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## **BLOCK 4 EVOLUTIONS AND DEVELOPMENT**

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In this block we move on to discuss tourism activity and its development from historical point of view. Conceptual development of tourism as a new discipline is also covered.

**Unit 10:** Introduces you to stimulus of travel and factors acted as motivation in ancient period. The unit also discussed wonders of ancient and modern world tourism.

**Unit 11:** Takes you through historical voyage of Olympic Games, Chariot Race and Gladiator fights. Sport is not a new phenomenon. It is one of the ancient motivating factors to the tourist.

**Unit 12:** Discussed need for history of tourism and different sources of data for study of tourism. The unit elaborated travel and tourism activity in the ancient empires. Silk route, pilgrimage, grand tour and modern tourism are also discussed.

**Unit 13:** Discussed theoretical understanding of a discipline, its evolution and characteristics. You will understand different approaches of discipline and acquire insight of travel and tourism study from discipline perspective.

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# UNIT 10 TOURISM ACTIVITY IN THE ANCIENT AND MEDIEVAL WORLD

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## Structure

- 10.0 Objectives
- 10.1 Introduction
- 10.2 Ancient Tourism Activity
- 10.3 Motives of Travel in Ancient Greece and Rome
  - 10.3.1 Trade and Commerce as a Motive
  - 10.3.2 Religion and Sports Motive
  - 10.3.3 Health Issues as a Motive
- 10.4 Seven Wonders of the World Tourism
  - 10.4.1 Seven Wonders of Ancient World Tourism
  - 10.4.2 Seven Wonders of Modern World Tourism
- 10.5 Let Us Sum Up
- 10.6 Key Words
- 10.7 Answers to Check Your Progress

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## 10.0 OBJECTIVES

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After reading this unit, you will be able to:

- understand the various motives of ancient travellers in Greece and Rome;
- find the difference between ancient and modern motives of tourism;
- appreciate the concept of wonders of the World;
- know the seven wonders of the Ancient World; and
- know the seven wonders of the Modern World.

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## 10.1 INTRODUCTION

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The significance of Tourism as an activity has been considered as a recent phenomenon, but the researchers and scholars are not convinced with this theory. They are of this opinion that the tourism in its various shapes and structures was available in the ancient times also. Scholars provide a proof to justify their hypotheses. Some are of the view that the development of the tourism in medieval period was the result of progressive transport infrastructure and availability of leisure time. The Era of 17<sup>th</sup>–18<sup>th</sup> Century is also called as the era of Grand Tour because the growth in the aristocratic travel was witnessed during this period.

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## 10.2 ANCIENT TOURISM ACTIVITY

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When we compare the motives of ancient travellers with the modern tourists, it has been found that there is a common reason to travel because the people travelled not specifically for trade and commerce, religion, sports, health, education but also for leisure and pleasure focusing on sightseeing and exploring

unfamiliar areas along with relaxation. Gyr (2012) is of opinion that along with leisure, pleasure and recreation, other travel motives like education also existed in the Egypt under the patronage of pharaohs. In the latter stage, the tourism got the shape of a luxury lifestyle and the people travelled in search of knowledge, pleasure and relaxation. Casson (1994) provides the evidence of tourism tracing back to 1500 BCE focusing leisure and curiosity as the prime motives. Page and Connell (2009) believe that Greeks and Romans were the early travellers and these early tourists introduced relaxation and pleasure activities outside the regions of their main towns and cities and thus laid the foundation of modern tourism i.e. identifying a location away from everyday life and spending the quality time for non-work purpose. As a matter of fact, ancient Greeks and Romans who were genuine travellers paid considerable attention to develop leisure and pleasure attractions in their areas, providing impetus to the foundation of modern tourism.

The travel accounts of Herodotus, Pausanias and Strabo reveal the information pertaining to overseas destinations and wisdom and culture of those places which were rendered by them. The travel writer like Herodotus was a seasoned traveller who spent his whole life as a tourist and utilised all his experiences for the sake of tourism. The equivalent of Herodotus was Pausanias who was also a travel writer. He travelled to the countries like Italy, Syria, Palestine and Egypt. His travel writing clearly indicates that he was attracted towards sanctuary sites along with some nonreligious attractions. Travel is an ancient phenomenon and its history can be traced back to mythological times. The Egyptians, Babylonians, Phoenicians, Cretans, Jews and Greeks moved out of their respective territories to their neighbourhood to meet new people and exchange goods, experiences and build up spirituality. The Greeks were supposed to be the initial great travellers who travelled just to share their findings which they discovered in due course of their movements to the rest of the world. The motive of travel of the Greeks were not confined up to trade and commerce, religion, spectating Olympic Games, curing of certain diseases but they also explored the possibility of pleasure tourism as well. As cited by Dillon and Garland (2010) the thousands of Greeks moved to Egypt with different motives. Like few of them were for trade, few of them were for expedition and few were there to see the country. Ancient Greeks were known for their warm hospitality as they considered strangers as a representative of Xenius Zeus, god of hospitality protecting foreign visits of such strangers. Initially the Greeks used to worship Gods in the manner by offering hospitality to the foreigners but later it became a thumb rule of their culture. Some cities like Athens used to welcome foreign guests by considering the significance of its economic benefit along with their reputation. Conventional Rome generated stimulus to travelling and promoted many forms of holidays. Due to these holidays, Romans developed infrastructure for their frequent visits and as a result by 300 CE, a network of good road comprising 90,000 kilometers existed in Rome. Besides these transport and road facilities, other factors that contributed to the development of tourism in Rome were introduction of money, language and their legal system thus making travelling easy, secure and swift. Romans also credited with the construction of sea side resorts specifically for upper classes. The Bay of Naples was a prime location where richer section of the Roman society used to rent rooms in many boarding houses located near sea shore and enjoyed with beach side restaurants and bars. The affluent families used to spend leisure time on beaches of Egypt and Greece and this Imperial Roman culture opened the path for mass tourism.

## 10.3 MOTIVES OF TRAVEL IN ANCIENT GREECE AND ROME

Though there are no specific differences between the motives of ancient tourism and the modern set-up of tourism. However, the changes lie in the nature of tourism which has been specifically declared as special interest tourism in present scenario. Below are some of the reasons why travel was done in ancient period specifically in Greece and Rome, founders of the various types of tourism.

### 10.3.1 Trade and Commerce as a Motive

The first set of people those who left their homes for some distant travel were merchants. They made their journey for the sake of trade and commerce. In ancient times, such trading was made through sea route. It provided opportunity to Greeks to cross beyond their horizons and explore the world. Their ships approached Mediterranean and thus established their contacts which paved the way of further tourism development. The routes became safe as the pirates were under control. The land route for traders also got improved during Roman period. By 3<sup>rd</sup> Century BCE, the two wheeled cart and four wheeled cart wagons harnessed by donkeys and mules were introduced which facilitated traders to carry their goods. Richer travellers preferred to travel by horses while weaker section opted by foot. This was also practiced for long distance travel. It is mentioned that people used to walk five or six days to reach Olympia from Athens which was a time consuming and dangerous activity. The road travel was a risky process which attracted not only mountainous terrain and rare bridges over the rivers but also was infested with robbers imposing a threat to travellers. Literature reveals that people used to move in groups, with less ornaments and supported by their slaves. Bandits used to assault, abduct and kill travellers during their journeys and the common man was journeying with a great risk of life threat. The inns were also introduced by Romans, but travellers hardly preferred to stay over at inns. These accommodation units were not comfortable and encroached by prostitutes and bedbugs. The travellers felt the burden of self-cooking also. With due passage of time, the number of lodging facilities also increased but their grade was below the satisfaction level. In spite of all these hurdles, Roman did not stop them to enjoy a “necessary evil” and never gave priority to quality of means of transport, accommodation, food and road.

### 10.3.2 Religion and Sports Motives

In the ancient Greek, many people travelled for the purpose of religious thirst. In this course of journey, they covered the ancient popular sites of religious importance like the temple of Isis located on Philae Island in Egypt and the sanctuary of Apollo located at Delphi in Greece. Such journeys were categorised as pilgrimage because people travelled to these sites to worship. In ancient period, the majority of pilgrimage trips happened to be in Greece was done by individuals who visited specific divine sites for many reasons and such organised official pilgrimage became the part and parcel of the ancient Greeks. The ancient Greeks dedicated their lives to religious celebrations.

The account of ancient travellers also highlights the practicing of organising of several events in the light of worshiping of gods in Egypt and Greek. Pan-Hellenic festivals became the way of life for Greeks and the rights of the worshippers

were protected. The four important festivals which were popular during that period were the Olympic Games in Olympia, the Pythian Games at Delphi, the Isthmian Games of Corinth and the Nemean Games. These festivals were attracting a number of spectators, artists, athletes and officials all over the Greek. Even the tyrants and kings used to send their chariots to compete in Olympic and Pythian Games. Delphi was flocked not only by the Greeks but also by a number of foreigners. Kings, military people, city officials along with common people were the key participants for Delphi. Everyone wanted the blessing of Apollo by visiting this spiritual center. The visitors must have been astonished by watching the immense wealth and war displayed treasuries. It is exceptionally a place with so much gold and materialised glory in Greece. In the words of Scullion (2007) Delphi did not emerge as a center of religious celebration and rich mythology but it was also popular because of its antiquity and high repute. In Roman era, Delphi continued to attract tourist and as a result tourism business saw a boom. The sellers started charging extra prices for the souvenirs and guides turned out to be unfriendly preventing people from a relaxed sightseeing. Their way of explanation also got cut short, no attention was given to the visitors and above all left out most of the deliberations on the inscriptions and epitaphs. Olympia promoted unity in diversity. The Olympic Games were meant for free Greeks only and it signified national gathering approach. Though Greek was divided into states, borders areas, political system, mountains, seas, mutual wars but as a matter of fact they all happen to be of the same Hellenic world. Along with Olympia the remnant of Zeus sanctuary was also discovered. Initially, this site happened to be the framework of Olympic Games but later on got to be popularised as Pan-Hellenic because of its sacred truce. This site was full of adequate sports infrastructure with facilities like a stadium with earthen seats with a sitting capacity of forty thousand. A luxury hotel named “Leonidaion” was also constructed to host official guests. The name has been derived from a donor who was residing in Naxos Island in 4<sup>th</sup> Century BCE. During the time of Games, the area seems to be lively as numerous vendors occupied the place to sell food and beverages, plenty of souvenirs shops along with guides and sales man existed. The area also witnessed different types of visitors like some came to watch sports, others to listen the speeches of eminent philosophers and writers along with religious purposes. The hospitality services seem to be poor as the visitors reached the venue with all pains, confronted sun strokes with sudden showers were compelled to spent nights in tents or under open sky with poor hygiene and sanitation. Besides all these poor facilities there were some individuals who were the repeat spectators and came many times to the venue. Greek sanctuaries with temples became center of attraction during Roman period. These sanctuaries were a type of art museum where altars and statues were designed and crafted. Visitors used to visit such places out of the curiosity to see historical buildings and monuments. Like Olympia, became en-route, and many travellers visit such sites as an educational experience. History became the prime motive for Roman tourists. Researchers argue that such travellers cannot be called as tourists but are best to classified as religious tourists since their journey inculcate both the elements i.e. tourism and pilgrimage.

### **10.3.3 Health Issues as a Motive**

Another motive that comes as a source of inspiration for ancient traveller was medical. During ancient times, people travelled to distant lands in order to be cured against certain diseases. Through various literatures it is proved that ancient

Greece used the medicines developed in Egypt to cure certain diseases. Ancient Greece has been the home of many rational medicines along with its two most important medical school located in Kos and Knidos. In Greece literature a God called “Asclepius” has been mentioned who is exclusively the God of medicine and healing. His origin proved his position not as a god but also as a mankind and as a result he was declared a blend of sacred and secular medicine. Several Greek towns became the home town of “Asclepius” god of medicine and healing. During 5<sup>th</sup> century BCE, the Athens was struck by plague. Next century the restoration of the sanctuary took place and then Epidaurus received its “katagogeion” with 160 rooms divided into two floors along with its epistyles courtyard. Hundreds of sick people visited Epidaurus in the anticipation that while sleeping in the hall called “abaton” will heal either by touching the aching part or suggest the medicine to be consumed on the next day. Many of the diseased really got cured as the evidences reveal that a semi blind woman received her eye sight back, a dumb child was cured, and he regained his power to speak and a man was cured against an ulcer. During the Hellenistic period, the glory of the sanctuaries was retained. Later, it was looted and destroyed by Roman rulers as well as pirates.

This healing sanctuary attracted several people which included the list of wealthy patients who flocked from all parts of the empire and their votive offerings were displayed on the walls of sanctuaries as a token of evidence of the healing power of these sanctuaries. It seems that sanctuaries also became popular as a center of minor surgical operation as a proof some medical instruments used in operations have been displayed at Epidaurus museum. The ancient Greeks also introduced medical springs. They taught Romans the medicinal significance of such springs. It was a social event to visit spa during Roman period where people used to socialise and mingle with the visitors. Travellers utilised the services of the mineral water and some of the popular spa centers during Roman period like Aquae Calidae, AquaeSextiae, Aquae Sulis, and Aqua Mattiacae etc. exist even today.

As far as the comparison part is concerned, the ancient motives of travel and modern motives of travel do not find any big difference. It has given birth to those visits which are quite similar in need and motive of the modern tourism. The ancient form of Religion, Medical, Sports and Culture has now taken the shape of Religious tourism, Medical Tourism, Sports Tourism and Cultural Tourism and have created a nichè for themselves in modern era. The hardships of ancient travel have now been converted into a luxury and convenient mode emphasising on special interest like business, health, religion, sports etc.

**Check Your Progress-1**

1) Explain the various motives of travel in Rome and Greece.

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2) Is there any difference between ancient and modern tourism motives?

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## 10.4 SEVEN WONDERS OF THE WORLD TOURISM

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This content is divided into two parts:

- a) The Seven Wonders of Ancient World Tourism
- b) The Seven Wonders of Modern World Tourism

The details of the above wonders are discussed below.

### 10.4.1 Seven Wonders of Ancient World Tourism

The ancient texts of Greece reveal that Greek poet Antipater has mentioned for the first time some selected masterpieces and called them as Seven Wonders. The poet Antipater who belonged to a city of modern Lebanon presented his list around 140 BCE and hence it is estimated that the first list at least 2155 years old. Since then, a number of efforts were taken and as a result many buildings and monuments were enlisted. As the number of items increased in the list, nobody can claim that it is the only declared Seven Wonders of the World. However, the opinion of the masses is fixed with the Greek list considering priority over other sources. Paying attention on the world of ancient era which was known to us in some extent produced many seven wonders. These wonders have their glorified past and who have journeyed through various culture and civilization, now showcase the strong will and determination of these ancient societies to respect their gods and produce everlasting impact on their world.

