

Anthropology of Travel and Tourism

History of travel and tourism, part I

Recapitulation from 20.9.2022

- 2 tasks to pass the course: 1. **a song presentation with a short comment** [the aim is to present a picture of tourism & travel in popular, mass culture] 2. **an analysis of tourist destination in the form of an essay or presentation** [the goal is a detailed description of the place, why it is considered to be a tourist entertainment, main attractions, visitors, how it changes, etc.]
- an anthropological perspective is appropriate to study tourism because it has the right methodology, focuses on universal human experiences, tourists and anthropologists share the workplace / travel destination
- definitions of tourism:
 - “the largest scale movement of goods, services, and people that humanity has perhaps every seen”, *David Greenwood , 1989*
 - "the phenomenon of tourism occurs only when three elements—temporary leisure + disposable income + travel ethic — simultaneously occur. If travel is not deemed culturally appropriate, then time and resources may be channelled elsewhere” *Valene Smith, 1981*
 - "tourism shall be constituted of any kind of travel activity that includes the self-conscious experience of another place” *Erve Chambers, 2010*
- key-concept: liminality – the state in between

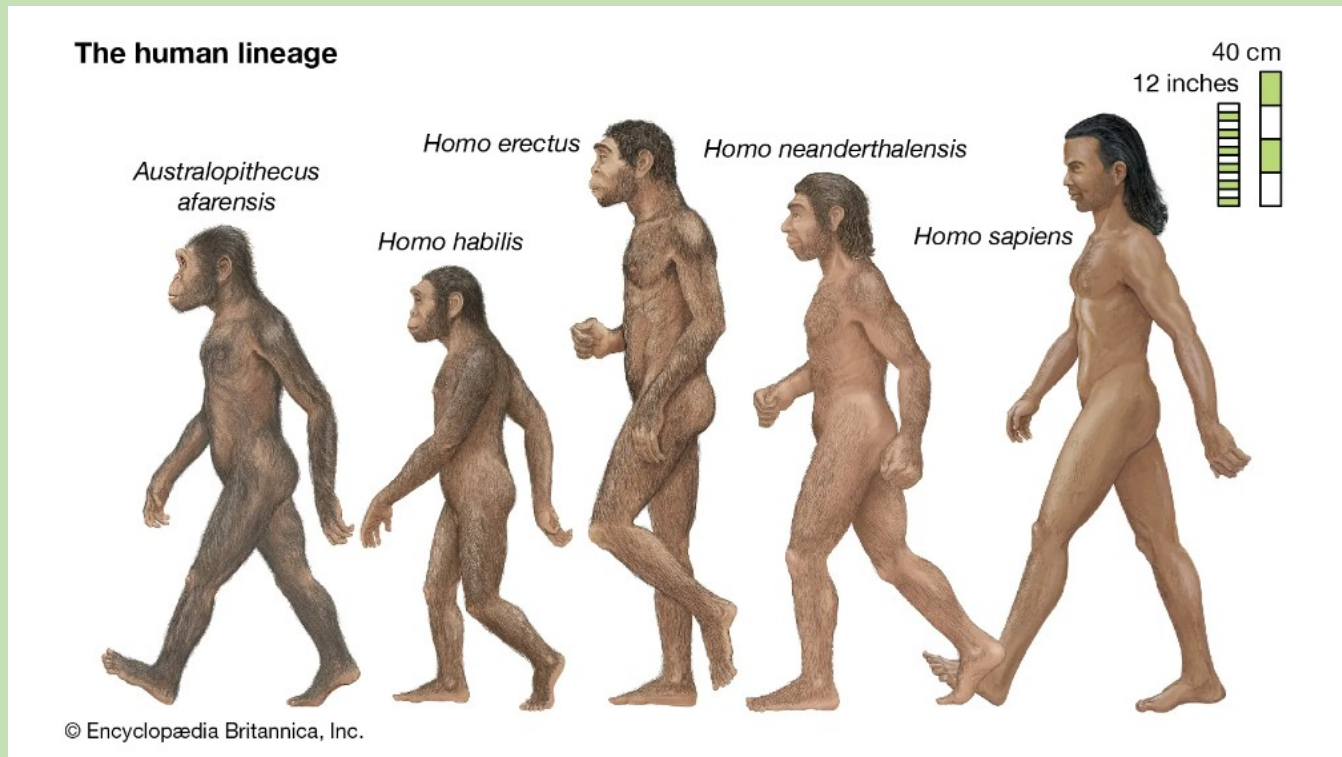
Why do you travel?

write a short answer, with key words describing your motivation to travel



How old is tourism? How old is travel?

