

18BTM13C – TOURISM PRINCIPLES AND PRACTICES

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UNIT I

1.1. INTRODUCTION – TOURISM, EXCURSION, LEISURE & RECREATION, TOURIST, VISITOR, TRAVELLER

1.2. HISTORICAL DEVELOPMENT – ROMAN EMPIRE, TRADE ROUTES, GRAND TOUR AND RENAISSANCE

1.3. PAID HOLIDAYS AND CONCEPT OF ANNUAL HOLIDAYS

1.4. TOURISM SYSTEMS AND TOURISM NETWORK

1.1. INTRODUCTION –
TOURISM, EXCURSION, LEISURE & RECREATION, TOURIST,
VISITOR, TRAVELLER

DEFINITION OF TOURISM:

- *"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."*
- UNWTO



- **1. TOURIST** – Is a temporary visitor staying for a period of at least 24 hours in the country visited and the purpose of whose journey can be classified under one of the following heads:
 - a) Leisure (recreation, holiday, health, study, religion and sport) b) Business, family, mission, meeting.
 - As per the WTO's definition following persons are to be regarded as tourists:
 - i) Persons travelling for pleasure, for domestic reasons, for health etc.
 - ii) Persons travelling for meetings or in representative capacity of any kind (scientific, administrative, religious etc.)
 - iii) Persons travelling for business purposes.
 - iv) Persons arriving in the course of sea cruises, even when they stay for less than 24 hours (in respect of this category of persons the condition of usual place of residence is waived off.

- **2. EXCURSIONIST**—is a temporary visitor staying for a period of less than 24hours in the country visited. (Including travellers on the cruises).
- **3. TRAVELER or TRAVELLER** - commonly refers to one who travels, especially to distant lands.

Visitor

- As per WTO is that it does not talk about the Visits made within the country.
- For these purposes a distinction is drawn between a Domestic and an International Visitor.
- **Domestic Visitor**-A person who travels within the country he is residing in, outside the place of his usual environment for a period not exceeding 12 months.
- **International Visitor** –A person who travels to a country other than the one in which he has his usual residence for a period not exceeding 12 months.

TOURISM, RECREATION AND LEISURE INTER-RELATIONSHIPS

What is leisure?

- Definition:
Freetime not spent in subsistence (work/school-related) or existence (biologically necessary) activities.
- Examples?

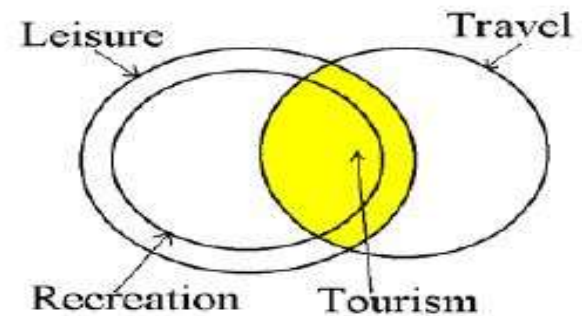
What is recreation?

- Definition:
A planned leisure activity that is:
 - Voluntary
 - Yields satisfaction
 - Provides no monetary profit
- Examples?

What is tourism?

- Definition:
The temporary movement of people to destinations away from their normal places of work and residence for leisure/recreational purposes.
- Examples?

Interrelationships



1.2. HISTORICAL DEVELOPMENT – ROMAN EMPIRE, TRADE ROUTES, GRAND TOUR AND RENAISSANCE

HISTORICAL DEVELOPMENT

ERA	YEAR	MILESTONE
PRE-HISTORIC AGE	Human Evolution	Travel in search of food, shelter & survival
	10000 BC	Learnt & developed agriculture & domesticated wild animals
	5000 BC	Began to try water transportation (Canoes, dugouts & rafts)
	4000 BC	Invention of Money by Sumerians (Babylonia)
	3000 BC	Invention of Wheel
MIDDLE AGE	1000 BC	Chinese constructed roadways. Religious travel grew in Europe
	776 BC	Olympic Games held in Olympia, Greece
	300 BC	Alexander the Great conquered territories & propagated trade
	100 BC - 400 AD	Romans made mighty empires (paved roads of 80,000 kms)
	1100 AD	Chengis Khan created mightiest empire in history (Vast connection from Europe to Asia & Russia)
	1640 AD	First Intercity Coach travel between London & Edinburg (631 kms)
	1700 AD	Invention of Steam Engine

Contd...

