

# THE HISTORY OF OLYMPIC & MODERN TOURISM

**AUTHOR- DR. JAYANTI PRABHA SINHA, ACADEMIC ASSISTANT, IHMCT & AN, HAJIPUR, VAISHALI, -844102, BIHAR, INDIA.**

**CO-AUTHOR – NISHANT KUMAR, Ph. D. Scholar, MAGADH UNIVERSITY, BODHGAYA, BIHAR, INDIA.**

**ABSTRACT :** The first Olympic was held in 776 B.C. at Athens with symbol of five rings as the figure above which shows unity of five continent design in 1913, it was accepted in 1914 and 1920 after that game has been permitted to play. The founding father of the great Olympics is said to be Hercules (The Hercules), one of the sons of Zeus. Zeus was considered as the most important Olympic God apart from Athena and Apollo; and was worshipped as the God of metrological change. The Olympic Games are closely related to religion and religious festivals of the cult of Zeus who promotes a secular spirit, energy and accomplishment of the youth good relation between cities of Greece. We can say that marketing is very helpful in any sector like, tourism, business of anything IT Sector, and private & public Sector both. Market is not only relevant for international tourism on markets but also for domestic tourism market.

**KEY WORDS:** *Olympic Games, Tourism Marketing Policy, Historical Significance, Country, Performance etc.*

**INTRODUCTION:** The History of the Olympic Games goes back to 776 BC when a nude runner (Croesus) won the 192 meter race in Olympic making him the first Olympic champion. A few events, a few champions and a single venue – Olympic in Greece – Characterized these ancient Olympic Games. The ancient Olympics were a one day event till 684 BC with boxing, pankration running, long jump, shot put, javelin and equestrian events as the manager competitions. All Greeks (males) were allowed to participate, prohibiting the female participation. For about 1200 years, the ancient Olympic Games recurred in every four years, till

the Roman Emperor Theodosius banned them in B 93 CE. Baron Pierre de Coubertin re-started Olympics in 1894 by forming the “International Olympic Committee;”, following which, the first modern Olympic Games were held in 1896 in Athens, Greece. “Faster, Higher, Stronger” (Citius-Altius-Fortius) is the Principal. Olympic motto which emphasizes on the spirit of achieving there was forever a tendency amongst psychologist to conclude that playing games must have what we should call today some ‘ hidden agenda’. Of course, this is not to suggest that play was not often been associated with other important element of life. The first team work came, surely on the hunt and all sorts of sports derived naturally from military archery, chariot racing, the javelin. There is evidence of fencing for fun portrayed on the walls near Luxor as early as 12<sup>th</sup> century B.C. and the Assyrian warriors appear to have raced with what Olympic swimmers call the crawl stroke. It is also true that while sport may be universal our particular choice of games reveals a great deal about ourselves. David Hackett’s Fischer’s brilliant study of the migration from the British Isles to the American Colonies, demonstrate how cauldron is lit which remains flaming till it is extinguished in the closing ceremony. Then the doves are released which symbolizing peace and harmony. The Olympic Games start after the Olympic oath taken by one athlete and one judge from each of the participating nations, representing the entire country. So far, the Olympic Games have been held in many countries starting from 1896 in Athens, Paris, St. Louis, London, Tokyo. Stockholm, Amsterdam, Los Angeles, Berlin, Helsmki, Melbourne, Rome, Mexico, Munich, Montreal, Moscow, Seoul, Barcelona, Atlanta, Sydney to again Athens in 2004. But the history had not ended here because many historians like John HuiZinga, the Dutch historian whose 1938 work, Homo Ludens: A study of the play element in culture remains the classic in the field pointed out that after all animals not only but play “just like men”. It amused Huizinga how there was the Zenith in life rather than acquiring first position. The five rings and flag are the inevitable parts of Olympic emblem conceptualized in 1912 Olympic games but accepted in 1913. The each ring with different hue and the Olympic

