

Tourism Media and its Role in Supporting the National Economy - Natural and Archaeological Tourism (Tourism Act Model)

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Summary:

In fact, most of the rational governments today have tended to diversify their national economies, especially those whose economy depends on rentier or even those with weak financial and economic endowments. This is in order to create a state of diversity with the aim of recovery and economic development of their countries and citizens through the diversification of their economies, in an effort to change the rentier financial inputs to improve the economic situation and improve the standard of living of its citizens and achieve prosperity by removing the economy of their homelands from mono-financing to pluralism in it.

And for this, part or all of it, the governments of those countries wishing to extract their economies from the monolithic tunnels have embarked on the work of their economic experts to formulate plans and develop a development strategy that takes into account all the tools that can achieve the goal according to realistic systems and effective scientific methods, and the aspiring and striving government must To the multiplicity of funding in its financial objectives, not to overlook any media product, audible or visual, or via Internet networks, social media, financial, service, or commercial sites, which may contribute to the definition of the possible natural or archaeological features that can be exploited that will positively affect the multiplicity and diversity of the economy, leading to its output From monofinancing to pluralism.

Among those effects and the economic consequences that governments should be concerned with are the effects of natural and archaeological evidence, which represent what has today been termed the tourism industry, and it is rightly considered among the most important tributaries of diversity in economic fields as it contributes to providing financial resources for the state treasury on the one hand and it is so. A renewable industry that represents sustainable development and balanced compatibility with the requirements of the labor market on the other hand.

For the growth and prosperity of this industry, governments heading towards taking care of it must develop full-fledged plans and strategies, such as those that establish infrastructure in the fields of ages and information, and link them to a media machine with professional rules and perspectives that does not aim only with promotion and propaganda, but aims to introduce civilized values through different ages and historical stages.

The definition of the civilizational value and the cognitive connotations during the various and successive historical stages and eras represented by these archaeological signs is in itself a tourism industry because it is really linked to the plural harmony of the state of state incomes, as tourism and tourism work is nothing but a vibrant and inexhaustible mourning that may weaken for a specific circumstance and temporary times, but it is not interrupted and ended altogether.

From what the presentation and mention may be made, the governments of countries whose homelands are rich in tourism training with its (natural and archaeological) components should strive to work on harnessing the material and human potentials to show and define them while working to strengthen the media authority to enlighten the citizens of their countries of the importance of these formations and to spread the culture of tourism spirit and activate and strengthen Its different industries fall under its headings.

In view of this desire and in line with that importance, governments have pushed legislators to enact laws, legislations and regulations that simplify protection for these tourist formations and criminalize attacks on and tampering with them, as they are a national wealth belonging to all people and are among the most important effects and foundations of their economic security.

Accordingly, those governments, in line with their support for those aware of the desire to diversify their economies and the importance of the configurations of the landmarks of their archaeological homelands, their diversity and importance, must tend to work on establishing private and public administrative and service facilities, structures and bodies that are entrusted with the tasks of protecting and caring for these tourist formations to undertake the scientific and service supervisory regulatory process on them.

And to link all of them according to a single calendar that is activated and protected by legislation, laws, regulations in force and administrative systems in the media institution specialized in tourism in order to raise awareness and introduce its various knowledge, historical and scientific aspects, as well as to push those in charge of those structures, bodies and administrative institutions to motivate them to provide more services entrusted to them according to the foundations, controls, and effective scientific and technical standards.

The relationship between tourism formations (natural and archaeological) and the media, in fact, is a conditional and necessary relationship at the same time, so there can be no people and cognitive significance for those components of tourism except within its frameworks, in light of the existence of a professional, effective and real specialized media department that will contribute to shedding light on the most important source of financial resources. Which is pumped into the state treasury through the tourism industry, they are important resources and effective numbers in a difficult equation within the economic calendar of all countries, whether developed or developing alike.

These implications and overlapping addresses in reality have a relationship with two important influences. The first is the cognitive, historical and cultural evidence that the architectural and archaeological evidence shows. The tourist and interested natural phenomena have the level of their impact on the economy through their role in tourist attractions, and the second is the use of that indication and knowledge to highlight the inclusions of the first influence through the tourism media. So here Actual and real research into these two influences, and this is what makes the difficulty in the research process to achieve a sober scientific achievement through the frequency and consistency of presentation to reach the truth of the relationship between history and civilization on the one hand and the media on the other hand during a special employment process.

