

Global and Indian Tourism Foundations and Growth: An Overview

Esha Dey^{1*} and Anil Bhuimali²

¹Research Scholar, Department of Economics, University of North Bengal, Siliguri, India

²Professor, Department of Economics, University of North Bengal, Siliguri, India

*Corresponding author: deyesha14@gmail.com

Received: 19 Mar., 2024

Revised: 06 May., 2024

Accepted: 25 May., 2024

ABSTRACT

Tourism has emerged as one of the growing and largest industries in worldwide. Today's tourism has gained its socio-economic, technical and professional status and industrial prestige by passing through the various historical stages since ancient times. With passing of time, reasons of travel have changed from searching of food, shelter and clothes to trade and commerce, conquering land and expanding of empire, acquiring knowledge and education, preaching and pilgrim, inventing and knowing new world, relaxation and recreation, leisure, pleasure and entertainment. The invention of vehicles and its transformation had triggered the development of transportation which in turn helped to rise tourism demand and hence tourism industry. Many developing countries have been benefited due to the rapid increase in tourism demand in developed nations. From 1980s modern tourism got momentum and became a source of foreign exchange earnings, and social and economic development was augmented very rapidly through job and revenue creation. Today, it is more emphasised and highlighted for its immense contribution in generating business opportunities. The discussion on tourism history under the framework of western society, leisure and holidaying opportunities, colonialism, globalisation etc. has always been the theme of scholarly liking leaving the fact that it also has a long history. The traditional sense of tourism is largely associated with its historical and cultural dimensions. Before proceeding to grab its meaning and significance from various dimensions, it is important to understand the historical perspective of tourism to overcome the shortcoming and to help in making better plan for future development. The paper aims to discuss historical background of travel and tourism in the world and also under the Indian context, along with its development through the ages.

Keywords: Travel and Tourism, History, Culture, Business Opportunities, Socio-economic development.

Shrimad Bhagavad Gita gives a lesson on mortality of human body saying “*our body is perishable, whoever comes to this world surely has to go one day*”. Therefore, one should travel the world before

How to cite this article: Dey, E. and Bhuimali, A. (2024). Global and Indian Tourism Foundations and Growth: An Overview. IJASE., 12(01): 59-77.

Source of Support: None; **Conflict of Interest:** None



the lifespan expires, and the body becomes the ashes. The quotation that fits this lesson is “*Life is like an ice-cream. Travel before it melts*”.¹

Travel and Tourism have occupied an important place in one's life expanding knowledge and opportunities for relaxation, recreation and happiness. Tourism is described as a social activity that includes human behaviour, using resources, interaction with other people, economic and environment (Alinejad & Razaghi, 2012). Tourism from being regarded as a pastime activity for the leisured few in society has grown into a many billion's diligence and a multi-faceted commotion (Chowdhury & Mete, 2017). Tourism has emerged as one of the growing and largest industries in worldwide. The traditional sense of tourism is largely associated with its historical and cultural dimensions. Today, it is more emphasised and highlighted for its immense contribution in generating business opportunities. Before proceeding to grab its meaning and significance from various angles, it is important to understand the historical viewpoint of tourism. History deals with the aspect of time and attempts to understand social processes and institutions within the context of tourism (Towner & Wall, 1991). History is known as the study where past is revealed through present evidence. Towner and Wall (1991) mentioned that the central concern of history is to understand the changes-over time, and it is a distinctive view which originates history's contribution to tourism studies. Many books have a brief summary of tourism, but when one wants to be specialised in tourism or its allied subjects and tries to make a gray area on knowledge of tourism he or she must go through the history and development of tourism.

Travel is inherent to human being from the beginning of their creation. Since the Palaeolithic Age, the most primitive period of Stone Age, man travelled from one place to another in order to meet the basic needs of food, clothing and shelter required for their livelihood and hence man is known as ‘nomads’. In ancient time, there was no travel for the purpose of pleasure only. The major factors that had driven early travel were trade and commerce, spiritual activities, wars, knowledge, adventure, sports etc. On the basis of these factors, travellers of the ancient period were categorised into various types like traders, merchants, soldiers, pilgrims, scholars, explorers etc. There are many references in all religious or Holly books and early literatures which give evidence of travel in ancient world and explain its benefits. The Aitareya Brahmana of the Rigveda explains the importance of travel by the conversation of God Indra and Rohita, son of Harishchandra, when Rohita was leaving the forest for village. Indra said “*there is no happiness for him who does not travel*” because a best man, living in a society, can avoid becoming a sinner by seduction only by travelling to places which are inappropriate for human dwelling (Swaminathan, 2018). The journey of Rama from Ayodhya to Sri Lanka, the long journey of Balarama to witness the war of Mahabharata, the journey of Pandavas and many more journeys of ancient period give the reference of travel. In Christianity, Jesus Christ sent his disciples, called ‘Apostles’, to preach the Gospel to all creations in all over the world. The Holy Quran promotes travel by the phrase “go travel around the world” which has been repeated in 6 verses² because as per Quran, one can attain insight and wisdom by travelling. In Islam, travel is encouraged not only for pilgrimage to Hajj but also to explore the creation of Allah and to astonish at His signs.

The early man travelled slowly and on foot over the roads, fields and forests. Travel through landscape was risky and unsafe and they had to go through hardships, toil and troubles. They continued to migrate across the globe. The French word ‘travail’ gave birth of the word ‘travel’. The word ‘travail’ refers ‘toil’ or ‘painful’ or laborious. Today's travel is associated more with leisure and relaxation. Now people spend

¹<https://www.indianeagle.com/travelbeats/best-bhagavad-gita-teachings-for-travelers/>

²<http://www.shamstoos.ir/en/news/48778/The-Status-and-Significance-of-Travelling-in-the-Quran-and-Hadiths>

their 'holidays', the word which comes from 'holydays' which means a time for relaxation and rejoicing. People are motivated for travel due to various reasons among which mental need plays an important role because human being pass through a hectic schedule, regular works, monotony, rigid culture and loneliness in their daily life and hence they try to get over from this consistency. They seek vacations for leisure and pleasure. Travel and tourism can bring the opportunity of getting leisure and pleasure to them. People started to travel for leisure from the beginning of 19th century. Travel continues to grow, and the tourism achieves the status of industry with the revolution in transport during the World War II. Tourism nowadays has earned its socio-economic, technical and professional status and prestige of an industry by passing through the various historical stages since ancient times. Today's socio-economic position of globalised tourism has attracted particular attention within the framework of the leisure and holidaying opportunities on offer and such reports often leave out the fact that this also has a history (Gyr, 2010). However, the journey of development of tourism industry from past to present creates an urge to study the history of tourism among the academicians, scholars and policymakers so that a better plan can be prepared for the future. Therefore, the purpose of the present study is to overcome the shortcoming and to give the way for future development. The paper aims to discuss historical background of travel and tourism in the world and also under the Indian context, along with its development through the ages.

