

## TRAVELLING AND TOURISM

Travelling and movement from place to place were part of people's lives probably always. The intensity and nature of travelling however had changed significantly over the centuries. Composition and nature of the travellers also had changed, as well as a travel destinations had changed. In the past lacked especially travelling for holiday purposes, which is now an important part of the lifestyle.

As reported Chorvát (2007) **at the time of ancient Greece and Rome** were travelling mostly ambassadors, messengers, soldiers, marketers and students. A smaller number of people were visiting spa towns or Oracle. The travelling was mostly intended for strengthening of social ties, not to breaking away from the society or searching of adventure, as it is typical for modern tourism.

An important event, to which the crowds of people always travelled were Olympic games, which were held in Olympia. Travelling of people was easier thanks to the developed network of roads, which were in ancient Rome extensively built. These roads also allowed rapid movement of the army and state administration. In ancient Rome the first time, although only in limited range, appears travelling which is intended as an escape from everyday life. These are primarily suburban homes of the rich Roman citizens, who in the summer leave from the red-hot and muggy towns. So for first time it appears travelling for leisure. But that terminates along with the collapse of the Western Roman Empire and get back until the 20th century.

In **the Middle Ages** are beginning to occur pilgrims who travel to Christian centers such as Jerusalem, Rome and Santiago de Compostela (hence the origin of the English word holydays - holy days = holy / sacred days) and people travelling for education. Pilgrims were often accommodated in homes for free (under the slogan "Guest into the house, God into the house), mainly because they were the ones who bring news and information from the world. Get to the information and news, then increased the status of host in his community. The hospitality was also provided by the monasteries. Marketers soldiers, government officials were also travelling.

Travelling in this time is very difficult and dangerous. Travellers overcome distances between places usually by walking. Only a small number of people can afford horses. Covered touring cars began to be used until the end of the Middle Ages, and just for women, sick and old people. Roads and bridges are not building at that time so the mobility of people is significantly difficult and limited. On building transport network are starting to place greater emphasis again from the 11th century.

How we can see, travelling in the past could not be identified with recreation and entertainment. People travelled mostly because of obligation and necessity. The travelling was mainly part of the lifestyle of traders, soldiers and ambassadors who travelled to earn money. Unlike the past, today, labor mobility has become part of life for a much wider range of people and is required almost from the majority of people or at least from the big number of them. People are forced to change their residence and move for a job offer. Beck (2004) criticizes the condition of the labor market, which now requires mobility of people, without taking into account their personal situation, especially the situation of the family, which may significantly restrict the mobility of employees. This situation requiring mobility is very disadvantageous for the family because for people, especially for a woman, it is difficult to combine their efforts in a career with caring of children and household. The fact that the labor market undermines the functioning of the family also undermines itself. The job market needs for its existence a functional family, because family produces competent staff and provide them background and quiet after work.

Today, Employment is not the only reason for travelling people and was not even in the past.

For the development of modern tourism were important so-called **Grand Tours**. They were undertaken in the **17th century** by young English nobles (only men) who travelled through Europe and it's major cultural centers. The aim of the journeys was to obtain knowledge and information about visited sites and its inhabitants and with

the help of these journeys complete their education and get skills important for future employment (eg. diplomatic career). The Grand Tours are still not travelling for fun, it is not travelling for pleasure as we know it today, but the main purpose of these trips is getting of knowledge and education. This importance of Grand Tours retains them until the **18th century**, when they become open not only to the rich social classes. In journeys are newly participate people from lower classes and also elderly people and the purpose of the journey becomes a pleasure of knowing (no longer growing education). Emotionally neutral cognition is replaced by visual observation and wonderment. Developing romanticism brought to the society increasing interest and admiration of people to previously feared and undervalued beauty of nature. Classic Grand Tours are in the 19th century replaced by the romantic Grand Tours, whose participants are already not interested in educational journey, they are looking for emotional experience of the beauty of nature now. Traveller interest is increasing in the Alps and Switzerland.

For the possibility of travelling from place to place had enormous importance road construction which began in the 18th century in France. Later helped to the easier travelling development of the automobile traffic and the construction of railways in 30s of the **19th century**. From the beginning it was mainly the transport of goods and travelling of higher classes, and later there was also an emphasis on transportation of working classes). Finally rail transport become a mass way of transport and it leads to democratization of travelling. Trains allow and facilitate the relatively fast and comfortable travelling for great distances and even to many people at once time. Later development of air transport help to fast and comfortable travelling too.

At the moment when travelling takes root in people's lives as an approachable way of moving and spending time, it can start to be used more often, not only for work purposes. Develop of travelling for leisure purposes can begin.

To the emergence of modern tourism contributed the increasing popularity of spa towns and coastal areas. (turn of the century 18th and 19th). Both at first was used for medicinal purposes. Spa towns are finally beginning to fulfill a social function when regular visits of spas symbolize visitor status and therefore his membership to a higher social class. Spas are therefore seen as the center of social life of higher social classes. Therapeutic effects of sea water are replaced over time by the delights of swimming in the sea and bathing becomes a pleasure by itself.