flag represent the universal nature of Olympic Games bring the whole world together. The flag has white background but the rings are red, black, blue, green and yellow as in figure which shows the togetherness. The Olympic Athens is also played at eve Olympic since 1960 Olympic Games. The Olympic flame lit in front of the temple of Hera in Olympia, Greece, depicts the immortal connection between ancient and modern Olympics. This torch or flame light is carried by the runners of the participating countries and finally a countrymen from proximate religions introduced entirely different sports to the new land. The puritans, who hailed from the east of England, clustered in New England villages, where they introduced the forerunners of base ball (town ball) and foot ball (The Boston game) activities indeed, as early as 1639 the militia in Massachusetts had to devote time, regularly to sports together. Meanwhile, the cavaliers of Virginia and their servants emigrated largely from southwest of England – Thomas Hardy territory – and favored all types of flood spot, depending on your station, you hunted down everything from bucks to birds the gentleman also were fond of house racing, especially as it last itself to ambling. It was not unusual for huge sums to be work lost at these early match races. It was not uncommon for these scraps to result in maiming – even blinding and castration surely though, it was the Greeks invested the most by themselves in ago, their idealized sportsman evoked on the one, and other has been the image of the dumb jock, while on the other we celebrate the heroic all American, a Renaissance man prized for being sound of platonic mind and body alike. The Olympics caused more practical problem by trying to ban professionals. The road to purity is paved with hypocrisy. De Coubertin was a Frenchman, but he was an Anglophile, imbued with spirit of English aristocratic sport. He made pilgrimage to Ruby and Fton, rather than Olympia. More to the point, he needed. British support if even he was to re create the games. So, de Coubertin went along with the professional English amative ideal, even he was infect only some sanctimonious compete fairly with the gentry.

**LET THE GAMES BEGIN :The Performances:- Diving** – “Fancy diving” evolved in the 19<sup>th</sup> century when gymnasts in Europe began performing Ariel acrobatics over water. Exhibitions early in this century were staged at harbors, lakes and other ad hoc venues.

**Pole Valist** – A Dutch farmer stays high and dry by evaluating a canal. Devised as a means of crossing boggy, terrain, vaulting was part of Ireland’s ancient. Tail team games but absent from the ancient Olympic.

**Weight Lifting** – Italian Muscleman Clevio Sabatino was one of an early breed of body builders who flaunted their physiques on stage and in circus acts. Gaining respect, weight lifting was an event at the first modern Olympics.

**High Jump** – A champion Jumper goes heels over heads for visitors to Rwanda in 1907. Innovative jumping style – such as the so called Fosbury Flop – has raised the Olympic record 22<sup>1</sup>/<sub>4</sub> inches since 1896.

**Gymnastics** – Poised on liacup, a Chinese acrobat gives a side show performance at a train station in 1920. Age has direct bearing on flexibility. The average age of Olympic medalists in women gymnastics dropped from 24 in 1952 to 17 in 1992.

**The Games : Field Hockey** – Played mostly by women in th Us like these college competitors in 1905 the Olympic sport by field hockey is one of the oldest stick ball games. Early version were played in Egypt, Greece, and Persia.

**Tennis** – Blending ballet and bravado French prodigy Suzan Eng<sub>l</sub> helped turn a garden party game into a major sport. Her short addressed accused sensation here at the 1920 Antwerp Olympics.

**Horse Push Ball** – Guests at an Arizona ranch in 1955 enjoyed this equestrian game centered around a jumbo ball made from a weather balloon.

**Shuttlecock** – Students in Beijing kick up their heels during a game of shuttlecock. Any part of the body may be used except the hands and arms.

**Basketball** – In 1891 James Naismith nailed up to peach baskets at YMCA in Springfield Massachusetts and basketball was born.

**Tug – of – War** – Below fig showing the tribesmen in the Philippines slain at tug-of-war introduced by Americans early this century as substitute from head hunting the sport was an Olympic between 1900 & 1920

**The Fights Mountain Biking** - Armed with off – road bikes, Swiss troops brain for war. The mountain biking boom began in California during the 1970. This year will be comes an Olympic sport.

**Boxing** – Winner of 63 pro fights – 49 by knock – out- Joe Louis reigned as world heavy weight champion for nearly 12 yrs. Starting in 1937. Evidence of boxing dates back 6000 yrs.