- Perhaps traveling is an experience older than humankind...



"tourism shall be constituted of any kind of travel activity that includes the self-conscious experience of another place"
Erve Chambers, 2010

Sumerians (Babylonians), about 4000 B.C.E.



Egypt, about 2700 B.C.E



The roots of tourism in European ancient age

- the Greek Olympic Games



Palestra



The Temple of Hera



- wandering to oracles
- traveling for healing purposes



The temple of Apollo (the centre of the Delphi oracle and Pythia) dated to the 4th century BC.



Asklepion (Asclepeion) were holy temples for worshipping Asclepius

The Roman Empire



Villach, Austria



the Bârgău Mountain, Romania



Pompeii, Italy

The Roman Empire

Landscape of Sabina



Thermal baths in Baiae



Festivals: Saturnalia, Bacchanalia



Bacchanal on a Roman sarcophagus



The Temple of Saturn, Rome

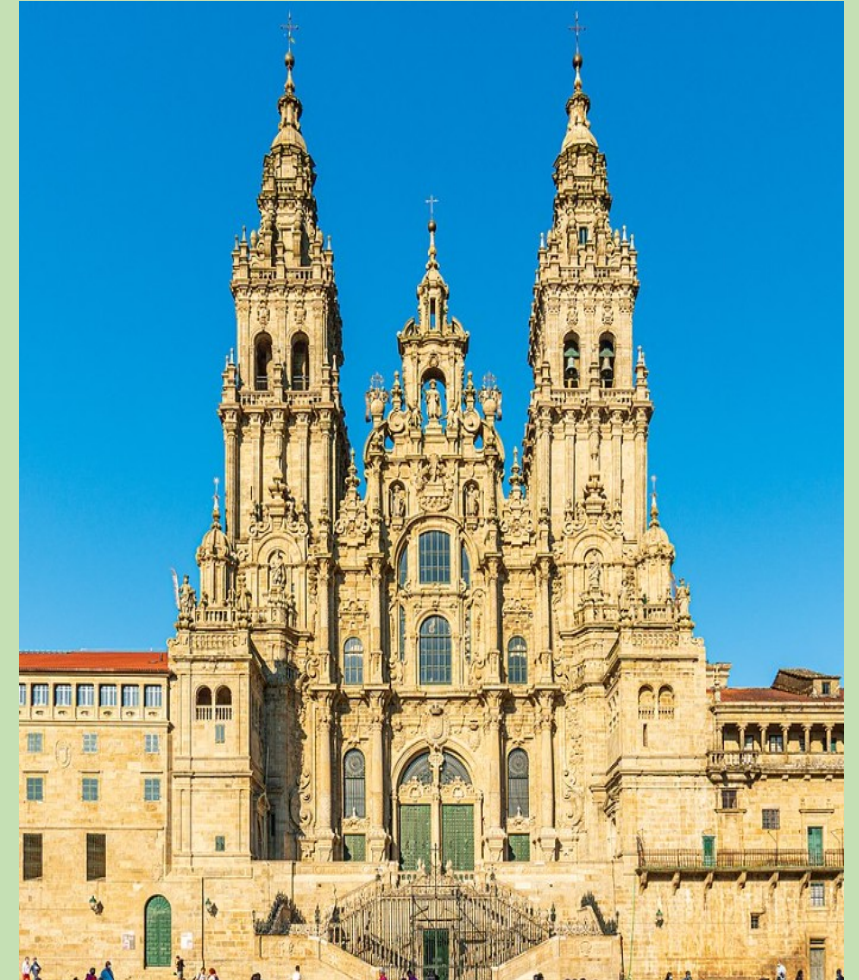


The 5th century to the 10th century

- Travel become dangerous (barbarian raids, political, civil, economic instability).
- Traveling of merchants.
- Traveling of upper class & monarchs.
- Some classes, professions: soldiers, preachers, students.
- Peasants: improve live conditions as motivation.