LITERATURE REVIEW

There are several studies which are related to history of tourism. Many non-professional historians are there who have adopted an historical perspective in their writings on tourism. Most of the analysis on the historic development of tourism has been limited to observing its evolution through a single Life Cycle identified with the mass tourism stage and many of the major destinations have a much longer history and seem to have passed through different consecutive Life Cycles related to different stages (Garay & Canoves, 2011). This study has shown that the combination of Tourism Area Life Cycle (TALC) theory and Regulation theory is practical for construction of a global model that groups tourism development by phases with its paradigmatic changes where the special focus has been paid to Catalonia, Europe. Shrestha (2012); Wade, Mwasaga, and Eagles (2001); Alinejad and Razaghi (2012) are some literatures that produced historical development of tourism as a by product. Beginning with the literatures that explain historical perspective, it has been seen that the ancient and medieval worlds, the Grand Tour era, spas and seaside resorts and the development in British leisure history are found to be emphasised in the chronological survey of historical tourism research held by Towner and Wall (1991). There is also a discussion on the precursors of modern tourism, educational journeys (Bildungsreisen) and the middle-class culture of travel along with the early forms of travel in the traditional world and the Middle Ages in Gyr (2010). It has been seen that much European, particularly British, research has been concerned with resorts, whereas North American researchers have devoted more attention to tourism in park and wilderness settings (Towner & Wall, 1991). However, there was an existence of recreational and educational travel in the traditional world and, even earlier, in Egypt under the pharaohs (Gyr, 2010). The famous names like the Step pyramid of Sakkara, the Sphinx, the great pyramids of Gizeh, Delphi, the Pythian Games (musical and sporting competitions), Olympic Games and so on have been found in the discussion on travel of Greek and Romans. Later, privileged groups of people being influenced by a luxury lifestyle searched for amusement, experience and relaxation. There is an unanimousness that one should understand tourism in the form of a modern phenomenon and under the context of middle-class society. The low and middle-class society initiated paid holiday tourism and cultural tourism are the two

structures behind the global development of mass tourism. The allure to the sun in the 1960s, from the cool and variable climates of Northern Europe and North America, encouraged the emergence of package tours (Sezgin & Yolal, 2012).

According to Towner (1995), the conventional view of tourism's past is dominated by the history of western cultural experience and so, more attention should be paid to tourism history of non-western societies and cultures and also to the more ordinary and routine practices of a broad cross-section of the population. When the discussion comes to the non-western societies, it is necessary to say that Western media's representations of Third World destinations and communities are influenced by the practices of colonization and the media represents it as stagnant and primitive. It can be argued that much like in the nineteenth-century, colonialism is still pervasive in contemporary Western travel writing and there is a reflection of romantic image of India and Indians – timeless, poverty-stricken, exotic women and effeminate men (Bandyopadhyay, 2009). It must be said that the image of Indians is traditionally popular because of their hospitable nature. The heartiest hospitality of ancient Indians and the style of tourism are found to be explained in many literatures. Singh (2008) particularly described nature and mode of travel in ancient India and tried to fit this within the framework of modern definition of tourism including a discussion on local and foreign culture and civilisation. Many vestiges of domestic and foreign culture are there in India and these are now considered as heritage tourism sites. Jorgensen (2019) explored post-colonial Indian perspectives on the production and consumption of the former French colony Puducherry as a destination for colonial heritage tourism. Owing to the predominance of trade routes overland, crossing over Asia and Europe, lead to the development of trade tours during ancient period (Lalitha, 2023). India's popularity as a centre for trade is not new because agricultural abundance and export of these produces made the country an important trader since the ancient period where manufacture of steel from iron-ore for weaponry, tools and clothing were added in the list of traded items by the later Vedic period (Lalitha, 2023). The reflection of India's wonder and abundant wealth was found in the writings of contemporary Greek and Hebrew writers. After independence, India's tourism industry made progress in the planning era, and there were some emerging issues (like alternative tourism) under globalization (Chowdhury & Mete, 2017). The development of tourism had faced various historical obstacles, out of which political, cultural, and external obstacles have been found and explained in Shahriari (2011) when the discussion was about the ecoregion of India. The historical development of tourism in Kerala through the ages had been analysed in Jose (2019) whereas the same in Jammu and Kashmir for the period of 1885 A.D. to 1989 A.D. had been illustrated in Itoo (2015).

From the above literature review it is clear that most of the researches about history of tourism have focused on some specific areas of historical stages. The areas of concentration are ancient or classical world, medieval world, pleasure tourism of Romans and Greeks, British leisure tourism, holiday tourism, mass tourism, middle class culture of travel, modern tourism and its further development. It is also revealed that non-western society should be taken under the discussion of historical journey of tourism with a particular focus. When it comes to historical perspective of Indian tourism, more discussion has been found either on the subject of colonialism period, post colonialism time-line, post-independence period, planning era, globalisation etc. or on the time-line of ancient and modern period. In some cases, history of tourism comes as a by product discussion. Therefore, there is a lack of independent and detailed analysis of tourism history where evolution of tourism throughout all the ages have been illustrated in one platform and both under the world scenario and Indian context.

OBJECTIVES

The main objectives of the present study are as follows –

1. To study the history and evolution of world tourism in all the historical stages.
2. To create a historical tour of Indian tourism throughout the ages.
3. To make an overview on post-independence tourism development in India.

RESEARCH METHODOLOGY

The methodology used in the present study is descriptive in nature. All the information for this study has been collected from various historical studies. The study has explained tourism's past in a clear thought-out method.

WORLD HISTORY OF TOURISM

The tourism history can be arranged in various stages. These stages are discussed below:

Pre-Historic Era (2.5 million years ago to 600 B.C.): In upper Palaeolithic Period (40,000 B.C.-10,000 B.C.), the pre-historic man, called Cro-Magnon, who were the early European Modern Humans (EEMH) were migrated from Western Asia to Europe to settle down there. The pictures of animals in cave paintings of 20,000 B.C. in France and Spain prove their existence. The continuous travelling of pre-historic man to meet basic needs and to interact with society was stopped when civilisation was developed and people started to live together developing the settlement. They used their intelligence to make various innovations and developed their skills. Simultaneous settlements took place across the world – specially, India, China and Egypt. The introduction of trade between settlements or regions or communities led the people to think about transportation. They started to move in large number and visited different places for trade which made a map of trade route. The interaction between traders brought growth in trade flow and cultural relation. Initially, people used animals to transport the tradeable items and tools. Horse ride was popular in case of travelling from one place to another and acquiring land with military. In around 5000 B.C., raft and canoes made up of bamboo, balsa, wood etc. were invented for transportation through water bodies. Another invention 'sailboat' was originated in Egypt in around 4000 B.C. and later, more advanced design of sailboat had come. The invention of wheel was a revolution in transport and travel, and it made the future transport enlightened. The Sumerians (Mesopotamian civilisation – 6000 BCE to 1750 BCE) developed wheel in around 3500 B.C. which made travel to distant places easier and less time-consuming. The most popular modes of transportation were oxen-cart and horse cart. The first merchant fleets to sail for trade was developed by the Phoenicians, the first real travellers in modern sense, in 1000 B.C. The construction of road in 1000-500 B.C. attached an extra achievement in travel and transport industry because it made over land transport for trade and war much easier through chariots, wagons and carriages. The travel purpose was not only limited to trade and war but also influenced by man's desire to discover the unknown, to explore new and strange places, to seek changes of environment and to undergo new experiences (Chowdhury & Mete, 2017). This human nature of having curiosity and thirst makes them able to reach in polar regions and also into the space. Travels for curiosity and pleasure can be traced back from 1500 B.C. in Ancient Egypt (Jose, 2019).

