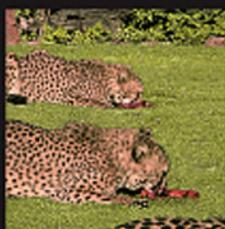




ATLAS OF TRAVEL AND TOURISM DEVELOPMENT



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Myra Shackley



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Preface

The geography of travel and tourism as it is taught today is destination-focused, with students able to avail themselves of excellent textbooks which examine the geography of demand and present a balanced view of destination development. However, in the writer's view insufficient attention is paid to the historical factors that underpin destination development. With a very few exceptions, little has been published that explores tourism's history. Indeed, this is usually consigned to a small portion of the introductory chapter in tourism textbooks, and even there the development of travel and tourism in the ancient world is skimmed over in favour of more detailed analysis of the period following the development of the jumbo jet and the package holiday in the 1970s. And yet the early history of tourism is fascinating; all the elements of the modern package tour were in place in the Bay of Naples by 50 BC, for example. The history of tourism as a leisure activity goes back well before the classical civilizations of Greece and Rome. Egyptians participated in voyages of exploration and discovery in the fourth millennium BC. By the time that powerful Old Kingdom pharaohs such as Rameses II (probably the pharaoh of the biblical Exodus) reigned, the pyramids at Giza (p. 27) had been visitor attractions for a thousand years. The first tourist-related graffiti date back to 1244 BC (p. 26), the ancestor of modern Michelin guides was available to Roman tourists in Europe (p. 12), and merchant shipping crossing the Mediterranean carried passengers 2000 years earlier. There are few trends in modern tourism that cannot be paralleled several thousand years in the past.

The history of travel is, of course, as ancient as the history of humanity, but it would be reasonable to say that few significant developments in travel technology took place before the invention of the wheel around 3000 BC, although initially its benefits were geographically limited to the Near East. And yet entire complex societies, such as the Incas, managed without the wheel or the domesticated horse, as indeed many societies do today. Contemporary travel in parts of Asia and Africa, for example, is almost exclusively carried out on foot, just as travel in the Amazon Basin is carried out by water. Innovations in travel technology are only useful if the environment in which a culture is living is suitable for their use. Early sea-borne travel involved simple dug-out boats, and it is easy to chart their evolution through to the great clinker-built sailing boats of the Vikings, and indeed to the vast ocean liners of today. As with land-based travel, the need to travel was initially restricted to war, politics, economics and religion, and only in the modern world is it related to the pursuit of leisure.

The book has been divided on a regional basis, but the conventional global divisions of the World Tourism Organization have been massaged slightly, the better to fit in with the historical emphasis of the text. For example, since for most of recorded history the Middle East and North Africa were under the political control of a single sequence of empires, it made sense to consider them together. Most modern tours to Antarctica leave from ports in South America, making it logical to consider Antarctica in that chapter. The huge potential scope of the book has made it necessary to be selective, or else the result would have been an encyclopaedia. The reader may thus find that entire countries have been omitted, or only mentioned in passing. Nor has it been possible to allocate the same word length to all sub-regions. The work attempts to identify major trends, rather than to produce a blow-by-blow analysis of the historical geography of each country. Inevitably, this has meant that discussion of many topics is far more superficial than the writer would have wished. Many highly controversial issues are also treated far more briefly than they deserve, and in some cases it has been necessary to cut Gordian knots and suggest an opinion that not all readers will agree with. Where possible, this is supported by notes and references found in the back of the book and referenced in the text by superscript numbers. Such notes also refer the reader to the many general works which have been utilized as basic sources of facts for the book. A similarly cavalier approach has needed to be taken with some spellings, both of people and place-names. Consistency has been the aim here (even if not always achieved).

One of the book's underlying premises is that the development of tourism destinations is related to their history. In the post-colonial history of Africa, for example, there is a clear relationship between the nature of the

colonial past and the tourism development of the present (and future). Travellers form destination images in a number of ways, including (very powerfully) from the mass media. The image that many travellers have of contemporary New Zealand is partly derived from the perception of high environmental quality, which has been visually shaped by the use of the spectacular New Zealand landscapes as the backdrop for some very successful films. Until recently, many visitors to the United States arrived with an image of place derived more from Hollywood than from preliminary reading. The book tries, where possible, to relate such factors to the historical development of different regions and destinations, and to knit these together within a framework of transport and travel history. This has sometimes involved value judgements, for which the writer would like to apologize in advance. But if this overview, albeit brief and superficial, gives its readers (and especially students of tourism) a better feeling for the chronological development of travel and tourism, to complement other works which examine its spatial distribution, its purpose will be achieved.

