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**BACHELOR OF SCIENCE
(TRAVEL AND TOURISM MANAGEMENT)**

**TOURISM RESOURCES
OF INDIA**

BTT103

Self Learning Material

R101

**BACHELOR OF SCIENCE
(TRAVEL AND TOURISM
MANAGEMENT)
TOURISM RESOURCES OF INDIA**

BTT103

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CU IDOL STUDENTS

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CU IDOL SELF LEARNING MATERIAL (SLM)



Tourism Resources of India

Course Code: BTT103

Credits: 3

Course Objectives:

- To provide basic knowledge of different tourism products of India.
- To equip the students with the understanding of domestic destinations.
- To enrich the students with the knowledge of diversified tourism resources and products.

Syllabus

- Unit 1 – Introduction of Tourism Products:** Concept and Definitions.
- Unit 2 – Introduction of Tourism Products:** Classification and Characteristics of Tourism Products.
- Unit 3 – General Product vs. Tourism Product:** Difference between Tourism Product and Other Consumer Product.
- Unit 4 – Classification of Tourism Product:** Heritage and Pilgrimage Tourism.
- Unit 5 – Classification of Tourism Product:** Art and Architecture, Historical Monuments.
- Unit 6 – Religious Tourism:** Religious and Spiritual Centers (Hindu, Buddhist, Jain, Muslim, Christian and Sikh).
- Unit 7 – Cultural Tourism:** Fairs and Festivals.
- Unit 8 – Cultural Tourism:** Classical Dance and Music, Folk Culture.
- Unit 9 – Cultural Tourism:** Handicrafts and Handlooms, Indian Cuisines.
- Unit 10 – Historical Tourism Product:** World Heritage Sites in India.
- Unit 11 – Historical Tourism Product:** Museums and Art Galleries.
- Unit 12 – Emerging Forms – Adventure Tourism:** Land-based, Aero-based and Water-based Activities, National Park and Sanctuary.
- Unit 13 – Alternate Tourism Product:** Rural Tourism and Medical Tourism.
- Unit 14 – Alternate Tourism Product:** Yoga and Wellness Tourism, Eco Tourism and Event.

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UNIT 1 INTRODUCTION OF TOURISM PRODUCTS - I

Structure

- 1.0 Learning Objective
- 1.1 Introduction
- 1.2 History of Tourism
- 1.3 The Concept of Tourism
- 1.4 Meaning of Tourism
- 1.5 Definition of Tourism
- 1.6 Components of Tourism
- 1.7 Elements of Tourism
- 1.8 Who is a Tourist?
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- 1.11 Significance of Tourism
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- 1.19 Sectors of Tourism Industry
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- 1.21 Key Words/Abbreviations
- 1.22 Learning Activity
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1.0 Learning Objective

After studying this unit, you will be able to:

- Explain concepts and meaning of tourism products
- Describe the significance and impact of tourism in India

1.1 Introduction

Tourism is travel for recreational, leisure or business purposes. Tourism has a direct impact on the national revenue for all touristic countries. It creates work opportunities, industries and several investments to serve and raise nation's performance and cultures. It also distributes their history, civilization, and traditions. Tourism is an important industry that depends on culture and science. Tourism is a term which is used to refer to that business discipline by which the visitors are attracted to a particular location which can be a state, a city, a particular heritage site or tourist destination spot, a hotel or a convention centre anything.

1.2 History of Tourism

History of Tourism can be summarized under various phases:

1. The first phase

It referred to as to as tourism before railways which represent the period before 1840 AD where traveling was primarily undertaken for the purpose of trade and pilgrimage.

In the medieval period (12th-17th century), the European had different notions of traveling. According to their belief, if someone did not visit any new places in one's own lifetime, s/he was highly neglected in the society. So, every individual was supposed to visit at least Italy, as Rome was recognized as their place of origin and a religious shrine too. This reveals that the nature of tour was spiritually oriented. But towards the late medieval period, the reason of traveling drastically changed as most people started to travel abroad for the purpose of receiving higher education during this period. The Aristocrats of the Europe used to send their children abroad for attaining higher education. This kind of tourism is called "Proto Tourism".

In the 18th century, the motive for traveling changed future. During this period, sick people started to undertake travel to 'spa' for those days, Nice in France, Baden in Germany and Carlsberg in Czechoslovakia were very popular for a spa in Europe.

Gradually, the way of taking mineral water and spa was changed to coastal areas where people believed that after taking a bath in the sea, they would get recovered. Thus, the sea bathing concept emerged. Since people started visiting coastal areas, there was a dire need to build and resorts started to emerge in such destinations.

2. The Second Phase

The second phase of tourism marks the onset of the industrial revolution. The introduction and development of railways after 1830 AD revolutionized the entire scenario of traveling. The first ever rail link between Liverpool and Manchester in the same year can be regarded as the landmark in the history of mechanized transport.

In the later years, the concept of tourism gradually evolved. In 1841 AD, Thomas Cook, a Baptist by profession, initiated the concept of a travel agency. He not only operated the travel agency but also led the group outside the London. He is regarded as the pioneer travel organizer, who led the group from Leicester to Loughborough for the first time. He is also regarded as the father of the modern tourism. A few years later, some Europeans also instigated similar activities from Cook. In 1883, an agency of Mr. Henry Lunn also conceptualized modern winter sports in Switzerland. He developed the concept of adventure tourism. The business got expanded with the development of steam engine in trains and ships and ships in the 18th century. As a result, the mobility of businessmen and labour became very popular. Though transport facilities encouraged people to visit different places, they lacked the confidence of receiving personal safety and security in destination chosen for visiting. Realizing the problem of the visitors, travel cheque, and American Express card was introduced in America in between 1872 to 1891 AD. This made the visitors more facilitated and secured.

3. The Third Phase

By the onset of the 20th century, the essential components of tourism almost reached an optimal point. The general mass also realized and perceived the educative dimension of tourism and its positive impact on the economy.

To quote Mark Twain, ‘even heaven can be boring after a while’ stood true at this juncture. A large number of people started to visit new destinations, always from their usual place of residence, during leisure for pleasure. The journey to those destinations was undertaken solely to escape their routine life. This strengthened the tourism industry and further consolidation then the existing transportation industry as well.

After the World War II, when United Nations came into existence in 1945 AD, the hostility between the countries almost became non-existence. The international barriers broke down and serene environments started to prevail. This made the ground for tourism industry more fertile and future fueled the prospects of tourism and its related industries. It is during this period the world economy experienced a landmarks growth in the tourism industry.

Finally, tourism has been recognized as one of the largest industry in the world. By 1960s, people not gave emphasis on tourism but also become conscious of environmental issues. There were uncountable visitors in coastal areas, which made the areas more polluted. Today, a lot of organizations, institutions, entrepreneurs, NGOs, INSOs and public sectors have focused more on the preservation and conservations of the environmental. Hence, the tourism of the 21st century can be market as “the century of eco-friendly tourism”.

1.3 The Concept of Tourism

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. Tourism in its modern form is not the same as travels of the early periods of human history. In the language of Jews, the word ‘Torah’ means study or search and ‘tour’ seems to have been derived from it. In Latin, the original word ‘Tornos’ stands close to it. ‘Tornos’ was a kind of round wheel-like tool hinting at the idea of a travel circuit or a package tour. In Sanskrit, ‘*Paryatan*’ means leaving one’s residence to travel for the sake of rest and for seeking knowledge. ‘*Deshatan*’ is another word which means traveling for economic benefits. ‘*Tirthatan*’ is the third equivalent which means traveling for religious purposes. Tourism as a phenomenon involves the movement of people within their own country or across the national borders. It is composed of three elements namely:

- (i) Man the human element as the creator of the act of tourism.
 - (ii) Space the physical element to be necessarily covered by the act itself.
 - (iii) Time the temporal element which is composed by the trip itself and the stay at the destination.
- These elements constitute the essential conditions for the existence of the phenomenon of tourism. There could be no tourism act without them.

The study of tourism involves the motivation and experience of the tourists on the one hand, the expectations of and adjustment made by the local residents of the concerned area, and the role played by the several interceding agencies of moving, housing, feeding, and entertaining people as they go from a place of their habitat to another for business and or pleasure. The industry primarily incorporates five groups of activities, i.e., transportation, accommodation, catering/retail, recreation, and travel related services.

Tourism brings in large amounts of income in payment for goods and services available, accounting for 30% of the world's exports of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy, associated with tourism. These service industries include transportation services such as airlines, cruise ships and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues and theatres.

Academics have defined mass tourism as travel by groups on pre-scheduled tours, usually under the organization of tourism professionals. This form of tourism developed during the second half of the 19th century in the United Kingdom and was pioneered by Thomas Cook. Cook took advantage of Europe's rapidly expanding railway network and established a company that offered affordable day trip excursions to the masses, in addition to longer holidays to Continental Europe, India, Asia and the Western Hemisphere which attracted wealthier customers. By the 1890s, over 20,000 tourists per year used Thomas Cook & Son.

Niche tourism refers to the numerous specialty forms of tourism that have emerged over the years, each with its own adjective. Many of these terms have come into common use by the tourism industry and academics. Others are emerging concepts that may or may not gain popular usage. Other terms used for niche or specialty travel forms include the term "destination" in the descriptions, such as destination weddings, and terms such as location vacation. St. Moritz, Switzerland became the cradle of the developing winter tourism in the 1860s: hotel manager Johannes Badrutt invited some summer guests from England to return in the winter to see the snowy landscape, thereby inaugurating a popular trend. It was, however, only in the 1970s when winter tourism took over the

lead from summer tourism in many of the Swiss ski resorts. Even in winter, up to one-third of all guests (depending on the location) consist of non-skiers.

1.4 Meaning of Tourism

Tourism is an activity done by an individual or a group of individuals which leads to a motion from a place to another, from a country to another for performing a specific task. It is a visit to a place or several places in the purpose of entertaining which leads to an awareness of other civilizations and cultures.

1.5 Definition of Tourism

According to Hunziker and Krapf, “Tourism as people who travel the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity”.

According to Manila, “Tourism as an activity which is essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and on their international relations”.

According to Tourism Society of England, “Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes.”

According to International Association of Scientific Experts, “Tourism is in terms of particular activities selected by choice and undertaken outside the home environment”.

1.6 Components of Tourism

There are three basic components of tourism which are also known as 3 As of tourism:

1. Accessibility

Accessibility means reach ability to the place of destination through various means of transportation. Transportation should be regular, comfortable, economical and safe. Today, there are various means of transportation like airlines, railways, surface (road transportation) and water transportation. The transportation should be there for all kinds of tourists and destinations.

2. Accommodation

It is a place where tourists can find food and shelter provided he/she is in a fit position to pay for it. There are various types of accommodation from a seven star deluxe hotel to a normal budget class hotel.

3. Attraction

Attraction is considered as the most important basic component of tourism. Attraction means anything that creates a desire in any person to travel in a specific tourist destination or attraction. Locale is another basic component of tourism. The locale may be used to include the holiday destination and what it offers to the tourist. The holiday destination may offer natural attractions. It is considered as the most important basic component of tourism. Fashion is an important factor in the demand for various tourist attractions and amenities. The tourist who visits a particular place for its natural beauty may decide to visit some other attractions due to a change in fashion.

1.7 Elements of Tourism

There are certain elements or ingredients of tourism. They are the fundamental attractions of tourism. They are:

1. Pleasing Weather

Fine weather with warm sun shine is one of the most important attractions of any tourist place. Particularly good weather plays an important role in making a holiday pleasant or an unpleasant experience.

Tourist from countries with extremes of weather visit sea beaches in search of fine weather and sunshine. Due to this, many spas and resorts along the sea coasts come into existence. In Europe, countries like Italy, Spain and Greece have developed beautiful beach resorts.

2. Scenic Attractions

No doubt, scenic attractions are very important factors in tourism. Scenery consisting of mountains, lakes, waterfalls, glaciers, forests and deserts are strong forces attracting people to visit them. Thousands and thousands of tourists are attracted by the northern slopes of the Alps in Switzerland and Austria and the southern slopes at Italy and also Himalayan mountain slopes of India and Nepal.

3. Historical and Cultural Factors

Historical and cultural interest exercised tremendous influence over travelers. Large numbers of tourists are attracted every year by the great drawing power of Stratford on Avon in England because of its association with Shakespeare or the city of Agra in India because of its famous Taj Mahal. Large number of Americans and Canadians visit London because of its historical and cultural attractions. So also, the world famous caves of Ajanta and Ellora in India are visited by tourists because of its architecture and painting.

4. Accessibility

Accessibility is another important factor of tourism. There should be accessibility for each and every location of tourist attractions. If their locations are inaccessible by the normal means of transport, it would be of little importance. All kinds of transport facilities are to be made available for such locations. The distance factor also plays an important role in determining a tourist's choice of a destination. Longer distance cost much than to short distances.

5. Amenities

Facilities are very essential for any tourist centre. They are considered necessary aid to the tourist centre. For a seaside resort facilities like swimming, boating, yachting, surf riding and such other facilities like deeming recreations and amusements is an important feature. There are two types of amenities, viz., natural and man-made. Beaches, sea-bathing, fishing, climbing, trekking, viewing, etc. are come under the former category. Various types of entertainments and facilities which cater for the special needs of the tourists come under the latter category.

6. Accommodation

The need and necessity of accommodation cannot be ignored in tourist destination. Accommodation plays a vital role in this field. Many changes have taken place in accommodation recently. New types of accommodation, particularly, holiday villages, apartment houses, camping and caravan sites, tourist cottages, etc. have become very popular. Usually, a large number of tourists visit a particular spot simply because there is a first-class hotel with excellent facilities. Today Switzerland, Holland, Austria and the Netherlands have gained reputation for good cuisine, comfort and cleanliness.

7. Safety and Security

Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors.

1.8 Who is a Tourist?

Tourist is a person who travels for pleasure, usually sightseeing and staying in hotels. He/she is supposed to leave his/her hometown in order to visit a different area for the purpose of leaving an experience of shopping, entertaining, visiting, cultural and historical attractive having fun.

According to the World Tourism Organization, “Tourists as people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

India Map

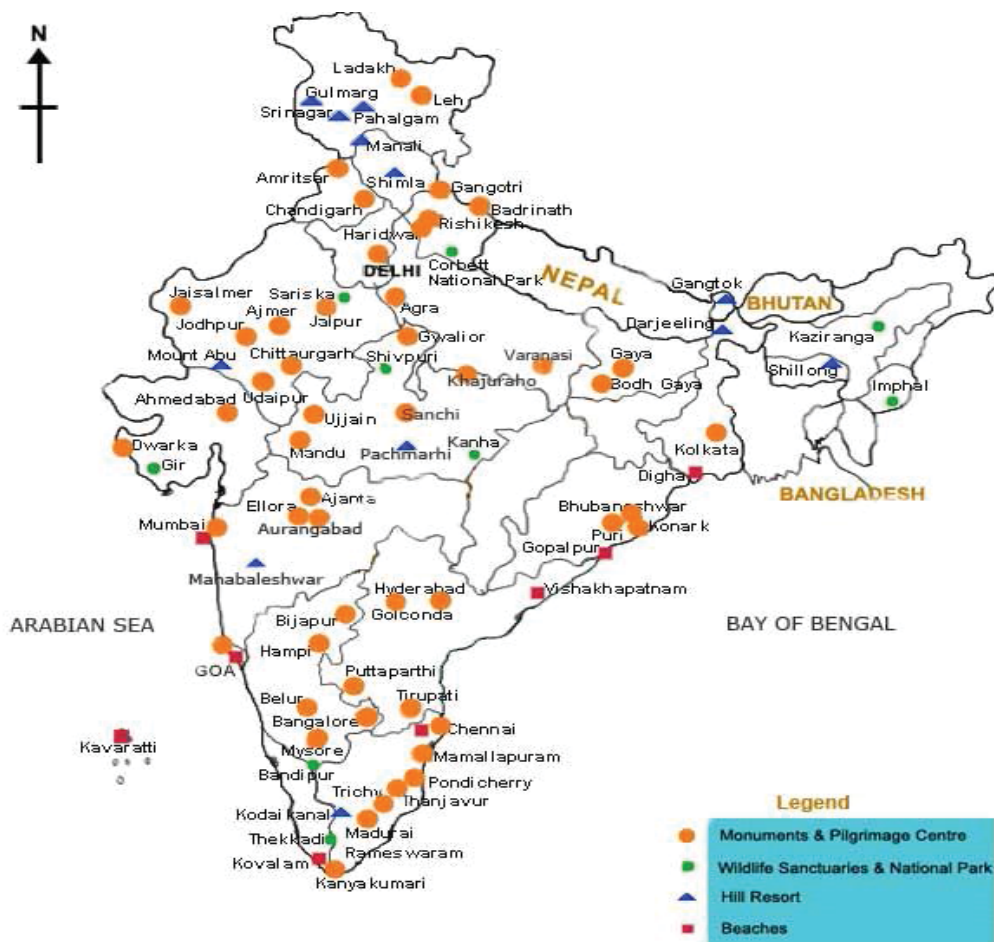


Figure: 1.1 India Map

India has been a great lure for the generations of travelers since the prehistoric times. The most attention grabbing feature of this country is that it has a rich culture and heritage with numerous people from various ethnicities and religions residing in peace and harmony. India has many things to offer to its tourists and you must have sufficient time in hand in order to explore its leading tourist destinations. Whether you are interested in wildlife, art and culture, adventure or pilgrimage tourism, India has all in store for you. The tourist maps of India are ideal for the tourists who want to have an idea of the various destinations that are located in India.