Ancient Time (600 B.C to 476 A.D): Aristocrats and young princes in Europe used to travel to different kingdoms of different regions in order to enjoy different lifestyles and the accommodations away from home. There was a tradition among the Romans that the rich and wealthy people used to make a residential property in the villages near the town for spending time in leisure and pleasure. Their desirability of living on the Bay of Naples had enriched the Pompeii city. The development of road with bridges and canal by the Romans, first pleasure travellers, made the travel much easier for not only trade, military and administrative purposes but also for communication and pleasure tourism. Throughout the road networks various transport facilities, accommodation for resting, foods, water supply by digging wells, draft animals, safety and security measures were made available for the travellers. During Roman Empire period (625 B.C to 476 A.D) various palaces and tombs were constructed for which artisans and architects had to travel from different regions across the world. The travellers used to travel to participate or to get entertainment in well-known events like gladiatorial competition, other sporting competitions, cultural events etc. The Olympic Games, held in Olympia, Greece attracted athletes and people from the Greek empire and the whole world, to participate in this great event occurred in honour of God Zeus. Many people in Greece started to give service as tourist guide. And there was an arrangement of various hospitality services like food, music, dance, gambling etc. for the tourists. Romans published literatures on travel to guide the tourists about time, distance, routes and destinations. The invention of two mast vessels with four sails, barges for transporting goods, monsoon winds by Hippalus and magnetic compass to identify direction contributed in the development of transport sector to a great extent. The travel for paying homage in honour of God to Oracles, pilgrimage, enjoying environment and nature, bathing in mineral springs etc. were recognised as a new dimension of travel where leisure was given an important place in the purpose of tourism. The writings of Plato and Aristotle have proved the existence of these activities. The aspects of Mayan civilisation, spread to Central America and Mexico, are reflected in well-preserved archaeological sites named, The Chichen Itza and Tikal. This civilisation developed road network for better connectivity and was well known for science, religion and leisure. The Western civilisation believed on acquiring land which had been proved by the invasions of Persians and Macedonians in India for trade and occupancy. Alexander the Great did his campaign to Indian subcontinent from 327 B.C to 325 B.C. with his Macedonian army and expanded his empire to Punjab and Sindh which is in present day Pakistan. His motive was to conquer Indian land and wealth and to become a world conqueror because he believed that the world ends beyond India. Through this journey Greek culture, language and thought had been spread from Greece to Asia Minor to Egypt to Mesopotamia to India. These travels developed new geographic routes. The trade and commerce made cultural relation possible between India and Persia, the reference of which can be found from the court of Chandragupta Maurya, the Mauryan Emperor of Magadh in Indian subcontinent. During 268 B.C. -322 B.C., the Great Mauryan Emperor Ashoka and his entourage travelled from Pataliputra to Nepal and visited Lumbini Garden in Kapila Vastu where Lord Buddha was born. Then he went to Sarnath and Gaya, the place where Buddha attained enlightenment. The only purpose was to spread Buddhism. Being a great emperor, he planted trees along the roadside, built rest houses and other facilities so that travellers can take rest and get shelter from hot sun, and he has set up special memorials at each spot throughout his journey.

Middle Age (476 A.D to 1450 A.D): There was a significant growth in travel for religious activities during this age. However, the growth in religious travel started to occur much earlier. It can be known from Hunt (1984) where it has explained the scenario of pilgrimages to the Holy Land in the 4th and 5th centuries. The remarkable growth of pilgrimages in this age made religious travel a custom in the

world and the religious bonds and unity among people of different regions were strengthened by the pilgrimages. Islamic pilgrims travelled to the holy land Mecca and gathered at Kaaba on the day of Hajj, Christian pilgrims visited to Jerusalem. The Chinese traveller, Hiuen Tsang was a Buddhist pilgrim who visited India in 7th century A.D. to acquire knowledge of Buddhism. Medieval traveller, Benjamin of Tudela, a Jewish scholar, spent 13 years in a journey through Europe, Persia, Arabia, Western border of China, Egypt, Iraq and India from 1159 A.D. to 1173 A.D. to learn about the Jewish communities and he wrote details of his journey with geographical illustrations. Marco Polo, Italian merchant and adventurer travelled from Venice through Persia, Afghanistan, Pamir Plateau (roof of the world), Gobi Desert and the famous Silk Road, and then he reached Kublai Khan's palace in Mongolia during 1271 A.D. to 1295 A.D. His journey through Asia was of 25 years, and he stayed in China for 20 years. His book "The Travels of Marco Polo" gives a description of Mongol Empire, China, Persia, India, Japan and other countries of Asia. In 13th century, Franciscan saint John of Monte Corvino, Italian missionary traveller came to India and Beijing, and established first Catholic missions in India and China. Ibn Battuta, famous Islamic traveller, explorer, judge and scholar started his journey from Morocco in 1325 A.D. and passing through many countries reached India in late 1334 A.D. during the reign of Muhammad Bin Tughluq and then reached to Indonesia and China also. His work 'Rihlah' which is one of the most famous travel logs, illustrates his travel experience and explains different cultures, regions and people he encountered in this journey of 75000 miles.

Early Modern Era (1450 A.D. to 1750 A.D.): European Renaissance of 14th century to 16th century led a great rebirth of Greek and Roman culture, arts and science. It was originated from Italy and spread across many countries including England, France, Germany, Spain. Europeans left the traditional ideas and beliefs of medieval age and generated the seed of modern world. Italy, being a trading centre made the society wealthier, and hence the trade and travel were flourished to spread the new ideas to the world. The great Italian artist Leonardo da Vinci, Michelangelo and Raphael portrayed realistic picture of human and nature. These creations and the heritage cities attract the tourists into Europe from all over the world till today. The renaissance brought the tourism back in new appearance in Europe. In this era, many travellers went on journeys and travelled across land and water only to meet their curiosity, to satisfy their desire of knowing the world and to acquire knowledge and information. These journeys made those travellers memorable in the history as they discovered the unknowns. The Italian explorer and navigator, Christopher Columbus did four voyages from Spain to America across the Atlantic Ocean between 1492 and 1502 with the aim to directly reach the East (India and China) from West (Europe) through water route because the world is round. In 1492 (first voyage), he landed on today's Bahamas in 61 days. He thought that he had reached India (South Asia) but it was unfortunately incorrect. His journeys opened the route for European colonisation of America. One of the contemporaries of Columbus, Vasco da Gama, a Portuguese explorer and navigator was the first to discover the sea route directly from Europe to India, and he arrived at Calicut of South-west coast of India in 1498. Another Portuguese navigator, Ferdinand Magellan led an expedition in 1519 with five-ship armada sponsored by Spain to reach the Spice Islands in east and became the first to cross the Pacific Ocean. In 1519, he started to sail continuously towards the west and finally reached to east, and in 1522, his fleet arrived at the port from where he started the journey. He became the first circumnavigator of the world and practically proved that the Earth is round. The second circumnavigation of the globe was done by the Englishman Sir Francis Drake from 1577 to 1580 during the period of Queen Elizabeth I. Although, pleasure acted as the travel purpose since classical world, it was boosted up along with the purpose to enhance knowledge and experience in 16th

century. The young noblemen used to go abroad, especially Italy, the place of classical heritage and innovations, for accessing education. In 17th century, British aristocracy's sons and daughters travelled to Italy, Germany and France for 2 to 3 years to enhance their knowledge which was known as 'Grand Tour' (Saud, 2021). The wealthy people of newly emerging dominant countries went to the countries which were already in a prestigious position. The transport sector also got advancement in 17th and 18th century with the introduction of team of pack horses, horse driven coaches, stage-coach (wagons), etc. These were used by the elite class people to carry goods and people. In 1720, the idea of toll charge to maintain the road was originated.