For centuries, it has been human propensity to create and construct cities, monuments, buildings, temples, mosques, tombs, churches and other structures to commemorate their victories and other assignments. It also inspired the coming generations in manifolds. So far as the Seven Wonders of the Ancient World are concerned, they all are masterpieces of architecture, human creativity, and engineering. Those artisans were so skilled that even the artists from modern era if would try to make a replica, it will be hard nut to crack for them. These man-made masterpieces were constructed sometime during the classical period and those monuments were distributed throughout the current known western world. The references of such monuments are available in the literary works of Herodotus and Callimachus and the scholars have meticulously come up with a list of seven wonders depicting classical antiquities. The seven wonders of ancient world which is available with us now were compiled in medieval time and include such places which were either explored by ancient Greeks or conquered by them. The time period of all these masterpieces fall under between 2650 to 3<sup>rd</sup> Century BCE and fulfilled a number of objectives. Among these masterpieces some of

them are the tombs of powerful kings and statues of great deities that remark the technological and civilized strength of early mankind. Though there are some more lists pertaining to Wonders of Ancient World but the only official list based on Herodotus work is the authentic one and it deals specifically with ancient wonders of the world.

The details of those ancient Seven Wonders of World Tourism have been given below:

- 1) **Hanging Gardens of Babylon:** The Hanging Gardens of Babylon was constructed by the Babylonians (Modern Iraq) in 600 BCE near the Euphrates River. The outer walls of the Hanging Garden were 56 miles long, 80 feet thick and 320 feet high. The authenticity of the fact has never been proved by archaeological findings. There was an irrigation system specially designed with pump, water wheels along with cisterns to bring water of the Euphrates River to the garden. It is claimed that King Nebuchadnezzar II built this garden to minimise his wife's interest to her parental native but it was destroyed due to an earthquake in 1<sup>st</sup> Century BCE leaving no clue to its exact location for modern scholars.
- 2) **Statue of Zeus at Olympia:** This statue decorated with gold and ivory was built by sculpture Phidias in 435 BCE at Olympia named after Greek god Zeus. The Statue of Zeus was about 40 feet tall and was a seated figure which covered the passage way of the Sanctuary of Olympia. This Sanctuary was specifically created to accommodate amazing statues. The length of the statue was such a way that it was almost touching the top of the temple. It stood there till 8<sup>th</sup> Century BCE and with the advent of Christianity it was closed during the 4<sup>th</sup> Century BCE. It is believed that it was demolished and destroyed by fire during 5<sup>th</sup> and 6<sup>th</sup> century BCE.
- 3) **Mausoleum at Halicarnassus:** A tomb of Mausolus, the governor of a Persian territory lies in the western part of modern Turkey. It was 135 feet tall Mausoleum and was built in 351 BCE by Persian and Greek architects. The mausoleum has three layers made up of white marble seems to have adopted Lycian, Egyptian and Greek architecture styles. The main attraction of the mausoleum was its 60 foot stone steps, 36 Ionic columns and 24 level pyramid shaped roof and the top of which was laying a statue of a chariot pulled by four horses. Though the several earthquakes shook its root over the centuries and as a result a massive earthquake ransacked it completely and the remains were further used in constructing a wall for castle located nearby the site.
- 4) **Temple of Artemis:** The construction of the temple was started by Croesus of Lydia and it took 120 years to get it completed. The temple of Artemis was built in the Greek city called "Ephesus" (present Turkey). The temple was destroyed many times by natural calamities as well as invasions and as per the literature it was rebuilt three times at its original place. By 401 CE the mob under the supervision of Christian bishop St John Chrysostom finally destroyed the temple but in the year 1869 CE, John Turtle Wood rediscovered the columns of the temple buried under the river "Cayster".
- 5) **Lighthouse of Alexandria:** This light house has served as one of the tallest manmade structures on this earth for many centuries. With a height between

390 feet to 450 feet and built by the Ptolemaic Kingdom in the 3<sup>rd</sup> century BCE it was situated in the city of Alexandria. The main architect of the lighthouse was Sostratos who was a Greek. The main objective behind its establishment was to provide direction to the ships for the harbor in Nile River. Through the ancient coins discovered by archaeologists it has been revealed that it was a three tiered structure and the base of which was round, the middle part was octagonal and the top was cylindrical. Extreme of the top laid a 16 feet tall statue probably a depiction of Ptolemy II i.e. Alexander the Great. The three consecutive earthquakes became responsible for its destruction and the remains were reused to construct a citadel at its place in the 13<sup>th</sup> century. In 1994 the remains of the lighthouse was found deep under the river by the archaeologists near Alexandria harbor and now it has become a centre of attraction for divers who are interested to see the remains of glorious lighthouse.

- 6) **Colossus of Rhodes:** Next in queue of the Seven Wonders of Ancient World is a 100 feet tall statue of the Greek titan god Helios, built in Hellenistic Greece in 292 to 280 BCE and designed by Chares of Lindos, was the tallest statue of its time. Dedicated to the sun god, the Colossus of Rhodes stood nude with a torch in one hand and a spear in the other was destroyed by the earthquake in 226 BC. Later on Arab forces seized and sold the debris of the Colossus after invading Rhodes and completely removed the place of evidence of statue.
- 7) **The Great Pyramid of Giza:** It is a matter of fact that the only surviving wonder of ancient world is the Great Pyramid of Giza which was constructed around 2650 to 2500 BCE by the Ancient Egyptians and marked as the tombs of “Pharaohs”. In Egypt near Giza, Khufu, Khafra and Menkaura are the main centers of large pyramids. Out of these three centers Khufu is very popular and it is widely known as the place of Great Pyramid. It is spread into 13 acres and contains approx two millions stone blocks and the weight of each block varies between 2 to 30 tons. It is said that at the time of its construction the pyramid was covered with white stones and a capstone with gold was placed on top but they all have been looted by invaders long back. The specialty of the Pyramid of Giza is the technology which was evolved to place heavy stones to its right place. The scientists estimate that it was the log rollers and sledges which were used to place stones.

#### 10.4.2 Seven Wonders of Modern World Tourism

There have been many wonders whom we called wonders of the world. The ancient Seven Wonders of the Ancient World once served the purpose but except Pyramids of Giza in Egypt no others physically exist. Thus it was thought that a list should be prepared to include such monuments which are the masterpieces and are in the condition of their destruction. By analysing its significance, in 2007 around millions of people voted to identify and declare new Seven Wonders of the World, thus reviving the old tradition of enlisting seven wonders and such monuments are enlisted to UNESCO World Heritage site. This new list is as powerful as the old one and contains the boastful man-made creations like Colosseum of Rome along with the Incan city of Machu Picchu. The following are the list of seven wonders which is considered as the Seven Wonders of Modern World Tourism and their description is given below:

- 1) **The Great Wall of China:** The construction of Great Wall of China took place between 5<sup>th</sup> Century BC and 16<sup>th</sup> Century. It is a stone and earth fortification whose prime motive was to protect the borders of China from the invaders. In fact, the Great Wall of China is a chain of multiple walls whose expansion is approximately 4000 miles and it is the world's longest man-made creation.
- 2) **Christ the Redeemer Statue:** It is located in Rio de Janeiro, Brazil. The statue of Christ the Redeemer was constructed in the year 1931 AD over Corcovado Mountain with a height of 130 feet. The Deco style has been adopted to create the statue and seems that lord Christ is looming over Brazilians and bestowing his eternal blessing to them. The statue is made from concrete and soap stone. The main architect of the statue was Heitor da Silva Costa and the estimated total expenditure incurred was \$250,000, out of which much of the fund was raised through alms and donations. This statue has become an icon for Rio and Brazil.
- 3) **Machu Picchu:** A city dedicated to Incan Empire lies dangerously between two mountain peaks. Machu Picchu was established in the mid of 1400 AD as the city of "sparkling granite" but this citadel was left unattended later by the Incas. It was in the year 1911 AD when the site was rediscovered by the archaeologist Hiram Bingham and it retained its past glory. This site is approachable either by train, foot or chopper.
- 4) **Chichen Itza:** This site is located in Mexico famous for the establishment of Mayan culture. The splendid ruins of the Chichen Itza have encompassed the Mayan culture in itself. The significance of the city lies in the fact that it was not only well known as a trade and commerce hub which flourished between 800 to 1200 AD and where clothes, honey, salt along with slaves were sold but it was also a political and economic hub of the Mayan civilization. The famous ruin which is offered to tourists for siteseeing is its astronomical observatory.
- 5) **The Roman Colosseum:** It is notable for its elliptical structure which used to host 50,000 spectators together to watch the events associated with gladiators, animal hunt, executions, and battle reenactment. The Colosseum was constructed between AD 70 and AD 80 and its use was continued for 500 years. Earthquakes and stone robbers have put this monument into the state of ruin but a small area of Colosseum is opened for tourist. Its design has influenced modern constructors even after 2000 years of its establishment.
- 6) **The Taj Mahal:** A mausoleum dedicated to Mumtaz Mahal; the wife of Shahjahan, a Mughal Emperor, and the Mahal was built between 1632 AD and 1648 AD on the bank of river Yamuna. Taj Mahal is remarkable for its structure carved into white marble along with some of the notable architectural styles like Persian, Islamic, Turkish and Indian. The compound of Taj Mahal is full of gardens of raised pathways, flower beds soaked into water and a linear shiny pool.
- 7) **Petra:** Petra has been the capital city of the Nabataean dynasty and was ruled by King Aretas IV. The city existed from 9 BC to 40 AD and was known for its water technology, construction of complicated tunnels and

water chambers creating a pseudo oasis. The specialty of this civilization is the carvings of a number of structures into stones which mesmerises the onlookers. Along with it an amphitheater with a capacity of 4000 sitting plan and the monastery called El-Deir are some of the notable sites that brought laurel to the city.

**Check Your Progress-2**

1) What do you mean by Seven Wonders of the World tourism?

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2) Write short note on “Great Pyramid of Giza”.

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3) Describe the importance of wonders of modern world tourism.

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**10.5 LET US SUM UP**

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The motives of travellers during ancient and medieval period especially in Rome and Greece were diverse. The initial phase of tourism saw its development as trade and commerce, religion and sports and health. It was Roman Emperors who promoted the Mediterranean region as a center of plethora of tourism products. As it has been rightly said that where there is a will there is a way is also being proved to be right when it comes the evaluation of the contribution of Roman Empire in tourism development. As a matter of fact, ancient Greeks and Romans who were genuine travelers paid considerable attention to develop leisure and pleasure attractions in their areas, providing impetus to the foundation of modern tourism. Due to religious holidays, Romans developed infrastructure for their frequent visits and as a result by 300 CE a network of good road comprising 90,000 kilometers existed in Rome. Romans also credited with the construction of sea side resorts specifically for upper classes. This Imperial

Roman culture opened the path for mass tourism. Romans visited Greece for its monuments, remarkable mythology, Olympic Games and other festivals. Certain Noble Roman who visited Greece somewhere in 2<sup>nd</sup> BCE, such places became the part of the itineraries of modern tourists. The Era of 17<sup>th</sup>–18<sup>th</sup> Century is also called as the era of Grand Tour because the growth in the aristocratic travel was witnessed during this period. The Greeks were supposed to be the initial great travellers who travelled just to share their findings which they discovered in due course of their movements to the rest of the world. The motive of travel of the Greeks were not confined up to trade and commerce, religion, spectacle Olympic Games, curing of certain diseases but they also explored the possibility of pleasure tourism as well.

The ancient motives of travel and modern motives of travel do not find any big difference. It has given birth to those visits which are quite similar in need and motive of the modern tourism. The ancient form of Religion, Medical, Sports and Culture has now taken the shape of Religious tourism, Medical Tourism, Sports Tourism and Cultural Tourism and have created a nichè for themselves in modern era. The hardships of ancient travel have now been converted into a luxury and convenient mode emphasising on special interest like business, health, religion, sports etc.

So far as the Seven Wonders of the Ancient World are concerned, they all are masterpieces of architecture, human creativity, and engineering. Those artisans were so skilled that even the artists from modern era if would try to make a replica it will be hard nut to crack for them. The seven wonders of ancient world which are available with us now were compiled in medieval time and include such places which were either explored by ancient Greeks or conquered by them.

It was observed that a list should be prepared to include such monuments which are the masterpieces and are in the condition of their destruction. By analysing its significance, in 2007 around millions of people voted to identify and declare new Seven Wonders of the World, thus reviving the old tradition of enlisting seven wonders and such monuments are enlisted to UNESCO World Heritage sites.

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## 10.6 KEY WORDS

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- Motives of Travel** : Reason of travelling
- Ancient Wonders** : Hanging Gardens of Babylon, Statue of Zeus at Olympia, Mausoleum at Halicarnassus, Temple of Artemis, Lighthouse of Alexandria, Colossus of Rhodes, The Great Pyramid of Giza etc are the wonders of the ancient world tourism.
- Modern Wonders** : The Great Wall of China, Christ the Redeemer Statue, Machu Picchu, Chichen Itza, Roman Colosseum, The Taj Mahal, Petra etc are the modern wonders of the world tourism.

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## 10.7 ANSWERS TO CHECK YOUR PROGRESS

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### Check Your Progress-1

- 1) See Sub-section 10.3.1, 10.3.2 and 10.3.3
- 2) See Section 10.3

### Check Your Progress-2

- 1) See Section 10.4
- 2) See Sub-section 10.4.1
- 3) See Sub-section 10.4.2



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# UNIT 11 TOURISM AND SPECTATOR SPORTS

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## Structure

- 11.0 Objectives
- 11.1 Introduction
- 11.2 Tourism and Spectator Sports
- 11.3 Olympic Games
- 11.4 Chariot Race
- 11.5 Gladiator Fights
- 11.6 Let Us Sum Up
- 11.7 Key Words
- 11.8 Answers to Check Your Progress

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## 11.0 OBJECTIVES

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After reading this unit, you will be able to:

- understand the relation of tourism and spectator sports;
- find the reason and importance of Olympic Game;
- familiarise with the process of Chariot Race; and
- know the meaning of Gladiator.

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## 11.1 INTRODUCTION

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In the previous unit, we have discussed travel and tourism activity in the ancient and medieval world. We have discussed motivational factors of tourism in ancient Greece and Rome including the wonders of the world. Now, in present unit we will discuss activities in the ancient and medieval world which were responsible for the development of Sports Tourism, Entertainment and Adventure Tourism. The same will be discussed through Olympic Games, Chariot Race and Gladiator Fights. Sports tourism appears to be new phenomenon but its roots lies in Ancient Greece. The history of movement of people from one place to another with the prime motive to participate in sports is dated back to 776 B.C when Olympic Games were started and are continuing till date.

