CHAPTER IV

THE TOURISM INDUSTRY: A HISTORICAL RETROSPECT
We men have a strong urge to be somewhere else, other than where we are even when we know that it is preferable to stay where we happen to be.

**Historical background**

Tourists are the nomads of today and tomorrow and their numbers are growing in waves.

Mankind was at the crossroads of its destiny on one hand there were forces of suspicion, conflict and discard while on the other hand, there were the forces of harmony, peace and international understanding. International tourism is a factor working towards harmony and understanding between nations and has a major role in bringing about friendship and unity between the various sections of mankind. Tourism is a fast growing industry with significant economic and social benefits. Tourism is an invisible export industry which earns for a country the much needed foreign exchange and this is of particular importance to developing countries like ours. Also tourism is a labour intensive industry which has enormous employment potential. Tourism leads to and ensures better maintenance of the monuments, temples, flora and fauna, arts and crafts and encourages promotion of fine arts.

Travel from the earliest times has held a fascination for mankind. The urge to explore new places and seek a change of environment and experiences is not new. Today, millions
seem to enjoy the prospect of moving from one continent to another in a matter of hours. Prosperity, leisure, coupled with the quest for pleasure and recreation, are the principal motivating factors which sustain the development of mass movement of people. This has, in turn, given rise to annual movement of a large number of people from one country to another. The tourism phenomenon has attracted almost the entire world.

Tourism today is one of the biggest money spinners of world trade and is second only to oil in importance.

Travel is an ancient phenomenon. From the earliest historical period, travel has had a fascination for man. Man has travelled from earliest times. Much of travel in the beginning was largely uninternational and rather a simple affair. The cumbersome procedures as we witness in travel today were not to be found in olden days. Moreover, for a traveller there were hardly any facilities available. Travel in the distant past was not a thing of pleasure as is the case now. The traveller of the past was a merchant, pilgrim, a scholar in search of ancient texts, and even a curious way farer looking forward to new and exciting experiences.

As civilization developed, awareness in travel to explore and see the world began as can be seen from the past history of travellers all over the world.

Not only did India attracted a series of invaders starting with Alexander the great, but also favour travellers
like Vascoda-Gama. Many foreigners, Arabs and Europeans alike came to India to establish trading posts. Trade and commerce remained a strong force for many travellers to undertake long and arduous journeys to distant lands. In these times travelling was considered to be dangerous and full of hardships and not a thing of pleasure. The transport and communication system as of today were non-existent.

Pleasure travel

The concept of pleasure travel as it existed in the West can be associated with the Roman Empire. Romans probably were the first pleasure travellers. Travel received a great stimulus from the good communication system and security of Roman empire. The Romans were able to travel over a hundred or more miles in a day using relays of horses. They journeyed primarily to see famous temples in the Mediterranean areas particularly the monuments and the famous pyramids of Egypt. The Romans also travelled during holiday occasions, particularly the famous Olympic Games.

The fall of the Roman Empire in the fifth century was a great setback for pleasure travel in Europe. During the dark ages only the adventurous and brave persons would travel. A trip at this period in history was considered dangerous. No one would associate travel with pleasure. Also with the decay of the Roman Empire came a short decline in trade and commerce. In the absence of a prosperous community with the incentive to travel for pleasure, travelling ceased to exist for its own sake.
Religion as a motivator

Travel for religion purposes assumed a significant importance during the middle ages. The practice of travelling for religious seasons, going on a pilgrimage for example, became a well established custom in many parts of the world. By the end of the middle ages large number of pilgrims were travelling to the main shrines in Europe, and travel again assumed an interesting character. However, travel was still dominated by religious motivations. Very little actual pleasure travel was undertaken. The adoption and spread of Christianity subsequently led to numerous pilgrims making their way to Holy land. Religion was a great unifying force. Pilgrimages strengthened religious bonds. It exposed people to new manners and customs, different kinds of food and modes of dress. It encouraged exchange of ideas and also fostered trade. It served as a powerful means of gorging unity and understanding between people from widely different regions. The powerfulfull influences of a crusading religion that slowly penetrated a foreign land, such as Christianity in Europe and later in America and Buddhism, Islam, and Hinduism in Asia took place to permit an assimilation and perpetuation of very distinctive languages, literature, music, art, architecture, philosophy and forms of Govt. Religion, thus, played and continues to play a crucial part in travel.

