

AN INTRODUCTION Tourism



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Preface

Tourism is now recognized as being an economic activity of global significance. As the importance of the activity has increased, so too has the attention given to it by governments, organizations in both the public and private sectors, and academics. This book is an introduction to a complex and multi-faceted industry. It is written for two main audiences: for students of tourism and for those employed in the industry who want to know more about the structure, component activities, and environment within which they work. The book aims to provide a comprehensive introduction to the tourism industry to encourage further study and to stimulate interest in the subject area. To advance these aims, the recommended 'Further reading' at the end of each chapter is selective rather than comprehensive.

In writing this book the authors have tried wherever possible to relate theoretical concepts to empirical examples, many based on their extensive international experience in the industry.

Mr Bill Richards prepared [Chapter 8](#). His assistance is gratefully acknowledged and much appreciated.

Miss Sandra J. Miller typed the many drafts and the final manuscript. Her humour, patience, tolerance and support made the final outcome possible.

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1 The nature and characteristics of the tourism industry

Introduction

Tourism is an activity which cuts across conventional sectors in the economy. It requires inputs of an economic, social, cultural and environmental nature. In this sense it is often described as being multi-faceted. The problem in describing tourism as an 'industry' is that it does not have the usual formal production function, nor does it have an output which can physically be measured, unlike agriculture (tonnes of wheat) or beverages (litres of whisky). There is no common structure which is representative of the industry in every country. In France and Italy, for example, restaurants and shopping facilities are major attractions for tourists; in Russia they are not. Even the core components of the tourism industry, such as accommodation and transport, can vary between countries. In the UK many tourists use bed and breakfast accommodation in private houses; in Thailand such facilities are not available. In the transport sector, levels of car ownership and developed road networks cause many tourists to use their cars or buses in Western Europe and the USA. In India and Indonesia, most tourists travel by air. It is some of these problems of definition which have caused many writers to refer to the tourist sector rather than the tourist industry. Sometimes the terms are used interchangeably, as they are in this book.

Problems of definition

The problem of definition is a serious and continuing difficulty for analysts of tourism. In particular the amorphous nature of the tourism industry has made it difficult to evaluate its impact on the economy relative to other sectors in the economy. Techniques have been developed to facilitate measurement of impact ([Chapter 5](#)) but there is no universally accepted definition of what constitutes the tourism industry. The World Tourism Organization (WTO) has attempted to address this problem in its publication *A Standard Industrial Classification of Tourism Activities* (SICTA) which is evaluated in [Chapter 3](#). Most academic writers tend to craft their definitions to suit their specific purposes. For purposes of this book the definition given by Burkart and Medlik (1981) is accepted:

the phenomenon arising from temporary visits (or stays away from home) outside the normal place of residence for any reason other than furthering an occupation remunerated from within the place visited

However, there are a number of features associated with tourism which are quite explicit. For example, tourism implies that a person undertakes a journey: the journey may be for less than a day (day tripper/visitor); or it may be a journey within a national boundary, therefore constituting a domestic tourist trip; or it might be a journey which crosses an international boundary, therefore being classified as an international tourism trip. These particular definitions are dealt with in [Chapter 3](#). However, it is not only the nature of the journey which constitutes tourism, but is also the purpose of the journey which very broadly should be for leisure or business. In looking at the development of tourism historically, most attention has been given to the concept of international tourism, i.e. journeys across international boundaries.

Although the components of the tourism industry will differ between countries, there are certain subsectors which are clearly identified as being components of tourism activity, such as the accommodation sector which would include not only formal accommodation, hotels, guest houses, etc., but also camping sites, rooms in private houses and bed and breakfast type arrangements. Travel agents and tour operators are recognized as comprising another distinct subsector. Transport – airlines, shipping, rail and car hire, cars and coaches – will also be seen as being important inputs to the tourism sector. In some countries, shopping and production of handicrafts is another associated activity of tourism. In all these examples we have one major problem, which is to measure the extent to which the output of the various sectors input to the tourism industry. This gives rise to many difficulties in attempting to define the economic value of tourism; for example, in a country like Singapore a very high proportion of a tourist's discretionary expenditure is spent on shopping. In other cases we may find that shopping is almost exclusively confined to duty free purchases, such as in Barbados. These are problems in trying to measure the magnitude and importance of tourism and are referred to in [Chapters 3 and 5](#).

