

“History of world tourism”- an empirical study

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ABSTRACT

Tourism is vital for many countries, such as the U.A.E, Egypt, Greece and Thailand, and many island nations, such as The Bahamas, Fiji, Maldives and the Seychelles, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services, such as airlines, cruise ships and taxis, hospitality services, such as accommodations, including hotels and resorts, and entertainment venues, such as amusement parks, casinos, shopping malls, various music venues and the theatre. This paper draws the outlines of the notion and importance of the tourism history, by putting it in perspective of the more recent views of that discipline, which has gradually emerged as a separate entity within both historical, as well as tourism research. It has been the subject of interest with experts and scientists, especially those dealing with tourism which derives information from specific sources and by different methodology of research. Incorporated in social, economic and cultural environment, tourism followed a sequential path assuming various shapes in its gradual development.

KEY WORDS: 1. World Tourism, 2. Foreign Tourist to India.

INTRODUCTION

In the early stages of tourism history, means of travel included foot, animal or by ship or boat. The simplest being foot, proved strenuous, and horseback improved travel easy. Camels, donkeys, bullocks and elephants were also used while traveling. When using animals as transport, it made the trip both expensive and allowed the traveler to carry more supplies for trade or for other purposes. Early sea vessels varied from dug out tree trunks to the complex Roman galleys. Upper classes often traveled around the Mediterranean basin. During the rule of Alexander the Great, 700, 000 tourists visited what is now a part of Turkey. Well built and organized road favoured tourism during his rule. While on the journey, tourist groups had the ability to change a team of horses, stay at rest houses, and refreshments were available along the trip. During this period, the roads were crowded. Alexander traveled to India and found the road systems and facilities well arranged. During the same period, pleasure travel has begun in China and Japan.

IMPORTANCE OF THE STUDY

In Europe, pilgrimages created a variety of tourist aspects that still exist-bringing back souvenirs, obtaining credit with foreign banks and making use of space available on existing forms of transport. Pilgrimages of one sort or another are still important in modern tourism. In 16th century, it became fashionable in England to undertake grand tours, especially by young gentlemen from wealthy backgrounds. The sons of nobility and gentry were spent upon an extended tour of Europe as an educational experience. The 18th century was the golden age of the grand tours and many of the fashionable visitors were painted at Rome by Pompeo Batoni. The modern equivalent of grand tours is the phenomenon of the backpackers on cultural holidays. Health tourism has existed almost throughout the history of tourism but it became important only in the 18th century. In England, it was associated with spas, places with health giving mineral waters, treating diseases from gout to liver disorders and bronchitis. Britain was the home of seaside holiday. People followed in the steps of Royalty in traveling to the coast. At that time, doctors argued the benefits of bathing in sea water. Later, sea bathing was popularized and became a widespread practice.

The importance of world tourism is given below:

- (i) Tourism as leisure travel was a British invention due to sociological factors. Britain was the first European country to industrialize ushering in the Industrial Revolution from 1760s, and the industrial society was the first society to offer time for leisure to a growing number of people. Initially, this did not apply to the working masses but it applied only to the owners of the machinery of production, the economic oligarchy, the factory owners and the traders applied only to the owners of the machinery of production, the economic oligarchy, the factory owners and the traders.
- (ii) Mass travel began only after the improvements in technology that allowed the transport of large number of people in a short space of time to places of leisure interest. Then onwards, greater number of people began to enjoy the benefits of leisure time. Thomas Cook was the father of modern mass tourism because he organized the first package tour on 5th July 1841 in history. He arranged railway concessions, rail tickets and food for the travel.
- (iii) He saw the potential of a convenient leisure travel and organized package holiday tours in Europe. Others followed him soon and the result is that tourist industry developed rapidly. Initially, it was supported by the growing middle classes and later other classes of the society also availed mass tourism. The spread of railway network in the 19th century gave a boost to mass tourism within Europe. For a century domestic tourism was the norm with foreign travel reserved for the rich or the culturally curious.
- (iv) In other countries, similar processes of mass tourism occurred at a slower rate, given that 19th century Britain was ahead of any other nation in the world in the process of industrialization. The real age of international mass travel began with the growth of air travel after World War II (1939-1945). In the immediate post-war period, there was a surplus of transport aircrafts and a number of ex-military pilots ready to fly them to European destinations.
- (v) Cheap air travel and tour package were responsible for the development of international mass tourism. With industrial development and a rise in the standard of living conditions, tourists began to have higher levels of disposable income and greater leisure time. Further, they are better educated and tend to have more sophisticated tastes. With these conditions, mass tourism has rapidly grown.
- (vi) Outdoor recreation grew explosively from the end of World War II until the 1970s in different parts of the world, especially in the United States of America. President John F. Kennedy of the United States of America stated, "Travel has become one of the great forces for peace and understanding in our time. As people move throughout the world and learn each other's customs and to appreciate the qualities of individuals of each nation, we are building a level of international understanding which can sharply improve the atmosphere for world peace".
- (vii) The United States of America-as a large continental country with vast and diverse natural resources-has a long tradition of tourism on public and private lands and waters from coast to coast. The demand for tourism has increased many fold due to increased levels of disposable income and leisure time. Americans spend billions of dollars annually.
- (viii) An estimated 900 million visitors per year take up tours to national forests, parks, monuments, historic sites, recreation areas, protected areas, wildlife refuge reserves and management areas on federal lands. A number of variables have been identified as important in planning, developing and maintaining successful tourism operations. The most important are supply and demand, marketing, accessibility, travel and accommodation costs, transportation challenges, local infrastructure, carrying capacity,

