CHAPTER TWO

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The early history of tourism is the story of development of the mobility of man. Both in the pre-historic era and later, man searched for things he wanted and travelled for food, shelter or just for curiosity. Adam and Eve could be called the first tourists. Large scale movements were caused by natural elements or human pressure forced man to move to other location. Due to absence of roads or other transport facilities travel had to be the hard way and this led to the development of land routes, as also river and sea navigation man pioneered the facilities and with the passage of time, these generated increased travel for a variety of reasons including wander lust, conquest, gain of riches or propagation of religion or for pilgrimage.

Apart from migration, war or religious undertakings, another category of travellers gained interest and importance in due course, and that was the traders. However, the persons who travelled for the love of travel and wander lust or for increasing knowledge by visiting other places, were a category apart. They were the true tourists and that is how tourism, as it is understood today, was born.
Tourist traffic was greatly encouraged under the Roman Empire and because of excellent road and sea communications and conditions of peace. Large numbers of Roman tourists went overseas and still larger number of other nationals visited Rome from all parts of Europe. The volume of tourist traffic generated as a consequence was as great as has been seen only in the 19th century.” The early Romans were drawn to Greece to study Greek art legend & civilization and then moved to other areas and island tamed in antiquity.

Egypt was another attraction for them and the pyramids show many inscriptions of early Roman tourists. The Romans also popularised visits to other towns in Rome. They frequented Sicily and other coastal resorts from Ostia, near Rome, to Naples. Some of these resorts had developed all the attributes of present-day tourist haunts and attracted hordes of people of different walks of life. One of these resorts called Baiae with its mild climate, luxuriant vegetation & sulphur springs established for itself a pre-eminent position over 400 years as a tourist paradise.

As the Roman Empire declined in the 5th century, new types of tourists came to be seen. Jerusalem became meanwhile the goal of christian pilgrims. Rome, Canterbury and other shrines attracted large numbers of religious tourists. The growth of pilgrim traffic to meccas other parts of India and other countries in Asia also increased.

A new category of travellers appeared in the later middle
ages comprising of students from all over Europe, who visited centres of learning, particularly the new universities and institutions (Paris, Bologna, Oxford). They not only travelled for short durations but some of them went for long courses of study.

After the renaissance especially, groups of yet another category of tourists streamed into different countries far and near in search of antiquities and arts. It was much later that the urge to view the beauties and wonders of nature, though primordial to some extent, became stronger & grew aesthetically. In 18th century, travel for nature's sake came to be recognised as a valuable and worthwhile human activity.

It is in this latter period that beauty of hills & mountains came to be increasingly appreciated and valued and many of these attractions became famous.

With considerable improvement in the quality of the roads and the transport services, tourist traffic received much impetus, especially amongst the better-off people and their journeys increased in the number of places visited or the days spent. However, the introduction of railway passenger services in 1840 and the steam transport by sea, gave to tourism an unparalleled boost. Residential accommodation like boarding houses hotels and inns also developed. Thomas cook successfully organised his first conducted tour in 1841 followed by other tours to the continent and other parts of the world. Meanwhile many travel associations, travel agents and clubs emerged and
mass travel began.

The most significant development of the 20th century tourism has been the growth in air travel since 1930 and the post-1939 era brought in improved larger and faster flying machines covering not only the trans-atlantic routes, but routes over most of the world. Aviation represented the single biggest step forward in the growth of world tourism. The aircraft did for international tourism what the railways did for domestic tourism and tourist traffic reached dimensions which far surpassed any known previously. The future of tourism remains assured as a preferred human activity. (Anand; 1976, Kaul, 1985).