ERA	YEAR	MILESTONE
RENAISSANCE STAGE	1763 – 1773 AD	Development of steam ships, locomotive & motor cars.
	1830	First passenger train service begins
	1841	First organized special train excursion by Thomas Cook from Leicester to Loughborough (England) for 570 members
	1872	Thomas Cook first organized 'the round the world trip'
	1888-89	The Savoy, Claridges, & Carlton hotels were opened in London
MODERN DAY TRAVEL	1903	First Flight by the Wright brothers. First major hotel company-Trust Houses- opens a chain of hotels throughout Britain
	1945	IATA was established
	1950	Commercial air transportation started to boom
	1966	UFTAA was founded
	1975	WTO began its legal existence
	2000 Onwards	Era of Globalization

Trade Routes:
Silk Road, Indian Ocean, Trans-
Saharan

During the Medieval Period, several major trading routes developed in the Eastern Hemisphere. These trading routes developed among Europe, Africa, and Asia.

What were the major trade routes in the Eastern Hemisphere from 1000 to 1500 A.D.?

Major trade patterns of the Eastern Hemisphere from 1000 to 1500 A.D.

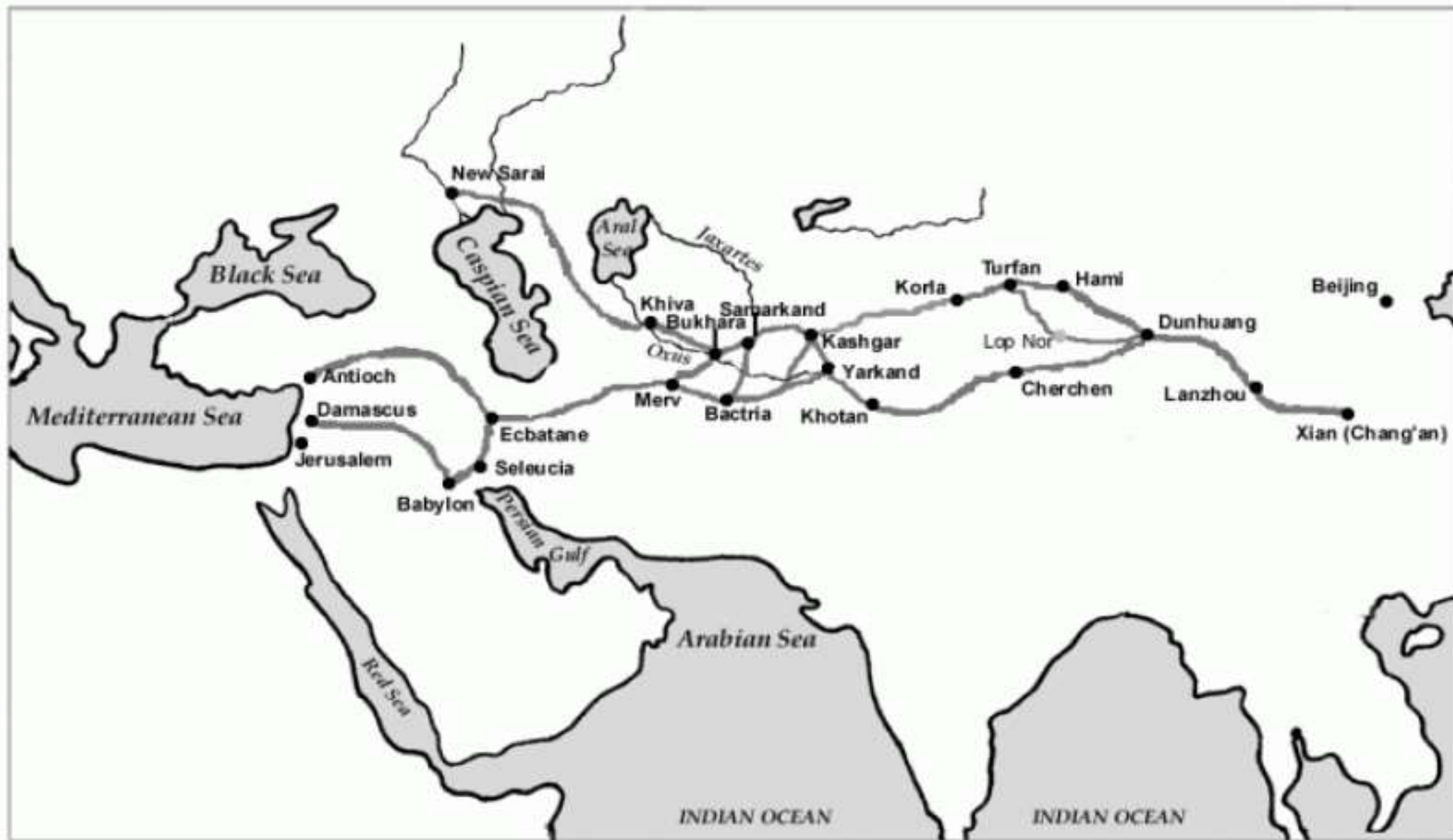
- **Silk roads** across Asia to the Mediterranean basin
- **Maritime routes** across the Indian Ocean
- **Trans-Saharan** routes across North Africa
- Northern European links with the Black Sea via the **Dnieper River**.
- Western European sea and river trade
- South China Sea and lands of Southeast Asia