Myra Shackley

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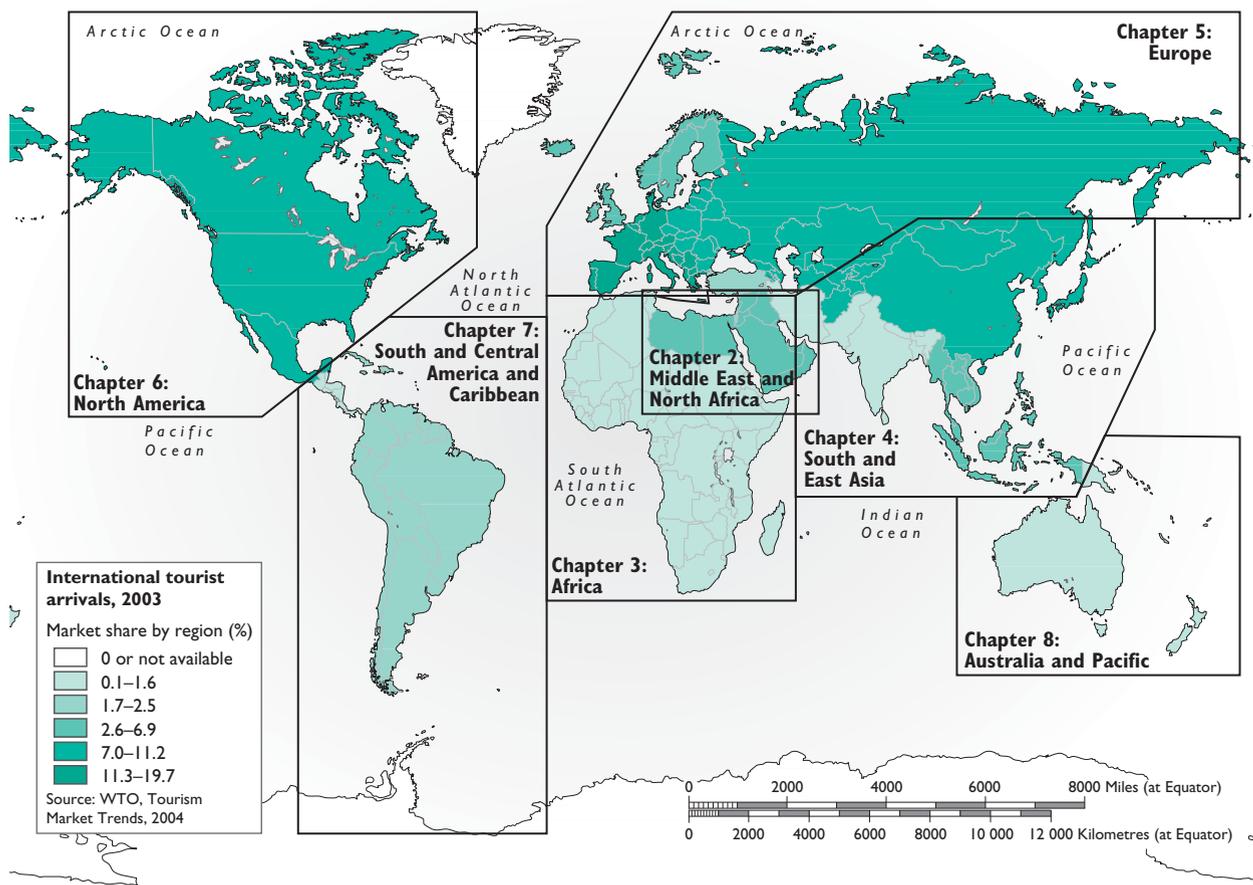
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A glance at any textbook of travel and tourism will produce a summary of factors which affect individuals' propensity to travel and influence their destination awareness. Such a list would undoubtedly include available travel technology and support infrastructure, and the individual's disposable income, leisure time, level of educational achievement, and motivation. Many different methods and perspectives have been utilized to describe the components of tourism attractions/resources, including models and frameworks of tourism attraction systems which are often utilized by tourism planners and marketers to increase destination market values and competitiveness.¹ Such resources have commonly been evaluated in three ways: first, from an ideographic perspective related to the supply component of tourism products which lists those elements contributing most to destination attractiveness; secondly, from an organizational perspective which looks at their spatial and temporal linkages; and thirdly, from a cognitive perspective which examines issues of tourism demand. A full analysis of destination attractiveness and competitiveness requires a combination of such methods, considering those components of the tourism origin-destination system from both demand and supply sides. The environment of tourism destinations contains dynamic and static components which are interdependent, and also dependent upon the characteristics of the market, and which control overall destination attractiveness. Basic models of travel patterns² often distinguish 'push' factors (such as cultural, social and environmental pressures in the traveller's home country), which contribute to the desire and ability to travel, from 'pull' factors in the destination country, which determine the level of attractiveness to visitors. Destination awareness is created in the contemporary world by a number of factors, including the mass media, but is also conditioned by an individual's previous travel experiences and by the experiences recounted by family and friends.³