Types of Tourist

In the hospitality industry, you will be introduced to a lot of different people. As tourists, they become your customers. Certain businesses cater for certain types of tourists. Traveling Mystery Guest helps you to identify the different tourist types, which assists you in understanding the requirements.

1. Incentive Tourists

This group includes people who did not initially plan on visiting your destination. For example, a worker has accomplished his sales target and he is rewarded with a dinner for two. Since they had no intention of coming to you, they will not particularly have a set expectation. This is a good opportunity to wow a customer. These people view this reward as inspiration to work harder, and therefore it could be a good idea to build customer loyalty by adding a personal sentiment to their experience. Example: a bottle of wine with a personalized congratulations message.

2. Business Tourists

These people travel purely for business reasons. If you manage an accommodation service and you want to lure business travelers, providing them with conference rooms is probably the best way. Bring their workplace to where they are staying rather than being dependent on meeting facilities near you to bring in customers. When you have facilities available, offer them everything they may need. Water and juice in the room, lunch at a specific time and any other service they might require. These people are not specifically there to enjoy luxury but they don't want to struggle while they are busy working. Try and provide as much as possible, especially transport and internet services.

3. Leisure Tourists

This group is on holiday purely for relaxation and luxury. When accommodating some of these travelers, it would be a golden opportunity to up sell all the services your business provides. If you do not have a spa or relaxation facilities, be sure to equip these visitors with enough information of

where they can find them. Do not fuss around these customers, but be sure to provide them with everything they might need. It would be good to offer them something extra, e.g., drinks served by the pool.

4. Sport or Recreation Tourists

These tourists either take part in sports or they are there to watch sports. When you are aware of a sports event near you and the customers have informed you that they will be attending, it could be a good opportunity to provide some extra services. They might be returning at a late hour or leaving early in the morning. Ask them if they have any special preferences, for example food at a certain time. Also, try to take part in their experience by wishing them luck or saying you hope they enjoy the event.

5. Special Interest Tourists

This group is visiting because of a certain passion. It will be good to stay informed about events near your destination and interests in your location. For example, people who are staying at your lodge during a bird watching trip. This tourist type often plans their traveling very well, so you might be informed about their activities before they arrive. Always accommodate their arrival time and the reason they are visiting. As with sport tourists, you can take part in their trip by asking about their experience.

1.9 Meaning of Foreign Tourist

Foreign tourists are foreign persons admitted under tourist visas for purposes of leisure, recreation, holiday, visits to friends or relatives, health or medical treatment, or religious pilgrimage. They must spend at least a night in a collective or private accommodation in the receiving country and their duration of stay must not surpass 12 months.

1.10 Nature of Tourism

Tourism is travel for recreation, leisure, religious, family or business purposes for a limited duration. Tourism is commonly associated with national or international travel that refers to travel to another place within the same country. The nature of tourism can be summarized as follows:

- (i) **Geographical Perspective:** From a geographer's perspective, the main concern of tourism is to look into aspects like geographical location of a place, the climate, the landscape and the environment.

- (ii) **Sociological Perspective:** From a sociologist's perspective, tourism is a social activity; it is about interaction between different community's hosts and guests and encounter between different cultures.
- (iii) **Historical Perspective:** From an historian's perspective, tourism is a study of the factors instrumental in the initiation of tourism to a particular destination, the order of happenings leading to tourism development, the reasons for happening of the occurrences in that order.
- (iv) **Managerial Perspective:** From the management perspective, tourism is an industry, and therefore needs managerial skills in order to be properly managed.
- (v) **Economic Perspective:** From an economist's perspective, tourism is a major source of foreign exchange earnings, a generator of personal and corporate incomes, a creator employment and a contributor to government earnings.

1.11 Significance of Tourism

The significance of tourism can be summarized as follows:

- (i) The tourism as an instrument for economic development and employment generation, particularly in remote and backward areas has been well recognized the world over.
- (ii) It is the largest service industry globally in terms of gross revenue as well as foreign exchange earnings.
- (iii) Tourism can play an important and effective role in achieving the growth with equity objectives which we have set for ourselves.
- (iv) Tourism is one economic sector in India that has the potential to grow at a high rate and can ensure consequential development of the infrastructure of the destinations.
- (v) It has the capacity to capitalize on the success of the country in the services sector and provide sustainable models of growth.
- (vi) It has the potential to stimulate other economic sectors through its backward and forward linkages and cross-sectoral synergies with sectors like agriculture, horticulture, poultry, handicrafts, transport, construction, etc.
- (vii) Expenditure on tourism induces a chain of transactions requiring supply of goods and services from these related sectors.
- (viii) The consumption demand, emanating from tourist expenditure also includes more employment and generates a multiplier effect on the economy. As a result, additional income and employment opportunities are generated through such linkages.

- (ix) The expansion of the tourism sector can lead to large scale employment generation and poverty alleviation.
- (x) The economic benefits that flow into the economy through growth of tourism in shape of increased national and State revenues, business receipts, employment, wages and salary income, buoyancy in Central, State and local tax receipts can contribute towards overall socio-economic improvement and accelerated growth in the economy.

1.12 Impact of Tourism in India

Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below:

(a) Positive Impacts

1. **Generating Income and Employment:** Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.
2. **Source of Foreign Exchange Earnings:** Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.
3. **Preservation of National Heritage and Environment:** Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc. would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.
4. **Developing Infrastructure:** Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centres, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.

- 5. Promoting Peace and Stability:** Honey and Gilpin suggests that the tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income, diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, etc, must be addressed if peace-enhancing benefits from this industry are to be realized.

(b) Negative Impacts

- 1. Undesirable Social and Cultural Change:** Tourism sometimes led to the destruction of the social fabric of a community. The more tourists come from a place the more perceived is the risk of that place losing its identity. A good example is Goa. From the late 60s to the early 80s when the Hippy culture was at its height, Goa was a haven for such hippies. Here, they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.
- 2. Increase Tension and Hostility:** Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.
- 3. Creating a Sense of Antipathy:** Tourism brought little benefit to the local community. In most all-inclusive package tours, more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.
- 4. Adverse Effects on Environment and Ecology:** One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilization of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources. Flow of tourists to ecologically sensitive areas resulted in destruction of rare and endangered species

due to trampling, killing, disturbance of breeding habitats. Noise pollution from vehicles and public address systems, water pollution, vehicular emissions, untreated sewage, etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist spots.

1.13 Types of Tourism

The various types of tourism are as follows:

1. Sustainable Tourism

Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes and biological diversity and life support systems.

However, Butler questions the exposition of the term 'sustainable' in the context of tourism, citing its ambiguity and stating that "the emerging sustainable development philosophy of the 1990s can be viewed as an extension of the broader realization that a preoccupation with economic growth without regard to its social and environmental consequences is self-defeating in the long term." Thus, 'sustainable tourism development' is seldom considered as an autonomous function of economic regeneration as separate from general economic growth.

2. Ecotourism

Ecotourism, also known as ecological tourism, is responsible travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. It helps educate the traveler; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights.

3. Pro-poor Tourism

Pro-poor tourism, which seeks to help the poorest people in developing countries, has been receiving increasing attention by those involved in development; the issue has been addressed through small-scale projects in local communities and through attempts by Ministries of Tourism to attract large numbers of tourists. Research by the Overseas Development Institute suggests that neither is the best way to encourage tourists money to reach the poorest as only 25% or less (far less in some cases) ever reaches the poor; successful examples of money reaching the poor include mountain-climbing in Tanzania and cultural tourism in Luang Prabang, Laos.

4. Medical Tourism

When there is a significant price difference between countries for a given medical procedure, particularly in Southeast Asia, India, Eastern Europe and where there are different regulatory regimes, in relation to particular medical procedures (e.g., dentistry), traveling to take advantage of the price or regulatory differences is often referred to as “medical tourism”.

5. Educational Tourism

Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, such as in Student Exchange Programs and Study Tours or to work and apply skills learned inside the classroom in a different environment, such as in the International Practicum Training Programme.

6. Creative Tourism

Creative tourism has existed as a form of cultural tourism, since the early beginnings of tourism itself. Its European roots date back to the time of the Grand Tour, which saw the sons of aristocratic families traveling for the purpose of mostly interactive, educational experiences. More recently, creative tourism has been given its own name by Crispin Raymond and Greg Richards, who as members of the Association for Tourism and Leisure Education (ATLAS), have directed a number of projects for the European Commission, including cultural and crafts tourism, known as sustainable tourism. They have defined “creative tourism” as tourism related to the active participation of travelers in the culture of the host community, through interactive workshops and informal learning experiences.

More recently, creative tourism has gained popularity as a form of cultural tourism, drawing on active participation by travelers in the culture of the host communities they visit. Several countries offer examples of this type of tourism development, including the United Kingdom, the Bahamas, Jamaica, Spain, Italy and New Zealand.

7. Dark Tourism

One emerging area of special interest has been identified by Lennon and Foley as “dark” tourism. This type of tourism involves visits to “dark” sites, such as battlegrounds, scenes of horrific crimes or acts of genocide, for example: concentration camps. Dark tourism remains a small niche market, driven by varied motivations, such as mourning, remembrance, education, macabre curiosity or even entertainment. Its early origins are rooted in fairgrounds and medieval fairs.

8. Doom Tourism

Doom tourism trend involves traveling to places that are environmentally or otherwise threatened (the ice caps of Mount Kilimanjaro, the melting glaciers of Patagonia, The coral of the Great Barrier Reef) before it is too late. Identified by travel trade magazine Travel Age West editor-in-chief Kenneth Shapiro in 2007 and later explored in The New York Times, this type of tourism is believed to be on the rise. Some see the trend as related to sustainable tourism or ecotourism due to the fact that a number of these tourist destinations are considered threatened by environmental factors such as global warming, over population or climate change. Others worry that travel to many of these threatened locations increases an individual's carbon footprint and only hastens problems threatened locations are already facing.

9. Sports Tourism

Since the late 1980s, sports tourism has become increasingly popular. Events such as Rugby, Olympics, Commonwealth games, Asian Games and Football World Cups have enabled specialist travel companies to gain official ticket allocation and then sell them in packages that include flights, hotels and excursions.

The focus on sport and spreading knowledge on the subject, especially more so recently, lead to the increase in the sport tourism. Most notably, the international event such as the Olympics caused a shift in focus in the audience who now realize the variety of sports that exist in the world. In the United States, one of the most popular sports that usually are focused on was Football. This popularity was increased through major events like the World Cups. In Asian countries, the numerous football events also increased the popularity of football. But, it was the Olympics that brought together the different sports that lead to the increase in sport tourism. The drastic interest increase in sports in general and not just one sport caught the attention of travel companies, who then began to sell flights in packages. Due to the low number of people who actually purchase these packages than predicted, the cost of these packages plummeted initially. As the number start to rise slightly, the packages increased to regain the lost profits.

1.14 Types of Tourism in India

Tourism industry is has emerged as one of the fastest growing industries in the world and economically important for rapid growth for India. There are various types of tourism branches in Incredible India. The Ministry of Tourism has identified 10 niche products for development, promotion, to attract tourists with specific interest and India as a 365 days' tourist destination.

1. Cruise Tourism

Cruises are one of the most dynamic and the fastest growing components of the leisure industry in India. Cruises tourism is the new marketable product for India to explore beautiful coastline, undisturbed idyllic islands and virgin forests.

The coastline and inland waterways of India have the potential to develop cruise or boat house tourism. The 8 tourist Cruise circuits in India will include Ocean Cruise, River Cruise and Lake Cruise.

2. Adventure Tourism

Adventure tourism includes mountaineering, trekking, hand gliding, paragliding, bungee jumping and white water river rafting. The Ministry of Tourism has identified list of places in India for thrilling and extreme adventures sports, mostly in Gulbarga, Jammu & Kashmir, Rishikesh, Uttarakhand, Goa and Maharashtra.

3. Medical Tourism

Medical Tourism or medical travel is used for the procedures of complex specialized surgeries of human part such as joint replacement cardiac surgery, dental Surgery and cosmetic surgeries.

4. Wellness Tourism

Wellness Tourism includes a travel for less stressful lifestyle, to promote a healthier, and finding balance in one's life. Ayurveda, Yoga, Meditation, Panchakarma and Rejuvenation Therapy are among the most ancient systems of medical treatment in India and best way to promote Wellness Tourism.

5. Golf Tourism

India has several golf courses of international standards and as the sports tourism in India is gaining interest, Ministry of Tourism is creating a comprehensive and coordinated framework for promoting golf tourism in India.

6. Polo Tourism

The game of Polo is originated in India and still preserved and practiced in Kolkata Polo Club, the oldest Polo club in the world. Polo can be listed as Heritage Sports of India.

7. Ecotourism

Ecotourism also known as ecological tourism is responsible travel to fragile, pristine and usually protected areas. It will include regulated tourism in protected areas of the country.

8. Film Tourism

In an endeavour to establish India as a filming destination, Ministry of Tourism will promote Cinema of India as a sub brand of Incredible India. International Film Festivals like IFFI Goa, European Film Market and Cannes Film Festival will be held in India in future.

9. Sustainable Tourism

Sustainable Tourism includes approval and classification of hotels to the expected standards for different classes of tourists. This system will rate hotels from one star to five star and Heritage and Classic, etc.

10. Meetings Incentives Conferences Exhibitions (MICE)

Conventions and Conferences are the segment of the tourism industry. In order to promote India more effectively as a convention destination for travel industry, Ministry of Tourism set up the India Convention Promotion Bureau.

1.15 Tourism Products

A tourism product is anything that can be offered for attraction, acquisition or consumption. It includes physical objects, services, personalities, places, organizations and ideas. Tourism product is a series of interrelated services, namely services produced from various companies (economically), community services and natural services.

Tourism products are the group of elements brought together in a 'bundle' to satisfy the customer's need. It includes everything and every person they come into contact with during their stay. Tourist product is primarily an experience not a good. From customer's view, tourism product is a bundle of benefits and choose those which give them the bundle. Tourism product includes all the necessary elements of product plus luxury and status.

The tourism product is an experience of place at a particular time. The basics of the tourist product formulation are selling experiences, which they cannot get at home. They buy the experience, which is different from every day's job.

The tourist product is the physical and psychological satisfaction it provides to tourists during their traveling route and at the destinations. A tourist product is an object that attracts tourists having elements: accommodation, transportation, dining and entertainment as well as attraction and tours.

1.16 Components of Tourism Product

The tourism product may be defined as a bundle or package of tangible and intangible components based on activity at a destination. A tourism is made of 4 As, i.e., attraction, accommodation, accessibility and amenities.

1. Attraction

Attractions are those elements which determine the choice of tourist. They create a desire to travel, motivate to travel. Attraction comprises natural attractions, man-made attractions, event attractions, built-in attractions, cultural and social attractions and supplementary attractions.

2. Accommodation

Accommodation plays a vital role and basic to tourist destinations. The range of accommodation is quite varied and has undergone considerable change since the half of century. For the purpose of classification, all tourist accommodation has been divided into two groups, service accommodation and supplementary accommodation. Service accommodation are the hotels, lodges, resorts, inns, etc. operating as business enterprises and provide housekeeping facilities. Supplementary accommodations are not registered as tourism organization but provide accommodation facilities as Dharmashalas, camping grounds, youth hostels, etc.

