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EVOLUTION OF TOURISM

Evolution of tourism in the world has taken thousands of years to reach the present level. It has been the product of various kinds of interactions of human being with their environment and surroundings and has evolved in different stages. In this lesson, an attempt has been made to discuss the evolution of tourism in different time periods. Since the ancient times education and religion have been seen as factors for the growth of tourism. Tourism also got impetus due to growing need of trade and commerce. Hence, we hear of the silk and spice trade routes which took place in the past and are getting attention once again in the present times.



OBJECTIVES

After studying this lesson, you will be able to:

- explain the historical Perspective of Tourism in India;
- identify the numerous antecedents which encouraged trade tourism; e.g. the silk route, spice route and sea voyages;
- discuss educational tourism in Nalanda, Taxila, Vikramshila, Deoband from ancient times and
- discuss the various types of religious and pilgrimage tourism.

1.1 HISTORICAL PERSPECTIVE OF TOURISM IN INDIA

The development of tourism can be seen through a historical perspective. It has a wide variation from the beginning to present times.

1.1.1 Tourism in Early Periods

Since the early times, people have been travelling from one place to another in search for food, for trade, for religious purposes and even for education. But

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this travelling was limited and restricted to places which were close by due to many reasons. There were lack of roads, unavailability of food, insecurity on the roads and even lack of knowledge of places as well as routes. At times travelling became easier when it was given royal patronage. A very good example of such travelling may be traced back to Maurya times in 262 BC. Because of royal patronage from emperor Ashoka, people could travel to far flung places like Patliputra (Patna), Lumbini, Kapilvastu, Sarnath and Gaya. At each place, memorials and rest houses were set up where travellers could rest. Trees were planted along the road to provide a comfortable journey to travellers. Harsh Vardhan was also a great supporter of Buddhism. He built many Dharamsalas for the travellers. A number of monasteries were also built for the pilgrims. This shows how travel facilities were being improved and travel was made easier.

The first set of foreigners to visit India were perhaps the Persians. There are many evidences of caravans from Persia visiting India. Several expeditions crossed from Greece via Persia or Mesopotamia to India. Greek accounts reveal that in India, chariot roads were well laid out and horses, elephants and camels were a common mode of transport. There is also reference to trade, commerce and cultural exchanges between Persia and India. Hieun -tsang, a devout Chinese Buddhist came to India in 633 AD, and found his journey hard and perilous. His mission was to collect and translate ancient Buddhist scriptures.

In cities, bazaars provided access to goods brought from the hinterland. Travellers were accommodated in places meant for overnight stay. They were known as sarais and were built near the city gates where all services were provided to them. Entertainment and dancing halls were allowed; gambling was licensed and was a source of income for the state. During the rule of the Mughals, the emperors travelled extensively and contributed towards development of roads and other facilities. Even today we find remains of the past like the mile stones, sarais and a network of roads and paths that make all parts of this vast country accessible.

1.1.2 Tourism in Colonial Period

Vasco da Gama reached Calicut, on the western coast of Kerala, in 1498 and paved the way for trade and commerce between India and Europe. The next to arrive were the Dutch and the British. The internal conflict among Indian Kingdoms provided opportunities to the foreign traders to gradually establish their political influence. Amongst them, the British emerged as winners and gradually captured power from Indian rulers. Their influence grew with time and finally they took charge of the entire country. Soon they developed a network of railways in India which proved to be a great means to move from one place to another.

1.1.3 Tourism in Modern Period

Indian railways was the biggest infrastructural facility in the field of transport for domestic travellers. The first train was introduced in 1853 between Bombay (Mumbai) to Thane mainly for commercial purposes. The rail network in India increased the possibility of travelling in comfort. Soon the movement of international tourists got enhanced with the introduction of air travel in the country. The air transport was born on February 18, 1911 when the first flight was operated from Allahabad to Naini Junction, about 10 km away. But the real beginning took place on October 15, 1932. On this day, JRD Tata took off on a flight with a single engine from Karachi to Mumbai (then Bombay). He is known as the father of Civil Aviation in India and the founder of Air India. These two periods are very important in terms of the transportation. The roads and water ways were in operation since ancient times. All form of transport systems have contributed immensely to the tourism industry.

