

To Understand The Role & Significance Of Cultural Tourism In Modern Tourism Industry

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ABSTRACT

One of the oldest civilizations in the world is India Today tourism in India has evolve into one of the largest potentials and emerging industry. The history of Indian civilisation dates back to nearly 4000 years has many links from the rich heritage and past. Global and International tourists as well Indians as are often attracted in search of the rich splendour and glorious heritage of the country. In fact, it is a well-known knowledge and can be said that all other forms of tourism in India have been off shoots of cultural tourism.

Cultural tourism deals with the commitment of a traveller to the culture of a nation or region, in particular the lifestyle and tradition and manner of life of the individuals in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that assisted remodelling their way of life.

KEYWORDS – Cultural Tourism, Heritage, Attractions, Globalization, Modern Tourism Industry.

INTRODUCTION

Tourism as well growing increase of travellers can be considered as financial enhancement instrument that achieves economic development by attracting visitors from outside a host network who are totally or to some extent inspired by the historical, artistic, science or way of living, offerings of a society, area, group or organization.

Tourism can be viewed for its multiplier effect and tangible results (work creation, tax revenue) and various off shoot and resource generation and less tangible results (private satisfaction). It could be based on a broad range of attractions including ago-tourism, heritage and cultural tourism, tourism destination, fairs, events and meetings, local sporting activity, recreation, art tourism and more. Nations are dependent on revenue from tourism for the economic growth and globally tourism is the biggest export earner in the world and a significant balance of payments factor in most countries (UNWTO 2007).

In countries known for its ancient civilisation and diversity for centuries. Cultural tourism is a segment of the ' tourism industry ' which is highly complicated and versatile and growing appeal to discover the uniqueness of a country at the same time mass tourism will obviously never lose its popularity or positions, as frequent tourist and travellers partaking in the supply of the 'three S' will move and evolve toward becoming customers with more increased and enhanced needs concerning cultural intrigue.

India's govt has set up the Ministry of Tourism (MoT) to increase India's cultural tourism. Various central government initiative to enhance and bring sustainability to our widespread villages and

towns each having their distinct uniqueness led to “ Incredible India” campaign which has been introduced and successfully run by the ministry and this campaign has contributed ,as well as highlighted sustainability in the development of Indian cultural tourism as well brought many villages in the roadmap for tourist and travellers ,at the same time simulating the youth involvement in the development of their of local region .

India has had many rulers, dynasty and invaders over the centuries, and they have all contributed and had effect on various aspect in defining the culture of India. In dance, music, festivals, architecture, traditional customs, food, and languages, one can see the impact of different cultures. The heritage and culture of India is exhaustive and vibrant owing to the impact of all these different cultures. This cultural richness goes a long way toward projecting India as the ultimate cultural tourism destination to increase tourism in India.

There is a growing market to soak in the ethos of a region and travellers today are increasingly seeking new and different experiences beyond those provided within ‘three S’ destinations and traditional holiday places. Heritage appeal within destinations, understanding the local customs is capturing the interest of a more mature and discerning market.

There has always been existence of globalization in a certain way , we just have to look up to and understand about the Greeks who imposed their culture on their colonizers, that is, the Romans took their culture and made it their own; and those who were imposing their language and customs on the other peoples they conquered in antiquity. As Néstor García Canclini (1995) points out, most of the products and messages we consumed were produced in our own society, however, now it is difficult to know what is proper, and this dangerous process the author calls internationalization of globalization it supposes "a functional interaction of dispersed economic and cultural activities, goods and services generated by a system with many centres, in which the speed to travel the world matters more than the geographical positions from which one acts" (Canclini, 1995: p .16).

Tourism showcasing the current way of living, religions, art, lifestyle and mapping it to ancient monuments ,architecture has led to the predominant factor behind India's spectacular increase in the world wide tourism segment in latest years, as India has been regarded as a country of ancient history, heritage, and culture and living performing art since time immemorial. A land known across its width and breadth for well-known cultural destination for time immemorial.

Tourist destination popular as places of cultural destination in India

Jaipur

The Pink City of Jaipur has been a very popular international destination known for its stunning palaces, beautiful havelis and exquisite monuments. The Amer (Amber) Fort, is a true heritage and takes you to yesteryear era with its highly decorated entrances, intricate latticework and an impressive sheesh mahal. Hawa Mahal, City Palace and various bazaars must be explored by a walking tour to soak in local flavours. The city well known for its block printing industry and colourful bandh ani work, and the colourful blankets or Jaipuri razai.

Varanasi

Varanasi is one of the living ancient cities in the world and an important pilgrim age destination for Indians , for the Hindus a visit or darshan to the plethora of multiple temples each known for deity, the boat ride down the riverside Ghats especially during dawn and sunset , the vibrant and colourful markets and multitude of saffron-clad sadhus add to the local heritage . Tourist explore the Hindu holy river by taking a boat ride on the Ganges, discover the tiny alleys by exploring narrow alleys in

the old town and delight their taste buds by having and tasting the local delicacies at the renowned sweet shops also called the halwais. The Ganga aarti, performed in the evening was become an very popular tourist attraction and also gives the feel of old world charm /era at the same time is truly an mesmerising and uplifting experience – with diyas , ringing bells, sounds of chants, fire and incense. Ganga Mahotsav is a world renowned 5-day classical music and dance festival showcasing the living art and the contribution of the Gharana to the Varanasi city, a magical treat to music connoisseur. Indian major festival Diwali is celebrated magnificently in the city where the Ghats are lined with thousands of diyas.

