

In the above illustration it can be seen that Leisure is the “free time” one has after other pressing regular activities have been taken care of. In this “leisure time” one can take up various recreational activities within a specific geographical boundary. The activities can be home based such as reading, watching television and so on.



**Gardening: Home Based Activity**



**Socialising: Home Based and Daily Leisure**

Activities such as socialising with friends and family can be both home based as well as local area based such as eating out in a local restaurant with friends and family. Day trips for picnics can be in the local city or just across the city boundary in the same region. This is where the tourism activities also take place; in the same region, country or across the international boundaries. At the same time business travel, although not a leisure activity is still a tourism activity; as it entails travel outside one’s own residence. The linkage between leisure, recreation and tourism gives us a clue as to what kind of activities would attract tourists and increase tourism in any destination.



**Visiting Monuments: Day Trips**



**Travelling Out of City/Country: Tourism**

## Exercise-2

1. Identify the tour during which you were a same day visitor or a tourist

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2. What is the linkage between Leisure and Tourism?

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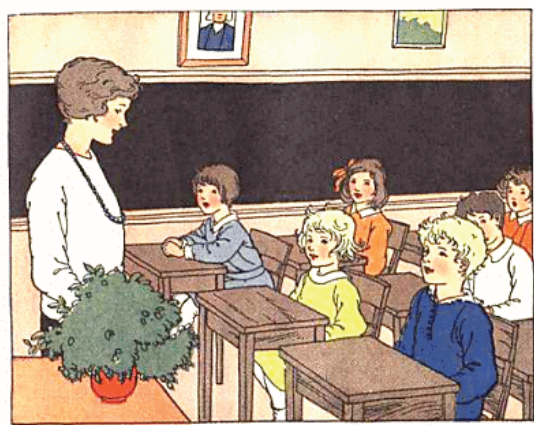
## 1.6 Characteristics of Tourism Industry

Characteristics mean the basic features or qualities that give anything an identity. For Example, a table made of wood is a table as we can see the wood as well as the frame that makes it a table. We can also touch, feel and confirm the building block as wood. The table is what we call a consumer good. All the consumer products can be seen, felt and also compared. On the other hand Tourism industry is commonly referred to as Service Industry and not a consumer good as it possesses all the classic Service Characteristics. Some examples of other service industry, other than Tourism, are banking services, legal services, medical practice, teaching, accounting and others. The five commonly referred service characteristics that differentiates the consumer industry from the service industry are mentioned below:

- i. **Intangibility** – Intangibility is the most unique characteristic of Service Industry. Things you can see, touch and feel are known as tangible like the consumer goods. Intangible, on the other hand, means that things cannot be seen, tasted, felt/touched, heard or smelled before purchase but they can only be felt and experienced during consumption. For example, the way a teacher teaches in the class is to be experienced and only then assessed. Every student has a different experience in the same class, taught by the same teacher. Some may consider the teacher to be very good; someone else might consider the teaching skills of



the teacher as good while some other students may consider the teaching skills of the same teacher as average. The teaching skills needs to experienced, and cannot be decided and bought based on anything tangible. The teaching skill of the teacher in the classroom is the intangible service product.



**Teacher Teaching in the Classroom**



**Grocery Store**

Similarly, given the option of choosing between two grocery stores in your neighbourhood for buying say a bar of bathing soap, you would prefer visiting the grocery store where the store owner treats you like a valued customer. The soap is the consumer product that can be bought in any grocery store yet you would prefer one store over others due to the service that is being provided to you by the store keeper. This service is the intangible characteristic.

Tourism as you now understand is intangible. A tourist while buying a tour package to Egyptian Pyramids has no way of knowing how the visit will be till he/she visits the pyramids and experiences them. A visitor will know the comfort level of a room and its services only after the hotel room has been paid for and



**Pyramids**



**In-Flight Service**

the consumer checks into the room. Similarly while buying an airline ticket, the consumer does not know what the experience of flying in that airline will be like; whether the seats will be comfortable, the in – flight services like meal good or not till he / she flies in the airline. Unlike buying a consumer product, a service product needs to be consumed in order to experience the product.