1.1.4 Tourism after Independence

India has a long list of tourist destinations because of the varied nature of physical and climatic conditions prevailing in the country. India is a country of unity in diversity in terms of culture, religion, ethnicity, development, scenic beauty, history and much more. Today India has created huge infrastructure for the growth and development of tourism in the country.

Improvement in the transport facilities in independent India has boosted the tourism industry in a big way. Hotel and hospitality facilities have provided great comfort to the tourists. The golden quadrilateral roads connecting the four metros; Delhi, Kolkata, Chennai, and Mumbai, will further boost tourism. The North-South corridor connects Srinagar in the north to Kanyakumari in the South whereas West-East corridor connects Porbandar in the West to Silcher in the East. The Golden Triangle connects three cities of north India – Delhi, Agra and Jaipur. This triangular route is very famous among international as well as domestic tourists. In the same way, Golden Quadrilateral connects Puri, Konark and Bhubaneswar in the eastern sector of the country. Tourism in India got a tremendous boost from medicine sector also, as a large number of people are travelling to India in search of better and low cost medical facilities. This is also on account of the ancient system of medicine like Ayurveda and the Panchatattava style of medication which is attracting a lot of tourists to India.

You can now understand how tourism has developed in the country in a big way. After independence, emphasis on tourism has increased. It has happened because of several factors about which you will read further in this book.



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**INTEXT QUESTIONS 1.1**

1. How did educational institution in the past help in the growth of tourism?
2. What is the role of sea voyage in spreading tourism?
3. What are the factors influencing tourism in the recent years?



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1.2 EVOLUTIONARY CHANGES IN HUMAN LIFESTYLE

In the beginning, people were nomads and they were wandering in search of food and livelihoods. They were more interested in getting food rather than getting pleasure. Their movements were confined to a walkable distance from their stay.

Beginnings of agriculture and domestication of animals led to a settled human life on earth. At that time, people had to survive in harsh natural conditions. Their living habitat was limited to the areas where the life was a little easier and that was near the river banks. These were the regions where the civilizations developed. With the advent of civilization and production of various surplus items, trade with nearby settlements started. Probably, this was the beginning of tourism, though the purpose of movement of people was associated with trade only. But it should be noted that the modern day definition of tourism was not applicable at that time and it is very difficult to tell when the beginning of modern tourism took place. As empires grew in Africa, Asia and the Middle East in ancient times, the infrastructure needed for travel and tourism such as land routes and water ways were created. Camels, horses and boats etc. were used to travel long distances. During the Egyptian Civilization, travel for both business and pleasure had started. Hospitality centres were built along major routes and in the cities to accommodate travellers. In the Assyrian empire, means of travel were enhanced, and the roads were improved. Later, the Persians made further improvement to the road systems that catered to four-wheeled carriages for transportation. It is believed that the first ever known organized movement of people was at the time of the first Olympiad in ancient Greece during the summer of 776 BC.

In the Roman Empire, the ruling class observed their own athletic and religious events and travelled to the cities. Sight seeing was also popular with the wealthy Romans and the most visited destination was Greece. Romans also toured Egypt to see the Sphinx and the Pyramids. Alexandria was a cosmopolitan city since many nationalities were represented there including Egyptians, Greeks, Jews, Ethiopians, Indians, and Syrians. In addition, the Romans developed the concept of spa therapy and presented it to the rest of the world. Until the 17th century,

spa therapy was combined with relaxation, entertainment and the development of pleasant social activities. However, the spa therapy, although a form of tourism, had very few conceptual and practical similarities with today's holiday tourism. Thomas Cook arranged a tour of about 500 members for his local people from Leicester, London Road on 5th July 1841 to Loughborough on a rail journey. Since then, Thomas Cook has been recognised as the first tour operator known.

