CHAPTER II

A BRIEF HISTORY OF TOURISM

Tourism occupies a prominent place in the changing trends of the modern World. Everyone in this World desires to enjoy the life with refreshment and entertainment not as a whole but as a part of life, free from mental and physical unrest. Tourism as a post World War II phenomenon has revolutionised the economy of many countries of the World. International tourism has now become World’s number one industry.\(^1\) The people with the advent of industrialization started moving in large number to places away from their usual places of residence and work with a view to seek change. This continued until tourism became a phenomenon.\(^2\) Today tourism presents an unparalleled challenge to the marketing World. The vastness of the market, its unpredictability, the diversity of the product itself, the sheer numbers involved and above all, the financial and social logical rewards to be gained have made tourism as one of the most directly competitive markets in the World.

Between 1950 and 1970, there has been an accelerated growth in the World tourism.\(^3\) Many countries whether they are developed or developing having due importance to tourism as an industry which offers much scope for expansion.

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\(^3\) *Encyclopedia Americana*, U.S.A., 1829, p.877.
Geographically, tourism is a universal industry and a highly organized complex business. Tourism directly encourages the development of hotel industry, transportation and gives a fillip to arts and crafts. It is also being recognized as a source of employment. By way of earning foreign exchange and employment opportunity, tourism also makes a tremendous contribution to the improvement of social and political understanding and cultural exchanges. Above all it also promotes national integration.\(^4\)

As tourism has become part of human life, a number of definitions have been given by Geographers, Economists and Sociologists. Literally tourism means the theory and process of pleasure movement. One of the earliest definitions of tourism was given by an Austrian economist, Herman V. Schullard in the year 1910 who defined it as, the sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foregoing inside and outside a certain country, city or region.\(^5\)

Hunziker and Krapf, the Swiss Professors technically defined tourism as follows. Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity.\(^6\)


Tourism is an entirely of relations and facts constituted by the travel of persons out of their normal place of domicile as far as this travel are motivated by any lucrative activity. The increasing importance of the quantities, aspects of tourism for marketing decision has led to various attempts by experts in the field to arrive at an internationally accepted definition of the term ‘tourist’ as the basic unit of measurement for tourism statistics. The tourist who is the principal character in the phenomenon called tourism without ‘his’ being around the tourism phenomenon is meaningless.

The origin of the Word ‘tourist’ dates back in 1292 AD. It has come from the word ‘tour’, a derivation of the Latin word ‘tornus’ meaning a tool for describing a circle or a turners wheel. In the first half of the seventeenth century the term was first used for traveling from place to place, a journey, an excursion, a circuitous journey touching the principal parts of a country or region. According to the Dictonnaire universal, the ‘tourist’ is a person who makes a journey for the sake of curiosity, for the fun of traveling, or just to tell other that he has traveled.

All the above definitions of the term ‘tourist’ are of general nature and therefore could not serve the purpose of measurement. It was however, the League of Nations which did a pioneering work in defining the term for the purposes of statistics, the committee of statistical experts of the League of

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8 Bhatia, A.K., op.cit., p.95.
9 Ibid.,
Nations in the year 1937, defined the term ‘tourist’ in the following words. Persons traveling for pleasure, domestic reason of health, travelling for attending conference or for business purposes. Persons arriving in the course of a sea cruise, even when they stay less than twenty four hours.

In addition to these the Committee defined the term ‘foreign tourist’ as ‘any person visiting a country, other than that in which he usually resides, for a period at least twenty four hours.’ The above definition was confirmed by the United Nations in the year 1945. The conference of United Nations on International travel and tourism held in Rome in 1963, prepared a new definition. According to it, any person visiting a country other than that in which he was his usual place of residence, for any reason other than following an occupation remunerated from within the country visited.