- ii. **Perishability** – Perishability is considered to be the feature of product when the product is lost very quickly. You have often heard that fruits, vegetables and milk are perishable products as they get spoilt very fast. Similarly, all tourism products are perishable and have very short window of time frame in which they need to be sold or else they are lost forever. The product cannot be stored for use or sale later. For example, a hotel room if not sold and occupied today cannot be sold tomorrow for today. The revenue for today will be lost forever and it cannot be recouped. Similarly, in case one seat on a flight remains unsold then the same cannot be sold in the next flight. The revenue for that seat in the flight is lost forever. The characteristic of perishability makes tourism industry very vulnerable to loss in revenue.



**Hotel Room**



**Airline Seat**

- iii. **Inseparability**- A tourism product is often referred to as being inseparable. This means that the product cannot be separated from the service provider as often the product is being produced and consumed simultaneously. In tourism industry, often the participation of the consumer along with the service provider simultaneously is necessary for its consumption. For example, the experience of visiting Taj Mahal in the moonlight or climbing the Eiffel Tower cannot be experienced sitting in a room. The tourist needs to visit the monument or destination and experience the



wonder of the place and its attractions. This is very unlike the consumer product where you can order a rocking chair from a shop and once it is delivered at your place, you can utilize the product.



**Taj Mahal in Moonlight**



**Eiffel Tower at Night**

- iv. **Heterogeneity/Variability** – Tourism industry also has the characteristic of variability or heterogeneity as there is a lot of human element involved in the delivery of the service. For example, while buying an airline ticket, one is not aware of the experience of travelling in the airline such as the check – in process, the comfort level of the seat, in-flight behavior of the steward/stewardess, the bus ride to the airplane, waiting for the baggage, and so on; which all add up to complete the experience of flying in that particular airline. The complete service is provided in fragments by various people and the service quality will vary from service provider to service provider. Similarly, in a travel agency no two service providers i.e. travel executive will be same. The quality of the service depends on who provides them and when, where and how. Due to the human element involved the same service provider will be providing different levels of service on different days for example, the quality of food prepared by the chef of a gourmet restaurant.



**Executive in a Travel Agency**



**Chef Working**

- v. **Lack of Ownership** - Lack of ownership is a typical service characteristic also seen in tourism industry. One can go to a restaurant to enjoy a meal but it does not mean that the consumer is the owner of the restaurant or the table used for meal or the cutlery. The consumer only pays for the meal and the service that accompanies the meal and has no ownership rights. This is unlike consumer product industry where if we purchase something we have the physical evidence of buying the product with us.



**Meal in a Restaurant**

The Tourism industry also has some other characteristics that set it apart from other service industry:

- **Seasonality** – Tourism is seasonal in nature. One destination is not popular in similar manner all through the year. There are periods when the destination is more popular than other time, also known as peak period. There are lean periods when the destination does not see as many tourists as usual. For example, India see an influx of foreign tourists mainly from autumn through winter till spring.
- **Demand Fluctuations** – Tourism is highly consumer based product. The demand of the consumer for a destination or product varies as taste changes. For example a popular luxury hotel may lose favour with tourists when another luxury hotel enters the market with better discounts and marketing gimmicks. New destinations are discovered everyday and seasoned traveller are looking for newer unexplored destinations all the time. The demand factor changes and in turn changes the flow of tourist traffic to the place.
- **Interdependence of Tourism Products** – The complete experience of a tour is not just the visit to a monument or destination or shopping for souvenirs at the destination. It also involves the experience during the travel to the



destination, the pre travel experiences with the service provider, room hotel, meals, fellow travellers, shopping and so on. All of them are inter dependant to make the tourism product successful. Any one sector not fulfilling the tourist's need will affect the entire experience of the tour.