Middle ages pilgrims

- Pilgrimages - not only religious significance, but also the possibility of being outside the everyday social structure typical of the place of origin
- Marian devotions - pious practices directed to the person of Mary, mother of God in certain Christian traditions



the Santiago de Compostela cathedral

Middle age pilgrims



Woodcut of a pilgrimage (c.1490)

Travelling across the globe

- colonization of parts of the non-European world begins
- the motives are the search for lands, precious metals and spices
- cultural diffusion occurs through the contact & clash of new cultures



cultural diffusion

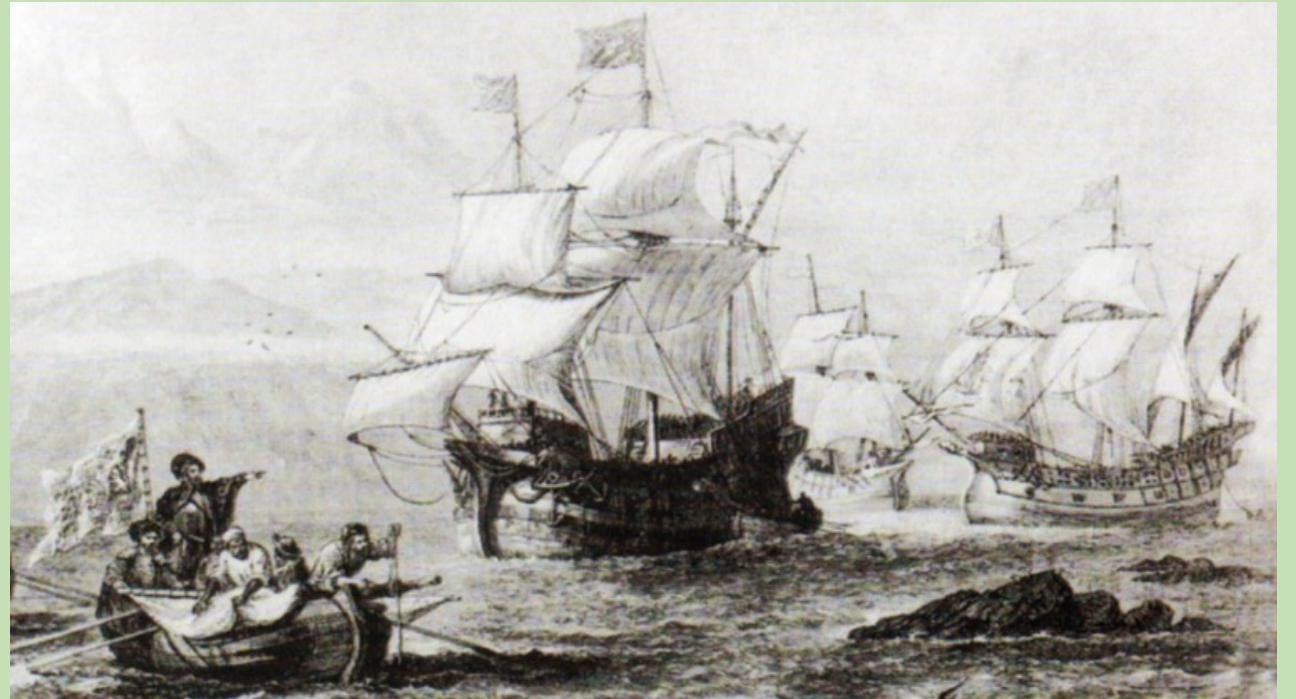
spreading and merging elements from different cultures – the process by which an idea, a thing/artefact, a custom/behavior is borrowed from a foreign source and adopted in another culture (intentionally or not)



The 16th the 17th century

- colonial expansion
- Spain, Portugal, France, the Netherlands, England
- **acculturation processes**

Acculturation is the amalgamation of two cultures.