**Accounts of famous Travellers visited India**

There are many references of great explorers who spent many formidable years of their lives in search of knowledge. The first exploration of Alexander the Great or only about 700 years since Marco Polo and their amazing explorations crossing many lands, we get fascinating accounts of these great persons. These great explorers can be credited with the distinction of perhaps being the pioneers who subsequently paved the way for modern travel. Among the few great medieval travellers were Benjamin of Tudela, Marco Polo and Ibn Batuta. Benjamin of Tudela was a Jewish scholar who left Saragossa in the year 1160 A.D., travelled for 13 years to Europe, Persia and India and gave details of Jewish communities and Geography of the places he visited. Marco Polo left Venice in 1271 with his father and travelled through Persia and Afghanistan to the "roof of the
The then unknown Pamir Plateau. Ibnbatuta travelled to India by way of Smarkand and remaind in the courts of the Delhi of Sultan Mohammad Bin for 8 years.

There are also accounts of some European travellers who visited India. The Francisco Friar, John of Monte Corrino visited India during the last decade of 13th century. Mention may be made of famous portuguese Chronicle - the commentaries of the Great Alfonso D' Albuquerque. Later on in the 16th century and 17th century many more European monks, travellers and adventurers visited India and many other places in search of knowledge. (Annand; 1976).

From the development of Tourism one can assess that tourism developed, within the country in domestic and regional form, Secondly outside the country i.e. on the international basis, Thirdly when it developed in the near by countries.

Domestic tourism exceeds by far the regional and international type of tourism both in volume as well as in economic receipts. Regional tourism predominates over international volume and receipts. Regional tourism is classified as international tourism, but in breaking down the figures regional travel and receipts can be earmarked. All the three types represent personal consumption and exercise diverse influence mutually on one another. Domestic tourist expenditures and pattern of travel differ from the international and the former are conditioned by local economy, income and growth. In general domestic tourism involves re-distribution of incomes
within a country, while international tourism adds to the income and resources of the host country. The greater importance and strong international demand tends to cause diminution in the importance of domestic tourism. International tourism adds to the contribution of balance of payment and foreign exchange earnings of a country. In many countries, the cost of a domestic holiday may be higher than a visit to an less developed country. The attractions for domestic tourists are also open to international travellers, though the latter may need higher standards of service than the former one. A strong infrastructural base for domestic tourism is a distinct advantage in the growth of international tourism for attracting wider segments of tourists, especially from the working class. The mutual co-relationship and support of domestic and international tourism, though manifest varies according to the situation of each country. This historical background pinpoints the historical aspects global tourism (Bhatia, 1985). However, India as a nation has attracted tourists from various parts of the world, because of its glorious past, natural wealth, cultural and religious advancement, peaceful ways of life and spiritual emancipation. Tourists looked upon India as a curiosity and were always attracted to observe and know what India actually is. The mystic aura about various cults and traditional fancies have always being occupying pivotal significance among global adventouroris. Not long back India was looked upon as the land of snakecharmers, mystic sages and people who were spiritually very high enjoying the bliss of peace and prosperity and yet their
Dettachment from worldly possession was key to success in their peaceful way of life. Herein lies the crux of paradoxical situation as to how Indian people dawns peace coupled with wealth.

**History of Tourism development in India**

Admittedly, India was rated as the golden bird of the past, and each country was trying to exploit and extract Indian wealth, the history is testimony to the on-slaughts of invaders for territorial designs in the past.

Indian civilisation is older than history. The excavations at Mohanjodro and Harappa, lothal and more recently in Dwarka reveal that the inhabitants of the sub-continent are heir to great civilisation of the ancient past. Their peaceful existence was swamped by the Aryans who cascaded out of their homes in central Asia in waves of migration somewhere, in the middle of the 3rd millennium B.C. Hinduism the oldest religion of the world and the vedas, the oldest scriptures of mankind, were born of the cross-cultural fertilisation.

The traveller of the past was a merchant, a pilgrim, a scholar in search of ancient texts and even a curious wayfarer looking forward to new and exciting experiences. Trade and commerce was however the strongest force in the ancient past; it made people travel to distant lands in order to seek fortunes.

In India, opening of the new trade routes gave a big boost to travel. Travel to India was undertaken by the travellers from all over the world. India enjoyed the reputation of being one
among countries of fabulous wealth.

India attracted a series of invaders with Alexander of Macedonia but also great travellers like Vasco da-Gama. Arabs and Europeans alike came to India to establish trading posts. Christopher Columbus set out to find a new route to India and in the process discovered new world.

