



# AL-FARABI KAZAKH NATIONAL UNIVERSITY

Department of Recreational geography and tourism

## Bases of Tourismology

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# Module 3

## Tourism and society

### Lecture 7

#### History of tourism development

# HISTORY OF TOURISM DEVELOPMENT

## Stages

Empire era

Middle ages

Grand tour era

Industrial  
revolution

Modern era

## Preconditions for travel development

- Early travelers migrated for food and hunting
- Animal migrate
- Nomad or nomadic people
- Move by foot
- Confined by geographical limitations
- Sense of adventure and curiosity
- Phoenicians, Mayans, early Chinese traveled for trade and military control

# THE EMPIRE ERA

- *Greeks, Romans, Egyptians - These empires started the necessities that encourage travel*
- *Affluent population with time and money to travel*
- *Safe and easy travel*
- *Widely accepted currencies*
- *Widely used languages*
- *Legal system which protects personal safety*

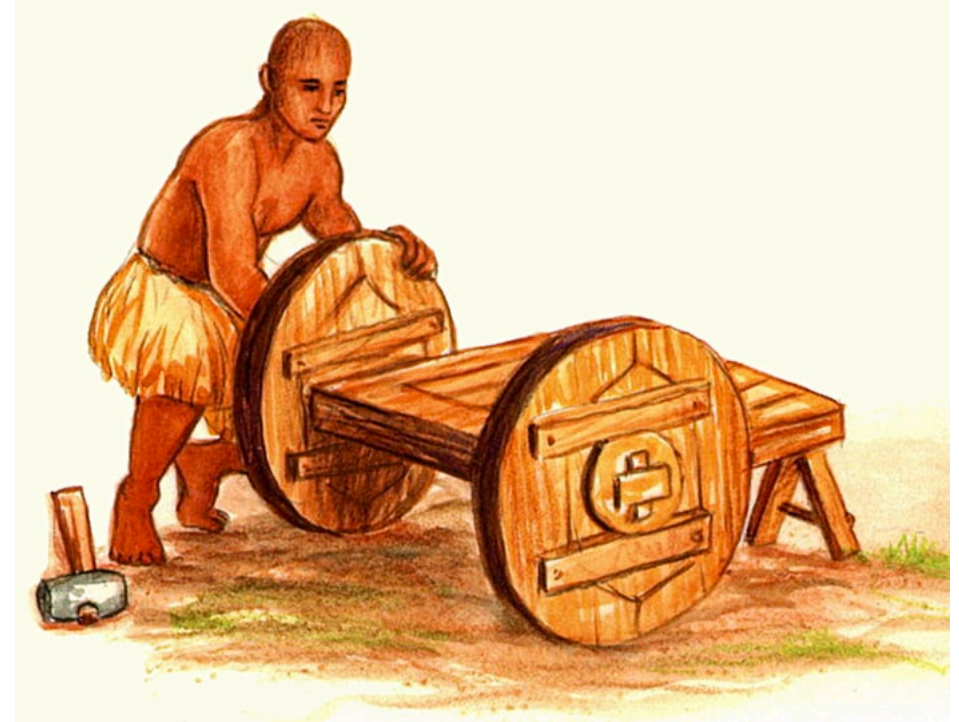
# THE EMPIRE ERA

Tourism is derived from the Hebrew word *torah* which means studying, learning, searching.

Early tourism has two forms:

- Travel for business
- Religious travel

The invention of money, writing and wheel by the Sumerians facilitated travel and exchange of goods.



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# THE EMPIRE ERA

The early Phoenicians toured the Mediterranean as traders.

Both the Greeks and the Romans were well-known traders and as their respective empires increased, travel became necessary. At this time, there was also travel for private purposes.

Travel for religious reason took the form of pilgrimages to places of worship .



