



THE EVOLUTION AND GROWTH OF TOURISM

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Abstract. This article analyzes the development of the tourism industry, starting from the earliest times, in stages. For this purpose, the most developed points of the world in ancient times were studied, like Mesopotamia, the Nile and Indus valleys, China, ancient Greece and Rome. The historical state of tourism in each of these countries was studied and compared. In addition, factors that directly and indirectly influenced the development of tourism in ancient times were studied. Key innovations that have made a significant contribution to the development of tourism and society were also considered a relevant topic.

Keywords: tourism, pre-modern tourism, Renaissance, Industrial Revolution, tourism manager, Surplus food production, discretionary time and discretionary income, leisure class, resorts, Dark Ages, Middle Ages, early modern tourism, contemporary tourism.

TURIZMNING RIVOJLANISHI VA UNING BOSQICHLARI

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Annotatsiya. Ushbu maqolada turizm industriyasining rivojlanishi eng qadimgi davrlardan boshlab, bosqichma-bosqich tahlil qilinadi. Shu maqsadda Mesopotamiya, Nil va Hind vodiylari, Xitoy, Qadimgi Yunoniston va Rim kabi qadimgi davrlarda dunyoning eng rivojlangan nuqtalari o'rganilgan. Bu mamlakatlarning har birida turizmning tarixiy holati o'rganildi va qiyoslandi. Bundan tashqari, qadimgi davrlarda turizmning rivojlanishiga bevosita va bilvosita ta'sir ko'rsatgan omillar o'rganildi. Turizm va jamiyat rivojiga katta hissa qo'shgan asosiy yangiliklar ham dolzarb mavzu sifatida ko'rildi.

Kalit so'zlar: turizm, premodern turizm, Uyg'onish davri, sanoat inqilobi, turizm menejeri, ortiqcha oziq-ovqat ishlab chiqarish, ixtiyoriy vaqt va ixtiyoriy daromad, bo'sh vaqt sinfi, kurortlar, qorong'u asrlar, o'rta asrlar, erta zamonaviy turizm, zamonaviy turizm.

ЭВОЛЮЦИЯ И РОСТ ТУРИЗМА

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Аннотация. В данной статье анализируется развитие туристической отрасли, начиная с древнейших времен, поэтапно. Для этого были изучены наиболее развитые точки мира в древности, такие как Месопотамия, долины Нила и Инда, Китай, Древняя Греция и Рим. Было изучено и сравнено историческое состояние туризма в каждой из этих стран. Кроме того, были изучены факторы, которые прямо и косвенно влияли на развитие туризма в древности. Также были рассмотрены актуальные темы ключевых инноваций, которые внесли значительный вклад в развитие туризма и общества.

Ключевые слова: туризм, досовременный туризм, Ренессанс, промышленная революция, менеджер по туризму, избыточное производство продовольствия, дискреционное время и дискреционный доход, праздный класс, курорты, Темные века, Средние века, ранний современный туризм, современный туризм.

Introduction.

The following article outlines premodern tourism, which is defined for the purposes of this textbook as the period prior to approximately AD 1500. Its purpose is to show that while premodern tourism had its own distinctive character, there are also many similarities with modern tourism. Recognition of these timeless impulses and characteristics is valuable to the tourism manager, as they are factors that must be taken into consideration in any contemporary or future situation involving tourism. Moreover, modern tourism would not have been possible without the precedents of Mesopotamia, the Nile and Indus valleys, China, ancient Greece and Rome, the Dark Ages and the Middle Ages. The 'Early modern tourism (1500–1950)' section considers the early modern era, which links the premodern to the contemporary period through the influence of the Renaissance and the Industrial Revolution. The 'Contemporary tourism (1950 onwards)' section introduces contemporary mass tourism.

Literature review.

A number of local and foreign scholars have conducted research on the history of tourism and its stages of development.

Tukhliyev's book (2021) "Theory and Practice of Tourism" extensively covers the history of the development of the tourism industry.

David Weaver and Laura Lawton (2014) explains the stages of tourism development in their book *Tourism Management*.⁴⁵

Marcello M. Mariani, Wojciech Czakon, Dimitrios Buhalis, and Ourania Vitouladiti (2016) in their book *Tourism Management, Marketing, and Development*, studied the factors influencing tourism in ancient times.⁴⁶

Page (2019) also analyzed the history of tourism in his book *Tourism Management Managing for change*.⁴⁷

⁴⁵ [Tourism management weaver.pdf](#)

⁴⁶ [Tourism management, marketing and development.pdf](#)

⁴⁷ [Tourism management Book.pdf](#)

Research methodology.

For this study, effective methods such as systematic and comparative analysis and expert evaluation were widely used throughout the research.

Analysis and discussion of results.

Premodern tourism

Mesopotamia, or the 'land between the rivers' (situated approximately in modern-day Iraq), is known as the 'Cradle of Civilization' and perhaps the first place to experience tourism. The factors that gave rise to civilization, and hence to emergent tourism systems, include the availability of a permanent water supply (the Tigris and Euphrates rivers), rich alluvial soils (deposited during the annual flooding of these waterways), a warm climate and a central location between Asia, Africa and Europe, all of which contributed to the development of agriculture. Hunting and gathering societies were replaced by permanent settlements cultivating the same plots of land year after year.