1.3 ANTECEDENTS OF MODERN TOURISM

It will be interesting to know how tourism must have really started. In the early days people the movement from one place to another was in search for food which was either animals or area where wild berries could be found. Once humans learnt about agriculture they started to settle down. But when the land exhausted itself movement would start again. During the Bronze Age cities were created encouraging migration from the rural areas to the city areas. Here they moved as artisans, craftsman or took to other forms of trade. That they moved for trade purposes is evident from coins and seals of one civilization found in another. One such example was the Indus Valley. When we progress from the Bronze Age to the Iron Age civilization travelling became more frequent. However, we will learn how travelling and tourism really developed since ancient times. If we start tracing travelling of human beings, we could begin with the nomadic period. The following could be the order.

- a. Nomadism
- b. Pilgrimage
- c. Travel for trade and business
- d. Migration
- e. Travel for research and education
- f. Multi-destination tourism

1.3.1 Nomadism

Nomads were people who travelled from place to place in search of food. Even today, you will find many people moving on caravans with their children and their entire belongings. We have read that this movement of people was concerned with survival. Now a-days, it is confined to places like deserts or mountains where food is not available.

1.3.2 Pilgrimage

Pilgrimage is a journey to holy places as per the beliefs and faith. Many religions attach importance to certain places like the birth or death of the founders of



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the spiritual awakening. These places have great significance for the believers. In modern times, pilgrimage has become a source of mass tourism, because as development of transport and other facilities increased the number of people visiting such places increased too.

1.3.3 Travel for Trade and Business

As trade routes were discovered, and new lands opened up. People started moving from one place to another. Soon trade began and exchange of goods started which increased with the coming of the Industrial Revolution. Sea routes discovered by Vasco da Gama and Columbus led to the discovery of new destinations. Ship building assumed a very large role and so did the demand to sell finished goods and buy raw materials. It also led to people travelling for spreading their religion in other lands as well as for trade purposes. This soon assumed the shape of modern day tourism.

1.3.4 Migration

With the rise of Industrial Revolution in the West began the worldwide search for markets to buy and sell finished goods. Migration is the movement of people from one place to another. This has been happening since very long time. Early migration is believed to have occurred around a million years ago when Homo-erectus first migrated out of Africa to European and Asian region.

1.3.5 Travel for Research and Education

With passage of time movement of people began for specific purposes. Then people moved to far flung places in search of good education. This gave tremendous boost to educational tourism. Innumerable schools and educational institutions for research have come up in far flung areas. In India today we are seeing the restarting of a very ancient university called Nalanda University in Bihar.

1.3.6 Multi-destination Tourism

Today tourism has acquired many dimensions for various reasons. It is an efficient and profitable means to develop economic activity in many countries. All care is taken to provide facilities needed by the tourists which include transport, accommodation, local travel of tourists, food and beverage, entertainment and comforts. Multi-destination tourism includes travelling and visiting a series of places for tourism purpose. It has become a very popular activity with tourists. When tourists are travelling, they are not confined to a single place but are visiting many places one after another. Hence today, multi-destination tourism is the need of the hour.

**ACTIVITY 1.1**

You may be staying in a village or a town. But if you trace your origin, you may find that your forefathers had migrated to the present place. Have a talk with some old member of your family/ community. Try to trace your place of origin. Also try to find the reasons for migration of your forefathers. Prepare a list of questions you would like to ask from this person and discover a whole range of probable answers.

**INTEXT QUESTIONS 1.2**

1. Write a brief note on the evolutionary changes in human life.
2. What is nomadism?
3. How did trade initiate the growth of tourism?

1.4 EARLY TRADE ROUTES OF THE WORLD AND TOURISM

It becomes very important for us to understand how and why tourism really flourished in the modern trade age. It is also important to know which possible discoveries and situations allowed it to take off at such a fast speed. Let us start from the trade routes which were discovered during the beginning of modern period in world history. Explorers like Vasco de Gama, Columbus and Magellan contributed a lot to the discovery of these routes to India, America and other places around the globe.