seasonal issues, community support for and dependency on tourism. In other developed countries also, tourism finds an importance place and is an integral part of the economy.

WORLD TOURISM

The World Tourism Organization has been celebrating 27th September as World Tourism Day since 1980. The Purpose of this day is to display awareness that tourism is vital to the international community and to show how it affects the social, cultural, political and economic values worldwide, and, in the process, promote global tourism. Each year, there is a new theme, and a host country as a partner of World Tourism Organization for celebrating World Tourism Day. Themes of World Tourism Day, since 1980, are given below and each theme has a special significance and contribution in the promotion of:

Sl. No.	Theme of Significance for Promotion of Tourism	Year
1.	Pride in Travel: good guests and good hosts	1982
2.	Travel and holidays are a right but also a responsibility for all	1983
3.	Tourism for international understanding, peace and cooperation	1984
4.	Youth Tourism: Cultural and Historical heritage for peace and friendship	1985
5.	Tourism: A vital force for world peace	1986
6.	Tourism for development	1987
7.	Tourism: Education for all	1988
8.	The free movement of tourists creates one world	1989
9.	Tourism: An unorganized industry, a service to be realized	1990
10.	Communication, information and education: power lines of tourism development	1991
11.	Tourism – A factor of growing social and economic solidarity and of encounter between people	1992
12.	Communication development and environmental protection-towards a lasting harmony	1993

13.	Quality staff, quality tourism	1994
14.	WTO-serving world tourism for twenty tears (1976-1995)	1995
15.	Tourism – a factor of tolerance and peace	1996
16.	Tourism-a leading activity of the twenty-first century for job creation and environmental protection.	1997
17.	Public-private sector partnership-the key to tourism development and promotion	1998
18.	Tourism – preserving world heritage for the new millennium	1999
19.	Technology and nature-two challenges for tourism at the dawn of the twenty-first century	2000
20.	Technology – a tool for peace and dialogue among civilizations	2001
21.	Ecotourism, the key to sustainable development	2002
22.	Tourism – a driving force for poverty alleviation, job creation and social harmony	2003
23.	Sport and tourism-two living forces for mutual understanding, culture and the development of societies	2004
24.	Travel and transport-from the imaginary of Jules verne to the reality of the 21 st century	2005
25.	Tourism enriches	2006
26.	Tourism opens doors for women	2007

E-Source: World Tourism Department, U.A.E.,

Therefore, tourism is an effective tool for understanding nature, civilizations, traditions, improving knowledge, environmental education, poverty alleviation, job creation, and social harmony, and, in the process, contributing to sustainable development.

PROBLEM OF TOURISM

Forests often suffer negative impacts in the form of deforestation caused by fuel wood collection and land clearing. Transport by air, road and rail increases continuously in response to the rising number of tourists and their greater mobility. Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts at the global level, especially from carbon dioxide emissions related to transportation energy use. Noise pollution from cars, buses and other modes of transportation is another problem to modern life. In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas. Waste disposal is a serious problem and improper disposal can be a major threat to natural environment-rivers, scenic areas, and roadsides. Solid waste and littering can degrade the physical appearance of the water and shoreline and cause the death of marine animals. In mountain areas, trekking tourists leave behind a great deal of waste in the form of garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment with all the detritus.

