

## **Ford's revolution on transportation – the start up of mass tourism**

To start this ideas on the latest spirit of the “tourism” I cite from “Tourism – principles and practice” edited by Logman in 1998, in comparison some “myths” and “realities” of nowadays tourism: Myth: most of the tourism is international. Reality: 80% of the travels are inside the home country. Myth: the majority of the tourists travel by planes. Reality: the majority of the travels are land ones, average distance is 65 miles. Myth: the work in tourism provides opportunities to travel and learn foreign languages. Reality: almost of the staff in tourism works in hospitality and has no contact with the tourists.

We can find out that unexplored area might bring dramatic surprises! We can already discern that the two restrictions for practicing tourism – mass tourism – known as time disposal and money availability might be a myth too.

We can prove it by analyzing the development of leisure sector in US. At the century's beginning, Henry Ford was looking for a solution to turn profitable his business: cars' construction. But, because of valueless wages of the American working class, he could not reach that minimal level, that production and critical number of units that could afford a successful business. It is Ford's decision to increase his own workers' wages that have changed, in our opinion, the entire world's economic system. Ford has started a process that has developed as a *boule de neige*: it has afforded the Americans to live over their income, as it was appreciated as normal in the former economic system. Today we can see its result when the “financial and invisible products” are the majority of the value of the nations' economy, mainly of the developed ones. The simplicity, or may be the lack of profoundness of almost of the Americans, whose life relies on exclusive power of money, has determined them to adopt a new faith (near that brought by Pilgrim Fathers – the liberty of human being) and a new God: the Car. The highways have covered the US in order to satisfy the fretting and the restlessness of that people of immigrants, their nomad spirit<sup>[1]</sup> and have subordinated the hole economy and development to the new God. The uninhabited space of America could thus, since then, easily and democratically be traveled, even by the working class. All along the highways quickly have issued hotels, motels, restaurants, entertainment facilities, etc. Not for the rich people – that have kept staying closed in their world – but for the crowd. Quantity bring small profits but many of them. And, as the desire to have more is in Americans' blood the consolidations have started: hotels, restaurants, services etc. brands (chains) have appeared. And all BIG, huge, gigantic and in expansion all the time. We have to point out that every one of these giants has its own philosophy (coming from that one of the successful owner). After the 2 nd WW the borders of

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<sup>[1]</sup> see the dictionary for the right sense of the word traveler

US were “blown out”. Their philosophy, capitals and ways of management have spread out in the whole world for new profits. Globalization has started, by a special arrangement of people’ travel. This is the way that, unexpected, the American working class was put to entertain itself: simply, in order to assure the critical mass of a profitable production for Ford and his’. In fact in order to increase the present profits even during its free time. Long later, after the 2 nd WW this conception has found a democratic expression and mass media brought its humanist dimension. Tourism, as that is the way this use of the free time is known, will become the forerunner, the model and the promoter of globalization.

The next moment, that we can also remark in Great Britain, is that one of the exigency of reconverting the flight industries from the war to civil production. In this sector huge capitals and a special labor force have been concentrated and have to be protected for and during the Cold War. In almost of the situations it is clear that the costs of a flight can not be covered only by flight tickets’ income. Let’s count: the costs to over flight several countries, over several borders, the repayment of the infrastructure, of planes, then the “small” costs with fuel, wages etc. the reservation’ systems etc. And yet, anyone knows that a charter flight is cheap. And yet, planes are flying, tourists, businessmen etc. fill the world. HOW? Using the same principle of Ford, but in a retrograde sense: paying of the large bourse of the state, that is it is subsidized as much as it is needed, but still with the crowd money. And, flying over the borders of Great Britain or US (the main producers after the WW) we have to involve several countries. Politically, (by agreements) the same opportunities were built for all of them, as it was done for the developed countries. Economically, the profits were globalized by a declared better distribution of the costs and the opportunities.

