

Agenda

- o First, some history
- o The Tourism System—The Infrastructure
- o Travel and the search for the authentic
- o Defining the authentic and journey
 - o JC, Hero's Journey
- o Conclusions

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History (1500-700BC)

- o 1200BC—Egypt is the tourist destination of the ancient world as there is a historical shift of cultures due to invasion
- o Greece is most effected—Mycenaeans, the dominating culture “stamped” out in 1500-1200BC
- o Homer bases his epic poems on this “dark” age and his own (800-700BC)
- o Dominate mode of travel is by sea; trade flourishes...Phoenicians dominate until 900BC
- o Greece evolves into its own until the 1st AD

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The Tourism System

The Infrastructure

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The Road

Most common mode
of transport—ships



Overland, mules, two
and four wheeled
carts



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The Road

- Hospitality was given in the home of the most affluent to other affluent; there were inns but savory characters and traders, those of lesser class.
- Homer glorifies a time of old, 'romanticizes' the gift giving. But the rules of hospitality still remained.
- Roads are carved ruts, more than paved



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Hospitality

- o There were inns, hostels but very primitive...place to sleep.
- o Bathhouses were communal and prone to thievery
- o Food...brought with you or purchased elsewhere
- o "Consulates" were known *proxenos*; a person or resident alien taking care of another city-state
- o Rules existed for the traveler and the grant of hospitality

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Graffiti

- o Has existed for centuries—men built monuments and inscribed them with their exploits
- o Traveler's left carvings in stones along their travels—"I was here!"
- o Herodotus—first true travel writer (though clay tablets in Ancient Egypt and later in Rome would speak of some form of chronicling of stories has gone on for centuries)

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Travel

The Search for the Authentic

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Authenticity

Theobald (1998:411) authenticity means genuine, unadulterated or the real thing

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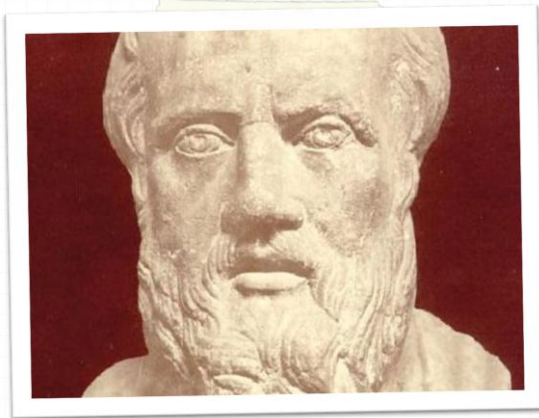


Souvenirs

People exchanged gifts
Hospitality laws dictated that whatever your host gave you, you had to return in same or even more so upon their own visit
Exchange, interaction

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Motivation

The pull, the push, the tug to do something
For Herodotus—chronicle the religious diversity... which was prime directive to motivate the journey

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The Journey

“...stories are a powerful source of knowledge for the tourist, the traveler for all stages of the journey...”

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Storytelling and travel in the Ancient world

- o Chronicle of lives—oral tradition with animated gestures; “multi-dimensional, multi-layered relationship between literature and place (Robinson and Anderson, 2002 p. xviii)
- o Literature, storytelling is an important element in the structures and development of tourism (ibid)
- o Homer...tales, poems speak much of travel, trade but those of a upper class, merchants, kings and princes

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Tourism, travel is based on the written word

In the ancient world, travel was multifaceted.
It is through these words, we learn of the world.

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"want to visit' homes (places), in order to connect
with the space where 'great' theories, books, stories
came into being."

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"may go on journeys to follow in the footsteps of their admired writers, orators...obtained their inspiration...or their (writers, orators) own lives journey...to 'worship' at their graves..."

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Physical landscapes

Influential in shaping the style and content...the expression of lives, works and myths...cultural periphery...'romanticizes people's journeys'

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Sophocles--Oedipus

One of the most famous murders in all of literature happens on one of the traditional rut roads.

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"Personality Tourism"

"...accounts for the preservation/design of a wide range of sites and attractions to accommodate those that travel, undertake pilgrimages to the site."

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Pilgrimage

A purpose of travel and along the way honor other travelers
(Shrines of Hermes)

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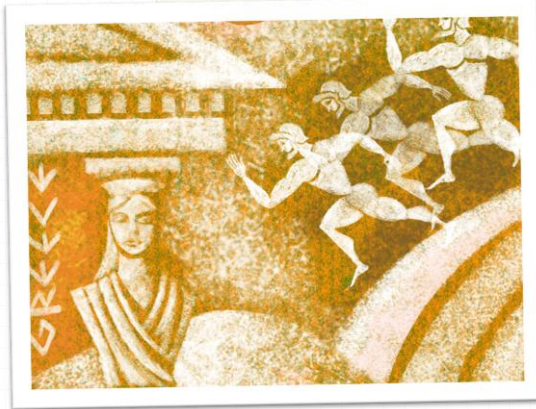


The motivation for travel—Games (Ancient Olympics)

“...that there is a human being behind the myth...”
Sports legends, the games themselves—honor Zeus

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Oral tradition

We can immerse ourselves in those tales. We can engage with the landscape and understand the visuals. We understand ourselves.