3. Accessibility

Access is a subject of transport infrastructure and transport technology. It is a means by which a tourist can reach the area where attractions are located. It is related to the possibility to visit, to feel, to see or to acquire the experience. If tourist destinations are located in places where no transport can reach or where there are adequate transport facilities, they become of little value. Accessibility is not to have any travel barriers.

4. Amenities

Facilities are a necessary aid to the tourist centre. Amenities are the facilities and services added with attraction, accommodation and accessibility to create the tourism. Certain other natural amenities

such as spacious waters for the purpose of sailing or the opportunities of fishing and hunting are also very important without amenities a destination will be a place, accommodation will be a local hotel, a transport will be local transport, etc.

1.17 Types of Tourist Products

Various types of Tourist Products are as follows:

1. Convenience Tourism Products

They are bought to satisfy immediate desire. Tourists buy convenience products usually without significant planning. The examples of convenience tourism products are fast food, cold drinks, small souvenirs, a visit to museum, etc. Convenient sales outlets, intensive distribution, and attraction of the sales shop are the marketing consideration.

2. Shopping Tourism Products

They are more expensive than convenience products. Buying these products involves shopping comfort. Tourists want to compare quality, service agency. Thamel and Pokhara travel business organisations are the examples of shopping tourism market. Role of retailers, counter sale and salesmanship are very important marketing considerations.

3. Specialty Tourism Products

They are expensive and involve high risk from tourist side. They make effort to buy these types of products. Airline ticket, mountaineering and expedition, Tibet tours, etc. are some of the examples of specialty tourist product.

1.18 Tourism Industry

Tourism industry can be defined as the set of industries which facilitate by providing infrastructure and products and services and make possible traveling for different purposes and traveling to places of leisure and business interests. Tourism industry is all about providing necessary means to assist tourists throughout their traveling.

The industry is referred to as travel and tourism industry and also simply as travel industry. Travel is although little different and does not always mean tourism yet tourism industry is often called as travel industry. This is due to the fact that in business, monetary and economic terms travel is usually considered as tourism.

1.19 Sectors of Tourism Industry

Important sectors of Tourism Industry are as follows:

1. Accommodation

Accommodation is one of the basic needs for any tourism activity. Travelers and tourists need lodging for rest, while they are on a tour. Accommodation in the form of low budget lodges/hotels to world class luxury hotels is available at all the major tourist destinations to provide the tourist a home away from home.

2. Food and Beverage Services

Food and Beverage Services is a process of preparing, presenting and serving of food and beverages to the customers through restaurants, food stalls, etc. It also includes all the companies involved in processing raw food materials, packaging, and distributing them. The food and beverage sector grew out of simple origins: as people traveled from their homes, going about their business, they often had a need or desire to eat or drink. Others were encouraged to meet this demand by supplying food and drink. As the interests of the public became more diverse, so too did the offerings of the food and beverage sector.

3. Recreation and Entertainment

The Recreation and Entertainment industry includes myriad activities that range from bird watching and salmon fishing to horseback riding, whitewater rafting, golfing, wilderness trekking and educational visits to entertaining stops. Regardless of size, these venues need people to work in gift shops and restaurants, as well as help maintain the facilities, manage the operations and promote the attractions.

4. Transportation and Travel Services

Tourism is generally regarded as the act of traveling to a different location, for either business or pleasure purposes. However, it actually has quite a specific definition: the act of traveling to another environment, for at least 24 hours, but for no longer than one year, for purposes related to business or leisure. A tourist is generally only classed as such if they stay in overnight accommodation situated in the location they travel to. By its very nature, tourism involves a round trip, rather than travel in one direction only. With this in mind, the tourism industry refers to all aspects of the service industry that cater to tourists.

1.20 Summary

Tourism is travel for recreational, leisure or business purposes. Tourism has a direct impact on the national revenue for all touristic countries. It creates work opportunities, industries and several investments to serve and raise nation's performance and cultures. It also distributes their history, civilization, and traditions. Tourism is an important industry that depends on culture and science. Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. Tourism in its modern form is not the same as travels of the early periods of human history.

Tourism is an activity done by an individual or a group of individuals which leads to a motion from a place to another, from a country to another for performing a specific task. It is a visit to a place or several places in the purpose of entertaining which leads to an awareness of other civilizations and cultures.

Accessibility means reach ability to the place of destination through various means of transportation. Transportation should be regular, comfortable, economical and safe. Today, there are various means of transportation like airlines, railways, surface (road transportation) and water transportation. The transportation should be there for all kinds of tourists and destinations.

Attraction is considered as the most important basic component of tourism. Attraction means anything that creates a desire in any person to travel in a specific tourist destination or attraction. Locale is another basic component of tourism. The locale may be used to include the holiday destination and what it offers to the tourist. The holiday destination may offer natural attractions. It is considered as the most important basic component of tourism. Fashion is an important factor in the demand for various tourist attractions and amenities. The tourist who visits a particular place for its natural beauty may decide to visit some other attractions due to a change in fashion.

Tourist is a person who travels for pleasure, usually sightseeing and staying in hotels. He/she is supposed to leave his/her hometown in order to visit a different area for the purpose of leaving an experience of shopping, entertaining, visiting, cultural and historical attractive having fun.

Foreign tourists are foreign persons admitted under tourist visas for purposes of leisure, recreation, holiday, visits to friends or relatives, health or medical treatment, or religious pilgrimage. They must spend at least a night in a collective or private accommodation in the receiving country and their duration of stay must not surpass 12 months.

Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes and biological diversity and life support systems.

Sustainable development implies “meeting the needs of the present without compromising the ability of future generations to meet their own needs”. Sustainable tourism can be seen as having regard to ecological and socio-cultural carrying capacities and includes involving the community of the destination in tourism development planning.

Tourism industry is has emerged as one of the fastest growing industries in the world and economically important for rapid growth for India. There are various types of tourism branches in Incredible India. The Ministry of Tourism has identified 10 niche products for development, promotion, to attract tourists with specific interest and India as a 365 days’ tourist destination.

A tourism product is anything that can be offered for attraction, acquisition or consumption. It includes physical objects, services, personalities, places, organizations and ideas. Tourism product is a series of interrelated services, namely services produced from various companies (economically), community services and natural services.

1.21 Key Words/Abbreviations

- **Tourism:** Tourism is an activity done by an individual or a group of individuals which leads to a motion from a place to another.
- **Tourist:** Tourist is a person who travels for pleasure, usually sightseeing and staying in hotels.
- **Foreign Tourist:** Foreign tourists are foreign persons admitted under tourist visas for purposes of leisure.
- **Sustainable Tourism:** Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes and biological diversity and life support systems.
- **Ecotourism:** Ecotourism, also known as ecological tourism, is responsible travel to fragile, pristine, and usually protected areas.
- **Pro-poor Tourism:** Pro-poor tourism, which seeks to help the poorest people in developing countries.

- **Recession Tourism:** Recession tourism is a travel trend, which evolved by way of the world economic crisis.
- **Medical Tourism:** When there is a significant price difference between countries for a given medical procedure.
- **Educational Tourism:** Educational tourism developed, because of the growing popularity of teaching and learning of knowledge.
- **Creative Tourism:** Creative tourism has existed as a form of cultural tourism, since the early beginnings of tourism itself.
- **Dark Tourism:** One emerging area of special interest has been identified by Lennon and Foley as “dark” tourism.
- **Doom Tourism:** Doom tourism trend involves traveling to places that are environmentally or otherwise threatened.
- **Sports Tourism:** Since the late 1980s, sports tourism has become increasingly popular.
- **Adventure Tourism:** Adventure tourism includes mountaineering, trekking, hand gliding, paragliding, bungee jumping and white water river rafting.
- **Golf Tourism:** India has several golf courses of international standards and as the sports tourism in India is gaining interest.
- **Polo Tourism:** The game of Polo is originated in India and still preserved and practiced in Kolkata Polo Club.
- **Tourism Product:** A tourism product is anything that can be offered for attraction, acquisition or consumption.
- **Tourism Industry:** Tourism industry can be defined as the set of industries which facilitate by providing infrastructure and products.

1.22 Learning Activity

1. You are required to prepare a report on origin and revolution of the concept Tourism.

2. You are suggested to identify the impacts of Tourism Industry in Indian economy.

1.23 Unit End Exercises

Descriptive Type Questions

1. What is Tourism? Discuss the history of Tourism.
2. Briefly explain the concept of Tourism.
3. Who is a Tourist? Discuss various types of tourist.
4. Explain significance of Tourism.
5. Discuss impacts of Tourism in India.
6. Explain various types of Tourism.
7. What is Tourism Product? Explain the components of Tourism Product.
8. Discuss various types of Tourist Products.

Multiple Choice Questions

1. When the word tourist was used?
(a) 1772 (b) 1777
(c) 1823 (d) 1820
2. When the Cox & Kings was the first official travel company to be formed?
(a) 1824 (b) 1758
(c) 1776 (d) 1811
3. What is an activity done by an individual or a group of individuals which leads to a motion from a place to another?
(a) Tourism (b) Civilizations and cultures
(c) Tourist (d) All the above

4. Which of the following is the component of Tourism?
 - (a) Accessibility
 - (b) Accommodation
 - (c) Attraction
 - (d) All the above
5. Which of the following is the type of Tourism?
 - (a) Sustainable Tourism
 - (b) Ecotourism
 - (c) Recession Tourism
 - (d) All the above
6. Which of the following is not the type of tourist?
 - (a) Incentive tourists
 - (b) Business tourists
 - (c) Leisure tourists
 - (d) Professional tourists
7. Which of the following is the positive impact of Tourism in India?
 - (a) Generating Income and Employment
 - (b) Source of Foreign Exchange Earnings
 - (c) Developing Infrastructure
 - (d) All the above

Answers:

1. (a), 2. (b), 3. (a), 4. (d), 5. (d)
6. (d), 7. (d)

1.24 References

References of this unit have been given at the end of the book.



UNIT 2 INTRODUCTION OF TOURISM PRODUCTS - II

Structure

- 2.0 Learning Objective
- 2.1 Introduction
- 2.2 Tourism Products
- 2.3 Classification of Tourism Products
- 2.4 Characteristics of Tourism Products
- 2.5 Summary
- 2.6 Key Words/Abbreviations
- 2.7 Learning Activity
- 2.8 Unit End Exercises
- 2.9 References

2.0 Learning Objective

After studying this unit, you will be able to:

- Explain the classification of tourism products
- Elaborate characteristics of tourism products

2.1 Introduction

Tourism product can be defined as the sum of physical and psychological satisfaction it provides to tourists during their traveling route to the destination. Tourism product is something that can be offered to tourists to visit a tourist destination. The products which satisfy the leisure, pleasure, religious or business needs at places other than the normal place of residence are known as tourism products.



2.2 Tourism Products

Tourism products are offered in the market with a cost. Tourism products are the prime reason for tourist to choose a destination. Tourism product helps in fetching revenue for the destination.

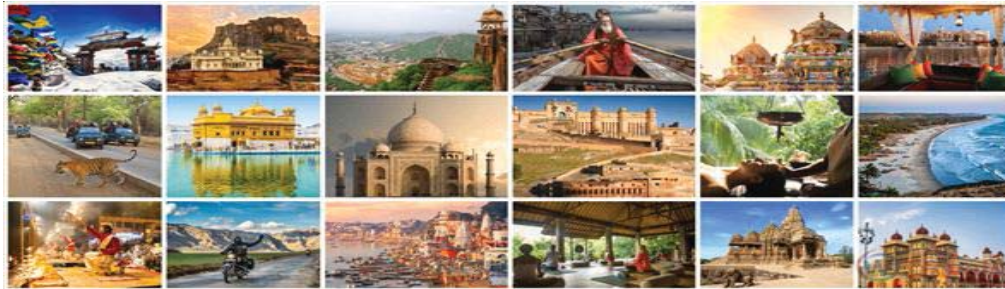


Figure: 2.1 Tourism Products

The tourist product focuses on facilities and services designed to meet the needs of the tourist. It can be seen as a composite product, as the sum total of a country's tourist attractions, transport, and accommodation and of entertainment which result in customer satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc. The tourist product can be analysed in terms of its attraction, accessibility and accommodation. Attractions are those elements in a product which determine the choice made by particular tourist to visit one particular destination rather than another. The attractions could be cultural, like sites and areas of archaeological interest, historical buildings and monuments, flora and fauna, beach resorts, mountains, national parks or events like trade fairs, exhibitions, arts and music festivals, games, etc. Tourist demands are also very much susceptible to changes in fashion.

2.3 Classification of Tourism Products

Tourism Products are classified into the following categories:

1. Natural Tourism Products

Natural attractions are geographical or biological features that have a specific appeal to the tourism market. Globally, there are countless varieties of natural attractions no two natural attractions are the same because they have been shaped by the unique natural forces of the surrounding environment.

Natural attractions include deserts, polar regions, rainforests, alpine areas, woodlands, grasslands, mountains, beaches, swamps, caves, oceans, cliffs and rivers, as well as the unique life forms that inhabit those environments (animals, birds, insects and plants).



Figure: 2.2 Natural Tourism Products

Tourists are attracted to natural sites by their images of what that environment might have to offer. While a site might not be quite what was imagined, it should never disappoint and it should always provide an experience that is both aesthetically and intellectually pleasing. This means that aside from the natural beauty of the place, the site should be managed to meet at least minimum expectations of a clean, healthy, flourishing environment. Otherwise, tourism at that site or in that region will fail. Therefore, protection and preservation of the environment in its natural state, or as close to it as possible, is essential, as is the development of sensitively designed facilities, including pathways, picnic areas, accommodation, and service areas. Tourism success at natural sites, and increasingly at urban sites, depends on the quality of the environment. Good tourism development involves protecting that environment whilst allowing for safe and sensitive access to its attractions. Sometimes, it is a simple matter of clearing a trail through a rain forest and careful planning and consultation to anticipate and prevent potential harm. Some environments are inherently more fragile than others. The environment of a tropical island, for instance, is easily damaged and the impact of moderate tourism on a small island can be much worse than on the mainland.

Types of Natural Tourism Products

(a) Beaches

Beach is a landform alongside a body of water which consists of loose particles. The particles composing a beach are typically made from rock, such as sand, gravel, shingle, pebbles, etc. The particles can also be biological in origin, such as mollusc shells or coralline algae.

Some beaches have man-made infrastructure, such as lifeguard posts, changing rooms, showers, shacks and bars. They may also have hospitality venues (such as resorts, camps, hotels and restaurants) nearby. Wild beaches, also known as undeveloped or undiscovered beaches, are not developed in this manner. Wild beaches can be appreciated for their untouched beauty and preserved nature. Beaches typically occur in areas along the coast where wave or current action deposits and reworks sediments.

(b) Islands

An island or isle is any piece of sub-continental land that is surrounded by water. Very small islands such as emergent land features on atolls can be called islets, skerries, cays or keys. An island in a river or a lake island may be called an eyot or ait, and a small island off the coast may be called a holm. Sedimentary islands in the Ganges delta are called chars. A grouping of geographically or geologically related islands, such as the Philippines, is referred to as an archipelago.

Types of Island

- (i) **Continental islands:** Continental islands are bodies of land that lie on the continental shelf of a continent. Examples are Borneo, Java, Sumatra, Sakhalin, Taiwan and Hainan off Asia; New Guinea, Tasmania, and Kangaroo Island off Australia; Great Britain, Ireland, and Sicily off Europe; Greenland, Newfoundland, Long Island, and Sable Island off North America; and Barbados, the Falkland Islands, and Trinidad off South America. A special type of Continental Island is the micro-continental island, which is created when a continent is rifted. Examples are Madagascar and Socotra off Africa, New Caledonia, New Zealand, and some of the Seychelles.

Another subtype is an island or bar formed by deposition of tiny rocks where water current loses some of its carrying capacity.

- (ii) **Oceanic islands:** Oceanic islands are islands that do not sit on continental shelves. The vast majority are volcanic in origin, such as Saint Helena in the South Atlantic Ocean. The few oceanic islands that are not volcanic are tectonic in origin and arise where plate movements have lifted up the ocean floor above the surface. Examples are Saint Peter and Paul Rocks in the Atlantic Ocean and Macquarie Island in the Pacific.