This book takes a historical perspective on destination awareness, looking at how that awareness has changed over time. Today's potential traveller has a virtually unlimited choice of destinations, with hardly anywhere in the world off limits. Even a basic Internet search can produce immense amounts of helpful information about potential travel destinations. But it is easy to forget that in the spectrum of human activity this is a VERY recent phenomenon indeed. Even ten years ago the Internet was only just coming commercially on line; twenty years ago the very idea was hardly conceivable. Fifty years ago the first computers were just being devised, while 500 years ago only a tiny fraction of the population would have been able to read, let alone to travel, with the very existence of the Americas and Africa only just being known to a favoured few Europeans and huge areas of the world still to be explored. The concept of travel-related literature as an aid to developing destination awareness is also very ancient. From at least the fourth

century BC guidebooks to individual places and monuments existed, and between AD 160 and 180 Pausanias published his *Guidebook of Greece*,⁴ intended as preparatory reading to assist travellers in planning their journey. Ancient books were handwritten on leather sheets or papyrus, and thus were too bulky and valuable to be carried around, but from such simple beginnings have developed the sophisticated and topical guidebooks of today – from which will undoubtedly develop travel guides in increasingly portable formats (easily downloaded onto iPod, PDA or laptop computer). Future travellers can envisage a world where new satellite technology and better geo-referencing enables them to be guided every step of their journey and provided with constantly updated information *en route*.⁵

Map 1.1 shows the immense variations in contemporary travel patterns on a global scale, emphasizing the dominance of Europe by measuring the percentage of global travel market share of incoming international travellers held by the different regions of the world which have been utilized in this book. To a certain extent, this is related to destination awareness and attractiveness. An individual's propensity to travel can be high, but it must be shaped by destination awareness and facilitated by the existence of appropriate technology. Historically, such awareness has been created by voyages of exploration and discovery, by the establishment of new trade routes to exotic areas of the world, and by encounters with new cultures and people in the context of pilgrimage or military activity. In prosaic terms, such



Map 1.1
International tourist arrivals 2003

contacts are reflected in new trade routes and colonialism. Such activities long predated leisure travel and the idea of taking a holiday from one's daily work as a right, not a privilege. But leisure travel is not necessarily a prosaic business, and destination awareness is also created by the romantic myths and images derived from 500 years of European-driven travel and exploration, as well as by the visible remains of ancient cultures and empires, promising the adventurous traveller glimpses of ancient worlds. It is easy for us to forget in this information age the effect that 'traveller's tales' once had on those back home. A returning Crusader brought back to thirteenth century Europe stories of exotic people and places which shaped destination image for centuries to come. Two hundred years later, the Venetian merchant Marco Polo's tales of Kublai Khan's court in Cathay (China) were received with incredulity by Europeans' unaware of events happening elsewhere in the world. And in the ancient world it was often difficult for the recipients of traveller's tales to distinguish myth from fact. Travellers often embroidered their factual accounts with mythical lands containing strange people and stranger beasts. Even the Greek historian Herodotus, writing his classic fifth-century BC history of the Greek wars against the Persian Empire, elaborates his serious history with miscellaneous and sometimes fictitious travel information about Asia Minor, the Black Sea and Mediterranean islands.⁶ But his work remains our best source for understanding the realities of early travel. Herodotus travelled as far as Egypt, sailing up the Nile to Thebes and the First Cataract, and giving us some idea of what the Egyptian, Greek and circum-Mediterranean world looked like in his time, yet he mixed scientific observation with tales and fables. But mankind has always had a fascination with the exotic, things outside our personal experience.