Impact of Trade

- ▶ Brought wealth and access to foreign products and enabled people to concentrate their efforts on economic activities best suited to their regions
- ▶ Facilitated the spread of religious traditions beyond their original homelands
- ▶ Facilitated the transmission of disease

THE SILK ROUTES

MAP 3

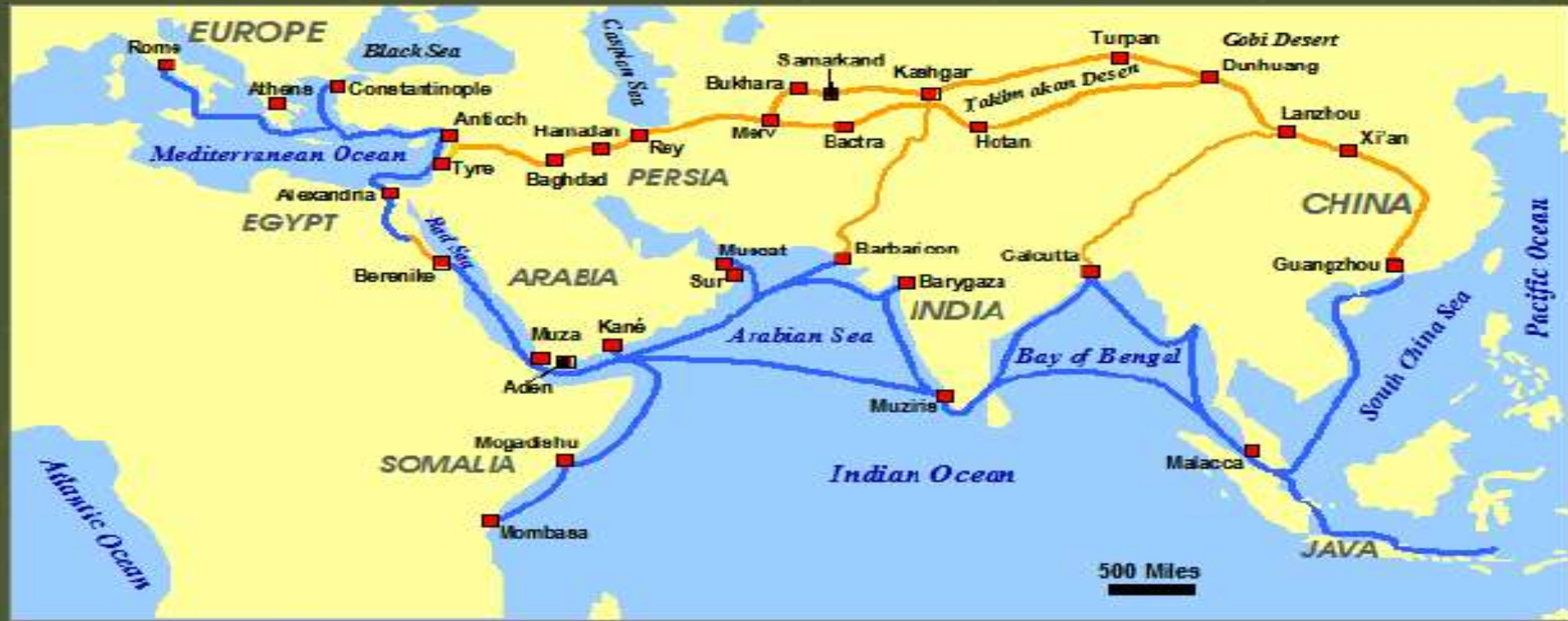


Where did it go?

- ▶ Linked China and the Holy Roman Empire
 - The two extreme ends of Eurasia
- ▶ Started in the Han capital of Chang'an and went west to the Taklamakan Desert
 - There the road split into two main branches that skirted the desert to the north and south
- ▶ In northern Iran, the route joined with roads to ports on the Caspian Sea and the Persian Gulf and proceeded to Palmyra (modern Syria)
 - There it met roads coming from Arabia and ports on the Red Sea
- ▶ The Silk Roads also provided access at ports like Guangzhou in southern China that led to maritime routes to India and Ceylon (modern-day Sri Lanka)

Organization of Long-distance Trade

- ▶ Individual merchants usually did not travel from one end of Eurasia to the other
- ▶ Instead they handled long-distance trade in stages



Silk Road Trade to the West



- ▶ Silk and spices traveled west from southeast Asia, China, and India
 - China was the only country in classical times where cultivators and weavers had developed techniques for producing high-quality silk fabrics
 - Spices served not just to season food but also as drugs, anesthetics, perfumes, aromatics, and magical potions

Chinese silk making

Silk Road Trade to the East

- ▶ Central Asia produced large, strong horses and jade that was highly prized by Chinese stone carvers
- ▶ The Roman empire traded glassware, jewelry, works of art, decorative items, perfumes, bronze goods, wool and linen textiles, pottery, iron tools, olive oil, wine, and gold and silver bullion

Spread of Religion: Buddhism and Hinduism

- ▶ Siddhartha Gautama (Buddha) first announced his doctrine publicly in India in 528 B.C.
 - By the 3rd Century B.C., Buddhism was well-established in northern India
- ▶ Buddhism was especially successful in attracting merchants as converts
 - Merchants carried Buddhism along the Silk Roads where it first established a presence in the oasis towns where merchants and their caravans stopped for food, rest, lodging, and markets
- ▶ Hinduism also spread along the Silk Roads, primarily along the sea lanes



Spread of Religion: Christianity

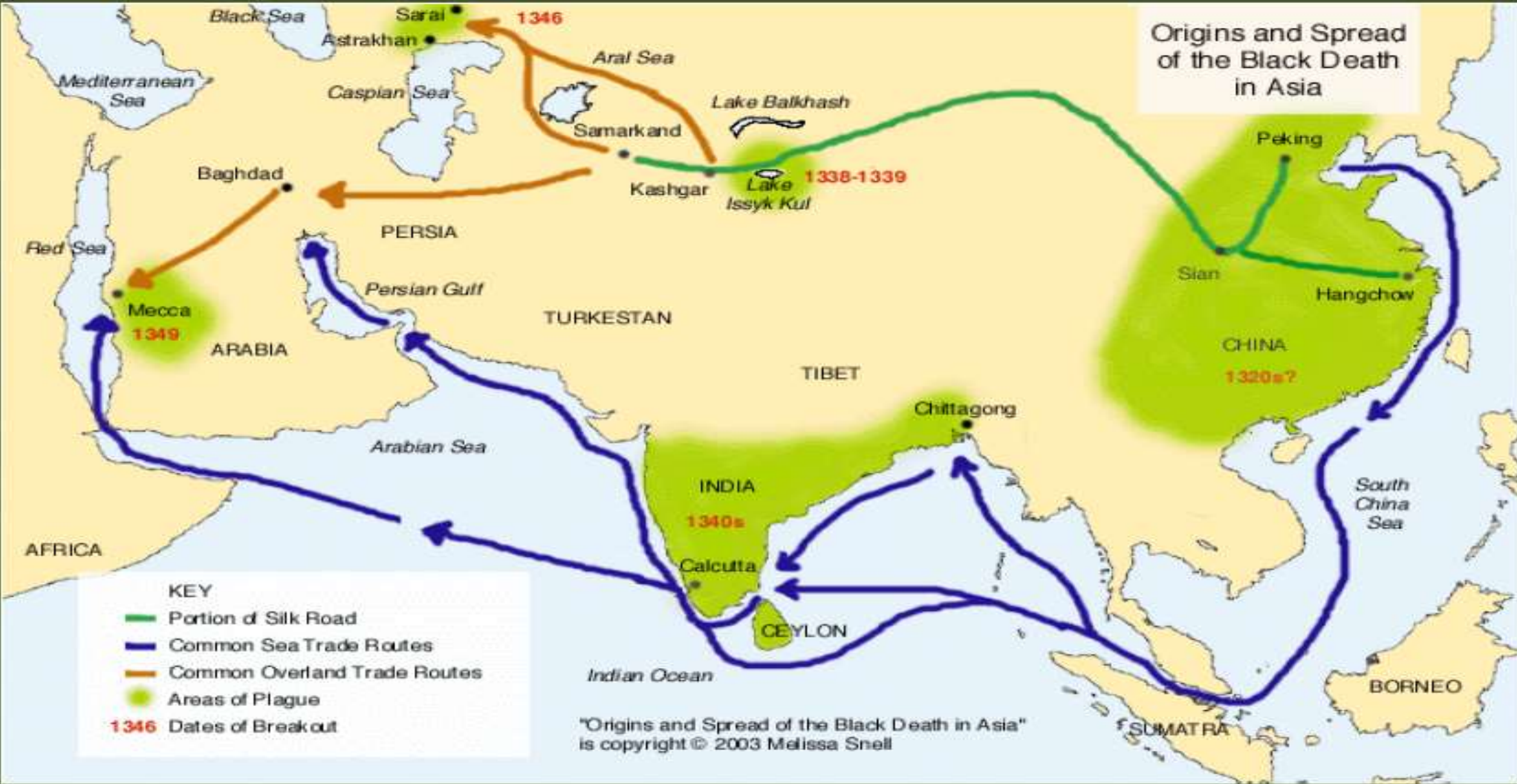


- ▶ Antioch, the western terminus of the overland Silk Roads, was an important center in early Christianity
- ▶ Like other religions, Christianity followed the trade routes and expanded east throughout Mesopotamia, Iran, and as far away as India
- ▶ However, its greatest concentration was in the Mediterranean basin, where the Roman Roads, like the Silk Roads, provided ready transportation

Disease: Bubonic Plague

- ▶ During the 1330s plague erupted in southwestern China
- ▶ During the 1340s, Mongols, merchants, and other travelers helped to spread the disease along trade routes to points west of China
- ▶ By 1346 it had reached the Black Sea ports of Caffa and Tana

Origins and Spread of the Black Death in Asia



KEY

- Green line: Portion of Silk Road
- Blue lines: Common Sea Trade Routes
- Brown lines: Common Overland Trade Routes
- Green shaded area: Areas of Plague

1346 Dates of Break out

"Origins and Spread of the Black Death in Asia" is copyright © 2003 Melissa Snell

Bubonic Plague in Europe

- ▶ In 1347 Italian merchants fled the plague-infected Black Sea ports and unwittingly spread the disease to the Mediterranean Basin
- ▶ By 1348, following trade routes, plague had sparked epidemics in most of western Europe



Illustration of bubonic plague
in the Toggenburg Bible
(1411)

End of Silk Road



- ▶ The spread of the bubonic plague and the collapse of the Mongol Empire
- ▶ Muslim mariners began avoiding the overland route
- ▶ Europeans wanted access to those Asian goods without having to go through the Muslim middlemen
- ▶ They began seeking maritime trade routes directly to Asia which would largely displace the Silk Roads
- ▶ European Explorations

Indian Ocean Trade



- ▶ “Zone of interaction”
- ▶ First ocean to be crossed
- ▶ “Sailor's ocean”
 - Warm water
 - Fairly placid waters
 - Wind patterns: one way = north of equator, the other = south of the equator
- ▶ Lateen Sail allowed sailors to sail across the Indian ocean, could sail into wind

Trade Goods

- ▶ Teak from India
- ▶ Mangrove swamps in East Africa
- ▶ Arabian horses to India
- ▶ Spices from Southeast Asia & Spice Islands
- ▶ Frankincense from Arabia and Africa
- ▶ Slave trades & labor migrations
 - Slaves from East Africa to Arabia/India
 - From Southeast Asia to Southern Africa



Spread of Ideas

► Religion

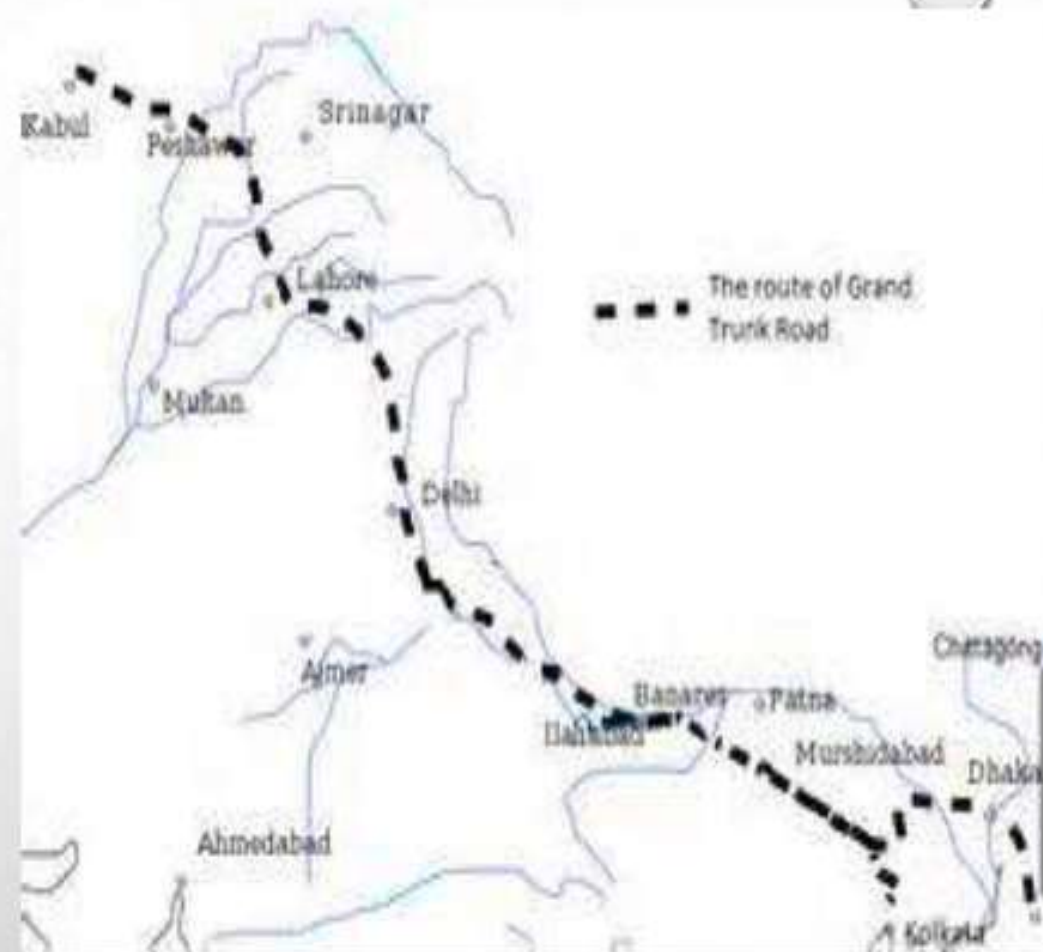
- Indian merchants brought Brahmin priests
- Muslim scholars brought by Arab merchants
- Christian merchants brought priests

► Trading Language

- Swahili: mix of Arabic, Indian, and Bantu (African)

THE GRAND TRUNK ROUTE: THE GRAND TRUNK ROAD, CONNECTING INDIA AND PAKISTAN, IS ONE OF THE OLDEST ROADS IN THE WORLD, HAVING EXISTED FOR OVER TWO THOUSAND YEARS. AND TILL TODAY IT REMAINS ONE OF THE CRUCIAL ROUTES FOR TRADE IN SOUTHEAST ASIA.

OVER THE PERIODS OF HISTORY, THIS ROAD HAS SERVED NOT ONLY AS A TRADE ROUTE FOR COMMERCIAL CARGOES, BUT ALSO FOSTERED EXCHANGE OF IDEAS, CULTURES, LANGUAGES, AND KNOWLEDGE.



● **THE SPICE ROUTE:**
● INDIA BECAME THE LARGEST EXPORTER OF SPICES TO THE WESTERN WORLD, AND THE SPICE ROUTE BECAME AN IMPORTANT CONNECTION BETWEEN INDIA, MIDDLE EAST AND THE GRECO-ROMAN REGIONS.



1.3. PAID HOLIDAYS AND CONCEPT OF ANNUAL HOLIDAYS

Medieval Holidays

- In the Middle Ages wealthy people went on pilgrimages for religious reasons. However pilgrimages were not really holidays - or they were not meant to be! In the 14th century Chaucer wrote the Canterbury Tales about a group of pilgrims on their way to Canterbury. In England people went on pilgrimages to shrines in places like Winchester. Sometimes people went on pilgrimages abroad to places like Rome or Jerusalem.
- Pilgrimages in England ended during the reign of Henry VIII when shrines like those of St Thomas A Becket were destroyed.

Contd.

- However in the Middle Ages there were no holidays in the modern sense. People traveled for work, for war or for religious reasons.
- However even for Medieval peasants life was not all hard work. People were allowed to rest on Holy days (from which we get our word holiday). During them, poor people danced and played a very rough form of football. The men from 2 villages played on a 'pitch', which could include woods and streams!
- In the late Middle Ages people in England began dancing around a Maypole. (Although they did not tie ribbons to the pole. That was invented in the 19th century). In 1644 during the Civil War in England, the Puritans banned the Maypole as they believed it had pagan origins. However, after the Restoration in 1660 Maypoles became common again.

Renaissance Holidays

- In Tudor England the whole 12 days of Christmas was celebrated, (25th December - 6th January) but not every day was celebrated equally. All work stopped except looking after animals, spinning was even banned as this was the most common occupation for women and flowers were placed around the spinning wheels. People would visit friends and it was seen as very much a community celebration. Work re-started on Plough Monday the first Monday after 12th night.
- In the late 16th century and in the 17th century it became common for wealthy young men to travel abroad on a grand tour of Europe to finish their education. A grand tour would last years and would take in the most famous places in Europe.

Contd.

- From the mid-17th century stagecoaches began running between towns in England and in the 18th century the building of turnpike roads (which were of a high quality) made travel easier.
- In the 18th century rich people visited spas. They believed that bathing in and/or drinking spa water could cure illness. Towns like Buxton, [Bath](#) and [Tunbridge Wells](#) prospered.
- In Tunbridge Wells in the late 17th century lodging houses were built near the springs, so were coffee houses where you could drink coffee. So were bowling greens and shops. Members of the royal family visited Tunbridge, which boosted its reputation.

Contd.

- In the 17th century people also visited Bath and in the 18th century it boomed. Many new houses were built. During the Summer 18th century Bath was full of rich visitors. They played cards, went to balls and horse racing, went walking and horse riding.
- At the end of the 18th century wealthy people began to spend time at the seaside. (Again they believed that bathing in seawater was good for your health). Seaside resorts like Brighton, Worthing, Margate, and Eastbourne boomed. A man named Richard Hotham deliberately created a new seaside resort at Bognor.
- In the 19th century other seaside resorts grew up at [Blackpool](#), [Southport](#) and [Bournemouth](#). Brighton also flourished and by 1848 250,000 people were visiting the resort every year.

Contd.

- In the 18th century it was still common for rich young men to go on a grand tour of Europe, which would last for years.
- There were inns in the Ancient World and in the Middle Ages but in 1768 a new building in Exeter was the first establishment in England to have a French name - The Hotel.

Holidays in the 19th Century

- However until the late 19th century going away on holiday was only for the wealthy. Then in 1871 the Bank Holiday Act gave workers a few paid holidays each year. Also in the 1870s some clerks and skilled workers began to have a weeks paid annual holiday. However even at the end of the 19th century most people had no paid holidays except bank holidays.
- In the early 19th century everyone had Sunday off. In the 1870s some skilled workers began to have Saturday afternoon off. In the 1890s most workers gained a half day holiday on Saturday and the weekend was born.
- In the late 19th century when some skilled workers began to have paid holidays they often went to stay at the seaside. As a result seaside towns like Blackpool, [Bognor](#) and Morecambe boomed.

Contd.

- Meanwhile The first pleasure pier was built at Brighton in 1823 and soon they appeared at seaside resorts across Britain. In many seaside towns, promenades were also built. In the late 19th century the modern seaside holiday began with seaside rock, piers, donkey rides and Punch and Judy shows. Then in 1895 an American called Charles Fey invented the one-armed bandit.
- Meanwhile in the 1840s the spread of railways made travel much faster and more comfortable for the rich. They also made travel much cheaper and they made days out possible for ordinary people for the first time. Meanwhile at sea steamships made foreign travel easier. By 1815 steamships were sailing across the English Channel.

Contd.

- Bournemouth was founded in 1836. The railway reached Bournemouth in 1870, which made it far easier to reach, and increased the number of visitors. The town grew at a phenomenal rate. In 1861 the population of Bournemouth was only 1,707. By 1881 the population of Bournemouth stood at 16,859.
- In the 1840s Thomas Cook began arranging excursions by train in Britain. When the Great Exhibition opened in London in 1851 Cook arranged tours from other cities. The tours proved very popular. In the 1860s Cook arranged package tours abroad.
- However in the 19th century foreign holidays were still only for the wealthy. In the 19th-century guide books were published about cities and countries for those who could afford to travel abroad.

Contd.

- In 1835 the poet William Wordsworth wrote a Guide to the Lakes. Railways meant more and more visitors went to the Lake District in the 19th century.
- Poor people could not afford to take time off work for holidays but they could have working holidays. Many people from the East End of London went hop picking in Kent during the season. Many people could not afford a week's holiday by the seaside but could only afford a day out.

Holidays in the 20th Century

- The first holiday camp in Britain opened in 1906. Holiday camps reached their heyday in the 1950s and early 1960s. However they declined once foreign holidays became common.
- In 1939 a new law in Britain said that everyone must have one week's annual paid holiday. By the 1950s two weeks were common and by the 1980s most people had at least 4 weeks' annual holiday.
- New Year's Day was made a bank holiday in Britain in 1974. In Britain the first Monday in May was made a bank holiday in 1978.
- Meanwhile a completely new form of transport began. In 1919 planes began carrying passengers between London and Paris. The first plane flight in Britain was made in 1908. The first passenger jet service began in 1952.

Contd.