**In the 20th century** is increasing popularity of sunbathing. Sunbathing is becoming a new social phenomenon. Previously this phenomenon did not occur because until the beginning of the 20th century the bright skin was a symbol of higher social status. Bright skin was a sign that people do not physically work outside. People from higher classes were thus avoiding the sun. With the development of seaside resorts is gradually changing how we view tanned skin. Tanned skin starts to be associated with health, wealth and "Leisure Class". Get tanned skin has gradually become a major aim of holidays. Because tanned skin was a visible sign of richness and prestige in urban societies. Tanned skin symbolized that people have money for expansive holidays and they can afford to spend a holiday by the sea.

### **VEBLEN: The Theory of the Leisure Class (1899)**

*In the late 19th century, The Theory of the Leisure Class established that the economic life of a modern society is based upon the social stratification of feudal societies, rather than upon merit, that is to say, upon social and economic utility.*

*Veblen introduced the concepts of "conspicuous consumption" and concepts of "conspicuous leisure"*

The situation of developed capitalism produces a class that is tied to capital as property and therefore may not work, which is reflected in its specific lifestyle → conspicuous consumption, conspicuous leisure

This class can theoretically work, but pointedly does not work.

The institution of Leisure Class appeared along with the emergence of private ownership.

**conspicuous leisure** = demonstrative doing nothing

In order to obtain and maintain respect and honor is not enough only to have wealth and power, but it is necessary to expose them to people.

Idleness is an unproductive spending of time. It's everything that does not belong to the everyday productive work. Doing work is deemed to be a sign of weakness and menial work. Life in idleness is considered as evidence richness and superior power. Ostentatious contempt for work seems to be a sign of ownership success and prestige indicator (works as a manifestation of poverty). This class focuses on activities that do not productively contribute to the society - games, art, music, studying dead languages, breeding of useless animals.

### **conspicuous consumption**

Consumption acts as demonstration of social status. Consumption used to obtain respectability. Inability to consume is a sign of lack and second-class status.

Since the 17th century in a society appears a desire to imitate higher class and effort to procure a certain status symbols.

**Veblen effect** = the driving force of consumption is not need itself, but the need to be identical to another people, or even better, to be better than them.

For example: People buy expensive things not because they are better, but because they are expensive and they are thus able to demonstrate their status

All these changes have also been conditioned by change in the nature of work of modern man. The modern industrialized society has transformed social time. Abstract and objectified time became the organizing principle of everyday activities - regardless of the weather / season of the year and so on. The result is a regular repetitive structure of daily activities = routinization of modern life. (see Giddens)

→ **Modern man newly gets leisure time** because his work ceases to be dependent on the season and the weather, his gainful work becomes a daily routine and it is the conditions allowing the separation of work time after leisure time. Leisure time activities are becoming increasingly important, and they are seen as a method of relaxation and regeneration. This regeneration brings health benefits not only to man himself, but also to his staff, because refreshed and regenerated worker is at work more productive and therefore more profitable. Leisure activities are therefore seen as inevitable compensatory supplement of work. Leisure activities are also becoming more accessible thanks to the growth of salaries and therefore are financially accessible for wider classes.

We are in a period when leisure time and his recreational function are developing a lot. The tourist trade is still not fully developed, because here lacks the organizational form of travelling and vacation, which we know from today.

The event that started development of tourism and make it available to a broader swath of the population, was the opening of the first travel agency in 1841 by Thomas Cook (a Baptist priest who fought against alcoholism). He offered to people organized tours. People travelled by train. First trip was for 570 participants - it was a clash of abstainers - travelling was for them an alternative to spending time in pubs.

Hazardous individual travel has been replaced by safer and more comfortable travelling with guide and services in the form of secured accommodation, catering and so on. First were realized tours to England, then

Europe, then to America (1866). In the year 1872 took place the first trip around the world. Travel route was the same as we can find in the book *Around the World in 80 Days* – author was inspired by Cook's first world timetable.

By this achievement Cook began the era of organized tourism and also contributed to the emergence of a dichotomy between traditional traveller and modern tourist.

An important event in the interwar period was the introduction **paid vacation** (1936 approval of the agreement of the International Labour Organisation - at least 6 days of paid leave for persons who worked continuously for at least one year).

### **(traditional) TRAVELLER X (modern) TOURIST**

Boorstin - American cultural historian - describes **travellers** as an active people who plan and organize their tours by themselves. During their trips the travellers personally meet with local people and come with them to interaction. By its own actions the travellers are involved in the formation of their adventures and experience. Travelling is often dangerous and adventurous. Traveller is a man for whom travelling is a privilege, destiny or source of livelihood.

The **tourist** other hand, is passive. With the help of institutions, tourist transports, accommodates and recognizes. The tourist needn't unlike travellers plan anything, everything is already in store for him, and even experiences are poised for him as a commodity. Travelling here is becoming to be a commodity. The tourist is studying tourist guide to experience prescribed and superficial impression.