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There is a method...

A good story starts with a backstory and demonstrates our hero in a ordinary world, journey through life....Herodotus wrote to inform but to also entertain

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Places come alive

A hero ventures forth from the world of common day into a region of supernatural wonder: fabulous forces are there encountered and a decisive victory is won: the hero comes back from this mysterious adventure with the power to bestow boons on his fellow man.

Campbell, Joseph. *The Hero with a Thousand Faces*. Princeton: Princeton University Press, 1949, p.23.

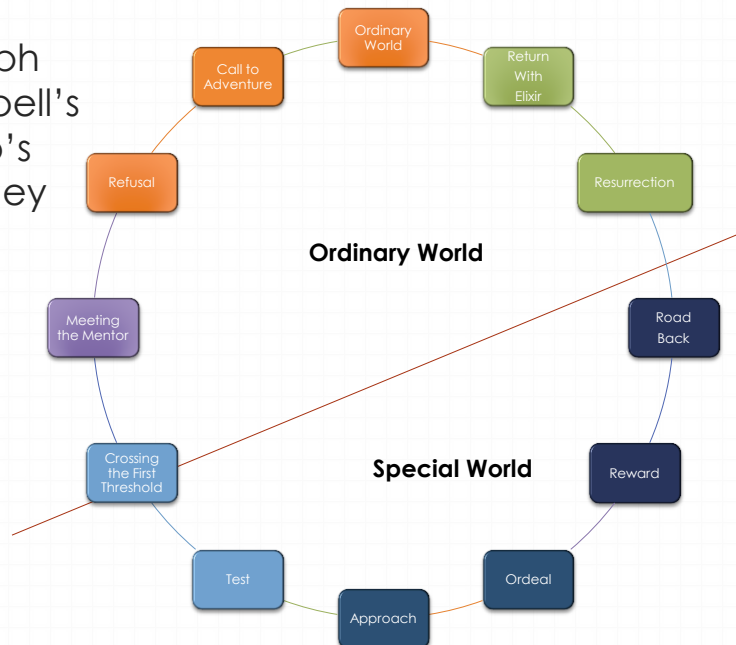
Greek dramatic storytelling structures and ideas have had tremendous influence throughout history to the present time. In 300 BC, Aristotle identified the significant elements of a tragic tale as plot, character, thought, diction, music, and spectacle. His classifications have been used in analyzing, writing, and producing drama stories to the present day. Common, contemporary, Greek theatre terms, such as orchestra, scenery, and proscenium, have also been used to the present.

Autobiographical Writing and Performing--Diane Howard, Ph.D.
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Joseph Campbell's Hero's Journey



The Hero's Journey

- Campbell argues that Hero's are symbols of the person, the soul, in transformation.
- We proceed from a limited awareness to a greater awareness
- We are faced with challenges, change, and/or problems
- We either accept them or refuse them
- We either stagnate or cross the threshold



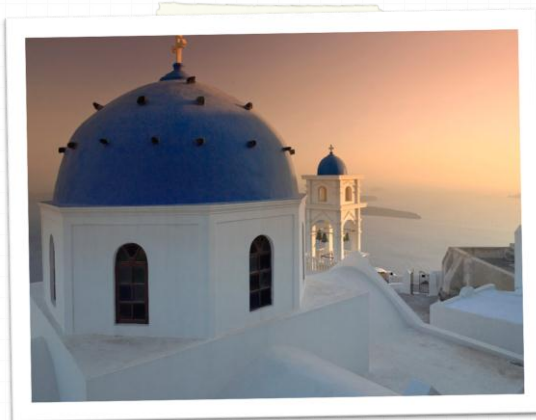
Interaction



- the change of environment or state, we are tested, form alliances, friendships, relationships and enemies.
- They explore this world and face a challenge or ordeal.
- Their perception of their state of mind, their state of life is challenged, changed or evolved from this encounter

Special World

- By experiencing this challenge, they expand their understand, their knowledge, their awareness. They are rewarded with a greater sense of self, identity, their role in life.
- And, yet, still life will challenge you on this particular path, on the road back.
- Their ordinary world still exists but is broaden from the experience. They have crossed a third state of being transformed.
- They then tell those of their exploration.

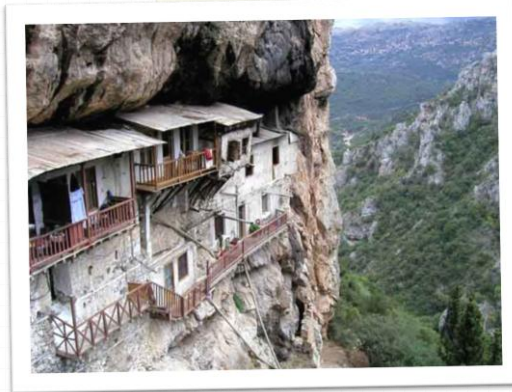


Places

Become a main or supporting character in the motivations behind tourism

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The Land, the people, the interaction

Transforms

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But words are things, and a small drop of ink,
Falling like dew, upon a thought, produces
That which makes thousands, perhaps millions, think;
(Byron, *Don Juan*, Canto 3, LXXXVIII)

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