In order to achieve what has been presented, the researcher must choose a title for his study that necessarily includes vocabulary that reflects the implications of the main interconnected stations that he wishes to research, so he formulated a title for his study and described it with

it (Tourism media and its role in supporting the national economy - natural and archaeological tourism - the model of the tourism act) The review of the contents and headings of this title (historical, cultural, architectural, natural tourism, and tourist information) must be carried out according to two important relevance. The first is the statement of the civilizational, archaeological and natural status, as well as the intellectual and cognitive product produced by it. Economic.

According to the foregoing, this research as a title and content is of special importance as it is an attempt to shed light on some of the most important components of tourism in Libya, and it also deals with defining and defining the relationship between the media and the tourism industry and showing whether it is necessary to create a media component for tourism, whose material is monuments and architectural and natural scenes of tourism. The various and numerous, which represent a special economic importance. If plans and strategies were formulated to promote their material and the reasons for formulating and approving them through the tourism media, their financial returns from tourists visiting them may directly contribute to the multiplicity of the state's treasury resources and the diversification of its economy. Among these are the cultural tourism importance that can be invested in. Religious tourism.

The researcher aims, through his research axes, which he formulated, to reach three main goals that represent the feasibility of the study, which is a translation of the reality of the research, its motive and reality, the first of which is to highlight the role of the tourism media in showing the tourism treasures as a true translation of what he calls specialists and those interested in tourism and the tourism media in the tourism industry by introducing them and flowering their knowledge and cultural importance And the cultural and historical goals and the second of those goals is to clarify the degree of tourism contribution to the promotion and propaganda of these tourist treasures, and the third of them is to highlight the tourism media in the development of the national economy by showing the cultural importance in its moral and material parts and the degree of its dazzling, which gives it an effective glow in the tourist attraction.

In the Libyan example, we see what has been mentioned above represented in the residence of the Patriarch San Marco (Saint Mark the Evangelist) located in the Valley of Mark, located in the region of Cyrenaica in the Jabal Al Akhdar region, as it is considered a special religious symbol and is considered in the souls of the patriarch's followers, who is considered one of the most important hermits and apostles according to the belief of the doctrine. Orthodox Christianity.

These headquarters, in their nature and content, are considered a record that contained some of the details of the approach and way of life of the patriarch.

This presentation, which was included in the beginnings of the contents of the introduction, prompts the necessity of presenting the background of the researcher about what is presented in the specific topic to determine the relationship between archaeological evidence and the economy and its diversity by highlighting the role of tourism media and monitoring the professional ability to achieve a special product on the cognitive and economic levels, especially in the two related matters referred to in the first Introduction due to the presence of many urgent questions that had to be asked and answers to them, as there are many descriptions and implications that have to do with tourism within its material inclusions that

are signified through its various meanings on the one hand and the tourism media and its role in introducing it and calling for investment in it on the other hand.

What was presented in the background of the study imposes the necessity to mention the research problem, which lies in the difficulty of identifying the variable in the concepts related to the importance that the tourist scenes mean, whether architectural or natural, to the members of the community components that fall within their surroundings and environment if the tourism media work lags behind its role and thus this is reflected on the levels of awareness. The knowledge between those societal components of the actual value of the tourist scenes, whether archaeological or natural, and this in itself is a problem for research that must be addressed in it to stand on the level of community awareness and the role of the media and review the state of good employment for it to show its reflection on the economy and increase the national income and this, if not done in the scientific research image will create A lot of information is overlapping and confused and in some cases is not true, and to clarify this confusion, separate reviews of those variables are required for those changing concepts that represent a major focus of the study.

In fact, studying the topic of (tourism media and its role in supporting the national economy - natural and archaeological tourism - the model of tourism action), through the implications of its titles, the researcher will try to answer a set of questions that will translate the reality of the study problem, including: The extent of the role of the tourism media in stating the importance of cultural products and its contribution In the level of awareness and revitalize the collective memory of society? What are the levels of responsibility of the citizen and the state in preserving these sites and protecting the natural tourist attractions? Do antiquities, cultural monuments and tourist natural phenomena have a role in the national economy? And if that was, to what level?

The research according to its title and content will be divided into four main axes, the first axis in which the definition and concept of the term tourism and tourism information are presented, highlighting its cycle and its effectiveness, and spreading the state of tourism awareness.

As for the second axis, the researcher will monitor as much as possible the changes that may occur to the economic works resulting from the tourism act that will contribute to achieving the economy's transition from rent to diversification and the change in national income.

While the third axis, the research will be exposed to examples of natural and archaeological tourism, and it will focus on two important examples, namely natural tourism for geographical and geological formations and archaeological tourism embodied in some sites with an architectural character and cultural and material moral significance that abound in many regions in Libya.

In the fourth axis, it will include the results that are hoped to be reached, and also organize a set of recommendations that are intended to be taken into consideration and the preparation and establishment of facilities and mechanisms for follow-up by the relevant departments and institutions in the Libyan state.

The nature of the study and the topics and titles that it contains, in which historical and cultural studies overlap with the media and economics, imposes the researcher to follow an approach that allows him to monitor the details of their various and overlapping implications and addresses, so I adopted the historical and descriptive analytical approach based first on

collecting historical facts from their written sources and archaeological architectural observations and returning them to their written sources. And its specialized scientific reports, and secondly, that based on description and analysis.

To find out the reasons for its foundation, to indicate the levels of art, taste, civilization and thought, and to define its objectives and goals and the extent of its influence and influence, as these accurate approaches describe the historical fact and phenomenon and analyze its data to reach the goal of the study and its desired results.

Results and recommendations

According to the division of the research and the adopted approach, the study reached a number of results and recommendations, which are represented in the following:

Results

From what has been presented above from a scientific material that is evident through the study several results centered on the fact that there is a direct relationship between media, culture, knowledge and civilizational significance, according to which it is necessary to create real and systematic foundations that are based on solid rules that show the state of media work in its tourism aspect and the existence of a necessary conditional relationship between tourism and media from On the one hand and the natural and archaeological sites on the other hand.

It was also found through the study that the merging between the media act and the tourism reality through the archaeological and cultural embodiment is nothing but the merging of two work channels that contribute to the advancement of the statement of the civilized state.

One of the results of the study also is that the cooperation of those in charge of the tourism media to clarify the tourism reality is nothing but a duty that does not stop at the issue of entertainment and propaganda only, but must go beyond them to impose protection and censorship supported by the force of law and legislation, and that those in charge of the tourism media when they perform their real duty will contribute to showing a bright face History and civilization have the title of homeland and nation on the one hand.

On the other hand, they will play an important and direct role in increasing the state's income and the prosperity of its economy by attracting tourists and pushing them to make the flow of money that would create job opportunities and contribute directly or indirectly to increasing individual and community income.

Recommendations

The state and its relevant institutions, competencies and decision-makers must contribute to creating a state of balance between public service centers and the requirements of the tourism act, since they are directly responsible for the reality of the promotion of the service and tourism sectors. They constitute an important component of the nation's title, and they should also be entrusted with proposing laws, legislations and regulations, in addition to following-up, propaganda and promotion of tourist sites.

It is recommended in this study according to its results that it is necessary to pay attention to the infrastructure and service, the transfer of service and the media link, and to make the satellite communication system in the utmost degree of control and continuous modernization in order to link the tourism service, the archaeological monuments and the natural scenes with the centers of propaganda and promotion in the world in general and with the scientific,

knowledge and craft institutions with specialized work. In the field of media and tourism, to be a window to what the country is rich in to the world.

Also among the recommendations of the study is the need to work on establishing academic institutions specialized in media and tourism actions in order to create an educated and qualified cadre to work in the institutions entrusted with the act of tourism and media work. The awareness programs should be intensified through advisory bulletins on internal tourism awareness and raising the level of knowledge. The study recommends raising efficiency Professionalism for all workers in the tourism and media sectors, and to keep pace with the development processes in their various fields.

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