Modern Era (1750 A.D. to Present): This was the period of technological boom, wars, revolution and end of monarchy in many countries.

(a) Industrial Revolution (1750 A.D. to 1850): During industrial revolution of late 18th and early 19th centuries in Europe people were migrated from countryside to urban areas and experienced the urban life, wealth and education generating a market for transport and travel industry. In this period, the traditional pattern of travelling of aristocrats was ended. The industrialised society led to rise in demand for entertaining travels to enjoy the leisure time. The working class of industries wanted relief from routine work. The rich and well-to-do in Europe could escape from stress and used to visit seaside resorts such as Scarborough, Margate and Brighton in England, spa town such as Bath in England and Baden-Baden in Germany, the beaches or places with availability of mineral water for relaxation, recreation and health care. These were popularly known as 'Great Travels'. The 18th century was the golden age of Grand Tour, specially 1763 to 1793 (Macwan, 2014). In early 19th century, the 'Grand Tour' of Europe for 2 to 3 years saw a growth but only the people with strong economic and political capacity could participate in it. The seed of modern tourism was sowed by this idea of 'Grand Tour'. The simultaneous growth and development in communication and travel industry insisted large number of working populations to go for holiday trips for recreation and pleasure. As a result, more resorts and amusement zones were evolved. The first step in air travel was seen in the year 1783 when first hot air balloon, invented by Montgolfier brothers, was launched in Paris, France, and it was the successful aerostatic flight that carried human. The industrial revolution in Britain and all over the world led the economy to rely on machinery, and the steam energy produced from burning of coal was started to be used as a source of power. This gave birth of steam engine, steam powered ship etc. which enlightened the transport sector. Earlier, only goods and raw materials were transported from one place to another for the purpose of trade and commerce. Later on, passengers were also started to be carried by railways. In the period of 1825 to 1830 A.D., the goods, raw materials and passengers were carried through these mediums of transport. Railway provided the service for transportation of passengers to newly emerged tourist spots like sea side resorts through various vehicles. The gradual increase in carrying passengers by train gave birth the concept of short-day trip and excursion for the public at specific fare. The idea of Modern Mass Tourism was first conceptualised by Thomas Cook in 1841 when he made a one-day excursion with 570 passengers by train from Leicester to Loughborough to attend a meeting (Jose, 2019). His second trip was in 1843 with 3000 school children from Leicester to Derby. He, as the founder of package tours, included cost of entertainment, rail tickets, food for the train journey in his travel package, and also introduced chartered transport. He was pioneer of package holidays including accommodation in Europe. This got support from prosperous as well as growing middle-class population who had enough leisure time and ability to afford the costs. The steam ship contributed to intercontinental travel through waterways in 19th century.

The post-industrial revolution resulted an idea of modern annual paid holiday which became the reason for the huge growth of tourism in 20th century.

(b) 19th Century to Mid-20th Century (1800 A.D. to 1945 A.D.): This period brought a drastic change in society, science and technology, especially in England and thereafter in Europe and America, which led to the inventions in transport sector to make the journey easy, safe, cheap and less time-consuming. The inventions of railway in 19th century and passenger aircraft in 20th century were revolution in the history of travelling. 1860's automobile and 1908's people's car were technological advancements in travel and transport sector. The first aeroplane of 1903, invented by Wright brothers flew 120 feet at the speed of 48 km per hour at Kitty Hawk, North Carolina which proved that human carrying was possible by air transport. The World War I caused a temporary halt in tourism because tourism activity need peaceful environment to be flourished. After World War I (1914-1918), tourism again attained its prestige within 3-4 years. The first commercial passenger flight took off from London to Paris in 1919. The aviation sector saw a progressive structural change in aeroplane and both the military and commercial aviation witnessed a revolution during this time. The innovations in shipping technology were seen in 19th century and shipping companies made a growth in carrying passengers and cargo to various territories. The water travel for pleasure was popularised by the British passenger ship, RMS Titanic which was the largest modern luxurious ship that time. It started the journey from Southampton, England to reach New York, USA in 1912 but sank in North Atlantic Ocean after facing an accident. The mass communication faced a development which in turn made people aware about different places, countries and their attractions. This had increased intensity of travel in human. This was the period when people faced a change in mental choice more in support of pleasure tourism, deeply understood value of tourism in education, health and recreation. The development in roads, road networks, transportation vehicles also took place. The growth in prosperity and prestige due to industrialisation along with the above factors made traffic in tourism and travel. The idea of providing facility of hotels and lodging that tourists can access today throughout the road network, was originated in the period of 1920s and 1930s.

(c) Contemporary Period (1945 A.D. to Current): After World War II (1939-1945), when the world was trying to settle down, there was huge improvement in communication and air transportation and the tourism became popularised among the working class. The working population started to get certain leave periods and the standard lifestyle gave them the opportunity for tourism. From the requirement of improving lifestyle and curiosity of knowing other nations and their lifestyles people were encouraged to travel which can be understood by the growth of both domestic and international tourism mentioned in UN report. From 1955 to 1965, the amount of tourist arrivals increased to 157 million and in 1976 the amount of international tourist arrivals was 220 million. Air transport became more popular for international travel in the late 20th century, the period known as 'mass tourism'. The increased capacity of aircraft, speed, precautionary measures, comfortability etc. motivated people for doing intra-regional as well as international long-distance travel by airlines (Macwan, 2014). The increased demand for air ticket reduced the fare of ticket which had further raised the traffic in air travel. The modern package tourism of Vladimir Raitz was made available for public to enjoy two-week holiday in Corsica. In the 1980s and 1990s, business travel and leisure travel became prominent because it was a great time to enjoy and a time of relative stability and accomplishment. The different types of tourism such as adventure tourism, eco-tourism etc. were also emerging and various tourist destinations were coming in front in this period. The people were demanding for various tourism products and services which led to the expansion of tourism market. The central reservation system (CRS) was introduced and used by the agents to various tourism

products and services. The introduction of e-ticket due to information and communication technology (ICT) reduced the cost and burden of aviation industry, railways, bus as well as travellers and made direct communication between passengers and transportation service providers through internet and kiosks for selling accommodation services, tickets etc.

It is clear from the history that with passing of time, reasons of travel have changed from searching of food, shelter and clothes to trade and commerce, and then to conquering land and expanding of empire, acquiring knowledge and education, preaching and pilgrim, inventing and knowing new world, relaxation and recreation, leisure, pleasure and entertainment. The invention of vehicles and its transformation had triggered the development of transportation which in turn helped to rise tourism demand and hence tourism industry. Many developing countries have been benefited due to the rapid increase in tourism demand in developed nations. The tourist industry nowadays is one of the significant industries, and it attracts researchers to study its aspects from different perspective (Shahriari, 2011).