The Grand Tours – 16th-18th century

- young noble cavaliers, stage of upbringing
- southern, western, central Europe
- stay at university, language learning, fencing, riding a horse, playing instruments, etiquette, social contacts



The Grand Tours – 16th-18th century

- later also richer townspeople,
- travel gradually lost pragmatic character and became more of a touristic activity,



Guilds, crafting

- travelling to cities/between cities to gain a profession,
- young men (age of 16-17),
- acquiring craft skills,

A guild –

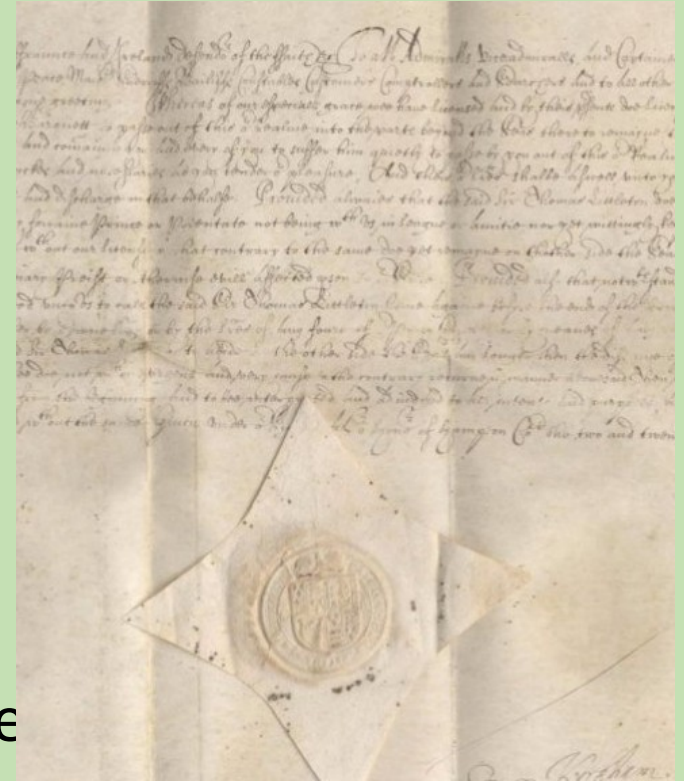
a medieval association of craftsmen, often having a considerable power, eg. shoemakers, tailors.



Shoemakers, 1568

Travel documents?

- Letters of recommendation,
- Approvals, e.g. from priests
- Letters of transit, safe passages, „glejt”
- first passports, 15th – 16th century > England and France
- The first passport system, 17th century > France
- In 1861 France and then other European countries abolished passports
- During & after the First World War > renewal of passport systems