There are many references of great explorers who spent many formidable years of their lives in search of knowledge. The first exploration of Alexander the great or only about 700 years since Marco Polo and their emazing explorations crossing many lands. We have fascinating accounts of these great persons. Yet another famous traveller who recorded interesting accounts of India in his travel experiences was Ibu Batuta.

The expeditions of these great travellers returned with new ideas and also with fabulously rich treasures from rich and highly advanced Asia and other areas of the world. Hinduism in Asia took place to permit an assimilation and perpetuation of very distinctive languages, literature, art, culture, philosophy, architecture, music and forms of government. Thus religion also played and continues to play a crucial part in travel.

A new category of travellers appeared in the later middle ages comprising students from all over the world. They visited centres of learning. Huein Tsang, Fahien, Alberum etc. travelled for learning, in search of antiquities, arts, culture and literature of various Indian dynasties. In the 18th century
people travelled to India for viewing the beauties and wonders of nature. With the development of transport, improved qualities of roads, residential accommodations and intervention by the Government in this area gave a boost to tourism in this country (Pillai, 1981).

This historical backdrop is just to emphasize, that prior to territorial expansions and invasions India must have been explored and watched by tourists who must have conveyed the magnificence of the land to their native kingdom who were prompted and were interested to take over the nation. Therefore, contemporary history of India is also a sequential documentation of tourist attractions before and during the history was in transition of happening.

Precisely, the history of two localities, Lucknow and Agra selected for studying tourism needs a specific mention to visualise and present the historical implication and its future course.

History of Lucknow

Lucknow is where the legacy of the imperial splendour of the later. Mughals flourished in music and dance as it had in marble and red stone, at Agra. Famous for its delectable refinement and charming way of life, the city has managed to preserve the spirit of a bygone era over the years the city has developed a reputation of its own.

The native culture had reached a new height with the decline
in the power of the Indian States during the 18th and 19th centuries A.D. Lucknow became the centre of many a political activity in the national struggle for independence. The bullet beaten buildings of the residency are a twing testimony to the physical upheavals witnessed by this great city.

Popularly believed to have been given to laxman by his elder brother Ram, the city continues to be surrounded by innumerable myths and legends. Historians are of the opinion that a civilization with rich material culture flourished in this region.

The invasion of Mahmud of Ghazni passed by without having much impact on the lives of lucknowites. Mahmud went back leaving behind his nephew to rule over the city. Around the year 1130 A.D. the Rajputs recaptured the territory for a short interlude after which the Shaikzadas, the patterns and Sharque Sultans of Jaunpur successively ruled over it.

Finally the city became a part of the Delhi sultanate under the lodhis. In the year 1732 Mohammed Amin Saadat Khan Burhan-ul-Mulk was appointed Nawab-wazik by the Mughal Emperor. Lucknow entered the mainstream of the history of India when it was made the capital city of the kingdom of Oudh during the reign of the fourth Nawat Asaf-ud-Daulah. By the end of the year 1857 the sun had set on the kingdom of Oudh when its last king Nawab Wajid Ali Shah, himself an accomplished poet and dancer, was perhaps the most generous patron of the time, arts of the country has ever witnessed.
The surviving monuments of the city mark the evolution of an interesting style in architecture. In the region of Nawab Aud-Daula the mughal stylistic legacy was reinterpreted in brick and stones instead of in marble and stone. Soon the builders began to experiment with European Styles and attempts were made to fuse the occidental with the oriental.

Lucknow developed into a premier centre of art and culture under the Nawabs. The evening of lucknow or the Sham-e-Oudh can only be compared to the subh-e-Danaras. Lucknow's beautiful culture epitomises a way of life in which the love of flowers, food, clothes poetry and artful conversation hold immense value and importance.

