History, Tradition and Continuity in Tourism Development in the European Area

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ABSTRACT The main reasons which have caused people to travel across the time were not essentially changed. It is necessary to know the past to continue to create further image of the new tourism product and to preserve those elements that provided the authentic identity. A sustainable development is not only evaluation and maximize superior and smooth of micro and macro components for the moment, but also the continuous capitalize of universal and national cultural heritage.

KEY WORDS Tourism, religious tourism, pilgrim, history of tourism, customs

JEL CODES Q01, Q56, L83

1. Introduction

People are travelling for thousands of years, and the desire to discover new territories is felt that a necessity. The main good to have caused people to travel along the time were represented, in general, the Commerce, the need for knowledge and to achieve divinity touch for religious and personal use. Since immemorial times there has been a constant concern to provide services and goods for travelers to satisfy the basic needs, but also those spiritual ones. These products have evolved and been perfected turning it into their current form as we know.

This paper aims to demonstrate that there is continuity in the choice of tourist destinations and the motivations underlying the travels throughout history. Destinations known since ancient times continues to be to the attention contemporary tourists, who are attracted to myths and legends, but also by advantageous offers of the travel organizers. It is necessary to know the past to continue to create new tourism product image and to preserve those elements to customize the authentic identity.

2. Important steps that have marked the European tourism

Greek civilization deeply marked travelers and travel history, from this moment the first notes began to be recorded on the various tourism activities. Thus, in ancient Greece, people in their desire to travel safely conclude “contracts for friendly visits.” These contracts tied those who sign them and obliging them to offer reciprocal accommodation which includes housing and meals. In general, these friendly contracts visits were signed by to traders, officials and people of culture who could ensure the person coming to visit a decent accommodation, but also the protection of man and the goods they have in their possession. This agreement was marked by a “sumbolon” (symbol) which was broken in two and held by the two signatories. This can be transmitted within the family from parents to the heirs, and breach of contract was considered a sacrilege and was ominous because the divine forces, the gods could get revenge in a savage way.
We may believe that the sumbilon was equivalent to the reservation contract or voucher documents, which were introduced a few centuries later in modern tourism (Burns, 2007, p.132).

The number of people who departed to holy places such as Delphi, Dodona, etc. or participating in important events of those days: the Olympics, Nemeea horse racing games, etc. has increased significantly. The ancient Greeks, the Olympics were able to collect very many people and around 775 BC, they were even a milestone in the calculation of time. These holidays and events were announced to the population by special messengers who roamed the lands on horseback inviting people to participate. People departed by sea or land on journeys that could take weeks or even months in order to be present at unique ceremonies (Cristureanu, 2006, p.2). Of course, there were people travelling for other purposes - for treating various diseases.

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Ancient Rome is a milestone in the development of tourism, the Romans being the first in history which have built and designed on a gigantic scale a coherent network of roads linking all distant points of the empire with the capital. We have to mention the fact that this network of roads is the basis of the European System of transport and urbanism at present.

The ancient network of roads and bridges ensured a greater comfort to population instead of the unpaved roads which disappear under each rain. Besides offering comfort the durability Roman roads were constructed so impressive that they could withstand animal’s traction with heavy loads, carriages and people on horseback. Testimonies of Romanian quality roads there are even now in different former Romanian provinces localities in which these vestiges are visible (Kocku, 2006, p.223).