Trade routes defined a series of paths used for commercial transfer of goods. It helped in transporting the goods to longer distances. The trunk route was known as the artery of the main transport route and from this artery supporting and interconnecting paths were formed to serve a greater area. This general principle was even applicable in the distant past. Out of these paths two were very important. They were Silk Route and the Spice Route.

The silk route turned out to be a historical network of interlinking trade routes across the Afro-Eurasian landmass. It connects eastern, southern and western Asia with the Mediterranean and European countries. The Silk route passes through Syria, Turkey, Iran, Turkmenistan, Uzbekistan, Pakistan and China. It is almost 4500 km long. This route got its name from the lucrative Chinese silk trade which was carried out along its length. The trade on Silk Road was a



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significant factor in the development of the civilization of China and Indian subcontinent, Persia, and Arabia.



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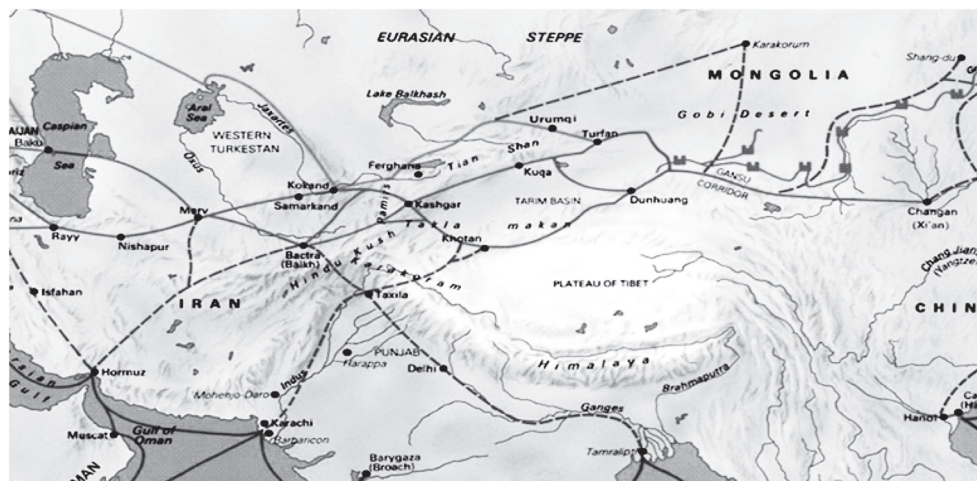


Figure 1.1: The Silk and Spice Routes

The spice trade refers to the trade between historic civilizations in Asia, Northeast Africa and Europe. Spices such as cinnamon, cassia, cardamom, ginger, and turmeric were known, and used for commerce, in the Eastern World. These spices found their way into the Middle East before the beginning of the Christian era. In the middle of the first millennium, the sea routes to India and Sri Lanka were controlled by the Indians and Ethiopians but during the medieval period, Muslim traders dominated maritime spice trading routes throughout the Indian Ocean. The trade was transformed by the European Age of Discovery, during which the spice trade, particularly in black pepper, became an influential activity for European traders (see Fig. 1.1).

1.4.1 Sea Voyages and the Discovery of the World

The route from Europe to the Indian Ocean via the Cape of Good Hope was pioneered by the Portuguese explorer-navigator Vasco da Gama in 1498, resulting in new maritime routes for trade. Christopher Columbus was probably the most famous explorer who set sail in the western direction in search of India, but instead in October 1492 landed on an island of Bahamas San Salvador. In the next four voyages, Columbus explored Cuba, Jamaica Hispaniola and Puerto Rico. The discovery of these routes by the prominent discoverers helped in the growing awareness about the world. They were basically adventurers who took the voyages to different parts of the world. This finding of new locations probably led to the modern day tourism (see Fig. 1.2 and 1.3).