Udaipur

The Lake City of Udaipur is promoted as a romantic tourist destination. It can be best discovered by taking a boat ride on Lake Pichola. Jag Mandir in the centre of the lake in the City Palace Complex adds to the aura of this experience. Bagore ki Haveli by the water side at Gangaur Ghat, is a well-known palace with more than 100 rooms, with several courtyards and glorious frescos. For the local flavour and understanding it is necessary to visit folk dance performances. The hill station of Mt Abu, is a a day trip from Udaipur known for intricate marble carvings of Dilwara Temple.

Mysore

The picturesque and majestic City of Palaces has Mysore Palace, an impressive monument which houses an interesting collection of artefacts and a museum of the wodeyar dynasty, and at night is resplendent and a unique spellbinding picture decked up with thousands of lights. A city dotted with palaces, as well as several lakes, gardens and temples. A day trip to Srirangapatna is a worthwhile expedition for recapturing the history of the region and to to see the Ranganathaswamy temple and Tipu Sultan's summer palace.

Kolkata

The pride of Bengal and its cultural hub is also widely called the Grand Dame. The city has the reminisce of the British era and a visit to the Victoria Memorial, or the imposing St. Paul's Cathedral and the Greco-Romanesque Writers' Building gives a distinct glimpse into its rich cultural heritage. French colony of Chandan Nagar has several beautiful buildings, monuments and the riverside Strand. Nobel Laureate Tagore's Shanti Niketan is 180 kilometres away and makes an interesting day trip for history, art and nostalgia.

Fort Kochi

God's Own Country of Kerala rustic charm and scenic beauty – from its backwaters to its pristine beaches. Fort Kochi a gem of a destination is a ferry ride from Ernakulam and head to this sleepy, Portuguese-influenced town. Jewish Town where a synagogue is located is a must visit and surrounded by a buzzing bazaar selling everything from antiques to spices. In the evening head to Greenix Village for a session of performing art Kathakali and Kalaripayattu performance.

Bhopal

Bhopal's still has an old-world aura and charm, a rustic old town with its teeming bazaars and beautiful mosques giving a glimpse to the period and the the days of the Mughals. Mughals, built Asia's largest mosque left their legacy in the form of the Taj-Ul-Masjid, an architecture marvel with its pink façade and marble dome-topped minarets. A well-known and prominent mosque is the Moti Masjid, which is architecturally similar to Delhi's Jama Masjid. Bhimbetka – an archaeological site consisting of ancient rock shelters and paintings.

Bhubaneswar & Puri

A place famous for its impressive ancient temples is Orissa; Bhubaneswar itself has more than 700 of them! The 11th century Lingraj temple complex, the 10th century Mukteshwar temple with its exquisitely carved archway and the unique Rajarani temple with no deity are just few of these. The world-renowned seaside temple of Jagannath in Puri, where the rath yatra is worth a visit. The most elaborately carved of all the temples in Orissa is the Sun Temple at Konark (35 kilometres from Puri). Shaped like a massive chariot, this UNESCO World Heritage Site is largely in ruins, but what remains is an awe-inspiring reminder of the architectural genius of our forefathers.

Thanjavur, Tiruchirappalli & Madurai

Temples reflect a city's heritage and on that front Tamil Nadu is certainly amongst the top 10 cultural destinations in India. Visit the Brihadeeswarar Temple in Thanjavur as well as the Thanjavur Maratha Palace. Invest in a Tanjore painting. In Tiruchirappalli visit the 17th century Rock Fort, which rises spectacularly on the city's horizon and houses two rock-cut temples. Madurai, boast of the magnificent temple, you can stand in awe of the soaring gopurams (gateway towers) of the Meenakshi Amman Temple complex.

Ahmedabad

To soak in the colourful flavour of Gujrat, heritage night walk of Ahmedabad, will give glimpse of various havelis and monuments and end with a taste of local delicacies at Manek Chowk. AN understanding of unique textiles of India at the Calico Museum. Away from the city, on the banks of the Pushpavati River, is the Sun Temple in Modhera, which dates back to 1026 AD a visual treat of amazing architecture.

CULTURAL TOURISM: POSITIVE AND NEGATIVE IMPACTS

Tourism has a fairly broad typology that includes different types of tourism such as: cultural tourism (urban, archaeological, literary, etc.), natural tourism (ecotourism, agritourism, etc.), active tourism (adventure, sport, spatial, sexual, medical, religious, etc.), business tourism (business, congresses, events, incentive, etc.) and others (KABUSHKIN, 2004). The interest of people for history, art and culture in general has motivated the growth of cultural tourism, which is one that aims to enjoy cultural assets such as: historical heritage, artistic, architectural, museums, gastronomy, crafts and others; and that it represents a direct contact with different customs and populations, causing a meeting of cultures.