Changes within the industry

If we use 1945 as being the year when the development of the major growth in the tourism industry began, we can make some general observations relating to the changes which one can discern in the tourism industry.

Before the 1950s, tourism was very much an industry which was fragmented; hotels, transport operators, travel agents, tour operators all tended to work independently of each other. Hotels were largely in the business of selling bed nights. Airlines and railways were in the business of selling seats. Travel agents of course, were selling travel and holidays but in each case they tended to operate very much as individual businesses. From the mid-1950s onwards, particularly in the UK, the growth of tour operators began to change the nature of the industry from essentially individual business activities to more integrated activities. Hotels, for example, were beginning to see customers as wanting a range of services rather than

simply buying accommodation. So hotels began to develop shopping arcades and later to offer secretarial centres to try to increase the spend of guests within the hotel complex. Transport operators, particularly in the airline business, saw the sale of transport services as being integral to a much wider need. Airlines offered insurance and accommodation booking for travellers. By the 1980s many airlines were offering complete travel services including holiday arrangements, medical services, car hire, etc.

What we have seen since the 1950s is the emergence of a holiday and travel industry which is offering more integrated services. This is particularly noticeable with the forward and backward integration of some of the very large tour operators. To some extent this was determined by the nature of demand which is discussed in [Chapter 4](#). In other cases it was a business opportunity to integrate demand and provide a service at a much more competitive price and to maintain and increase market share. By 1990 the structure of the tourism industry, certainly in the UK and Europe, was influenced by the growth of some very large companies. In the USA, American anti-trust laws discouraged, if not prohibited, the development of large integrated companies. The American experience in tour operation has been very different from that within Europe, particularly compared with the UK.

As the structure of service provision changed so did the nature of holiday taking. Up until 1946, i.e. the period between the world wars, much of international travel was for the privileged, wealthy and elite groups in society. From 1950 onwards a combination of factors, for example, increase in leisure time availability, increase in paid holidays, development of package tours, development in air transport – all combined to provide a much wider potential holiday-taking market. This market was different in terms of socioeconomic groups from the pre-1950 era.

The 1950s was the time when international travel for holiday purposes was democratized, the changing nature of demand being one of the factors which changed the structure of the tourism industry. This phenomenon of democratization is sometimes referred to as ‘the development of mass tourism’. However, the volume of tourism differs greatly between countries and to use ‘mass’ in an isolated rather than a relative sense can be very misleading.

The changing nature of holidays was reflected in the social groups taking holidays, and in the distances which people were prepared to travel to holiday destinations. One of the major demand changes was the increased availability of leisure for a wider group in society. Rising real incomes, paid holidays and growing propensity to demand foreign holidays, or a combination of these, were important and continuing factors stimulating international tourism demand. These factors were not simply economic determinants but also social. As the world recovered from the Second World War there was growing evidence to indicate that people were spending more time on leisure activities and on travel. These tendencies were reflected in the protection that many people gave to holiday expenditures, these expenditures being the last to be surrendered in the face of income changes. These factors are discussed in more detail in [Chapter 4](#).

An analysis of international tourism travel trends reveals a number of features. First is the continuing but declining concentration of international

Table 1.1 International tourist arrivals and receipts

	1995 Results*							
	Tourist arrivals (thousands)		% Change		Tourism receipts (US \$ million)		% Change	
	1994	1995	95/94	94/93	1994	1995	95/94	94/93
World	546 269	567 033	3.8	5.4	346 703	371 682	7.2	10.4
Africa	18 477	18 800	1.7	0.7	6 530	6 915	5.9	8.5
Americas	107 176	111 944	4.4	3.0	95 084	95 239	0.2	4.8
East Asia/Pacific	76 973	83 624	8.6	10.6	61 990	69 349	11.9	18.7
Europe	329 819	337 240	2.3	5.1	174 811	189 820	8.6	11.0
Middle East	9 875	11 041	11.8	10.0	5 129	6 653	29.7	6.8
South Asia	3 949	4 384	11.0	11.0	3 159	3 706	17.3	13.1

* Subject to revision.