Tourism is an ancient phenomenon. Man has traveled from the very earliest times. Even in the Roman World, Tourism was a special phenomenon with the people. In the ancient World there were three motivation forces for the movement of the peoples trade and commerce, religious merits and political aspirations. The traveler of the past was a merchant, a pilgrim and a scholar. Gradually, opening of the new trade routes gave a big boost to travel. The reports of the archaeologists show that the ancient cities or palaces and temple cities of Iran, Egypt, Arabia and Indus Valley of the third and second millennia

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10 Gupta, S.P and Krishna Lai., *op.cit.*, p.3.
BC were linked by regular trade. This trade mechanism opened the first routes to distant lands for the movements of people.

Around first millennium BC the Vedic period in India witnessed the movement of people for the purpose of seeking knowledge. In the third century BC the Romans traveled to the Olympic games as well as to medicinal baths and seaside resorts. The fall of the Roman Empire in the fifth century was a great setback for pleasure travel in Europe.\(^\text{13}\)

Travel for religious purpose assumed a significant importance during the middle ages, as well established custom in many parts of the World. The pilgrimage of Hindus to Varanasi, Christians to Jerusalem, and Muslims to Mecca and Buddhists to Buddha Gaya are worth mentioning.

The Renaissance marked the next important stage in the history of travel. The Italian wars played an important part in the dissemination of Renaissance and the subsequent development of the ‘grand tour’.\(^\text{14}\) The eighteenth century is conventionally considered as the golden age of the grand tour. Due to new travel facilities of Industrial Revolution people took their families and friends for outing, purely of the purpose of recreation. Further the invention of the steam locomotives brought travel at cheaper cost and shorter time accelerating movements of people.\(^\text{15}\)

\(^{13}\) Ibid., p.59

\(^{14}\) Bhatia, A.K., op.cit., p.6.

The concept of modern tourism came into being in the second half of the nineteenth century. Development of industrialized societies of Western Europe and North America can be considered as responsible for the growth of modern tourism.\(^\text{16}\)

Modern tourism is mass tourism. During the last two decades of the nineteenth century England witnessed the birth of clubs, unions and associations, which organized collective tours for its members. Some of these organizations in England were known as touring club, the National Cyclist Union, Poly-technic and Touring Association.\(^\text{17}\)

The First World War was really a blessing in many ways for the development of modern tourism. After 1919, private companies and Governments in Europe started taking much interest in civil aviation. India was put on the map of the airways, a new era got inaugurated in the field of Indian tourism. The emergence of the League of Nations as a sole international organization to preserve peace was just the right climate for the growth of tourism particularly for the countries which were unknown to tourism. The other landmark in World tourism was the setting up of the International Union of National Tourist Propaganda Organization (IUNTPO) in 1925 and it was the fore runner of the present International Union of Official Travel Organization (IUOTO).\(^\text{18}\)

\(^{16}\) *Encyclopedia Americana*, U.S.A., 1829, p.87.


\(^{18}\) Bhatia, A.K., *op.cit.*, p.207
In the twentieth century, tourism has emerged as the World's largest and fastest growing industry. There were many causes for the rapid growth of modern tourism like the quicker journey by air, cheap package tours offered by travel agents, increase in the number of paid holidays. The youth movements all over the World, the growth of travel agencies and their unions, publicity and propaganda.

Improving international understanding is one of the major scopes of tourism. Tourism can be a vehicle for international understanding by way of bringing multi-racial, multi-lingual and multi-cultural people face to face. People belonging to different countries, practicing different lifestyles and speaking different languages come together to make friends. There is mingling of cultures which has positive effects. Tourism helps to break down prejudices, barriers and suspicions that exist between nations. It has to play an important role in the economic development of a nation. The nations have almost universally recognized the economic advantage of tourism. Tourism is a painless procedure for transfer of real resources from developed countries to underdeveloped countries and developing countries. Newly emerging nations such as the Caribbean depends very heavily on tourist income.\(^\text{19}\) To create employment opportunities for the local population is also one of the scopes of tourism.\(^\text{20}\)

\(^{19}\) Krishnasamy, V., *op.cit.*, p.237.

