist attraction by the cruise ship industry involved. There are glaring examples of underutilization of Viking settlements accessed by cruise ships.

In order to more effectively emphasize the local attraction of the Viking Heritage, the tourist gaze, as conceived by the tour organizers, must be more clearly focused than in the past - and better explained and presented - so that the tourist can truly appreciate the historical past of the city. Viking heritage in the North Atlantic, thus getting more bang for his/her buck as he/she sails the Viking routes.

Conclusions

The definitions, classifications, dynamics, sociological significance of tourism along with its historical coordinates represent an introduction to this cultural, economic, social and political sphere, which has resisted, reinvented itself and been reborn like the Phoenix Bird over time, leaving its mark for entire generations and being the economic, social, cultural and even religious basis for different social identities.

Rather than through general theoretical innovations, the sociological study of tourism in recent years is marked by three specific trends. First of all, the increasing application of specific new theories from other fields to tourism phenomena: e.g. ANT, performativity, feminist/gender theories and consumer behaviour. Second, examining the new facets of tourism phenomena: emotions, the body, the senses (beyond ocular-centrism) and materialities. Embodiment, as an approach that transcends a Cartesian division between body and mind (Pons 2003), is a major integrative theme in these topics, as well as gender and authentication. Third, the recent sociology of tourism includes an intensified inquiry into the status of tourism as an intellectual or cultural project, through an emphasis on ethics and philosophy.

Many of these theoretical approaches, such as ANT, performativity and practice theories, and new topics such as materialities, emotions and senses, share the rejection of binary

concepts (e.g. structure/agency, body/mind, host/guest, home/ away) and therefore have ontological commonalities, i.e. a tendency towards post-humanist, non-representational and/or post-structural ontologies as advanced by postmodern sociological and philosophical thinkers.

The turns in theorizing and topics that I have analyzed in this article contribute to the emergence of new perspectives on tourism and therefore complement and critique previous 'frontier' perspectives. These trends reflect new directions in the sociological interpretation of tourism, which mirror the contemporary emphasis in the discipline of sociology on plurality, the dissolution of bounded entities, and social transformation. Although it is not yet clear whether such new approaches, such as, for example, embodiment and materialities, will eventually replace previously dominant approaches in the sociological study of tourism, such as the study of authenticity and the tourist gaze, it is undeniable that the range of topics examined in the sociology of tourism has expanded significantly in recent years; certain studies have also added intellectual depth to the field, which in the past was often seen as preoccupied with frivolous pursuits.

Bounded entities such as countries, borders and nationalities, which still mobilize people's emotions, even if they have been dissolved by postmodernist theories of mobilities and the death of master narratives, are resurgent and could lead to increased suspicion and animosity towards foreigners, which which could, among other things, also affect tourism. Indeed, if the 'end of tourism' (Urry 1995; Gale 2009) is to occur, it now seems that this hyperbolic vision is more likely to occur within processes of securitization and isolationism rather than the differentiating flows of global capitalism .

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