The transport system of passengers became increasingly efficient, so that around the year 63 AD in the reign of Augustus, passengers enjoyed rapid transport services using stagecoaches which had a well established timetable. Along the road there were stops at various halts where accommodation were provided, in cities the service was much more complex as there were shops, restaurants and inns. There were even special carriages in which the passengers were able sleep along the way without having to ask people for housing, a kind of ancient sleeping car. The Romans took from the Greek the custom of sumbolon, but they have used it at a much larger scale, the Romans not only brotherhood them with a single person, they twinning cities between each other by signing hospitality contracts. In this way, all the twin cities residents benefited from the contract and receiving accommodation. This accommodation was a duty and an honour, the Roman hospitality like the Greek one, called for a permanent relationship between host and guest called hospitium. This concept of hospitality was much broader than the term nowadays, anyone who enjoyed the hospitality hosts have a duty to treat relatives, wife and children of host with due the honours. A guest could stay in hosting for several weeks and benefit the treatment of a senior (Walton, 2005, p.72). The Romans treated this subject with greater religiosity, and that faith in hospitality laws is recorded and in a mythological story Ovid’s Metamorphoses which tells about an incognito trip of Jupiter and Mercury. They were tired after the long journey and demanded accommodation in a village, but nobody took them in, other than a family of elders, the peasant Philemon and his wife Baucis. Gods, for their kindness, wanted to fulfil a wish, but the two have asked only to be allowed to die together. The two gods have been agreed and had been turned
them into two trees beside their temple door, and on the villagers, the gods were terrible revenged by destroying the whole village (Kocku, 2006, p.256).

By providing hospitality, hospitium institution represented one of the engines that have helped to development of trade and culture. However, this mode of travel has not encouraged the development hotels and inns. In a period when travel safe was a very big problem, and the fear of strangers was a natural fact, the development of inns and hotels stagnated. Also, hotels and inns, for services provided required for a sum of money and many passengers did not have enough money for the entire trip, why they had agree to sleep wherever they were received without cost. Generally, the hotels were offered poor quality services so those who spent the night there were travellers of modest condition, upstart or former slaves, who do not benefited of favour hospitality and another different category of travellers were those who searched the promiscuous atmosphere of the premises. (Walton, 2005, p.72).

In ancient Rome there was a special care for visitors, they receive a bronze badge called "Tessera hospitalis" which ensure the wearer a privileged treatment. Also, passengers could hire specialized guides called "perigeta" or "exigeta" which had tasks to conduct visitors to the city's most significant places. Passengers could enjoy of treatments offered of the famous Roman baths so popular among inhabitants of towns. Thermae were so appreciated throughout the Roman Empire that, as an example, only in Rome there were 854 shared bathrooms and 14 thermae used by the high nobility. These thermae were not simple baths with hot water, but complex space with places for bathing, massage and various spa treatments, in addition they provided food and playful recreational services. The custom of travel to various treatment baths was highly practiced and from that time was known until today famous resorts such as Aachen in Germany, Baden bei Zurich in Switzerland, Vichy France, Herculane in Romania (Cristureanu, 2006, p.3).

In general, tourism was practiced in the Roman society for three reasons: because of health - sick people went to treatment, religious people went to temples to consult oracles or those who went to participate in sports events. Travel in those days was a form of treatment and doctors also prescribed it in certain chronic diseases. Celsus, a famous Roman doctor, recommended for tuberculosis patients a ten days journey on sea to Alexandria (Artes in Walton, 2005, p.80). For people who were not financially able to afford a travel, hot springs were recommended. They were very popular and many Roman writers speak of miraculous healings that were happening in these places. When the Greeks and Romans had a problem or they wished the answer at a question they go to the temples and consulted the oracles. Apollo, was the god of divination, he knew how to answer people's questions. To find answers to burning questions, people departed to Delphi, Delos and Claros, where the great temples which were dedicated to him and which had a great fame in the ancient world. Other oracles very appreciated in ancient times were also in other locations: in Greece were Heracles oracles in Lebadea, and in Rome was the oracle of the goddess Fortuna Praeneste (Kocku, 2006, p.228).

Health and religion were in a direct link in ancient times and this relation is observed through the veneration of shrines dedicated to Asclepius, the god of medicine and son of Apollo. Treatment of those who went to sanctuaries was highly ritualized, the person entering the temple being purified by a bath and he stayed overnight in the temple. Patient prayed to God and slept into one of beds located inside the temple. The asleep patient waited for god to come and to heal him or even to whisper the magic treatment that you will cure him. Belief that divine power
goodwill will cure human suffering is reflected even today in the ritual of pilgrimage (Walton, 2005, p. 81).

