

# Session 1

## Historical development of the travel, tourism and hospitality industry

### Explanation of key terms

- **Attractions:** Attractions encompass a broad scope of 'things to do'. Of particular relevance here is the way that attractions are used. They include ruins, historic buildings, gardens, theme parks and children's activity parks. Some package holidays include visits to attractions as part of the package. Some sectors use attractions as add-ons, hence excursions from Cruise Ships and the Resort. Very often they are a key part of the independent travellers' itineraries and for some special interest sectors (Robinson et al, 2009).
- **Transport:** Includes coach travel, flights, cruises, trains and other modes of travel.
- **Activities:** describes things 'to do', events that people can watch and/or participate in, or special events. Many activities take place at attractions, but a lot of events are events in their own right which take place once or more each year.
- **Tourist Generating Zone (Area) TGZ/A:** The location from which tourists choose to travel to a destination (Gunn, C 1994).
- **Transit Zone TZ:** The route along which the tourists travel to the destination (Gunn, C 1994).
- **Tourist Destination Zone (Area) TDZ/A:** A geographic area containing a critical mass of development that satisfies traveller objectives (Gunn, C 1994).
- **Pilgrimages:** Considered by some to be the first form of tourism, were motivated by religion.
- **Crusades** in the Holy Land resulted in touristic activities, such as buying souvenirs.
- **Grand Tours** of the 17<sup>th</sup>-19<sup>th</sup> Centuries were considered educational for the aristocracy, discovering other cultures and heritage.

# Background reading

## Tourism Timeline

<b>BC 3000</b>	<b>First sea travel</b>
<b>100 – AD 500</b>	<b>Tourism and the Roman Empire</b>
<b>Eight Century</b>	<b>First Olympic Games</b>
<b>AD 1100-1300</b>	<b>Pilgrimages</b>
<b>1550-1750</b>	<b>Spa tourism</b>
<b>1600-1800</b>	<b>The Grand Tour</b>
<b>1700</b>	<b>Height of popularity of spas</b>
<b>1829</b>	<b>Beginning of rail travel</b>
<b>1841</b>	<b>Thomas Cook's first excursion</b>
<b>1871</b>	<b>Bank Holidays Act</b>
<b>1919</b>	<b>First scheduled passenger flight (London – Paris)</b>
<b>1920s</b>	<b>Sunbathing becomes a popular pastime</b>
<b>1936</b>	<b>Butlin's opens in Skegness</b>
<b>1938</b>	<b>Holidays with Pay Act</b>
<b>1950's</b>	<b>Commercial jet airliners enter service</b>
<b>1950</b>	<b>Overseas travel becomes more accessible</b>