One type of volcanic oceanic island is found in a volcanic island arc. These islands arise from volcanoes where the subduction of one plate under another is occurring. Examples are the Aleutian Islands, the Mariana Islands, and most of Tonga in the Pacific Ocean. The only examples in the Atlantic Ocean are some of the Lesser Antilles and the South Sandwich Islands.

An atoll is an island formed from a coral reef that has grown on an eroded and submerged volcanic island. The reef rises to the surface of the water and forms a new island. Atolls are typically ring-shaped with a central lagoon. Examples are the Line Islands in the Pacific and the Maldives in the Indian Ocean.

- (iii) **Tropical islands:** Plane landing on an airport island, Velana International Airport, Hulhulé Island, Maldives, approximately 45,000 tropical islands with an area of at least 5 hectares (12 acres) exist. Examples formed from coral reefs include Maldives, Tonga, Samoa, Nauru and Polynesia. Granite islands include Seychelles and Tioman and volcanic islands such as Saint Helena. The socio-economic diversity of tropical islands ranges from the Stone Age societies in the interior of Madagascar, Borneo and Papua New Guinea to the high-tech lifestyles of the city islands of Singapore and Hong Kong. International tourism is a significant factor in the economy of many tropical islands including Seychelles, Sri Lanka, Mauritius, Réunion, Hawaii, Puerto Rico and the Maldives.

(c) Mountains and Hills

Mountain is a large landform that rises above the surrounding land in a limited area, usually in the form of a peak. A mountain is generally steeper than a hill. Mountains are formed through tectonic forces or volcanism. These forces can locally raise the surface of the earth. Mountains erode slowly through the action of rivers, weather conditions and glaciers. A few mountains are isolated summits, but most occur in huge mountain ranges.

High elevations on mountains produce colder climates than at sea level. These colder climates strongly affect the ecosystems of mountains: different elevations have different plants and animals. Because of the less hospitable terrain and climate, mountains tend to be used less for agriculture and more for resource extraction and recreation, such as mountain climbing.

The highest mountain on Earth is Mount Everest in the Himalayas of Asia, whose summit is 8,850 m (29,035 ft) above mean sea level. The highest known mountain on any planet in the Solar System is Olympus Mons on Mars at 21,171 m (69,459 ft).

There are three main types of mountains: volcanic, fold and block. All three types are formed from plate tectonics: when portions of the Earth's crust move, crumple and dive. Compressional forces, isostatic uplift and intrusion of igneous matter forces surface rock upward, creating a landform higher than the surrounding features. The height of the feature makes it either a hill or, if higher and steeper, a mountain. Major mountains tend to occur in long linear arcs, indicating tectonic plate boundaries and activity.

- (i) **Volcanoes:** Volcanoes are formed when a plate is pushed below another plate, or at a mid-ocean ridge or hotspot. At a depth of around 100 km, melting occurs in rock above the slab (due to the addition of water), and forms magma that reaches the surface. When the magma reaches the surface, it often builds a volcanic mountain, such as a shield volcano or a stratovolcano. Examples of volcanoes include Mount Fuji in Japan and Mount Pinatubo in the Philippines. The magma does not have to reach the surface in order to create a mountain: magma that solidifies below ground can still form dome mountains, such as Navajo Mountain in the US.
- (ii) **Fold mountains:** Fold mountains occur when two plates collide: shortening occurs along thrust faults and the crust is overthickened. Since the less dense continental crust "floats" on the denser mantle rocks beneath, the weight of any crustal material forced upward to form hills, plateaus or mountains must be balanced by the buoyancy force of a much greater volume forced downward into the mantle. Thus the continental crust is normally much thicker under mountains, compared to lower lying areas. Rock can fold either symmetrically or asymmetrically. The upfolds are anticlines and the downfolds are synclines: in asymmetric folding there may also be recumbent and overturned folds. The Balkan Mountains and the Jura Mountains are examples of fold mountains.
- (iii) **Block mountains:** Block mountains are caused by faults in the crust: a plane where rocks have moved past each other. When rocks on one side of a fault rise relative to the other, it can form a mountain. The uplifted blocks are block mountains or horsts. The intervening dropped blocks are termed graben: these can be small or form extensive rift valley systems.

This form of landscape can be seen in East Africa, the Vosges, the Basin and Range Province of Western North America and the Rhine valley. These areas often occur when the regional stress is extensional and the crust is thinned.

(d) Desert

A desert is a barren area of landscape where little precipitation occurs and, consequently, living conditions are hostile for plant and animal life. The lack of vegetation exposes the unprotected surface of the ground to the processes of denudation. About one-third of the land surface of the world is arid or semi-arid. This includes much of the polar regions where little precipitation occurs and which are sometimes called polar deserts or “cold deserts”. Deserts can be classified by the amount of precipitation that falls, by the temperature that prevails, by the causes of desertification or by their geographical location.

Deserts are formed by weathering processes as large variations in temperature between day and night put strains on the rocks which consequently break in pieces. Although rain seldom occurs in deserts, there are occasional downpours that can result in flash floods. Rain falling on hot rocks can cause them to shatter and the resulting fragments and rubble strewn over the desert floor are further eroded by the wind. This picks up particles of sand and dust and wafts them aloft in sand or dust storms. Wind-blown sand grains striking any solid object in their path can abrade the surface. Rocks are smoothed down, and the wind sorts sand into uniform deposits. The grains end up as level sheets of sand or are piled high in billowing sand dunes. Other deserts are flat, stony plains where all the fine material has been blown away and the surface consists of a mosaic of smooth stones. These areas are known as desert pavements and little further erosion takes place.

(e) Wildlife (Flora and Fauna)

Wildlife traditionally refers to undomesticated animal species, but has come to include all organisms that grow or live wild in an area without being introduced by humans. Wildlife can be found in all ecosystems. Deserts, forests, rainforests, plains, grasslands, and other areas, including the most developed urban areas, all have distinct forms of wildlife. While the term in popular culture usually refers to animals that are untouched by human factors, most scientists agree that much wildlife is affected by human activities.

The term flora in Latin means “Goddess of the Flower.” Flora is a collective term for a group of plant life found in a particular region. The whole plant kingdom is represented by this name.

Flora is classified and differentiated based on many factors. The best one among them is the area in which they grow or are found. Some grow in desert regions or in water, some are found in hilly areas while some are endemic to a specific geographic location.

According to the place at which they grow, they have adaptations also. For example, Cactus plants are naturally seen in deserts. They have adaptations like modified leaves or prickles to preserve water and protect themselves from predators.

The agricultural flora consists of plants cultivated by men for their use. Horticulture is the practice of growing ornamental and decorative flowers which are also known as garden flora.

Fauna represents the animal life indigenous to a region. There are many explanations regarding the origin of the word. As per Roman mythology, Fauna or “Faunus” is the name of the goddess of fertility. Another source is “Fauns” which means “Forest spirits”.

Animal kingdom comprises of a variety of animal life forms. Hence, the classification of fauna is much more complex than the floral division.

Most of these reports are just tall tales but until recently, a few have documented through actual physical evidence and scientific scrutiny. One such example is the colossal squid. This cryptid has been allegedly been sighted since the 17th and 18th century, often being cited in the diaries and logbooks of sailors.

(f) Caves

A cave or cavern is a natural void in the ground, specifically a space large enough for a human to enter. Caves often form by the weathering of rock and often extend deep underground. The word cave can also refer to much smaller openings such as sea caves, rock shelters, and grottos, though strictly speaking a cave is exogene, meaning it is deeper than its opening is wide, and a rock shelter is endogene. Speleology is the science of exploration and study of all aspects of caves and the cave environment. Visiting or exploring caves for recreation may be called caving, potholing, or spelunking.

- (i) Solutional cave:** Solutional caves or karst caves are the most frequently occurring caves. Such caves form in rock that is soluble; most occur in limestone, but they can also form in

other rocks including chalk, dolomite, marble, salt and gypsum. Rock is dissolved by natural acid in groundwater that seeps through bedding planes, faults, joints, and comparable features. Over time, cracks enlarge to become caves and cave systems.

The largest and most abundant solutional caves are located in limestone. Limestone dissolves under the action of rainwater and groundwater charged with H_2CO_3 (carbonic acid) and naturally occurring organic acids. The dissolution process produces a distinctive landform known as karst, characterized by sinkholes and underground drainage. Limestone caves are often adorned with calcium carbonate formations produced through slow precipitation. These include flowstones, stalactites, stalagmites, helictites, soda straws and columns. These secondary mineral deposits in caves are called speleothems.

- (ii) **Primary cave:** Lava tubes are formed through volcanic activity and are the most common primary caves. As lava flows downhill, its surface cools and solidifies. Hot liquid lava continues to flow under that crust, and if most of it flows out, a hollow tube remains. Such caves can be found in the Canary Islands, Jeju-do, the basaltic plains of Eastern Idaho, and in other places. Kazumura Cave near Hilo, Hawaii is a remarkably long and deep lava tube; it is 65.6 km long (40.8 mi). Lava caves include but are not limited to lava tubes. Other caves formed through volcanic activity include rifts, lava molds, open vertical conduits, inflationary, blisters, among others.
- (iii) **Sea cave or littoral cave:** Sea caves are found along coasts around the world. A special case is littoral caves, which are formed by wave action in zones of weakness in sea cliffs. Often these weaknesses are faults, but they may also be dykes or bedding-plane contacts. Some wave-cut caves are now above sea level because of later uplift. Elsewhere, in places such as Thailand's Phang Nga Bay, solutional caves have been flooded by the sea and are now subject to littoral erosion. Sea caves are generally around 5 m to 50 m (16 to 164 ft) in length, but may exceed 300 m (980 ft).

(g) Glaciers

A glacier is a persistent body of dense ice that is constantly moving under its own weight. A glacier forms where the accumulation of snow exceeds its ablation (melting and sublimation) over many years, often centuries. Glaciers slowly deform and flow due to stresses induced by their

weight, creating crevasses, seracs, and other distinguishing features. They also abrade rock and debris from their substrate to create landforms such as cirques and moraines. Glaciers form only on land and are distinct from the much thinner sea ice and lake ice that form on the surface of bodies of water.

On Earth, 99% of glacial ice is contained within vast ice sheets (also known as “continental glaciers”) in the Polar Regions, but glaciers may be found in mountain ranges on every continent including Oceania’s high-latitude oceanic island countries such as New Zealand. Between 35°N and 35°S, glaciers occur only in the Himalayas, Andes, Rocky Mountains, a few high mountains in East Africa, Mexico, New Guinea and on Zard Kuh in Iran. Glaciers cover about 10% of Earth’s land surface. Continental glaciers cover nearly 13 million km² (5 million sq mi) or about 98% of Antarctica’s 13.2 million km² (5.1 million sq mi), with an average thickness of 2,100 m (7,000 ft). Greenland and Patagonia also have huge expanses of continental glaciers. The volume of glaciers, not including the ice sheets of Antarctica and Greenland, has been estimated as 170,000 km³.

Glacial ice is the largest reservoir of fresh water on Earth. Many glaciers from temperate, alpine and seasonal polar climates store water as ice during the colder seasons and release it later in the form of meltwater as warmer summer temperatures cause the glacier to melt, creating a water source that is especially important for plants, animals and human uses when other sources may be scant. Within high-altitude and Antarctic environments, the seasonal temperature difference is often not sufficient to release meltwater.

(h) Lakes

A lake is an area filled with water, localized in a basin, surrounded by land, apart from any river or other outlet that serves to feed or drain the lake. Lakes lie on land and are not part of the ocean, and therefore are distinct from lagoons, and are also larger and deeper than ponds, though there are no official or scientific definitions. Lakes can be contrasted with rivers or streams, which are usually flowing. Most lakes are fed and drained by rivers and streams.

- (i) Tectonic lakes:** Tectonic lakes are lakes formed by the deformation and resulting lateral and vertical movements of the Earth’s crust. These movements include faulting, tilting, folding, and warping. Some of the well-known and largest lakes on Earth are rift lakes occupying rift valleys, e.g., Central African Rift lakes and Lake Baikal. Other well-known tectonic lakes,

Caspian Sea, the Sea of Aral, and other lakes from the Pontocaspian occupy basins that have been separated from the sea by the tectonic uplift of the sea floor above sea level.

(ii) Volcanic lakes: Volcanic lakes are lakes that occupy either local depressions, e.g. craters and maars or larger basins, e.g., calderas, created by volcanism. Crater lakes are formed in volcanic craters and calderas, which fill up with precipitation more rapidly than they empty via either evaporation, groundwater discharge, or combination of both. Sometimes the latter are called caldera lakes, although often no distinction is made. An example is Crater Lake in Oregon, in the caldera of Mount Mazama. The caldera was created in a massive volcanic eruption that led to the subsidence of Mount Mazama around 4860 BCE. Other volcanic lakes are created when either rivers or streams are dammed by lava flows or volcanic lahars. The basin which is now Malheur Lake, Oregon was created when a lava flow dammed the Malheur River.

(iii) Glacial lakes: Glacial lakes are lakes created by the direct action of glaciers and continental ice sheets. A wide variety of glacial processes create enclosed basins. As a result, there are a wide variety of different types of glacial lakes and it is often difficult to define clear-cut distinctions between different types of glacial lakes and lakes influenced by other activities. The general types of glacial lakes that have recognized are lakes in direct contact with ice; glacially carved rock basins and depressions; morainic and outwash lakes; and glacial drift basins. Glacial lakes are the most numerous lakes in the world. Most lakes in northern Europe and North America have been either influenced or created by the latest, but not last, glaciation, to have covered the region. Glacial lakes include proglacial lakes, subglacial lakes, finger lakes and epishelf lakes. Epishelf lakes are highly stratified lakes in which a layer of freshwater, derived from ice and snow melt, is dammed behind an ice shelf that is attached to the coastline. They are mostly found in Antarctica.

(i) Waterfalls

A waterfall is an area where water flows over a vertical drop or a series of steep drops in the course of a stream or river. Waterfalls also occur where meltwater drops over the edge of a tabular iceberg or ice shelf.

Waterfalls are commonly formed in the upper course of a river in steep mountains. Because of their landscape position, many waterfalls occur over bedrock fed by little contributing area, so may be ephemeral and flow only during rainstorms or significant snowmelt. The further downstream, the more perennial a waterfall can be. Waterfalls can have a wide range of widths and depths.

When the river courses over resistant bedrock, erosion happens slowly and is dominated by impacts of water-borne sediment on the rock, while downstream the erosion occurs more rapidly. As the watercourse increases its velocity at the edge of the waterfall, it may pluck material from the riverbed, if the bed is fractured or otherwise more erodible. Hydraulic jets and hydraulic jumps at the toe of a falls can generate large forces to erode the bed, especially when forces are amplified by water-borne sediment. Horseshoe-shaped falls focus the erosion to a central point, also enhancing riverbed change below a waterfalls. A process known as “potholing” involves local erosion of a potentially deep hole in bedrock due to turbulent whirlpools spinning stones around on the bed, drilling it out. Sand and stones carried by the watercourse therefore increase erosion capacity. This causes the waterfall to carve deeper into the bed and to recede upstream. Often over time, the waterfall will recede back to form a canyon or gorge downstream as it recedes upstream, and it will carve deeper into the ridge above it. The rate of retreat for a waterfall can be as high as one-and-a-half metres per year.

Often, the rock stratum just below the more resistant shelf will be of a softer type, meaning that undercutting due to splashback will occur here to form a shallow cave-like formation known as a rock shelter under and behind the waterfall. Eventually, the outcropping, more resistant cap rock will collapse under pressure to add blocks of rock to the base of the waterfall. These blocks of rock are then broken down into smaller boulders by attrition as they collide with each other, and they also erode the base of the waterfall by abrasion, creating a deep plunge pool in the gorge downstream.

(j) Rivers

A river is a natural flowing watercourse, usually freshwater, flowing towards an ocean, sea, lake or another river. In some cases, a river flows into the ground and becomes dry at the end of its course without reaching another body of water. Small rivers can be referred to using names such as stream, creek, brook, rivulet and rill. There are no official definitions for the generic term river as applied to geographic features, although in some countries or communities a stream is defined by its size. Many names for small rivers are specific to geographic location; examples are “run” in some parts of the

United States, “burn” in Scotland and northeast England, and “beck” in northern England. Sometimes a river is defined as being larger than a creek, but not always: the language is vague.