Travel history has created myths of its own; romantic and exotic destinations that appeal to the potential traveller, yet whose appeal may be based more on historic significance than contemporary visitor facilities. Sometime in the third century BC, an unknown scholar in Alexandria devised the concept of 'The Seven Wonders of the World' to give his successors an idea of what were the most significant (and frequently visited) tourist attractions of his time.⁷ It is interesting to note that, in contrast to its equivalent today (the World Heritage List),⁸ all the original canonically-accepted Wonders of the World were man-made, including the Pyramids, the Hanging Gardens of Babylon, Phidias' statue of Zeus at Olympia, the Temple of Artemis at Ephesus, the Mausoleum, the Colossus of Rhodes and the Lighthouse at Alexandria. Tourists in the classical world often wanted to see their country's traditional glories, but made no distinction between historical and mythical past. Nor do we necessarily do so today – legends such as the outlaw Robin Hood in Nottingham have generated entire tourism industries with no definite factual basis.⁹ Tourists in the classical world of Greece and Rome went to see the graves of mythical heroes and heroines, including those of Achilles and Ajax at Troy, or visited the supposed house of the philosopher Socrates in Athens and the palace in Babylon where Alexander the Great died. Today's visitors go to the same kind of places, such as the memorials of great battles (including the two World Wars and the Vietnam War), just as classical visitors to Athens took excursions to the battlefield at Marathon, some twenty-two miles south of the city, where the Greeks won a spectacular victory over the Persians in the first Persian War. But today's visitors have a far wider choice, and their travels are facilitated by considerably better technology and the existence of a supporting travel infrastructure.

Travellers have always created destination myths. The city of Timbuktu (Mali) is a classic example – an icon of remoteness seen as a destination at the end of the

known and explored world. Yet travellers who visit Timbuktu today (p. 51) are almost invariably disappointed by the crumbling mud buildings and dilapidation which are all that remain of a city that was once the heart of the medieval Islamic world. Similarly romantic images of place abound – such as Port of Spain in Trinidad, whose very name evokes pirates, rum and treasure ships. The mythical ‘road to Mandalay’ evokes the mystic East rather than the moral dilemmas involved in travel to modern Myanmar (p. 86), and Outer Mongolia has become an icon of remoteness rather than a central Asian backwater mainly attractive to ecotourists (p. 80). Sometimes these romantic images have been utilized in destination marketing – the WTO Silk Road project (p. 77) is a classic example, where the romance of the ancient trade route is being used to stimulate travel to central Asian countries, such as Uzbekistan, struggling to survive after the disintegration of the USSR (p. 76). The romance of ancient ‘lost’ cultures attracts visitors to remote areas from Machu Pichu (Peru) to Lhasa (Tibet) (p. 78), but relatively recent and current events also have their place in creating destination awareness. The Falkland Islands, for example, were virtually unknown as a travel destination until the UK–Argentina Falklands War of 1982, but now have a growing tourism industry. And one of the most fashionable contemporary travel motivators is nostalgia, whether for the remains of lost empires (both prehistoric and colonial) or the utilization of outmoded means of travel which contribute to the spirit of place, be they *feluccas* on the Nile (p. 28) or the Trans-Siberian Railway (p. 103). Destinations (such as spas) sometimes reinvent themselves to conform more closely to a historically conditioned image of place.