- **Risky** – Tourism as a product is considered to be risky. A tourist may consider that the price of the product not justifying the product after consumption thus leading to Economic risk. On the other hand, physical ailments or such risks can also affect the tourism product as seen in the case of SARS and swine flu. Tourist movement stops when the tourists fear physical risks to themselves. Similarly terror threats can also affect the tourism industry. Political situations or the image of a country in the media can also affect the desirability of that destination. Therefore, the business of tourism is risky business as many factors are involved and any one trigger at any point of time can affect the whole industry.

## 1.7 Components of Tourism

The components refer to those parts of machinery without which the mechanism of the machinery will fail. The parts of tourism that makes the mechanism of tourism industry work are the components of tourism. There cannot be any touristic activity without - Attraction also known as Tourism Patrimony, Transportation, Accommodation and Amenities. Together these components are commonly referred to as the A's of Tourism. The components are:

1. **Attraction or Tourism Patrimony** refers to those certain features that pulls or attracts tourists to a destination. There is no easy way to enumerate or analyse attraction that a place offers. Since it is well understood that what may appeal to one, may be of no interest to others.

These are the attractions that pull any tourist to a destination such as historical monument, natural beauty of a place, and so on.

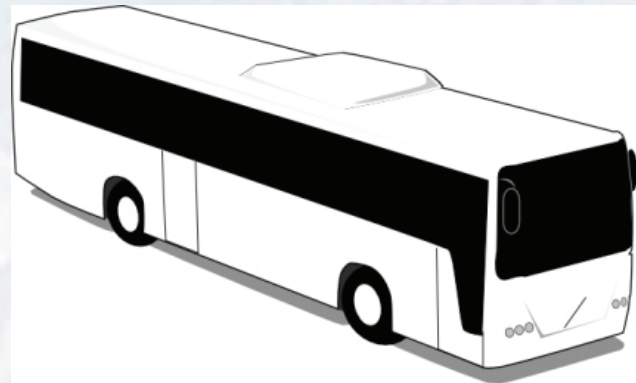


Niagara Falls



Red Fort

2. **Accessibility** – Accessibility means how the tourist destination can be reached, mainly in terms of transportation. A destination may have all the attractions needed for being a popular destination but it is not linked properly, forcing the tourists to avoid the destination. The accessibility includes all modes of transport that gives access to the destination and its attractions namely Road, Rail, Air and Water.



Modes of Transportation

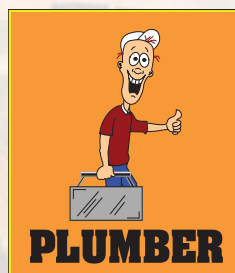


3. **Accommodation** is the next component. The word 'accommodation' is generally used to include boarding and lodging. It is the room or the space provided to the tourists who come from a long distance and is the basic need of any tourist place. The demand for and need of proper accommodation away from one sweet home is met by a variety of facilities. In recent years accommodation sector has evolved and changed. At times accommodation itself is an important tourist attraction, as in the case of specialty resorts.



**Taj Hotel, Mumbai**

4. **Amenities** are the facilities provided to the tourists. The facilities could be recreational facilities to the tourists or it could be infra-structural facility such as sanitary and hygiene, medical help, travel documentations, foreign currency exchange facilities and so on.



In recent times scholars have added two more A's-**Activities** and **Available Packages**.

**Activities** include the activities to be undertaken by the tourists at the destination such as sight - seeing, shopping, sun - bathing, adventure sports, golfing, etc. More the number of activities available for the tourists in a place, varied tourists with varied interests will be visiting the destination and the length of stay of the tourist will also increase.



**Adventure Sports**



**Golfing**



**Shopping**

**Available package** means the packages available for use by the tourists. In case one has leave or holiday for 3 days then tourist will choose the package that offers the most in three days. Thus, the possible tourist will overlook tour packages to a popular destination which requires more time; and vice versa.