Surplus food production was a critical outcome of this process, as it fostered the formation of wealth and the emergence of a small leisure class of priests, warriors and others that did not have to worry continually about its day-to-day survival.

The availability of sufficient discretionary time and discretionary income was the most important factor that enabled members of this leisured elite to engage in tourism. Moreover, Mesopotamia was the birthplace of many fundamental inventions and innovations that heralded both the demand and ability to travel for tourism related purposes. These included the wheel, the wagon, money, the alphabet, domesticated animals such as the horse, and roads. Early cities (another Mesopotamian creation) such as Ur and Nippur were apparently overcrowded and uncomfortable at the best of times, and tourism allowed the elite to escape them whenever possible. Also critical was the imposition of government structure and civil order over the surrounding countryside, which provided a foundation for the development of destination and transit regions.

Egypt. Mesopotamian civilization gradually spread to the Nile Valley (in modern-day Egypt) and eastward to the Indus Valley (in modern-day Pakistan), where similar physical environments and factors enabled additional tourism travel. Ancient Egypt provides some of the earliest and most enduring evidence of pleasure tourism. An inscription, carved into the side of one of the lesser known pyramids and dated 1244 BC, is among the earliest examples of tourist graffiti and such sites remain foundational to Egypt's contemporary tourism industry.

Impulses of civilization emerged in China around the same time as they did in Mesopotamia. Whether this was coincidental or influenced by the latter region is unclear. Regardless, it is known that tourism-related travel was well established by 2000 BC and that four distinct groups were dominant throughout the premodern era.

Tourism in ancient Greece is mostly associated with national festivals such as the Olympic Games, where residents of the Greek city-states gathered every four years to hold religious ceremonies and compete in athletic events and artistic performances. The participants and spectators at this festival, estimated to number in the tens of thousands, would have had little difficulty in meeting the modern criteria for international stayovers. Accordingly, the game site at Olympia can be considered as one of the oldest specialized, though periodic, tourist resorts, and one that like the Egyptian pyramids still attracts the attention of. The Games themselves are one of the first recorded examples of sport and event tourism and the precursor to the modern Olympics.

Early modern tourism.

Europe began to emerge from the Middle Ages in the late 1300s, assisted by the experience of the Crusades and later by the impact of the great explorations. By 1500 the Renaissance (literally, the 'rebirth') of Europe was well under way, and the world balance of power was beginning to shift to that continent, marking the modern era and the period of early

modern tourism. Ironically, tourism in China after 1500 experienced a five-century period of decline as Ming Dynasty and successive rulers became more China-focused and xenophobic.

The Grand Tour is a major link between the Middle Ages and contemporary tourism. The term describes the extended travel of young men from the aristocratic classes of the United Kingdom and other parts of northern Europe to 'classical' Europe for educational and cultural purposes. A prevailing 'culture of travel' encouraged such journeys and spawned a distinctive literature as the literate young participants usually kept diaries of their experiences. It is therefore possible to reconstruct this era in detail. We know, for example, that the classical Grand Tours first became popular during the mid-sixteenth century, and persisted until the mid-nineteenth century.

Along with several contemporaries from the mainland of Europe, Thomas Cook is associated with the emergence of tourism as a modern, large-scale industry, even though it would take another 150 years for mass tourism to be realized on a global scale. As a Baptist preacher concerned with the 'declining morals' of the English working class, Cook conceived the idea of chartering trains at cheap fares to take workers to temperance meetings and bible camps in the countryside. The first of these excursions, provided as a day trip from Leicester to Loughborough on 5 July 1841, is sometimes described as the symbolic beginning of the contemporary era of tourism. Gradually, these excursions expanded in the number of participants and the variety of destinations offered. At the same time, the reasons for taking excursions shifted rapidly from spiritual purposes to sightseeing and pleasure. By 1845 Cook was offering regular tours between Leicester and London.

Contemporary tourism (1950 onwards)

The rapid growth of tourism during the contemporary era of modern mass tourism is reflected in the global trend of inbound tourist arrival and associated revenues. The statistics from the 1950s and 1960s are speculative due to the irregular nature of data collection at that time. But even allowing for a substantial margin of error, an exponential pattern of growth is readily evident, with inbound stayovers increasing 40-fold between 1950 and 2012, from an estimated 25 million to about one billion. International tourism receipts have grown even more dramatically over the same period, from US\$2 billion to over US\$ one trillion. Interrupted only by the economic recession of the early 1980s, the terrorist attacks of 2001, the combined effects of the Iraq War and the SARS epidemic in 2003, and the global financial crisis of 2008 and beyond.

Conclusion and suggestions.

An analysis of the research conducted shows that the tourism industry has a long history, and that several direct and indirect factors have influenced it in the past. The emergence of tourism is especially evident in China, Egypt, Rome, Mesopotamia, Ancient Greece countries. This was caused by a number of factors. The first of these is the favorable geographical location of these countries, and the second is the climate that is very suitable for agriculture. Another reason is the emergence of innovations that lead to the emergence and development of tourism in these countries.

We can study the history of the development of tourism in three main stages. Premodern tourism, Early modern tourism, Contemporary tourism. These stages differ from each other in several characteristics. The first characteristic is the stage of development of society. At each stage, the development of the population was at a different level. Of course, development increased from the first to the third stage.

In conclusion, it can be said that as technology developed, people's living conditions began to improve, which gave them free time to travel. The increase in the number of productions, in turn, created new jobs.

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