OBJECTIVES OF THE STUDY

The main objective is focused on betterment of world of tourism is foreigner visited to India tourist place. The India tourism is basically in nature, and development of tourism.

METHODOLOGY

The historical development of world tourism is largely based on the secondary sources of information, such as the collecting information is number of tourists visited to India. The world of foreign tourist is likely to the mainly the people contributed too traditionally, culturally in India. The collection of e-source information is during the covered period from the 1951-2002.

Table 1 NUMBER OF FOREIGN TOURISTS TO INDIA

Sl. No.	Area/Region	1951	1961	1971	1981	1991	1999	2000	2001	2002
1.	North America	3628	33268	62027	107410	334502	334869	432305	417747	441780
2.	Central & South America	63	1833	3441	11157	11819	37988	23131	31413	18591
3.	Africa	268	17701	24716	45278	62127	136595	94523	104106	84892
4.	Australia	247	2903	13931	26993	30535	101237	67567	66336	63617
5.	Western Europe	8088	18552	104081	331326	514541	807885	875908	821112	730466
6.	Eastern Europe	170	5482	7912	27855	46073	59893	49764	42568	41197
7.	West Asia	111	4766	9822	93036	118530	110806	95580	99051	93341

8.	South Asia	1711	18027	27999	539846	590621	624945	673917	672133	630653
9.	South-East Asia	1146	12431	31788	65179	78966	142358	148513	142614	150302
10.	East Asia	768	4841	13885	35267	67793	125108	147674	130809	116053
11.	U.S.A.	38	57	1393	863	3001	244	8912	9393	13487
12.	Total	16829	139861	300995	1279210	1677508	2481928	2617794	2537282	2384364

E-Source: Statistical Department, Ministry of Tourism Department, New Delhi, India.

The tourism can create pressure on local resources like energy, food and other raw materials that already are in short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Increased construction of tourism and recreational facilities increase the pressure on minerals, fossil fuels, fertile soil, forests, wetlands, wildlife resources and scenic landscapes.

REVIEW OF LITERATURE

Ravichandran K (2008)¹ studied the penetration of internet in travel and tourism industry and identified that the present outlook for travel industry is one of innovation, high occupancy rate and healthy competition at a higher rate. The study highlighted that a need for transformation into the techno-centric business arena was felt where the consumers have different choices for customisation of their own product without any direct contact with an intermediary. It was further pointed out that the major aspect of concern for travellers is to search information faster, seek more options and choices that suits their budget and settling transaction online through the internet.

Reddy A.K.V.S (2008)² opined that properly planned tourism will be a positive factor in national development, creating challenging employment and distributing wealth to all sectors of economy. If the positive effects of tourism are planned and co-ordinated on a regional basis, the positive effects of tourism could be enhanced.

Rajasulochana N (2008)³ reviewed the rural tourism policy in Tamil Nadu context. It was pointed out that most of the ongoing schemes as well as proposed schemes are concentrating only on religious sites thus reinforcing 'temple' tourism rather than rural tourism. Other variants of rural tourism such as sports and adventure tourism, eco-tourism, farm tourism and nature tourism were ignored. The suggestion included that Tamil Nadu should learn destination marketing from Kerala and Goa. Innovation is required for destination marketing and Tamil Nadu should recognise the significance of branding, packaging, promoting and positioning of its products.

Prasad Purna (2008)⁴ analysed the problems and prospects of tourism in Kerala and to manage tourism effectively by employing new management strategies. It was found out that the tourist information centres in Kerala are inadequate, basic amenities are absent in tourism centres, non-availability of trained guides, cleanliness to be developed, taxi drivers to be more humane and pleasing etc. The suggestions included getting feedback from tourists, distribute tourism publicity material at airports, proper sign boards and so on.

Vijayan J. (2007)⁵ found out that the attitude of local people in tourism centres towards tourism development is positive and tourism has a major impact on the economic life of the destination population. From the study it was found out that the tourism officials have not succeeded in bringing awareness of benefit of tourism to the

local people. It is suggested that the Government of Kerala should take speedy measures to educate the societal benefit of tourism development through various types of programmes. Further, Government should form co-operative societies of educated and trained youth in destinations and provide support to run various kinds of tourism enterprises.

Rajasekharan Pillai K (2006)⁶ studied about the structure of labour market in the tourism sector of Kerala and opined that the concerned government should promote an ideal employer-employee relationship that is conducive to the industry by making the employees adhere to existing labour legislative framework. It is suggested that the Department of Tourism and the Department of Labour should work together to develop and sustain pro-labour and pro-industrial labour relations to the perpetuity of the industry in the State.