**Wrestling** - Mongolians, in the date 1920s compete in one of the world's oldest sports. Many ethnic styles endure. Yaglı in Turkey, sumo in Japan etc.

**Shooting** – Supine has long been a favorite position for marksmen aiming for steady shots. Sharpshooters competing at the 1900 Olympics in Paris used line Pigeons for targets.

**Fencing** – Sword play as a performing art came into vogue – along with classical ballet – among Renaissance European aristocrats This 1939 tournament took place in Monte Carlo.

**TOURISM MARKETS: INTER NATIONAL AND DOMESTICS:** The tourism industry is comprised by small enterprises (travel agencies, tour operators etc) and few among them actually adopts marketing whereas selling is done by all. However the way tourism market is maturing the relevance of marketing is being acknowledged more and more as an important activity for the success of the enterprise. This is also because competition is increasing. In tourism markets (tourist generating areas or countries) such competition is getting intense among:

- Countries to market their destinations,
- Airlines to market their seats
- Hotels to sell the rooms, and
- Tour operations to market the packages etc.

Keeping in view the nature of the tourism product a more professional approach to marketing is required by all the players in tourism i.e. the government, tourism industry and the host population. In today's tourism business, marketing is not a requirement of big players like airlines or hotel chains only but even the smallest enterprise require it.

“Marketing is the Organizations undertaking of analysis, planning, implementation, and control to achieve its exchange objectives with its target markets”.

At the world tourism organization seminar, held in Ottawa in 1975 on testing Effectiveness of promotional campaigns in International Travel Marketing, marketing was defined as ‘a management – philosophy which , in light of tourist demand, makes it possible through research, forecasting, and selection to place tourism products on the market most in line with the organization purpose for the greatest benefit.

**Foreign Tourism Markets:** - According to Department of Tourism, Government of India an “international visitor is any person visiting the country on a foreign passport and the main purpose of the visit is other than the exercise of an activity remunerated from within the country or establishment of residence in the country.”

Foreign tourists who stay at least for 24hrs. in India and the purpose of whose journey can be classified under any type like for, leisure, health, study, religion and sport, Business, family etc.

**Markets for India:** - In terms of attractions India as a destination is strong tourism product. Culture history, architecture, beaches mountains, religion and ethnicity etc. Has traditionally been the pull factor for international tourists. Yet infrastructure wise there are certain weakness which makes it less attractive.

**Marketing Planning:** - A marketing plan is a structured guide for carrying out marketing operation. The purpose of a marketing plan includes: Providing a well laid down policy and clear directions for the marketing operations.

- Identifying the strengths and weakness through the SWOT analysis's
- Sitting targets.
- Pointing out the controls, areas of diversification, competitions strength and weaknesses etc.
- Coordinating tasks

The Marketing plan should also specify the methods of monitoring and controls. This should be taken into account:

- Sales Analysis
- Market Share
- Marketing expense , and
- Checking customer attitudes towards organization product etc.

**THE OLYMPIC: AS TOURISM MARKETING:** Olympic 2008 held at Beijing. As we know that China is the most popular courtier in the world, which is challenge to organize this type of world level games, maintain rules and regulation, to manage different kinds of food, hotels for tourists, security for players etc. Lakhs of people were guests, world fame and eyes of media on yours. Beijing Olympic creates lots of struggle for the Beijing local people in fronts for international guest. About 43 million taller was spent in this Olympic which is the most expensive in history before. The attractive architecture and the other places were get change during Olympic the Govt. of china announced that the beggars, Massage People, the pavement astrologist were go to another place because the Govt. don't want to take any risk in maintaining place an rowdless area during Olympic.

**Factors which Influence Tourism:** - To predict tourism demand it is essential to understand various factors which will affect the number of travelers and the flow of travelers. Some follows are: -

- Politics and legal government
- Social and Safety factors
- Geographical and climatic factors,
- Accessibility and accommodation
- State and economy, and
- New development in industry etc.

**Public Relation:** - The public Relation include

- Research (R)
- Action (A)
- Communication (C)
- Evaluation (E)

Public Relation (PR) is important in good & bad obtaining editorials Coverage.