INDUSTRIAL REVOLUTION AND DEVELOPMENT OF TRAVEL

The concept of modern tourism came into being in the
second half of the nineteenth century hand in hand with the development of the industrialized societies of the Western Europe and North America. Development of industrialized societies of Western Europe and North America can, therefore, be considered as responsible for growth of modern tourism. Though an accurate analysis of the history of tourism can be traced no further back than half a century, the scattered figures published from 1855 onwards, together with official statements, observations by various travel writers, and the various travel guides and other literature on sale at the time, point to the direct relationship between the birth of these societies and the expansion of tourist movements.

Development of industrialized societies was a direct result of industrial revolution in the West. In its wake the industrial revolution brought in tremendous changes in society. With the impetus of the industrial revolution little more than a century ago, the tempo of the accelerated change took a big jump. Its work mentioning that during the Roman empire only the rich and leisured class indulged in pleasure travel.

Rail as transportation

Introduction of Railways, in the nineteenth century was yet another crucial landmark in the travel history. Passengers were first carried by rail in 1830 in England. The railway track between Liverpool and Manchester in England featured special provisions for carrying passengers in addition to freight. However, the birth of organised rail travel came in the year
1841. In the year 1843, about 3000 school children were taken on a trip from Leicester to Derby.

The success of Liverpool and Manchester railways, opened in the year 1830 encouraged many other countries in Europe to open railway lines. Railway tracks were laid in France, Austria and in Switzerland. Across the Atlantic, the tracks were laid in the America. This revolution in transport technology produced an immediate expansion in Europe tourism. In the year 1881, the railways carried over 600 million passengers over lines operated by one hundred odd companies. The railways were now keen to stimulate travel and to improve the system. There was also now an element of competition and the various railway companies tried to make travel as comfortable as possible. In the early 1870s first class railway travel was introduced by an American, G.M. Pullman, who developed the Pullman Coaches with their luxury furnishing and dining facilities. Long distance travel could now be undertaken in comfort and with pleasure. The Pullman cars manufactured in America were imported by some railway companies in England and other countries in Europe. The cars which were very comfortable for long journeys were first introduced in America. The longer distanced in America necessitated the ensuring of greater comfort for passengers. By the year 1872 the Pullman Company had 700 cars working over 30,000 miles of railway under contract with over 150 different companies. The introduction of railways thus vastly increased the
opportunity for escape from the rigours of city life as a result of urbanisation. The railways can be considered as one of the most powerful motives for mass travel in nineteenth as well as twentieth centuries. The railways carried and continue to carry million of passengers all over the world majority of which are from large urban centres.

**SEA TRANSPORTION**

The shipping like the railways made significant contribution to travel during the nineteenth century. While railways were responsible for inland travel especially in Europe, the steamship crossed the boundaries and made strides in inter-continental travel. The shipping technology made a number of innovations in the nineteenth century. In America, a number of sailing ships were built which were considered to be superior to those built in England or elsewhere. The English felt a great need for improved communication across the Atlantic with America for the purpose of trade and commerce and passenger transportation. As a result of this, there were great strides in the development of deep-sea-shipping. The history of the Cunard steamship company in England demonstrates important features in the growth of North Atlantic Shipping. Opening of the Suez Canal in 1869 brought about the possibility of a much shortened route between West and East and in turn stimulated the introduction of better steamship carriage to the far-east.

Use of the ships in the cruising fashion for the charge and operation of cruises on a limited scale dates from the
mid-nineteenth century. Their period just before the First World War can be considered the heyday of liner passenger service. It was an era of large and comfortable fast ships operated by relatively small number of companies in various countries. The glamour of the deep-sea travel was, however, reserved for the wealthy European and Americans. By the turn of the twentieth century all the main characteristics of modern tourism were evident in embryo. Changes in mental attitudes towards pleasure seeking, the recognised value of travel for education, an increase in material wealth and improvements in transport, social prestige, the growing need to find relief from working routine—all these factors produced a fertile ground for the development of excursion traffic on a large scale.

Upto the first quarter of the twentieth century, tourism was essentially a luxury commodity within the reach of only a privileged few having both plenty of free time and considerable purchasing power. Admittedly, such tourism had a charm all its own associated as it was with elegant luxurious hotels, such long distance trains as the "Orient Express" and the blue riband transatlantic liners like the "Queen Mary". Although all the main characteristics of modern tourism were evident by this time, only the privileged few managed to indulge in this luxury. It is also true that certain associations, which recruited members from among the embryonic middle and working classes, organised excursions, holidays camps, family rest and holiday homes, etc. but only very few people benefitted from such activities at that time.
Paid holidays and mass tourism

The concept of mass tourism emerged along with the introduction of holiday with pay. It was in the last quarter of the nineteenth century that increasing attention was paid to the desirability of holiday with pay and at least of cheap holidays for working class people. This group had still largely failed to benefit from the new opportunities offered by travel by rail. During this period, a few factories gave paid holidays to their workers in some countries in the West. The introduction of annual paid holiday is very largely of English origin and this had important repercussions on development of mass tourism. The annual paid holiday was established during the inter-war years as a reality for a considerable part of the working population. By the year 1939, in U.K., some 11 million people were covered by the Holidays with Pay Act (1938). Introduction of paid holiday had led to great mobility of the population, created new industries, resulted in the creation and growth of many towns of distinctive function and broadened the horizons of millions of people. In fact, the introduction of paid holidays can truly be associated with the development of modern mass tourism.

In the year 1936, modern tourism really got underway when, at the instigation of its trade union representatives, the International Labour Organisation (ILO) adopted the first convention that was to support serious movements to promote paid holidays and, in turn, tourism. That convention on paid holidays was an innovation well ahead of time, when only fourteen countries,
mostly European, had enacted general legislation on paid holidays. Soon afterwards tourism experienced extraordinary growth. Paid holidays are now established all over the world, and in most countries and minimum duration of one to three weeks is specified either by law or by collective agreements between the employer and the workers.

The right to paid holidays has universal recognition now. The trend is to grant longer holiday periods. The employers have realized that the paid holidays have not affected industrial production. The legal minimum in many countries at present is three weeks. Some countries have even gone beyond this and grant four weeks of paid holidays. Today it is recognised that in Western Europe the fifth week, even from the standpoint of output, may also be regarded as a productive investment.

The first World War was responsible for temporary halt to tourist movements. There was considerable decline in tourist travel not only within Europe but also all over the world. However, soon after the war tourist travel quickly reached pre-war peak levels, and within three or four years, greatly exceeded them. The war also brought about many changes which were destined to influence the volume of tourism. The war, was, for example, responsible for breaking down international barriers and resulted in the fostering of an ideal, optimistic, peaceful internationalism just the climate in which tourism was most likely to flourish.

The second World War marked a watershed. Before it, in the
twenties and thirties, organised tourism was chiefly a matter of trains, boats or coaches. In the post-1945 era, such travel was increasingly by aeroplane, thus allowing the pleasure periphery to expand into new mass destinations like Spain, Greece, Bermuda, Cuba, Hawaii etc. Each decade has seen a massive increase in the importance of aircraft in this process until today, when we are on the verge of truly global tourism.

Post-war era also saw a rise in the standard of living of the working and the middle classes in America and in certain European countries. Soon after the war the tourists began to appear in countries where tourism had been practically unknown a few years earlier. The early travellers had advanced from the scholar and the pilgrim of the past to the pleasure seeker of today. The major tourist countries enjoyed an unprecedented boom in the last twenties. In the year 1929 there were nearly one and a half million visitors to Switzerland, over one million visitors to Italy and about two million to Austria. Great Britain also received a considerable number of visitors.

Before the Second World War, world travel reached a peak and was already showing an encouraging upward trend when the war intervened tourism is sensitive to world economic and political conditions. It can prosper only where the greater number of people enjoy some measure of prosperity and security. Tourism and holiday making on a national scale is a manifestation of prosperity and place. As a great number of people in many countries have high living standards, they can afford to set aside a portion of their budgets for holidays and recreation.
Historically, Govts. have been interested in tourism as an important factor in a country's balance of payments or as a means of developing regions or sites with little other economic potential. The receipts from international tourism provide a valuable source of foreign exchange for many developing countries. International tourism has been one of the fastest growing industries in the world. It is the main sector of economy in some countries providing the major source of finance for development.

