

ENGLISH
LANGUAGE AND CULTURE
Lesson 3

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LM-49

International Tourism and Destination Management

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Part 2:

Tourism in time



The origins of Tourism

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The roots of tourism / the origins of civilization

Any historical overview of tourism is characterized by:

1. continuity
2. change

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change in tourism:

- innovations of **individual entrepreneurs**
- accessibility to different groups in society throughout history
- development of a leisure ethic
- new tourism opportunities

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Studies on the long-term history of tourism:

- evolution of mass tourism
 - domestic setting
 - international setting

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1. *EARLY TOURISM* - Greece

- Greek philosophers, Aristotle
- the original 'leisure lifestyle'
- Olympic Games

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1. *EARLY TOURISM*– Roman Empire

- domestic tourism
 - leisure facilities (spas, baths)
 - colosseums for events and spectator sports
 - Rome: urban tourism as capital city functions
- overseas territories
 - business-related travel for administration
 - middle classes: seaside resorts, summer villas

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1. EARLY TOURISM

- travel on Silk roads
- travel on Roman roads
- chocolate Mesoamerican routes

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1. EARLY TOURISM

- after the collapse of the Roman empire
- religious festivals and pilgrimages

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2. MIDDLE AGES TOURISM

event-based tourism

- feudal jousting tournaments
- pilgrimages: the oldest form of non-economic travel



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2. MIDDLE AGES TOURISM – pilgrimage destinations

Wife of Bath in *The Canterbury Tales* by Geoffrey Chaucer (Prologue)

*And she had thrice been to Jerusalem,
Seen many strange rivers and passed over them;
She'd been to Rome and also to Boulogne,
St James of Compostella and Cologne*

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2. MIDDLE AGES TOURISM – pilgrimage destinations

Along the pilgrimage way – the via ***FRANCIGENA***

- Ecclesiastical hospitality structures (Hospitia, Xenodochia, domus hospitalis)
- Road Network and Sacred Signage (stationes)
- Security, Supplies, and Maintenance (mutationes)

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2. MIDDLE AGES TOURISM – travel record literature

Ascesa al Monte Ventoso, Petrarca (1336)

Jura mountains, Michault Taillevent (1430)

Journey to the West, Wu Cheng'en (1592)

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2. MIDDLE AGES TOURISM

- Black Death
- Reformation opposition to pilgrimages
- Early pilgrim travellers diary accounts

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2. MIDDLE AGES TOURISM

- demand for accommodation and hospitality
services en route
- voyages of discovery

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3. RENAISSANCE/REFORMATION TOURISM

- Elizabethan patronage of the arts
- Protestant work ethic

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3. RENAISSANCE TOURISM: *GRAND TOUR*

- a CIRCUIT of key destinations
- XVI century: young aristocrats, accompanied by tutors,
 - 15000 – 20000 (0.2%-0.7% population)
- a means of completing one's EDUCATION (Renaissance interest in classical antiquities)
- Philosophy encouraged travel to EXPAND the human mind

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3. peak of the **GRAND TOUR: nineteenth century**

- gentlemen spent up to three years travelling to gain an education
- growing numbers from middle classes
- process of introduction into society
- the '*tourists*' expanded their knowledge and experience

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3. Changes in the **GRAND TOURISTS'** tastes and interests

- railway travel
- typical Grand Tour routes and dominance of certain centres (Paris, Turin, Florence, Naples, Rome)
- 1760s: **landscape and scenery viewing**
 - Swiss lakes steamers
 - 1790s: Wordsworth's Lake District, Walter Scott's Scotland
 - 1826: J.F.Cooper's wild frontier landscapes

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3. Development of the **GRAND TOUR**

- XVIII-XIX century: scientific exploration and expedition
- Travel: still a privilege of the upper classes
- forerunner of the modern overseas holiday

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4. From **SPAS** to **SEASIDE RESORTS**

- SPA = *Salus per Aquam*
- late XVI – mid XVII century: from the pursuit of health remedies to the growth of pleasure travel

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4. SPA DEVELOPMENT

- tradition of taking mineral waters
- Roman times over 1,000 *aquae* (not exclusive)
- became spa resorts, eg: Bath (UK), *Aquae Calidae* (Vichy), *Aquae Mattiacae* (Germany) hot springs (Bay of Naples) more exclusive

