

SOME ASPECTS OF TOURISM THEORY

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Tourism (both national and international) is the product of a long historical development. The prerequisites for its appearance lie in ancient times. As you know, in the history of tourism development, we distinguish four stages [1]:

- until the beginning of the 19th century - the prehistory of tourism;
- the beginning of the 19th century - the beginning of the 20th century - elite tourism, the emergence of specialized enterprises for the production of tourism services;
- the beginning of the 20th century - before the beginning of World War II - the beginning of the formation of social tourism;
- after the Second World War - the current stage - mass tourism, the formation of the tourism industry as an intersectoral complex for the production of goods and services for tourism.

This periodization is based on the following criteria: technical and economic prerequisites; social background; target functions of tourism at different stages of development. Let us briefly consider the features of tourism development at each stage.

The first stage is the history of tourism. Modern tourism is a phenomenon, on the one hand, since it became massive only after the Second World War; on the other hand, tourism has deep historical roots, because travel has been known to mankind since ancient times. Already in ancient times, the peoples of the Mediterranean had geographical descriptions that gave a general idea of the neighboring territories.

In ancient times, the main motives for traveling were trade, educational purposes, pilgrimage, and treatment. For the development of exchange and trade relations, reliable and detailed information about countries, their populations and customs was required. On large and durable ships, the Phoenicians went to the open sea.

Paving the way to unknown lands, they went beyond the Mediterranean basin, sailed along the western coasts of Europe and Africa. The geographical data on various countries that had accumulated by the beginning of our era were most fully set out by Strabo (63 BC - 20 AD) and Claudius Ptolemy (90-168 AD). Great mobility was characteristic of the population of Ancient Rome. Often, for a Roman from a wealthy family, a trip to Greece was associated with the need to supplement his education.

During the heyday of the Roman Empire, travel to Greece began to acquire an entertaining character. Especially willingly visited places with warm mineral springs.

The movement of wealthy travelers required the appropriate organization of their vacation. As early as the first century BC, state inns arose in the Roman Empire, located one day away from each other by horseback riding. They were located in cities and on the main roads along which couriers and civil servants passed from Rome, as far as Asia Minor and Gaul. A huge merit in the further expansion of man's knowledge of the surrounding world also belongs to the Arab travelers of the 7th-11th centuries, among whom the most famous merchant from Basra, Suleiman, who visited China, India and other countries.

The distinctive characters of travel until the middle of the 19th century were: primitivism of means of transportation; the fact that travel was not an end in itself, but a necessary condition and means to achieve the goal itself, such as: trading, expanding the educational horizons, treatment, pilgrimage. All travelers were united by the fact that they belonged to a minority who occupied a privileged position in society.

The second stage is elite tourism and the emergence of mass tourism. The most important role in the development of tourism was played by revolutionary changes in the development of transport: the invention of the steamboat by Fulton in 1807, the steam locomotive by Stephens in 1814, the improvement of post communications, accompanied by the expansion of the road network in Europe. All this led to more reliability and speed of movement while reducing travel costs. Due to the massive influx of immigrants from the Old World to America, maritime communication developed rapidly, in the middle of the 19th century large steamship companies arose.

Scientific and technological progress and the social struggle of the working people, as well as the growing welfare of society, led to a gradual decrease in working time in favor of free time: the introduction of guaranteed unpaid, and subsequently paid holidays (In Germany, for example, holidays were first established by the law on civil servants of 1873).

The third stage is the beginning of the formation of mass tourism. World War I, economic depression of the 30s. and the Second World War had a negative impact on the development of tourism. At the same time, it was in the period between the two world wars that the sprouts of mass tourism appeared, the heyday of which falls on the post-war decades. Tourist trips both within countries and abroad are gradually acquiring a qualitatively different character. They pursue not only entertaining, but also educational goals. Routes increasingly include historical sites, cultural monuments. The vast majority of international tourist traffic was in Europe.

The fourth period is mass tourism. The Second World War paralyzed tourism, and it received further development in the post-war years. It was during this period that tourism becomes truly massive: from a luxury item, it becomes a need for the majority of the population of highly developed industrial countries.

Western European countries in the 1950s and 1960s - this is a period of active greening of travel companies, mass construction of hotels, motels, and various kinds of entertainment establishments. European tourism in the 50s was focused primarily on the reception of American tourists and is a source of dollar revenue for the host country.

In the 60s and until the mid-70s, there was a rapid extensive growth of both inbound and outbound tourism, as well as an increase in the number of tourism enterprises and their production volumes. We consider the intensity of tourism in a particular country to be the most important indicator of the completion of the formation of mass tourism.

The intensity of tourism shows what part (in %) of the population makes at least one tourist trip every year (net intensity), and is calculated as a percentage of the entire population of the country or to that part of it that is over 14 years old. When the intensity of tourism exceeds 50%, then we can talk about the formed mass tourism, in which the majority of the population takes part.

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