Source: *World Tourism Organization*, 1995.

tourist movements within Europe and between Europe and North America. Inter-country tourist movements between the USA, Canada and Mexico generate very large numbers. The traditional tourist-generating countries in Western Europe and the USA are seeing more travel to long-haul destinations in the Caribbean, the Pacific, Asia and Africa. Tourism is becoming a more global activity, and as real per capita incomes and discretionary leisure time availability increases, some of the traditional tourist-receiving countries such as Japan, Hong Kong, Singapore and within certain social groups in India, are now generating increasing numbers of outbound tourists. Many of these 'new tourists' are travelling for leisure rather than business purposes. Table 1.1 indicates the volume, value and distribution of international tourism movements.

The table should be interpreted with caution as it is compiled by the WTO from data supplied by member countries which do not always have reliable or definition-consistent statistics. Furthermore, the international receipts figures do not include air fares generated by tourist movements which constitute a substantial input to the airlines' receipts in many countries.

This development of long-haul travel could not have taken place without the increasing specialization of the travel trade. The emergence of tour operators in particular tended to concentrate activities either in the short-haul or the long-haul market. Within Europe, for example, the growth and consolidation of very large tour operators like Thomson Holidays in the UK, Neckermann and TUI in Germany and Tjerborg in Denmark was indicative of the demand for international travel. Within this trend there was also an increasing supply of specialist tour operators normally looking to meet the demand for a lower volume but a higher per capita spend tourist who wanted to travel to distant countries or enjoy a special interest experience. Specialism within the travel field has been one of the features which has helped change the structure and the nature of the travel industry.

The role of government

In addition to the structural changes within the industry, it is relevant to note the role of government ([Chapter 11](#)). Government, particularly in developed countries, has often played a supportive but essentially background role in the development of tourism. In the UK, for example, in 1969 the government through its Development of Tourism Act not only supported through funding the development of new hotels within the UK, but also set up the various National Tourist Boards in Wales, England and Scotland and also the British Tourist Authority. Government has tended in most developed countries to take a 'hidden' hand role, i.e. it provided the infrastructure and intervened as necessary to direct and to encourage the growth of tourism. However, in the developing countries we find that governments have had to take a much more active and pro-interventionist role ([Chapter 12](#)).

There is considerable debate about the role of government in the tourism industry. One proposition is that in most developed countries government has tended to play the role of supporting tourism development, as mentioned above, by providing infrastructure and a representative national tourism authority. Many governments offer investment incentives to encourage development of the tourism industry. In developing countries such as India, the government through the Indian Tourism Development Corporation has invested in tourism facilities, such as ski resorts and hotels, and also in tourism services such as travel agencies, buses, car hire and airlines. There is no definite pattern which reflects the role of government in the development of the tourism industry. For example, in the USA the Regan government abolished the United States Travel Services which was to later re-emerge in a smaller form as the United States Travel and Tourism Agency. The Clinton government has now abolished it.

In the early 1990s, institutional pressure from international bodies such as the World Bank and the International Monetary Fund encouraged, if not coerced, many governments in the developing world to relinquish their commercial activities to the private sector. The Structural Adjustment Programmes agreed with many governments insist on a progressive privatization of governments' commercial assets and activities in return for financial support as part of the economies' restructuring process. In tourism, this means that more governments in the developing world are now providing support for tourism rather than taking an entrepreneurial role. These changes are discussed in [Chapter 12](#).