The 2<sup>nd</sup> Century CE proved to be a golden era because by this time Roman saw a stable political system. During this time, Romans visited to Greece for its monuments, remarkable mythology, Olympic Games and other festivals. Hadrian a Roman emperor is credited with “Theseus’s Athens” as he beautified Athens with new and superb buildings which are being verified by the inscription mentioned in the triumphal arch which is built in his honour. The Romans were the biggest travellers who explored Europe for its churches and cathedrals and covered almost every temple. Certain Noble Roman who visited Greece somewhere in 2<sup>nd</sup> BCE, such places became the part of the itineraries of modern tourists visiting Greece. In some of the literature it has been mentioned that



Roman tourists were accompanied by tourist guides and police was deputed to protect the artifacts of the temple. Herodotus and Pausanias also confirm the services of guides by mentioning the quality of services offered by guides on several occasions. Tourist guides were responsible for pointing out notable signs, temples and statues, describing local rituals and customs, narrating stories of events happened to a place. Thus, guides became the cultural brokers and proved that there existed tourism before tourism evolved in Rome. It seems that there has been a lot of similarities between the ancient traveller and modern traveller as modern tourist create “graffiti” as a mark of their presence engraved over the monuments similarly; such signs were identified as inscriptions for high class visitors in Egypt. The purchasing of souvenirs to commemorate the travel and a gift of token to friends and relatives was also practiced by Roman tourists. The ancient form of tourism was purely motivated by the interests generated in art and architecture and it took the shape of Grand Tour many centuries later.

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## 11.2 TOURISM AND SPECTATOR SPORTS

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Sports tourism appears to be new phenomenon but its roots lies in Ancient Greece. In modern scenario, sports tourism has been considered as an alternative form of tourism. It is the spectators who are entrusted with making an event success. In course of joining spectator sports, people used to travel for some distant land either for watching the sports activities or personally participating in those sportive activities. The sanctuaries like Olympia in Ancient Greece were well known tourist center for hosting sports events. Though the principal motive to participate into such events were sports because the venues happen to be the center of sports activities but other charms like pilgrimage or religious tourism and cultural tourism can't be ignored. The visitors used to visit the famous places of ancient Greece like Delphi, Olympia, Nemea etc for sports tourism. These centers were also known for their art and architecture, monuments, buildings, sculptures and attracted tourist as a sojourn during Hellenistic and Roman period for the elite classes participating into Grand Tour. The particular area where these Games were held, automatically get promoted by a number active participants to participate in the sports activity, audience that visited the place to watch the games and the live ambience of sportive look at the venue along with food and drink facilities and shops for shopping and souvenirs. The sports venues like Olympia were credited with the intellectual and literary activities which gave a platform to the authors and thinkers to share their ideas and works as the Olympic Games used to attract huge masses from the different corners of the Greek. However, the poor qualities of transport, lodging facilities and stifling heat never proved to be a demotivated factor for the sports lover crowds.

The history of movement of people from one place to another with the prime motive to participate in sports is often dated back to 776 B C when Olympic Games were started and are continuing till date. The name Olympic has been derived from the venue called Olympia where Olympic Games were held. Many people used to gather in Olympia from various regions of the Greece to watch and participate into sports and used to enjoy sports feast as a spectator and participant. By understanding the socio cultural and economic significance of these Olympic Games, the later phase of Olympic Games witnessed major developments like the roads with roads signage were built to improve the quality of transportation, better accommodation facilities were implemented and special festival were identified to be coincide with the Olympic Games.

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## 11.3 OLYMPIC GAMES

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The ancient Olympic Games were held at the place called “Olympia” in 776 BC in Greece. This place was considered to be the sacred site dedicated to the Kings of Gods, Zeus. The venue “Olympia” was situated in an isolated area and reaching there was not an easy task. Many spectators used to cover a distance of 340 kilometers from Athens by foot. In due course of their journey by ship many spectators used to die due to ship wrecks. Besides all these shortfalls and hardships, the obsession of Greeks for Olympic was as similar as Hindus to travel Chardham or Muslims to visit Mecca. It was the expectation rather responsibility of every citizen in Greece was to attend Olympic Games at least once in their life. There is an interesting myth about the existence of Olympic Games. In one myth it is mentioned that Kronos and Zeus fought for the place at Olympia and the games in Olympia commemorates the Zeus’s victory. In another context it is mentioned that Olympic was established by Pelops to celebrate his marriage with Hippodamia. However, Olympia was the original site for Olympic Games and hosted nearly 293 successive Olympic Games. Approximately about 40,000 spectators showed their interests for the Olympics and their entry to the venue was almost free. All spectators used to spend much of their time by standing as there were no seats to sit and unluckily if the spectator sat down on the embankments; it was difficult for him to watch the event. There were no hotels, restaurant and means of any public transport at Olympia. There was only one inn and the service of the same was reserved for dignitaries. The majority of the spectators used to spend their nights under stars while some rich section used to spend their nights in tents. The city Olympia was overcrowded with inconvenient and unpleasant atmosphere, under equipped but it was the quality of the spectacle that made it bearable. Vendors used to sell wine, cheese, breads and olives and the water system was over taxed. When it was midsummer and the rivers became waterless water was supplied through mules, facing the challenge that no spectator used to take bath. Due to the lack of proper hygiene and sanitation and water supply sometimes people died of fever and dehydration. The improved quality of services was launched by Herodes, happen to be the richest person in Greece and his primary focus was on the implementation of adequate and proper waste management at Olympia.

The ancient Olympic Games were held every four years from a period of 776 BC to 393 AD and the modern Olympic Games witnessed a great change in the Mediterranean. Through the available resources, we get that the total duration of the ancient Olympic Games were of five days out of which first and fifth day was kept reserve for opening and closing ceremony and only three days were left for major competition. On second day, all the races and field events were conducted, horse and chariot races were held on third day and at fourth day all the wrestling and boxing events were held. The number of contestants used to vary year by year in each event. As a matter of fact there were nearly 300 athletes participating in 15 to 18 events and all running and athletic competition was conducted in the stadium while chariot and horse race was organised in the hippodrome.

The compulsion of the athletics was that only male should compete without clothes. Though there was no stop watch to calculate the time of the wins but the names of the winners along with the events were carefully documented. It is

also mentioned that there was no admission fees for these events but the donations were accepted by the organisers of the events for the construction of temples and buildings from the rich patrons and from the booty received against wars with their neighbouring states. Women were restricted to watch men’s events and there was a provision of being thrown from the cliff of the mountain if found guilty. No doubt, the Olympic Games held at Olympus contributed to the development of infrastructure and super structure in ancient Greece, which became a role model for other venues which shown their interest in organising such events at their place. Mersin can be taken an example which hosted the Mediterranean games and within a short span of time it changed it appearance and became popular overnight. In fact, the Olympic Games opened the path of human interaction beyond imagination.

When it comes the motive part of organising such sports competition, the researchers gives different opinion. They are of opine that it was a type of basic military training as the fit men were getting appointments in army through this process while a group of researchers mention that they believed that it is God Zeus who is producing champions and those who are winners are just because of the grace of God Zeus so by organising such events they asserted the power and influence of Zeus on Human.

As per Canadian Museum of History, these Olympics Games were banned by Christians and Roman rulers by 400 AD as it remarked the Pagan festival. When the Romans occupied Greece, it brought bad omen for the Olympic Games. The interests of the youths in Greece were diverted towards books and arts and as a result they became indifferent towards sports. The perceptions of the Socrates that are mentioned in his literary works, influenced youths to be detached from the sports. Romans after occupying Rome converted the stadiums into amphitheatres and the sports men were converted to slaves fighting against wild animals.

The efforts to revive Olympic Games were initiated and the efforts of Baron Pierre de Coubertin showed its result in the year 1896 AD when the Olympic Games were held in Athens. Initially, there were thirteen countries who participated in field and track events. The modern Olympic Games with a motto “Citius, Altius, forties” meaning “swifter, higher, stronger” maintains the glory of the ancient past and more than 10000 participants representing 200 countries compete in more than 300 events each year.

<p><b>Check Your Progress-1</b></p> <p>1) What do you mean by spectator sports?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
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2) What are the major events covered under spectator sports?

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3) Bring out the socio-cultural and economic contribution of spectator sports of ancient Greece.

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4) Why Olympic Games were organised?

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## 11.4 CHARIOT RACE

Chariot race was one of the most popular sports of ancient Greece and was followed by Romans and Byzantine rulers. Chariot racing was considered to be a deadly event affecting both driver and horse. Though it was a dangerous event but it brought excitement and zeal for spectators. The women were allowed to participate as a spectator in this event but they were banned to watch certain events. During Roman time, chariot race became a symbol of ego for certain group of financial backers as the teams participated represented them, sometimes the driver had to prove his supremacy over the other skilled driver. As similar to the football matches in which the spectators blindly support a team of their choice on the ground of their social and religious ideas and associate themselves with the fate of the team and sometimes turn out to be violent, the chariot race imitated the same pattern in which the spectators used to fight with the rival supporters. These rivalries sometimes took the shape of politics on many occasions and this was the reason why the Romans and Byzantine emperors become a patron of a team and used to send officials to oversee them. After the downfall of the Roman Empire, the sports lost its importance in the west but it survived till the time of Byzantine Empire. The practice of Roman fiction continued for several centuries and their rivalry was ripened during Nika riots which became responsible for the decline of this sport.

The exact date of beginning of the chariot race is not clear but seems that it is as old as the existence of chariots. The evidences came from the artistic representation over potteries which inform us that the chariot racing was prevailing in Mycenaean world. But it is the literary work of Homer for the first time describes about the chariot race. He mentions that it was Diomedes who won the race and was prized with a woman slave. It is also mentioned that during Olympic Games a major event of competition was chariot race and as per legends it was introduced to Olympics by Pelops to commemorate his victory over king Oenomaus. During ancient Olympic Games and other Panhellenic Games, there were two types of chariots which were allowed for competition, it was four horses driven chariot and two horses driven chariot. It was 680 BC when for the first time chariot racing event were introduced in Olympics initially for one day and later on expanded to two days. These races were held in hippodrome fit for both chariot race and riding race. The single horse race was called as the “Keles”. The racecourse was divided into two tracks walled by the stone or wood. It was surrounded by natural as well as man-made banks for the spectators. A special place was reserved for the judges to judge the events and it was a strategic location for them. The horses and chariots used to run on one track towards east. Distance used to vary according to the event. A procession was conducted before the beginning of the race in hippodrome and in due time a herald was suppose to announce the names of the drivers and chariot owners. There were many mechanical devices such as starting gate implemented for the smooth running of the event. These gates were used as a barrier so that no horse or chariot can move ahead before the final announcement. It was the final gate where every chariot was supposed to be lined up along side each other.

The organisers of the events also introduced eagle and dolphins (Bronze carvings of these animals) which marked the commencement of the race as well as the go on to remember the total number of laps to be covered. When it was raised it means the race is in progress while when it was lowered it means few laps are left which needs to be completed. The charioteer was either a family member of the owner of the chariot or used to be slave or hired professional. It required a lot of skill and courage to drive a racing chariot. Racers used to wear sleeved uniform called “xystis” usually cover the body up to ankles, fastened with a belt at the waist. Two straps used to check the dress from ballooning during race. The chariots used for racing purpose were either modified war chariots essentially wooden carts supported by two wheels and an open back. The charioteer used to fix his legs at a place but the cart rested on the axle making the ride bouncy. The most enthusiastic part of chariot race was the turns at the end of the hippodrome which proved to be deadly and dangerous as they often used to be overturned or crushed by other chariots. Though the deliberate cause to crash the chariot of the opponent was illegal but the crashes were likely to be because of accidents.

The Romans introduced this sport by borrowing the basic infrastructure from the Etruscans. It was king Romulus who introduced chariot racing as soon as he founded the city Rome in 753 BC. He celebrated the festival of the Consulia by including the horse races along with chariot races. Chariot races became the part of celebration of the many Roman festivals which was followed by a parade along with charioteer, music, dancers and image of Gods as accompaniment. With the advent of the Church Fathers such practices were stopped as they find them as a traditional practice of pagan rulers. During Roman period the chariot races were held at “Circus” a place located between Palatine hill and Aventine

hill and used to attract approx 250,000 people as a spectator together. Once the chariot was about to move the charioteer used to create hurdle for their opponent to crash. The chariot race in Roman era was quite similar with the Greeks. There were usually 24 races every day and a race consisted of 7 laps only. Roman also made money through chariot racing. They hired racers who were highly professional and betting was done among the spectators. There was also the provision of two and four horse chariots but the priority was given to four horse races. However, if the charioteer wanted to show off his skills, he was free to use ten horses which seems to practically impossible. The Roman drivers used to wrap reins around their waist at the time of race. During accidents they used to drag around the circus till they were killed or freed themselves. They used to carry a knife to cut the reins during accidents to prevent themselves from dragging. They used helmets and other protective gear. There are also the evidences of ganging up on opponents who used to divert the attention of the driver making him out from the preferred track, sometimes spectators also used to throw amulets studded with nails at the opponent.

The charioteer was himself declared to be the winner during Roman period as they were slaves. They were gifted with some cash prizes along with laurel leaves. If they continued their victory in such races, they were made free from their masters. Drivers along with their horses if survived used to celebrate a lavish life throughout the Empire. The Romans used to keep the record of names, breed and pedigrees of the famous horses. Seats in the Circus was divided into two parts, one part was meant for poor who were offered these seats free of cost while the shaded seats were offered to rich and noble people on payment basis from where they can have a clear view of the event and probably they can go for betting as well. It was the circus where the emperor used to appear in front of the assembled mass and this platform was used by him to address the gathering.

By the time of Byzantine Empire, the practice of chariot racing continued. However, they did not follow the practice of record keeping and maintaining statistics which Romans used to do. They introduced short epigrams which were composed to celebrate the victory of some of the Byzantine charioteers like Anastasius, Julianus of Tyre, Faustinus, Constantinus, Uranius and Porphyrius. Constantine favoured chariot racing to combat gladiators. The period of Theodosius proved to be the end of the Olympic Games but chariot racing remained there in the heart of people. Despite the influence of Christianity during Byzantine period there were some other forms of entertainment like bloody wild beast hunt that was promoted along with chariot race. The chariot races were also felt signified during Byzantine time because it became the source of reinforcement for social and political purposes. The chariot races became remarkable during celebration of birthdays of Emperor. During Byzantine period the chariot races became the inspiration for corruptions. There are evidences of mechanical tempering, placing of curses on the opponent, placement of chariot at a strategic location and bribery to fix the race. Wearing the colours of their favourite team became a fashion during this period. Chariot racing during Byzantine Emperor introduced Roman racing clubs too and maintained the system of paired alliances. The Blues and the Greens had emerged to overshadow the other two factions of the Whites and Reds. The chariot races became the source of public funding during Byzantine Emperor and were conducted on regular intervals. It seems that the main motive to organise chariot races with the support of public fund was to initiate cost cutting which ensured the full

utilisation of funds through the racing organisations. The Emperor himself supported one of the four factions as he belonged either to Blues or Greens. The supporters also adopted the colour of their favourite charioteer as a token of gratitude and loyalty towards a particular racer of faction. Sometimes they adopted different hairstyles and extravagant clothing to catch the eyes among the spectators. The evidences show that these young youths were the main sources of factional rivalry and violence occurred during chariot races similar in the pattern that often happen to be seen during football matches. The Blue and the Greens are now no more the sports team but they succeeded in gaining the popularity in politics as well as in military. The Blue Green rivalry existed because of the religious controversy and later on circumstances opened the path to raise Islam. Byzantine Era came to an end by Seventh Century when the Arabs occupied the area and thus the popularity of the chariot race declined. The Blues and Greens were no more in politics but they used to appear during traditional imperial ceremonies. The iconoclast Emperor Constantine sought the support of factions for his campaign against monks and on many occasions they were helping hand in the execution of the prisoners. The charm of Hippodrome continued up to 12<sup>th</sup> Century as still saw the occurrence of races, games and public ceremonies. But during 1204 AD when the fourth crusade was observed, the city was looted by the crusaders and finally the statue of Quadriga was removed from the circus. After that the city Hippodrome was left unattended and the remains were left with a few standing wall and the Serpent Columns exactly commemorating the gathering of the spectators.