The components of Tourism are dealt in greater details in the subsequent chapters

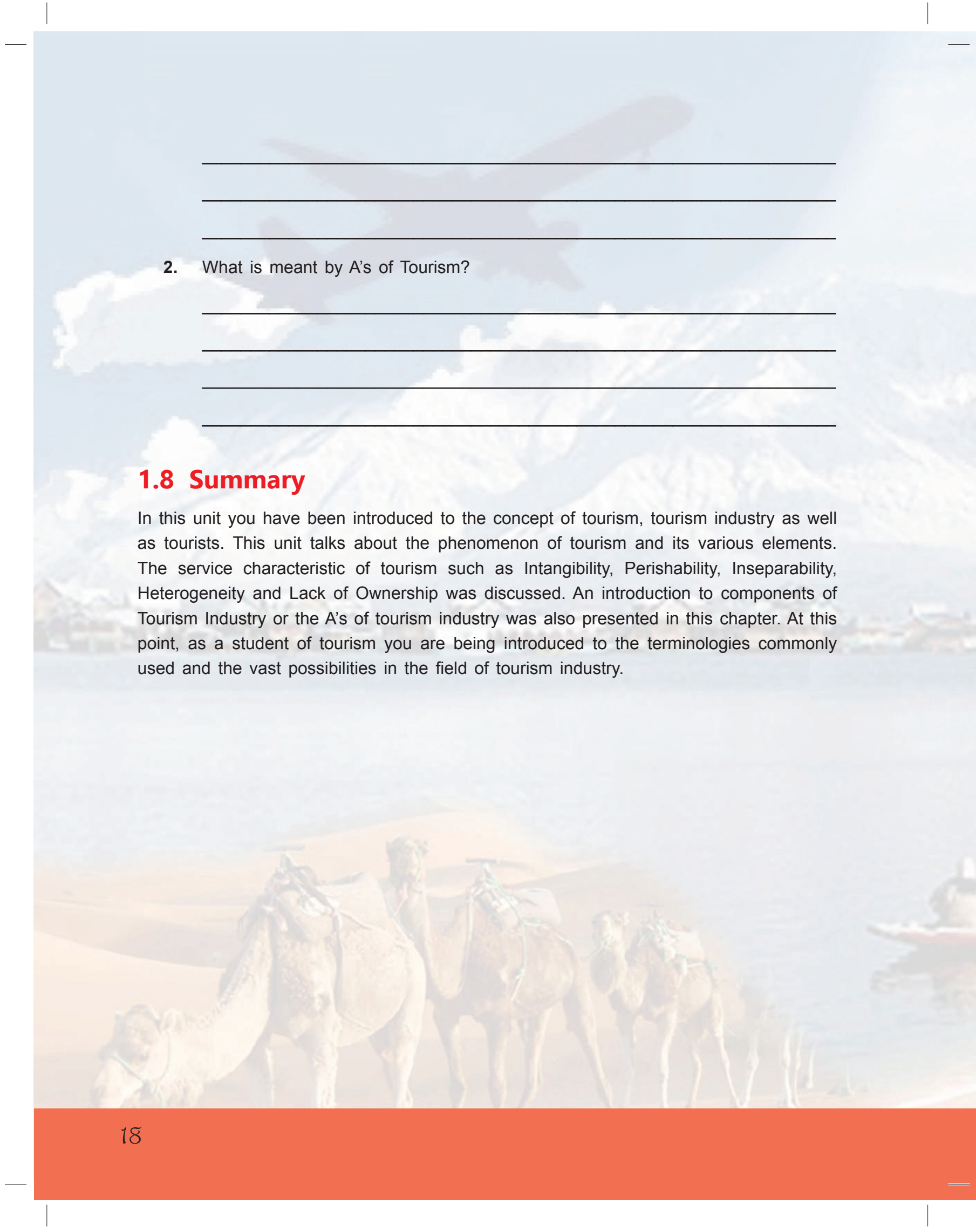
#### ACTIVITY 2

Subject teacher may divide the students into six groups. These six groups will each collect information regarding any one 'A' of Tourism of their city and neighbouring destinations. For example one group/team will collect information regarding accommodation such as the different categories of hotels, their rates, facilities and so on. Another group/team will collect information on transportation such as number of flights from the city, different trains, buses, and so on. These information regarding the six different 'A's' of Tourism will be discussed in the classroom and this will be followed by open house and question answer session among the students.

#### Exercise-3

1. What do you understand by Service Characteristics?





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2. What is meant by A's of Tourism?

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## 1.8 Summary

In this unit you have been introduced to the concept of tourism, tourism industry as well as tourists. This unit talks about the phenomenon of tourism and its various elements. The service characteristic of tourism such as Intangibility, Perishability, Inseparability, Heterogeneity and Lack of Ownership was discussed. An introduction to components of Tourism Industry or the A's of tourism industry was also presented in this chapter. At this point, as a student of tourism you are being introduced to the terminologies commonly used and the vast possibilities in the field of tourism industry.

## UNIT-2

# TOURISM: A HISTORICAL ACCOUNT

### Contents:

- 2.0 Unit Overview & Description
- 2.1 Introduction
- 2.2 Travel in Early Times
- 2.3 Renaissance and the Grand Tour
- 2.4 Industrial Revolution and Tourism
- 2.5 Tourism in Modern Times
- 2.6 Tourism in India: An Account
  - 2.6.1 Tourism Circuits
- 2.7 Summary

### 2.0 Unit Overview & Description

In the previous unit you have been introduced to the concept of tourism and tourism industry. As in the case of all human activities, the present day tourism activities has developed over a period of time and have its own history. This unit will introduce students to the History of Tourism, its growth and changes that have taken place in this industry over the ages. Student will get a chance to get acquainted with and compare the changing face of tourism globally and in India. This unit will help students to:

- acquaint themselves with the growth of tourism from earlier times till modern times



- understand the impact of global events on Tourism Industry
- learn about tourism activities in India
- identify the factors that have helped promote tourism