The UNWTO expects that within the international demand, cultural tourism will grow more than the other typologies. On cultural tourism, Iriarte makes the following observations, which allow defining the term: "Cultural tourism occurs when the attraction that calls the tourist is some kind of human production, a work of art or a set of them, a culinary tradition, a construction or an architectural set of very peculiar characteristics, a ceremony unique in its genre, a dance, there we will have cultural tourism. But cultural tourism is also coexistence with indigenous communities or fishermen, for example"

When any form of travel engages and in general moves millions of people in the world it has repercussions of very diverse nature. These repercussions, or also called impacts, can be associated to three categories according to Santana ((SANTANA TALAVERA, 1997) In his paper he wrote of the various impact of tourism in a region having broad effect and impact such as economic, physical and social and cultural impact both at micro and macro level. He broadly classified the impact into
A) Economic impact: costs and economic benefits;

B) Physical impact: spatial and environmental alterations;

C) Social and cultural impact: changes in the way of life at a collective and interpersonal level

There is always an fallout with increased travellers movement in a region and a negative repercussions of cultural tourism such as: the commercialization of culture, the falsification ,increase use of fables and blurring of facts and romanticizing of history, the increased host-guest interaction changes and has effects on the use of local language during the contact of tourists with the population, the transformation and adaptation of popular local artefact , crafts to cater to the tourist needs and demand , environmental impacts, etc. In the same coin , it is worth elaborating and emphasizing the positive aspects: the revival and maintenance of the heritage, the rebirth, celebration of history, customs, festivities and ceremonies that are forgotten or about to disappear, the attention and increased attraction to the cultural centres of business, the enhancement of the personality, interaction and cultural exchange between guest and the local population, creating a niche and positive image of the destination. Today there is a growing acknowledgement and focus on the importance to highlight cultural tourism in revitalising its own culture for the local population, which contributes to the awareness of their national identity.

NATIONAL TOURISM AND IDENTITY

In a paper written by Mendez (MÉNDEZ, 2002).He emphasized on the importance of one of the most important resource in a region is their own heritage carried forward over the years and legacy which acts as a catalyst for other travellers visiting the area ,village or town in the region and also highlights its own community evolution over a period of time . Heritage is one of the main tourist resources that has become one of the symbolic references of the identitários values of a good part of human communities. Leaving aside the initial meanings ("inheritance of the father" or "the whole of someone's property, whatever their origin"), the word heritage acquired new meanings that approach the essence of culture and the identity of their local area.

Constantly it must be kept and borne in mind that patrimonial assets do not possess, intrinsically, symbolic and identity value. On the contrary, for an object to become a heritage, it is necessary to implement a series of strategies, a process of "patrimonialization" in which society participates. It is very important to preserve the heritage, since it is a symbolic reference of the values of identity, and its conservation plays an important role, widely used by public institutions and entities of different economic nature. (MÉNDEZ, 2002).

Given its symbolic capacity to the use of word heritage, alternatively and simultaneously it is conceived to become a powerful and pervasive instrument to legitimize identities (local, regional, etc.). At the same time, with growing evidence of the commercial aspect and tourist requirement, together with the importance of the patrimonial good as the identity basis of individuals. Nations, government both central, state and local are looking beyond their meanings of identity, cultural heritage is understood as a living and evolving resource and is factored in terms of importance for tourism development; for that reason, it is more and more demanded and must be a pillar to develop strategies and plans for the future. In paper written by Santapau (SANTAPAU, 2002 he deeply emphasized that tourist coming to a region is due to a series of factors which enhances visitors experience as well giving it the local flavour. He wrote it is not a mere sale of culture, but a value for the visitors and, especially, for the local society. Therefore, it also identifies and assist the population of local citizens in the increasing awareness of their own national identity which is of

great pride, assets, additional value to teach the national heritage as a heritage of our ancestors, tradition and history full of artistic values, landscapes through cultural tourism routes.

Tourism is a harbinger and catalyst which brings us closer at every step to the local and world culture, gives us the opportunity to acknowledge both tangible element of cultural heritage (historical centres, urban landscapes, museums), as well as intangible elements (customs, legends, music, dances, traditional cooking), giving us with new perspective, knowledge, and teaches us and at the same time educates (SOCORRO, 2008).

Today its widely acknowledged the crucial role of culture and it contributes for inculcating in us the importance of core human values such as respect, tolerance, recognition and appreciation of opposing opinions, it highlights the valuation of our own personal identity, as well as the initiates knowledge of national heritage that gives us pride in our national values.

The paper addresses the need of rehabilitation and conservation of areas and historic monuments in the cities of the developing world through tourism guidelines. Tourism does not only mean traveling to a particular destination but also includes all the stay. It includes day visits & excursions and the local experiences of a visitor as well as host- guest interactions offered to a traveller / tourist in a particular geographical area. The purpose of this study is to investigate the cultural tourism, study its potential and dimensions.

India is a fast-growing tourism market to international destinations in recent years. Despite the recent outbreak of the financial crisis, the fundamentals still remain healthy for the growth of economy. As such, business travel is likely to be supported by increasing domestic consumption and leisure travel will also increase with the increasing level of disposable income.

With a long history of unique Indian culture, to gain an understanding and insights on how Indian tourists respond can help firms/ Tourism organisations to develop more effective strategies to capture the uniqueness of the local market in the modern tourism.