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## **11.5 GLADIATOR FIGHTS**

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The word Gladiator has been derived from the Latin word “gladius” which denotes sword or swords man. It does not mean that the gladiators used to combat only by swords but they used a variety of weapons in gladiator competition. They used helmets, wore armors, which used to be the work of great artisans. So, Gladiators were the professional fighters in ancient Rome. Initially, the Gladiators used to perform at Etruscan funerals with the notion that by giving this attribute the dead man will receive armed attendants in the next world. As per the available sources the exhibition of gladiators took place with a small size of three pairs during the funeral of Brutus in 264 BC which increased up to 300 pairs at the time of Julius Caesar. Hence, the shows get extended from one day to more than hundred days and even shifted to other nearby cities and the availability of remains of amphitheatres proves this fact. Gradually gladiator shows were no more funeral context but now extended as a stage show displaying the power and influence of rich men in the society.

The basic question arises here that who were these gladiators? In fact, they were chiefly slaves with criminal background people but it may be possible that a ruined man with social position may engage themselves as a gladiator and by doing so he was able to earn his bread and butter. Some gladiators were free born volunteers also. They used to receive down payment when they take the oath to become a gladiator. This oath was remarkable because the owner had ultimate authorisation over the gladiator’s life. Successful gladiator was the center of attraction that used to enjoy the company of society women. The evidences are there that king Domitian used to hire special featured gladiators like dwarf, women and sometimes lunatic. With the advent of Christianity, there was decline

into shows of gladiators. By the 325 AD, the emperor Constantine stopped all the activities pertaining to gladiators, however it was apparently there without much harm but finally it came to an end during the regime of Emperor Honorius.

There were various categories of gladiators that were identified not only by their special skills of fighting but also by the arms which they possess. The first category of gladiators was Samnites. Large oblong shield, plumed helmet, a small sword and a visor were the special equipments used during fights of Samnites. These gadgets were also declared as the national weapon of Roman Empire. The second category of gladiator was the Thraeces who used to wear small round buckler, and carry a curved scythe dagger. They used to fight against the third category of gladiators Murmillo who were also known as fish fighters because they were using a fish shaped logo on their helmet as a mark of their presence and were using Gallic style helmet, shield and sword as an accompaniment. Murmillo used to protect them from an oblong shield which used to cover his body from shoulder to calf. The Retiarius, the next category of gladiators used to fight without helmet instead they used to wear a padded shoulder piece and carry a heavy net. They used to hunt their opponent by throwing the net first on him and later killing with the sword. There was another class of gladiator called Andabatae who used to combat by sitting on the horseback worn helmets with closed visors, Dimachaeri believed to have men with two knives who carried two sword, Essedarii were the gladiators who fought by sitting on the chariot, Hoplomachi another class used to fight by wearing the complete armor suit,

The rules were very prominent in gladiator combat and were specific to different styles. The gladiators were wearing arms with various combinations. Each combination was revealing its own style of fight. The murmillo had a combination with the thraex. The murmillo used to hold an oblong shield to protect him during fight but it was very heavy while his opponent the “thraex” used to carry a small square shield to protect their upper part of the body. These two fighters also wore leg protector but the significance of the fight lies in the fact that due to the weight and size of their shields called for a different fighting techniques. Retiarius were vulnerable in the fight because they were net fighters who used to wear galerus on his left arm to protect him. He used to fight against heavily armed “secutor” who was suppressed under the heavy weight of his armors. It was not necessary that all the gladiators were right handed. There were left hander gladiators who were given special training to combat against right hander. It seems that various fighting styles must have been evolved by Romans as a result of the combats they fought under different situations. Subsequently, a gladiator was also trained with ethnic style of combat which was quite different than his actual place of origin.

When the shows were organised, before that it was publicised well in advance by sticking bills on the walls of public and private properties along with the selling of brochures in the markets. Even for propagating the show, the services of professional sign writers were also hired who painted the image of the fights on the walls of strategic locations. These bills and brochures used to share the information about the pairing opponent gladiators, the date, name of the giver and kind of combat. The information regarding number of gladiators participating in the show was important because the larger the figure more the spectators and possibility to attract more sponsors. Before the final show there was a display of



the gladiators through a procession and the proceedings of which opened with a pseudo fight with wooden sword and javelin. The signal for the fight was given by blowing the trumpet and the defaulters (fearful persons) were driven into the arena with red hot iron rods. When any gladiator was wounded during the fight, he used to raise his fingers asking mercy from the audience who were the decision makers in choosing either of his life or death. When the spectators showed their mercy for the gladiator they used to waive their handkerchiefs but they used to turn their thumbs down in case they desired the death of the lost gladiator. The victory was rewarded by cash prizes or offering with the branches of palm. If a gladiator was survived with many fights he was discharged from the combats but was also allowed to continue if he wanted. On many occasions gladiators were given political weight age as they were appointed as the bodyguards of many important men.

To conclude, it can be said that the gladiatorial activities were nothing but it was a display of nerve and skill whose role was to display heroism. Under Roman Empire, this art became instrumental in binding together the whole social and economic affair of the Roman world.

**Check Your Progress-2**

1) Write a note on Chariot Race.

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2) What do you mean by Gladiator and Gladiator Fights?

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## 11.6 LET US SUM UP

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Sports tourism appears to be new phenomenon but its roots lies in Ancient Greece. The history of movement of people from one place to another with the prime motive to participate in sports is dated back to 776 B C when Olympic Games were started. This place was considered to be the sacred site dedicated to the Kings of Gods, Zeus. The venue “Olympia” was situated in an isolated area and reaching there was not an easy task. Olympia was the original site for Olympic Games and hosted nearly 293 successive Olympic Games. Approximately about 40,000 spectators showed their interests for the Olympics and their entry to the venue was almost free.

The city Olympia was overcrowded with inconvenient and unpleasant atmosphere, underequipped but it was the quality of the spectacle that made it bearable. Venders used to sell wine, cheese, breads and olives and the water system was over taxed. In course of joining spectator sports, people used to travel for some distant land either for watching the sports activities or personally participating in those sportive activities. The sanctuaries like Olympia in Ancient Greece were well known tourist center for hosting sports events. The sports venues like Olympia were credited with the intellectual and literary activities which gave a platform to the authors and thinkers to share their ideas and works as the Olympic Games used to attract huge masses from the different corners of the Greek. The unit also discussed about chariot races, their process and gladiator fights.

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## 11.7 KEY WORDS

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- Spectator Sports** : The sports which used to lure people at certain venue. In course of joining spectator sports, people used to travel to some distant land either for watching the sports activities or personally participating in those sportive activities.
- Chariot Race** : Chariot race was one of the most popular sports of ancient Greece and was followed by Romans and Byzantine rulers. Chariot racing was considered to be a deadly event affecting both driver and horse. Though it was a dangerous event but it brought excitement and zeal for spectators
- Olympic Games** : The ancient Olympic Games were held at the place called “Olympia” in 776 BC in Greece. This place was considered to be the sacred site dedicated to the Kings of Gods, Zeus.
- Gladiator** : The word Gladiator has been derived from the Latin word “gladius” which denotes sword or swords man. They were fighters who used to entertain spectators by their fights using a variety of weapons in the competition.

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## 11.8 ANSWERS TO CHECK YOUR PROGRESS

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### Check Your Progress-1

- 1) See Section 11.2
- 2) See Section 11.2 and 11.3
- 3) See Section 11.1 and 11.2
- 4) See Section 11.3

### Check Your Progress-2

- 1) See Section 11.4
- 2) See Section 11.5



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# UNIT 12 HISTORICAL EVOLUTIONS AND DEVELOPMENT

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## Structure

- 12.0 Objectives
- 12.1 Introduction
- 12.2 The Need for History of Tourism
- 12.3 Sources of Data
  - 12.3.1 Statistical Records
  - 12.3.2 Secondary Sources
- 12.4 Periodisation and Concepts
- 12.5 Ancient Period
- 12.6 Early Empires
  - 12.6.1 Egyptian Civilization and Phoenicians
  - 12.6.2 The Persian Empire
  - 12.6.3 Greeks
  - 12.6.4 The Romans
  - 12.6.5 India
- 12.7 Silk Route
- 12.8 Pilgrimage
- 12.9 Grand Tour
- 12.10 Transition to Modern Tourism
- 12.11 Tourism in India
- 12.12 Let Us Sum Up
- 12.13 Key Words
- 12.14 Answers to Check Your Progress

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## 12.0 OBJECTIVES

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After reading this unit, you will be able to:

- understand broadly how the history of tourism came to be written;
- familiarise yourself with the main sources used for writing the history of tourism; and
- understand how modern tourism came into existence.

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## 12.1 INTRODUCTION

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The moment we mention history, the general assumption is that we want to know about the past. But few ask this question why do we need to study the past? Well, we study the past because our present has evolved out of it and to plan a better future we have to critically analyse the past as well as the present. However, different methods, approaches and interpretations are involved in this exercise. Ideological leanings and interests also determine the course of history

writing. For example, the trend that dominated the European approach to the writing of history, for a long time, emphasised on unique events in the life cycle of a particular region. They were viewed from the point of view of the power controlling the state. Therefore, the history of the world was seen as a history of the rulers, princes and the aristocracy. There came another stage when social scientists tried to re-orient methodology in history by adopting the methods of the physical sciences. Hence, historical methods were challenged to assert that all people have a history and different areas of the world have different histories.

Soon there developed the theory of Historical Materialism to show that history proceeded through an inevitable process of change from lower to higher forms of social organisation. There existed a dialectical relationship between man and nature, and man's use of nature as well as the manner in which he was to produce what he needed for civilizing his life. It was, therefore, possible to talk of a history of the people rather than of the ruling class. In the present context the above mentioned methodologies are also being questioned.

Here, we are not going into the debate on various methodologies used to pass any value judgement. The idea is to make you aware of the fact that there are different views, methods and trends in history writing.

This Unit deals with the history of tourism over the years. It takes into account the various sources that are used to analyse this history keeping in view the time period, i.e., periodisation. The transition from travel to modern tourism has also been dealt with due emphasis on the Indian situation. Why a tourism professional should study the history of tourism is another aspect dealt with in the unit.

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## **12.2 THE NEED FOR HISTORY OF TOURISM**

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The history of tourism was for a long time the history of European tourism, the assumption being that tourism was most developed in Europe. However, there emerged a school of historians which integrated economics, statistics, scientific methodology, anthropology and sociology to develop an interdisciplinary approach to the history of tourism. Yet, their methodology was limited in time as the statistical study of tourism is of recent origin. But, they have identified sources that can be used to reconstruct the history of a period for which the statistical basis may not exist. As a result we can apply this method to develop the history of tourism on a global as well as national scale.

The mainstream objective to study the history of tourism is to understand the phenomenon in a particular society at a particular time. We do so in order to know the factors that encourage tourism development as well as the factors that discourage the growth of tourism. Moreover, a study of the history of tourism can help us to illustrate a dynamic model of tourism development. We can evaluate the role of tourism as well as establish concepts that help us to understand its impacts.

We, therefore, do not only reconstruct the past or an event of characters but also develop generalisations that are more useful in understanding the present nature of the tourism phenomenon. The history of tourism also helps us in developing the theoretical framework within which the data on tourism can be verified.

To avoid simple generalisations the data for the history of tourism has to be carefully assessed. In early history we have archaeological evidence of inns, hotels, villas and transport but such information is fragmentary and often covering periods of thousands of years. Moreover, inter-disciplinary information was not always available in all periods and in all countries. For example, the French pioneered the history of tourism but looked only at the holiday pattern of the aristocracy. The British looked at key events and factors like standard of living, labour force, social legislation and local customs. But today we look at tourism as a system. In this the physical, economic, technical, environmental, socio-political and cultural factors are studied to understand the links between the past and the present. And all this is used for future development.

The history of tourism has made an important breakthrough in two areas:

- 1) Identification of sources of data.
- 2) Use of both written and oral history.

A critical examination of the historical process always highlights new perspectives within which a particular field of interest can be viewed. The establishment of the history of tourism also helps in establishing the credibility of tourism as an academic discipline (which in India is still in infancy).

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## **12.3 SOURCES OF DATA**

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The sources for the history of tourism are very diverse and related to the time context for their validity. For example, the sources used to know about the ancient period are:

- 1) Literary records
- 2) Inscriptions
- 3) Graffiti
- 4) Papyrus receipts
- 5) Seals
- 6) Archaeological evidence including painted pottery
- 7) Diplomatic records
- 8) Archives, both private and public
- 9) Oral history and folk culture, both traditional and personal, etc.

### **12.3.1 Statistical Records**

These are a primary source and are of recent origin. Statistics or numerical data began to be collected only after it was recognised that tourism has an important economic impact. Before 1914, tourism statistics did not exist, although secondary sources like health, safety, police, migration, taxation and census records were used to make assumptions on the development of tourism.

Since 1920, the statistical base of tourism has been increasing. In 1921, Britain began to collect tourism statistics and by 1945 most countries were doing so. In India, statistics of tourism only came into existence after the 1960s. Prior to that tourism statistics relate to the Indian sub-continent make it difficult to collate the statistics of tourism prior to 1947.

The volume of tourism statistics grew with the emergence of the International Union of Official Tourism Organisations. The national Tourism Bodies as well as International Tourism Organisation have achieved a great standardisation of the data, although its reliability is often questioned. This is because there are at many definitions of tourism and tourist in use around the world. Prior to 1920 the database of travel was taken from railway records, postal authorities and wherever possible, passport and visa authorities. From such records it was possible to:

- reconstruct the volume of people who travelled,
- the time of the year they travelled, and
- the places they visited.

The census reports and civil service commissions dealing with paid leave have also contributed to information regarding the holiday pattern of the salaried employees. Thus, there is a range of data from which information regarding tourism can be collected. Since tourism is a multi-disciplinary activity, the sources of data are varied but such data may not be comparable in all cases.

### **12.3.2 Secondary Sources**

Under this category come the:

- i) Personal documents that include diaries, journals and letters of educated travellers, academics and intellectuals.
- ii) Mass communications which include newspapers, journals, advertisements, guide books, magazines, etc. which have been used to inform and persuade the public.

These resources have been studied to form a picture of tourism such as itineraries, important events and holiday patterns. They can be used as cross-referencing material.