Global tourism

Mention has been made of the globalization of tourism. This term is frequently used, but has ambiguous interpretations. It should be used to refer not only to the scale of tourism activity, but also to include the distribution of tourism activity. Tourists are not only travelling to the traditional destination countries, but also new tourism destinations and generating countries are represented on the global tourism maps. Within Asia, intraregional tourism is particularly important, and 'new' destination

countries such as Vietnam, Laos and Cambodia are emerging. Within Africa, the political changes in South Africa have stimulated tourist arrivals within the Southern African region; with the cessation of the civil wars, countries such as Mozambique and Angola can become significant tourist destinations in the future.

The globalization trend does not simply replicate past trends. There are different groups of people travelling and travelling longer distances. As people become more sophisticated travellers, the travel trade has adapted to meet their needs. Safety, comfort and reassurance are still travel pre-requisites. In Europe, the European Union's Package Tour Directive attempted to improve conditions on travel and holiday contracts which aimed to ensure the provision of quality standard promised in the tourist receiving countries. The worldwide concern for environmental quality and protection is beginning to influence the travel trade in the way it selects its partners, and also in the conditions which tourists expect to find at the destination. Destination management is becoming an increasingly important issue in the tourism industry.

In Europe, the ageing population has provided a reservoir of mature tourists with both the leisure time and disposable income to travel. This so-called third age tourist has become an important, and will remain an important, segment of international tourism demand. As many of these tourists are retired and therefore have the choice of when to travel, they can help to overcome seasonality problems in some destinations.

Although there is a trend towards more independent travel, the inclusive tour has not lost its vitality or importance. The inclusive tour, which is a package of travel, accommodation and service arrangements sold at a single price, has become more flexible. No longer is it necessary for all the tour group members to stay at the same hotel, or even at the same resort; standards of accommodation can vary for different prices. So an inclusive tour may still depart by chartered flight, but at the destination might offer a range of serviced accommodation choices, or self-catering operations, rooms in private houses or self-drive arrangements. The choice permutations are varied, but the volume of tourists attracted by these arrangements still generate the economies of scale which keep prices low and permit more people to become international tourists.

The inclusive tour has not only encouraged travel through price reductions, but has diminished much of the risk and uncertainty associated with foreign travel. This has been particularly important in the development of long-haul tourism to developing countries. Long-haul tourism was principally the business of a group of specialist companies catering for small-volume but high per trip spend tourists. In the UK, Kuoni, Bales Tours and Cox and Kings are three examples. On the international market, American Express is another example. However, as more experienced tourists are seeking 'faraway places', many of the very large tour operators such as Thomson Holidays and Airtours, are now offering long-haul destinations in the Caribbean, Africa, New Zealand and Australia. Although not a large part of their total turnover, the economies of scale enjoyed by such companies do enable them to provide relatively cheap holidays in long-haul destinations, thereby widening the market.

The growing interest in the long-haul market by the large tour operators is further evidence of the changes taking place in the tourist industry. The large tour operators are diversifying into market segments formerly the preserve of small, specialist tour operators, and also airlines have developed their own holiday businesses.

Many of the larger, international airlines have developed relationships with tour operators using their aircraft on a full- and part-charter basis. The development and increasing sophistication of information technology, perhaps best seen in massive computer reservation systems (CRSs), has given airlines the opportunity to compile databases with important customer profile information. More airlines are using these databases not only for scheduling and operational purposes, but also for marketing. Many airlines now can both facilitate travel arrangements and also offer a complete holiday package. The options for the potential tourist are ever increasing.

Supply-side factors

Although many of the changes described so far can be categorized as demand-side factors, i.e. factors which influence the volume of demand, supply-side factors are also important. It is possible to identify a number of supply-side characteristics which have been of importance to the development of the tourism industry in many countries.