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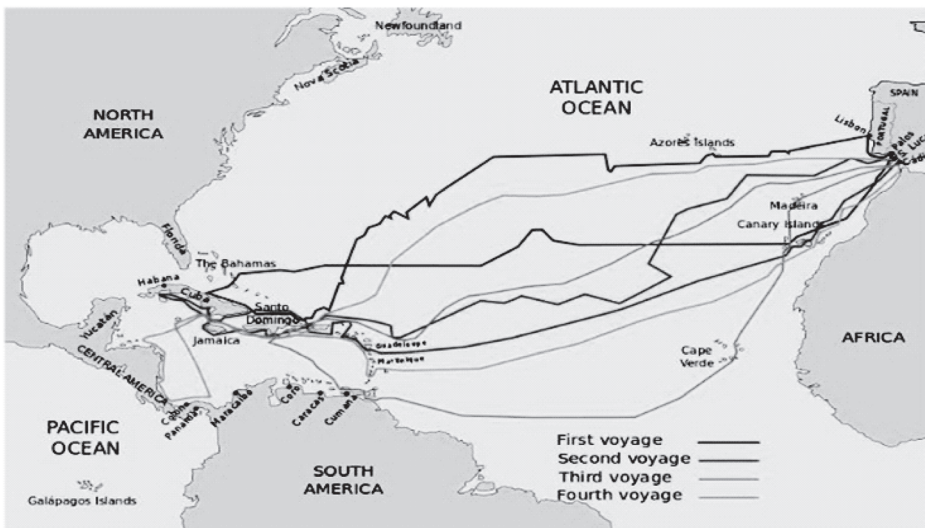