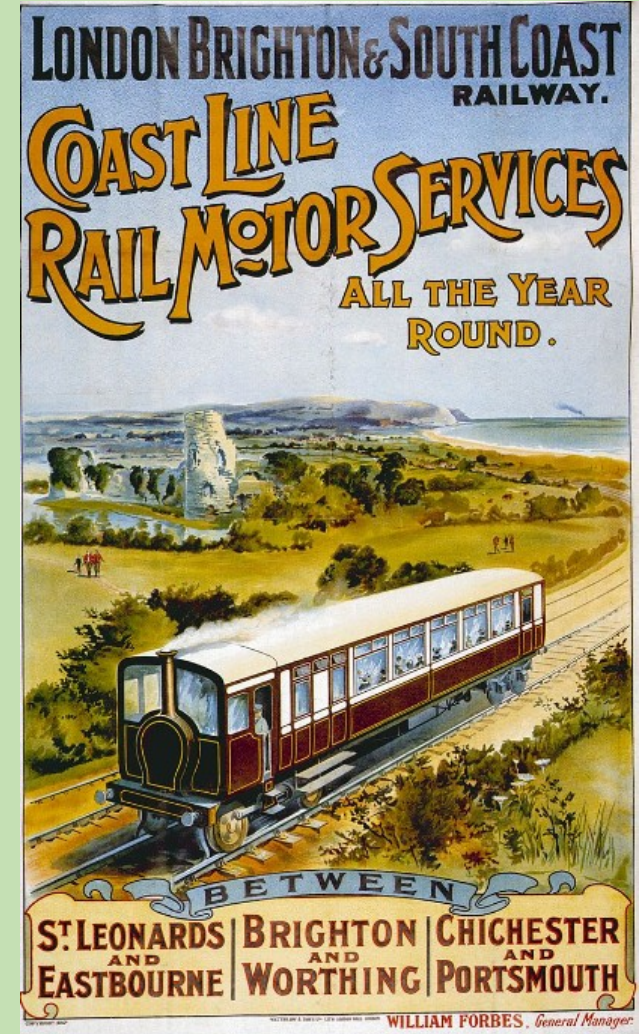
Spa.....

- 16th – 17th century
- precursors of medical tourism
- social role



1840 – 1914 - the beginning of modern tourism

- modern tourism (mass, for leisure) vs. industrial revolution, urbanization in England, then in other countries



Seaside tourism

Men's beach on Norderney,



Bathing Machines of The 19th

The main reasons for travel - from ancient times until the the mass tourism:

- religious reasons,
 - for health purposes
 - in order to obtain or supplement education or craft skills
 - festivals, sports tourism
 - trade,
 - the desire to get rich, get a new land, war
-
- for relaxation, rest & entertainment
 - until the turn of the 19th/20th centuries, traveling for pleasure was the privilege of individuals, social classes with a higher status

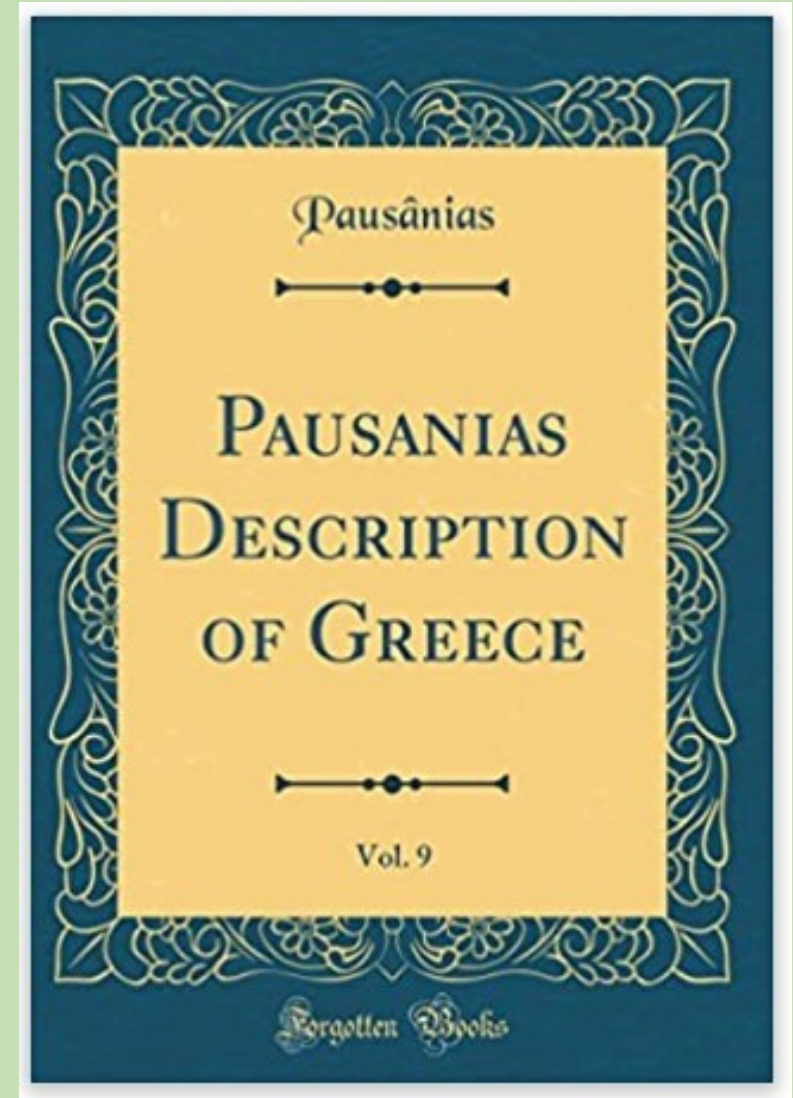
Description of Greece – Pausanias, between 150 - 180 AD