Perhaps the most obvious, but sometimes the most ignored factor is the development in tourism receiving countries of a tourism culture. As visitor arrivals increase and are sustained over time, the host community or resident population becomes familiar with the needs and demands of the tourists. Facilities and services are developed either directly or indirectly to support the tourism industry. As the industry grows, so usually do the economic, financial and other benefits which tourism creates. A certain tourism dependency is created to the extent where it can substantially underpin the local or national economies. Examples of this phenomenon can be seen in the Lake District in England, Benidorm in Spain, Agra in India, and the Maldives. The development of a tourism culture is not always wholly beneficial, as [Chapters 6](#) and [12](#) demonstrate. However, tourism development often provides an economic and social catalyst for change.

As tourism develops, so does the related need for more and appropriate levels of accommodation. The range and types of accommodation needed for tourists will reflect not only the level of tourism development, but also the type of tourist targeted. As tourism develops and diversifies it is often possible to bring more accommodation modes into the market; for example, self-catering, camping and caravanning, bed and breakfast in private houses are options. In Scotland, for example, it is estimated that approximately 75 per cent of tourist hotel accommodation is available in small hotels and guest houses. Tourism is a highly segmented business, with a high propensity to provide opportunities for small-scale operators. At the other extreme is the larger, standard hotel which depends, often extensively, on package tourists sent by the large tour operators.

To support the development of the tourism industry further, there is a plethora of services, such as banking, car hire, shopping and cultural

attractions (see [Chapter 8](#)). As previously noted, the component activities of tourism will vary between countries, but all contribute to the overall attractiveness of the destination to the tourist.

In destination areas, governments often provide supportive and direct services for the tourism industry. Infrastructure, the basis for tourism development, is still mainly provided by governments, as is much of the transport and police services. Governments usually fund National Tourism Administrations and advertise their country abroad. Despite the changing role of governments in tourism development, they still have a vital contribution to make in ensuring standards and tourists' personal safety.

Increasingly, these diverse supply-side factors are being integrated into some sort of destination management plan. In the same way that a country or region may formulate a tourism development strategy and plan to determine priorities for development and to allocate resources, increasingly it is being recognized that an *ad hoc* approach to destination development has its dangers. The main danger is that certain substandard components can damage a good overall image and reputation. Poor and unhygienic hotels may deter tourists and tour operators, despite outstanding scenic attractions. A reputation for high prices and poor service may have the same effect. For these and other reasons, destination management planning is becoming a more accepted concept. It also reflects another aspect of the globalization of the tourism industry – that standards are important wherever tourists may be.

Summary

We can conclude that, especially since 1945, tourism has developed into a significant international industry. As it has developed it has also become more specialized, with vertical and horizontal company amalgamations creating different scales of operation in various market segments. The growth in international airlines, advances in information technology and the growing flexibility in inclusive tour arrangements have all contributed to the present structure and characteristics of the tourism industry. Among the most significant characteristics are the following:

- 1 The growing volume of international tourism.
- 2 The democratization of holiday taking, with a wider range of socio-economic groups participating.
- 3 The continuing importance of air transport in the globalization of tourism.
- 4 The increasing flexibility of the inclusive tour to sustain tourism demand and to facilitate long-haul travel.
- 5 The emergence of specialist travel services, e.g. tour operators and travel agencies, to facilitate choice and provide information.
- 6 The continuing development of information technology to manage the 'information explosion' relevant to the tourism industry.
- 7 The growing recognition by many governments of the potential significance of tourism in national and sub-national economies.

One final point to note is that most attention is given to inbound, i.e. international, tourism. This attention obscures the fact that in many countries it is domestic tourism which is by far the largest activity. Because much of domestic tourism is self-organized and difficult to measure, it is often overlooked in preference to the more high profile international tourism.

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2 How tourism developed – the history

Introduction

History is instructive in a study of tourism, not simply because there may be lessons to learn, but rather because the seeds of future growth are to be found in the past. Many historic inventions and innovations are effective in the contemporary scene. There is a vast legacy of infra- and superstructure from earlier development. Indeed much of the heritage, especially in landscaping and resort architecture, is highly prized. The city of Bath is one of the treasures of Britain and Europe, built principally in the eighteenth century as a tourism centre. It is hardly an exaggeration to say that Beau Nash was the country's first professional tourist 'director' and so successful that he created a magnificent town. He was, in fact, employed by the proprietors of the Assembly Rooms, a unique and successful tourism enterprise, not by the municipality.