The prolific growth and advent of the Internet and the proliferation of review sites have enabled customers /travellers in India and globally to bring transparent to the entire world. Weblogs for example are a very important information source for international travellers for obtaining tourism advice and suggestions at specific destinations (Litwin et al., 2008). In particular, Web 2.0 serves as a channel for disseminating service experiences, being that positive or negative, becomes popular at present due to the fast development and applications of technologies. This rapid development, together with the result of word-of-mouth communications on experiencing the various aspects of traditions and rituals & living art in a place, has led to the emergence of many online feedback/reviews and bringing in awareness as well niche and offbeat, tourism products in the global perspective and emergence of cultural tourism.

LITERATURE REVIEW

The primary goal of this paper is to show the significance of cultural tourism in today's worldwide tourism industry, both from a theoretical and practical view, as one of the most dynamically emerging branches of the contemporary tourism industry.

We can say that cultural tourism is a complex ' tourism industry ' segment, its supply and offer in each region is varied and versatile. The discipline's future positions are likely to be reinforced both directly and indirectly as the goal of becoming acquainted with cultural values is rising sharply with the shift in recreational requirements.

Defining the term 'culture'

According to TYLOR (1871) culture is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society” (Tylor, 1871.) This definition by Tylor is all encompassing approach to our inquiries as the primary determinant and can be used in a broad material that opens the options for possible association with other.

On the other side, we would also like to clarify that the definition of this very complicated word is being discussed in a powerful and perhaps in an encompassing and everlasting way. Originally, anthropology indicated that culture and cultures are "distinctive bounded entities with boundaries and particular features. Cultures were static in that anthropological analyses

could capture them. They could all be detailed in their customs, practices, mores, interactions, uniqueness, and in doing so they could see the manner in which each culture was distinct from all the others.

Defining the term ‘cultural tourism’

Once again, the notion of cultural tourism is very complicated, so there is a lengthy discussion among academics about its definition and conceptualization as a result of which we find countless definitions for this word. According to one of the most significant latest articles on cultural tourism – – "there are many definitions of cultural tourism in use, leading in distinct definitions being used in cultural tourism study studies and in the field of cultural tourism."

There is a growing realisation both by the government and local population that if community are involved and with sustainable growth, in a region, growth can be managed, cultural tourism contributes to enhance the travel industry, as well as provide substantial benefits both at macro and local levels. Tourism has multiplier effect in providing employment opportunities, help alleviate poverty, strengthen local contribution, support indigenous industry and restrict the migration of youth and other marginally employed community members for lack of opportunities existing in the region. India having a heritage and history in very region, there is realisation and acceptance to that by bringing revenue to historic sites, ruins and mausoleums, tourism has the potential to enhance and safeguard heritage as well contribute to the local area recognition. Similarly, the much-needed foreign currency and investment that tourism brings has the power to revitalize traditional buildings and craft industries. On a higher plane, cultural tourism has the capacity to strengthen local people’s self-respect, values and identity, thereby safeguarding aspects of their intangible heritage and enhancing their development potential.

In the paper by Richards he wrote on extensive increase in travel due to exploration of understanding culture of other region growing Expo nationally world over . He in his paper emphasised “Culture and heritage constitute vital resources for tourism development, and tourism in turn makes an important contribution to cultural development” (Richards, 2000). Cultural and heritage tourism constitute important segments of global tourism demand.

According to the statistics provided World tourism organisation with increasing demand for travel, primary reason considered is to understand the region and ethos of the area ,37 percent of international tourism is culturally motivated, and demand is estimated to be growing at 15 percent annually (Canadian Tourism Commission, 1997).

Travellers visiting a typography understand the concept of learning from other cultures is to broaden one’s perspective which is usually a core intrinsic value and gives understanding of locals. A tourist visiting an area is showcased by an artisan how to weave a tapestry and the guest learning and understanding from them about their traditional costumes would be a form of cultural tourism.

Culture is a means for specific locations to profile themselves in a homogenizing global market. There have been particularly significant changes since the 're-discovery' of cultural tourism in the 1970s and 1980s. It is now developing into a broad market with discrete demand segments (heritage, arts tourism) and specialized and professionalized supply. This process of growth and change will undoubtedly continue in the future (Greg Richards, 2000).

The acknowledgement of customers discerning needs and demand for cultural and heritage tourism in the last few decades have highlighted the dynamic and rapidly evolving nature of the sector, The focus on trends which can be highlighted in the culture and heritage tourism market in a nation are:

1. Increase in higher levels of education and awareness in local region and a thirst for knowledge at the same time continued but slowing growth in demand.
2. Increase in identification, as well as explosion of cultural and heritage attractions and events in the local area.
3. Many heritage 'sites and monuments', focus of many cultural tourism developments is now broadening to include all aspects of culture and heritage, including popular music, gastronomy, literary fest, destination wedding and use of entire landscape.
4. The paradigm shift and growing interest of the visitor with a general interest in culture seems to be growing faster than with a specific orientation towards quaint small towns and heritage events a prime motive in terms of the number of visitors' influx to attractions.
5. The desire of communities to promote existing celebration to attain civic pride, derive benefits and for commercialization of cultural and heritage sites, with increasing growth of specialised companies offering cultural tourism, as well as the 'laissez-faire' attitudes of many local governments.