INDIAN HISTORY OF TOURISM

India is rich in terms of beauty and diversities. The physical map of India with various geographical landscapes, mountains, mighty rivers, beaches, deserts, valleys, grasslands and so on along with cultural diversities has made travellers wonder and curious since ancient time. Some travellers came with eagerness to invent, some came to get the resources, some came to conquer land, and some came as scholars, ambassadors, pilgrims, poets, artists, missionaries etc. Most of them had explained their experience from their perspective in their writings. Travelers, across the world, who witnessed the natural and cultural beauty of India have felt heaven in this land. India accepted and received all of them with cordiality and showed hospitality to them. The heartiest hospitable nature of Indians is one of the significant features of Indian culture till modern day. They believe and strictly follow the traditional motto of treating the guest as God. This concept is mentioned in Taittiriya Upanishad in Sanskrit notation “ATITHI DEVO BHAVAH”. This reflects a deep meaning of “HOSPITALITY” where the guests are paid respect, received and treated as God with various rituals and intricate arrangements. In ancient time, the communication was not so fast and hence people could not inform their relatives about their arrival. The people did not know the particular date (Tithi) of arriving the guest and the guests were therefore named as ‘A-tithi’. Indians arrange a generous reception to their Atithi (strangers) with five “Code of Conduct for Hospitality” - Dhupa to spread good fragrance, Earthen lamp to lighten, fruits and sweets, flowers to create a sweet memory, Tilak with rice grains on forehead to pray for well-being of the guest. The ancient tourism was organised for recreation and relaxation also. Tourism journey can be traced from Indian scriptures and epics where different words have been used to present tourism activities like “AAKHET” (hunting), “VANYAVIHAR” (forest site seen), “NAUKAVIHAR” (boating or cruising), “TIRTHATAN” (pilgrimage) and “PARYATAN” (tourism).

A Historical Tour of Indian Tourism

Indian history of travel can be discussed from the very dawn of civilisation. Nomadic man, earlier who was afraid of nature, started to control nature when they began to be civilised. The idea of agriculture in the bank of river helped them to be settled down. They developed many ideas and made inventions which opened the path for other developments, and they started to take control over others. Basically,

travels helped to extend the culture. Primarily, Indian tourism was also not for the purpose of commerce. The earliest Indus Valley Civilisation (3000 B.C.) made India a well-developed region. The Harappans founded the city of Harappa and Mohenjo-Daro, the centre for urban culture, in Punjab and Sindh in around 2500 B.C. The civilisations gave birth trade. Initially, there was barter system and then money was started to be used as a medium of exchange for trade and commerce. The archaeological excavation has proved the existence of trade by finding the seals of trade on various products of pottery and terracotta for which this civilisation was known. The trade became one of the important reasons for travel and laid the foundation for tourism industry. The region of orient specially India, China was rich in wealth and treasure and hence most of the travels to these distant lands were for commercial purpose. Later, in Vedic period (2000 B.C. – 1000 B.C.), the holiest and oldest religious books ‘Vedas’, scriptures, epics (Mahabharata, Ramayana) were compiled and the places, originated for religious knowledge and temples, established for prayers attracted pupils. In Mahabharata, ‘Vanga’ i.e., West Bengal was mentioned as a centre for learning and trading. Bengal once acted as Silk Road for traders of Britain, France, Portugal, the Netherlands. In around 1800 B.C. to 1500 B.C. the Harappan civilisation was abolished due to drought. Travels were the integral part of trade as well as military and invasion with the desire to acquire wealth and assets from conquered land. When people started to trade, they travelled in groups across various civilisations using caravans. Traders of distant lands needed shelter and food and this demand led people to provide hospitality to the traders. Phoenicians invented trade routes to reach India in 975 B.C. The foreign seals are the evidence of linkage of trade with outside world. Use of the Indian teak log in the “Temple of the Moon” at Babylon is an example of trade of India with Babylon. The construction of well-developed first Grand Trunk Route helped the travel to reach in a better position. It not only encouraged trade but also made the expansion of territory easier. A prominent number of Western invaders were attracted by the wealth and fertile land of India, and they entered North West Frontier of India via the passes in Hindukush. Among them Persian invasions first brought this wealth of India in front of world, and then it was followed by the Macedonian. The first invasion of Persians was led by Cyrus, the Achaemenid Empire of ancient Iran (Persia) in 535 B.C. and he took all the tribes, west of the Indus such as Gandhara under Persian control. Again in 518 B.C. the second invasion of Persians to North West part of India was led by the empire Darius I, the grandson of Cyrus, and he won Punjab and Sindh and extended the empire to some parts of Jhelum River valley. Scylax of Caryanda, ancient Greek explorer did expedition towards Gandhara under the Persian king Darius I in 515 B.C. He explored the course of Indus River and reached Suez. The Persians ruled India for nearly 200 years till 330 B.C. The Indian weapons, cavalry and infantry were employed by the Persian Empires to oppose Alexander in war with Greece. The regular Indo-Iran communication created a huge impact on trade and commerce and the Iranian coins found in the North-Western India evidenced the existence of trade.

The Great Alexander of Macedonia found well-arranged roads with trees, wells and rest house in India during his expedition. The explanation of the events in this expedition was recorded by Nearchus, the naval commander of Macedonian army who accompanied Alexander to India. The Greek ambassador, Megasthenes was sent by Seleucus I Nicator to the Empire Chandragupta Maurya’s court in Pataliputra in 302 B.C. He, as an Indian ethnographer, gave a complete account of India by explaining the impressions of Mauryan Empire in his book ‘Indica’. ‘Viharayatras’ for entertainment and ‘Dhammayatras’ for propagation of religion were popular among the kings and royal princes during that time (Singh, 2008). The travel to propagate the religion, especially Buddhism and Jainism were in peak. According to Kautilya’s Arthashastra, passport or *mudra* was mandatory for all travellers during 3rd century B.C.

The Great Emperor Ashoka popularised the formal travel facilities establishing schools, monasteries, hospitals and improving the grand trunk routes by planting trees and constructing rest houses along the roadways to provide service to the travellers. After the successful but bloody conquest of Kalinga (Orissa) Ashoka adopted the policy “conquest by dharma”. He gradually started to follow Buddhism and sent monks to spread Buddhism throughout India and also internationally. He sent his son Mahinda and daughter Sanghamitra to Sri Lanka to propagate Buddhism and their names are mentioned in Buddhist Text ‘*Mahavamsa*’.