ATHENS

[1.2.4] On entering the city there is a building for the preparation of the processions, which are held in some cases every year, in others at longer intervals. Hard by is a temple of Demeter, with images of the goddess herself and of her daughter, and of Iacchus holding a torch. On the wall, in Attic characters, is written that they are works of Praxiteles. Not far from the temple is Poseidon on horseback, hurling a spear against the giant Polybotes, concerning whom is prevalent among the Coans the story about the promontory of Chelone. But the inscription of our time assigns the statue to another, and not to Poseidon. From the gate to the Cerameicus there are porticoes, and in front of them brazen statues of such as had some title to fame, both men and women

Pausanias (c. 110 – c. 180)

- Greek traveler and geographer
- Description of Greece
- AD 150 – 180, travelled through the mainland of Greece,
- writing about architecture, temples, landscapes, also folklore, customs
- early examples of travel literature, preserved to our times.



The Ascent of Mount Ventoux by Francesco Petrarca - 1336

- Today I made the ascent of the highest mountain in this region, which is not improperly called Ventosum. My only motive was the wish to see what so great an elevation had to offer. I have had the expedition in mind for many years; for, as you know, I have lived in this region from infancy, having been cast here by that fate which determines the affairs of men. Consequently the mountain, which is visible from a great distance, was ever before my eyes, and I conceived the plan of some time doing what I have at last accomplished today.

Francesco Petrarca (1304 –1374)

- Italian, a scholar and poet of early Renaissance
- one of the earliest writing about travelling for the sake of travel,
- In 1336, he climbed to the top of Mont Ventoux (1,912 meters), together with his brother and two servants, just for pleasure (but also because he wanted to be the first man to do it)



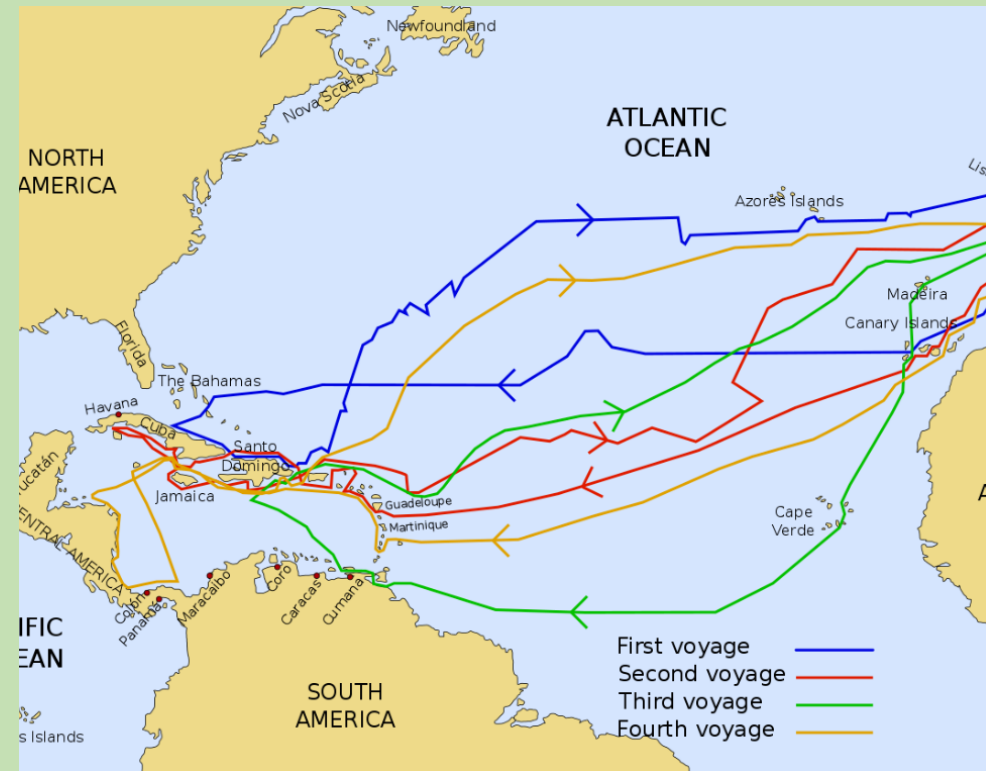
Christopher Columbus's Journal from His First Voyage, 1492

