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## Exploring the Evolution of Tourism and Tourism Research

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### ABSTRACT

One of the field's oldest publications, Tourism Recreation Research, has caused significant uncertainty among scholars studying tourism. In many civilizations, tourism is a well-established phenomena despite its long history. The nature of tourism has changed dramatically throughout time, both in terms of number and involvement, from two millennia ago to the present. The fundamentals of behavior and motivation, however, never change. It is the duty of tourism scholars to address the evolution of their field in order to dispel some myths regarding the industry's enduring nature. Walton (2005:6) pointed out that a challenge facing tourist studies has been the predominance of superficiality and present-mindedness, which rejects in-depth, well-researched, or ongoing historical examination.

The emergence of mass international tourism following World War II is a relatively new phenomena that has experienced growth as a result of technical developments. Nonetheless, it is inaccurate for the author to attribute the rise in mass tourism to jet planes and inexpensive energy. It is crucial to recognize the history and first trends of tourism in order to comprehend its current and future forms. In many eastern and western nations, tourism plays a significant role in the social, economic, environmental, and cultural spheres. Numerous individuals travel abroad for tourism, and the number of people who travel domestically is several times higher, according to statistical studies. It is simplistic and deters scholars, especially those who are new to the topic of tourism, from learning about and from these large-scale temporary movements by implying that they are a result of the previous fifty years.

To comprehend the nature of tourism today and in the future, one must grasp its beginnings and early trends. In many eastern and western nations, tourism plays a significant role in the social, economic, environmental, and cultural spheres. Even while UNWTO data are accurate, a significant portion of the tourism industry consists of domestic travel, which is not as well-represented in statistical surveys, and a big number of tourists who travel abroad.

### PROBLEMS OF TOURISM DEFINITIONS

The UNWTO (2014) defines travel as the activity of travelers, whereas tourism refers to the activity of tourists. This definition of travel is frequently the focus of research on tourism. Nevertheless, the majority of studies published in scholarly tourism publications solely address leisure travel, concentrating on vacationers and leisure travelers. For the majority of tourism research, this term—which is based on Samuel Johnson's definition of play as "to do something not as a task but for a pleasure"—is a suitable working definition. Confusion and misunderstandings regarding the nature of tourism may result from this false impression.

Play, leisure, recreation, and tourism are all worthy subjects to study since they are seen as fundamental to civilization. Nevertheless, there is a dearth of published academic study on this area, with few books and few papers in reputable travel publications. Walton's *Histories of Tourism* (2005) is one significant exception; another prominent one is *The Evolution of Tourism Historical and Contemporary Perspectives*, a 1985 special issue of *Annals of Tourism Research* published by this author and Geoff Wall. The authors contend that evidence of continuity and change in tourism is visible when the industry is examined over a long period of time, and that historical context allows for the proper examination of change, continuity, fashion, and tradition.

### TOURISM PATTERNS AND BEHAVIOR

Every summer, the aristocracy of Roman society relocated from the city's center to the hills nearby in order to avoid the unpleasant smells and circumstances. Rich people in many modern civilizations have a long-standing custom of doing this seasonal change. Along with baths and coastal settlements, the pleasure resorts of the ancient Romans have long been a fixture throughout Europe and Asia. Many civilizations have a long history of pilgrimages to holy places; in 1337, 33,000 pilgrims visited St. Andrews in Scotland. For many centuries, cities like Rome and Jerusalem have drawn

greater numbers of tourists for both religious and non-religious purposes. Affluent people in many modern countries have long engaged in this periodic relocation to benefit from improved climatic circumstances.

Just as today's VFR and volunteer travelers experienced immense hardship and duty, so too did non-professional troops throughout the Crusades. These excursions and pursuits are essential to comprehending the beginnings of modern tourism. Our activities have not altered much throughout the years, even with the availability of technology help. The book Armitage (1997) emphasizes the expression "Gaping and Marvelling," which characterizes the actions of several tourists, irrespective of the date of their involvement. With the intention of "gape and marvel," they visit the ancient Seven Wonders of the World, the birthplace of religious leaders, vast battlegrounds, exquisite artwork and architecture, or the wonders of nature.

Both conventional and contemporary tourists continue to go to sites like the Pyramids of Egypt, Jerusalem, Mecca, Waterloo, Florence, Venice, Rome, North American National Parks, Uluru, and Antarctica. They purchase souvenirs as mementos, which are frequently inexpensive replicas of original artwork, adopting the same pattern of behavior as their forebears. An English traveler visiting Italy in 1792 reported his actions as being unconcerned with art or touring and with not wishing to leave Rome after six weeks without seeing what his fellow travelers had seen. This practice of buying souvenirs as evidence of their visitation persists among travelers even now.