The travel for trade began to be flourished when China’s Han Dynasty formally constructed the 6,437 km long Silk Road with trading posts and markets that helped in storage, transport and exchange, in 130 B.C., which being a series of trade networks started from China, passed through Central Asia and reached Arabia. Traders used this route for more than 1500 years when caravans carried mainly silk and many other commodities from China to western and Middle East countries. Later, the Kushan Emperor, Kaniska opened the silk route for India by extending a part of it from Central Asia down to the mouth of Indus River to create link between east and west for economic and political connection among Parthia, Roman Empire, China and India. This helped people to exchange or trade various items. One of the five Yuezhi tribes of Indo-European origin who lived in Northwestern China reached Bactria (Northwest Afghanistan and Tajikistan) and gradually took control over the land and then created a Kushan Dynasty by uniting different tribes of that region of Bactria (Afghanistan). They then moved towards south and reached into Northwest Indian region, Gandhara (Part of Pakistan and Afghanistan) in 1st century A.D. They encouraged travel to spread Buddhism to Central Asia and China. The Gupta period (320 A.D.-550 A.D.) witnessed many travels from India to Europe and Egypt and a flourished trade relation with Roman Empire. Fa-Hien, a Chinese pilgrim visited India in early 5th century A.D. during the reign of Chandragupta II travelling by foot from China to Pataliputra, India. His journey was for a religious mission. He travelled to many cities in India and Nepal which are associated with Buddha’s life and finally to Sri Lanka, and he returned to China by sea route. He described his voyage in a travelogue “Record of Buddhist Kingdoms”. The Emperor Harshavardhana, follower of Buddhism established Dharamshalas, institutions, rest houses, monasteries, temples for the pilgrims. Hiuen Tsang on his pilgrimage travel visited India in 630 A.D. and stayed till 645 A.D. He collected and translated the Buddhist texts. In the duration of 15 years in India he studied in monasteries and Universities and visited various places such as Sarnath, Pataliputra, Bodha-Gaya, Nalanda and so on. From the court of Kamarupa king, Bhaskara Barman he was called by the Emperor Harshavardhana at Kannauj in a religious assembly organised to honour him. The book ‘Si-yu-ki’ recorded the details of western world experienced by him. Atish Dipankar Srigyan, one of the most influential scholars and reformers, from ancient Bikrampur (Munshiganj), Bangladesh translated and edited more than 200 books and travelled to Tibbet to spread Buddhism. He was later appointed as Chancellor of Vikramashila, the university of Bhagalpur, Bihar. Another renowned explorer who travelled to India during Middle Age are Arabian traveller Al-Masudi who explained his journey in “Muruj-ul-Zehab”, Persian scholar Al-beruni who accompanied Mahmud of Ghazni, Marco Polo during the reign of Rudramma Devi of the Kakatiyas, Ibn Battuta from Morocco who visited Bengal, Nicolo Conti from Italy during the reign of Deva Raya I of Vijayanagar, Abdur Razzak, ambassador of Persia during the period of Deva Raya II. Due to multiple invasions and expansion of different religions, India was impacted socially, culturally, economically and also politically. India faced a great assimilation of arts, literatures and philosophy.

In 15th century A.D. many navigators started to take longer voyages due to the development of water transportation facilities. The first Portuguese who landed in India was Vasco De Gama in 1498. Later, it was followed by the arrival of Portuguese in Bengal. The early 16th century (1503 and 1505) was the time when Portuguese power began to be established in this country. The Portuguese governor, Alfonso de Albuquerque captured Goa from the Bijapur Sultanate in 1510 and made Goa a Portuguese colony. In 16th and 17th century European monks, travellers and adventurers visited India and other places. The Mughals were the great builders who not only created many architectures but also developed walled rest houses, milestones or kos. The Great Emperor Akbar focused on education and built boarding schools and colleges to facilitate students who travelled to get education. International trade was also flourished as many ports were developed in that period. The first English merchant, Ralph Fitch visited Akbar's court in 1585 A.D. From the list of travellers to India Captain William Hawkins, who came in the court of Mughal Emperor Jahangir to get the permission of opening English factory in Surat and Francois Bernier, who came in the court of Aurangzeb and compared Mughal India to Europe were remarkable.

Industrial revolution brought a drastic change in the travel purpose because leisure travel earlier was only for the high-class society but after revolution it became common for the working-class people. Today, masses go for leisure tourism where people prefer to see new places, to interact with various people, to learn or to exchange new ideas and cultures. The hardships in travel along the highways were relaxed when British made Indian tourism more organised. English established their foothold in Indian subcontinent when they established their first factory in Masulipatnam in 1611 and the second one in Surat in 1613 with the help of a farman granted by Mughal Emperor Jahangir. In 1615 Sir Thomas Roe, ambassador of British King, arrived at Surat port to represent England in Mughal Empire. After 1720, eventually they shifted their base from Surat to Fort St. George in Calcutta, present day Kolkata. British traders were attracted by the splendid topography, prime location and strategic trading potential of Bengal. The company made Calcutta a centre for their trading operation. The East India Company transformed their initial objective of trade to politics of that region which led to the Battle of Plassey in 1757. This battle marked the starting of British imperialism in the subcontinent. In 1772, Calcutta was declared as a capital of British India as it was a commercial centre. The Indian Rebellion of 1857 shifted the power from East India Company to British crown. British brought a great improvement in travel and transportation. In the period of 19th century, they pushed transportation services one step ahead. They introduced canals to help in shipping of products along river, railways and steamships with new steam engine technology to transport raw materials. Darjeeling Himalayan Railway or Toy Train, a 2 ft gauge railway was built between 1879 and 1881 by Franklin Prestage. The improvement of road network took place when they began to work on Grand Trunk Road from Calcutta to Delhi in 1839 and ended in the 1850s to link major cities, ports and markets. They used turnpike trust system to maintain and increase the road quality. In early 19th century, Darjeeling of West Bengal was the potential summer retreat for British officials, soldiers and their families. They realised Darjeeling as health resort or sanitarium.

India was familiar to the importance of tourism even before the period of second world war. The government stopped its tourism promotion activities during the period of war. The post-World War period accelerated the leisure tourism among the working-class people which helped the tourism to reach its peak level. The aviation industry started to be developed and flourished when various private companies came forward to invest in air transport sector. India started to come in front of the world as a centre for cultural and historical tourism. Government provided many wayside facilities and initiated to plan and implement the programmes to promote tourism after independence by establishing a committee chaired

by Sir John Sargent. Following this, tourism sector went through a systematic growth. The establishment of ITDC in 1966 uplifted the process of promotion and development of tourism industry. The various five-year plans time to time evolved various tourism methodology so that tourism can be used as a tool for economic growth and social integration. From 1980s modern tourism got momentum and became a source of foreign exchange earnings, and social and economic development augmented very rapidly through job and revenue creation.

Post-Independence Tourism Development in India

In 1947, when India became independent it went through a series of challenges. British rule exploited Indian economy. The Indian subcontinent was carrying all its wonders in its every particle. India was therefore ready to accept the benefits of growth of tourism industry in developed countries. The eagerness among the people to explore something new, to experience the change in environment and to get the pleasure has also a long history as the travel for trade, invasion and knowledge have. The Indian history of tourism makes us familiar to the long path of evolution of travel and its means. The earlier unplanned, unconscious and indeterminate tourism has been transformed into today's conscious and planned tourism through the ages.