In Roman antiquity there and even travel guides - the most popular and comprehensive travel guide was written by Pausanias, other travel guides were more introductory. Pausanias's Guide was written in 170 BC and was titled "A guide to Greece" and consisted of ten volumes which addressed to all passengers, but especially the Romans, which wanted to visit Greece (Cristureanu, 2006, p.5). Pausanias describes in the guide monuments, temples, sacred sites and but especially legends which surround them. To travel with a travel guide so bulky was not accessible for everyone, but hire a guide to show you the surroundings for a small sum of money was common (in Lucian Walton, 2005, p. 81). Around these locations were also popular souvenir vendors who were selling all sorts of items, a real industry. Ancient artists executed against a small fee on the papyrus support, wax or clay, portraits of passengers or any image of the city, a kind of ancient postcards. Also, historians have discovered in excavations more souvenir items - small statuettes, silver or ceramic pots, bottles, travelers miniature portraits engraved with the name of place where were acquired. Just like souvenirs of our day, the range of different objects varies from the objects of high artistic refinement to serial duplicated objects and mechanically executed (Urry, 2005, p.47).

The Romans used to travel for pleasure, and historians recorded that there were even some favourite routes and destinations. These classic trails with great views are recorded in many Latin texts. The most famous trail of the ancient world is even the list the Seven Wonders of the World. These unmissed destinations have become popular in the third century BC and summarizes a serial of preferred destinations of the ancient world: The Pyramids, the Hanging Gardens of Babylon, Mount Olympus where was the Phidias’s carved statue of Zeus, the Mausoleum of Halicarnassus, the Colossus of Rhodes, Lighthouse of Alexandria, the Artemis’s Temple of Efes (Kocku, 2006, p.239).

The Romans preferred to go to Greece via Sicily and then the classic route crossed through Asia Minor, lodge on the a few islands in the Aegean Sea to finally arrive to Egypt and then back to Rome. In addition to Greece tour or the Aegean islands there were and other destinations, so called, very exotic, the most beloved destination being Egypt, where they visited the wonders of Egyptian art, the Lighthouse of Alexandria, tomb of Alexander the Great, Temples from the Serapis, Memphis, Valley of the Kings, the Pyramids and Sphinx. Alexandria, in ancient times, had become a very popular and highly regarded place due to cultural confluences, a city where the Roman, Greek, Hebrew, Syrian, Egyptian, nobles met, all spending the time together enjoying the climate and cosmopolitan atmosphere (Walton, 2005, p.73).

In Latin there is no word tourism, the word being a modern creation, the Roman using it when referring to travel and the traveller was called peregrinator. The word peregrinator is etymologically consists of two words per - through, ager - country, so a person who travels around the country, which suggested a long journey and not a trip of one or two days (Walton, 2005 p.70). Peregrinator is a male term because most of those who left in the journey were men except the rich and independent women or widows. The verb of word peregrinatio is peregrination, currently used and in the modern Romanian language with the meaning of leaving home for a period to time, hiking, travelling abroad, but was also figuratively used with the meaning to travelling with thought, with the imagination. Quality of traveller, peregrinus, as adjective represented the

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characteristic of the person, him being a stranger, unknown, from other lands, alien and he wasn’t a Roman (Walton, 2005, p.71).

The Crusades made that the information regarding other civilizations, religions and other customs to change a little bit the medieval optics. Thus, under the influence of Christianity in the Middle Ages patients no longer searched relief in the thermal waters, but chose to travel to sacred sites which could provide comfort and healing through divine powers. Pilgrimages to sacred sites were encouraged and supported by the church in that time; there were tips and guidelines that were passed to those which wanted to start on a so perilous road. In the year 1130, French monk Aimeri Picaud drawn up a travel guide to Santiago de Compostela stating the dangers which lurk on the pilgrim, and how he could reach their destination “following a trail as less as dangerous” (Cristureanu, 2006, p.5). Pilgrims departed on an increasingly more number to the holy places, they never travelled alone, but in the groups for fear of attacks. The road to pilgrimage places was long and could last from several months to several years (Goeldner, 2006, p.12).