After the Second World War there has been a spectacular increase in tourism—both within countries and internationally. Almost every one has come to realise that international tourism has become one of the fastest growing industries in the world. Practically every country in the world is now looking to tourism as an important means to the end of national prosperity. Travel today is easy and comfortable.

We reach on this conclusion that since the early 1950s international tourism had again started growing rapidly. Practically after the liberalisation of foreign exchange and travel restrictions which were introduced in the years following World War II. Gradually tourism reached new proportions not only in the traditional countries like Italy, Spain and Switzerland but also in many countries outside Europe. Thus we find that the volume of foreign travel depends not only on income levels of education, but also on peace and stability.
Factors influencing the growth of tourism

Socio-economic factors like income, mobility, age, education and cost are crucial in the evolution of demand. Together with leisure these are responsible for determining the growth of International Tourism.

The factors influencing the growth of tourism are as such,

(i) Greater affluence and more leisure for an increasing number of people, particularly in the developed countries.

(ii) The emancipation of the young, and the relatively higher wages they possess (when they have no family responsibilities), enabling them to travel.

(iii) Transport facilities, especially air, very much better and cheaper, and there is a high rate of car ownership.

(iv) An enormous growth in international business, necessitating travel.

(v) Package tours allow people unused to making their own arrangements to travel with an easy mind, and are good value because of bulk buying of transport and hotel accommodation.

(vi) Relief from adverse climatic conditions in the home country may be found abroad.

(vii) Travel has become a status symbol.

(viii) Conferences and business meetings are proliferating.

(ix) Better education has interested a large section of the public in cultural tourism.

(x) World exhibitions and trade fairs have become very popular.
(xi) Publicity has become more and more aggressive, wheatting the appetite of even the most unwilling to travel.
(xii) Ideological pressure groups (political, cultural, scientific etc.) hold more annual conventions etc.

PRESENT CONCEPT OF TOURISM

The world should no longer regard tourism merely as a business, but as a means by which man may know and understand one another, human understanding being so essential in the world at this time.

Practically every country in the world is now looking to tourism as an important factor in the means of transport and communication has made the whole world practically one neighbourhood. Millions of people who less than a century ago would have considered a few hundred miles a very long journey now seem to enjoy the prospect of moving from one continent to another in a matter of hours.

Prosperity, leisure, coupled with the quest for pleasure and recreation, are the motivating factors which sustain development of tourism, and which have given rise to annual movement of a large number of people from one country to another.

Earlier, Romans visited temples, shrines, festivals and health resorts for health and amusement. Education was at first the strongest motive for travel.
Travel received fillip from the expansion of air transport at lower rates with a concurrent saving in time from improved highway system permitting convenient use of motor vehicles and accessories and from the increased availability of cheaper and more comfortable accommodation.

In some countries, it has become the main sector of the economy while in others it serves to provide a major source of finance for development purposes. In either case it is a major source of earning foreign exchange for all tourists markets. The foreign exchange earned by tourism is earned more conveniently than by manufactured goods.

Tourism is also being recognised as a source of employment. It is a highly labour-intensive industry offering employment to both the semi-skilled and the unskilled. Tourism creates a large number of direct jobs in various establishments. Besides, providing employment to a large number of people, tourism can be the instrument of a regional policy aimed at achieving an equitable balance between major industrial areas and the rest of the country. Tourism enables the wealth earned in one part of the country to be transferred in part to another. Tourism makes a tremendous contribution to the improvement of social and political understanding. Travel between the countries fosters a better rapport between populations. Political, ideological and cultural misconceptions are minimised. Communications are established such as can be related in many instances to better political understanding.
Tourism is, thus, an important means of promoting cultural exchanges and international cooperation. The experiences gained through travel have a profound effect upon the life of the individual as well as upon society as a whole. As one thinks back over the years of one's life, one's travel experiences are among one's most outstanding memories.

Tourism can become a vehicle for the realisation of man's highest aspirations in the quest for knowledge and affirmation of the originality of cultures, and respect for the moral heritage of different peoples.

Consistent and effective travel and communications appear to be vital needs for boosting up the image of the region as a whole.

The rapid development in the means of transport and communication has made the whole world practically one neighbourhood and has made travel an easy affair. Tourism is a highly complex phenomenon. In addition to economic significances, it has socio-cultural, educational and political significances, as well.