Rivers are part of the hydrological cycle; water generally collects in a river from precipitation through a drainage basin from surface runoff and other sources such as groundwater recharge, springs, and the release of stored water in natural ice and snowpacks (e.g., from glaciers). Potamology is the scientific study of rivers, while limnology is the study of inland waters in general. Most of the major cities of the world are situated on the banks of rivers, as they are, or were, used as a source of water, for obtaining food, for transport, as borders, as a defensive measure, as a source of hydropower to drive machinery, for bathing, and as a means of disposing of waste. A river begins at a source (or more often several sources), follows a path called a course, and ends at a mouth or mouths. The water in a river is usually confined to a channel, made up of a stream bed between banks. In larger rivers there is often also a wider floodplain shaped by flood-waters over-topping the channel. Floodplains may be very wide in relation to the size of the river channel. This distinction between river channel and floodplain can be blurred, especially in urban areas where the floodplain of a river channel can become greatly developed by housing and industry.

2. Man-made Tourism Products

The man-made tourism products are those which are built by humans. There can be man-made tourism products which are purposely built for tourists. They can be museums, casinos and theme parks. There are man-made attractions which are not originally designed to attract tourists. They are forts, palaces, temples, etc. The man-made attractions also include customs and traditions of a destination. Folk dance, classical dance, music, handicrafts, fairs and festivals, etc. are other man-made attractions.

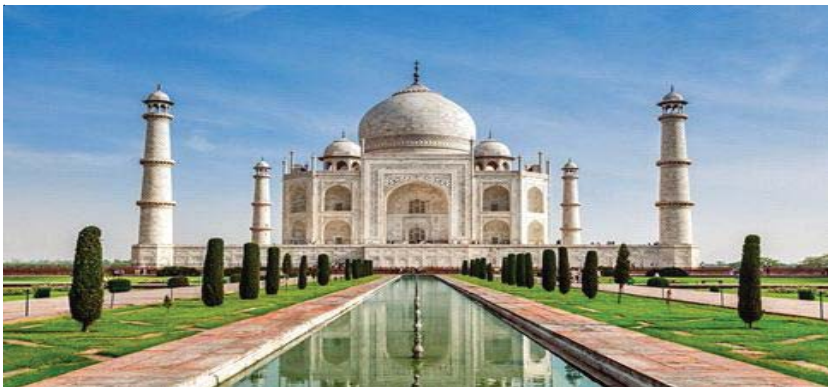


Figure: 2.3 Man-made Tourism Products

Examples are Taj Mahal, Red Fort, India Gate, Lothal in Gujarat is an important archaeological Indus Valley Site; National Museum in New Delhi, Bhangra of Punjab, Madhubani paintings of Bihar, Brass work of Muradabad, etc.

(a) Taj Mahal: Agra

India is a vibrant land of startling contrasts where both the traditional and modern worlds meet. The world's seventh largest nation by area and the second largest in terms of population, India boasts a rich heritage that's the result of centuries of different cultures and religions leaving their mark. Things to do for travelers include the opportunity to experience an array of sacred sites and spiritual encounters, while nature lovers will enjoy its sun-washed beaches, lush national parks and exciting wildlife sanctuaries.

From the magnificent Taj Mahal in Agra to the holy sites of Harmandir Sahib (formerly the Golden Temple) in Amritsar and the Mecca Masjid mosque in Hyderabad, visitors to this exotic country will discover a trove of spiritual, cultural, and historical treasures.

(b) The Golden Temple: Amritsar

Founded in 1577 by Ram Das, Amritsar is an important hub of Sikh history and culture. The main attraction here is Harmandir Sahib, opened in 1604 and still often referred to as the Golden Temple for its beautiful gold decoration. The holiest of India's many Sikh shrines (it also attracts many Hindus and people of other faiths), the temple was built in a blend of Hindu and Islamic styles, its lower marble section featuring such flourishes as ornate inlaid floral and animal motifs, while the large golden dome represents a lotus flower, a symbol of purity to Sikhs.

In addition to its splendid design, visitors are equally impressed with the temple's spiritual atmosphere, an effect enhanced by the prayers continuously chanted from the Sikh holy book and broadcast throughout the complex. Part of the overall experience—and visitors are welcome to participate—is the chance to enjoy one of the 50,000 free meals the attraction serves up to visitors each and every day.

The temple is built around a man-made pool (*sarovar*) that was completed by Guru Ram Das in 1577. Guru Arjan – the fifth Guru of Sikhism, requested Sai Mir Mian Mohammed – a Muslim Pir of Lahore to lay its foundation stone in 1589. In 1604, Guru Arjan placed a copy of the Adi Granth in Harmandir Sahib, calling the site Ath Sath Tirath (lit. “Shrine of 68 Pilgrimages”). The temple was

repeatedly rebuilt by the Sikhs after it became a target of persecution and was destroyed several times by the Muslim armies from Afghanistan and the Mughal Empire. The army led by Ahmad Shah Abdali, for example, demolished it in 1757 and again in 1762, then filled the pool with garbage and blood of cows. Maharaja Ranjit Singh after founding the Sikh Empire, rebuilt it in marble and copper in 1809, overlaid the sanctum with gold foil in 1830. This has led to the name the Golden Temple.

The Harmandir Sahib is an open house of worship for all men and women, from all walks of life and faith. It has a square plan with four entrances, has a circumambulation path around the pool. The temple is a collection of buildings around the sanctum and the pool. One of these is Akal Takht, the chief centre of religious authority of Sikhism. Additional buildings include a clock tower, the offices of Gurdwara Committee, a Museum and a langar – a free Sikh community run kitchen that serves a simple vegetarian meal to all visitors without discrimination. Over 100,000 people visit the holy shrine daily for worship. The temple complex has been nominated as a UNESCO World Heritage Site, and its application is pending on the tentative list of UNESCO.

(c) The Golden City: Jaisalmer

The Golden City of Jaisalmer is an oasis of splendid old architecture that rises from the sand dunes of the Thar Desert. Once a strategic outpost, today the city is filled with splendid old mansions, magnificent gateways, and the massive Jaisalmer Fort—also known as the Golden Fort—a daunting 12th-century structure that rises high above the town.

In addition to its palaces, temples, and fine old homes, the fortress boasts 99 bastions along with massive gates leading to its main courtyard where you will find the seven-story-tall Maharaja's Palace. Started in the early 1500s and added to by successive rulers right up until the 19th century, the palace offers sections open to the public including areas beautifully decorated with tiles from Italy and China, and intricately carved stone doors, as well as a number of Jain temples dating from the 12th to 16th centuries, each decorated with fine marble and sandstone images, palm-leaf manuscripts, and brightly painted ceilings.

(d) The Red Fort: New Delhi

Built by Shah Jahan in 1648 as the seat of Mughal power—a role it maintained until 1857—the magnificent crescent-shaped Red Fort in New Delhi, named after the stunning red sandstone used in

its construction, covers a vast area of more than 2 sq. km, all of it surrounded by a large moat. Highlights include its two largest gates: the impressive Lahore Gate (the fort's main entrance) and the elaborately decorated Delhi Gate, once used by the emperor for ceremonial processions.

A fun part of a visit is exploring Chatta Chowk, a 17th-century covered bazaar selling everything from jewelry to silk garments, as well as souvenirs and food items. While you can explore the fort yourself, guided tours are offered and provide a fascinating insight into the life and times of the Shah, including a peek into the stunning white marble Hall of Public Audiences (Diwan-i-Am) where he received his subjects.

(e) The Gateway of India: Mumbai

The Gateway of India is an arch-monument built in the early 20th century in the city of Mumbai, in the Indian state of Maharashtra. It was erected to commemorate the landing in December 1911 at Apollo Bunder, Mumbai (then Bombay) of King-Emperor George V and Queen-Empress Mary, the first British monarch to visit India. At the time of the royal visit, the gateway was not yet built, and a cardboard structure greeted the monarch. The foundation stone was laid in March 1913 for a monument built in the Indo-Saracenic style, incorporating elements of 16th-century Marathi architecture. The final design of the monument by architect George Wittet was sanctioned only in 1914, and construction was completed in 1924. The structure is a triumphal arch made of basalt, which is 26 m (85 ft) high.

After its construction, the gateway was used as a symbolic ceremonial entrance to British India for important colonial personnel. It has been called a symbol of “conquest and colonization” commemorating British colonial legacy.

The gateway is also the monument from where the last British troops left India in 1948, following Indian independence. It is located on the waterfront at an angle, opposite the Taj Mahal Palace and Tower Hotel and overlooks the Arabian Sea. Today, the monument is synonymous with the city of Mumbai, and is amongst its prime tourist attractions. The gateway is also a gathering spot for locals, street vendors and photographers soliciting services. It holds significance for the local Jewish community as it has been the spot for Hanukkah celebrations, with the lighting of the menorah, since 2003. There are five jetties located at the gateway, of which two are used for commercial ferry operations.

3. Site-based Tourism Products

When attraction is a place or site, then it is site-based tourism product. Tourism services are inseparable from its seller. While buying a television set, a customer brings the product to home after

a demo at the shop. The seller may not be present in the consumption or use of the goods. Whereas, the guide needs to be present during his description about the product and a tourist enjoys the description of guide at the destination. The travel agent sells the product, the airline cabin crews cater to the needs of the travelers, and the front office executive receives guests are some of the examples of tourism services.

The Beaches of Goa



Figure: 2.4 The Beaches of Goa

Long known within India as the “go-to” destination for those seeking a great beach holiday, Goa’s beautiful western coastline, overlooking the Arabian Sea, has only recently been discovered by tourists from overseas. Goa’s more than 60 miles of coastline is home to some of the world’s loveliest beaches, each with their own particular appeal. For those looking for peace and quiet, isolated Agonda Beach is a good choice, while Calangute Beach is by far the most commercial and crowded. For those in search of posh resorts, yoga getaways, and spa vacations, the beaches of Mandrem, Morjim and Ashwem are fashionable among wealthy Indians and Westerners alike. Palolem is another popular option in a beautiful setting. While in Goa, be sure to visit the Bhagwan Mahavir Wildlife Sanctuary. This superb attraction is home to thick forests and plenty of fauna, including deer, monkeys, elephants, leopards, tigers and black panthers—as well as India’s famous king cobras—and some 200 species of birds.

Site of Taj Mahal

An immense mausoleum of white marble, built in Agra between 1631 and 1648 by order of the Mughal emperor Shah Jahan in memory of his favorite wife, the Taj Mahal is the jewel of Muslim art in India and one of the universally admired masterpieces of the world's heritage.

Sunset at Kanyakumari

Kanyakumari is India's southernmost town. From here, you can watch sunrise and sunset from the same position. The Bay of Bengal, Indian Ocean and Arabian Sea also meet here. If you are lucky, you will see tides moving parallel to the shoreline and the mixing of oceans in light and dark blue streaks of water.

4. Event-based Tourism Product

Events attract tourists as spectator and also as participants in the events, sometimes both. Kite flying in Ahmadabad attracts tourist both as spectators and participants. Tourists can be spectators for events like Olympics, Khajuraho dance festival. Event-based tourism is a big crowd puller. The meetings, incentives, conventions and exhibitions (MICE) segment of tourism is fast becoming one of the mainstays of tourism all over the world.



Figure: 2.5 Event-based Tourism Product

Strategic analyses of the rural tourism resources and capabilities present in this sub-continent, rural tourism key success factors, the external environment of rural tourism development and the local institutional stakeholder groups led to the strategic choice of event-based rural tourism. Event-

based rural tourism in which locals can stage events for tourists that will lead to establishing unique rural tourism experience is an emergent strategy that could create a balance between implementing bottom-up values (local values and community ownership) and the need to utilize top-down resources (national governments and not-for-profit organizations as partners in terms of business training and initial financing).

Olympics

The modern Olympic Games or Olympics are leading international sporting events featuring summer and winter sports competitions in which thousands of athletes from around the world participate in a variety of competitions. The Olympic Games are considered the world's foremost sports competition with more than 200 nations participating. The Olympic Games are held every four years, with the Summer and Winter Games alternating by occurring every four years but two years apart.

Their creation was inspired by the ancient Olympic Games, which were held in Olympia, Greece, from the 8th century BC to the 4th century AD. Baron Pierre de Coubertin founded the International Olympic Committee (IOC) in 1894, leading to the first modern Games in Athens in 1896. The IOC is the governing body of the Olympic Movement, with the Olympic Charter defining its structure and authority.

Khajuraho

The Khajuraho Group of Monuments is a group of Hindu temples and Jain temples in Chhatarpur district, Madhya Pradesh, India, about 175 km (109 mi) southeast of Jhansi. They are a UNESCO World Heritage Site. The temples are famous for their nagara-style architectural symbolism and their erotic sculptures. Most Khajuraho temples were built between 950 AD and 1050 AD by the Chandela dynasty. Historical records note that the Khajuraho temple site had 85 temples by the 12th century, spread over 20 sq. km. Of these, only about 25 temples have survived, spread over 6 sq. km. Of the surviving temples, the Kandariya Mahadeva Temple is decorated with a profusion of sculptures with intricate details, symbolism and expressiveness of ancient Indian art.

The Khajuraho Group of Temples were built together but were dedicated to two religions, Hinduism and Jainism, suggesting a tradition of acceptance and respect for diverse religious views among Hindus and Jains in the region.

Dance festival

Festival dances are cultural dances performed to the strong beats of percussion instruments by a community of people sharing the same culture usually done in honor of a Patron Saint or in thanksgiving of a bountiful harvest. Festival dances may be religious or secular in nature.

2.4 Characteristics of Tourism Products

The important characteristics of tourism products are as follows:

1. **Intangible:** Unlike a tangible product, say, a motor car or refrigerator, no transfer of ownership of goods is involved in tourism. The product here cannot be seen or inspected before its purchase. Instead, certain facilities, installations, items of equipment are made available for a specified time and for a specified use. For example, a seat in an aero plane is provided only for a specified time.
2. **Psychological:** A large component of tourism product is the satisfaction the consumer derives from its use. A tourist acquires experiences while interacting with the new environment and his experiences help to attract and motivate potential customers
3. **Highly Perishable:** A travel agent or tour operator who sells a tourism product cannot store it. Production can only take place if the customer is actually present. And once consumption begins, it cannot be stopped, interrupted or modified. If the product remains unused, the chances are lost i.e. if tourists do not visit particular place, the opportunity at that time is lost. It is due to this reason that heavy discount is offered by hotels and transport generating organizations during off season.
4. **Composite Product:** The tourist product cannot be provided by a single enterprise unlike a manufactured product. The tourist product covers the complete experience of a visit to a particular place. And many providers contribute to this experience. For instance, airline supplies seats, a hotel provides rooms and restaurants, travel agents make bookings for stay and sightseeing, etc.
5. **Unstable Demand:** Tourism demand is influenced by seasonal, economic political and others such factors. There are certain times of the year which see a greater demand than others. At these times there is a greater strain on services like hotel bookings, employment, the transport system, etc.

6. **Fixed supply in the short run:** The tourism product unlike a manufactured product cannot be brought to the consumer; the consumer must go to the product. This requires an in-depth study of users' behavior, taste preferences, likes and dislikes so that expectations and realities coincide for the maximum satisfaction of the consumer. The supply of a tourism product is fixed in the short run and can only be increased in the long run following increased demand patterns.
7. **Absence of ownership:** When you buy a car, the ownership of the car is transferred to you, but when you hire a taxi you buy the right to be transported to a predetermined destination at a predetermined price (fare). You neither own the automobile nor the driver of the vehicle. Similarly, hotel rooms, airline tickets, etc. can be used but not owned. These services can be bought for consumption but ownership remains with the provider of the service. So, a dance can be enjoyed by viewing it, but the dancer cannot be owned.
8. **Heterogeneous:** Tourism is not a homogeneous product since it tends to vary in standard and quality over time, unlike a TV set or any other manufactured product. A package tour or even a flight on an aircraft cannot be consistent at all times. The reason is that this product is a service and services are people-based. Due to this, there is variability in this product.
9. **Risky:** The risk involved in the use of a tourism product is heightened since it has to be purchased before its consumption. An element of chance is always present in its consumption. Like, a show might not be as entertaining as it promises to be or a beach holiday might be disappointing due to heavy rain.
10. **Marketable:** Tourism product is marketed at two levels. At the first level, national and regional organizations engage in persuading potential tourists to visit the country or a certain region. These official tourist organizations first create knowledge of its country in tourist-generating markets and persuade visitors in these markets to visit the country. At the second level, the various individual firms providing tourist services, market their own components of the total tourist product to persuade potential tourists to visit that region.