The pilgrimage was a blessed activity. Those which embark on such a sacred journey in the God’s name were doing an important step towards salvation. Therefore, the pilgrimage was a valued choice and encouraged by church. Thus, by the fourteenth century pilgrimage gained a mass character and the large number of passengers caused occurrence of specialized locations for hosting the passengers (Urry, 2005, p.38).

In Munich, the Frauenkirche church consecration in the year 1478 was attended by 65,000 people. Pilgrims continued to come during the three years dedicated of the inaugural religious rituals event, reaching an impressive figure for that time, more than 125,000 pilgrims. They have been quantified by an ingenious method of counting; each pilgrim at the entrance had to throw an entry bean in the particular pots placed to the four gates of entry into town. This is considered the first method to centralize the tourism statistical data (Urry, 2005, p.5).

Also, in the same period, fifth century, was recorded and the first trip type - "all inclusive ", which offered a journey from Venice to the Holy Land that included: transportation, food, lodging, and means of transportation around town - a donkey, and money for bribing officials to facilitate formalities.

Most people were sheltered in the monasteries because they could provide protection and offered decent accommodation and food. Generally, in the areas frequented by travellers were inns, but people of good condition avoided them, because they had a very bad reputation as they housed also dubious people, and the pilgrims and travellers were not feeling safe. In inns often happens that the persons housed to be attacked, stolen and even killed. The facts caused the authorities to impose certain laws such as e.g., in the year 1314, the City Hall of Zurich banned the innkeepers to give drink and food to people who refused to surrender to them the sword, knives or other sharp objects which they had on them. In France, the innkeeper who acquire property of a deceased person in the his inn was forced to pay to the state three times the value of goods. There were many regulations regarding inn’s hospitality and the hygiene standards. Thus, in the city of Lucerne innkeeper was obliged to wash at least once a week the drink offering pots.

The very wealthy persons, and especially the nobility, used a similar system to ancient method of the friendly visit and they were sheltered by other nobles on the basis of recommendation letters or they required accommodation within the monasteries or churches. Another important category of travellers were missionary priests who departed on long trips to areas populated by non-Christian. They travelled large distances in the areas where there were no
European populations and they did not benefit of special treatment and any kind of recognition (Burns, 2007, p. 34).

Gradually a new category of travelers emerged: the young students, teachers, diplomats and officials who were leaving in “journeys of knowledge “to new areas. England in the Elizabethan period, starting to become an economic and maritime power, and wanted to have trained people with experience, therefore young people were encouraged to go in the trips. Universities and the State offered to the eminent persons - scholarships and authorizations in order to facilitate of persons departure. There were for these people travel guides with practical tips explaining how to prepare for the trip and what problems may arise during the voyage. Therefore, during Queen Elizabeth I began the habit of travelling through Europe, the preferred route was crossing the entire continent to arrive in Italy. Young travellers were passing through Paris, Frankfurt, Florence, Rome, Naples, Venice, and Vienna. This route became a cultural landmark in the English society and there was no young man of noble or wealthy family that did not go this trail. Thus gradually from Elizabethan period, 1600s, to the 1700s years, an English young man which not travelled - Grand Tour could not be considered an educated person. This journey that took three years was absolutely necessary to of a young man educated and led to important changes in the way they were perceived and how the passengers were accommodated. It considered that the era’s Grand Tour is the etymological origin of the contemporary words tourist and tourism (Cristureanu, 2006, p.7).

After the Napoleonic wars, the number of passengers, especially British, has increases dramatically and researchers believe that this is the moment when we can talk first signs of the emerging of tourism. Improving transportation and a slow but steady, highway infrastructure development created the conditions for sustainable development of tourism. Gradually appear new means of transport over long distances, other than stagecoaches, such as ship and subsequently, the train, which will revolutionize the way people move, causing changes with significant effects on the tourism industry.

Grand Tour of the nineteenth-century acquired a passionate romantic twist, in contrast to the neutral, the observant and not involved mode of British traveller from centuries ago. Now, English tourist, but not only him, no longer mechanic tick cultural destinations, museums and galleries, but enjoys the pleasures of journey and tourism infrastructure, thermal waters, the places of treatment and relaxation (Urry, 2005, p.5). Now is starting a period during the pleasure and relaxation journey at long distances begin to blend also with the joy of discovery of romantic and scenic locations able to stimulate the traveller in making new discoveries.

