''When it started'' Tourism

Ιωάννα Γκούτα, Βάγια Γκέλα,Αθηνά Γιαννιού, Ραφαήλ Ζουλούμης

Tourism is a very important economic activity and its base is back in 18th century and mostly in 19th century. The word "tourism" first appeared in 19th century and it comes from the English and French word "tour". But its roots are in ancient time. The first travelers were scientists and merchants.

The ancient Greeks and Romans used to travel for commercial reasons but for other reasons too. The idea of travel for pleasure or exploration soon emerged. It is worth to notice that Olympic Games in Ancient Greece were the first organized events which many tourists attended. And it stills happens. Tourism had to do with people's free time and the activities they could do during their tourist trip.

The Sumerians became the founders of tourism, as they invented money, the wheel as well as a type of writing. Generally, each improvement in technology gave individuals opportunities to travel. Greece and Egypt had become attractions for religious and cultural reasons. During the Middle Ages people moved because they wanted to attend religious celebrations or to visit the thermal baths that were built by the Romans. But the trips were unsafe due to the robbers and the pirates. Also, that period people travelled to Jerusalim without fearing the dangers of such a long trip. The big discovery trips (America, China) accomplished during the same period.

In the period of Renaissance, the motivation of travelling had changed. Now, people from aristocracy are encouraged to travel to Europe for three or more years to broaden their horizons. This kind of trips was called "Grand Tour". The development of these trips led to massive tourism. Then the "tourist packages" were created and they included tourist guides, hotels and transportation. People who were travelling to new and different destinations transferred their history, culture and ideas to others. These travelers were usually scientists, merchants and missionaries.

The 19th century is the century when a huge growth of tourism appeared. As tourism was developing, travelers desired a more well- organized trip with many comforts. For this reason, the first companies, which took over the organization of a team trip, were created. The first travel agency was opened by Tomas Kouk in 1841 in England. This agency organized long and difficult trips in Europe, America and Holy places. The travelers were offered tourist guides, accommodation to hotels and other facilities.

 According to Macintosh and Goelnder (1986) tourism is ''the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors."