

HISTORICAL DEVELOPMENT OF TOURISM

Travel began when primitive man started to travel in search of necessities such as food, shelter, and clothing, from his usual environment. With the development, the purposes of travel have also been changing for trade, pilgrimage, pleasure, study, and exploring new cultures.

The following periods have been added to the history of tourism.

- The Ancient Time
 - The Middle Ages.
 - The Steam Ages.
 - The Aviation Industry and Post-World War.
 - The Modern Time.
- **The Ancient Time:** Travel began when the primitive man moved away from his usual habitat, often to great distances, in search of necessities such as food, shelter and clothing. Archaeological evidences also show that there was existence of trading network during the Neolithic Age. Agricultural produce and every day house hold goods tend to make short journeys to and from a local market. Trade in the broader sense between distant places, is a different matter. When travel was slow and dangerous, the traders' commodities were imperishable; also, were valuable in relation to their size. These commodities were spices, silver, gold, and other useful items in copper, bronze, or iron. As the most valuable of commodities, metals were a great incentive to trade.

Early pieces of evidence show that pilgrimage was the first routine purpose for organized travel. During the Egyptian Era, tourism seemed to exist mainly for tourism reasons. Before the 5th century B.C. Greek historian Herodotus documented these early pilgrimages of the Egyptians to their shrines.

Travel among the Greeks was not limited to the purpose of pilgrimage. The Greeks also traveled to attend athletic competitions such as the Olympics, and in the summer, they used to go to the island of Delos and Mykonos to swim. The Greeks too enjoyed their religious festivals which in time became increasingly

oriented to the pursuit of pleasure. Already by 5th century B.C. Athens had become an important destination for traveler visiting the major sights such as the Parthenon: during the Hellenistic period, the spirit of humanism prevailed. It was then that hospitalities, the spirit of oncoming visitors, originated. Many documents give shreds of evidence that in Greece, there was a custom that visitors were provided with free bread and wine.

The Roman Empire: In ancient times there were few bridges; those that existed were not always safe. Tourism made it difficult to cross rivers, and even boats were not always around when needed. But in the river Tiber in Italy, 20 KM. from its mouth, was the Tiberian Island, which made it easier for people to cross. Gradually the island became a more and more popular spot for getting across the river. The area was closed in and protected by seven hills. These would become the Seven Hills of Rome and the few farmers living in the area were the first Romans. It is often said that “all roads lead to Rome”. The road system of ancient Romans was one of the greatest engineering accomplishments of its time, with over 50,000 miles of paved road radiating from their center at the Milliarium Aureum in the city of Rome.

In the Roman Era, travel continued to grow. Wealthy people traveled to escape the summer heat and to experience the good food and wine of other regions.

Travel flourished during the Roman era for several reasons. Two general factors behind the increase in travel were the establishment of a stable monetary system and a relatively safe environment. In addition, more inns were built for visitors. However, the key reason for the increase in travel was the development of the transportation system. Better horse-drawn vehicles came into use, and many roads were built for military purposes. The seven roads that led from Rome are famous even today, especially the Appian Way. It was called “Regina Viarum” or “queen of the roads”, and it played the important role of linking Rome and Greece. Tourism well – the well-developed system of roads played an important role in spurring tourism during this era.

- **The Middle Ages:** The fall of the Roman Empire in 476 brought a dark age in

the history of tourism. It disrupted public safety and stopped economic growth. It also hindered the continuing development of the transportation system and ruined parts of the infrastructure. Hence people stopped traveling. It was not until the resurgence of tourism in the 11th century A.D., almost 600 years later, that tourism dark era was brought to an end. What was responsible for the return of tourism? The Crusades, which related from 1096 to 1272, made military travel more and more routine. Although it was an exaggeration to call the crusades an armed 'group tourism', the crusades helped to resurrect the growth of tourism. They drew attention to the Eastern world among people in Europe. The soldiers spread and made people interested in travel again.

However, the main purpose of travel in the Middle Ages was still pilgrimage. Pilgrimage led to many changes in Europe. The crusades, a form of pilgrimage, caused an awareness of Eastern culture. Pilgrimage spread language, culture, and ideas. Many of the things that caused pilgrimage were also compounded by it, leading to more cathedrals and more relics and shrines. Communication has become more important and quicker.

Travel in the middle age was slow, uncomfortable, and usually dangerous. Besides pilgrimage, merchants also traveled a great deal to find new commodities to sell. These men usually traveled by sea or by established land routes. No one explored very far away from land, because everyone believed the world was flat and if they went so far into the ocean, they might fall off the edge of the world. No one in Europe knew that America or Australia existed. People did travel around Europe, Africa, and Asia though. Merchants brought back many luxuries from far-off places. From Africa, merchants brought sugar, Gold, Ivory, and precious stones, and from Asia came Silk, Furs, carpets, and valuable spices such as pepper and cinnamon.