In 1932, long before to here about globalization, in Europe the first Skal club was founded – the club of the executives in tourism. Today it counts over 30000 members. In 89 countries, organized in 500 clubs. Which is the main activity? Monthly meeting to lunch – to socialize. Technocrats from different sectors: hotels, aviation, restaurants, travel agencies etc. meet here to be together and exchange impressions. Most of them are modern nomad technocrats; graduates of some prestigious specialized schools, they adopt the philosophy of a transnational group and are itinerate by different countries, by their headquarter. They are modeled by the philosophy of their group. The transfers from one company to an other are very seldom. But Skal club offer the opportunity to meet the concurrence and to exchange opinions in an informal occasion and to have an excellent lunch, on company’s moneys, in a selected society. But their own philosophy is the continuous expansion of their company: other ways they will be itinerate to a second class area or worse paid. Their common interest gives them the same life’s goal: expansion, maxim profits. Other ways, they will disappear. Essentially, for the

technocrats of a transnational company's management, usually with thousands of employees the maxim profit is not compulsory. Only that level of profit that assures the fidelity of thousands of shareholders of their company. The main objective of a technocrat is to keep staying in the group and if possible to open a new subsidiary, which, at the end, might be a job of one of his family's member. Or, the first civil global structures have issued in tourism field, which was at the same time model but experience, confident expectation too. In Bucharest the Skala club has begun after the arrival of foreign managers. By courtesy some Romanian were accepted too, despite their poor income standard. Or, the earth moves through people. And these new leaders of American spirit take the decisions, in the global structures.

**We can conclude, for the time being that the development of mass tourism was not a natural phenomenon, as a result of life standard's increase but more like a deliberate intervention, inside the developed societies, in order to extend economical growth.** And this fact has a "global" nature and can be among the first global movements.

If you would sheet with attention the press between wars you will find out that, the leaders that acceded to the power before the 2<sup>nd</sup> WW, rely their speeches on the revanchist matters but also on promises for a better life. In the middle of the crises they arrived to determine the economic relaunching. Either it is about Hitler, Mussolini or Churchill everyone promised and realized a better life standard that that one before the crises. After the 2<sup>nd</sup> WW, first for the winning powers the "great modern migration" named tourism, mass tourism, has started. At the beginning modest, with 24 millions in 1950 till 100 millions in the 6<sup>th</sup> decade. Marshal Plan has had a hidden social component. For the average German it said: fist a bicycle, than a house, than holidays abroad. Starting with the 6<sup>th</sup> decade the defeated countries get also into the world of tourism.<sup>2[2]</sup>

All these show us that tourism is an important sector of the world economy. And more, the "derived" effect of this activity, the psychological one upon the population named tourists and that one named tourism workers is, may be, more important that the economic results. But we have to point out *qui prodest?* The statement that globalization is restricted by the communication and transportation is validated for tourism too?

When talking about mass tourism we assume its dimension and democratic character that allow the access to a better life for a large number of populations. But the analyze of regional tourist flows relieve that tourism is not for everyone. Either we refer to outgoing – that is the social effect of reword for the population of issuing countries – or to incoming – that is the impulse given to the economy of receiving countries.

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<sup>2[2]</sup> for the communist countries we can find a similar process but inside the area of communist system borders

In '50 th, 71 + 17 %, that is 88 % of destinations were the countries that win the WW. (exception Germany because of occupation by Allies). Only on 7 th decade outsiders as Hungary, Czechoslovakia, Romania, Yugoslavia have jointed, may be as a consequence of political position. Till then the incomes were shared between the rich. But, these were also the countries where mass media and communications were developed and allowed the approach to globalization. The last decade of the millennium changes the hierarchy, but only temporally, as we estimate and it is shown by the forecasts until 2020. Statistics show for whom tourism is a chance: for the developed countries that share the incomes and expenses, leaving also small amounts for small countries. In fact is a normal state, as these countries are the main issuing ones too. To send its owns earns to other destination would be a worse business. So, in this way, the developed countries “reward” their worker for their understanding and effort and keep their profits. And this is possible through globalization. And, for developing countries, tourism is a “chance” ventilated by the international organizations. We shall shatter an other myth. We use to say today that in the former communist countries the life was hard. It is true. But the concurrence of the systems, mainly during the Cold War has obliged the communist rulers to take measures that would have prove to their own people the superiority of the communist system. And it is just the tourism, by the SOCIAL CONTRACT (similar to that one closed tacitly in the winning countries) between power and people.

The start of the “tourism industry” was the Ford decision to raise the wages of its workers in order to sell its cars and boost its profits. Not the touchable side of the transportation but the effect of it.

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