The city of Lucknow is spread out evenly on both sides of river Gomti which is a tributary to the holy ganges. The tourist will find plenty of historical interest including the Jama Masjid, the Chhota and Bara Imambaras, the Rumi Darwaza, Clock Tower, Chattar Manzil and La Martinieres. Main shopping centres of Hazratgunj with its theatres, coffee houses, restaurants, hotels and bars has been a famous haunts for tourists since a longtime. The prince of wales zoological gardens at Banrasi bagah and the Botanical garden at Sikander bagh are ideal outing places. Besides, the Nawabgunj bird sanctuary the Kukrail picnic spot, the famous tiger Sanctuary at Dudhwa ooffer exclusive recreational facilities. Lucknow attracts tourists for its famous chicken work, Zari Embroidery and its jewellery.
History of Agra

Beauty creates beauty' is a well known dictum of nature. Agra has been popularly known as "Swar Ke Uddyan" since the time of Mahabharata wherein it was described as "Agrvan". Mughal emperors who were lovers of beauty were infatuated with the magnificence of Agra. They not only entrenched themselves closely into this city but also developed the city providing imperial patronage. They built exquisite monuments and laid beautiful gardens giving Agra a respectable place on the world map as a place of attraction for people from all over the world. It seems, perhaps the Mughal emperors were trying to subdue the close association of Lord Shri Krishan who was reared in the near by Braj (Mathura). In a bit to over shadow the historical significance of Lord Krishna in the area they tried to super impose Agra with Mughal architecture. In accordance with sayings Agra was established in 1475 by King Badal Singh who's fort Badal Garh still stands near Agra fort. Although there are descriptions that Agra was taken for sometimes by king Jaipal after the invasion of Afghans still the Mughals occupied the seat of prominence and ruled for about 400 years from the city of Agra which is now rated as one of the main attractions for tourists.

There is no established record of Mahabharata period in Agra yet Mughal emperors have left a Legacy of a long sequence of beautiful historical monuments. The Taj is world class and stands as a living testimony of Indian architecture and rated as one of the most beautiful places in the world. Agra is proud of Taj and attracts thousands of tourists each year from rest of
the world. The historical attraction of the past are still forming an important link with the modern development of Agra. It is true that there will never be another Shahjhan and another Taj, there will never be such artists who could create Taj but as long as Taj stands it will certainly keep the memories of the Mughal emperors and their love for beauty, excellence and artistry alive.

No more place for refuge and protection, Akbar built his vigour into his buildings, like the Jahangiri Mahal with its court yards, eaves and ornamental brackets and columns. The impregnable ramparts of the Agra fort, an engineering feet in themselves, express nascent empire's determination to survive. Itmad-Ud-Daulah's Tomb is very famous - an important courter and father of Nur Jahan, Jahangir's queen Shah Jahan's innovation were to become architectural triumphs for later provincial styles. Low relief carving in stand stone is replaced by more sensuous and naturalistic modelling and pictra dura. There are shades of renaissance art in the preference for floral designs. The arch becomes multi-cusped and the dome bulbous. Pillars turn tapered with foliate bases. Niches become effective designs. Shahajans crafts man treated these movements as if they were pecies of jwellery. Marble inlay work is still done and many Mughal motif's are a favourite with craftsmen even today. Jewellery making still embodies centuries old skills, techniques and designs. Carpet and leather goods are easily found. Fatehpur Sikri, 37 km. west of Agra, stand Akbar's ceremonial capital - Fatehpur Sikri. Artisans and styles were imported from
the provinces. Sikandra (Akbar's Mausoleum) 10 km. move along with history and stop at the cross roads - the reign of Jahangir.

These attractions motivated tourists to admire the art and architecture of Agra the city of legend.

The aforesaid provides a synoptical history of tourism in the world at large, India in particular and Uttar Pradesh with Agra and Lucknow as a special emphasis. Sequence of expansion and development of tourism is well documented in annals of history since times immemorial. Tourism is not a phenomenon of historical past, but has a likelihood of projection in future on the lines of expedient history. The new horizons of tourism for future will be laid into historical past and the posterity will always derive pleasure, that how this phenomenon has grown and flourished as a smokeless industry during 20th century. Perhaps 21st century would further glorify tourism as an industry.