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## **TOURISM PRECEDENTS**

There are no recent developments in traveler behavior or destination since tourism has a long history. The fervor around "New Tourism" (Poon 1993) frequently ignores the history of travel. As preferences change over time, a lot of tourists today participate in kinds of tourism that they would not have recognized a few years ago. Since the dawn of travel, almost every type of tourism has existed, including ecotourism, big game, safari, nature, wildlife, birding, and whale watching, as well as museums, art, architecture, history, and religious tourism. The tourist business and scholars looking for a niche in an overloaded academic space should pay attention to forms that were previously disregarded by them due to the exponential growth of the travel sector. Examples include the outdoors, animals, greenery, big game, safari, bird and whale watching, and ecotourism.

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## **TOURISM RESEARCH**

### ***INTRODUCTION :***

Because of its historical significance and ongoing importance, tourism research has sometimes been overlooked and undervalued. Long-standing scholars in the field of tourism have often been viewed as inconsequential, irrelevant, and out of place, especially when evaluating the caliber of their study. Despite being viewed as a significant junction, tourism research in geography is still viewed as peripheral by many. Even though it was once disregarded and seen as peripheral, tourism research is now often published in several peer-reviewed academic publications and sometimes in journals connected to other fields. This emphasizes how critical tourism research is to comprehending and resolving the issues facing the sector.

Due to its vast range of interests, which include anthropology, business, economics, geography, history, political science, and sociology, tourism research is not well recognized. Other subjects that explore it include architecture, urban studies, international studies, leisure, and agricultural and rural development. Diversity may give rise to internal disapproval, dissent, resistance, and mistrust, which can cause compartmentalization and "mutually accepted disinterest." Scholars within a certain discipline or field may listen to the tirades of others with the same curiosity as when they hear the rain or see the grass sprout.

Since Aramberri's interpretation of tourist research has impeded its progress in the past, it is cause for concern. Researchers are less likely to read research articles from other fields as academic studies become more specialized. Due to the abundance of publications and journals on the topic, it can be challenging to remain up to date in both tourist research and one's own field. The author, a geographer, discovered that much geographical study was unrelated to his interests in travel and leisure, and he eventually lost interest in it. This reading narrowing is also influenced by statistical knowledge, time restraints, and disinterest. Due to time restrictions and limited library holdings, many scholars in the field of tourism scanned through the majority of tourism periodicals, choosing those most

### ***FROM FACTUAL TO FALLICIOUS :***

Academic discourse has revolved around research on tourism, with several scholars asserting that its growth has been relatively recent. The relatively late emergence of sociological research papers on tourism has an impact on this perspective. Finding the oldest studies on tourism is difficult, though, because travel and tourism have been written about for a very long time. The diaries of Marco Polo and Herodotus provide instances of this, although they serve more as study material than proof. Although they provide a wealth of information regarding amenities, infrastructure, and tourist attractions, guidebooks do not in and of themselves constitute tourism research. Despite the historical nature of the topics covered, Walton's book *Histories of Tourism* makes no mention to "old" tourism study. There isn't even a citation from 1987 in his introduction.

Scholars in the tourism area have created "schools within schools" in a number of subjects, including geography and tourism. This is because, in comparison to most subjects, geography imparts a broader understanding of other sciences. It is commonly said of geographers, such as this writer, that they are masters of none and students of all, but perhaps geography fosters a broader curiosity in other topics. Nine of the top 25 authors in a study of the

most cited writers on tourism from 1970 to 2007 have doctorate degrees in geography, indicating that a larger audience outside of geographers may find their research articles interesting.

### ***THE FACTUAL ERA :***

Over the years, research on tourism has changed. Four platforms have been proposed by Jafari (2001): advocacy, cautionary, adaptancy, and knowledge-based. This change implies a move away from subjective, ideological study toward more objective, objective research that acknowledges a range of viewpoints and consequences. Nonetheless, these patterns frequently represent the discipline perspectives as well as the founders' prejudices and beliefs. I am more familiar with tourism, recreation, and leisure research that is done from a geographical and environmental perspective because I am a geographer. For the purpose of better understanding the evolution of tourist research, it could be more useful to provide an overview of the themes and topics covered by earlier studies, especially in the field's formative years.

Early writings from the first half of the 20th century concentrated on land usage and the impact of tourism on the economy. Tourism was mentioned in the land use and planning studies by Joerg and McMurray. The study "The business of recreation" by Brown (1935) looked at the growth of local businesses and visitor travel habits. The 1938 and 1954 articles by Carlson and Ullman provide examples of how tourism affects destination economies. Prior to important research on the role of leisure and tourism in economic development, Ullman's 1954 study "Amenities as a factor in regional growth" was among the first to establish theory in the context of tourism.