Development in Road Transport: The first earth tracks were created by humans carrying goods. Tracks would be naturally created at points of high traffic density. As animals were domesticated, horses, oxen, and donkeys became

an element in track creation. With the growth of trade, tracks were often flattened or widened to accommodate animal traffic. Animal-drawn wheeled vehicles probably developed in summer in the ancient Near East in the 4th or 5th Millennium BC and in China in about 1200 BC. The Romans had a significant need for good roads to extend and maintain their empire and developed Roman roads. From (about) 312 BC, The Roman Empire built straight strong stone Roman roads throughout Europe and North Africa, in support of its military campaigns.

At the peak, the Roman Empire was connected by 29 major roads moving out from Rome and covering 78,000 KM or 52,964 miles of paved roads. In the 1600 road construction and maintenance in Britain was traditionally done on a local Parish basis. Tourism resulted in a poor and variable state of roads. To remedy tourism, the first of the "turnpike trusts" around 1706 was established, to build good roads and collect tolls from passing vehicles. Eventually, there were approximately 1,100 trusts in Britain and some 36800 KM of engineered roads. The development of the sprung coach was the 1600s coach was a great advancement in travel. By the mid-1600s coaches were operating regularly in Britain, with a daily service recorded between London and Oxford. The later introduction of metal, leaf-spring suspension also added to comfort. Travel of some distance requires accommodation. At tourism time such accommodation was basic, and to serve the needs of overnight guests.

In the Industrial Revolution, John Loudon McAdam (1756-1836) designed the first modern highways, using inexpensive paving material of soil and stone aggregate, and the roads were a few feet higher than the surrounding terrain causing them to drain away from the surface.

With the development of motor transport, there was an increased need for hard-topped roads to reduce washways, bogging and dust on both urban and rural roads, originally using cobblestones and wooden paving in major western cities and in the early 20th century Tar - bound Macadam (tarmac) and concrete paving were extended into the countryside. The modern history

of road transport also involves the development of new vehicles such as new models of Horse driven vehicles, bicycles, motor cars, and electric vehicles.

The Grand Tourism: From the early seventeenth century, a new form of tourism developed, as a direct outcome of the freedom and quest for learning heralded by the Renaissance. Travel, therefore was an obligation for the person who wanted to further develop his mind and so expand his knowledge of the world. The typical 18th-century sentiment was that of the studious observer traveling through foreign lands reporting his findings on human nature for those unfortunate findings on human nature for that unfortunate to have stayed at home. Traveling observation became a duty, an obligation to society at large to increase its welfare. The Grand Tourism flourished in a tourism mindset.

The Grand Tourism not only provided a liberal education but allowed those who could afford it. The opportunity to buy things otherwise unavailable at home, and thus increased participants 'prestige and standing. Grand tourists would return with books, pictures, sculptures, and items of culture, which would be displayed in libraries, cabinets, gardens, and drawing rooms; the grand Tourism became a symbol of wealth and freedom.

After the arrival of mass transit, around 1825, the Grand Tourism custom continued, but it was of a qualitative difference- cheaper to undertake, safer, easier, and open to anyone. During much of the 19th century, most educated young men of privilege undertook the grand Tourism.

The development of the spas: The spas were already established during the time of the Roman Empire, but their popularity was based on the supposed medical benefits of the water. The sick continued to travel throughout the Middle Ages. In England, spas were associated with health giving mineral waters, and treating diseases. The most popular resorts were Bath, Cheltenham, Buxton, Harrogate, and Tunbridge Wells. It could be argued that Britain was the home of the seaside holidays. In traveling to the coast, the population followed the steps of royalty. King George III made regular visits to Weymouth when in poor health.

At the time several doctors argued the benefits of bathing in seawater, and sea bathing as a widespread practice was popularized by the prince regent (later George (IV) who frequented Brighton for tourism purposes.

- **The Steam Ages:** In the nineteenth century, two technological developments have a profound effect on transport and in the growth of travel. The first of these was the invention of the locomotive engine in railway transport.

The first steam locomotive to operate on rails was built by Richard Trevithick and was tried out in 1804 at Merthyr Tydfil in Wales. Tourism was not successful, partly because the engine was so heavy that the rails broke under it. In 1806 a horse-drawn railway was built between Swansa and Mumbles.

In 1807 tourism railway started carrying fare-paying passengers the first in the world to do so.

The Stockton and Darlington railway opened in northern England in 1825 to be followed five years later by the Liverpool and Manchester railway considered to be the world's first "interline, which proved the viability of rail transport, with Stephenson famous 'Rocket' steam locomotive. Railways soon spread throughout the United Kingdom and the world and became the dominant means of land transport for nearly a century, until the invention of aircraft and automobiles.