- identify the factors that hinders the growth of tourism industry

### **Resource Material:**

Activity Sheet, Pen, Projector and Computer

## **2.1 Introduction**

Travel and tourism these days have become organised, much different from times before; as the preparation starts long before the actual date of travel. William F. Theobald, a researcher and academician in Tourism field has stated that “Tourism as we know today is distinctly a twentieth century phenomenon”. This statement holds true as although Tourism started in ancient times when human travelled and wandered in search of food, shelter, safety and security; it has changed a lot over the years to become the organised tourism sector that works in modern times. Although travelling was always a part of the human nature yet the term “tourism” was coined much later, probably in the nineteenth century. This leads to the important and frequently asked question – why do we need to study history of tourism? Well the answer is same as to why we study History – the present has evolved from the past. Studying the History of Tourism gives us an opportunity to identify the factors that have allowed tourism to flourish during all times; as well as to identify those factors that have hindered the growth of tourism over the years. This gives us a chance to learn from our History and stop ourselves from committing the same mistakes. Studying history also gives us a chance to critically analyse the past and present; and at the same time establish concepts for understanding tourism.

This unit gives a brief introduction to the development of tourism activities over the years. There are many factors such as invention of steam engine, transatlantic flights, needs to expand business, human thirst for knowledge and curiosity that have played an important role in the expansion of Tourism. There are many seemingly unrelated factors which when joined together have one way or other affected Tourism industry. For example, industrial revolution was a commercial activity that brought employment to people and changed the face of society for ever. Although it seems unlikely event yet this revolution had the most impact on tourism and set pace for the modern tourism activity. This unit tries to discuss the important events that have taken place globally and have in some way affected the growth of tourism industry; yet the events are not truly reflective here since most of the



written accounts are from Europe and it does not really reflect the global scenario in its true spirit. A brief introduction to the growth and development of tourism in India is included in the chapter to give you an opportunity to compare the pace of tourism activity in India and globally.

