

## **ITM Bachelor 1. Sem**

### **8029: Introduction International Tourism Management**

#### **INTRODUCTION: HISTORICAL DEVELOPMENT OF TOURISM**

**Global development of tourism  
pre-modern, modern, post-modern:  
Discovery - Acquisition - Invention**

#### **Pre-modern travellers - Discovery**



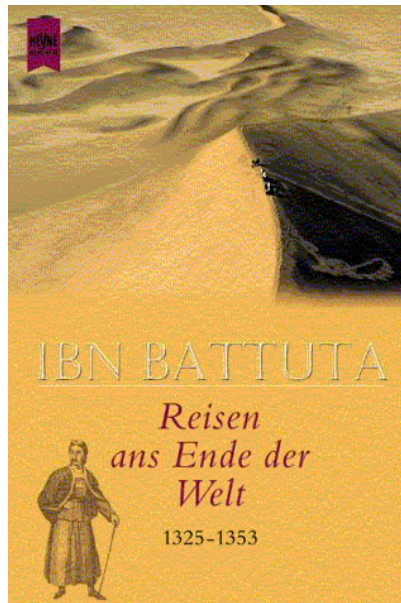
Holiday villa near Pompeii for rich Romans



<http://www.silk-road.com/artl/hsuantsang.shtml>



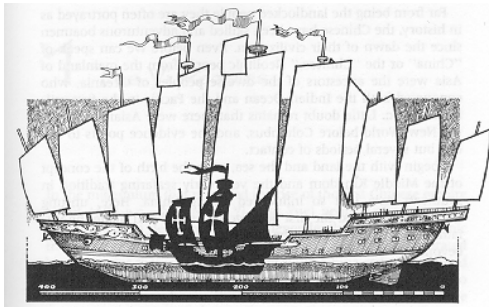
<http://www.silk-road.com/artl/marcopolo.shtml>



[http://www.sfusd.k12.ca.us/schwww/sch618/Ibn\\_Battuta/Ibn\\_Battuta\\_Rihla.html](http://www.sfusd.k12.ca.us/schwww/sch618/Ibn_Battuta/Ibn_Battuta_Rihla.html)

[http://www.ummah.net/history/scholars/ibn\\_battuta/](http://www.ummah.net/history/scholars/ibn_battuta/)





Zheng He's treasure ship (four hundred feet) and Columbus's St. Maria (eighty-five feet).  
(Illustration by Jan Adkins, 1993.)



<http://www.chinapage.com/zhenghe.html>



### The Grand Tour

During the 18th-century, thousands of young aristocratic British tourists traveled to Italy to take part in the "Grand Tour". The British came to Italy for education in art, music, and literature, but also to collect experiences in drinking and having affairs far away from the critical eyes of the British society. Education in the concepts and principles of ancient Rome and the culture of Italy became imperative during the Age of the Enlightenment. Tourists traditionally followed a set routine of traveling over the Alps from Switzerland and entering Italy through the city of Turin. They would then visit Milan, Venice, Florence, Rome, and sometimes also Naples in the south. The height of the popularity of the Grand Tour was from the 1760s to the French Revolution of 1789.

Because so many tourists went to Italy to study art and painting, the British left an extensive record of their time on the Grand Tour. The British also became infamous for their desire for souvenirs, spurring a new trade in fake antiquities all over Italy. The Romans coined the phrase "If the Colosseum were portable, the English would carry it away".

### **Pre-modern travels:**

- **Only few rich and/or adventurous travellers**
- **Minimal impact on destinations or infrastructure**
- **Long-time travels (months or years)**
- **Discovery of new places**
- **Unity between travelling and living**



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