Destination awareness is also created by sport (an example here is the possibilities offered to any city that hosts the Olympic Games). Indeed, in ancient Greece, travel mobility began to increase when the first Olympic Games were held in 776 BC and it is recorded that visitors came to Mount Olympus from all over Europe and the Middle East.¹⁰ Part of the ancestry of modern tourism can thus be traced back to ancient Greece, including problems resulting from the need to deal with large numbers of visitors in small spaces, such as the crowds at the Olympic Games, or even the beginnings of state support for the development of an Olympic accommodation industry. But recent events shape destination awareness too; an entire generation got to know the geography of South-East Asia after the Vietnam and Korean Wars in the 1960s and 1970s – knowledge later capitalized on by today’s destination marketers. Some destinations have images derived from appearances in films, ranging from the media-created ‘antebellum’ plantation life of the USA southern states (as seen in *Gone with the Wind*),¹¹ to the spectacular landscapes of New Zealand utilized in the filming of Tolkien’s *Lord of the Rings* trilogy.¹² Images can also be generated by the history of music, such as the relationships between jazz and New Orleans, Elvis and Memphis, Mozart and Salzburg. The first performances specifically for tourists were noted in Egypt by Herodotus, who commented on the fact that men from the nearby village of Busiris climbed the Pyramids of Giza to entertain visitors, and that tourists visiting the crocodiles at the temple of the god Suchus were expected to come armed with food for them.

The history of travel is inextricably related to the developing technology of travel, as well as to a host of political, cultural and social factors. Today’s ‘soft adventure’ travellers,¹³ who imagine that they are discovering brave new worlds, are the lineal descendants of the Victorian explorers who really were. And yet the achievements of the Victorian explorers in Africa, for example, pale into insignificance before those of the early Polynesians voyaging across the vastness of the Pacific

with nothing except a large outrigger canoe and considerable expertise in navigation using natural phenomena (p. 164). Moreover, exploration is only useful in creating destination awareness if records are kept and shared; the first prehistoric explorations of Europe left no such records, with the result that the first European encounters with sophisticated cultures of southern and south-eastern Asia came as a considerable shock, since Europeans have always thought themselves at the forefront of 'civilization'. The idea that Europeans 'discovered' America is now realized to be ludicrous; exploratory migrations of people from Asia into parts of the North American continent took place 40 000 years ago, and were followed even in the post-Christian era by Viking voyagers, who unfortunately left only ambiguous records. The great technological advances which opened up the world to international travel include not only the wonders of the post-industrial revolution, such as the jet engine, but, far earlier and much more significantly, the domestication of the horse (and its eventual use as a draught animal), the domestication of the camel (permitting travel over previously inaccessible desert regions throughout the Middle East and North Africa), and the discovery of the wheel.¹⁴

Creating destination awareness

Accurate perception of the shape of our world is a very recent phenomenon. The Roman Empire marked the furthest extent of European knowledge of global geography until the sixteenth century, but despite its excellent internal communications network of roads it did not extend far into central Asia, or much beyond the Atlas Mountains in North Africa (p. 42). In the succeeding early medieval period, European awareness of even the boundaries that had been achieved by Rome had been lost. Alexander the Great, in the fourth century BC, was better informed about the geography of Asia than the average medieval European, meaning that the emergence of the Mongols from central Asia in the early thirteenth century came as a surprise. The narrowness of European experience meant that knowledge of Middle-Eastern and Islamic civilizations was rudimentary, until the Moorish conquest of southern Europe (p. 96). Europeans liked to think that their great voyages of exploration made from the fifteenth century onwards¹⁵ were innovative when in practice they were travelling to places explored hundreds and sometimes thousands of years before (although without leaving documentary evidence). During the great Age of Exploration in the late nineteenth century, European culture was spread throughout the world, but its travellers were technically recorders, not explorers, because someone else actually got there first. The European explorers of the sixteenth century were generally motivated by the need to expand royal dominions, exploit new commodities or conquer new people rather than by any academic or scientific enquiry. That came later, with the scientists of the seventeenth century onwards gradually increasing the world's stock of knowledge about natural phenomena, later to be supplemented by the results of expeditions to Asia, Africa and the Americas which brought back new forms of life, generated the development of the sciences of botany and zoology and set the scene for modern science.¹⁶ The propensity of European nations to acquire colonial possessions also generated curiosity and a desire to visit these new areas, and set the scene for many contemporary travel trends. In England, the Great Exhibition of 1851 presented to an astonished public an extraordinary collection of objects from the furthest reach of Britain's colonial empire, and stimulated unprecedented levels of public awareness of the shape and structure of the world.¹⁷