#### **Check Your Progress-1**

- 1) What is the importance of statistical records in tourism?

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- 2) Why should we study the past?

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3) What is the objective behind studying the history of tourism?

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## 12.4 PERIODISATION AND CONCEPTS

With the passage of time the classes of people involved in tourism have changed. As tourism becomes more democratised the natures of the facilities also become more standardised if not universal.

Using the concept of the emergence of the Leisure class, to distinguish tourism from other forms of travel, we can establish six periods in the history of tourism.

- 1) Ancient Era
- 2) Imperial Era
- 3) Pilgrimage
- 4) The Grand Tour Era
- 5) The Transition Era
- 6) The Modern Era

The following concepts were commonly used during all periods:

- I) **Motivation** – The value of new experience and the transformation of travel from survival to an improvement in the quality of life. This includes:
  - a) **Curiosity** – Moving from the known to the unknown.
  - b) **Anticipation** – What you hope to find, see and do. To look for something and evaluate every new experience.
  - c) **Leaving a Mark for Posterity** – What the world offers and why you have experienced.
- II) **Holiday** – The word has two sources – (a) Religious and (b) Secular
  - a) In Europe a day was set aside, at the end of a work cycle, for religious rituals and this day was called a Holy day. In time, saint’s days and certain other observances were added to the number of holidays when no work was done and everyone celebrated.
  - b) The secular tradition was a part of the Imperial System when the state granted public holidays to celebrate Imperial glory. On these holidays no work was done and the people participated in feasting and fun. Public games and spectator sports were the highlights on such occasions.



In time, the religious and secular combined and the day of rest became a part of all societies.

**III) Mode of Travel** – It was the state of the art in terms of transport networks and routes, vehicles, cost of travel, documentation and safe passage, wayside facilities and conveniences to the traveller.

**IV) Tourism Impacts** – The influence of tourism not only on the lifestyle of the people but in bringing about changes in consumption and production as well as wealth.

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## 12.5 ANCIENT PERIOD

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Inscriptions, seals and cave/rock paintings, etc. are evidences of travel in the early period. Such evidences suggest that travel was both difficult and dangerous. There was no concept of a safe return. Overland and sea journeys were undertaken but travel was slow, time consuming and route networks were not well developed. The cost of travel was high because wayside facilities were rarely available. Human beings were still subject to the power of nature and travel was seasonal. Yet, three significant developments encouraged travel:

- i) The creation of specific paths and routes used primarily by traders and pilgrims, and perhaps adventurers.
- ii) Development of specialised vehicles for travel over land and on the water.
- iii) Growth of urban centers and later cities along river banks and coastline. Such centers are known to have been established in Mesopotamia, China and India. The growth of cities indicated the need for political and economic contacts and the role of couriers, carriers and caravans became important.

As travel followed a pattern of networks, resting places and food resources were provided along these routes. Soon we see the outpost growing into a market town or a commercial center that increased the range and scope of travel to distant parts of the known world. With the increase in contacts between the different parts of the world, the nature of consumption and travel began to change. As a consequence specialisation began to emerge. For example, wagons for goods and chariots for passengers.

With specialisation in vehicles there was an improvement of paths and routes, with paving and distance markers as well as trees for shade. Better routes led to increased knowledge of the fabled wealth and prosperity of distant lands. The consequences were many, like emergence of wars of conquest or trade and commerce.

**Check Your Progress-2**

- 1) Discuss the requirements of a special interest tourist.

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2) Discuss the real holiday concept.

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## 12.6 EARLY EMPIRES

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In the West, tourism became established in the Egyptian empires and reached its zenith in the Roman period. In the East the coastal empire in China and the Mauryan Empire in India were known for providing extensive facilities to the traveller. Road networks and transport were systematised into Imperial highways, secondary roads for trade and village paths. Infrastructure for travel like caravan serais, inns, taverns and panthagar were common. Wells were dug, security pickets were placed at convenient distances and dak chowkis were established.

By this time there was a distinction between travel and the phenomenon of tourism. Whereas facilities along the roads were rough and often provided by the state at no cost, well-to-do travellers enjoyed special facilities. They were accompanied by kitchen staff, servants to look after the luggage of the household, tents, animals, food and other stores, water supply, etc. The evidence of such elaborate arrangements indicates certain sophistication in the ability to travel in style. The traveller not only enjoyed the journey but had home comforts at the destination. The stranger was known to bring prosperity and consume local services and products. All Asiatic cultures have the tradition of courtesy to stranger. Folklore, folktales, kathas and a variety of literary works do talk of pardesi or atithi. It is perhaps the earliest reference to the traveller as a guest.

### 12.6.1 Egyptian Civilization and Phoenicians

The Egyptian civilization attracted many tourists. The light house of Alexandria was considered one of the seven wonders of the ancient world. Here we see the genesis of nascent tourism related to curiosity and pleasure. Herodotus, the Greek traveller, has written about journeys enlivened by women playing on caste vets and men playing the flute, while the rest of the company sang and clapped together during the voyage. On arrival at the destination there was a celebratory feast, often with a sacrifice for thanks giving. There was a lot of wine drinking and festivity at the end of the journey.

### 12.6.2 The Persian Empire

The Persians improved the travel infrastructure because their empire expanded over a large area. They designed roads and developed carrier wagons with four wheels and covered overhead. Along with merchants, who now travelled all along the Mediterranean, the phenomenon of tourism also became established.

### 12.6.3 Greeks

New dimensions of tourism were developed by the Greeks who had extended the known world east of Africa. Their maritime expertise was based on the growth of the city states along the sea coast. This was because the mountains in the hinterland were not conducive to the development of land routes. Their contributions to the development of tourism were several:

- 1) They established the system of currency exchange as the currency of some city states was accepted outside the Greek states.
- 2) The Greek language became the common language in the Mediterranean.
- 3) The Greeks hosted festivals to attract travellers from all over the world. One important festival was the Olympic Games held to display creative athletic skills in honour of the God Zeus.
- 4) The Greek theatre was also renowned and people came from far and near to see Greek tragedies and comedies. These were a reflection of the manners and philosophy of the time.
- 5) Scholars came to Greece to debate with its philosophers and to exchange medical skills with physicians and men of science.
- 6) The city states became attractions for visitors. Athens was a renowned destination then as now. It had hospitality facilities that provided food, accommodation and entertainment like floor shows, dancing girls and gambling.
- 7) The Greeks introduced the custom of hiring a proxeuros, a native guide who advised tourists on where to go and how to travel safely.

### 12.6.4 The Romans

The Romans had a keen admiration for Greek manners and life style. However, they refined most of the new developments introduced by the Greeks through their remarkable sense of organisation. They had under their control (both politically and culturally) the largest empire in the West. For a long period the Roman legions brought peace and prosperity to many lands and people. As a result not only the Roman elite but also the trading middle class began to build villas along the coastline and in the mountains as holiday homes. They were served by a slave economy and had the most luxurious artifacts from various corners of the world.

Tourism grew in this period for the following reasons:

- 1) Roman coins were the official currency all over the empire.
- 2) The empire was served by an excellent and planned network of roads, called the Appian ways and waterways were also in popular use in all parts of the empire.
- 3) Greek and Latin became the official languages of the empire which stretched from Scotland in the West to the Euphrates in the East.

- 4) As the wealth and prosperity of Roman citizens increased they were motivated by pleasure, curiosity as well as an interest in the cultures of the people they brought under their control.
- 5) They developed spectator sports as a relief from boredom. Games and gladiatorial contests were popular events.
- 6) Sightseeing trips and excursions took the tourist to Greek temples, sanctuaries and works of art. Egypt and Asia Minor (modern Turkey) were renowned for their magnificent structures and became popular destinations. Unnamed scholars had created an itinerary of the Seven Wonders of the World to which Roman visitors are attracted.
- 7) Travel to mineral springs or what today we refer as health tourism, was also an important activity. The springs were closely associated with shrines and drew pilgrims as well.
- 8) Literary references made certain naturally beautiful places an attraction for the educated travellers.

### 12.6.5 India

In India, during the early period a sophisticated agricultural economy made the export of cash crops an important trade link. Manufacture of iron-ore steel for weaponry was another important item of trade by the later Vedic period. Tools and textiles were other renowned Indian products. Contemporary Greek and Hebrew scholars have noted that wonder of India and her fabled wealth.

Because of the predominance of trade routes over-land crossing between Asia and Europe, trade tours were an important feature of Indian community life. Caravanserais were, therefore, an important development in this period. From hymns and epics poems we learn that sporting events and ritual sacrifices were also popular festive occasions. The Mahabharat gives an interesting account of such a fair, the kings who attended it and what offerings were made.

The Arthashastra reflects the protection given to merchants and their high status in Indian society. Insurance and safe passage for goods, regulation of prices, weights and measures and the use of gold, silver and copper as rates of exchange also indicate a well-developed mode of trade and travel.

The royal capitals were the urban trading and industrial centers with a network of rural settlements to support them. Trade overland and on inland waterways was well developed. Military roads expedited the fast movement of merchant caravans bringing luxury goods to the Royal Court. Brahmin villages evolved into centers of learning attracting journeymen and scholars. At this time the Buddhist Sangha established the tradition of the pilgrimage, when monks went from village to village and court to court preaching the value of the middle path. Rest houses or panthagars were provided for the mendicant traveller. Monasteries also attracted the monk, the merchant and the layman.

Several expeditions crossed from Greece via Persia or Mesopotamia to India. But travellers' accounts are few. Greek accounts mention that in India chariot roads were well laid out and horses, elephants and camels were a common mode of transport. Trees for shade, wells, rest houses and security were also well

organised. The Arthashastra details the importance of the travel infrastructure for the state, classification of routes and types of vehicles. This is an indication that there was a well-developed mode of travel in India for the military, the commercial traveller and the civilian. Travel on inland waterways was also under state protection and regulation.

In cities, bazaars provided access to goods brought from the hinterland. Foreigners were accommodated in serais at the city gates where all services were provided to them. There are strict controls over the movement of travellers. They had to carry a note for safe passage from one territory to another. For their entertainment taverns and dancing halls were allowed, but again inspectors ensured that the conduct of the travellers was not unruly. Gambling was licensed and was a source of revenue for the state.

Travelling for pleasure on the rivers and to the hills was a tradition started by the royal courts. But such movement attracted all those who had business at the court to move with it from the heat and dust of the cities to the rural calm of the summer retreat. An example, worth citing here is that of the Mughal emperors. They had great love for nature and travelled extensively. They contributed towards what today we call resort development. The Shalimar and Nishat Bagh at Srinagar are some examples. In fact, Jahangir travelled annually to Kashmir and in winter to the trans-Vindhya region.

Even today we can identify the travel culture in India's past by the kos minars (mile stones), baolis, serais and a network of roads and paths that make all corners of this vast country accessible.

**Check Your Progress-3**

1) Discuss the contributions made by Greeks for the development of tourism.

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2) Which of the following statements are right or wrong? Mark (✓) or (×).

- i) Greeks hosted festivals to attract tourists.
- ii) The Phoenicians could not learn the skills to bridge rivers.
- iii) The custom of hiring a native guide was first started by Indians.
- iv) Mughal emperors developed destinations.

3) Mention the facilities listed for travellers in the Arthashastra.

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## 12.7 SILK ROUTE

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Perhaps the most interesting link between the East/West movements of people was the Silk Route. This began in 2000 BC and transformed overtime as modernisation and natural causes dictated. The Silk Route is evidence of the fact that in inter-continental travel inconveniences are disregarded by travellers.

This is also because travel removes people's ignorance and superstitions.

The Silk Route is reported in travel records, annals and chronicles written for courts and kings, and in the accounts of pilgrims. Meeting to exchange silk, muslin, fine glass, tea, rice and spices, the participants in the emporium trade also exchanged ideas and transplanted production process in different parts of the world. Like other forms of travel, along the Silk Route:

- Stages of the journey were short.
- Travel was generally in winter because the extreme topography and climate made the route one of the most hazardous and yet in terms of wealth most rewarding.
- Navigation was done by the stars when not following the courses of a stream or river.
- Revenue was collected from the traveller as a resource for the state. Larger states lured travellers with shelter and other facilities and lowered taxes to encourage wealthy people to visit their bases, towns and cities because the traveller brought wealth.
- Besides wealth and ideas new technology also formed its way along this East-West axis. For example, irrigation, plants, flowers, printing, paper and gunpowder were also introduced to different countries via the Silk Route.
- The experience of the traveller indicated a frame of mind which may be described as touristic since it involved seeing new places, people and culture, increase knowledge and feel the novelty of the world.

With the fall of the empires, there was a setback to trade and commerce. The mobility of the individual was also much reduced. However, we find the pilgrim and the artisan on his way to the fair as the travellers. The sea side resorts, the hill stations and spas that were centers of pleasure and recreation fell into disuse by the early medieval period. Yet, because of the development of touristic activities over the years a complex character of tourism had certainly emerged:

- 1) Because of the complexity of motivations, needs and satisfaction, tourism emerged as an amalgam of phenomena and practices and their relationships rather than as a single or unique orientation.
- 2) These inter-relationships arise from the movement of people to and their stay at various destinations which provide the dynamic element in the progress of tourism.
- 3) That tourism gives rise to activities which are distinct from the resident and working population.

- 4) Those tourist movements are temporary and relatively short term in character, with intention to return to the place of residence after the travel is completed.
- 5) Destinations are chosen for particular attractions which could be business, vocational or pleasure related.

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## 12.8 PILGRIMAGE

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We have seen that wish-fulfillment was an important catalyst that had historically influenced travel. The human community, despite its highly developed capabilities was always faced with problems that defied human solutions. From anthropological symbols to the development of theology, we see the appeal of the supernatural that has been greater than the laws of nature. The Pilgrimage (tirth yatra) was, therefore, a journey undertaken for betterment on the spiritual and material plane.

The key elements of the pilgrimage are belief and knowledge within a particular cultural context. In traditional societies, a pilgrimage earned god's grace and moral leadership in the community because sacred rituals and texts sanctified certain places associated with divine revelation. This was true of all religions.

Oracles housed in hot springs, rivers and tanks along with a veneration of nature were early forms of the pilgrimage.

Different religions (Christianity, Islam and Judaism) are similarly associated with sanctuaries and relics of their martyrs and saints. Pilgrims visited distant shrines associated with their beliefs. The pilgrimage was a release from poverty, war, sickness, persecution and misery beyond the control of human beings. Pilgrims always travelled in a throng and were on the road for a long period of time. They used the facilities of merchants and sanctified the major fairs which were located close to shrines, sacred rivers and tanks. Monasteries also provided refreshment and rest to the pilgrim. In many cases people went on pilgrimage not out of devotion but because they enjoyed travelling through unknown lands in order to experience the novelties on the way.

The pilgrims added to our knowledge of geography, and knowledge of what the world had to offer. They were often adventurers and explores as well as being men of knowledge and culture.