The debate and talk on cultural tourism are challenging, needing a close coordination between local, state and central government as well community engagement from the point of perspective of the practical strategy for successfully and sustainably developing a region.

METHODOLOGY

A descriptive research design with blend of Longitudinal and cross-sectional study shall be adopted. The present study is based on the secondary data published by various agencies and organizations. The present study makes use of data and information provided by, UNWTO, Ministry of Tourism, Ministry of Statistics and Programme Implementation, Newspapers, Magazines, Books, Economic journals and Internet etc.

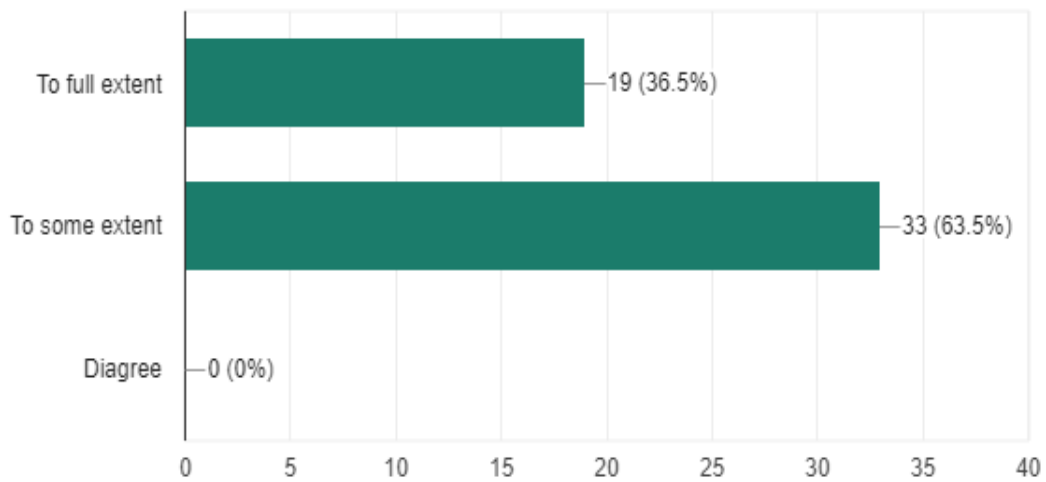
Longitudinal Study- A focus group of tourism organisations and travellers shall be conducted at various cultural tourism sites

Cross-sectional study- Primary data shall be collected through a snapshots survey from visitors and shall be analysed appropriately.

DATA COLLECTION & ANALYSIS

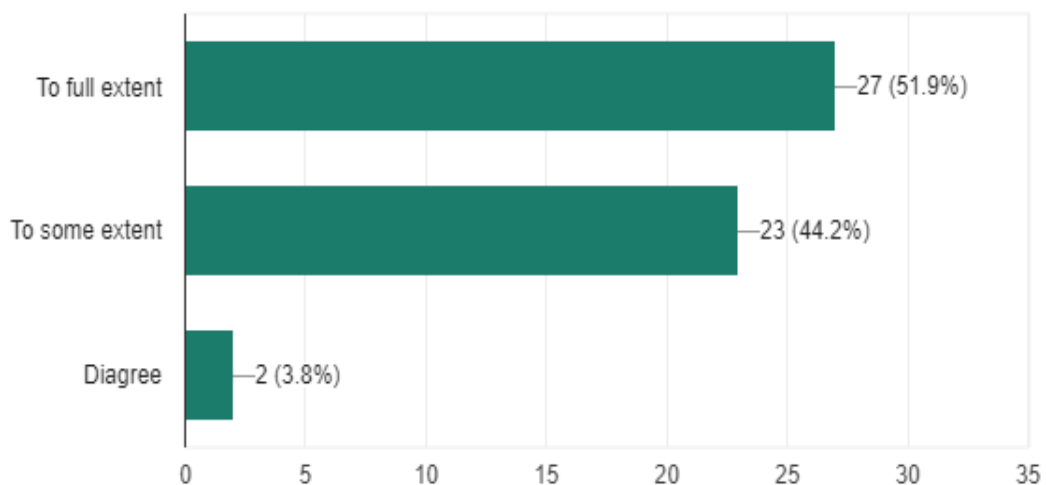
How far do you agree that the tourism Development in India has increased standard of living residing locally at the tourist places