- Saturday, 15 September
- We maintained our course W, something over twenty-eight and a half leagues. Early in the night we saw a marvellous bolt of fire fall from the sky into the sea about four or five leagues away. These various things are disturbing and depressing the men, who are interpreting them as signs that we have taken a dangerous course.
- Sunday, 14 October
- I gave orders at daybreak for the small boat of the Santa Maria and the boats of the two caravels to be got ready, and went along the coast to the northeast to examine the eastward part of the island.... The people kept coming down to the beach.... Some brought us water, some food; others, seeing that I did not wish to go ashore, swam out to us, and we understood them to be asking if we had come from Heaven.... These people have little knowledge of fighting, as Your Majesties will see from the seven I have had captured to take away with us so as to teach them our language and return them, unless Your Majesties' orders are that they all be taken to Spain or held captive on the island itself, for with fifty men one could keep the whole population in subjection and make them do whatever one wanted.... The islands are very green and lush, with sweet breezes, and there may be many things here which I do not know about, because rather than lingering I wish to explore and investigate many islands in search of gold....
- Tuesday, 16 October
- The fish here show amazing difference from our own. Some are like cocks, with the handsomest colouring in the world; blue, yellow, red, all colours; others are marked in a thousand different ways. No man could look at them without amazement and delight, the colours are so beautiful.

Christopher Columbus

1451-1506

- Italian explorer, navigator
- created a plan to search for a sea route to India which the Spanish monarchy agreed to sponsor
- the first known European contact with the Caribbean, Central America, and South America



A visit to the Holy Land, Egypt and Italy by Ida Pfeiffer, 1842

- I had for years cherished the wish to undertake a journey to the Holy Land; years are, indeed, required to familiarise one with the idea of so hazardous an enterprise. When, therefore, my domestic arrangements at length admitted of my absence for at least a year, my chief employment was to prepare myself for this journey. [...] My friends and relations attempted in vain to turn me from my purpose by painting, in the most glowing colours, all the dangers and difficulties which await the traveller in those regions. “Men,” they said, “were obliged gravely to consider if they had physical strength to endure the fatigues of such a journey, and strength of mind bravely to face the dangers of the plague, the climate, the attacks of insects, bad diet, etc. And to think of a woman’s venturing alone, without protection of any kind, into the wide world, across sea and mountain and plain,—it was quite preposterous.” This was the opinion of my friends. [...] At one o’clock in the afternoon I drove to the Kaisermühlen (Emperor’s Mills), from which place the steamboats start for Pesth. I was joyfully surprised by the presence of several of my relations and friends, who wished to say farewell once more. The parting was certainly most bitter, for the thought involuntarily obtruded itself, “Should we ever meet again in this world?”

Ida Pfeiffer (1797 -1858)

- Austrian traveler, travel writer and ethnographer,
- published, “A Vienna woman's trip to the Holy Land in 1844, translated into Czech in 1846 and English in 1852,
- one of the first female explorers, journeyed twice, around the world from 1846 to 1855,