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# THE MIDDLE AGES (5<sup>TH</sup> TO 14<sup>TH</sup> CENTURIES) AND THE RENAISSANCE ERA (14<sup>TH</sup> TO 16<sup>TH</sup> CENTURIES)

- After the decline of the Roman Empire in the 5<sup>th</sup> century, roads were not maintained and they became unsafe. During the medieval period, travel declined. Transportation and safety declined.
- Travel, derived from the word *travail*, became burdensome, dangerous and demanding during this time.
- Thieves inflicted harm on those who dared to travel.
- No one during this time travelled for pleasure.
- Crusaders and pilgrims to Holy Land were the only ones who traveled.
- Some travel by crusaders Marco Polo's historic travels in the late 13<sup>th</sup> century

# THE GRAND TOUR ERA (1613 TO 1785 A.D.)

- Grand Tour was used as early as 1670. While apparently educational, the appeal became social.
- Pleasure-seeking young men of leisure travelled predominantly through France and Italy .
- By the end of the 18th century, the practice had become institutionalized for the upper class of society.
- Trend of luxurious travel started by wealthy English
- Developed as a status symbol and spread throughout Europe
- Goal was to experience the “civilized world” and study the arts and sciences
- These travels often lasted for several years





Typical Grand Tourist



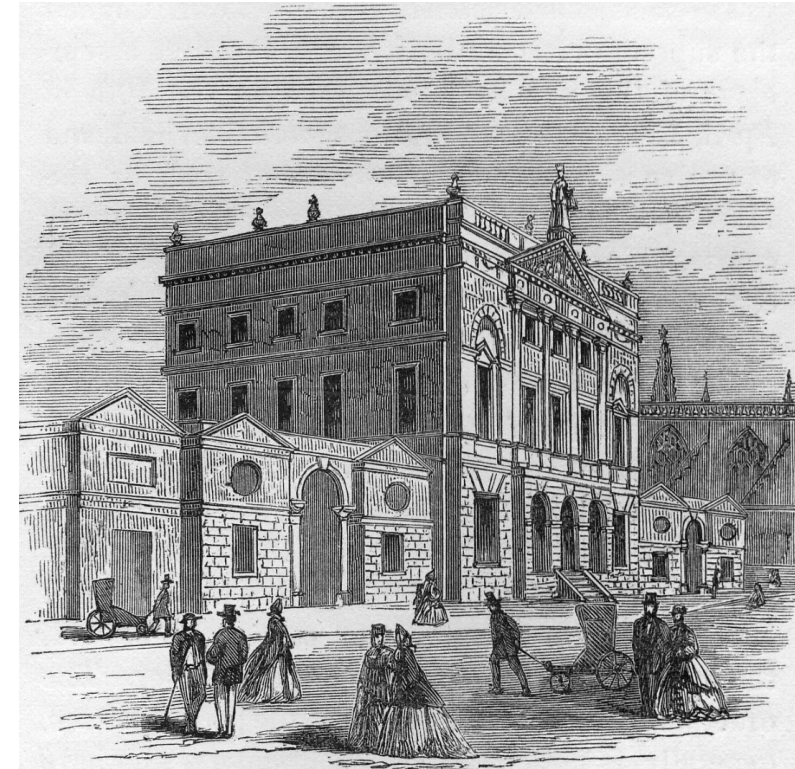
MAP OF GRAND TOUR

# SPAS AND HOT WATERS

As young men sought intellectual improvement in the Continent, the sick sought a remedy for their illnesses in “spas” or medicinal baths.

The term “spa” is derived from the word Walloon word “espa” meaning fountain.

Travelers immersed themselves in healing waters, soon, entertainment was added, and dozens of watering places became resort hotels.



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# INDUSTRIAL REVOLUTION - THE MOBILITY ERA (1800-1944)

- Growing economic prosperity
- Increase in systems, modes, and speeds of travel (roads, railroads, steamships)
- The emerging middle class combined higher incomes and growing education into annual holidays.
- To escape from their responsibilities and the crowded city environment, they traveled to the countryside or seashore for their holidays.
- This led to the creation of working class resorts near major industrial centers.