### ***EARLY THEORITICAL ERA :***

Models and ideas were first introduced to the literature in tourist research by Barrett and Ullman. This discipline underwent tremendous growth in the 1960s, which prepared the way for the quick adoption of theory and concepts in travel-related writing. Particularly in North America, early studies on leisure and recreation have a lot to say about tourism. Carrying capacity and travel demand are two research topics. For further econometric modeling and forecasting, Ullman and Volk's 1961 research on attendance and advantages of visiting certain attractions served as a foundation. The groundwork for the literature that followed on outdoor recreation was established by Clawson's 1959 paper on techniques for estimating the value and demand for outdoor leisure.

Study on recreation has been largely ignored by tourism researchers, maybe because it was studied in America during a period when European study was mostly concerned with tourism, and because it was mentioned in government reports and periodicals. But there aren't many allusions to these books in the literature about travel. Important studies include Wolfe's 1967 theory of recreational highway traffic, Ellis and van Doren's 1967 comparison of gravity and systems models for forecasting recreation flows, and Williams and Zelinsky's 1970 exploration of trends in international tourist flows. To fully comprehend these early articles' development, a contemporary examination is necessary.

In the 1960s, the US Forest Service carried out innovative studies on natural area management and carrying capacity. The quality of visitor experiences and encounter numbers were the subjects of papers by Wagar and Lucas, which are still relevant to tourism sites today. Although carrying capacity has not received much attention lately, it is nevertheless important for sustainability. Due to the efforts of the US Forest Service, management guidelines such as the Opportunity Spectrum and Limits of Acceptable Change have been developed. This research forms a major basis for the management of natural regions that is currently in place, especially for ecotourists. The leisure industry, which includes tourism and recreation, has seen a shift in methodology and models according to the Outdoor Recreation Resources Review Commission (ORRRC).

### ***THEORITICAL EXPLOSION :***

The 1970s was a period of rapid theoretical development in tourism research, with many theories and models still widely cited in contemporary literature. Despite increasing emphasis on empirical research, these theories are often developed from thought and experience rather than hard data. Many well-known models, theories, and concepts, such as those of Cohen, Christaller, Doxey, MacCannell, Stansfield and Rickert, and Butler, are based on authors' impressions, observations, intuitive thoughts, and extensive reading, rather than empirical evidence. These papers would not be accepted today for blind-reviewed academic journals but have become essential starting points for many subsequent research studies. Although some of these studies have been criticized for lacking empirical evidence, they are credited to the innovativeness of their creators. All of these studies dealt with the real world of tourism, specifically the nature of tourists and relations with those living in tourist destinations, and the effect of tourism development on destinations. This may be why they still hold relevance today.

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## **CONCLUSION: PARADOXES AND FALLICIES**

The author, a former historian, has mostly concentrated on the beginnings and development of tourist research, contending that modern researchers have to be cognizant of the sources of recent and ongoing studies. The author does, however, also draw attention to the multidisciplinary character of tourism research, which frequently appropriates ideas and frameworks from other fields of study and applies them to the travel industry. This might present novel notions and ideas, but it can also reinforce the image that tourism is a lowly academic field devoid of original theories or conceptions. Manuscripts sent to prestigious travel journals that give little consideration to previously published travel-related research and publications give off this unfavorable image.

In an attempt to publish findings quickly, tourism research frequently applies theories or models from other disciplines to little available tourist data. Not all of these papers are turned down, though, which supports the negative perception of tourism held by academics and the low regard with which certain reviewers of travel journals regard the field. Certain hardly applicable notions that aren't grounded in tourism research or field expertise receive a lot of attention in certain tourism-related fields. Research on tourism has a propensity to adopt theories from other fields, possibly overlooking the specifics and distinctions between tourism and other facets of human social and economic behavior. This could produce work that is careless and has inadequate citations, which would not have been published in the author's home discipline publications.

The author challenges the use of economic and managerial theories and concepts from the social sciences, contending that tourism research is frequently ignored and devalued because it acknowledges the "greatness" of outside tourist ideas and figures. In an attempt to gain acceptance among academics studying different topics, this approach has grown in the past several years, although the intended result has not been achieved.

Instead of creating new spheres of influence for self-aggrandizement, tourism research ought to take a more realistic approach, looking at tourism within the framework of its worldwide existence. If tourism research is to be taken seriously and its findings are to have any true significance, there has to be a shift in the present dichotomy between extremely subjective, subjective interpretation and sophisticated statistical analysis. Though the focus has occasionally shifted from reality to perceptions and fallacies, research subjects have grown. As a result, publications on minuscule numbers of intensely subjective interpretations that have no value for generalization or knowledge-gaining have been produced. Manuscript production volume greatly exceeds value, and "so what?" and "the emperor has no clothes" essays are increasingly dominating tourist study. There are several problems.

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