INTRODUCTION

Tourism is an act of spending time away from home especially for pleasure. Tourism at present is a competitive industry providing employment opportunities to the people and revenues to the country. Tourism industry as such today has evolved out of various stages. The concept “Tourism” was old but the term tourism originated only in the later period. Though the term tourism and travel is different, it is undeniable that tourism has evolved from travel. Travel is one of the oldest activities which existed before the historic period. In the early stage men travelled in search of food, water, shelter and to protect himself from his enemies. This evolved through many stages and at one stage man began to travel for pleasure. Initially travel was undertaken only by the elite. Once when the income increased mass of people started travelling.

Travel in the pre-historic period was for day to day survival of mankind and largely it was unconscious. The ancient traveller was a trader or a pilgrim or a scholar. A number of sources give evidence about the traders going and coming to various parts of the world and India has a special place in this regard. The invention of wheel and the discovery of new sea routes helped people to travel long distances. People of this period travelled in search of God and to spread the doctrines of their religion. One best example was the coming of St. Thomas, the disciple of Jesus Christ to India around 1st B.C to spread the doctrines of Christianity. The Romans who were called the pleasure travellers were very much interested in travelling. During the Roman period there was efficient road system which is an important element for travel. However the medieval period was mostly characterized by religious travel. Much of the travel during this period was for religious purpose. The industrial revolution of this period gave a new impetus to travel. The paid holiday given to the workers of the industries pushed people to travel for pleasure. Further the technological advent that led to the development of railways was a turning point in the history of travel. The modern period then witnessed the mass tourism due to various factors and in fact the tourism industry faced a rapid growth at this point. This paper discuss about some of the major factors behind the growth of tourism.

Factors that led to the Growth of Tourism

Today tourism is regarded as the ‘smokeless industry.’ From travel it has evolved into such a large and important industry. Tourism industry provides employment opportunities for large number of people and income to the nations. Today many countries of the world depend upon the income generated from tourism in various forms. A number of factors contribute towards the growth of tourism. Some of them are discussed below.

Grand Tour: Grand Tour was a traditional trip around Europe which flourished during 17th Century. It was undertaken predominantly by the upper class European young men. It flourished until the advent of large scale rail transport. Primarily it was associated with the British nobility but later it was practiced by other European nations too. It was the
primary destination for those who went for a Grand Tour. Depending upon the wealth of a person the Grand Tour would last for months or years together. It was this phenomenon which gave birth to the modern tourism in the 19th Century with the advancement in various modes of safe and cheap mode of transport. However this system declined after the advancement in the rail travel especially when Thomas Cook made the Cook’s Tour. After the coming of steamed transportation the Grand Tour was opened to all because it was now easy and safe to travel.

**Concept of Paid Holiday:** This was another factor that led to the growth of tourism. The workers were given holiday with pay in order to relax themselves. The paid holiday system was introduced in the inter-war period. Increased attention was paid towards the importance of holiday with pay only in the last quarter of 19th century. At present almost all the countries have paid holidays system. The International Labour Organization adopted the first convention to promote paid holidays. The paid holiday which emerged due to the advent of industrialization gave a great boost to the modern tourism.

**Thomas Cook:** Thomas Cook who is called the Father of Travel Agency was the important personality who first organized a rail travel in 1841 for a group of people from Leicester to Loughborough for a meeting. This idea led him to organize the next travel for 570 passengers in Midland Counties Railway at a low fare. This success motivated him to arrange for similar trips by chartering trains to various places. He then started organizing tours to Europe from 1862 and further, his visit to Switzerland in 1863 created an enthusiasm among the hoteliers and railway authorities. He then opened his first official office in 1865 in London. Today Thomas Cook Group Limited is a leading agency in the world providing a wide range of services through its network.

**Development of Transportation:** The development in this field played a major role in the growth of tourism industry. Transport is one of the major components of tourism. It is rightly said as the backbone of tourism industry. Transport is very much essential for the tourists in order to visit the different tourist destinations. The development of any destination depends on its accessibility. The development and advancement in the railways, airways, waterways and roadways led to the drastic growth of tourism industry. All this modes made a significant contribution to travel. When railways involved in inland travel the steamship crossed the boundaries. Many travelled in ships to see the new world. The invention of motorcar also made the travel easy and led to a tremendous growth in travel especially in Europe and America. The development of air transport made the world smaller. The introduction of economy class provided way for the middle class to travel in flight. It helped in the rapid growth of international tourism. Thus the development and advancement in transportation has made the places easily accessible for the people and it transformed the entire structure of tourism industry.