The pilgrimage continues to have both spiritual and social approval and in countries like India the State continues to provide facilities to the pilgrim whose devotion is matched by the desire to see new places and meet other people in the course of gaining punya (merit). In the age of imperialism many traditional beliefs were undermined, but the pilgrimage provided a resource to those who wanted to preserve their cultural identity.

Political events between the two world wars brought about a new morality which resulted in a secularisation of religion. When religion became a personalised experience, Eastern religious experiences and community identity began to reach out and win believers across the world. India too saw the emergence of cult figures who lead an international group of followers (e.g., Mahesh Yogi, Rajneesh and Satya Sai Baba). Metaphysical thought and meditation became an attraction,

along with the tradition of Bhakti and Kirtan (e.g., Hare Krishna Movement). This reviewed the missionary thrust. However, this time it was from the east to the West. This search for meaning by an alienated generation was seen as an early form of adventure rather than self-testing or pilgrimage. This was also because the youth travelled on shoe string budgets across the continents to reach their spiritual house in the East.

Today, sociologists have broadened the concept of the pilgrimage to include non-sacred activities like travel to homes of modern “idols” and opinion leaders (film stars and others) rare eco-systems and environmental or ethnic regions. The search for ones roots is yet another form of pilgrimage that has inspired many across the world to undertake a journey back home.

In a country like India, where for the mass of the people tourism may be economically unfeasible, the pilgrimage is a vital and living experience. With a higher personal income and better education, there is an increasing secularisation of beliefs and pleasure components are being added to the familiar pilgrim routes and itineraries. Consequently, monasteries, temples and shrines have now begun to advertise special tours because the economic benefits and pilgrim/tourists have become alluring for these trusts. Melas at sacred shrines are now great attractions, apart from the special Kumbh Melas held in Ujjain, Nasik and Allahabad. Pilgrimage sites have also become important tourist destinations because they are so closely linked with the cultural identity of a destination, like Varanasi or Gangotri.

**Check Your Progress-4**

1) What do you understand by pilgrimage?

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2) Discuss the importance of the Silk Route.

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**12.9 GRAND TOUR**

The term is popularly understood to describe a circuit of Western Europe undertaken by wealthy social elite for culture, education and pleasure. It is a frequent reference point in the history of tourism in Europe. Most modern studies have a conventional image of the Tour, without recognising that it was the first



extensive movement of tourists for which we have primary sources like letters, journals and diaries of tourists. These sources indicate that any extensive movement of tourists is brought about by a particular social and cultural environment, and each country can develop its own perspective on the nature of the Grand Tour.

The impact of such a tour on art and intellectual life, social and economic history as well as literature indicate that the aristocracy was perhaps most visible. However, it is the middle class, both merchant and scribe, who have recorded the passage of the tourist, while the artisan has passed on his craft and skill in the search for a master. There are several debatable assertions regarding the Grand Tour – that it followed a prescribed route and was leisurely in pace. Now, we have evidence of no set pattern being followed and also travelling as fast as possible. It is also questionable that the Grand Tour was an essential part of a diplomatic training or the rounding off of a spell at Oxford or Cambridge. Was it the result of a secularisation of religion? Was the decline of the tour due to the coming of the railways or changing cultural values with the increase in the size of the middle class? The idea of the Grand Tour as an extensive itinerary for tourists to follow owes something to all these factors in the course of its development. We can mention the characteristics of the Grand Tour as follows:

- 1) The Grand Tour can be defined in terms of class, which would determine the places visited and the mode of travel. For example, the nobility would follow the court to resorts in the hills, near lakes or along the coast. The aristocracy and the high officials would follow suit as well as visit renowned centers of learning.
- 2) The Grand Tour can be defined by the destinations on the itinerary, but such a definition would limit the classes involved in extensive travel.
- 3) The Oxford English Dictionary defines the Grand Tour as a tour of the principal cities and places of interest in Europe, formerly said to be an essential part of the education of young men of “good birth” and “fortune”. This definition, besides being Euro-centric has class limitations and has been broadened to suggest that the tour was of certain places and cities of Western Europe undertaken primarily, but not exclusively, for education and pleasure.
- 4) Reasons for undertaking the Grand Tour were also diverse: career, education; culture; literary; health; scientific; business and economic. At different times one or more of these motivations could have been the primary one, depending on the social status, cultural environment and trends in transport and accommodation.
- 5) The Grand Tour itinerary was closely linked to the availability of tourism resources, both relating to trends in fashion as well as facilitation. The timing was also related to seasonal variations as well as events and activities of the concerned individuals. Similar trends affected the length of stay at different destinations.
- 6) An emergent tourism industry also began to direct tourism flows in the 19<sup>th</sup> century as commercial facilities were required to supplement the informal and formal arrangements that merchants, pilgrims and tourists

had commonly used in earlier times. Thus, accommodation in inns, taverns and rented rooms became common – particularly in the cities. Regular transport services were established and guidebooks were available. There were guides as well as porters. Cycling and walking tours also gained in popularity. Finally, banking arrangements through exchange notes were made to give added facilities to the tourist. The stage was now set for the emergence of a travel organiser (like Thomas Cook) who provided all these facilities to the tourist on his package tours.

- 7) The Grand Tour made tourism a family affair and soon women travellers began to travel.

This phase of the history of tourism has an abundance of material. The only problem is of selection and analysis, so that it would be available at one place for any time period or destination.

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## 12.10 TRANSITION TO MODERN TOURISM

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In Europe the transition to modern tourism came about principally due to the:

- revolutionary changes in technology,
- rising personal incomes due to rapid industrialisation, and
- enterprise of middle class professionals (like Thomas Cook) who began to organise tours for the inexperienced traveller.

In India, British colonialism reproduced the form of tourism at home in the colony. The hill stations became the destinations for the administrative and commercial elites as summer retreats. Beaches along the East Coast like, Puri, Waltair and Marina and Juhu on the West Coast, catered to the desire for seaside holidays. Adventurers, scientists and merchants took to the mountains to explore and map the distant corners of the expanding British interests in the sub-continent. The Railway system made all the resorts accessible to the British interests in the sub-continent. The Railways system made all the resorts accessible to the British tourist and the Indian elite. Railway hotels and guest houses run by the Anglo-Indian community provided impetus to the growth of resorts.

There are bifurcations in the form of tourism for the middle class and the elite. The pilgrim centers, located in the hills near spa centers or at the confluence of venerated rivers and temple towns continued to draw visitors. The visitors now began to build second homes in these areas which had a regular clientele. The second home phenomenon was responsible for the growth of hill stations like Manali, Ooty and Darjeeling as well as the beach towns of Puri, Waltair and Juhu.

The institutional pattern of the British Indian administration including schools, colleges, courts, etc. encouraged the exodus from the towns and cities of India to resort regions in the vicinity. The well to do had country estates which were located in rural areas. Travel-for-a-change had become a well-established Indian tradition by the time India became independent.

Sir John Sargent, in 1948, began to look at international aspects of tourism. Europe had a committed number of orientologists who were interested in continuing

the Indian connection. Besides, there were many Britishers who were unwilling to return to the grim climate of their home country. They were also completely alienated from social manners and culture at home. They were the hangover from the Raj, people who had devoted their lives to India and were not ready to break these ties. Sargent also indicated the economic advantages of international tourism and recommended the setting up of a tourist traffic cell at Indian embassies abroad and in the Ministry of Transport to facilitate tourism to India.

Civil aviation had linked India to Europe in the 1930s. The Railways spanned the length and breadth of the country and the Circuit Houses and Dak Bungalows provided a European standard of accommodation, catering and entertainment to the visitor. The trained manpower also existed, apprenticed to the sahib-log during the long years of the Raj. Recreation of facilities like tennis, cricket and golf clubs, theatres and libraries are common features of such resorts. India was now ready to launch itself on the world tourism scene.

**Check Your Progress-5**

1) What do you understand by the term Grand Tour?

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2) Why did Sargent suggest attracting international tourists?

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3) What type of tourism was promoted by the British in India?

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**12.11 TOURISM IN INDIA**

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The Rail network in India placed the means of recreation within the reach of an increasingly large number of people who had leisure time and the income to enjoy it. Apart from the boxwallah and the Babu log, the middle class and the working people were also exposed to a travel culture.

The private airlines were incorporated into the public sector corporation, Indian Airlines, with a view to establish an air transport network to link the remotest areas of the country.

International Tourism was promoted for its economic benefits, particularly foreign exchange earnings, which a newly industrialising country like India needed.

In the early 1960s it was decided to establish the India Tourism Development Corporation (ITDC). The idea was to provide western comforts to international visitors at the major tourist attractions in the country. ITDC was to play the role of a catalyst in developing a modern superstructure (like five stars Hotel Ashok) for international tourists. The government set up the infrastructure to promote tourism by establishing Air India International and tourism promotion offices in London and Frankfurt. The tourism cell in the Ministry of Civil Aviation was upgraded into a department. The private sector was invited to establish luxury facilities for the high spending tourist. The first pioneer in this field was Mohan Singh Oberoi, who began his career in hoteling with the Clarks Hotel in Shimla and the Grand Hotel in Calcutta.

By the late sixties the Ministry of Civil Aviation was bifurcated and the first Director General of Tourism, S.N. Chib, began to formulate India's Tourism policy. He called in UN experts to identify a modern Indian tourist product that explored resources for tourism that would attract the mass tourist looking for a value for money spent at a holiday destination. As a result the Gulmarg Ski resort and the Kovalam beach resort were established. The private sector was encouraged to develop Goa after its liberation from Portuguese rule. The Golden Triangle of Delhi-Agra-Jaipur still continued to be the main attraction for tourists, who still did not see India as a holiday destination.

However, Kashmir Valley with its unique houseboat culture and the religions and history of India continued to draw the orientalist, even though India was not really a competitor in the world market.

By this time the travel trade had come of age, SITA World Travels established by Inder Sharma began to package India tours, which today has become part of the global travel leader Kuoni, distributing and marketing Indian tourism products all over the world. Organisations like the Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), etc. also played their role. At present travel trade brings in 1% of international tourist arrivals to India which was only 0.2% in 1994. This indicates that tourism in the country still is in the stage of infancy.

In the 1970s tourism was separated from the Ministry of Civil Aviation and this indicated the growing importance attached to tourism in India. To strengthen the tourism infrastructure State Tourism Development Corporations were set up to provide accommodation and transport facilities at tourist destinations around the country. Almost every state has a Tourism Department which frames the tourism policy of the state.

By 1980 India's Tourism Policy established the importance given to the expansion of international tourism. Domestic Tourism, a social objective, was in the meanwhile reaching a much larger dimension, estimated at 210 million in 2001 and 1650 million in 2017. A small attempt has been made to start collecting

data from the states but domestic tourism has never been visualised as the main focus of tourism development as is done by the neighbouring countries, like, China, Singapore and Malaysia.

The 2.5 million targets achieved in 2000 remains a milestone in the development of tourism in India. This achievement was the result of ambitious National Action Plan (1992) with the hope to double India's share of the International tourism market from 0.50 to 1%, by doubling hotel capacity in the classified accommodation sector to 80,000 rooms and allowing an open skies policy in air transport, including charters. Besides National Tourism Policy of 1986 suggested improvement in Human Resource Development for tourism promotion. New markets and diverse products like adventure sports, fairs and festivals and golf along with the traditional cultural attractions are now being developed into circuits which cover the main tourist destinations in the country. 1992 was celebrated as the Tourism year. Tourism has been recognised as an industry and as a result many policy benefits and incentives have been given to the private sector to invest in tourism to encourage its growth.

Hence, during 1980s emphasis was laid on tourism education and training. Apart from the Food Craft and Hotel Management Schools, the Indian Institute of Tourism and Travel Management was set up to train tourism administrators and managers under the aegis of Ministry of Tourism. Many universities have also begun to introduce vocational education and tourism education was one of the options offered at certificate, diploma, graduate and masters levels.

**Check Your Progress-6**

1) Why was the ITDC established?

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2) What does the National Action Plan hope to achieve?

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**12.12 LET US SUM UP**

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A history of tourism developed mainly through indirect sources in the early period. It was only with the onset of 20<sup>th</sup> century that statistics and information on tourism began to be directly collected.

Trade and pilgrimage played an important role in tourism traffic in the pre-modern times. However, the growth of modern technology, rising incomes and modern entrepreneurs contributed to the emergence of modern tourism.

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## 12.13 KEY WORDS

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- Euro Centric** : A viewpoint which takes into account only European beliefs, ideas and attitudes, etc. as a way for looking at the world.
- Hinterlands** : Areas outside mainstream of urban activity with which normally the urban trade or industry try to force a link. This is done either for markets or supply of raw materials.
- Holiday Patterns** : The way in which vacations or holidays are undertaken by different sections of a society.
- Ideological Leanings** : Worldview of one kind or the other.
- Maritime** : Connected with activities on the sea.

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## 12.14 ANSWERS TO CHECK YOUR PROGRESS

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### Check Your Progress-1

- 1) See Sub-section 12.3.1. These records help in computing volume of people who travelled, the time of the year and the places visited in travel.
- 2) See Section 12.1.
- 3) See Section 12.2. You may discuss how it is important to study the phenomenon of tourism in a particular point of time.

### Check Your Progress-2

- 1) See Section 12.4. You may discuss the religions and secular sources of the world.
- 2) See Section 12.4 and 12.5. You may discuss the development with respect to growth of track and pilgrim pathways as well as growth of urban centers along river or sea.

### Check Your Progress-3

- 1) See Sub-section 12.6.3. You may discuss development of trade and land routes, currency, festivals, culture, academics and host and guide facilities in this context.
- 2) i) ✓; ii) ×; iii) ×; iv) ✓
- 3) See Sub-section 12.6.5. You could mention the facilities given to traders and the way importance was given and travel infrastructure.

**Check Your Progress-4**

- 1) See Section 12.8. You could elaborate on how pilgrimage is a journey undertaken for spiritual and material wish fulfillment.
- 2) See Section 12.7. You could discuss how the Silk Route contributed to trade, new ideas and technology and to a touristic frame of mind for the traveller.

**Check Your Progress-5**

- 1) See Section 12.9. You could discuss how the Grand Tour is a circuit of West Europe undertaken by wealthy for culture, education and pleasure.
- 2) See Section 12.10. You could discuss how an orientalist outlook, hangover from the Raj, etc. of Britishers made Sargent look for the potentialities of international tourism.
- 3) See Section 12.10

**Check Your Progress-6**

- 1) See Section 12.11. You could discuss how ITDC was set up to cater to international tourism.
- 2) See Section 12.11. You could mention how the plan sets a target for itself in the international tourist market as well as in the domestic market by setting up tourism as an industry.

