

Historical Roots of Tourism

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Why consider Historical Perspectives?

‘A problem in tourism studies has been a prevailing present-mindedness and superficiality, refusing deep, grounded or sustained historical analysis even when dealing with essentially historical processes.’ (Walton, 2005:6)

Understand different social influences & attitude changes & their impacts on tourism development

- **Economic**
- **Socio-cultural**
- **Political**
- **Geographical**
- **Technological**

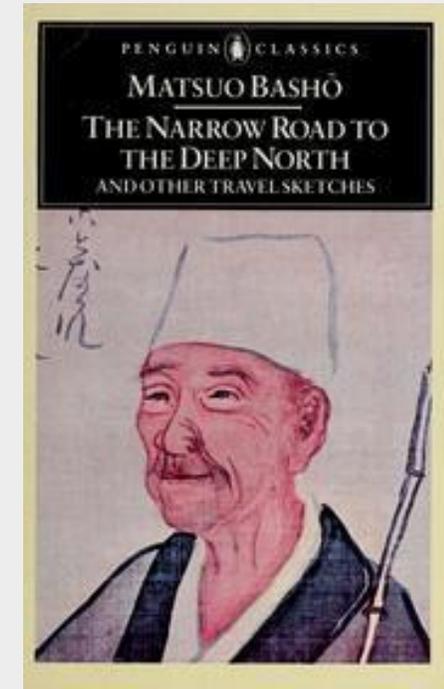
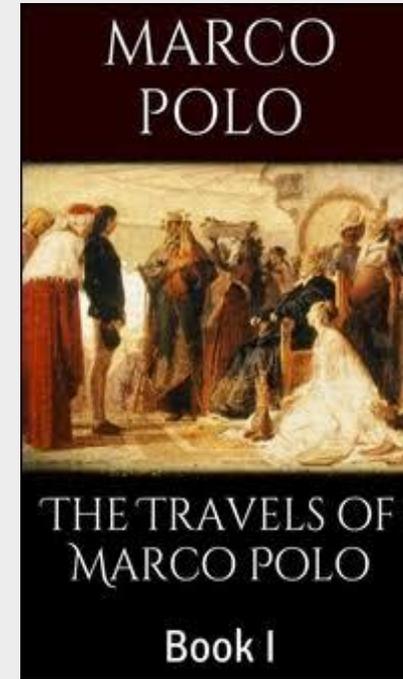
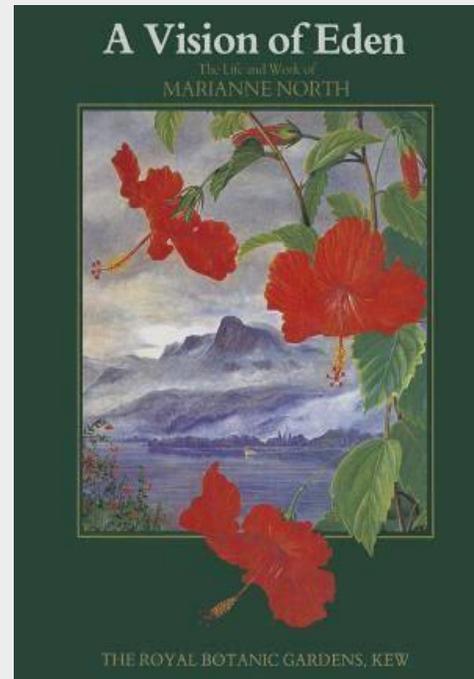
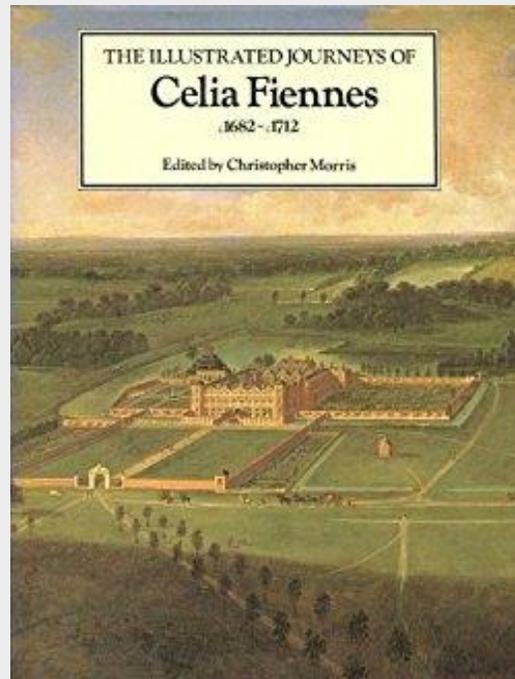
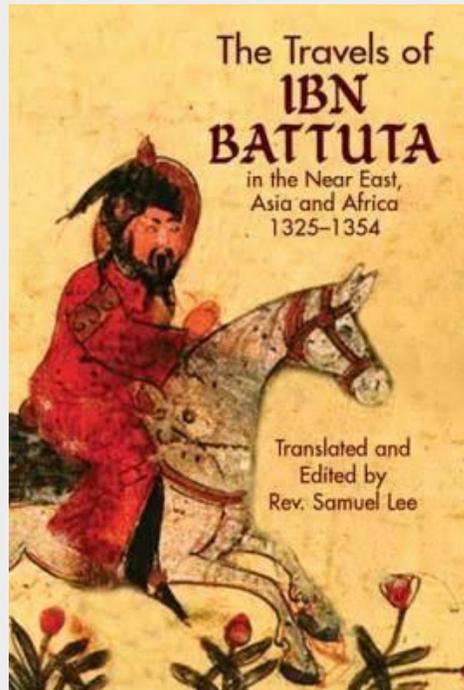
Connectivity