# INDUSTRIAL REVOLUTION - THE MOBILITY ERA (1800-1944)

- Two technological developments in the early part of the 19<sup>th</sup> century had a great effect on the growth of tourism.
  - Introduction of the railway
  - Development of steam power
- The railways created not only more business by proving reliable and cheap transportation, but also more competition as various private companies invested heavily in hotels, resorts and entertainment facilities.

Please watch the video

# THOMAS COOK

Travel organizers emerged. The first and most famous of these was Thomas Cook.

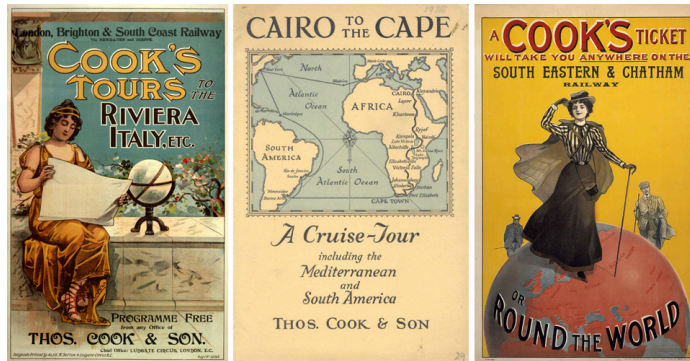
His first excursion train trip was between Leicester and Loughborough in 1841 with 570 passengers at a round-trip fare of one shilling.

In 1866 he organized his first American tour.

In 1874, he introduced “circular notes” which were accepted by banks, hotels, shops, and restaurants. These in effect the first traveler’s checks.



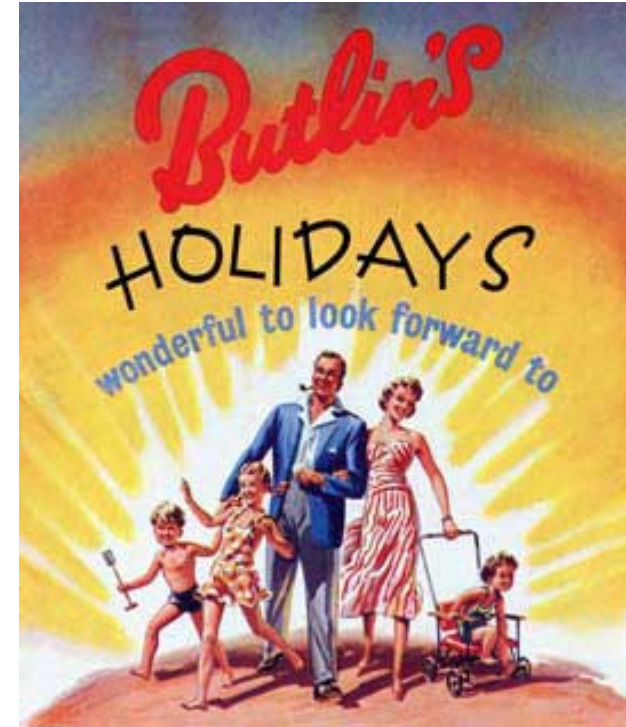
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# THE MODERN ERA (1945 TO PRESENT)

- Paid vacations introduced in the early 1900's made leisure travel possible for working and middle classes
- Millions of people were introduced to international travel during World War II
- Postwar prosperity made mass ownerships of automobiles possible
- Advent of jet travel shortened travel time
- Time, money, safety and interest in travel led to unparalleled growth of tourism
- Development of mass tourism



<https://butlinsmemorabilia.co.uk/>

Please watch the video



## REFERENCES:

- Information from the official website of World Tourism Organization, <<http://www.world-tourism.org>>.
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- C.Michael Hall and Stephen J.Page (2006) The geography of Tourism and Recreation: Environment, place and space, Routledge.
- Erdavletov S.R. (2010) Tourism Geography: coursebook for discipline – Bases of Tourismology, Almaty, Qazaq universiteti, 210 p.

### **Internet websites:**

- <https://polit-gramota.ru/>
- <https://tourismteacher.com/>
- <https://www.vokrugsveta.ru/>
- <https://butlinsmemorabilia.co.uk/>