## 2.2 Travel in Early Times

It is difficult to give a date to the beginning of Tourism activity. The primary reasons for travel in the early times were for - the expansion of trade and commerce, exploring new land, military activity as well as for the purpose of spreading religion. The historical account of tourism, though, can only start from the time when we find the written account of travels undertaken; as well as by referring to the travelogues of the famous travellers. Nevertheless we can say that early tourism activity started from the time when we find evidence of travel; as in the case of business interaction between nations or ships sailing across oceans and seas for the purpose of business and so on. These evidences reflect on the tourism activity in Asia, Middle East and Europe.

Early empires such as Egyptian, Greek, Roman and Sumerian promoted travel for the purpose of business. One of the earliest accounts of travel for leisure was undertaken by Queen Hatsheput of Egypt to the land of Punt believed to be on the East coast of Africa. Records of this travel some 5000 years ago can be found recorded on the walls of the temple of Deir el – Bahri, located on the west bank of the Nile, opposite the city of **Luxor, Egypt**. Cruises were organised on river Nile for the pleasure of wealthy Egyptian while wealthy Roman and Greeks would also travel for pleasure. The reasons for this can be traced to the fact that Greek was promoted as a common language in the Mediterranean and Greek currency was acceptable as currency of exchange which helped the travellers from this empire



Temple at Deir el-Bahri depicting the travel to Punt

Source: Wikipedia



Similarly, expansion of the Roman Empire made travel easy with proper well laid roads and other modes of connectivity as well as the benefit of common legal system. Early ages also saw travellers travelling on the trade ships that piled on the Nile and Mediterranean but they were not pampered cruise ship travellers of present times. Rather, these travellers were known to carry their own food and servants to facilitate their travel. Thus travelling for pleasure was restricted to a few wealthy people. We find that even in the ancient times tourism activities took place due to some facilities that were available to the patrons or tourists such as disposable income, proper connectivity, common language and therefore ease of travel and security provided to them due to a common legal system.

Asia during this period had the well travelled “Silk Route”; acclaimed as the “greatest route in the history of mankind” to its credit. The **Silk Route** is a modern term referring to a historical network of interlinking trade routes across the Afro-Eurasian landmass that connected East, **South** and **Western Asia** with the Mediterranean and **European** world, as well as parts of **North** and **East Africa**. This route gets its name from the lucrative Chinese silk trade that was done on this route. Indian spices also reached the western world through this route.

Silk Road is considered as the first bridge between East and West that was forged in 200 BC and was an important vehicle for trade between ancient empires of China, India, Persia & Rome. This route had proper trading posts as well as resting places for the traders and other travellers. This could be termed as the starting of business tourism of modern times. It is important to note here that the Silk Route was not a well mapped path but was a culturally diverse route spanning across 12,000 kilometres of ancient routes that was treaded upon by acclaimed explorers such as Alexander the Great and Marco Polo.

The importance of Silk Route in bringing together of the Eastern and Western cultures and societies is well documented. UNWTO has also launched a SILK ROAD ACTION PLAN in 2010 wherein 24 member countries are coming together to develop this route for the purpose of Tourism activity in modern times.

#### FEW FACTS ABOUT SILK ROUTE

- It was the German geographer Ferdinand von Richthofen who first introduced the name “Seidenstrasse” (Silk Road) in 1870.
- The Silk Road was not a single route, but rather a complex network of overland and sea routes.
- Due to its premium value, silk was for a long time used as a form of money
- Traders barely travelled the entire Silk Road. Instead they carried goods only

on a small segment of the route, and then passed them on to the next trader who would carry them on to the next “hand-over”.