Hospitality, Travel and Pilgrimage are all interconnected

Being the historical antecedents to contemporary tourism their development is important to understand

More recently add 'Events' – historic roots in ritual, festival etc

Writing about Travel



Hospitality

- Hospitality has ancient origins
- Host
- Guest
- Fear of the stranger/Divinity of the Guest



Divinity of the Guest

- Strangers to be welcomed as if gods – cross-cultural idea
- ‘The unincorporated stranger cannot be abided’ Pitt-Rivers 1977
- Sanctuary



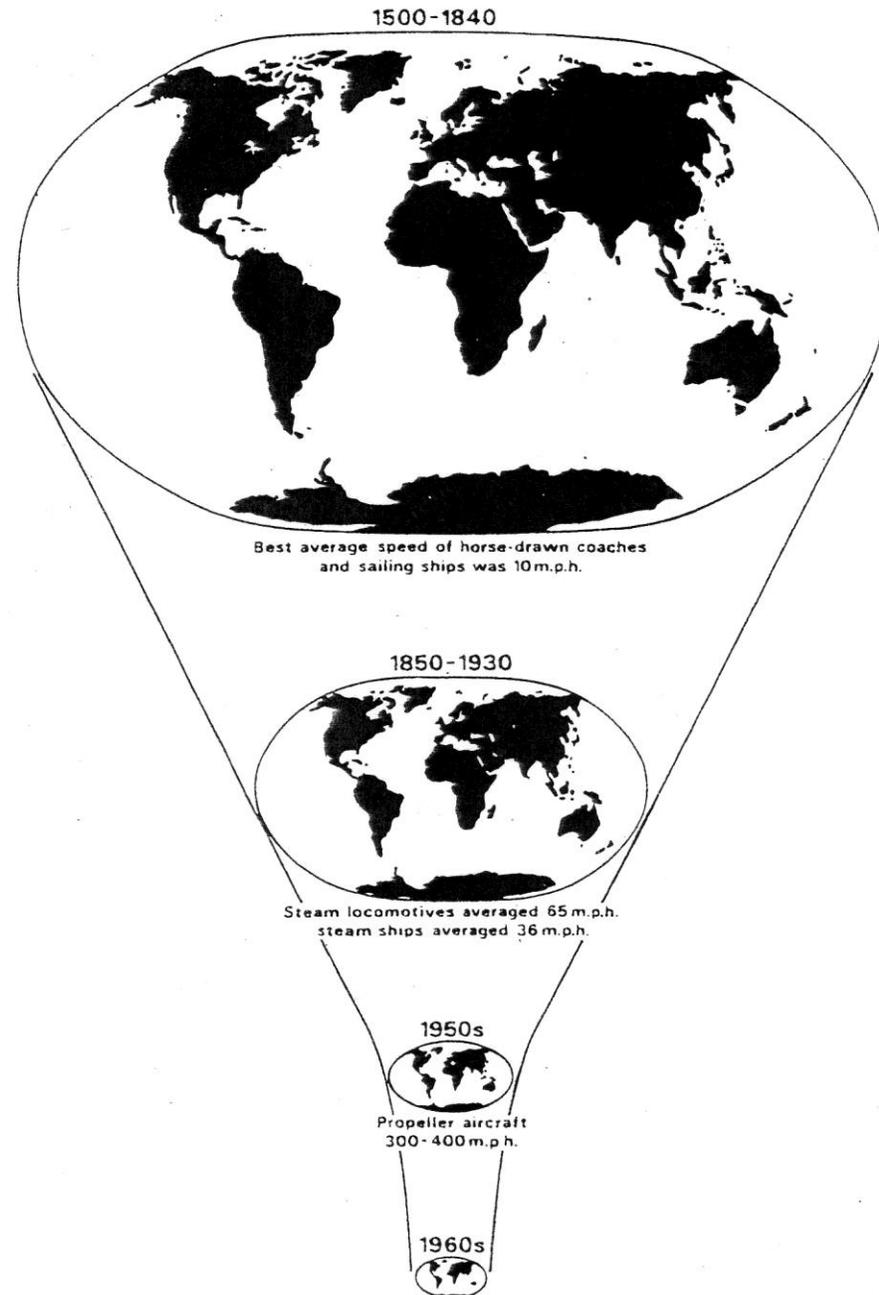
Hospitality in Augustan Society (44BC-AD69)

‘The third important Latin concept related to Augustan tourism is *hospitium*, whose meaning is much stronger than hospitality as a kindness in welcoming guests or strangers. ... If in the city he is about to visit, there lives a person with whom he happens to be linked by *hospitium* (e.g. because his father had once put up or helped their father), an Augustan traveller is bound to stay at their place, where he will be received with honour. He can stay there many weeks, he will be treated like a prince but if ever this person (or someone recommended by them) visits him, he will be obliged to offer the same service.’ (Lomine, 2005: 71-72)

What's needed to take part in travel & tourism?

1. Ability
2. Mobility
3. Motivation

History of tourism reflects the changes of these 3 areas.



Who Travels?

- **A range of people categorised by travel**
 - **Mythical figures**
 - **Religious figures**
 - **War (tour of duty)**
 - **Business**
 - **Leisure**

Different forms of Travel

Characterised by binary opposites:

- **Home/away**
- **Placement/displacement**
- **Dwelling/travel**
- **Location/dislocation**

**Associated terms: Exile,
Immigrant/Emigrant/ Asylum Seeker,
insider/outsider/stranger; host, guest;
alien etc etc**

Travelling Cultures

Why Travel?: The Question of Moving

'It seems to me I would always be better off where I am not, and this question of moving is one of those I discuss incessantly with my soul.'

**Charles Baudelaire
(1821-1867)**

Restlessness?

- **Privilege**
- **Non-rootedness**
- **‘Every culture must liberate its creative potential by finding the correct equilibrium between isolation and contact with others’**
Claude Lévi-Strauss (1955)

‘to understand ourselves better – for we cannot define our own identity until having confronted that of others, as comparison: the cultures of others are a mirror in which we can examine ourselves.’

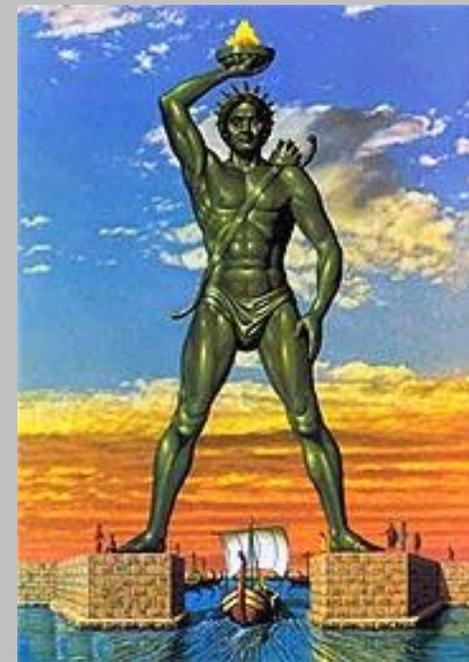
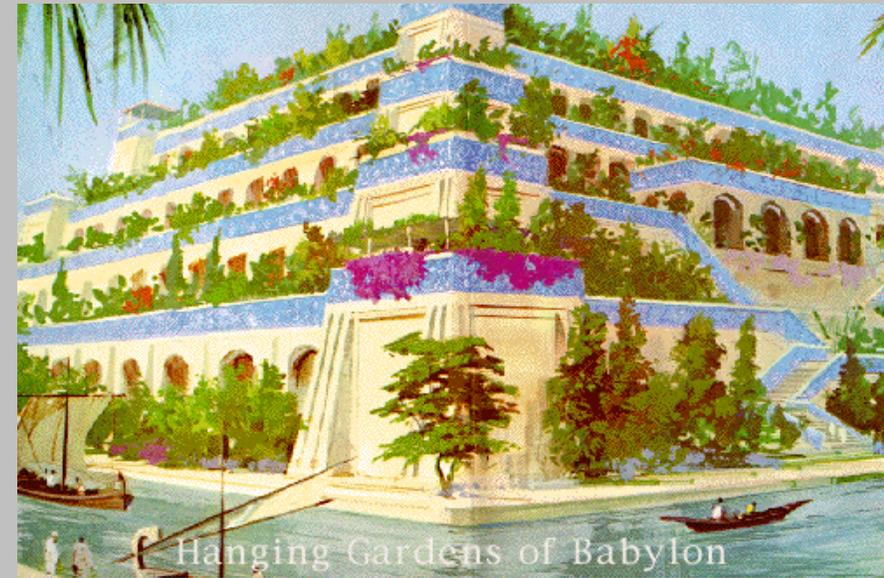
Richard Kapuscinski (2008)

**The right
reasons for
travel?**

- **Ideas of otherness – what we are not, where we are not, binary oppositions**
- **Identity is contingent**
- **Is travel about us or them?**

Ancient Civilisations: Egyptians & Greeks

- Leisure = important but experienced by elites in a slave-based society
- Growth in empires – travel for trade ‘business tourism’
- Trips for pleasure – Olympic Games, Festivals, Rituals, Pilgrimage
- Seven wonders of the world – attractions, basis of ‘heritage’/ ‘cultural’ tourism?



Roman Empire



'Dark Ages'



18th-19th Centuries: Urbanisation & Industrialisation

- Rural to urban movement
- Factory working
- Division of time
- Large group events
- Repressive legislation
- Positive legislation

**Industrialisation gave working classes:
ability, mobility & motivation**



20th Century



The Problem with Travel



- **Migration and nomadism once seen as related to the 'barbaric'**
- **Civilisation associated with being settled**
- **Ancient civilisations destroyed by nomadic peoples**
- **Movement associated with disorder**
- **Idea of distant lands associated with strangeness, disorder**

Tourist/Traveller Distinction

Tourism

- Invasion, rape, poisoning, tidal wave
- Pollution, swarms, juggernaut
- Benidorm, Torremolinos, Kos
- Sun, Sea, Sand, Sex
- Unadventurous, narrow-minded, undiscerning, unreal, false

Travelling

- Discovery, exploration, understanding, peaceful, contact
- Tikal, Phnom Penh, Zanzibar
- Sensible, sensitive, inquisitive, intelligent
- Adventurous, broadminded, discerning, real, true

Construction of Mass Tourism

- **Not just numbers BUT Value Laden – carries assumptions**
- **Fear of Crowds**
- **Mass versus Romantic Solitude**
- **Critique of mass society as mass CONSUMER society**
- **The individual as passive consumer**



Categories of Tourists

- **ERIK COHEN (1974) 'Who is a Tourist?: A Conceptual Clarification', *Sociological Review*, Vol 2, pp 527 – 555.**

➤ **ORGANISED MASS TOURIST**

➤ **INDIVIDUAL MASS TOURIST**

➤ **EXPLORER**

➤ **DRIFTER**

The Moral Turn

- **1980s Decline in grand theorizing/overarching theories of society**
- **Critique of individual practice/lifestyle**
- **Moralisation of Tourism**
- **Rise in sustainability issues**
- **Traveller/Tourist distinction remains**



Summary

- **We can look to the past to help understand the present both in terms of what tourists want and how tourism develops**
- **We bring assumptions to our understanding of what travel & tourism are for**
- **Mass tourism is not just about numbers but is socially constructed**