2.5 Summary

Tourism product can be defined as the sum of physical and psychological satisfaction it provides to tourists during their traveling route to the destination.

Tourism products are offered in the market with a cost. Tourism products are the prime reason for tourist to choose a destination. Tourism product helps in fetching revenue for the destination.

The tourist product focuses on facilities and services designed to meet the needs of the tourist. It can be seen as a composite product, as the sum total of a country's tourist attractions, transport, and accommodation and of entertainment which result in customer satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc. The tourist product can be analysed in terms of its attraction, accessibility and accommodation. Attractions are those elements in a product which determine the choice made by particular tourist to visit one particular destination rather than another. The attractions could be cultural, like sites and areas of archaeological interest, historical buildings and monuments, flora and fauna, beach resorts, mountains, national parks or events like trade fairs, exhibitions, arts and music festivals, games, etc. Tourist demands are also very much susceptible to changes in fashion.

Natural attractions are geographical or biological features that have a specific appeal to the tourism market. Globally, there are countless varieties of natural attractions no two natural attractions are the same because they have been shaped by the unique natural forces of the surrounding environment.

The man-made tourism products are those which are built by humans. There can be man-made tourism products which are purposely built for tourists. They can be museums, casinos and theme parks. There are man-made attractions which are not originally designed to attract tourists. They are forts, palaces, temples, etc. The man-made attractions also include customs and traditions of a destination. Folk dance, classical dance, music, handicrafts, fairs and festivals, etc. are other man-made attractions.

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the guide needs to be present during his description about the product and a tourist enjoys the description of guide at the destination. The travel agent sells the product, the airline cabin crews cater to the needs of the travelers, and the front office executive receives guests are some of the examples of tourism services.

Events attract tourists as spectator and also as participants in the events, sometimes both. Kite flying in Ahmadabad attracts tourist both as spectators and participants. Tourists can be spectators for events like Olympics, Khajuraho dance festival. Event-based tourism is a big crowd puller. The meetings, incentives, conventions and exhibitions (MICE) segment of tourism is fast becoming one of the mainstays of tourism all over the world.

Strategic analyses of the rural tourism resources and capabilities present in this sub-continent, rural tourism key success factors, the external environment of rural tourism development and the local institutional stakeholder groups led to the strategic choice of event-based rural tourism. Event-based rural tourism in which locals can stage events for tourists that will lead to establishing unique rural tourism experience is an emergent strategy that could create a balance between implementing bottom-up values (local values and community ownership) and the need to utilize top-down resources (national governments and not-for-profit organizations as partners in terms of business training and initial financing).

2.6 Key Words/Abbreviations

- **Tourism Products:** Tourism products are offered in the market with a cost.
- **Natural Tourism Products:** Natural attractions are geographical or biological features that have a specific appeal to the tourism market.
- **Man-made Tourism Products:** The man-made tourism products are those which are built by humans.
- **Site-based Tourism Products:** When attraction is a place or site, then it is site-based tourism product.
- **Event-based Tourism Products:** Events attract tourists as spectator and also as participants in the events, sometimes both.
- **Beaches:** Beach is a landform alongside a body of water which consists of loose particles.

- **Islands:** An island or isle is any piece of sub-continental land that is surrounded by water.
- **Desert:** A desert is a barren area of landscape where little precipitation occurs and, consequently.
- **Wildlife:** Wildlife traditionally refers to undomesticated animal species.
- **Caves:** A cave or cavern is a natural void in the ground, specifically a space large enough for a human to enter.

2.7 Learning Activity

1. You are required to prepare a project report on “Natural Tourism Products” in India.

2. You are required to prepare a report on “Event-based Tourism Products”.

2.8 Unit End Exercises

Descriptive Type Questions

1. Give an introduction to Tourism Products in India.
2. Discuss in details about Natural Tourism Products.
3. Explain in details about Man-made Tourism Products.
4. Discuss about Site-based Tourism Products.
5. Explain in details about Event-based Tourism Products.
6. Discuss the characteristics of Tourism Products.

Multiple Choice Questions

1. Which of the following can be defined as the sum of physical and psychological satisfaction it provides to tourists during their traveling route to the destination?
 - (a) Tourism product
 - (b) General product
 - (c) Service Industry
 - (d) All the above
2. Which of the following is not the Tourism product?
 - (a) Beaches
 - (b) Islands
 - (c) Desert
 - (d) Mobile
3. Tourism Products are classified into the _____.
 - (a) Natural Tourism Products
 - (b) Man-made Tourism Products
 - (c) Site-based Tourism Products
 - (d) All the above
4. Which of the following is (are) Man-made Tourism Product(s)?
 - (a) Beaches
 - (b) Islands
 - (c) Taj Mahal
 - (d) Sunset at Kanyakumari
5. Which of the following is the characteristic of Tourism Product?
 - (a) Intangible
 - (b) Psychological
 - (c) Highly Perishable
 - (d) All the above

Answers:

1. (a), 2. (d), 3. (d), 4. (c), 5. (d)

2.9 References

References of this unit have been given at the end of the book.



UNIT 3 GENERAL PRODUCT VS. TOURISM PRODUCT

Structure

- 3.0 Learning Objective
- 3.1 Introduction
- 3.2 General Product
- 3.3 Definitions of Product
- 3.4 Concept of General Product
- 3.5 Types of General Products
- 3.6 Dimension of General Product
- 3.7 Tourism Product
- 3.8 Characteristics of Tourism Product
- 3.9 General Product vs. Tourism Product
- 3.10 Consumer Products
- 3.11 Types of Consumer Products
- 3.12 Difference between Tourism Product and Other Consumer Product
- 3.13 Summary
- 3.14 Key Words/Abbreviations
- 3.15 Learning Activity
- 3.16 Unit End Exercises
- 3.17 References



3.0 Learning Objective

After studying this unit, you will be able to:

- Explain the general product vs. tourism product
 - Describe difference between tourism product and other consumer product
-

3.1 Introduction

General Product is the physical entity, idea, method, information, object, or service that is the end result of a process and serves as a need or wants satisfier. It is usually a bundle of tangible and intangible attributes like benefits, features, functions and uses that a seller offers to a buyer for purchase. Tourism product is the sum of the physical and psychological experience got by tourist during their traveling to the destination. It is the composite product, as the combination of different services like tourist attraction, transport, accommodation and of entertainment which provide tourist satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc.

3.2 General Product

General Product is anything that can be offered to a market that might satisfy a want or need. In retailing, products are called merchandise. In manufacturing, products are purchased as raw materials and sold as finished products. Commodities are usually raw materials such as metals and agricultural products, but a commodity can also be anything widely available in the open market. In project management, products are the formal definition of the project deliverables that make up or contribute to delivering the objectives of the project. In insurance, the policies are considered products offered for sale by the insurance company that created the contract. In general, product may refer to a single item or unit, a group of equivalent products, a grouping of products or services, or an industrial classification for the products or services.

For developing a total marketing programme the marketing manager is armed with four tools: (i) his product, (ii) his distribution system, (iii) his pricing strategy and (iv) his advertising and sales promotion programme. The first of these tools, i.e., the product is most important tool in the marketing mix. Without a product, there is no question of marketing. The whole marketing programme is based on the product.

3.3 Definitions of Product

According to William J. Stanton, “A product is a complex of tangible attributes, including packing, color, price, manufacturer’s prestige and retailer’s prestige and manufacturers and retailers services which the buyer may expect as offering satisfaction of wants or needs”.

According to Philip Kotler, “A product is anything that can be offered to a market to satisfy a want or need. Products that are marketed include physical goods, services, experiences, events persons, places, properties, organizations, informations and ideas”.

3.4 Concept of General Product

Concept of product is the understanding of the dynamics of the product in order to showcase the best qualities of the product. Marketers spend a lot of time and research in order to target their attended audience. Marketers will look into a product concept before marketing a product towards their customers.

The product is the most tangible and important single component of the marketing programme. The product policy and strategy is the cornerstone of a marketing mix. Without a product, there is nothing to distribute, nothing to promote, nothing to price. If the product fails to satisfy consumer demand, no additional cost on any of the other ingredients of the marketing mix will improve the product performance in the marketplace.

To the marketer, products are the building blocks of a marketing plan. Good products are key to market success. Product decisions are taken first by the marketers and these decisions are central to all other marketing decisions such as price, promotion and distribution. Product is the vehicle by which a company provides consumer satisfactions. It is the engine that pulls the rest of the marketing programme. Products fill in the needs of society. They represent a bundle of expectations to consumers and society.

3.5 Types of General Products

1. Types of Products – Related to Income

- (i) **Inferior Product:** Products for which demand decreases as consumer income rises. Thus, its “income elasticity” will be negative. Example: inter-city bus service and inexpensive foods such as bologna, hamburger and frozen dinners.

- (ii) **Normal Product:** Products for which demand increases as consumer income rises. Thus, its income elasticity will be positive. Most products are normal products, hence the name normal.
- (iii) **Superior Product:** products that will tend to make up a larger proportion of consumption as income rises. As such, they are an extreme form of normal product. Thus, a superior good's "income elasticity" will be both positive and greater than inferior product. A superior good might be a luxury product that is not purchased at all below a certain level of income, such as a luxury car.
- (iv) **Luxury Product:** A more colloquial term that is synonymous with "superior product".

2. Types of Products – Related to Consumption Ability

- (i) **Rival Product:** Products whose consumption by one consumer prevents simultaneous consumption by other consumers, e.g., food, cars and clothing.
- (ii) **Non-rival Product:** Products that may be consumed by one consumer without preventing simultaneous consumption by others. Most examples of non-rival products are intangible products, e.g., television and radio are non-rival products.
- (iii) **Excludable Product:** Products or service that enable a seller to prevent non-paying customers from enjoying the benefits of it. Market allocation of such products is feasible, e.g., public transportation, haircuts, movie theatre, food, clothing, housing, rental accommodations, etc.
- (iv) **Non-excludable Product:** Products or services whereby it is impossible to prevent an individual who does not pay for that thing from enjoying the benefits of it. Market allocation of such products is not feasible, e.g., beautiful scenery, fresh air, etc.
- (v) **Public product:** Products that are non-excludable as well as non-rival. This means it is not possible to exclude individuals from the good's consumption. Fresh air may be considered a public good as it is not generally possible to prevent people from breathing it. However, technically speaking such products should be called pure public products.
- (vi) **Private Product:** Products that is both excludable and rival, e.g., bread eaten by a given person cannot be consumed by rival, and a baker can refuse to sell.
- (vii) **Club Product:** Product that is excludable but non-rival, at least until reaching a point where congestion occurs. Examples of club products would include private golf courses, cinemas,

cable television, access to copyrighted works, and the services provided by social or religious clubs to their members.

3.6 Dimension of General Product

In business and marketing, products marketed by a company may be classified broadly as goods and services. The quality of goods is generally defined in terms of the physical characteristics of the product or the goods marketed. However, it is not possible to define quality of services in terms of physical characteristics alone. Quality of service is judged by the customers on many different dimensions in addition to the physical characteristics associated with the service. There are five aspects or dimensions of service which are found to be very important in determining customer perception of service quality. These are:

- (i) **Reliability:** The extent to which the service performed matches implicit or explicit promises made by the service provider regarding the nature of service, e.g., the basic quality of room decor, food and facilities provided in a hotel.
- (ii) **Responsiveness:** The willingness to help the customer promptly in case of special and unforeseen requirements, e.g., helping a customer who falls sick when staying in the hotel.
- (iii) **Assurance:** The extent to which the service provider and the staff is able to inspire trust and confidence, e.g., the customer dining in a restaurant may not be able to directly judge the level of hygiene maintained by the restaurants. Here, it is not only important to actually provide hygienic food but also to inspire confidence that the food is hygienic. The assurance is regarding giving the customer peace of mind that everything will be taken care of as required, rather than just actually taking care when the need arises. For example, a doctor with MD degree may inspire more assurance than a doctor with just an MBBS degree, although the basic treatment provided by them may be of same quality.
- (iv) **Empathy:** This is being able to understand the needs of the customer as an individual and meet the special requirements of the customer. This is more about customizing the service and the general service provider behavior for each customer, rather than providing a uniform high quality treatment to all. Many companies try to create this sense of empathy by employing tactics like addressing each customer by name. However, true empathy means understanding the special characterizes and needs of individual customer, and modifying service to them accordingly.

- (v) **Tangibles:** This is the parallel of physical characteristics of quality of goods. This refers to the physical characteristics of facilities, equipments, consumable goods and personnel used in or associated with the service provided. However, here also, the quality is judged not by some uniform specifications in terms of physical characteristic, but by the impact these physical characteristics have on customer assessment of the service quality.

3.7 Tourism Product

Tourism product is the sum of the physical and psychological experience got by tourist during their traveling to the destination. It is the composite product, as the combination of different services like tourist attraction, transport, accommodation and of entertainment which provide tourist satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc.

3.8 Characteristics of Tourism Product

The characteristics of Tourism Product are as follows:

1. **Elusive:** Tourism is an elusive product means tourism is such kind of product which cannot be touched or seen and there is no transfer of ownership, but the facilities are available for specified time and for a specified use, e.g., a room in the hotel is available for a specified time.
2. **Psychosomatic:** The main motive to purchase tourism product is to satisfy the psychosomatic need after using the product, by getting experience while interacting with a new environment. And experiences also motivate others to purchase that product.
3. **Highly Perishable:** Tourism product is highly perishable in nature means one cannot store the product for a long time. Production and consumption take place while tourist is available. If the product remains unused, the chances are lost, i.e., if tourists do not purchase it. A travel agent or tourism operator who sells a tourism product cannot store it. Production can only take place if the customer is actually present. And once consumption begins, it cannot be stopped, interrupted or modified. If the product remains unused, the chances are lost, i.e., if tourists do not visit a particular place, the opportunity at that time is lost. It is due to tourism reason that heavy discount is offered by hotels and transport generating organizations during off-season.

4. **Composite Product:** Tourist product is the combination of different products. It has not a single entity in itself. In the experience of a visit to a particular place, various service providers contributes like transportation The tourist product cannot be provided by a single enterprise unlike a manufactured product. The tourist product covers the complete experience of a visit to a particular place. And many providers contribute to tourism experience. For instance, airline supplies seats, a hotel provides rooms and restaurants, travel agents make bookings for stay and sightseeing, etc.
5. **Unstable Demand:** Tourism demand is influenced by seasonal, economic political and others such factors. There are certain times of the year which see a greater demand than others. At these times, there is a greater strain on services like hotel bookings, employment and the transport system, etc.

3.9 General Product vs. Tourism Product

<i>Sl. No.</i>	<i>General Product</i>	<i>Tourism Product</i>
1	General product is tangible; it is physical and can be held, seen and movable.	Tourism product is intangible, can only be felt and not touched.
2	General product value is derived by the customer.	Value of tourism product is offered by the service provider.
3	Customer care of the product is limited.	Customer care forms critical component of marketing a service.
4	The quality of general product depends its nature.	Quality of a tourism product depends on the service provider who shapes it.
5	General product can be returned to the seller.	Tourism product cannot be returned to the seller.
6	General products can be quantified numerically.	Tourism product cannot be quantified in terms of numbers.

3.10 Consumer Products

Consumer products referred to as final goods are products that are bought by individuals or households for personal use. In other words, consumer products are goods that are bought for consumption by the average consumer. From a marketing perspective, there are four types of consumer products, each with different marketing considerations.

3.11 Types of Consumer Products

1. Convenience products
2. Shopping products
3. Specialty products
4. Unsought products

1. Convenience Products

Convenience products are bought the most frequently by consumers. They are bought immediately and without great comparison between other options. They are typically low-priced, not-differentiated among other products, and placed in locations where consumers can easily purchase them. The products are widely distributed, require mass promotion, and are placed in convenient locations. Sugar, laundry detergent, pencils, pens, and papers are examples all of convenience products.