Source: UNWTO

[http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/pdf/introduction\\_to\\_the\\_silk\\_road\\_programme\\_eng.pdf](http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/pdf/introduction_to_the_silk_road_programme_eng.pdf)

Continuing with the tale of tourism in the early times, it was seen that during the Middle Ages, travel in Europe went on a decline. One of the reasons could be the fall of the Roman Empire which led to crumbling of legal system as well as the connectivity between cities of Europe. This period, the dark ages, though saw a surge in the pilgrimage travel in Europe. We can observe that travel and tourism flourishes most in the time of prosperity and in safe and secure environment.

#### ACTIVITY 1

The activity consists of two parts. The subject teacher can divide the students into two groups.

1. The first group will prepare a large map depicting the SILK ROUTE as followed in ancient times. Different students within the group can prepare parts of the map and then join together to form a large map. Similarly a new map depicting the new SILK ROUTE as identified by the UNWTO can be compared with the ancient route for understanding the concept of SILK ROUTE.
2. Second group of students can each pick up a destination or place along the SILK ROUTE and give presentation on the special merchandise of the destination – both in ancient times as well in modern times, along with their tourists’ destinations.

## 2.3 Renaissance and the Grand Tour

Renaissance or the age of new beginning, as you have studied in history followed the dark middle age in Europe. Renaissance was an era for cultural revival in Europe, especially in England. This was the time of travel for travelling for the learning and knowledge, known as Grand Tour.

The advent of Grand Tour era was in England, in the seventeenth and eighteenth century. Elitist wealthy young men specially nobles, scholars, diplomats and businessmen went on a Grand Tour of Europe, at times with tutor, for completing their education. This tour involved visit to various cities like Paris, Florence, Rome and other cultural centres in Italy and France where they acquired knowledge through the arts and sciences of the countries visited, and then returned to England- culturally stronger. The purpose of this tour was to educate and provide knowledge and cultural experience from the “civilised world” to the



young men and women of “good birth and fortune” and thus prepare them for important positions and jobs in the government and politics.

Grand Tour soon became fashionable and a status symbol; and slowly the Grand Tour gave way to travel for leisure and the purpose of Grand Tour was changed and the original purpose lost. Nevertheless, Grand Tour plays an important role in Tourism history as this was the first time somewhat organised and planned tourism activity was taken up and for a long period of time, the first step towards modern tourism.



#### Cities Usually Travelled as a part of Grand Tour

Source: <http://www.texaschapbookpress.com/magellanslog15/grandtourmap.htm>

Sometime during this time, in the eighteenth century, tourism industry also saw the advent of spas, baths and seaside beach resorts; mainly in England. Although Romans are known to have brought the concept of bath to England and rest of Europe; baths and resorts became very popular among the elites and upper class wealthy people of Britain. The spas and bath were not just popular as curative center with health benefits but they were also a place for social interaction, dancing and other social event, mainly a sign of social status and acceptance. One such destination was Bath in England, which became very popular among the aristocrats and wealthy for health rejuvenation and social events. Sea side resorts also saw a demand with medical professionals recommending the sea water bathing for people with body swelling and related medical problems. Medical practitioners also advocated the benefits of mineral water and natural geysers and springs. This saw

a surge in spas and travel for purposes other than business became popular. This shows that there was a demand for travel for leisure and health which was not exploited till then. The demand and popularity of spas and baths gradually declined in the early nineteenth century with the industrial revolution and the introduction of new destinations and new types of tourism.

#### ACTIVITY 2

Students will have to identify the cities that were part of the Grand Tour, collect information about the cities regarding their culture and tourist attractions. This activity can also be taken up in groups. A presentation of the information by the students along with photographs and brochures will be followed by question answer session. A report may also be collected from the students which can be evaluated later on as a part of the practical component.

#### Exercise-1

1. What do you understand by Silk Route?

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2. What is meant by Grand Tour?