52 responses



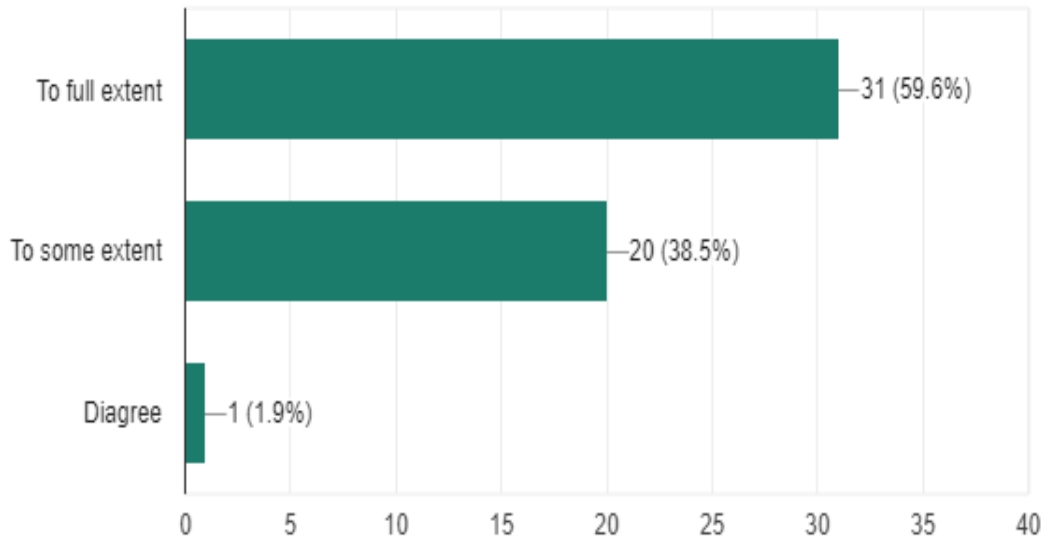
Can tourism provide better market for the local product ,If yes to what extent?

52 responses



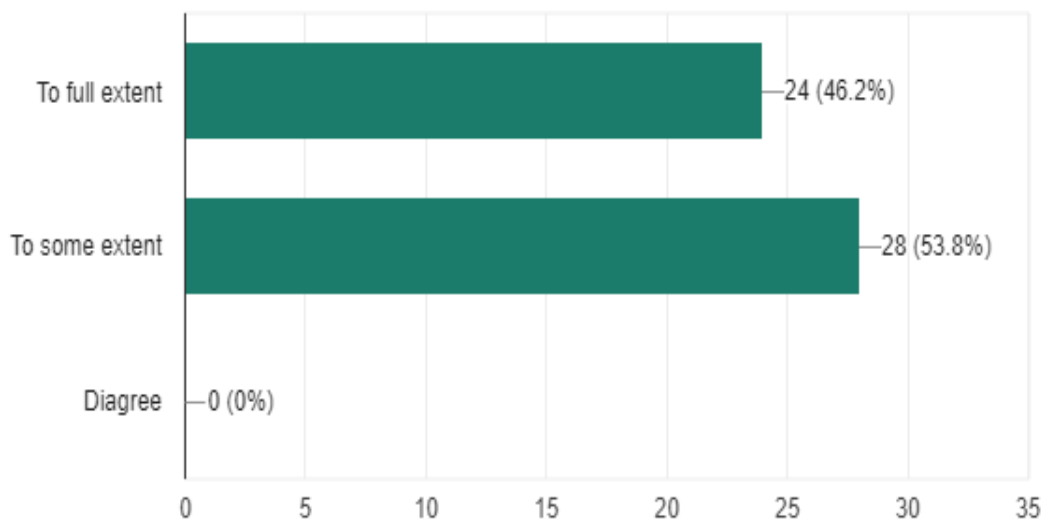
Tourism is one of a major source of earning foreign exchange to India

52 responses



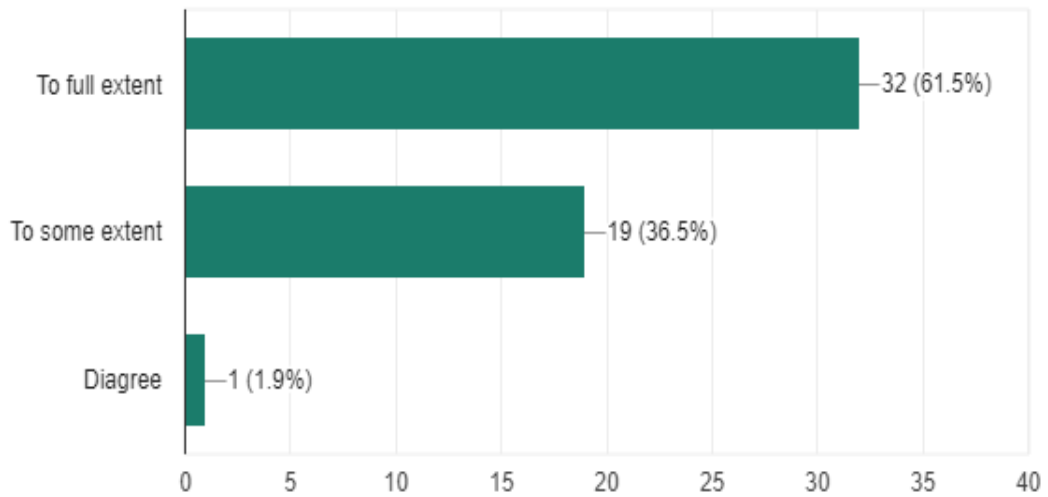
Has tourism development increased infrastructural facilities. If yes ,to what extent?