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4. SPA DEVELOPMENT

- prerequisites for spa development:
 - a spring to provide the waters
 - agents to promote development
 - favourable accessibility
 - trends promoting spa visiting
- associated development of accommodation, hospitality and ancillary services

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4. SPA DEVELOPMENT

- features of spas in England 1558-1815
 - patronage stimulated the demand
 - landowners provided the land (basis for tourism-based speculative development)
- 173 rural spas

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4. SPA DEVELOPMENT

- Bath
 - market
 - visiting season
 - investments
 - transportation



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4. SPA DEVELOPMENT

- Public sector promotion
 - Harrogate (Yorkshire)
 - Radium Hot Springs (Canada)
 - Rotorua (New Zealand)
- Private entrepreneurs
 - Dunblane, Crieff (Scotland)

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4. COASTAL TOURISM

- key landmarks
 - 1752 Dr Russell's (1752) treatise
 - royal patronage (George III at Weymouth)
 - late XVIII century search for undiscovered destinations
 - combining of health reasons to visit with pleasure and fashion (range of social and ancillary services)

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4. COASTAL TOURISM

- 1820S: growing access to coastal recreation and tourism
- eg Margate

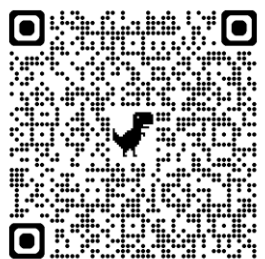


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4. COASTAL TOURISM

- East India hoys
- Margate /
Southampton hoys



A Scene on board a Margate Hoy as described by Dibden (caricature), 1804, National Maritime Museum, Greenwich



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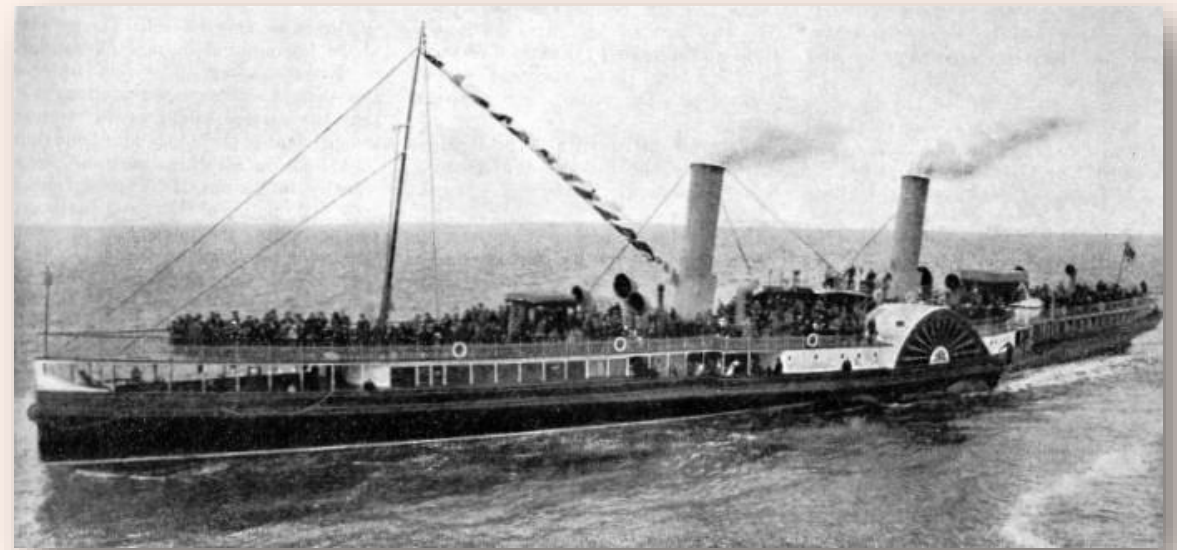
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4. COASTAL TOURISM

- 1820s paddle steamers
- 1840s: railways



1820S_Paddle steamer



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5. XIX Century **transport revolution**