Characteristics of Convenience Products

- (a) Purchased frequently
- (b) At a low price point
- (c) Easily available
- (d) Not commonly compared with other products

2. Shopping Products

Shopping products are bought less frequently by consumers. Consumers usually compare attributes of shopping products such as quality, price and style between other products. Therefore, shopping products are more carefully compared against, and consumers spend considerably more time, as opposed to convenience products, comparing alternatives. Shopping products require personal selling and advertising and are located in fewer outlets (compared to convenience products) and selectively distributed. Example: Airline tickets, furniture, electronics, clothing, and phones are all examples of shopping products.

Characteristics of Shopping Products

- (a) Purchased less frequently
- (b) At a medium price point
- (c) Commonly compared among other products

3. Specialty Products

Specialty products are products with unique characteristics or brand identification. Consumers of such products are willing to exert special effort to purchase specialty products. They are typically high priced, and buyers do not use much time to compare against other products. Rather, buyers typically spend more effort in buying specialty products compared to other types of products.

Take, for example, a Ferrari (a specialty product). Purchasers of a Ferrari would need to spend considerable effort sourcing the car. Specialty products require targeted promotions with exclusive distribution; they are found in select places.

Sports cars, designer clothing, exotic perfumes, luxury watches and famous paintings are all examples of specialty products.

Characteristics of Shopping Products

- (a) With unique characteristics or brand perception
- (b) Purchased less frequently
- (c) At a high price point
- (d) Seldom compared between other products
- (e) Only available at select/special places

4. Unsought Products

Unsought products are products that consumers do not normally buy or would not consider buying under normal circumstances. Consumers of unsought products typically do not think about these products until they need them. The price of unsought products varies. As unsought products are not conventionally thought of by consumers, they require aggressive advertising and personal selling. Diamond rings, pre-planned funeral services and life insurance are all examples of unsought products.

Characteristics of Shopping Products

- (a) Not top-of-mind of consumers
- (b) Requires extensive advertising and marketing efforts

3.12 Difference between Tourism Product and Other Consumer Product

<i>Sl. No.</i>	<i>Tourism Product</i>	<i>Consumer Products</i>
1	Tourism products are delivered in all cases out of the living location due to the specifics of tourism as a phenomenon.	Consumer products are tangible and available in all location.
2	Value of tourism product is offered by the tour operators.	Value of other consumer products is offered by the manufacturers.
3	Customer care forms critical component of marketing a service.	Marketing policy is based on the categories of consumers and their willingness to spend money.
4	Quality of a tourism product depends on the service provider who shapes it.	Consumer products are having the standards of quality.
5	Tourism product cannot be returned to the seller.	Consumer product can be returned to the seller.
6	Tourism product cannot be quantified in terms of numbers.	Other consumer product can be quantified in terms of numbers.

3.13 Summary

General Product is the physical entity, idea, method, information, object or service that is the end result of a process and serves as a need or wants satisfier. It is usually a bundle of tangible and intangible attributes like benefits, features, functions and uses that a seller offers to a buyer for purchase. Tourism product is the sum of the physical and psychological experience got by tourist during their traveling to the destination. It is the composite product, as the combination of different services like tourist attraction, transport, accommodation and of entertainment which provide tourist satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc.

Consumer is an individual who buys products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store and someone who can be influenced by marketing and advertisements.

Consumer products referred to as final goods are products that are bought by individuals or households for personal use. In other words, consumer products are goods that are bought for consumption by the average consumer. From a marketing perspective, there are four types of consumer products, each with different marketing considerations.

Convenience products are bought the most frequently by consumers. They are bought immediately and without great comparison between other options. Convenience products are typically low-priced, not-differentiated among other products, and placed in locations where consumers can easily purchase them. The products are widely distributed, require mass promotion, and are placed in convenient locations.

Shopping products are bought less frequently by consumers. Consumers usually compare attributes of shopping products such as quality, price and style between other products. Therefore, shopping products are more carefully compared against, and consumers spend considerably more time, as opposed to convenience products, comparing alternatives. Shopping products require personal selling and advertising and are located in fewer outlets (compared to convenience products) and selectively distributed.

Specialty products are products with unique characteristics or brand identification. Consumers of such products are willing to exert special effort to purchase specialty products. Specialty products are typically high priced, and buyers do not use much time to compare against other products. Rather, buyers typically spend more effort in buying specialty products compared to other types of products.

3.14 Key Words/Abbreviations

- **General Product:** General Product is the physical entity, idea, method, information, object, or service that is the end result of a process and serves as a need or wants satisfier.
- **Product:** Product is anything that can be offered to a market to satisfy a want or need.
- **Tourism Product:** Tourism product is the sum of the physical and psychological experience got by tourist during their traveling to the destination.
- **Convenience Products:** Convenience products are bought the most frequently by consumers. They are bought immediately and without great comparison between other options.

- **Specialty Products:** Specialty products are products with unique characteristics or brand identification. Consumers of such products are willing to exert special effort to purchase specialty products.
- **Indian Consumer Market:** India's consumer market till now was broadly defined as a pyramid; a very small affluent class with an appetite for luxury and high-end goods and services at the top.
- **Consumer Product:** Consumer products referred to as final goods are products that are bought by individuals or households for personal use.
- **Unsought Products:** Products that consumers do not normally buy or would not consider buying under normal circumstances.

3.15 Learning Activity

1. You are required to identify any four products and explain the differences between general products and tourism products.

2. You are instructed to prepare a report on "Indian Consumer Markets" with respect to Tourism Products.

3.16 Unit End Exercises

Descriptive Type Questions

1. Give the meaning of General Product. Explain the importance of General Product.
2. Discuss various types of General Products.
3. Explain the dimension of General Product.
4. What is Tourism Product? Discuss the characteristics of Tourism Product.
5. Distinguish between General Product and Tourism Product.
6. Give the meaning of Consumer. Discuss various Consumer Rights.

7. Discuss about Indian Consumer Market.
8. Difference between Tourism Product and other Consumer Product.

Multiple Choice Questions

1. What is the physical entity, idea, method, information, object or service that is the end result of a process and serves as a need or wants satisfier?
 - (a) General Product
 - (b) Tourism Product
 - (c) Both (a) and (b)
 - (d) None of the above
2. Which of the following is the type of General Product?
 - (a) Inferior Product
 - (b) Ordinary product
 - (c) Veblen products
 - (d) All the above
3. Which of the following is the dimension of General Product?
 - (a) Reliability
 - (b) Responsiveness
 - (c) Assurance
 - (d) All the above
4. What is the sum of the physical and psychological experience got by tourist during their traveling to the destination?
 - (a) General Product
 - (b) Tourism Product
 - (c) Accommodation
 - (d) All the above
5. Which of the following is not the type of Consumer Product?
 - (a) Convenience products
 - (b) Shopping products
 - (c) Specialty products
 - (d) Tourism products

Answers:

1. (a), 2. (d), 3. (d), 4. (b), 5. (d)

3.17 References

References of this unit have been given at the end of the book.



UNIT 4 CLASSIFICATION OF TOURISM PRODUCT - I

Structure

- 4.0 Learning Objective
- 4.1 Introduction
- 4.2 Classification of Tourism Product
- 4.3 The Concept of Heritage Tourism
- 4.4 Meaning of Heritage Tourism
- 4.5 Characteristics of Heritage Tourism
- 4.6 Nature of Heritage Tourism
- 4.7 Indian Heritage
- 4.8 Characteristics of Indian Heritage
- 4.9 Heritage and Culture of India
- 4.10 Pilgrimage Tourism
- 4.11 Nature of Pilgrimage Tourism
- 4.12 Indian Pilgrimage Tours
- 4.13 Summary
- 4.14 Key Words/Abbreviations
- 4.15 Learning Activity
- 4.16 Unit End Exercises
- 4.17 References



4.0 Learning Objective

After studying this unit, you will be able to:

- Describe the heritage of tourism product
- Elaborate the pilgrimage tourism

4.1 Introduction

The tourists have ever-changing demands which the tourism product is required to satisfy for the survival of the tourism industry. Tourist product as it is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organization and ideas. Tourism product is a bundle of activities, services and benefits that constitute the entire tourism experience. This bundle consists of five components: destination attractions, destination facilities, accessibility, images and price.

4.2 Classification of Tourism Product

A good tourism product must include some choice for its consumers. By offering some freedom to the tourists, the product gives some sense of control to the tourists. The freedom to choose an airline, a route, a seat, an accommodation or a restaurant can enhance a tourist's satisfaction. Freedom also implies good surprises. When the tourists come across unanticipated events, they get the feeling of being very fortunate to be in the right place at the right time, thereby gaining extra value from the visit.

The features or facilities of the physical plant are put to use for the tourists with service. Providing services calls for a major contribution from human resources. It pertains to performing tasks for the benefit and satisfaction of the tourists. For example, serving food in a hotel is a service by the staff there.

Hospitality is the attitude with which the service is provided. Hospitality includes performing the service with smile, enthusiasm, untiringly, and with dedication. For example, arranging guest room supplies or serving food or beverage in a presentable manner is a part of hospitality.

Freedom of Choice is offering the tourist some acceptable range of options in order to elevate their experience. The degree of freedom varies greatly depending on the type of tourism (pleasure, business, family or other), the tourist's budget, previous experience, knowledge and reliance on a travel agent.

4.3 The Concept of Heritage Tourism

India has always been famous for its rich heritage and ancient culture. So, the onset of heritage tourism in India was long anticipated. India's glorious past and cultural diversity make a potent blend which attracts millions of tourists each year to its heritage tourist attractions. The Government of India and the Ministry of Tourism and Culture encourage heritage tourism in India by offering several benefits to the Indian states that are particularly famous for attracting tourists.

The maximum number of tourists who come to India visit the Taj Mahal for it is one of the seven wonders of the world. It is made of marble which has intricate inlay work done in an exquisite and meticulous style. The Mandawa castle in Rajasthan, built in 1775, reflects India's rich heritage and attracts thousands of tourists each year to Rajasthan which seems especially popular for its antique paintings, jade jewelry, palaces and costumes. Mahabalipuram has sculptural and architectural sites which are considered the greatest in India. Mahabalipuram has cave temples that have been carved from granite blocks and belong to the 7th century. This is the primary reason why many heritage tourists in India visit this place.

4.4 Meaning of Heritage Tourism

According to National Trust for Historic Preservation, 2008, "Heritage tourism as traveling to experience the places, artifacts and activities that authentically represents the stories and people of the past and present. It includes cultural, historic and natural resources".

4.5 Characteristics of Heritage Tourism

The characteristics of Heritage Tourism can be summarized as follows:

1. Heritage tourism play an important role in tourism at all levels, from the global highlights of world culture to attractions that underpin local identities.
2. Heritage tourism and the arts have long contributed to appeal of tourist destination. However, in recent years 'culture' has been rediscovered as an important marketing tool to attract those travelers with special interests in heritage and arts.
3. Heritage tourism is the fastest growing segment of the tourism industry because there is a trend toward an increase specialization among tourists. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people.

4. Heritage tourism is important for various reasons. It has a positive economic and social impact. It establishes and reinforces identity.
5. Heritage tourism helps to preserve the cultural heritage. With culture as an instrument, it facilitates harmony and understanding among people. It supports culture and helps renew tourism.
6. Heritage tourism has a number of objectives that must be met within the context of sustainable development such as the conservation of cultural resources, accurate interpretation of resources, authentic visitor's experience, and the stimulation of the earned revenues of cultural resources.
7. Heritage tourism is not only concerned with identification, management and protection of the heritage values but it must also be involved in understanding the impact of tourism on communities and regions, achieving economic and social benefits, providing financial resources for protection, as well as marketing and promotion.
8. Heritage tourism involves visiting historical or industrial sites that may include old canals, railways, battlegrounds, military sites, etc. The overall purpose is to gain an appreciation of the past. It also refers to the marketing of a location to members of a diaspora who have distant family roots there.

4.6 Nature of Heritage Tourism

Heritage tourism is often seen as synonymous with cultural tourism, historical tourism, arts tourism, nature tourism or attractions-related tourism. It is the branch of tourism oriented towards the cultural heritage (both the tangible and the intangible) of the location or destination in which the tourism occurs. Heritage tourism encompasses natural heritage, such as caves, nature reserves, gardens and marine parks, as well as built heritage, like museums, monuments and historical buildings. It also observes cultural events, festivals, performing arts and other forms of popular culture.

Heritage tourism brings to the Caribbean more than the concept of "Sun, Sea and Sand", and with that, aids in the development of these countries. However, with every positive comes a negative and we will evaluate some of the benefits or advantages and disadvantages of heritage tourism, especially as it relates to the conservation and management of that heritage. "Some argue that the globalization of heritage through tourism has led to a greater respect for (both material and living) culture than previously existed and it is now seen as an important innovation and a new source for competitive advantage in the global tourism industry. When we look at the major heritage attraction

of Trinidad and Tobago, it is not a tangible site, but the intangible experience of Carnival and their many other festivals.

The most noticeable feature that this type of heritage tourism brings is an economic one, and it is understood that funding is an important factor in maintaining or managing and conserving any type of heritage. Carnival may be the incentive to come to the island, but tourists and visitors will be exposed to other aspects of Trinidad and Tobago's culture as well. Promoting the heritage of island, but also strengthening the capacity to safeguard this heritage, "has proven to add value by serving as one of the main driving forces to preserve and strengthen indigenous cultural identity while at the same time making a positive contribution to social and economic development".

This is just one example of how heritage tourism can contribute to the conservation and management of heritage. Other benefits would include: the strengthening and improving of heritage structures, as seen with the Seville Great House and Heritage Park in St. Ann's Jamaica as well as the Good Hope Great House in Trelawny as a result of the increased visitor numbers. Building of infrastructures, roads and signs to promote access and visibility of heritage sites; generating employment, whether through jobs or new businesses, both within and outside the heritage industry; increased community pride and awareness in heritage, reintroducing individuals to their cultural roots, growing interest into their own history and culture, creating shared traditions that can be passed on to younger generations, are additional benefits. However, probably, most importantly would be the strengthening and preservation of these heritage resources by means of its protection and sustainability for continued use.

Though we can count a number of benefits to the application of heritage tourism in the Caribbean, there are some disadvantages that should be noted. As much as it may provide opportunities for conservation and preservation, there is an equal chance of it causing more harm than good as seen most predominantly with cases of natural heritage. According to UNESCO, "cultural tourism can encourage the revival of traditions and the restoration of sites and monuments".

4.7 Indian Heritage

India has a beautiful culture, which astonishes tourists from other parts of the world. It is not just because the culture is several thousands of years old. It is beautiful because of its ability to be secular and at the same time stick to the essence of each cultural group. India's unique culture has led to several celebrations, traditions, and customs. Most of these customs have been rooted in texts and scriptures, which are older than science and have been scientifically proved to be advantageous for mental and physical health.

4.8 Characteristics of Indian Heritage

The characteristics of Indian Heritage can be summarized as follows:

1. The Namaste Welcome

To welcome anyone, the locals do Namaste. Namaste is an act where the person would place his hands palm-to-palm and raise it up to his chest and say 'namaste'. It is translated as 'I bow to you'. Namaste was derived from *Namaha*, which means 'not mine', which indicates that the person performing Namaste is reducing any presence of ego in his mind to get to know the other person. Placing the hands parallel to the chest represents 'May our minds meet'.

2. Culture Derived Festivals

You cannot pick a week, where there is no celebration in India. With a diverse religious background, the country has numerous festivals and to top it all, each ethnic group, state, and every community has its own list of festivals. Starting from Eid to Diwali, even religious festivals are not bound to one religion. Every celebration tactics like sharing sweets, greetings, and feasts are performed to bring all religious people together to spread happiness. In simple terms, festivals are forms of happiness and happiness knows no caste, religion or creed.

3. Family Values

While the entire world is trying to condense the universe into their phones, India still lives in the world of family values. The concept of joint family is thriving only in a few countries around the world and India is one such country. This cohesive element of society helps in bringing minds together to create a happy life. Scientifically, the joint family system is said to reduce financial and mental stress and problems, in the long run.

4. The Gratitude of Fasting

Many religious celebrations involve fasting. Beyond those, many people skip a meal on a specific day of a week, to pay gratitude to a God or a notion. Theologically speaking, this is a way of showing God that you are ready to sacrifice your happiness for the wellness of your family or for a better future. Depriving your body of necessity for a short period of time shows your commitment. These fasting have become rules in many celebrations too. When it comes to scientific reasoning, fasting promotes control and regulation to our system. It promotes a healthy environment inside your body, where your mind will have entire control over your body.