52 responses



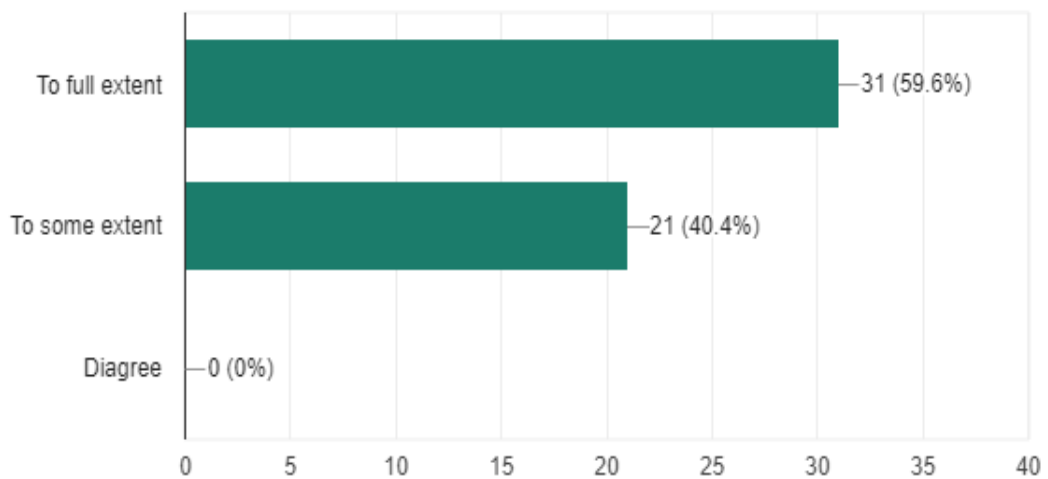
How far can tourism development be helpful in generating more employment opportunities?

52 responses



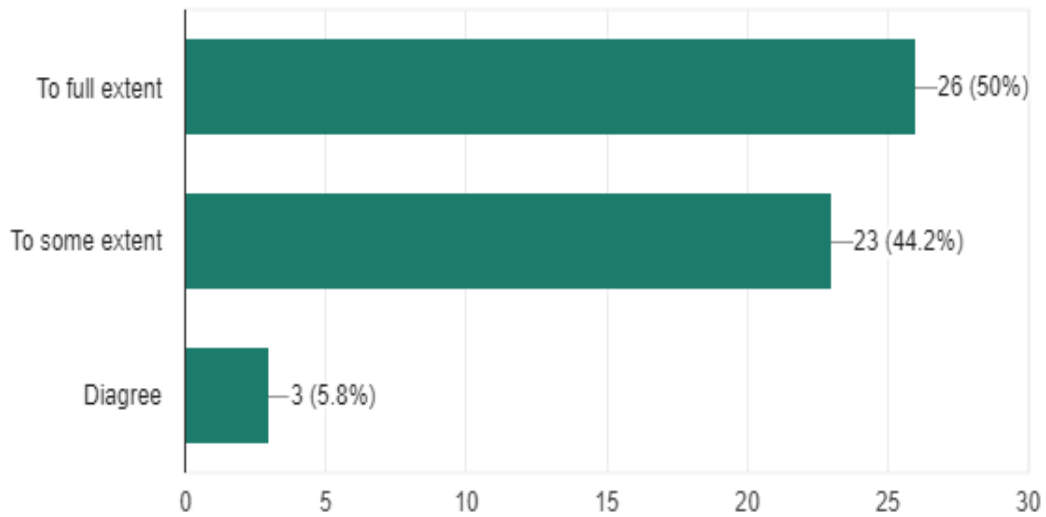
Can the tourism development be helpful for preservation of cultural heritage, If Yes, to what extent?

52 responses



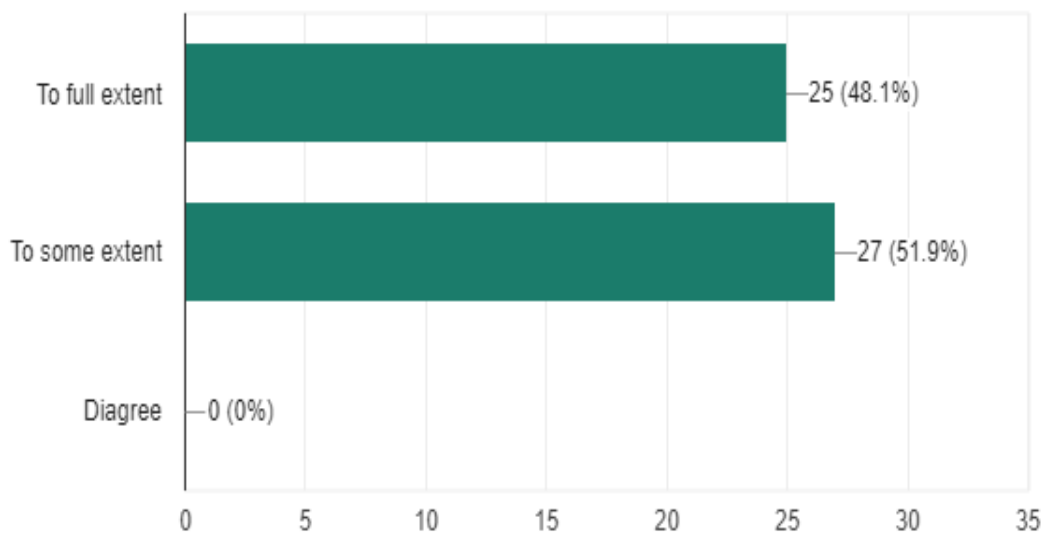
Can the tourism development save the lost traditions , If yes , to what extent?