#### **→ 19th century transform travellers to tourists**

Travelling is an important phenomenon of modern society. But as a mass phenomenon it develops in the 20th century. The tourist is exclusively modern figure. Although some people have travelled in the past, none of them can be described as a tourist - travelling for pleasure was prerogative only for a small number of people.

Experiences of tourists are inauthentic and socially constructed. The tourist runs after experiences that are socially constructed as the right ones. He is searching for famous destinations, sights and attractions, which he sees only superficially, without a real interest. The tourist is conventional and commercial personalities, unlike the traveller who seeks to achieve a genuine cultural experience.

Today tourism is, indeed like the whole society under the weight of consumerism. Modern man identifies with consumer Bauman (1999). Modern man, according to him is playing the role of a consumer who craves for instant gratification of his desires, which are constantly constructed by the mass media.

Consumer man according to Bauman requires not only immediate gratification, but also easily satisfying of his needs and desires. He wants satisfaction which he can get easily, quickly and without need of any special skills or efforts.

Today society has created the illusion of a sense of inadequacy. Man is thus constantly looking for all new, but he is quickly bored by all the news and so he is starting to search again and again. The modern consumer is not only a collector of experiences on which evaluates his life. He is also a constant seeker for whom desire has value in itself. Such a man can never ends his search because he never find what he is looking for. In fact, process of wishful searching is what fulfill the meaning of his life. The consumer is unfocused, distracted and unable to pay attention to one desire and one object a long time, he quickly loses interest. And just these kind of consumer is produced by society. The advantage of such consumer for future profit is that it can be immediately offered other to him new desire as a substitute for the desire which was fulfill at the moment.

This process can be seen on the **sightseeing tours**. The aim of such tour is to visit as many cultural monuments as possible and also for the lowest price and in the shortest possible time. Sightseeing tour can be considered a typical part McDonaldization of Society.

## **The McDonaldization of Society**

Ritzer describes it as a rationalized, fast serving, focusing on efficiency, quantified, predictable and calculated based society. This rationalization has affected also recreational activities. And thus it basically made impossible for the main to get function of recreation that is escape from rationalized everyday life. Ritzer sees as rationalized the entire process of sightseeing tours.

Further proof of rationalization of sightseeing tours according to Ritzer is its cost effectiveness.

Profitability is provided by the size of tour groups, but also by organization during the day when people are visiting only the main and the most famous sights of the area. For the other monuments there is no time, since the aim of the tour is to show people how many monuments is it as quickly as possible. On the other hand people are not interested in the other monuments, because people are want to see the media known places, whose visit can be proud on. The result of such process is that the quality is here replaced by a quantity.

- fast serving and focusing on efficiency: quick achievement of goals with using the least possible amount of resources; achieve the goal as quickly as possible - for example to serve as many customers as possible, limited selection of dishes that allows quick choice, quickly eating of food so a customer does not block the space to other customers
- predictable society: people want to know what to expect (same look of restaurants, hotels)
- quantified and calculated based society: emphasis on quantity at the expense of quality (arranging chips as falling out of the package is supposed to evoke the feeling of a large quantity, inflated rolls, names like "big mac" ...)

*He describes this as the process by which the principles of the fast food restaurants are coming to dominate more and more sectors of society in the United States as well as the rest of the world. He shows how Weber's central characteristics of rationalized systems - efficiency, predictability, calculability, substitution of non-human for human technology and control over uncertainty - have found widespread expression in a broad range of organized human activity, including travel, consumer products and services, education, leisure, politics and religion as well as in the fast food industry.*

Boorstin (in Croat, 2007) characterizes the tourist as someone who don't desire to meet with the local people face to face with, because it would bring a number of difficulties and get him out from his comfort zone. Ritzer describes how are sightseeing tours designed for these tourists needs. Sightseeing tour tourists handles all the necessary contacts with the locals for the tourists. So tourists come into contact with the locals only minimally.

Sightseeing tour provides tourists comfort, all the necessary services and protection against all possible difficulties with which might individual traveller be encounter. Tourists need not worry about lack of knowledge of a foreign language, the quality of local water or other unforeseen situations that means inconvenience to them.

By being relieved of the necessity of meeting the locals face to face is tourist relieved from process of secondary socialization. A process that Berger and Luckmann (1999) describe as the internalisation of the specialized knowledge which is necessary for the existence in a particular social situation and which is necessary to perform concrete social roles. In this case, it is all about knowing what are the habits of communication (verbal and nonverbal) of a particular nation, which is necessary to know for clear communication.

Because of situation in which a tourist can visit a foreign country without need to speak with anyone and arrange anything his staying in the country is facilitate for him. This can be both an advantage and a disadvantage. To visit foreign country is allowed also to man who can not speak specific foreign language and so on. But at the same time is for tourist impossible to experience spontaneous and authentic experiences that can be enjoyed by traveller.