During this period the tourism experts said, we can talk about the beginnings of organized tourism, Thomas Cook established first travel office, the one that is widely considered the “father of modern tourism, but also the one who first made an integrated tourist product. This product had included a series of services in transport, accommodation, food, entertainment for a group of 500 people. Cook in the year 1845 became the first agent, and carried out the formula "inclusive tour", he also creates "voucher" – the coupon for transport and hotel services. At his death in 1890, Thomas Cook leave in care of successors a chain of travel agencies, 15 cruise ships and an organized system of tourism (Cristea, 2006, p.7). The industrial revolution has significant effects on tourism services by building and expanding the railway network, improving ships and navigation systems. Furthermore, tourism become an integral part of national economies and appears the first specialized departments within governments. In the twentieth century, appear also the first
regulations and laws to support mass tourism, the establishment by law of paid leave, transport facilities for tourists, a better currency exchange.

And in Romania, like in the entire West, the monasteries have provided from immemorial times the accommodating of passengers by offering them food, shelter and protection.

Romania has a strategic position which conferred throughout the historically a privileged status being at the crossroads between East and West. Located at the mouths of the Danube and benefiting from the Black Sea, Romania has developed a strong activity of commerce. Even today is still talking about the traditional paths such as "Salt Road" "Road Fleece" or "Honey Way ". The development of activities for the exchange has caused increasing of travels and as such has led to the placement along these routes, as well in the large towns of many famous inns in history due to their hospitality.

A representative example is Serban Voda inn, built by Prince Serban Cantacuzino, whose construction began before 1681. At that time it was the largest and most beautiful inn in Bucharest, so that in 1823 the inn to have 45-rooms, over 25 storage lockers, 17 kitchen and 4 service rooms upstairs. Here operated several small shops, workshops, and a mill with horses. A period of time here worked temporary the Town Council until 1882 when the inn was demolished and in its place was built National Bank headquarters. The only Bucharest inn is preserved is Manuc’s Inn built in 1808's which become in 1874 Hotel in Dacia. Among figures that made the honour to live in the inn was Gen. Gheorghe Magheru. From time statistics we learn that in 1819, in Bucharest, there were 77 inns, and in 1838 their number reached 184 (Cristea, 2006, p. 9).

3. Coordinates of tourism in modern times

In the contemporary context, the traveler and travel are approached from a predominantly economic perspective which diminishes the magic and spiritual dimension of tourism.

Tourism is an economic and social phenomenon in continuously annually rise, occurring despite the economic recession or political and military instability in the world with a positive and constant growth rate. Therefore during 1950-2005 the international tourist flows increased from 25 million to 760 million arrivals, which has resulted in increased revenue from 2.1 billion to U.S. $ 514 billion in 2003. It is estimated that within the timeframe 2010 - 2020 international tourism arrivals will increase from 1 billion to 1.6 billion. If the growth rate in the number of international tourism arrivals in the interval 1995-2000, 2000-2010 was 4.2 percent per year, between 2010-2020 is expected to be recorded a rate of 4.4 percent per year (Goeldner, Charles R., 2006, p.556).

Table 1. Forecast of the number of international tourism arrivals by region in 2010-2020

<table>
<thead>
<tr>
<th>Areas</th>
<th>2010</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Europe</td>
<td>527</td>
<td>717</td>
</tr>
<tr>
<td>2. Asia/Pacific</td>
<td>231</td>
<td>438</td>
</tr>
<tr>
<td>3. North and South America</td>
<td>195</td>
<td>284</td>
</tr>
<tr>
<td>4. Africa</td>
<td>46</td>
<td>75</td>
</tr>
<tr>
<td>5. Middle East</td>
<td>37</td>
<td>69</td>
</tr>
<tr>
<td>6. South Asia</td>
<td>11</td>
<td>19</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,047</strong></td>
<td><strong>1,602</strong></td>
</tr>
</tbody>
</table>

Source: World Tourism Organization (WTO) 2009
From this analysis it is shown that Europe continues to represent the number one destination in the world. As a proof of the continuity of travel processes to countries that belonged to Greco-Roman culture, it appears that in the top tourist destinations in Europe are the following countries: France, Germany, Italy, Spain, England, etc. (see Table 2).

