

## **A Historical Study on the Evolution and Growth of Tourism and Hospitality Industry**

**By**

**Dr. Achintya Mahapatra**

Associate Professor, School Of Social Sciences and Humanities, ACC Wing, Indian Military Academy (IMA), Dehradun (UK), India, Affiliated to Jawaharlal Nehru University (JNU), New Delhi, India

Email: [achintyamahapatra@gmail.com](mailto:achintyamahapatra@gmail.com)

### **Abstract**

Tourism is a principal export and foreign exchange earner for more than 80 per cent of the developing countries and the leading export for more than 1/3 of the underdeveloped countries. It is the one of the world's largest and fastest growing industries. The tourism and hospitality industries contribute more than \$ 4 trillion in gross global output, which translates into millions of jobs worldwide. Beginning with the migration of human beings, travel has always been central to human history. While the mass tourism and leisure industry only originated in the nineteenth century, pilgrimage and other forms of travel for non-commercial purposes existed in most societies. Today, the desire to travel and to be a tourist is practically universal and touristic practices pervade many areas of social life. Tourism has been a central dimension of globalization and it offers a useful lens on many key questions about where globalization is taking us: questions about identity and heritage, commoditization, historical and cultural representation, authenticity and ownership, neo-liberalism, environment sustainability, ethical and legal issues, and more.

### **Introduction**

The history of travel is a great landmark in the field of tourism industry. Travel is as old as mankind. From the time of immemorial, people started the traveling due to the various causes. It may be the purpose of the economic, social, cultural, spiritual achievement of the human being. Travel in the distant past, however, was not undertaken for the purpose of pleasure since the motive was not to seek any holiday from the work situation. The primary motive for which travel was undertaken related to trade, commerce and the activities associated with it. No travel formalities existed as there were no frontiers. The history of travel can be divided into mainly seven divisions.

These can be:

1. Early Travel
2. Pleasure Travel
3. Travel in Middle
4. Travel in Renaissance
5. Emergency of spas and seaside Resorts.
6. The Industrial Revolution Period
7. Air transport system

#### ***The Early Travel***

Since the dawn of the civilization we have the evidence that, human beings were remaining busy for the search of food and shelter which is the basic feature of mankind. We

**Published/ publié in *Res Militaris* (resmilitaris.net), vol. 12, n°2, Summer-Autumn 2022**

have the historical evidence about the movement of people since the Neolithic Age that is 10,000 B.C. In the early phase of the travel we have following evidences of human being's movement from place to place. In Neolithic age of 10,000 B.C. mankind started the settled life, agriculture, and so many activities for the betterment of comfortable life.

In Egypt sailing vessels were built in 4000 B.C. Sumerians knew the use of wheel & money and used it in trade and commerce purpose. Shulgi of Babylonia constructed the rest houses for the travelers. Thus the trade and commerce relations were developed from East to West. Westerners imported the spices, silk etc. from the Easterners. Followings are some trade routes of that time

China – India – Arabia,  
India – South-East Asia,

India–Tibet, Silk Routes. Thus Trade first motivated to travel and travelers needed more and more comfort during their travel, like accommodation catering, health etc. As a result Pvt. Organizations were emerged and it resulted in the following developments.

1. Development of creative activities.
2. Service to travellers constituted the local economic growth.
3. Cultural and Commercial contact.
4. Exchange of ideas and thinking.

#### ***Pleasure Travel:***

After the ending part of the early travel the Rome Empire reached the apex of the glory. Hence it is marked that the Roman people started the concept of the travel for pleasure. Because of

1. Good Road Communication.
2. Money and time.

Roman people were Best Patron of art, learning and literature etc. We have the example of the silk route from Mediterranean sea to Pacific Ocean consist of 12,000 Km. It was connected by the older prosperous cities like Rome, Greece, Egypt, Mesopotamia, Persia, India, China, like this. Some intellectuals of that period remained busy in creative activities due to their curiosity ness. They are as follows.

- i. Homer's odyssey records the prosperousness of Greece.
- ii. Herodotus visited Egypt, Phoenicia.
- iii. Greek Philosophers like Thales, Pythagoras, Plato, Aristotle visited Egypt.

The pleasure travel period came to an end due to the fall of the Roman Empire in (400-500 A.D.)

#### ***Travel In Middle Age:***

In the middle age a new class of people emerged for travel. They used both land and sea routes of their local area. We have some important travelers of this age are

1. Benjamin of Tudela visited many places of Europe, Persia etc.
2. Young Marco Polo visited entire Europe and Asia.
3. Iban Batuta left Morocco, Crossed Africa, and West Asia and so on.
4. John of Monte visited many places for searching knowledge.

### ***Grand Tour Period:***

The Renaissance period can be called the period of Grand tour. Italy became the cultural and Economic power of Europe. In 1552 Edward – IV of England Passed an act for holiday. Grand Tour came to an end due to French Revolution of 1789 and attack of Napoleon Bonaparte.

### ***Emergency of Spas and Seaside Resort:***

The center of medicinal bathing and water cure is known as spas. It derived from ‘espa’ a Germany word which means fountain. In 18<sup>th</sup> Century, curative aspect of sea bathing came to be recognized and sea side resorts began. It marked the preventive factors of several maladies.

### ***The Industrial Revolution Period:***

In this period the concept of modern tourism developed due to the many factors like

- Changing of the economic and social system,
- Establishment of big factories and rise of new cities
- Huge working class people, Prosperousness of city life
- Unhealthy conditions of lower class people
- Good transportation and communication system.