Figure 1.2: The routes followed by Columbus

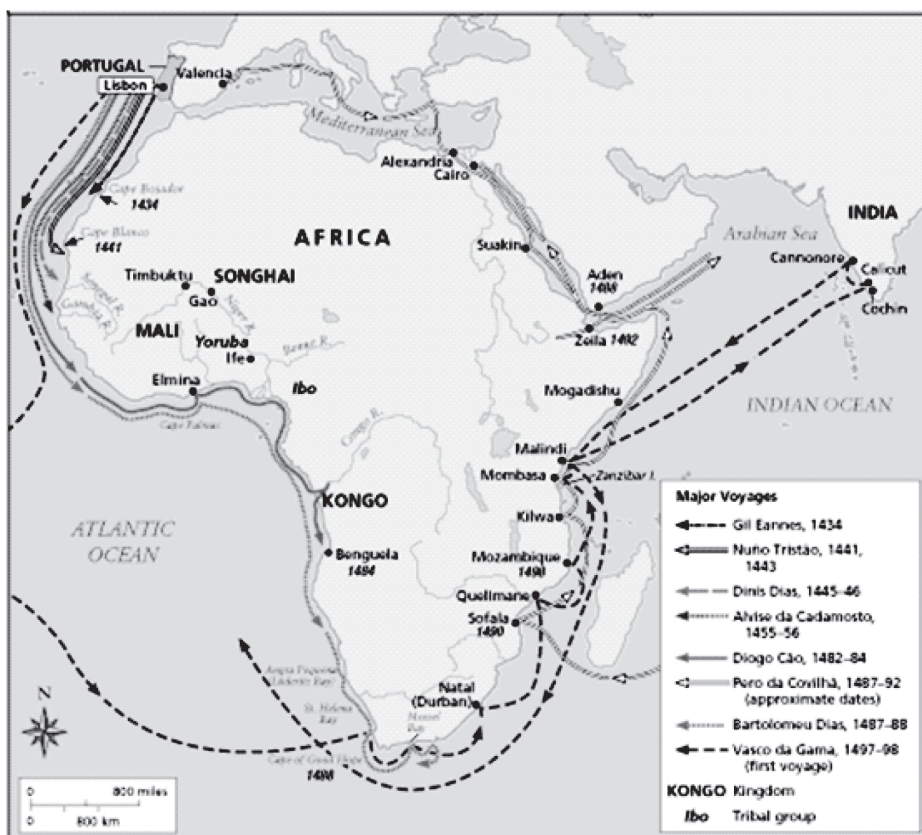


Figure 1.3



INTEXT QUESTIONS 1.3

1. How did the silk and spice routes promote tourism?
2. When and where did Vasco de Gama land in India?

1.5 EDUCATIONAL TOURISM IN THE PAST

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Nalanda was a famous place of learning in the ancient period. The ruins of the world's most ancient university lie within 62 km from Bodhgaya and 90 km south of Patna in present day Bihar. Hieun Tsang a Chinese who came to study Buddhism stayed at Nalanda in the 7th century AD and wrote a detailed description of the excellent educational system and purity of monastic life practiced at Nalanda. He also gave a vivid account of both the ambience and architecture of this unique university of ancient times as the first residential international university of the world.

Taxila lies 30 km north-west of Rawalpindi on the Grand Trunk Road. It is one of the most important archaeological sites in Asia. Situated strategically on branch of the Silk Road that linked China to the West, the city flourished both economically and culturally. Taxila reached its apex between the 1st and 5th centuries AD. Buddhist monuments were erected throughout the Taxila valley, which was transformed into a religious heartland and a destination for pilgrims from as far a region as Central Asia and China. The major attraction in this city is the Great Stupa, one of the largest and most impressive throughout Pakistan, located just 2 km east of Bhir Mound. Taxila was considered to be amongst the earliest educational centre in the world.

Vikramasila was one of the two most important centres of Buddhist learning in India during the Pala dynasty. Vikramasila was established by King Dharmapala (783 A.D. to 820 A.D.) to raise the quality of scholarship at Nalanda. A number of monasteries grew up during the Pala period in ancient Bengal and Magadha. Vikramasila was one of the largest Buddhist universities, with more than one hundred teachers and about one thousand students. It produced eminent scholars who were often invited by foreign countries to spread Buddhist learning, culture and religion. The most distinguished and eminent among all was Atisa Dipankara, a founder of the Sarma traditions of Tibetan Buddhism. Subjects like philosophy, grammar, metaphysics, Indian logic etc. were taught here, but the most important branch of learning was tantrism.

Deoband is one of the ancient cities in the country. The Darul Uloom Deoband is an Islamic school in India where the Deobandi Islamic movement was started. It is located at Deoband, a town in Saharanpur district of Uttar Pradesh. It was

founded in 1866 by prominent Islamic scholars (Ulema), headed by Maulana Muhammad Qasim Nanotvi. The institution is highly respected across India, as well as in other parts of the Indian subcontinent. Many scholars from abroad come to Deoband to study the Quran as well as the Hadith. Besides DarulUloom, Deoband has several educational institutions. Such as - Darul Uloom waqf, Madarsa Asgharia, Jamia Imam Anwer, Jamia Tibbiya, College of Unani Medicine, Inter College, Tehsil School, Islamia Higher Secondary School, Sanskrit Mahavidyalaya, Public School etc.

1.6 RELIGIOUS AND PILGRIMAGE TOURISM

Religious tourism has existed since antiquity and can be defined as travel with the core motive of visiting religious places. It is also commonly known as faith tourism. In this type of tourism, people travel individually or in groups for pilgrimage, missionary, or leisure purposes. The world's largest form of mass religious tourism takes place at the annual Hajj pilgrimage in Mecca, Saudi Arabia. In India, it is the Kumbha Mela at Allahabad which sees a massive gathering of the devotees to take a dip in the holy waters of the Sangam of three rivers, the Ganga, Yamuna and the Saraswati. Modern religious tourists visit holy cities and holy sites around the world. Some of the famous holy cities are Jerusalem, Mecca, Varanasi, Pushkar, Allahabad, Ajmer and Amritsar.

There are two distinct aspects to Religious Tourism; (a) domestic tourists who have a spiritual attachment to the deity/ destination as per their religious beliefs; (b) foreign tourists who belong to different religions, region or country, for whom the destination and the religious practices is a matter of novelty. Many temples, mosques, churches, gurudwaras and other major religious centres are places of religious and pilgrimage tourism.

Pilgrimage may be taken up by any group of people. They may be staunch supporters of the faith to which they belong. They believe that after performing the pilgrimage they will be more purified and they will be able to follow the path of righteousness. Hence, the number of tourists under the pilgrimage tourism is greatest in number. Hinduism, Christianity, Islam, Sikhism, Jainism, and Buddhism, are important religious centres for pilgrimage and tourist attraction. They are an extremely important area for us to study.



ACTIVITY 1.2

Identify some of the tourist destinations with the help of the Atlas. Prepare a list of these destinations according to the continents/countries. Make brief notes about these destinations.



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**INTEXT QUESTIONS 1.4**

1. Write a note on Deoband.
2. What is religious and pilgrimage tourism?

**WHAT YOU HAVE LEARNT**

- Tourism has been changing over time. In the very beginning of civilization, travel was confined to the local walkable distances
- With the surplus production of agricultural products and the trade of spice and silk, promoted tourism in these trading zones.
- Due to trade, the movement of the people spread to longer distances. Tourism got a big boost due to religion.
- Religious and pilgrimage tourism has been very popular from the very beginning and is considered to be a reason for mass tourism.
- The growth of educational institutions in the past has led to growing tourist activities as scholars from China visited and studied at Nalanda and Vikramshila university.

**TERMINAL EXERCISE**

1. Write an account of the evolutionary changes in the human lifestyle.
2. Give a description of the early human migration.
3. Explain tourism in the early period.
4. Discuss tourism in the colonial and modern period.
5. What are the silk and spice routes? Explain their importance in expanding tourism.
6. Write the importance of education and its association with tourism.
7. How did sea voyages help to know the world and what was its contribution to tourism?
8. Write an account of tourism and its status in historical perspective.



ANSWER TO INTEXT QUESTIONS

1.1

1. Educational institutions attracted many disciples to gain knowledge. They came from different places. They interacted with each other and knew about many areas. This caused the eagerness to travel and tour other parts.
2. Sea voyage taken up by many adventurers led to know many areas of the world. In the process, they established the trade between the regions. It further led to colonization and the interest of gaining more profits. Due to all this, the tourism also grew.
3. There are many factors for the growth of tourism in the recent years. Important among them are transport facilities, hotels, food and beverage, growing income of the people, leisure holidays, promotion of tourism by the government by giving leave travel concession, discount by tour operators etc.

1.2

1. The human being has gone through several evolutionary changes in the past beginning with a completely nomadic life to the present modern life style.
2. Nomads are people associated with roaming in search of food and pastures along with their pet animals. Important pet animals were dogs and horses. They were helpful in catching the prey for them. Nomads were not permanent settlers. They were mainly of three types: hunter-gatherers, pastoral nomads and peripatetic nomads.
3. Trade led to the interaction of people and knowing the greater area in detail which further led to tourism activities.

1.3

1. Due to the promotion of silk and spice trade, the interaction of the people increased. They used to travel often which further led to tourism.
2. In 1498 at Calicut.

1.4

1. Deoband is one of the ancient cities in the country. The Darul Uloom Deoband is an Islamic school in India where the Deobandi Islamic movement



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was started. It is located at Deoband, a town in Saharanpur district of Uttar Pradesh. It was founded in 1866 by prominent Islamic scholars (Ulema), headed by Maulana Muhammad Qasim Nanotvi.

2. Religious Tourism can be defined as travel with the core motive of experiencing religious forms which includes many products like art, culture, tradition and architecture of certain time. Religious tourism is commonly known as faith tourism. Pilgrimage tourism is the higher level of believers. Pilgrimage may be taken up by any group of people, but truly speaking, pilgrimage is taken up by people in their latter part of the life. They are staunch supporters of their faith to which they belong.