**Progress in Information Technology:** Tourism industry largely depends on information. A large volume of information is processed and communicated in this industry everyday. Pierre J Benckendorff in his book Tourism Information Technology says ‘information is the lifeblood of the tourism industry’. The information dissemination for tourism industry is done through travelogues, word of mouth, movies filmed in exotic location. This creates an impact on the people to travel to destinations.

Today we live in a digital world. Digitalization has revolutionized the entire tourism industry globally. Digitalization provides big opportunity for the tourism industry. It creates additional value for the customers by increasing the efficiency and effectiveness of the service provided to the customer. Digital strategies in tourism industry are based on online presence and this is more essential for the industry to be competitive. The digital transformation had been adopted by the tourism industry by incorporating the technologies that respond to the consumer needs. Some of the potential of digitalization in tourism industry are searching information about the site and trip in websites, online reservations, online check-in and check-out which saves time and access to devices during their stay in hotels. It plays a major role in tourism marketing which is very essential for the industry. The use of digitalization in the current scenario is different from what was used few years ago. The latest emerging trend is the use of mobile devices in tourism industry. Digitalization has connected the people with the world at all times. Realizing the importance of digitalization in the field of tourism the UNWTO declared its theme for the World Tourism Day as ‘Tourism and the Digital Transformation’ for the year 2018.

**Rise in Income Levels:** The increase in income in the industrialized countries led all strata of the society to travel. The rise in income level led to the increased demand for leisure time which in turn led to the growth of tourism industry.

**More Leisure Time:** Leisure is outside the work environment. A number of leisure activities are available and the most preferred and popular is travelling to visit tourist destinations. People today have more leisure time to travel. This has led to the growth of tourism industry.

**Marketing Strategies of the Sellers:** The aggressive publicity and promotion of the tourism products even pushes the unwilling people to travel. According to Krippendorf Tourism marketing is the ‘systematic and coordinated execution of business policy undertakings whether private or state owned at local, regional, national or international level to achieve the optimal satisfaction of the needs of identifiable tourist groups and in doing so as to achieve an appropriate return.’

The various sectors of tourism industry put forth lot of marketing efforts to increase their business volume. This is done through various means of publicity like newspapers, radios, televisions, films and magazines. Thus this has an adverse effect in the travel market. Not only that the countries of the world too aims at the world travellers and put in effective promotion strategies and advertising to attract them.

**Tour Packages:** Package Tours has simplified the travel of the people as they do not need to make their own arrangements. In Package Tours two or more travel components are combined together. A tourist’s visit to a destination actually involves various elements like transport, accommodation, attractions and amenities. This is now combined and perceived as Package Tour by the Tour Operators. The tour operator purchase these components and combines with other travel components in a package and sells it to the clients. Independent, Escorted,
Hosted, Incentive Tours and Freedom Tours are some of the types of package tour. People were attracted with the tour packages as it has simplified their travel requirement. This is also one of the factor for the growth of tourism industry.

**Travel Motivations:** Travel Motivation is the desire to travel or the factor which makes one travel. The various travel motivations are desire to see different places, to visit friends and relatives, to know about others culture and to know the unknown places. This has led to the growth of tourism industry.

**CONCLUSION**

Tourism has grown and still growing into a large industry. The quick and cheap travel facilities, the cultural curiosity with the growth of science and technology, economic abundance and revolutionary changes have contributed immensely to the development of tourism industry all over the world. Today the whole world has become a global village. The modern transport systems have broken the barriers of distance and it has increased the desire for travel. In fact the hospitable environments in the destinations too have made great strides in the growth of tourism. In a nutshell these factors discussed above had led to the tremendous growth in the tourism industry over the past years. The government of the nations has taken a path of developing tourism as a major national activity and still the activity continues by competing with each other nations to sell their tourism products.

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