In 1841 Thomas Cook arranged an excursion for his member from Leicester to Lough Borough at a fare of one shilling return by railway. The success of tourism motivated him to arrange similar activities in 1845 on a fully commercial basis. By 1855 cook had extended his field of operations to the Mainland (Europe), and organized the first "inclusive tourism" at the Paris exhibition of that year. He had close contacts with hotels, shipping companies, and railways throughout the world, which led him to diversify his venture at the cheapest cost. In 1867 he added a more concept "Hotel Vehicle" in the field of tourism, which facilitated the prepayment for hotel rooms, and a voucher was the evidence of such payments, in 1873 he added the "customer note". Modern-day "Traveler

Cheques” concept helped to overcome the problems caused by the many different coinages in Europe.

A period of hotel construction began, in which railways companies were the leaders, established a great railway terminus hotel which played a significant role in the development of the hotel industry. Railways contributed a lot to the development of the hotel industry. Railway contributed a lot in the development of tourism too. Long-distance railway service became possible with the introduction of sleeping cars, by George Pullman, in the USA, in 1864. In 1869 the symbolically important Transcontinental rail road was completed in the United States. The development of the railroad in the United States helped reduce transportation costs, which allowed migration toward the west. Railroads increased the accessibility of goods to consumers, thus allowing individuals and capital to flow westward.

Diesel and electric trains and locomotives replaced streams in many countries in the decades after World War II. Many countries since the 1960s have adopted high-speed railways.

The steamships: In the Stone Age primitive boats developed to permit navigation of rivers and for fishing in rivers and off the coast. With the development of civilization, bigger vessels were developed both for trade and war. In the Mediterranean, galleys were developed about 3000 BC. Early sea transport was accomplished with ships that were either rowed or used the wind for propulsion.

Ship transport was frequently used as a mechanism for conducting warfare. Military use of the seas and waterways is covered in greater detail under Navy.

In the 1800s the first steamships were developed, using a steam engine to derive a paddle wheel or propeller to move the ship. The steam was produced using wood or coal. Now most ships have engines using a slightly refined type of petroleum called bunker fuel. Some specialized ships such as submarines use nuclear power to produce the steam.

Deep sea services were introduced on routes to North America and the Far East; the Peninsular and oriental steam navigation company was the first regular long-distance steamship service that began operation to India and the Far- East in 1838. The introduction of luxurious cruise ships added to boom in the tourism and travel.

- **The Aviation Industry and Post-World War:** The modern age of aviation began with the first lighter-than-air flight on Nov. 21, 1783. In a hot air balloon designed by the Montgolfier Brothers. Balloon flights became increasingly common over longer and longer distances throughout the nineteenth century, continuing to the present.

On December 17, 1903, the Wright brothers flew the first successful powered, heavier-than-air flight, though their aircraft was impractical to fly for more than a short distance because of control problems. The widespread adoption of ailerons made aircraft much easier to manage. Aircraft began to transport people and cargo as designs grew longer and more reliable. Great progress was made in the field of aviation during the 1920s and 1930s, such as Lindbergh's transatlantic flight in 1927. One of the most successful designs of the tourism period was Douglas DC-3 which became the first airline that was profitable carrying passengers exclusively, starting the modern era of passenger airline service. After World War II, especially in North America, there was a boom in general aviation, both private and commercial, as thousands of pilots were released from military services and many inexpensive war-surplus transport and training aircraft became available.

By the 1950s, the development of civil Jets grew, beginning with the De Havilland Comet, though the first widely used passenger jet was the Boeing 707.

The early 1970s saw the arrival of the first Super Sonic passenger aircraft, never truly a commercial success, which proved popular with business travelers and the wealthy. Tourism was the real age of international mass travel.

- **The Modern time:** There has been an up-market trend in tourism over the last few decades, especially in Europe where international travel for short breaks is common. Tourists have high disposable income, more leisure time, and more sophisticated tastes. There is now a demand for better quality products which has resulted in a fragmenting of the mass market for beach vacations. The development in technology and transport infrastructure such as jumbo jets and low-budget airlines has made many types of tourism more affordable. There also have been changes in lifestyle, such as retirement age, and people who live as tourists all year round. Tourism is facilitated by internet purchasing of tourism products. Some sites have now started to offer dynamic packaging, in which an inclusive price is quoted for tailor-made packages requested by the customer.

Sustainable tourism is becoming more popular as people start to realize the effects of poor planned tourism, may have on environmental communities. Tourism is growing at a fast rate in the countries, where it is contributing in the GDP positively. In recent years, with the increment of discretionary income concepts of second holidays or vacations have become more popular. There is a strong correlation between tourism expenditure per capita and the degree to which a country plays in the global context. The tourism industry has a great contribution to the development of the economy of a country. The World Tourism Organization (UNWTO) forecasts that international tourism will continue growing at an average annual rate of 4%.

Moreover, Space tourism is expected to be introduced in the first quarter of the 21st century. In September 2021, SpaceX launched its first space tourism project orbiting Earth for three days aboard a Crew Dragon Spacemen ship.

In October 2021, A Russian film crew completed the production of a movie filmed in space. Filmmaker Klim Shipenko and actress Yulia Peresild returned to Earth after shooting the first film in space spending almost twelve days there.