Pfarr, Christof (2006)⁷ In the light of the 2006 terrorist bombings in Egypt and Mumbai or in London in July and on Bali in October of the previous year, 'crisis in tourism' appears again to be a timely topic. As Tourism seems to be particularly susceptible to negative events and, since there is always a crisis somewhere in the world, the industry appears to be under an almost permanent threat with the certainty of yet another crisis already looming somewhere. A more systematic and conceptional approach to questions such as how tourism businesses react to crisis, which measures are taken and what impact they have, if and how businesses can prepare for such crisis situations and which strategies can be employed to overcome them, has therefore been long overdue. In this context, the paper aims to explore the literature on crisis management in tourism and to identify foci of the current academic discourse.

Dileep.M.R (2006)⁸ highlighted the fact that there is an urgent need for good information systems, especially at the destinations. The usage of IT at the destination in developed countries is very poor. The suggestions include formation of an expert group of IT, tourism and management professionals to eliminate the gap between technology evolution and market needs in the destination as well as the government level in relation to tourism. Further, the Government should motivate small and medium agencies in tourism to come up and adapt itself to the latest changes in the field of IT.

Ganesan G.and Chandrasekar Rao.K (2006)⁹ analysed the performance of Tamil Nadu tourism and measured in order to know the present status of the tourism sector and to improve further the same in the State. They found out that the flow of domestic and foreign tourists have increased substantially, increase in foreign exchange earnings, tourists gave importance to heritage and medical tourism, Tamil Nadu tourism sector contributed to the development of allied industries like hotel and transport industries etc.

R Inbakaran, M Jackson (2005)¹⁰ used multivariate analyses such as factor analysis and cluster analysis to segment the host community into four distinct cluster groups on the basis of their positive and negative attitudes. Demographic variables constituted the cluster base. These four cluster groups differed from each other on gender ratio, age, life-cycle stage, education, migration status, occupation and current involvement with tourism. The differing attitudes present in various community groups, and the implication for the tourist industry is highlighted.

Sreejith.S (2005)¹¹ studied the services rendered by ayurvedic health care centres to tourists and the perception of tourists towards ayurvedic health care centres.

Aneja Puneet(2005)¹² analysed the growth of tourism in India by evaluating the present status of the industry by stating the contributions of tourism, GDP and employment. The barriers in development highlighted are private investment, absence of legislative support and unprofessional approach.

POLLUTION OF TOURISM

Construction of hotels, recreation and other facilities increases sewage pollution. Wastewater pollutes seas and lakes surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive. Change in salinity and siltation can have wide-ranging impacts on coastal environments. Sewage pollution can threaten the health of human and animals, Large; dominating resorts of

desperate design can look out of place in any natural environment and may clash with the indigenous structural design.

A lack of land-use planning and building regulations in many destinations facilitated sprawling developments along coastlines, valleys and scenic routes. The sprawls; includes tourism facilities themselves and supporting infrastructure such as roads, employee housing, parking, services and waste disposal. This contributes to aesthetic pollution.

Attractive landscape sites such as sandy beaches, lakes, riversides, mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. Typical physical impacts of tourism include the degradation of such ecosystems. The ecosystems most threatened with degradation are ecologically fragile areas such as alpine regions, rain forests, wetlands, mangroves, coral reefs and sea grass beds.

The threats to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers. In forest areas, tourists using the same trail over and over again trample the vegetation and soil, eventually causing damage that can lead to loss of biodiversity and other impacts. Trampling impacts on vegetation include breakage and bruising of stems, reduced plant vigor and reduced regeneration, loss of ground cover and change in species composition.

Its impacts on soil include loss of organic matter, reduction in soil macro-porosity, decrease in air and water permeability, increase in run-off and accelerated erosion. Experience with uncontrolled and irresponsible mass tourism produced negative effects such as degradation of most of the ecologically sound natural areas in most of the countries. The form of tourism pushed the degradation or damage of natural areas beyond their ecological and social carrying capacities.

CONCLUSION

Study of tourism history is important for learning about key features of growth and specific characteristics of the host areas in the past with the aim of making vital decisions in the present, and even more so in the future. By ignoring or underestimating the tourism past of a destination which seeks a deeper-seated recognition on the market, one fails to take into account a favourable position it is very likely to have had in the past.

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