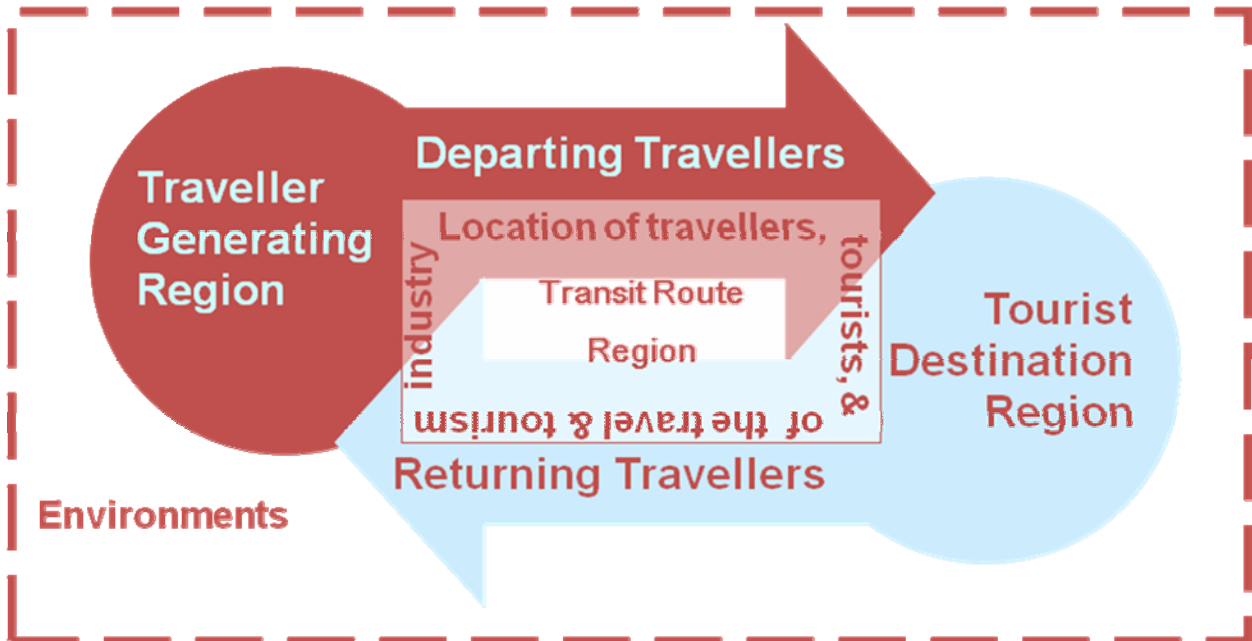
## Types of Tourism

Inbound - tourists coming to the UK from overseas

Outbound - people leaving the UK to travel to another country for tourism

Domestic/Internal – travel within a country

International – travel to another country



(Leiper's Tourism System model, Cooper *et al*, 1998)





# Session 1 lecture slides

## **Learning outcomes for this session**

At the end of this session you will be able to:

- Explain the history and development of tourism
- Understand the key ideas that underpin current explanations about tourism

It is important to understand the historic development of the travel, tourism and hospitality industries in order to understand how they have developed to where they are today and the lessons that have been learnt along the way, as well as to understand the impacts that the industry has had and the impacts that it continues to have, both positive and negative.



# Historical Development of the Travel, Tourism and Hospitality Industry

Introduction to Travel, Tourism and Hospitality – Session 1

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## Overview

- Aims of module
- Syllabus
- Scheme of work
- Sources of information

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## Historical Motivations for Travel

- War
- Religion
- Trade
- Discovery
- Festivals
- Health



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## History of Travel

<b>10,000 BC</b>	People moved outward from the fertile crescent in the Middle East, to farm
<b>3,500 BC</b>	First settlements – Sumer
<b>2,000 BC</b>	Minoans from Crete grew rich trading with other Mediterranean countries
<b>800 BC</b>	Greeks travelled due to overpopulation
<b>776 BC</b>	First Olympic Games in Greece
<b>200 BC</b>	Romans – conquering new territories, built excellent roads
<b>AD 650</b>	Silk route in China
<b>Middle Ages</b>	Europe - pilgrimages
<b>1670</b>	The Grand Tour

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## Example - Development of the British Tourism Industry

<b>1752</b>	Dr. Richard Russell published Concerning the Use of Sea Water, leading to a rise in the popularity of UK seaside resorts
<b>1830</b>	Introduction of the railways
<b>1841</b>	Thomas Cook organised his first excursion from Leicester to Loughborough
<b>1851</b>	Tours were organised to the Great Exhibition in London
<b>1866</b>	Cook organised his first tour to America
<b>1871</b>	The Bank Holiday Act created four public holidays a year
<b>1901</b>	The Factory Act gave women and young people six days' holiday a year
<b>1903</b>	'Trust Houses' opened a chain of hotels in Britain
<b>1936</b>	The first UK Holiday Camp was opened by Billy Butlin at Skegness

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## Development of the British Tourism Industry – cont.

<b>1938</b>	Introduction of the Holidays with Pay Act
<b>1949</b>	First Overseas Package Holiday by air offered by Vladimir Raitz of Horizon
<b>1965</b>	Lord Thomas took the first step towards the creation of the Thomson Travel Group
<b>1969</b>	Development of Tourism Act established the English, Wales & Scottish Tourist Boards, plus the British Tourist Authority (BTA)
<b>1970</b>	Introduction of the Boeing 747 'jumbo jet'
<b>1974</b>	The UK's number one tour operator Clarksons went into liquidation
<b>1986</b>	The number of UK package holiday makers topped 10 million for the first time
<b>1991</b>	The INTASUN holiday company ceased trading
<b>1994</b>	Channel Tunnel Opened
<b>1998</b>	A record 25.7 million overseas visitors came to Britain, spending more than £12 billion

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## Modern Tourism Industry Sectors

- Destinations
- Attractions
- Accommodation
- Activities & events
- Travel & Transport

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## Types of Tourist Activity

- VFR – Visiting Friends & Relatives
- Holidays
- Day Trips
- Short Breaks/City Breaks
- Business Travel
- Educational Travel
- Niche Market Activities – Ecotourism, Dark Tourism, Special Interest Travel

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## Exercise

From the handout of the history of the development of the travel, tourism and hospitality industry. Identify the main factors that led to its' successful growth as the world's fastest growing industry.

In groups of 3 or 4, discuss the implications this has for the future growth of the worldwide industry.

Feedback your views to the rest of the class.

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## Summary

- Tourism has a long history
- The recognition of tourism as an industry is relatively modern
- It is closely related to hospitality, event and leisure
- It is currently one of the fastest growing industries

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