The modern tourism was accelerated and organised during the British rule in India. They felt the mesmerized beauty and healthy weather of Himalayan region and hence they treated this region as their health sanatorium. They focused on the development of this region and built various convent schools for education as well as centres for medical, administrative and transport facilities. Furthermore, they developed the region of Darjeeling, Mussoorie and Nainital for tourism destination. The first conscious effort in promotion of tourism began in 1945 with the constitution of a committee headed by Sir John Sargent, Educational Adviser to Government of India. The main motive was to conduct a survey and give a report on potentialities of initiating tourist traffic. The committee identified the great national importance that the encouragement and development of tourist traffic have and recommended setting a separate organisation which will give all time attention on the promotion and development of tourist traffic. After independence, Indian government first came forward to present the potential for tourism in India by the appointment of Tourist Traffic Committee, an ad-hoc body, in 1948 based on 1946's interim report of Sargent committee. This Tourist Traffic Committee was for giving the suggestions about means of promotion. That time, British infrastructures, ancient architectures and monuments in all over India acted as a base for development of tourism destinations along with the beauty and climate. The following set up of Tourist Traffic Branch in 1949 with two regional offices of Delhi and Mumbai was an additional step towards tourism industry. Later, in 1951, this branch was extended with four regional offices including Kolkata and Chennai, and tasked to monitor tourist traffic, tourist advertisement, tourist administration and tourist distribution and tourist information (Prasanth, 2018). Tourist publicity section was employed to publish tourist guide book, pamphlets, posters, advertisement for exhibition and fairs, and the distribution section distributed these literatures in India and abroad (Sweetlinsubi, 2012). The tourist information section, operated through tourist offices, supplied all the information to tourists regarding tourist sites, ensured smooth completion of travel formalities and inspected the availability of facilities for foreign as well domestic tourists. Tourist administration section monitored administrative activities, budget, financial assistance, and inspection of tourist offices. Tourist traffic section, on the other hand, maintained domestic and international tourist traffic, legislative actions, facilitation services, hotels and

rest houses, training of tour guides, travel agencies, vehicles and connectivity and improvement of tourist spots. In early 1950s, lack of efficiency created hindrance in selling of precious tourism products to its full extent and left the tourism base narrow. Pandit Jawaharlal Nehru had reminded us the Indian culture and the importance of tourism to the Indians by his words “*We should welcome a guest and send back a friend*” [Macwan, 2014]. However, 1956 was the memorable year for India because the first grand official celebration of 2500th Buddha Jayanti in independent India was held by Government of India in Bodhgaya, the holy land for Buddhists. Buddhism was spread in all over the world from India and the whole world celebrate the sacred day of Buddha’s birth, enlightenment and Mahaparinirvana. This day is UN Day of Vesak. Later, in 2015, the International Buddha Purnima Diwas was celebrated to preserve, promote and develop the heritage circuit and Buddhist pilgrimage.³ The mythological concept “*Atithi Devo Bhavah*” is the latest incantation of Indian tourism industry.

The 2nd five-year plan (1956-1961) emphasised on systematic development of tourism through financial allocation and gave an important place in plan document. A separate department of tourism, established on 1st March 1958 under the Ministry of Transport and Communications, replaced the Tourist Traffic Branch and a Tourism Development Council was also constituted simultaneously as an advisory body, headed by the minister in charge of tourism. The tourism department was consisted of Director General, Deputy Director General, and four Directors appointed for administration, publicity, travel relations, and planning and development (Kumar, 2008). The reason behind the construction of tourism department was to make policy regarding accommodation, fooding, hospitality etc. The Sino-Indian war and its consequences adversely affected the tourist’s arrival in India in 1961. In the 1960s, Indian tourism overseas offices ran the campaign for advertisement regarding tourism products in tourist generating markets so that the number of tourists visiting India can be raised, but it could not be carried out for long term. The structural set-up of tourism sector was built with the establishment of ITDC (India Tourism Development Corporation) in October 1966 according to the recommendation of Lakshmi Kant Jha Committee of 1963. The visa rules were also liberalised, and international check posts were built that time. Though government followed previous suggestions of this committee related to the promotion of tourist inflow into India and built Hotel Corporation, Indian Tourism Corporation and India Tourist Traffic Corporation in 1965 under committee recommendation, they did not perform well due the lack of coordination, uneconomic working and mismanagement. The resultant merging of these three corporations, under the “India Tourism Corporation Amalgamation Order” of 1966 issued by the government, into a single unit led to the creation of today’s ITDC in Delhi with its regional offices which were spread in all the capital cities. The government tried to catch pace of tourist choice and requirements and hence, started to evaluate the quality and standard of existing services because foreign tourists prefer and accept higher standard of services. Later, following Government of India, state governments also built separate tourism organisation for the promotion of tourism. Further, in 1967, Ministry of Tourism and Civil Aviation was created to give desired attention towards tourism. The Department of Tourism was an attached non-participatory office under this ministry, and it was headed by a Director General of Tourism, the ex-officio of an Additional Secretary to the Government of India. The structural set-up of the department also includes an Additional Director General, a Joint Director General, one Deputy Secretary and four Deputy Director General. The department makes and executes the policies. And this department is linked to the other ministries and various departments of both central and state governments. ITDC, being a functional agency of Ministry of Tourism and Civil

³“New Delhi to Host Grand International Buddha Purnima Celebration”, Press Information Bureau, Government of India, Ministry of Home Affairs, KSD/BK/PK/sK

Aviation, provides unique tourist services like accommodation, vehicles for sight seeing, entertainment, hotels and restaurants in prime location and others special services throughout the country. The main objective of the government behind the establishment of this public sector organisation was development, expansion and creation of a sound foundation of infrastructure and promotion of India as an important tourist destination. This agency started to monitor tourism development activities and guide the nation in making proper planning. The Ministry of Tourism and Civil Aviation failed to bring tourism on the growth track mostly due to the lack of funds for infrastructure and promotion of tourism. The region-wise targets for tourist arrivals, given to Air India, were also not achieved and the failure of overseas tourist offices of India created slump in the growth of tourism. The Civil Aviation was then segregated from the ministry and the Tourism was tied with Commerce Ministry. Later, tourism was combined with several ministries in different times like Agriculture, Civil Aviation, Parliamentary Affairs, and Culture Portfolio. Finally, in 2002, Culture Portfolio was separated and the Ministry of Tourism became active as an independent ministry. The Ministry of Tourism develops policies over time on the basis of tourist flow, and expectations and requirements of tourists for promotion of tourism in India.

Tourism transport is an indirect and most important factor of tourism growth and development. A better transport network can boost the tourism. Instead of being rich in natural heritage, a country can face less tourism growth because of not having well transport connectivity. In post-independence period, growth of tourism would not be possible if the government could not focus on development of transport system. The establishment of Indian Institute of Tourism and Travel Management (IITTM) in 1983 under recommendation of Sargent commission made the transport management easier. It is an autonomous organisation under Ministry of Tourism, Government of India. On the one hand, Indian government was managing the railway and on the other hand, the involvement of private sector in road, sea and water transport contributed to reach the tourists' interest in tourism at a higher level. Availability of tourist vehicles like car, taxi, tourist coach etc. increased significantly after 1990s which gave a boost to the tourism. The construction of highways, expressways and innovative automobile ideas have offered fast and comfortable journey to the tourists. Many special and new trains, tour packages in railways, cheaper flights, choppers, air taxis, Boeings in airlines and cruise ships with moving hotels, ships, boats, ferry in water transport have come up with unique opportunities and experiences. Personal vehicles like bicycles, bikes are excellent options for adventure lovers. Specific changes in vehicles now create less pollution and less fuel consumption which are beneficial for both tourists and environment.