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# UNIT 13 EVOLUTION OF TOURISM AS DISCIPLINE

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## Structure

- 13.0 Objectives
- 13.1 Introduction
- 13.2 Measurement of Travel and Tourism
- 13.3 Understanding of Discipline
- 13.4 Evolution of Discipline
- 13.5 Criteria and Characteristics of Discipline
- 13.6 Discipline and Other Related Terms
- 13.7 Different Approaches of Tourism Studies
- 13.8 Disciplinary Approaches
  - 13.8.1 Multidisciplinary
  - 13.8.2 Interdisciplinary
  - 13.8.3 Trans Disciplinary
  - 13.8.4 Cross Disciplinary
- 13.9 Tourism as a Discipline
  - 13.9.1 Different views on Tourism as a Discipline
- 13.10 Let Us Sum Up
- 13.11 Key Words
- 13.12 Answers to Check Your Progress

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## 13.0 OBJECTIVES

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After reading this unit, you will be able to :

- understand the meaning of discipline;
- find how discipline has been evolved;
- describe the criteria and characteristics of discipline;
- familiarise with different related terms of discipline;
- identify approaches of tourism studies; and
- define different disciplinary approaches.

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## 13.1 INTRODUCTION

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Tourism is a socio-economical phenomenon related to movement of a person from its own environment to some other environment for a particular period of time and for a specific purpose. A tourism phenomenon is directly associated with leisure and recreation. Leisure is related to free time available to a person or we can say a “state of mind” in which people think that they are at “leisure”. Recreation is associated with activities performed by a person for satisfaction and pleasure during leisure time. For understanding travel and tourism phenomena, its relationship with allied fields of recreation and leisure should be



established. 'Travel and Tourism' is also termed as an industry because it's an amalgamation of different products and services. Some are tangible like accommodation, transportation, entertainment, production of souvenirs/gifts but some are intangible like memories, experience, satisfaction and social contact etc. Travel and Tourism is not one industry (group of firms producing specific product or service) rather it is an ensemble of industries trying to produce products and services as per the requirements of the tourists.

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## 13.2 MEASUREMENT OF TRAVEL AND TOURISM

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At global level United Nation World Tourism Organisation (UNWTO) and world Travel and Tourism Council (WTTC) have a different approaches for defining travel and tourism phenomenon. UNWTO has formulated its measurement of travel and tourism on data related to count of arrival and departure of tourists, which are then combined with expenditure to find economical impact. On the other hand World Travel and Tourism Council (WTTC) focuses on tourism business by promoting "Tourism Satellite Accounting (TSA)" process for measuring economic contribution to a country. TSA approach estimates the contribution of different economic activities like hotels, restaurants, travel agency, tour operators, airlines etc. to tourism. Due to these different approaches, it is difficult to understand true culture and contribution of travel and tourism as phenomena. In "travel and tourism" there is lack of unified conceptual grounding for theorising tourism phenomenon. Different scholars have different approaches and frameworks for describing tourism as a subject and discipline.

### 13.3 Understanding of Discipline

"Discipline" as a word has originated from *discipulus* (Latin word) meaning pupil and *disciplina* means teaching. Oxford English Dictionary defines it as "a branch of learning or knowledge".

According to M.S. Yadav and T.K.S. Lakshmi, (1995) a discipline is a specific area of study or branch of knowledge with distinct substance and methodology. It has a specific perspective for gaining better understanding of a particular phenomenon. It is derived from knowledge base (sum total of human understanding), but due to further differentiation, diversification and specialisation it has been formulated in different forms of substance and methodologies.

J. Beyer and T. Lodahl (1976) describe "discipline" as a field which provides specific structure of knowledge to the faculty in which they are trained and socialised. Faculty carry out different task related to teaching, research, education and administration. It provides distinct and separate cultures, influences scholarly behaviours and decides structure of higher education. Disciplines establish incentives, decide forms of cooperation for a subject matter and address its problems. Discipline also decides schools or department's goal operating under some institutional unit. Dogan (2001) describes "discipline" as "a branch of instruction for the transmission of knowledge".

Discipline is also defined as "a system of rules of conduct or method of practice". John Walton (1963) says that discipline is a body of subject matter having concepts, facts and theories in a particular order which can be taught.

As per Kuhn a discipline must constitute:

- 1) Past scientific achievements
- 2) Acceptance by the society
- 3) Field must have uniqueness
- 4) Text books published for use of elementary students (School level)

Different scholars have given their definitions of “Discipline” but in academic sense it refers to a particular area of knowledge or study which is taught at college or university level.

## 13.4 EVOLUTION OF DISCIPLINE

It is very difficult to trace evolution of discipline’s history because it is associated with social evolution. The development of human understanding related to environment and society is the base of evolution of a particular discipline in a specific time frame. It is affected by the idea of specialisation related to a branch of knowledge.

The designation of disciplines originated in German Universities and it happened in the beginning of nineteenth century. Education and Psychology as new disciplines were added in the early twentieth century.

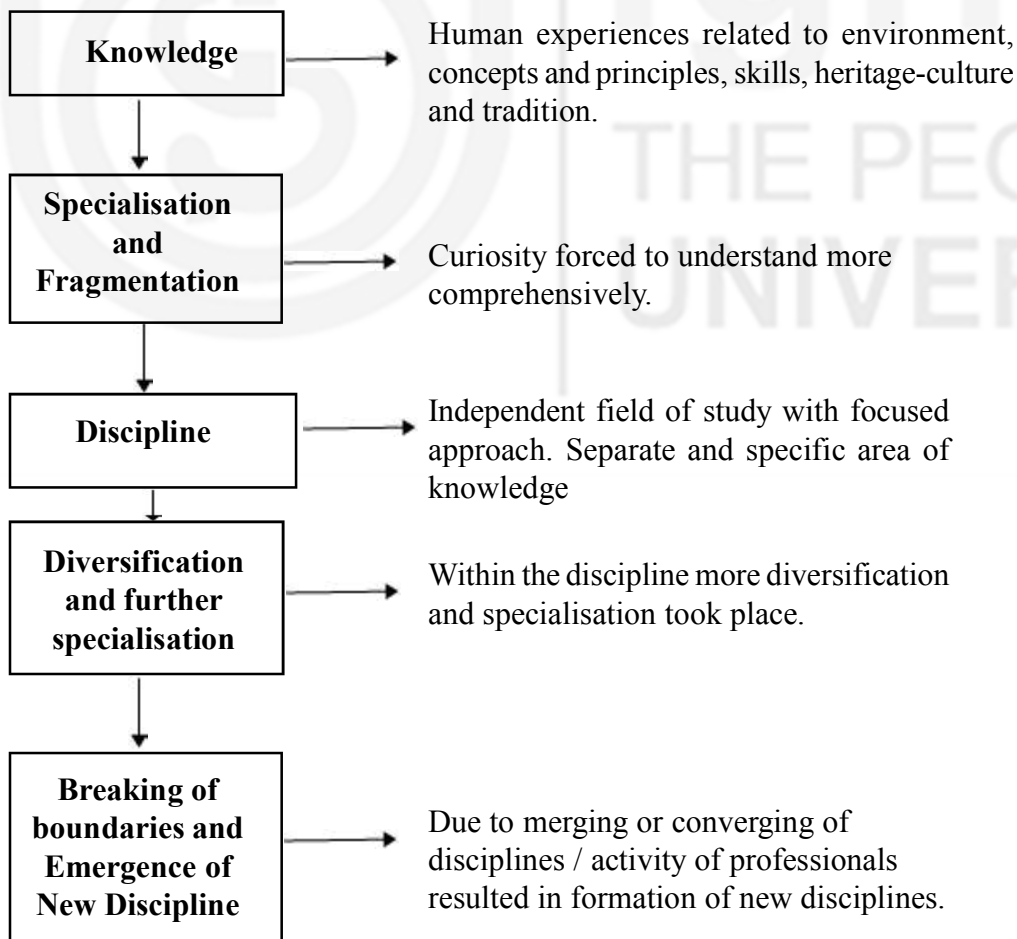


Chart 13.1: Discipline Formation Process

In the 1970s and 1980s many academic disciplines emerged due to focused approach of researchers on specific themes as Women's Studies, African Studies and Media Studies. Many disciplines emerged due to profession and career point of view like Hospitality Management, Nursing and Hospital Management and later interdisciplinary disciplines like Geophysics, Bio-Chemistry, Bio-Technology, Nano-Physics etc. appeared.

Discipline creates boundaries of what to be considered and what not to be considered; and it moves with the specialisation process. The same can be understood with below mentioned process:

New disciplines can be formed by merging two or more branches of knowledge like Bio-Chemistry. Sometime application approach creates a new and independent field of study. When some established disciplines converge with two way flow of ideas, then Interdisciplinary disciplines are formed.

One can study the development of Discipline by following steps discussed below:

- 1) Conceptual foundation emerges which provides intellectual foundation and tools of enquiry for critical examination.
- 2) Idea took a shape of commitment and ownership.
- 3) Institutional structure emerges and teaching started.
- 4) Committed scholars developed new knowledge.
- 5) Professional body of scholars and professionalisation of faculty.
- 6) Institution provides infrastructure, incentives and environment for new discipline.
- 7) Creation of academic departments, rewards, journals, magazines, associations/societies etc.

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### **13.5 CRITERIA AND CHARACTERISTICS OF DISCIPLINE**

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In general a discipline is identified with a subject which is taught at institutional level; but every subject taught at University level cannot be called a Discipline. Discipline has some criteria and characteristics that have listed below:

- a) It has a particular object of research which may be shared with another discipline like Environment, Politics, Law, Society etc.
- b) It has a body of accumulated specialist knowledge which is specific and derived from area research. Specific research findings are not generally shared with another discipline.
- c) It has specific concepts and theories.
- d) It has specific technical language (specific terminology) adjusted to their research object.

- e) It has developed specific research methodology as per their specific research requirements.
- f) It has institutional presence in the form of subjects to be taught at respective academic departments and have associated professional associations.

But it is also a fact that not all disciplines (e.g. English) have above mentioned all characteristics still they are termed as disciplines.

**Check Your Progress-1**

1) What do you mean by “Discipline”?

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2) How does a discipline evolve?

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3) Describe the characteristics of a Discipline.

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### **13.6 DISCIPLINE AND OTHER RELATED TERMS**

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The term discipline is also associated with terms like study, field, subject or department. There is a minute difference between these terminologies and for understanding discipline the learner should understand these differences.

**Study:** In study there will be lack of theory and specific research methodology. It indicates that study is of newer origin and may not fulfill all characteristics of a discipline.

**Subject:** In comparison to discipline the scope of “subject” is narrow. Subject is related to particular branch of knowledge specifically defined for a curriculum. Discipline is a branch of knowledge; containing different subject matters. For example Travel and Tourism is a discipline and History of Tourism, Tourism Impact, Heritage Tourism Management, Eco-Tourism, Planning of Tourism, Air Fair and Ticketing etc, are different subjects.

**Department:** It is a branch or division in an academic institution, college or University. Each department is concerned or devoted to a particular discipline. Departments deal with a particular work or study area. For example, Tourism department, Geography department, Science department, History Department etc. are the names of some of the departments the learner may find in any University or College.

### 13.7 DIFFERENT APPROACHES OF TOURISM STUDIES

Travel and tourism is a multidimensional subject that includes interaction with different activities. Its basic nature creates hindrance in forming universally accepted uniform definition resulted in hampered study of travel and tourism as a discipline. It's a universal fact that development of a field depends on below mentioned points (Mc Intosh, Goeldner and Ritchie-1995).

- a) Uniform accepted (Universal) definitions
- b) Description
- c) Analysis
- d) Prediction, and
- e) Control

McIntosh, Goeldner and Ritchie have described different basic approaches for the study of tourism. Different approaches with feature and characteristics are mentioned in the table.

Sl. No.	Name of Approach for Study of Tourism	Feature and Characteristics
1	Historical Approach	<ul style="list-style-type: none"> <li>- Analysis of tourism from evolutionary angle</li> <li>- Searches cause of innovations, growth, decline, interest shifts etc.</li> <li>- Limited usefulness</li> <li>- Not widely used</li> </ul>
2	Institutional Approach	<ul style="list-style-type: none"> <li>- Study of intermediaries and institutions (Tourism), Investigation of organisations, methodology, cost, problems, economics, customer, purchasing, airlines, car companies, accommodations etc.</li> <li>- Some countries conducts survey on the basis of this approach and prepare database for further research.</li> </ul>
3	Product Approach	<ul style="list-style-type: none"> <li>- Study of tourism, product formation, consumption and marketing</li> <li>- Whole Picture of the field can be created.</li> <li>- It's very time consuming</li> <li>- Difficulty in understanding of fundamentals</li> </ul>

4	Geographical Approach	<ul style="list-style-type: none"> <li>- Study of tourist location, environment, landscape, climate, economics, land use etc</li> <li>- Study of impact and problems (economic, social, cultural)</li> <li>- Geography is directly linked with travel and tourism phenomena.</li> </ul>
5	Sociological Approach	<ul style="list-style-type: none"> <li>- Study of tourism as a social activity</li> <li>- Analysis of individual and group behaviour, impact on society</li> <li>- Examines habits, customs, social class etc</li> </ul>
6	Economical Approach	<ul style="list-style-type: none"> <li>- Focuses on demand, supply, balance of payments, foreign exchange, expenditure, cost, benefit, employment, development, multipliers</li> <li>- Provides a framework for study of tourism contribution to a country</li> <li>- Non-economic impacts are not addressed (Disadvantage)</li> <li>- Does not pay attention to anthropological, sociological, environmental, cultural approaches.</li> </ul>
7	Managerial Approach	<ul style="list-style-type: none"> <li>- Approach is firm oriented</li> <li>- Focuses on managerial activities like planning, organising, direction, control, staffing, pricing, advertising</li> <li>- Study of changes</li> <li>- It is a popular approach</li> </ul>
8	Interdisciplinary Approach	<ul style="list-style-type: none"> <li>- Combination of many different approaches to study tourism</li> <li>- Study of Anthropological approach (cultural tourism), Psychological approach (reasons and ways), Political Science approach (cross border, visa, passport), legal approach (law), Passenger Transportation approach along with Sociological, Geographer, Economist etc.</li> <li>- Widely accepted approach.</li> </ul>
9	The System Approach	<ul style="list-style-type: none"> <li>- System is a set of interrelated, coordinated group</li> <li>- Integration of other approaches</li> <li>- Examines competitive environment, market results, institution linkages, consumer and its interaction</li> <li>- It can examine entire tourism system of a state</li> </ul>

Tourism is one of the largest industries that have employed millions of people in various intermediaries of travel. Most of the universities are now offering courses on to travel and tourism management.

**Check Your Progress-2**

1) How is Discipline related with subject, study and department?

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2) Describe different approaches of tourism study.

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3) Which approach is the best for tourism study? Give reasons.

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**13.8 DISCIPLINARY APPROACHES**

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Many scholars opined that different approaches like Multidisciplinary, Interdisciplinary, Trans disciplinary and Cross-disciplinary are responsible for formation of new disciplines. Let's define the characteristics of these terminologies in brief.