52 responses



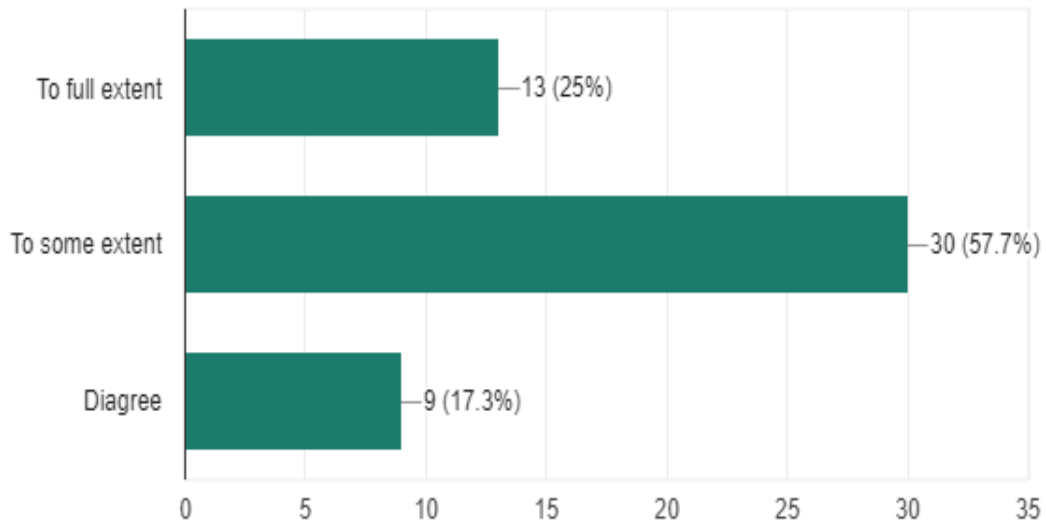
Do you agree that tourism development is helpful to generate better understanding among different culture, if yes, to what extent?

52 responses



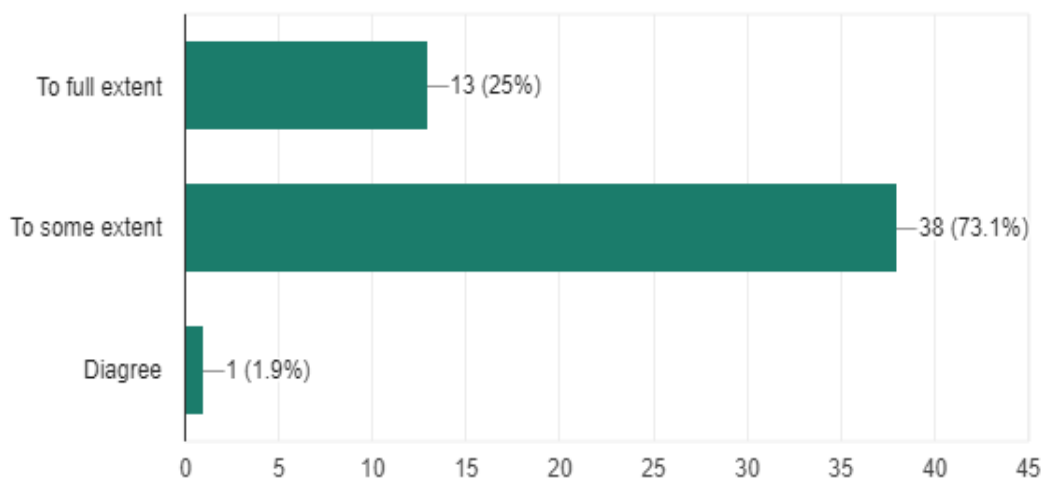
Is tourism development responsible for the deterioration of our cultural heritage, If yes, to what extent?

52 responses



How far ITDC is significant to promote Tourism and preserve our culture?

52 responses



CONCLUSION

1. The majority respondents are of the opinion that tourism development is helpful to increase their standard of living and total income.

2. Tourism has provided market for the local products and it is helpful for earning foreign exchange to the cultural tourism destinations.
3. The majority respondents are of the opinion that tourism is helpful to generate more employment opportunities in the cultural tourism destinations.
4. The increasing desire of communities to promote themselves and their existing celebration as well as living art.
5. Increasing segmentation and specialisation of tourist group and individuals leading to specific event-based promotion.
6. The government at all level understanding the role of cultural and heritage tourism in not just means of economic benefit, but also maintenance, revival and enhancing pride of the region.
7. Each region being distinctive and most cultures respond to event-based tourism, although the scale and complexity vary giving symbolic meaning to social practices.
8. Rural area, this alternative approach assists to demonstrate significant values and unique cultural identities not suppressed within the dominant culture.
9. The overcrowding and congestion are increasing at a faster rate at the cultural tourism destinations, this may lead to deterioration of the cultural heritage to some extent.
10. Lastly, ITDC is a prime mover for the promotion of domestic and foreign tourism. It will continue to play a critical role to develop and open cultural destinations for tourists.

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