- a revolution in transportation
- mass rail travel for pleasure trips

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5. PACKAGE HOLIDAYS by Thomas Cook

- 1841: first provision of a package holiday
- Pre-purchasing of tickets for re-sale
- Tickets for a train “Leicester to Loughborough”
- 570 passengers on an excursion to a meeting

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5. PACKAGE HOLIDAYS

- 1851: package holiday for London Great Exhibition sold by:
 - travel clubs
 - agents such as Thomas Cook

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5. COASTAL TOURISM

- railways facilitated the growth of tourism
 - 1840s: connecting coastal resorts to major cities
 - 1851: package holiday for London Great Exhibition

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5. DOMESTIC TOURISM

- 1851 *The Excursionist*, brochure by Thomas Cook
- 1854, Royal Hotel Guide

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6. HOLIDAY TIME

- 1871, 1875 Bank Holiday Acts (UK)
- social differentiation in coastal resorts
- extended traditional summer season

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6. HOLIDAY TIME

- geographical differences in coastal resorts
 - Southern England
 - Isle of Wight
- 1881 growing access to the coast, more specialized resorts, growing social divide

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6. commercially organized tourism (upper/middle classes)

Thomas Cook's

- 1848: railway tours to Scotland
- 1850s: overseas tours
- 1866: first tours to America
- 1880s: passenger cruises on the River Nile

Henry Lunn's

- 1880s: overseas packages for skiing in Switzerland

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7. Edwardian society international holiday options

- fascination with rural and scenic areas,
- pursuit of outdoor activities: eg. Scotland
 - hunting
 - cycling
 - mountain climbing
 - Hiking
- thanks to the extended railway, sleeper service on long-distance rail routes

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7. Edwardian society guidebooks

- 1903: Queens Newspaper Book of Travel
 - descriptions of places to visit domestically/overseas
 - activities of the colonists (eg seasonal migration of the British in India to hill settlements)

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7. Tourism, Empire and «Othering»

- European colonial domination
 - power dynamics
 - cultural representation
 - conflicts

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7. New forms of travel after WWI

- 1919: demand for coastal holidays
- 1904-1926 number of cars in Britain rose
 - (from 8,465 to 683,913)
- 1918: growth of coach travel, more flexible
 - surplus military vehicles converted to charabancs
- 1934: 700 boat trains (London - Tilbury docks)

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8. New forms of travel after WWI

- Air travel:
 - T.Cook's scenic flights over battlefields
 - First passenger flights London-Paris (T.Cook)
 - global growth
 - 1919=1 million miles; 1938=234 million miles
 - 1924=11,000 passengers; 1938=222,000 passengers

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8. 1920s, 1930s economic depression

- suppressed demand
- new forms of low-cost tourism
- domestic tourism (second homes)

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8. 1930s working class holidays

- recognition of the economic importance of tourism
- health and fitness movement promotion of outdoor holidays
- 1937: Mass-Observation project (holidays for the working-classes)
- holiday camp

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8. Soviet Union 'proletarian tourism'

- R&R for workers: resorts along the Black Sea
- holiday homes (dachas)
- state-led tourism also in
 - East Germany (countryside recreation)
 - Romania (mountain tourism, spas, Black Sea coast)

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9. Post-war international mass tourism

- rise in demand for holidays
- growth in income, leisure time, opportunities
- 1950s jet airliners
- older aircraft available to charter holiday companies
(Horizon Holidays air-related package holiday)
- 1960s package holidays in Spain and growth of
Mediterranean resorts

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9. 1960s, 1970s tourism

- 1960s massive growth in package holidays
- 1970s oil crisis, 1973 embargo: fuel price increased
 - 1974 Clarksons tour operator collapsed (tourists stranded in 75 resorts in 26 coastal areas)
- Yet, just 40% of the population were not taking a holiday

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9. 1970s, 1980s, 1990s tourism

- 1950-1988 UK spending on holidays increased six fold in real terms, factors for the rise in tourist spending
 - changes in demand
 - transportation improvements
 - new forms of holiday accommodation
 - innovations by tour operators
 - promotion of destinations by governments

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EMERGING OUTBOUND MARKETS:

- tourism economies grow slowly in Europe and North America
- BRIC and MINT economies