The development of Indian tourism can be traced from the increased number of visitors to India that crossed the mark of 1.7 million in 1992. This makes evidence of having immense tourism potential in India, and it also states that the country started to systematically exploit its tourism resources. Although, India's performance in terms of percentage share of tourist arrival in world tourism was not so good as it was only 0.34%. An effective utilisation of tourism resources requires an effective management, healthy regulation and better planning which can curb the negative impact or possible damage on environment, culture and society, and bring economic growth through tourism. The efficient management and planning need a strong organizational back-up. Government is continuously making efforts to foster tourism either by direct action or by nourishing the tourism organisations as it is inevitable for the boosting of tourism. S.N. Chib, former Director General of the Department of Tourism, Government of India mentioned that the official organisations of tourist are supposed to perform the functions of policymaking, promotion and publicity, supporting and regulating private sector enterprises, assisting development of tourist infrastructure and facilities, planning and management, and market research (Jose, 2019). Tourist

organisations actively practice all these functions besides the newly added and diversified duties, using various tools and methods.

CONCLUSION

The long journey of tourism from pre-historic era to contemporary period proves that the travel is in the blood of human being. People need just a scope for travel and hence they do not leave any space so that they can avoid the loss of opportunity to travel. A variety of purposes have always been there in travel and tourism. These purposes have given birth of different types of tourism and people have remained part of these more or less throughout the ages. The pattern of travel and tourism has changed and evolved with the changes in time and revolution and development of transport and communication. Though, all the types of tourism are found to exist in all the ages, they have experienced a flourishing period in their own such as leisure tourism in ancient period, pilgrimage tourism in middle age, exploration, navigation, adventure in early modern era, golden age of 'Grand Tour' (educational tourism) in 18th century, 'Great Travel' – recreational and pleasure tourism in modern era, business travel in 80s and 90s etc. Some new concepts like modern mass tourism, package tour, etc. have originated and flourished in the modern era. This era is also important for increasing domestic and international tourism, and for growing preferences towards pleasure tourism understanding the values of tourism in education, health and recreation. The development of vehicles, travel routes, well-developed roads and road networks have created today's developed tourism industry. The cheaper and comfortable journey have generated huge demand for tourism. The revolutions in tourism history have made the tourism a global industry. Today's world focuses on this industry because of its potentiality of bringing growth and development in world's economy. In contemporary world, human can reach distant regions across the globe and with the help of information technology and satellite, people can easily access the detailed information of tourist destinations, its pictures, weather report required for journey, accommodations and so on. Indian history of tourism is not much different from the world. India has always attracted travellers in all over the world with its tremendous natural, geographical, social, cultural, economic, environmental, and political resources. The whole world is impressed and overwhelmed by India's culture of hospitality. The country remains in front line as a significant trade centre since ancient time. India has fulfilled all the commercial, educational, religious, adventurous, cultural, geographical, and political desire and expectations of the travellers in all its historical phases. In post-world war period, India was also among the countries who witnessed the peak level of leisure tourism as it became accessible for both the high class and working-class society. The development of transportation and connectivity took place from ancient period and especially, in British colonial period. The development in road and vehicle, architectural constructions, monuments, etc. led Indian tourism to reach in a status of centre for cultural and historical tourism. The continuous effort of the government through its planning, implementation and establishments have made it successful to stand the tourism industry in a prestigious position. Further research and study are required to bring the light on the unreachable areas that need more concentration on the way of tourism development.

REFERENCES

1. Alinejad, E. and Razaghi, Z. 2012. Tourism and its history. *Life Sci. J.*, **9**(4): 42-46.
2. Bandyopadhyay, R. 2009. The perennial western tourism representations of India that refuse to die. *Preliminary Communication*, **57**(1): 23-35.

3. Chowdhury, A. and Mete, J. 2017. A historical study on tourism sector as a growing industry – Indian and global perspective. *International Journal of Yogic, Human Movement and Sports Sciences*, **2**(2): 285-290.
4. Garay, L. and Canoves, G. 2011. Life-cycles, stages and tourism history the Catalonia (Spain) experience. *Annals of Tourism Research*, **38**(2): 651–671.
5. Gyr, U. 2010. *The history of tourism: Structures on the path to modernity*. European History Online (EGO). <http://www.ieg-ego.eu/gyru-2010-en> [2024-08-07].
6. Hunt, E.D. 1984. *Holy Land Pilgrimage in the later Roman Empire: AD 312-460*. Clarendon Pr.
7. Itoo, M.A. 2015. *History of tourism in Jammu and Kashmir from A.D. 1885-1989* [Doctoral thesis]. University of Kashmir, Srinagar, India.
8. Jorgensen, H. 2019. Postcolonial Perspectives on Colonial Heritage Tourism: The domestic tourist consumption of French heritage in Puducherry, India. *Annals of Tourism Research*, **77**: 117-127.
9. Jose, J. 2019. *Tourism in Kerala through the ages: A historical study* [Doctoral thesis]. Alagappa University, Karaikudi, India.
10. Kumar, A. 2008. *Tourism & economic development in India* [Doctoral thesis]. Chhatrapati Shahu Ji Maharaj University, Kanpur.
11. Lalitha, G. 2023. Historical perspective of tourism in India. *International Journal of Academic Research*, **10**(2): 84-90.
12. Macwan, R.A. 2014. *Impact of development of Gujarat economy on Gujarat tourism industry A study of post globalization* [Doctoral thesis]. AISECT University, Bhopal (M.P.).
13. *New Delhi to host grand international Buddha Purnima celebration*. Press Information Bureau, Government of India, Ministry of Home Affairs, KSD/BK/PK/sK.
14. Prasanth, S. 2018. *Tourism development – role of hospitality industry A study of select hotels of Andhra Pradesh state* [Doctoral thesis]. Andhra University, Visakhapatnam, Andhra Pradesh.
15. Saud, T.B. 2021. *Effectiveness of home stay tourism program on socio economic development: A case study of terai and hilly districts of Nepal* [Doctoral thesis]. Mewar University, Chittorgarh.
16. Sezgin, E. and Yolal, M. 2012. Golden age of mass tourism: Its history and development. *Visions for Global Tourism Industry – Creating and Sustaining Competitive Strategies*, Chapter 4, 73-90. <https://doi.org/10.5772/37283>
17. Shahriari, A. 2011. *Historical obstacles of tourism development in ECO region* [Doctoral thesis]. University of Mysore.
18. Shrestha, H.P. and Shrestha, P. 2012. Tourism in Nepal: A historical perspective and present trend of development. *Himalayan Journal of Sociology and Anthropology*, **5**: 54-75.
19. Singh, A. 2008. Tourism in ancient India: Motives and contributions. *The Asian Man*, **2**(1): 31-40.
20. Swaminathan, L. 2018. Travel in Vedic literature. Post No. 4945. <https://tamilandvedas.com/tag/pilgrimage/>

21. Sweetlinsubi, G. 2012. *A study on tourism industry in Kanyakumari district* [Doctoral thesis]. Manonmaniam Sundaranar University, Tamil Nadu, India.
22. Towner, J. and Wall, G. 1991. History and tourism. *Annals of Tourism Research*, **18**(1): 71-84.
23. Towner, J. 1995. What is tourism's history? *Tourism Management*, **16**(5): 339-343.
24. Wade, D.J., Mwasaga, B.C. and F.J. Eagles, P. 2001. A history and market analysis of Tourism in Tanzania. *Tourism Management*, **22**(1): 93-101.
25. <https://www.indianeagle.com/travelbeats/best-bhagavad-gita-teachings-for-travelers/>
26. <http://www.shamstoos.ir/en/news/48778/The-Status-and-Significance-of-Travelling-in-the-Quran-and-Hadiths>