Table 2. Main destinations for regions in Europe in 2008

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of nights stays</th>
<th>Most frequent region</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. France</td>
<td>194.048.978</td>
<td>Ile de France</td>
</tr>
<tr>
<td>2. Germany</td>
<td>192.523.599</td>
<td>Oberbayern</td>
</tr>
<tr>
<td>3. Italy</td>
<td>178.731.413</td>
<td>Emilia-Romagna</td>
</tr>
<tr>
<td>4. United Kingdom</td>
<td>152.655.060</td>
<td>West Wallece–The Valleys</td>
</tr>
<tr>
<td>5. Spain</td>
<td>129.612.713</td>
<td>Andalusia</td>
</tr>
</tbody>
</table>

Source: Eurostat (tour_occ_n) 2008

The indicator of nights stays number was analyzed and were highlighted the most frequented areas of the countries listed in the top, resulting that France is very close to first place followed by Germany and then Italy. Although the tourism offer of the countries listed satisfy multiple motivations for travel, they realized individual emblematic products which came into the universal heritage. France is known for cultural tourism, recreational and religious. Italy excels in cultural and religious tourism, while Germany is focused on the offer of health and business tourism as the promoter of the concept of wellness. An important example for how are developed touristic destinations products is represented by contemporary product - "Il Camino to Santiago de Compostela. Although in the world and especially in Europe there are many sacred centers this product was developed as a result of aggressive and sustained marketing campaign done by the Papacy. This pilgrimage route known for more than 1500 years includes today seven classical routes. The particularity of this product consists in covering a distance of 500 to 1500 kilometers on foot, equestrian and by bicycle. Pilgrims are required to be present at checkpoints to certify the way. At the end of his journey, the pilgrim on the membership card basis get in a ceremony at the Cathedral of Santiago de Compostela diploma "Compostela" (Urry, 2005, p. 76).

It is hard to overlook the spectacular evolution of the pilgrimage to Compostela, which in 1986 recorded a total of 2491 pilgrims, and in 2009 recorded a total of 145,877 pilgrims who came from all over the world. The number of pilgrims has increased by nearly 6000% in a very short time of only 23 years.

Over time was established a change on the tourist profile based on how they travel. Thus, in 1989 the number of people who were doing by foot the pilgrimage was 4145 and in 2004 was 156,952, those who travelled by bicycle in 1989 were only 829 persons, while in 2004 they reach 21,260 people. Equestrian travelled in 1989 only 22 people and in 2004 the figure grow to 1672 pilgrims.

The statistical analysis shows that the vast majority of pilgrims to Compostela, are European, followed by pilgrims from the Americas and Asia. In 2006, out of a total of 100,377 pilgrims, 92,536 were Europeans, in 2007 from 114,026 pilgrims, 104,568 were Europeans, in 2008 from 125,141, 114,688 pilgrims were Europeans, in 2009 from 145,877, 132,502 pilgrims were Europeans.
4. Conclusions

Basic motivations that caused trips have not essentially changed over time, them being found again in the present forms of tourism. Thus, the destinations with the ancient tradition coexist with new products, but also as versions of already established forms of tourism.

To ensure a continuing element in promoting and supporting of the touristic offer in Romania, immediate action to inventory, cataloguing and classification are required for preservation for the introduction in the tourist circuit of the heritage objectives. Romania has many objectives of universal heritage that deserves to be known and that may contribute to the development of European tourism in a sustainable development perspective. Only a consistent and realistic policy can lead to achieve these objectives.

A sustainable development means not only assessing and higher and harmonious exploitation of micro and macro components of the environment at a given time, but also continuous exploitation of universal and national cultural heritage, educating new generations in a spirit of respect and love for the perennial values.

References