- However in the early 20th century flight was a luxury few people could afford. Furthermore, only a small minority could afford foreign travel. However, as air travel became cheaper foreign holidays became possible for more and more people. Still, foreign holidays only really became common in the 1960s and 1970s. In the 1980s long-distance holidays to other continents became common.
- In the 1960s camping holidays became common. So did caravan holidays as more and more people could afford a car. In the 1960s and 1970s skiing holidays became popular. Meanwhile the traditional seaside holiday declined in popularity.
- The Channel Tunnel opened in 1994 making it possible to travel from Britain to Europe by car or train.

Holidays in the 21st Century

- Holidays in the future will often be taken in space. In 2001 Dennis Tito became the first space tourist when he spent a short time in the International Space Station. At the moment holidays in space are hugely expensive but they will inevitably become cheaper in the future. Holidays on the Moon will eventually become common.

1.4. TOURISM SYSTEMS AND TOURISM NETWORK

The travel industry is the composite of organizations, both private and public, that are involved in the development, production, and marketing of products and services to serve the needs of the travelers. (Gee and Makens, 1997)



- Businesses and corporations are regarded as components of the travel industry classified as:
 - Direct providers
 - Support services
 - Developmental organizations



Direct Providers

- Includes businesses that are associated with travel, such as airlines, hotels, restaurants, ground transportation, travel agencies and retail shops.
- These businesses provide services, activities, and products that are consumed and/or purchased directly by travelers.
- They represent the sectors of the industry that are visible to the travelers.

Support Services

- Lends support to direct providers.
- It includes specialized services such as tour organizers, travel and trade publications, hotel management firms, and travel research firms.
- It also includes basic supplies and services such as contract laundry and contract food services.
- Support services sell goods and services directly but not exclusively to tourists.

Developmental Organization

- It includes planners, government agencies, financial institutions, real estate developers and educational and vocational training institutions.
- These organizations deal with tourism development which tend to be more complex and broader in scope than the production of daily travel services.
- The decisions and results of tourism development are more long-term in nature than the first two categories which deal more with operations.

Tourism Supply Components

1. Natural Resources
2. Infrastructure
3. Superstructure
4. Transportation and transportation equipment
5. Hospitality Resources

Natural Resources

- Includes elements in an area for the use and enjoyment of visitors such as climate, landforms, terrain, flora, fauna, bodies of water, beaches, natural beauty and water supply for drinking, sanitation and similar uses.
- The physical characteristics of an area can be generalized as natural scenery, climate, and environment.

Infrastructure

- Consists of all underground and surface developmental construction such as water supply systems, sewage disposal systems, gas lines, electrical and communication systems, drainage systems and other constructed facilities such as highways, airports, rail roads, roads, drives, parking lots, parks, night lighting, marinas and dock facilities, bus and train station facilities and similar tourist service installations.

Superstructure

- The above ground facility services such as airport buildings, passenger traffic terminals, hotels, motels, resorts, restaurant, shopping centers, places of entertainment, museums, stores, and similar structures.

Transportation and Transportation Equipment



- Includes items such as ships, airplanes, trains, buses, limousines, taxis, automobiles, cog railways, aerial tramway, and similar passenger transportation facilities.

Hospitality Resources

- Hospitality resources refers to the general feeling of welcome that the visitors receive while visiting a destination area.
- It is the way that tourist services is delivered by service providers. As well as the general feeling of warmth from the local population.

Hospitality Resources

- Tourists will have a more enjoyable vacation if they feel welcomed by the host population and will certainly feel awkward and unhappy if they feel resented.
- Hospitality resources can be improved by training tourism personnel to be hospitable and encouraging positive feelings toward tourism and tourists by the general public.

International tourism industry structure



Tourism
Concepts



Accommodation sector

Hotels/ motels
Guest houses/ B & B
Farm houses
Apartments/ flats/ villas/ cottages
Condominiums/ time share resorts
Vacation villages/ holiday centres
Conference/ exhibition centres
Static and touring caravans/ camping sites
Marinas

Attraction sector

Theme parks
Museums and galleries
National parks
Wildlife parks
Gardens
Heritage sites and centres
Sports/ activity centres
Themed retail/ leisure/ entertainment centres
Festivals and events

Transport sector

Airlines
Shipping lines/ ferries
Railways
Bus/ coach operators
Car rental operators

Travel organizer's sector

Tour operators
Tour wholesalers/ brokers
Retail travel agents
Conference organizers
Booking agencies (e.g. accommodation)
Incentive travel organizers

Destination organization sector

National tourist offices (NTOs)
Destination marketing organizations (DMOs)
Regional/ state tourist offices
Local tourist offices
Tourist associations

**Main sectors of
the travel and
tourism industry**



**Tourism
Concepts**

**Indian
Institute of
Tourism and
Travel
Management**

THANK YOU