Tourism is, however, a recent invention. The word was unknown in the English language until the last century, and increasingly came to have a somewhat suspect meaning, describing group travel of the cheaper kind, with an element of an insular dislike of strangers and foreigners. In contrast, the words travel and traveller were respected, reflecting the quality of the earlier travellers who were associated with the rich, educated, or aristocratic and society leaders. Thus travel for recreation and as an enjoyable activity was a relatively new concept.

In medieval times and almost up to the end of the sixteenth century the population living in agricultural communities was static, rarely moving from the village or local area. Even with the beginning of the industrial revolution, which was making a slow start in the eighteenth century in urban and factory development, a richer 'elite' class alone enjoyed leisure and travel, while the workers worked *in situ*. Indeed as industrialization got under way, according to Pimlott (1947), leisure time or holidays where they existed tended to decrease. The Bank of England closed on 47 days in 1761, but on only 4 days by 1834.

While there had always been some travel due to wars or on pilgrimages, by government officials, landowners, clerics, university students and teachers, the volume was very small and entirely purposeful or specialist.

The expansion of tourism with the growth in population and wealth in the eighteenth century was stimulated by the classic determinants of demand – leisure time, money and interest – or what is now termed consumer

preference. Development can be followed in four distinct stages (discussed below), greatly influenced by transport changes, since transport is the key service in the business of going away from home to a new destination. The introduction with industrial technology of cheap and safe travel, with a major reduction in journey time, had a dramatic effect on the lives of the population in Britain and other European countries, and in the new colonized lands of North America and other continents transport influenced travel to a greater extent than perhaps any of the other forces released by the revolution in wealth-creating industry.

However, the improvements in transport did not create tourism. The latent interest or demand was already there. Wealth in the form of disposable income was an essential requirement, and lifestyles or fashion proved to be as important in the early days as they are today, even if the concept of marketing had not been invented. As we shall see, although the pioneers in the trade had never heard the word they were in fact very good in practice. In the early stages each improvement in transport created quickly more traffic than was expected, and more traffic than the new resources could bear, a phenomenon known to this day.

The beginnings of tourism – the four stages

Prehistory tourism

The first of the four stages covers the long period of what might be called prehistory tourism: the medieval times and into the early seventeenth century when the first signs of industrial growth began to affect the way of life which had been established over the centuries. Gradual increase in wealth, the extension of the merchant and professional classes, the effects of the Reformation and the secularization of education stimulated interest in other countries, and the acceptance of travel itself as an educational force.

Transport

The railway age represented the second stage when steam trains and steamships transformed travel opportunities. Rapid growth of population and wealth created an enormous new market in a short period of time. Mass travel was invented and with it resort development and the introduction of the travel trade of agents and tour operators with new marketing methods such as organized tours, travel packages and posters and brochures. These remain as key marketing tools today.

Although transport was a major factor in growth, there were other essential elements and also some problems because, as today, the coordination of transport plans and tourism policies or projects was limited or inadequate. They are distinct but evidently related areas of mutually dependent activity. Development of accommodation and resort infrastructure generally followed expansion of transport capacity and traffic movement with some delay and uncertainty.

The interwar period

The third stage, almost an interregnum, is represented by the interwar period between 1918 and 1939. The full flowering of the age of railways and steam was halted abruptly by the First World War in 1914. As has happened before and since, the war gave a great impetus to some forms of technical development very helpful in the longer term, notably the expansion of road transport and considerable investment in aviation.

However, it was above all the age of the motor car. New fashions were introduced; in what might be called social tourism, through the extension of holidays with pay; an extension in a variety of recreational and specialist leisure activities; camping and caravanning; the spread of youth hostels; cheap transport and tours by motor coach. A substantial growth in foreign travel occurred. Many of the organizing interests were run by non-commercial or voluntary bodies. Once again expansion and experimentation was hindered by the great depression of 1930 and finally brought to a halt by the Second World War in 1939–45.