\(^{20}\) Pillai, R.N., *op.cit.*, p.3.
India is one of the popular tourist destinations in Asia. Bounded by the Himalayan ranges in the north, and surrounded on three sides by water (the Arabian Sea, Bay of Bengal and the Indian Ocean) with a long history and culture, India offers a wide array of places to see and things to do. In 2004, foreign tourists visiting India spent 15.4 billion USD—the ninth highest in the World. India is also ranked among the top three adventure tourism destinations. One can expect to spend about $1,150 in 2005 dollars for a two week visit, staying in accommodations equivalent to western ones.21

Tourism in India is primarily cultural tourism. India has large cities, monuments, temples, mosques, great palaces beautiful sculptures and paintings and various artistic creations. The greatest attractions for the visitors to India is the picturesque valleys of Himalayas, Vindhyas, Eastern and Western Ghats and broad beautiful sunny beaches and the great diversity found in every-respect, in mode of living, dress, languages, character and religion.22

India has great tourism potential due to its unique cultural and natural attractions. Skiing is one of the most popular and familiar adventure sports. In India, skiing while was associated only with Gulmarg in Kashmir where there is an internationally acclaimed ski-resort.

River rafting is another exhilarating adventure activity which has a tremendous growth potential in India. At present rafting confined to lower Ganges near Rishikesh, River Beas near Manali and to some extent Indus in Ladakh. There could not be a better way to explore the mountains than in the most natural way on foot. Beside from the Himalayas, which is virtual paradise for trekkers. Trekking is a low cost adventure activity.23

Hang Gliding has recently been introduced in India. Hang gliders, suspended from their precarious position on the under carriage of the glider, begin their journey, executing exquisite swooping movements with skill of those boom to fly plenty of rocks and hills, stiff climbs and sheer mountain sides which are spread over Indian sub continent offers limitless opportunities for rock climbing all year around. Rock climbing is becoming popular as adventure sport in India.24

From hilly and mountainous, terrain to beaches, deserts and forest treks, India offers an exiting terrain for running motor rallies. Motor rallies are held all over India. Ballooming is considered as a most fancy sport in India. Camel safaris trace their origin to the age of overland trade between India and China when caravans would journey along the established trade routes laden with the herbs and jewels. Safari organizers attempt to recreate the atmosphere of old caravan’s journeys.

23 Batra, G.S. and Danewal, R.C., Tourism Promotion and Development New Advances, pp. 51-52.
24 Ibid., p. 16-17.
The development of tourism in India is a fascinating subject. What makes it so fascinating is the history of the country itself. An attempt has been made to describe some of the early development in the field of tourism in India on the eve of Independence and after Independence.

In India, the importance of tourism had been recognized even before the Second World War.\(^{25}\) In 1945 a Committee was set up by the Government of India under the chairmanship of Sri John Sergeant for the promotion of tourism. The main recommendation of the Sergeant Committee was that a separate tourist organization should be set up at the centre with regional officers in metropolitan cities.\(^{26}\)

The functions of the department of tourism are both promotional and organizational which are conducted by the following seven divisions Planning programme, Publicity, conference, Travel, trade hospitality, Accommodation, Supplementary accommodation, wild life, Market research and Administration.\(^{27}\)

In 1963, the Government of India, appointed the Jha Committee, for the promotion of tourism. As per the recommendation of the Committee, the Government of India set up the ITDC in Delhi in October 1966.\(^{28}\) The role of ITDC for the promotion of tourism is a significant one. It operates hotels,

\(^{25}\) Ibid., p. 288.


\(^{27}\) Bhatia, A.K., *op.cit.*, p.293.

\(^{28}\) Krishnaswamy, V., *op.cit.*, p.143.
resorts, motels, traveler’s lodges, and restaurants, duty free shops at international airports and sound and light shows.\textsuperscript{29} The Government of India relaxed the regulation relating to police, registration, currency, exchange control and customs. Concessional tickets are offered to tourists. The ITDC freely supplied tourist information materials like brochures, posters, picture-post-cards, pamphlets and magazines.