**Joint Action:** - Various constituents of the tourism industry are not only related to interdependence, fussiness. Relation but they go injure joint action various association like IATO, TAAI, PHRAI, ADTOI, etc. play a dominate role in the joint action as associations.

Keeping view as tourism marketing during Olympic Govt. Planned the market segmentation:

- Segment the markets generating tourists, and
- Identify the perspective tourist according to lifestyles.

While marketing person, country has to gain knowledge about some approaches like: **-What:** -

- Factors influence the tourist demand?
- Services do the tourist expect?
- Is the basis for tourists comparing the product to other?
- Benefits do the tourists perceive?
- Risk do the tourists perceive, are the tourist have tastes?

**How:** -

- Does tourist buy?



- Much are the tourists willing to spend?
- Many vacations do the tourists take in a year?
- Does the product fit into the life styles of tourists?
- Does promotion and advertising affect the tourists demand?

**Where:** -

- Is the decision made by tourists to buy?
- Do the tourists seek information about the product?
- Do the tourists buy the product?

**When:** -

- Do the tourists take a vacation?
- Do the tourists make a decision to buy the product?
- Is the product repurchased?

**Why:** -

- Do the tourists buy the product?
- Do the tourists choose one destination over the other?
- Do the tourists go to a particular destination?
- Do the tourists prefer to one type of service and not the other?
- Do the tourists buy the competitors products?

**Who:** -

- Buy the products?
- Buys the competitor's products?
- Are likely to buy the product?
- May not be interested in the product?

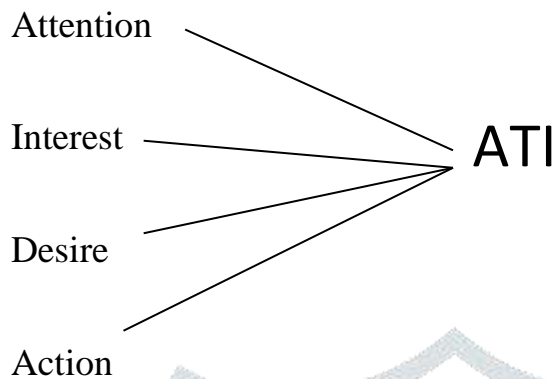
These six approaches shows are made for customer satisfactions or we can say tourist's satisfaction by the Govt. because if service operation runs smoothly, it may or may not be remembered by tourists forever, but if he/she gets dissatisfied with a process, the negative image tends to last much longer. Also, if one operation in a process is unsatisfactory to the custom. It tends to be more critical of the other operation also. All this explains the importance that needs to be attached to tourism market.

**Promotion Strategies:** - All segments of the tourism industry use communication to inform and persuade customers. For e.g. Airlines or Road transport organizations inform about accommodation and other related facilities available with them; Destination, attraction inform customer about leisure, pleasure and relaxation activities offered at a given places etc. Certain tools adopted to promote markets.

Advertising	Sales Promotion	Public Relations	Personal Selling	Direct Marketing
Printing & Board casted	Contests, games	Press kits	Sale Presentation	Catalogues
Packaging Outer	Sweepstakes	Speeches	Sales meeting	Mailings
Packaging inserts	Lotteries	Seminars	Incentive	Telemarketing
Motion Pictures	Premiums and Gifts	Annual reports	Programmes	Electronic
Broachers and	Sampling	Charitable	Samples	Shopping
Booklets	Fairs & Trade	Donations	Fairs & Trade	TV Shopping
Posters & loaf	Shows	Sponsorships	Shows	
lets Directories	Exhibits	Publications		
Reprints of ads	Demonstration	Community		
Bill boards	Couponing	Relations		
Display Signs	Rebates	Lobbying		
Point –of-	Low – Interests	Identify medical		
Purchase	Financing	Company		
Displays	Entertainment	Magazine		
Audiovisual	Trade-in-	Events		
materials	allowances			
Symbol and	Trading stamp			
Logos	tie- ins			

The tools shows that catch attention, arouse interest among customers tourist.