Tourism take-off

The period from 1945, through the postwar years up to the present time, represents the fourth or 'take-off' stage. It has been an era of revolution in technology, massive industrial development and change, which resulted in related acceleration in wealth creation and escalation of disposable incomes. Far-reaching changes in individual lifestyle and in personal and group communication have proved to be new factors in moulding society. Furthermore, the speed and scale of change has greatly increased.

Determinants of demand have never been more favourable for spending on travel and leisure. A continuous increase in gross domestic product (GDP), of 3 per cent or more per annum in the prosperous years, for Organization for Economic Cooperation and Development (OECD) countries, stimulated travel growth of 6 per cent or more each year. Tourism has proved to be highly income elastic. After a certain income threshold, when all necessities in life have been met, discretionary income in the richer countries tends to be spent on what were formerly regarded as luxuries and services. In these countries, travel spending has increased at almost double, or even more, than the rate of growth in national income (or GDP). Of course, this is not a law of nature, because demand trends and fashions can change dramatically and quickly, but in the tourism take-off period, with few exceptions, the rule seemed to apply.

However, massive growth was concentrated in the industrialized countries (the member countries of the OECD), some 25 in number, principally in Europe. According to the WTO, world tourism flows increased by an average annual rate of 7.32 per cent from 1950 to 1991. These countries, with less than one-quarter of the world population, accounted for nearly 85 per cent of world tourist arrivals and over 80 per cent of world expenditures in 1991. Technical advances in transport and other forms of communication strongly reinforced the economic factors favouring tourism expansion. Television in particular provided continuous reminders of the interest and

variety of foreign countries' attractions. As the old saying goes: farther away the grass is greener. Gradually the appeal of foreign destinations overtook the interest in the domestic product or staying at home. The richer world was on the move.

During this period, in the industrialized countries the population became mobile through mass car ownership which changed lifestyles fundamentally. Trains and buses, the mainstay of public transport, lost their prime importance although remaining important carriers. In the USA, however, rail passenger travel was reduced to a minor position. The most revolutionary transport development took place in air travel. Before the war, airlines provided minimal services. Transatlantic airlines were no more than a dream. After 1945, greatly helped by engineering advances spurred on by wartime pressures, aviation embarked on rapid massive expansion, providing fast and safe longer distant transport, at increasingly cheaper prices in real terms. New tourism destinations were created, taking over from the railway age resorts. Long-distance travel gradually became a popular attraction and towards the later years of the period the fastest growing travel 'segment'. A business travel network between principal cities in Europe, North America, and linking continents, transformed business travel. Indeed it created new forms of such travel in the widespread expansion of conferences, trade shows and incentive trips. Cheap holiday transport in Europe, through charter traffic controlled to a substantial extent by tour operators, stimulated mass movement from Northern Europe to the Mediterranean. Private car travel by the newly mobile urban dwellers supported the revolution in holiday taking and related tourism investment.

The rapid rise in tourism movement continued over the period year by year, with few interruptions, but the reappearance of cyclical factors or recessions, and towards the end of the period structural changes and some political instability, began to cast a shadow over expectations of never ending growth.

Tourism had never enjoyed the status of a senior industry deserving national priorities. Indeed much of this massive growth was left to market forces, with modest and at times decreasing government intervention in regulation or encouragement. Towards the end of the period signs of change, of uncertainties and criticism, and doubts about economic and social cost benefits, began to emerge. One might almost sense a turning of the tide by 1990, since when the Gulf crisis, recession and structural change has led to reviews of tourism's place, a marked decline in some major traffic flows, limitations in investment and changes in commercial organization.

Each of these four periods deserves more detailed examination.

Early days

Roman roads provided an effective network for travel and communication in Europe. Following the destruction of the Roman Empire, inland transport improved little throughout the medieval period. Indeed, in some parts, including Britain, communication deteriorated. Horse transport was limited to individual travel or vehicles with very small capacity. Unreliable and