It also organized cultural programmes and festivals in order to attract the tourists from abroad. With the introduction of the scheme of operation in Europe in July 1968, the strategy of marketing India's tourism overseas underwent significant changes.\textsuperscript{30} No doubt, for a foreigner, a visit to India means a visit to the Taj Mahal, Qutb - Minar, and the temples of Khajuraho, Mahabalipurm, Madurai, the holy cities of Allahabed, Varanasi and Kanyakumari and the Great Museum at New Delhi, Calcutta, Madras and Bombay which possess a vast collection of India's long cultural heritage.

The Red Fort, Qutb-Minar, Taj Mahal and Fatehpur - Sikri are the most attractive tourist centres in Delhi, Khajuraho in Orissa, Darjeeling the Paradise of Hill Resorts in Himalayas, Kashmir, the Juju beach and Elephanta caves of Bombay are also important places to be visited by the tourists. The rock cut cave temples at Ajanta and Ellora near Aurangabad, the famous Sun Temple namely Konark in Orissa are the important tourist centres in North India.

\textsuperscript{29} Bhatia, A.K., \textit{op.cit.}, p.303
\textsuperscript{30} \textit{Ibid.}, p.297.
Amirthasar in Punjab, Jaipur Palace and Mount Abu in Rajasthan, Kasi, Varanasi, Madurapuri in Uttar Pradesh are also important tourist centers in India.

Tirupathi, the Golconda fort, Nagarjunakonda and Visakhapatnam in Andhra Pradesh, Mysore, Halebid, Badami, Dharmshgala and Pattadakal in Karnataka, Thiruvanathapuram, Kovalam Beach, Sabarimalai, Guruvayoor and Thekkady in Kerala, Madras, Madurai, Rameswaram, Mahabalipuram, Kancheepuram and Kanyakumari in Tamilnadu are the most important tourist centers in South India.\(^{31}\)

Perhaps India’s best known site is the Taj Mahal, one of the World’s greatest architectural achievements. It was built between 1631 and 1653 by Emperor Shahjahan in honour of his wife Arjumand Banu Begam more popularly known as Mumtaz Mahal. The Taj Mahal serves as her tomb.

One of the popular tourist circuits is called the Golden Triangle, the cities Delhi, Agra (site of the Taj Mahal) and Jaipur. Delhi is approximately 200 km away from Agra, and 250 km from Jaipur.\(^{32}\)

Tamilnadu, the southern most States of India is a land of old World charm and ancient traditions, a land of lagoons, deltaic areas, hills, beaches, temples, monuments, museums and a wide variety of geographical features. It is the only state in India that one can travel throughout twenty four


\(^{32}\) http://en.wikipedia.org/wiki/Tourism-in
dia.
hours comfortably and boldly because of its rich communication facilities. Till the year 1968 there was no separate department in the government for the development of tourism.\textsuperscript{33}

In 1971 the Tamilnadu Tourism Development Corporation (TNTDC) was set up with the main object of programming tourism in Tamilnadu.\textsuperscript{34} At present, its main functions are concentrated in providing accommodation and restaurant facilities in important tourist places and operation of coach tours for the tourists both from inland and abroad.\textsuperscript{35}

For the convenience of the tourists, the Tamilnadu Tourism Department established Tourist Information Counter (TIC) at important places in Tamilnadu, Delhi and Calcutta.\textsuperscript{36} It also established tourist offices at Madurai, Chidambaram, Kanyakumari, Madras, Mamallapuram, Salem, Ooty, Trichy and Tirunelveli.

Tamilnadu is one of the most ancient regions in India. The state represents the nucleus of Dravidian culture in India. It was variously ruled by the Cheras, Cholas and Pandyas prior to the Christian era. The prominent cities were Thanjavur and Kumbakonam. Madurai was the most important city under the Pandyas.

\textsuperscript{33} Kritinaswamy. V., \textit{op.cit.}, p.152.


Chennai, the Gateway to the South, represents a culture that’s unique to the region. It became a large city and soon was made the capital of the State and remained as capital till today. Fort St. George was built by the East India Company in 1653 AD is the oldest beach in the World.

The National Art Gallery at Madras contains a splendid collection of old paintings and modern art. The Kapaleeswarar temple and Parthasarathy temple are important temples in Madras. These temples celebrate festivals namely spring festival, Brahmotsava festival and Pahapattu and Iraspattu respectively, which is admired by all tourists and devotees.

Mammallapuram is situated on the shores of Bay of Bengal, was once a port of the Pallavas. They have created many marvelous monuments with sculptural panels, caves, Monolithic rathas and temple Mahabalipuarm is easily accessible from Chennai by local transport. Vedanthangal Bird Sanctuary is located at 53 kms From Mahabalipuram. It is the oldest World Bird Sanctuary established in 1858.

Kancheepuram known as one of India's seven cities has nearly 200 temples and the most important are the Vaikunta Perumal temple, the Ekambaraeswar temple, the Varadaraja temple, the Kailasanathar temple and Kamakshi temple. The Chidambaram Nataraja temple is situated in South

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38 Ibid., 415.
40 Aruna Deshpande, op.cit., pp.419-420.
Arcot District. It is the only temple in Tamilnadu where both Siva and Vishnu are enshrined so near each other that all devotees can worship both at the same time.\(^{41}\)

Courtallam is situated at an elevation of about 16.7 meters on Western Ghats. It has nine waterfalls and the important falls are Peraruvi, Chitruvi, Shenbagadeviaruvii, Thenaruvi, Aintharuvi and Puliaruvi.\(^{42}\) Rameswaram attracts a large number of tourists and the newly constructed Pamban Bridge will definitely give a boost to tourism sector. The temple has two huge Gopuras. The temple is noted for its flourishing tithes. No temple in the Indian subcontinent has such a vast number of tirthas with its precincts.\(^{43}\)

Madurai, the city of festivals and the second largest city in Tamilnadu has been described by European scholars as the Athens of the East.\(^{44}\) The greatest temple of Madurai city is Sri Meenakshi Sundareswarer temple. The most remarkable feature of the temple is its nine gopurams and the thousand pillars mandapam. Other places of tourist interest in Madurai are Tirumalai Nayak Palace, Mariamman Teppakulam, Koodal Alagar temple, Tirupparam Kuntam temple and Gandhi Museum. The other places of interest are Tiruchirapalli, Tirukkalukuntam, Tanjore, Tiruthanigai and Tiruvannamalai.

\(^{41}\) Pasamsivanandam, A., *op.cit.*, p.63.
\(^{42}\) Aruna Deshpunde., *op.cit.*, p.425.
\(^{44}\) Roy, P.B., *op.cit.*, p.301.
By its very location Kanyakumari occupies a unique place among the tourist centres of India. It is the lands end of India, where the Arabian sea, the Indian Ocean and the Bay of Bengal meets. It is one of the important pilgrim centers of India. The important places of tourist attractions in Kanyakumari are the Kumari Amman temple, Gandhi Memorial, Vivekananda rock memorial, Vattakottai, Suchindrum temple, Nagercoil, Udayagiri fort, Padmanabapuram palace and Thirparappu waterfalls.

Tourism involves movements of people outside their places of normal domicile or work. If the places visited are situated outside the territorial limits of the nation of the tourist there occurs national or foreign tourism and the tourist is called as a foreign tourist.\(^45\) It is defined as the movement of the tourists which are the restricted to places situated within their nation. Domestic tourism occurs within the country and the tourists are called domestic tourists.\(^46\)

If tourist travels in a group that may be called as group tourism. Group tourists generally pre-arrange for tourism for a tourism package including the places of visit, transport and accommodation.\(^47\)

As against the above an individual may undertake a tour himself along when one is in group. One has to sacrifice some comforts and needs. To avoid this one may chart out one’s travel plan and places time, undertake the tour.

\(^{45}\) Peters M., *op.cit.*, p. 15.
\(^{47}\) Bhatia, A.K. *op.cit.*, p.110.
This kind of tourism is called individual tourism. A short, less than a day’s duration visits to a particular place and return his residence to as picnic tourism. It is popular with school children.

This tourism, less than a day, long visit to a plural number of tourist destination and return is called excursion tourism. With organized employment on the rise, paid holidays are common. During the holidays people undertake travel and tourism, which is called as holidays tourism. This tourism is growing fast so much that holiday specials have become almost a must.

Not every employment provides paid holidays or vacations. In such situation weekend holiday tourism take places, where people utilized their weekly holidays to visit tourist destinations. From ancient to present day religions have been the motivating forces for tourism. Every religion has its followers some duties that involve travel and tourism.

Pleasure and leisure are the basic pulls of tourism. Travel is a pleasure, in spite of bottle - necks and difficulties. The educational pursuits also promote the tourism industry. In our pursuit of knowledge people travel far and wide. In ancient times scholars and pandits kept on travelling. Travel makes a

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51 Ibid., P. 49.
person wiser. It is said that travel itself education. Business tourism is a fast growing tourism segment. For effective business deals, people travel intensively and extensively.  

People undertake travel for health purposes, with health care facilities concentrated in few places, due to uniqueness of some health centers. The health conscious people have to move out of these places. Sports have become a regular activity in these days. International and National sports meets are great attraction for people. It may be noted that over half a dozen of Five Star Hotels were constructed in Delhi on the eve of Asian Games held during 1982 in India. 

Beach resorts and hill - resorts are great attractions while beaches attract throughout the year. Hill resorts noted for seasonal pulls. Tourism practiced by visiting to these resorts is called Resort Tourism. India has much potential for resorts tourism.  

National and International conference, seminars, symposium conventions have become major tourist pillars. Promotions Bureau is promoting India as an International Convention Center. 

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55 Britton, S.G., *op.cit.*, p.162
56 Usha Bala, *Tourism in India Policy and perspective*, Delhi, 1990, p.45.
Wild life viewing is thrilling, sparing and interesting. Many tours are built around different sanctuaries and national parks. Tourism is related to ecology and environment. Tourism depends on these and yet over exploitation is suicidal. Road tourism is an indispensable mode of travel, whatever by the scale of development in other modes of transport. Both as a prime and an adjunct mode, road transport plays a vital role in tourism. Railways do compete with roadways in catering to tourist speed comfort and conventions. This has made the trains a better mode for long distance travels. Airways is the prominent mode used by tourists to reach India. Over 95% come and fly back air within this Country. The Indian Airlines services have contributed to tourism growth particularly air tourism.

Inland and Ocean - waterways attract tourists, who are tired of the surface transport modes. Now overcrafts and hydrofoils have been developed and that speed is not a limitation. Hence water or aquatourism with ourling coastal lines dotted that with ports can be promoted.

Social tourism is a type of tourism undertaken by the low income group of people. Cultural tourism diversifies among nations and within a nation. It arises curiosity in people to visit other countries or other parts of their own

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Ethnic tourism refers to tourism practiced by people visiting the places of their homeland or hometown or visiting friends and relatives. The emphasis is now on mass tourism. Tourism as a part of economic significance has a social dimension. It promotes understanding and thereby paves way for peace. Hence all must be involved in tourism.

Tourism practiced by the elite group is referred to as five star tourism. They lavishly spend on accommodation and fusing transportation. Five star tourism is good as far as economic earnings are concerned, but creates social tensions over exploitation of community resources and other unsought consequences. Today middle income group is fast growing as a major group and its contribution to tourism is significant to the lower income group. They are conscious that they may not even prefer a paid hotel accommodation. They travel by night thus avoiding a hotel stay and go on sight - seeing during the day time. This type tourist are standardized and offered as package at a fixed price to intending tourists. Youth is given thrust since 1980’s. The youth of a country are its future. Youth must be involved in tourism not only as visitor but also as preservers of national heritage and above all as beings human resources needed by the tourism industry and the country.

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