The interest turned into desire for the product or service. The objectives of communication means or the purpose of any communication is summed in 'AIDA' formula which is :



**Linkages:** - Whether it is the marketing approach, its critique or an alternative model for tourism promotion: These Include

- Promoting destination awareness,
- Image building
- Checking negative image and adverse publicity
- Product differentiation and destination positioning
- Minimizing the negative impacts on destination (Host, Population, environment, economy, culture etc.)
- Government policies and efforts and
- Role of local bodies, etc.

In order to put these consideration into action, various) type of linkages have to be established amongst all the players of tourism, these linkages are necessary for both maximizing benefits as well a minimizing the negative impacts.

**Marketing Local Foods:** - As we know food is most important for us, and while tourism tourist keep attention during eating food so that they feel fresh and be well because they are away from their home. Today, health tourism became a business, like natural spa in resorts, good massage centers, herbal clinic during tourism for tourist which attract tourist now a days. The customer outlets, outdoor catering, feasts and festival along with the methods being adopted for promoting local foods. It is important to have right location for setting up the food outlets. In Beijing, the

restaurant announce bay no smoking zone to protect the environment. The dog meat was banned in the restaurant in Beijing for food safety. The pirated Hollywood CD was removed from the DVD shops. The toilets get reconstructed near public sports. The “capital Committee to promote culture and ideological Progress” is an organization distribute 5,00,000 tissues papers among people and gave strict message no them that no spiting on the common place otherwise they have to pay fine of 7 dollar. Beijing Airport, road to stadium everything had made clean, plan way which shows good marketing, conservation of culture etc. The factory were sealed which comes in 100 mile from the stadium to stop pollution. The below fig showing how pollute Beijing is? So keeping in mind for less pollution during Olympc govt. sealed the factories comes in 100 mile to stadium.

**Importance:** - Game is just a excuse of meeting. We can say that from miles away people giving blessing, promoting to their country. These all are the feelings which come from inside us. Through game many players from different – different countries meet each Other shares their view ideas, feeling etc. which good sign of togetherness is.

**Conclusions:** - At last we can say that marketing is very helpful in any sector like, tourism, business of anything IT Sector, and private & public Sector both. Market is not only relevant for international tourism on markets but also for domestic tourism market. The tourism market is also segmented on the basis of the travel habits of tourists which includes.

- **Distance travelled** – The tourist are classified as long haul travelers, mid – haut travelers or short haut traveler.
- **Distance or duration of trip** – Tourists can be segmented as those who take short break holidays of 2003 days or long trips of 21 days or more.
- **Time or travel** – Tourist also be segmented as those who travel during summer, holidays unwanted holidays.

- **Organization of trip** – Tourist also segmented as individual or group tourists on the basis of organization of the ultras.

These can be luxury tours, economy tours etc.

- **Travel Motives** – Tourists are classified on the basis of their motives of travel. They may be travel for the reason of curiosity, education, health, religion, sports etc. pursuing hobbies and various or the reasons motivated by personal tastes and temperament. That why tour operators design tour programmes as cultural tours, wild life tours. Beach tours, Adventure tours or combination of the tours to suit the customers tastes and motives. As we know 27<sup>th</sup> September is celebrated as world tourism day which is very lucky, important date for the tourism industry.

It must be noted that an organization can apply one two or more variables simultaneously for market segmentation at last I say that travel and tourism is considered to be the largest services based industry in the world. Tourism is the largest foreign exchange earner among all industries, and provides direct employment to lakhs of people, this industry exist in private as well as public sectors in the segments in this field travel agents and tour operators. Travel agents deal with the marketing of travel and tourism planning and selling trips to individuals or groups. Tour operators are engaged in travel and tourism destination management. Public sectors deal with the promotion of tourism in India. Therefore most public sector organization in this field run a network of hotels, information centers and other facilities and services for visitors to the country besides being and other facilities and services for visitors to the country besides being involved in development of tourism infrastructure and expanding the industry. Railways, airlines, carries, departments of tourism, India tourism, Development Corporation and State Tourism Development Corporation assist these organizations. At the same time, an organization should also assess its resources, size, growth potential, capacity risks, competitions infrastructure etc.

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