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## 2.4 Industrial Revolution and Tourism

Industrial Revolution followed Renaissance and brought with it many social and economic changes which in turn affected tourism industry. The revolution started in England, followed by Europe and the United States. Historians have mentioned that tourism as we know today probably began during and after Industrial Revolution that saw the rise of the “middle class”; and in due course of time relatively inexpensive form of transportation. Industrial Revolution brought with it the shifting of population to the urban centers and increase in travel between cities and between urban and rural centers. The concept of leisure time or holidays also came along during this time. Initially for ordinary people any time off from



work was meant for religious purposes, therefore they were HOLY DAYS; hence the word HOLIDAY being used for day offs.

Tourism was also greatly benefitted from the steam engines which lead to rail travel as well as travel by steam boats and ships. Railways first started carrying passengers in 1830 in England, between Liverpool and Manchester. This was the mode of travel that led to the first organised tour in tourism industry. The credit for the first organised tour goes to Mr. Thomas Cook. He organised an excursion trip from Leicester to Loughborough, England on 5<sup>th</sup> July 1841 with 570 passengers where each passenger paid a shilling each for the excursion tour. The group travelled on the chartered train complete with picnic lunch and brass band. The tour was so popular that Thomas Cook took up arranging for travel services and in 1843 nearly 3000 students took a trip from Leicester to Derby. Cook conducted circulars tours to Scotland between 1848 and 1863 and approximately 5000 tourists took these tours in one season. Thomas Cook is also credited with coming up with the first hotel voucher in 1867 and adding the Foreign Currency Exchange to the travel business. It is no wonder that at times Thomas Cook have been referred to as father of Tourism Industry.



**Thomas Cook**

Source : *Wikipedia*

This was also the age of leisure travel by Ships, especially transatlantic travel. Earlier times saw ships being primarily used for trade and commerce as well as for the discovery of new lands and military purposes such as war and battles. This age saw passengers taking up long distance travel mainly transatlantic travel i.e. travels between England and the United States by ships. This was one of the longest and most profitable routes for passenger ships. Some facts associated with travelling by ships are mentioned below:

- Transatlantic passenger service started in 1818 by the Black Ball Line of the United States.

- Samuel Cunard in 1839 started his 'British and North American Royal Mail Steam- Packet Company' later known as the Cunard Line between Liverpool and Boston.
- In 1840, the famous Cunard Line became the first to offer scheduled steamship service across the Atlantic.
- Two of the most important maritime advances occurred on land: the opening of the Suez Canal (1869) and the Panama Canal (1914).
- The number of passengers crossing the Atlantic rose sharply from 2, 00,000 in 1902 to more than one million in 1929.
- The passenger ship business continued to thrive for 13 more years even after World War II.
- 1958 is the Year of Importance as this was the **beginning of the end** of Ocean Liners since the first commercial jet airliner flew non - stop across the Atlantic in 1958
  - 25 companies and 70 ships were operating on transatlantic routes
  - as many people were crossing the Atlantic by air as by sea
- By year 1959 – 63% passengers flying by air as it was faster and safer

The changing face of the passenger ship and travel modes just goes on to show that time changes and brings with it new inventions which affect the way we perceive things. To survive in the tourism business one has to constantly re assess and re invent self.

## 2.5 Tourism in Modern Times

Modern Tourism era can be considered as the period from Second World War onwards. During these times, improved wage levels and working conditions allowed people to travel for leisure. This period also saw the real growth of the tourism industry, with the development of the jet aircraft in the 1950's and the creation of the commercial airline industry. Travel became faster and distances shorter, and with improved transportation and cheap travel modes, people took to travelling for leisure. The creation of the commercial airline industry also signalled the rapid growth and expansion of the international travel and tourism undertaken to satisfy the curiosity and interest in other lands, its people and culture.

Modern Tourism can be attributed to the marked change in the living standards, throughout the world. There has been an increase in the life expectancy of people as well as development