**13.8.1 Multidisciplinary**

- Here researcher from different academic disciplines/profession comes at one platform and work together.
- A researcher may have degrees from two or more than two disciplines.
- Question is decomposed in subparts and studies by different disciplines.
- Innovation for the future is encouraged.
- For example: Health Care

### 13.8.2 Interdisciplinary

- Each researcher use material/instrument, concept, theory, knowledge, research, education, ideas etc of other disciplines (one or more other disciplines).
- Research is directed towards a specific mission or goal.
- Researcher tries to create something new by thinking across boundaries.
- Combination of two or more disciplines (unity of knowledge).
- Use of insights and methods of various established disciplines.
- For example; Women’s Studies, Nanotechnology, Sustainable Development, Biotechnology, Bio-chemistry, Biomedical Engineering, Neuroscience, Cybernetics etc.

### 13.8.3 Trans Disciplinary

- Here union of all interdisciplinary work took place.
- Researcher team is more holistic and relates all disciplines into a coherent whole.
- Research crosses many disciplinary boundaries for creating holistic approach.
- Concepts and methods developed by one discipline (originally) are going to be used by several other disciplines.
- Researcher interacts in open dialogue and discussion with equal weightage to each perspective.
- For example; Ethnography, Bioinformatics.

### 13.8.4 Cross Disciplinary

- Here researcher explains aspects of one discipline with the help of other disciplines
- For example; literature politics, Physics of Music etc.

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## 13.9 TOURISM AS A DISCIPLINE

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It is an established fact that creation of new discipline is related to define a new field of study having new issues, original objectives, well defined range of study, specific research methodology and indication of relationship with other disciplines.

In case of travel and tourism, the definition of tourism terminology is not universally accepted due to its root with different social and natural disciplines. Here the subject of academic discipline is a “Person” who is moving and field of study is the “Time, Place and Space”, plus effects and consequences. The range of this idea is very wide and multifaceted. It is very difficult to separate travel and tourism phenomenon from social, economic, psychological, geographical and cultural domain. Due to this reason tourism research in contemporary era is multidimensional where many academic disciplines are covered within its purview.



### 13.9.1 Different views on Tourism as a Discipline

Some scholars write that tourism as a discipline can be created by integrating results of all tourism research undertaken by researchers of other academic disciplines. But this idea is not helpful in formulating general theory of tourism which is universally accepted. A number of scholars say that tourism as a discipline is multidisciplinary in the sense that there is multidisciplinary intervention of objects, research methods and theoretical tools. Some say that it is immature and still developing as a discipline because its theories are fragmented and weak.

Leiper (1979, 81) was the first researcher who advocated tourism as a discipline. Literature shows that there is disagreement amongst researchers as to whether tourism is a discipline or study or field or just an academic community. It is a fact that till 1990s travel and tourism was not considered or accepted as a field of research. As a field of study it is a new addition to academic world. Tourism as a study has been propagated by Mathiesan and Wall, Franklin and Crang, Ryan, Kim, Savage, Howey, Hoof, and Squire. Matthews and Richter stated that tourism does not have clear cut defined boundaries and there is an overlapping with social science (Political Science). It is difficult to pin point where one begins and other ends; therefore tourism is a sub-discipline of Political Science and not a distinct academic discipline as such.

Many scholars have proved that tourism is a multi-disciplinary subject having composite academic research from various disciplines. Its research is also performed and published outside of the travel and tourism literature. Many academicians have accepted tourism as a study area but not individual, standalone academic entity.

M. Jansen-Verbeke, Becher and Tribe states tourism as an academic community but not as a discipline. But Leiper and Jovicic argue for establishing tourism as a separate discipline and word "Tourismology" is given by Jovicic and "Tourology" is by Leiper.

Jovicic opined that tourism research is fragmented and researcher must work hard to make it a well organised discipline. Echtner and Jamal state that tourism as a discipline is at beginning stage.

Tribe suggested that a discipline must have a universally accepted definition. Colquitt and Zapata Phelan stated that a discipline must have its own unique theories. Presently tourism field has borrowed different theories from existing established disciplines like from Anthropology, Geography, Sociology, Psychology, Philosophy, Law, Political Sciences and Economics.

Jamal stated that authors are understanding tourism according to their field of interest; for example John Urry is studying tourism from Sociological point of view and Dean Mac Cannell from landscape Architecture point of view. They are publishing empirical data but remain linked to their primary fields.

Goeldner (1988) describes that as a discipline tourism is in it's formative stage and moving in parallel with Business Administration. Gilbert and Wanhill, Fletcher, Cooper etc opined that tourism is a domain of study and not a discipline due to lack in theoretical construction.

Leiper has tried to give "General Theory of Tourism" in the form of "Tourism System". This system is composed of:

- Tourist
- Generating Region
- Transit Routes
- Destination Region, and
- The Industry

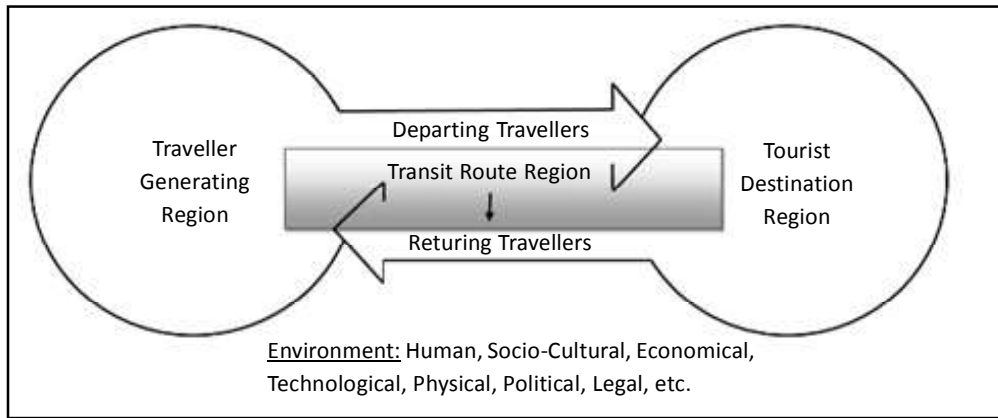


Fig. 13.1: Tourism System

Source: Leiper Tourism System (1990), Redrawn from Guided Tourism- The Role of Guide Books in German Tourist Behaviour in Sweden by Zillinger, Malin, 2007.

The Leiper system has provided dimensions of tourism but not able to give unified general theory of tourism. John Tribe in his paper “The Indiscipline of Tourism” has described “Tourism as a Science” and “Tourism as a Field”.

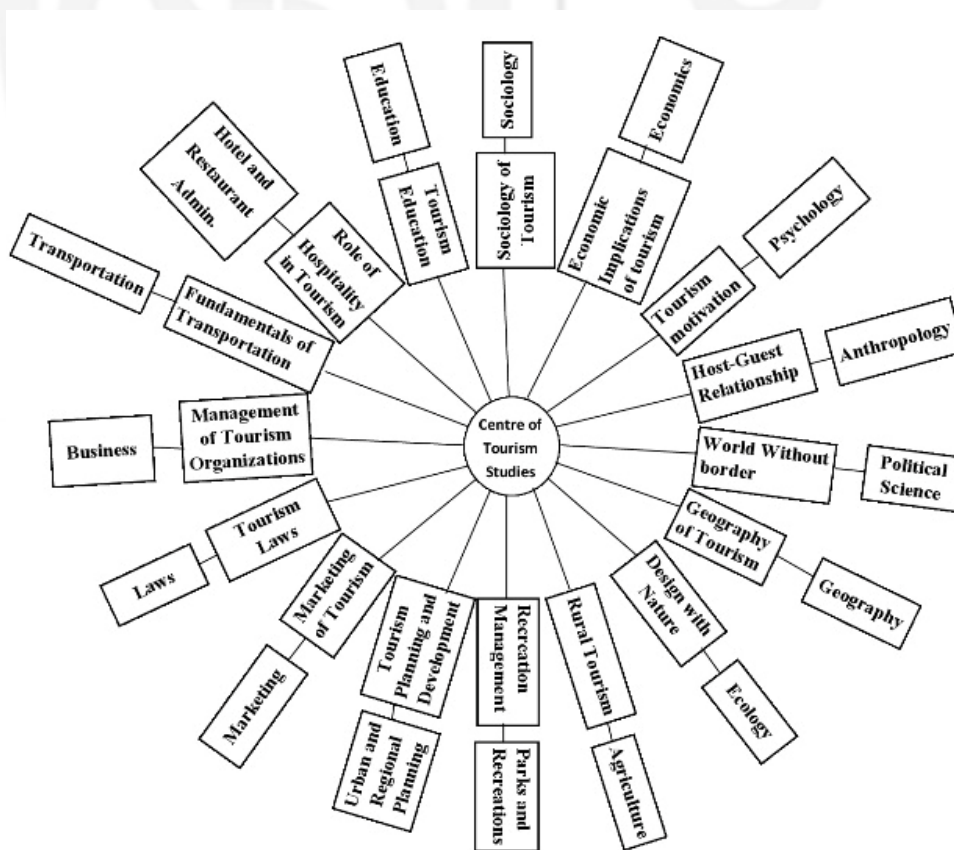


Fig. 13.2: Model of Tourism Studies

Source: Model of Tourism Studies, Jafar Jafari, University of Winconsin, Taken from “ The Indiscipline of Tourism” by Tribe, John, Buckinghamshire College, UK.

Many researchers have described tourism as a field. One of them is Gunn who suggested that there are many disciplines who are contributing in tourism like Planning and Design, History, Political Science, Business, Behaviour, Human Ecology, Anthropology, Geography, Marketing and Futurism (applied History). Jafari and Brent Ritchie (1981) have proposed a tourism model as a field.

The model given by Jafari and Brent illustrates that tourism study is multidisciplinary in nature. In this model there is assimilation of various disciplines and departments. Figure illustrated the inner circle of boxes are tourism courses and outer ring of boxes are disciplines or department. The model depicts that the objects of tourism study is given by inner ring and method of analysis which is disciplinary approaches is given by the outer ring. We can categorise tourism courses and related disciplines or departments according to Jafari Model which is given below.

<b>Tourism Courses</b>	<b>Discipline or department</b>
• Sociology of Tourism	Sociology
• Economic implication of Tourism	Economics
• Tourism Motivations	Psychology
• Host-Guest Relationship	Anthropology
• World without boundary	Political Science
• Geography of tourism	Geography
• Design with nature	Ecology
• Rural Tourism	Agriculture
• Recreation Management	Parks and Recreation
• Tourism planning and development	Urban and regional planning
• Marketing of Tourism	Marketing
• Tourism Laws	Law
• Management of Tourism Organisation	Business
• Fundamentals of Transportation	Transportation
• Role of Hospitality in tourism	Hotel and Recreation Administration
• Tourism education	Education

A similar kind of model is also proposed by MacIntosh, Goeldner (1986), Alejziak (1999) and Maik and Przybecka-Maik (2000).

In nutshell, “tourism” in contemporary academics is in the process of discipline formation and scholars are trying hard to condense data (empirical) from various disciplines in order to build unique theories of tourism as phenomenon and academic discipline. It must be understood that tourism as a discipline will be established in academic world by constructing unique theories.

**Check Your Progress-3**

1) Explain the multidisciplinary approach of tourism.

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2) Describe the Interdisciplinary approach of tourism.

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3) Differentiate between Transdisciplinary and Cross disciplinary approaches.

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4) Critically analyse the status of Tourism as a discipline.

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**13.10 LET US SUM UP**

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In the unit we have elaborated that travel and tourism is a multidimensional subject that includes interaction with different activities. Its basic nature creates hindrances in forming a universally accepted uniform definition which resulted in hampered study of travel and tourism as a discipline. Here subject of academic discipline is a “Person” who is moving and field of study is the “Time, Place and space” plus effects and consequences. The range of this idea is very wide and multifaceted. It is very difficult to separate travel and tourism phenomenon from social, economical, psychological, geographical and cultural domain. Due

to this reason present tourism research is multidimensional where many academic disciplines collaborate.

The topic whether tourism is a discipline or study or field is still a debatable issue. Some scholars argue that it is multidisciplinary; while some other says that it is interdisciplinary. Some academics says that tourism as a subject is already matured and transformed to discipline (Goeldner,1998: Leiper,2000), other argue that it is still in the process of discipline formation (Kuhn, 1970: Tribe 2005). Jafari and Ritchie(1981), Tribe (1997) etc opined tourism as a field of study which crosses disciplinary boundaries.

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### 13.11 KEY WORDS

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<b>Leisure</b>	: Free time available
<b>Recreation</b>	: Activity Performed by a person for satisfaction and pleasure at leisure time.
<b>Tourism Satellite Accounting (TSA)</b>	: It's a process of measuring economic contribution to a country due to travel and tourism activity.

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### 13.12 ANSWERS TO CHECK YOUR PROGRESS

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#### Check Your Progress-1

- 1) Discipline is a specific area of study or branch of Knowledge with distinctness in substance and methodology. It refers to a particular area of knowledge or study which is taught at university or collage level. See Section 13.3
- 2) The development of human understanding related to environment and society is the base of evolution of a particular discipline in a specific time period. Discipline creates boundaries of what to be considered and what not to be considered and it moves with the specialisation process. See Section 13.4
- 3) It has specific knowledge base, concepts, theories and object of research. Discipline has specific technical language, terminology and developed research methodology. As a subject it is taught at college and university level by discipline professionals. It has institutional presence, published research work in specific journals, magazine and formed associations. See Section 13.5

#### Check Your Progress-2

- 1) Study, subject, department and disciplines are interrelated. See Sec 13.6
- 2) Tourism study has different approaches like historical approach, institutional approach, product approach, geographical approach, sociological approach, economical approach, managerial approach, interdisciplinary approach and system approach. See Section 13.7

3) See Section 13.7

**Check Your Progress-3**

- 1) In multidisciplinary the researcher from different academic disciplines work together. See Sub-section 13.8.1
- 2) In interdisciplinary the researcher uses material, concept, theory, knowledge, research, education, ideas etc of other discipline. See Sub-section 13.8.2
- 3) See Sub-section 13.8.3 and 13.8.4
- 4) See Section 13.9



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## SOME USEFUL BOOKS AND RESEARCH PAPERS FOR THIS BLOCK

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## ACTIVITIES FOR THIS BLOCK

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**Note:** Discuss the results of Activities with your Counsellor.

### Activity-1

Visit a Railway Platform or a Bus Stand. There must be passengers waiting. Ask a few as to their motive/s of travel; whether they have been in touch with a tour operator? If yes why and if not why? Their duration of travel? Whether they have planned it or just left it to their friends or relatives? Do this exercise 2/3 times and compare your findings of each visit and prepare a note on the following:

- a) Different motivations for travel.
- b) More commonly places to be visited.
- c) Percentage of those who go for a planned holiday.

### Activity-2

Obtain a map of world and mark on it the following:

- i) All seven wonders of the ancient civilization.
- ii) All seven wonders of the modern world.

### Activity-3

Collect all ads in newspaper for 15 days that deal with visit of ancient sites/ areas/cities.

### Activity-4

Visit your areas tourist sites and find out its tourism development process.

### Activity-5

Write an essay on type of sports that are played in your region. Find the impact of mobile technology on sports