### ***Early History:***

The history of cooperative endeavour in tourism can be traced back to the year 1908. Three countries – France, Spain, and Portugal felt the need of pooling their resources in the interest of promoting tourism and founded the “France, Spain, and Portuguese Federation of Tourist Association”. This might be considered as the first international tourist organization. The international collaboration in the field of tourism was supported by many other countries after First World War. In 1924, the International Union of Official Organizations for Tourist Propaganda (IUOOTP) was set up. First congress was held at Hague of Holland, in 1925. It was attended by delegates from Fourteen European countries. In 1947, the International Union of Official Travel Organizations was founded (IUOTO). In 1950, India joined with IUOTO. Then various organizations were emerged for the development of tourism in world level like WTO, PATA, IATA, ICAO, UFTAA, IHA etc.

## **Role of Transport in Tourism**

In a vast country like India with extensive geographical diversity, fast and efficient means of transport is very essential to link various places. Tourism as an industry can only be developed if the time taken to cover the long distance is cut short to the minimum. Now day’s first moving life people have less time, they want to visit more places in less time. A leisure tourist may have only a few weeks while the business tourist can afford to spend only a few days. At present tourist like to maximize the returns of their spending by covering as many places as possible within the limited time frame-work.

The road transport plays an important role in short distance travel, but it is in adequately developed as compared to the increase in the number of tourists. The role of luxury coaches and rent- a- car system is virtually insignificant and has only a symbolic existence in and between certain metropolitan cities. The service offered through this mode is lacking in comfort and choice and is thus an impediment in the growth of domestic as well as international tourist

traffic. But still it is one of the major modes of transport for inland tourists and tourists visiting mountains and wild life sanctuaries.

The railways have advantages for the long distances between the length and breadth of the country for the tourist traffic. It provides the basic infrastructure for movement of tourist inland, but its popularity and utility for the foreign tourists is very little as they prefer the air transport which provides greatest speed and comfort.

The share of water ways inland, coastal and overseas is negligible in tourist traffic. The ropeways also have distinct advantage in hill ranges and rapid streams. Now a new mode of transport is also being developed in India and that is metro services.

Thus surface transport especially roads plays an important role in tourism but it suffers from certain shortcomings. These are

1. Road transport being stagnant is unable to play its full role in the promotion and the growth of tourism.
2. The rail system on the other hand though fairly extensive is suitable only in certain parts and in good condition in few parts.
3. In modern time the short time at the disposal of the average tourist, rail travel is too slow to satisfy the needs of the international tourist.

The railways are trying hard to cope with these shortcomings. The foreign tourists mostly prefer to travel by air as it saves time. Even after arriving in India they prefer air transport for their movements within the country because our road/coach systems are not so developed and they don't offer the necessary quality of service and choice. Thus, transport plays an important role in tourism industry.

## **Accommodation**

There are various categories of accommodation. Some of these are

1. Five Star Deluxe Hotels
2. First Class Hotels
3. Non-Star Hotels
4. Resorts and lodges
5. Tented camps
6. Heritage Hotels
7. Guest Houses
8. Alternative Accommodation

### ***Five Star Deluxe Hotels-***

These hotels are generally built in metropolitan cities and have rooms ranging between 200-1000 rooms. They are categorized by certain International standard, which include a given number of restaurants, a particular size of lobby, business center facilities a swimming pool etc, including very strict of quality control.

### ***First Class Hotels-***

These are also located in the large metropolitan cities and some mid sized cities as well. These contain most of facilities provided in the 'Five Star Deluxe' hotels. These hotels are generally used by business executives and tourists.

***Non-Star Hotels:***

These are small hotels that do not come under the classified categories and are found at every tourist place. These are comparatively cheaper and tourists may stay there as per their budget adjustments.

***Resorts and Lodges:***

These are meant exclusively for the tourist and more often are found in so called off the beaten track. Destinations. These accommodations may also be found in the cities or just outside the cities. These resorts and the lodges usually have certain features such as swimming pools, a balcony overlooking each room and entertainment facilities. In India we have beach resorts, hill resorts and wildlife resorts. These resort hotels commonly cater to tourists of different tastes and budgets.

***Tented Camps:***

A new variety of accommodation that is becoming popular these days is tented camp. These involve low investment and these are usually set up in very remote places such as near a game park or reserve forest.

***Heritage Hotels:***

Heritage hotels are set up in historical places by Govt. of India's Tourism Departments. By providing financial incentives to the owners of forts, palace and havelies the Tourism Department encourages the owners to convert their properties into heritage hotels.

***Guest Houses:***

The guest houses are found in almost all the destinations. These facilities are generally used by these individuals who travel on their own, spend relatively longer period of time in particular destination, wish to get to know the host culture intimately and want their expenditure to be modest.

***Alternative accommodation:***

In spite of above mentioned accommodations there are other kinds of accommodations such as small boarding houses. The YMCA and YWCA facilities, lodges managed by tourism departments and tourist camps, other small accommodations include Dharamshalas etc.

## **Conclusion**

Before analyzing various travel motivators, it is necessary to recapitulate as to how the evolution of demand for tourism came into being. Tourism and holiday making are only a part of the much wider field of leisure. Holiday making and tourism cannot be indulged in unless one has the leisure or available time to pursue it. Prior to the Industrial Revolution, it was only the aristocrat classes who were able to afford leisure and had virtually a monopoly of it. The working class peoples' leisure activities were however confined to their homes and within the limits of the town. There was very little time available to them for rest and recreation outside homes. Gradually, as time passed and the working conditions improved, the workers were able to get more leisure time and managed to arrange short holidays. The first significant change came in England in the year 1871 when Sir John Lubbock's Bank Holiday Act came into force. According to that Act, four recognized annual public holidays were given. Holidays gradually became an essential part of amenities for working classes. Various acts were passed by which it became obligatory on the part of management to grant holiday to its employees. Increased leisure alone is not sufficient in the evolution of demand for tourism.

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