5. Cow as a Holy Animal

Cow is considered as a gift to mankind. Indians are farmers and merchants. Cows help them with works in the field, cows were used for transportation and cow gives milk. Cow is also seen as a representation of wealth and divinity. The mythology of Lord Krishna and several other Gods are related to cows. Feeding cow and taking care of cows are considered as a good deed. There are several festivals related to cows, like Pongal and others.

6. The Science of Religious Sites

Temples were built in the past by kings as a representation of their reign and a symbol of his control. These temples were built with strict architectural rules to create positive vibrations. For instance, copper plates are buried in the base of the temple to create a good resonance of energy. This is why people would feel energized when they enter into the temples. The temples are built with rugged stones and the devotees are expected to remove their footwear and walk barefooted to stimulate the pressure nodes in the sole to create better health. Each ritual starting from ringing bells to the sitting posture while praying are scientifically proved to create a good and healthy mental and physical being.

7. Marriage System

Marriages are celebrated like festivals and rituals are conducted during the wedding as a gratitude to God for bringing two families together with the marital knot. While marriage out of love is quite common in India, there are numerous couples, who are brought into marital life by their parents. Auspicious horoscope match dictates whether the two should be together or not.

8. *Atithi Devo Bhavah*

This is the basis of almost all traditions in the country. This code of conduct represents the way children are taught to have empathy over others and also to develop them to become a better person. *Atithi Devo Bhavah* can be translated as 'Guest is God'.

9. Traditional Wear

Sari and dhoti are the basic traditional wear of the people. Several communities have their own set of traditional wear. These traditional wear represent the occupation of those communities in the past. The material used for the dresses represent the status of their community.

10. Traditional Dance and Music

You cannot represent the culture and heritage of the land without introducing dance and music. Every state has its own iconic dance and music, which are considered as a language to communicate with God and nature. Each movement of the dancer and each note of music have a positive effect on body and mind. There are so many festivals to recognize these dance and music forms of each land and the entire country too.

11. Indian Cuisine

Indian cuisine is very much linked with the culture. Each festival and celebration is beautified with cuisine and many delicacies are made just for the celebration. The cuisine of each state is made with ingredients, which are native to the land. The signature dishes of each land have influences from the rulers of the region too. The regions which were under the control of Mughals have a different palate of spices when compared to the southern states, which were ruled by local rulers. The Rajasthani cuisine has influence from Rajput rulers and so on.

12. Indian Mythology

These mythologies represent the backstory of numerous deities and also give a good base for knowledge transfer. Each story is rich with moral lessons, human values, and righteousness. These stories are traditionally taught to children as they grow to make them be good, do good and stand up against evil.

13. Language

Each region has its own language. Each community in the region has a version of that language. For instance, the entire Tamil Nadu speaks Tamil but, the tone and style of speaking differ between each region. There are more than 400 languages in India and only 22 are recognized by the constitution.

14. Ayurveda

Food is medicine; medicine is food. This is the basis of healing in India. Ayurveda has been in the culture for several thousand years before modern medicine and it has gained attention from people around the world. Himalayan regions and Kerala are famous for Ayurvedic treatments and massages. Many herbal oils are made for providing relief for various problems. Ayurveda is not just a list of medicines and massages. It is also a way of eating and living. People cook food in earthen pots and eat in fresh banana leaves. This promotes holistic wellness. People wear copper bracelets to provide better energy and drink water from copper vessels and so on.

4.9 Heritage and Culture of India

Cultural tourism in India takes the travelers beyond exotic beaches and beach resorts, picturesque hills, and utmost lavishness. It takes you through the famous historical places in India, the various art forms, and the authentic food trails.

1. Amritsar: The Golden City in Punjab

The heart of the Sikh culture in India, Amritsar was established in 1574 as a holy town by Guru Ram Das. The 4th Sikh Guru – Guru Ram Das – excavated a tank and turned it into the lake (*sarovar*) of holy water or *Amrit*. In addition to its myriad temples, gurudwaras, and museums, there are *katras* (narrow lanes) that are basically self-contained residential units that provided special protection during wars.



Figure: 4.1 Amritsar: The Golden City in Punjab

For a walk through the city's culture: In addition to the aforementioned places to visit in Amritsar, there are many other temples, gurudwaras, museums, and more that make Amritsar one of the best places to experience Indian culture and heritage. Durgiana Temple, Akal Takht and Mata Lal Devi Temple are the most prominent religious places in Amritsar. A walk through the Maharaja Ranjit Singh Museum provides an enriching experience of the origin of the Sikh empire.

Food in Amritsar: In addition to its flamboyant Punjabi culture depicted in the grandeur of the tourist attractions in Amritsar, there is the authentic cuisine food that cannot be missed. The most popular places in Amritsar to enjoy food are:



Figure: 4.2 Food in Amritsar

Bharawan da Dhaba: It is known for Amritsari Kulcha, Lassi and Chhole Bhature.

Surjit Chicken House: It is most famous for Tandoori Chicken and Amritsari Fish.

Golden Temple Complex: One should not miss the Guru ka Langar.

By air: Sri Guru Ram Dass Jee International Airport (ATQ) is at a distance of 11 km from the city-centre. Daily flights ply between Amritsar and most Indian as well as some international cities such as Toronto, Dubai, London, Singapore and Tashkent.

By rail: Amritsar Railway Station is well connected to other Indian cities.

By road: Buses are available from other cities in Punjab as well as from Delhi, Shimla and Jammu.

2. Lucknow: The City of the Nawabs

Lucknow, the capital of Uttar Pradesh, is ranked high among the places to experience Indian culture and heritage. The city boasts of a distinctive culture due to the amalgamation of Hindu and Muslim cultures. Furthermore, many literary and performing arts flourished here. The heritage city of India is also famous for its craftsmanship and painting styles.



Figure: 4.3 Lucknow: The City of the Nawabs

What's special: Bara Imambara, Chhota Imambara, Rumi Darwaza, Dilkusha Kothi and British Residency Complex are the most popular tourist places in Lucknow.

For a walk through the city's culture: The city's rich architecture has been influenced by the Delhi Sultanate, the Mughals, the Nawabs of Awadh, and even the British. In addition to the places to visit in Lucknow mentioned earlier, there are Chhattar Manzil, Husainabad Clock Tower, Sikander Bagh, Satkhanda, Begum Hazrat Mahal Park, Shahi Baoli, Jama Masjid and Butler Palace. Tourists can also take a walk through history at the State Museum and the Picture Gallery.

Food in Lucknow: The local Awadhi cuisine is totally drool-worthy. Some of the popular dishes of the Awadhi cuisine are:



Figure: 4.4 Food in Lucknow

Indian breads: Ulte tawe ka parantha, Varki and Sheermal.

Non-veg dishes: Galawati Kabab, Boti Kabab, Tunday Kabab, Nihari Gosht, Rogan Josh and Lucknowi Biryani.

Veg dishes: Tokri Chaat, Malai ki Gilori, Lucknowi paan, Kulfi Falooda and Navratan Korma.

By air: Daily flights of major domestic airlines from Delhi, Mumbai, Kolkata, Jaipur, Chandigarh, Bangalore, Patna and other important cities serve Lucknow. The city airport is located 14 km from the city centre.

By rail: Lucknow Railway Station at Charbagh is well-connected with other major Indian cities by a strong railway network. Alamnagar, Gomti Nagar and Aishbagh junction are other railway stations serving the city.

By road: Buses are available from Varanasi, Allahabad, Kanpur, Agra, Jhansi, Delhi and other nearby cities.

Agra (Uttar Pradesh): Agra is another heritage city of India that was founded in the 16th century by Sikander Lodhi and was later captured by the Mughals. Before this, the region was also ruled by Rajput rulers. Each of these influenced the city's culture and the impact of all can be seen in Agra's architecture, art, crafts, music, dance, and even food. Taj Mahal, Agra Fort, Jama Masjid, Fatehpur Sikri, Itmad-ud-Daulah's Tomb, Sikandra Fort, Moti Masjid and Mehtab Bagh are the tourist places in Agra that speak volumes about the rich cultural heritage of the city.



Figure: 4.5 Agra (Uttar Pradesh)

Ayodhya (Uttar Pradesh): The Ram Bhoomi has been a city where different religions flourished. Buddhism, Jainism, Hinduism and Islam have majorly influenced the culture of the city. From Chakravarti Maharaj Dashrath Mahal and Nageshwarnath Temple of Hindu significance to the demolished Babri Masjid of Muslim importance, the tourist attractions in Ayodhya present an amalgamation of different religions and cultures.

Varanasi (Uttar Pradesh): Images of temples, riverside ghats, colorful markets and saffron-clad priests come to the mind when one thinks of the Hindu city of Varanasi. The Ganga aartis in the evening and the 5-day classical music and dance extravaganza during the Ganga Mahotsav form major part of the city's culture. Furthermore, this heritage city of India is famous for its ghats that are lined with thousands of diyas during the Diwali season.

Rishikesh (Uttarakhand): Rishikesh is one of the religious places in India that holds prime importance for the Hindus. The influence of Hinduism can clearly be seen in the city's heritage. In addition to the aartis done by Hindu priests, there is also meditation and yoga that contribute majorly to the city's culture.

3. Delhi: A Potpourri of Different Cultures

Delhi – the cosmopolitan and capital city of India – has been strongly influenced by several religions and dynasties. Rajputs, Sultans, Khiljis, Mughals, and even British ruled on these lands and left behind a part of their selves in the form of monuments, paintings, artifacts, literary works, customs, festivals, and more. It is, perhaps, the major reason that most of the famous festivals of India are celebrated here with equal enthusiasm and celebrities.

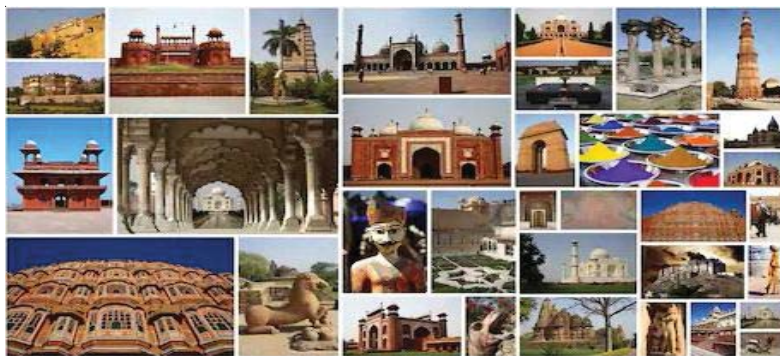


Figure: 4.6 Delhi: A Potpourri of Different Cultures

For a walk through the city's culture: Take a sightseeing tour of the historical places in Delhi if you wish to experience the city's rich cultural heritage. But that's not it. Museums, art galleries,

cultural centers, theaters, and various food joints together make Delhi one of the best places of Indian cultural heritage.

By air: Indira Gandhi International Airport in Delhi is well-connected with domestic and international cities.

By rail: Regular trains ply between Delhi and other major cities of the country. Old Delhi Railway Station, Nizamuddin Railway Station, Sarai Rohilla, Anand Vihar and New Delhi Railway Station are some of the major railheads in Delhi.

By road: Delhi is connected to various cities of North India by road. Local, deluxe, and AC volvo buses ply between Delhi and other cities of North India.

Other nearby places: Kurukshetra and Panipat are other cultural towns in India that are located nearby. The duo form an integral form of India's rich heritage and hold religious and historical significance.

4. Rajasthan: The Land of Rajputs

The Rajputana grandeur of the various places to visit in Rajasthan beats the best of the best when it comes to history and heritage. The nearly 5000 year old culture is exemplary of a perfect blend of tradition and history with the present contemporary lifestyle. Some of the top cultural cities in India can be found in this state itself.

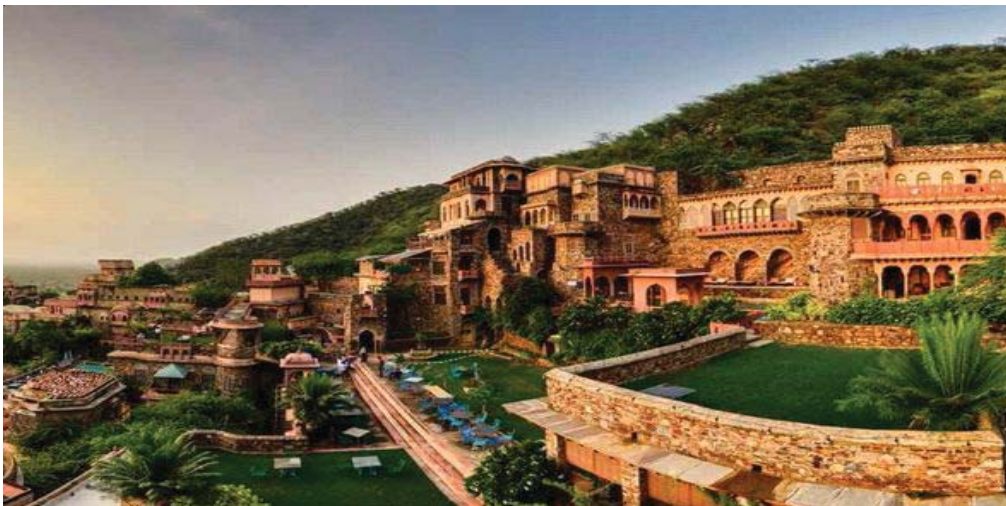


Figure: 4.7 Rajasthan: The Land of Rajputs

From dresses of vibrant colors to folk music and dances and from local cuisine to festivals of Rajasthan, there's a lot in the state that makes it one of the best places in India to experience culture and heritage.

What's special: Amer Fort, Mehrangarh Fort, Jaisalmer Fort, Chittorgarh Fort, Jal Mahal and Udaipur's Lake Palace are some of the palaces and forts in Rajasthan.

For a walk through the state's culture: Tourists can explore the various historical places in Rajasthan or attend one of the cultural events and fairs held in the various cities and towns of the state that paint a colorful palette of its cultural heritage.

5. Rann of Kutch: The Land of the White Desert

Kutch holds a reputation among local and international tourists for its famous Rann Utsav. The carnival that lasts for about 100 days is an integral part of the cultural tourism in India. But that is not all that makes the region find a spot in the list of places of Indian cultural heritage.

What's special: Kutch Utsav held every year during November to February is the highlight of the Rann of Kutch.

For a walk through the city's culture: Tourists can explore Rann of Kutch, Aina Mahal or Madan Singhji Museum, Kutch Museum, Dholavira excavation site, Siyot Caves and other places to visit in Kutch. The region also has Bhadreswar Jain Temple that is of great religious significance.

Bhuj, located 86 km from the tent city of Dhordo in Kutch, has an airport and a railhead. However, the Kutch Express from Mumbai goes till Gandhi Dham that is 135 km from Dhordo. All the major cities of Gujarat are well commuted by state-run transport buses.



Figure: 4.8 Rann of Kutch: The Land of the White Desert

6. Khajuraho: The Land of the Kamasutra Temples and More

Countless sculptures of cult icons, demi-gods, and Apsaras that depict love, grace, beauty, delicacy, sensuality, and eroticism can be seen the temples of Khajuraho. The perfect amalgamation of Hinduism and Jainism in its culture and heritage makes the city one of the must-visit tourist places in Madhya Pradesh.



Figure: 4.9 Khajuraho: The Land of the Kamasutra Temples and More

What's special: The temples of Kandariya Mahadev, Parsvanath, Visvanath, Devi Jagadamba, Vamana, Duladeo, Chitragupta and Bijamandala have put the city in the list of the seven wonders of India.

For a walk through the city's culture: Tourists must attend the Sound and Light Show that portrays the tale of the Chandela dynasty and visit Ajaigarh Fort and Archeological Museum.

By air: The domestic airport at Khajuraho is well-connected to most of the Indian cities such as New Delhi, Mumbai, Varanasi, Allahabad and Bhopal.

By rail: Khajuraho railway station is connected to only a few places including New Delhi. But Mahoba Junction, located 75 km away, is well-connected to some of the major Indian cities.

By road: Khajuraho is well-connected to neighboring cities like Jhansi with a good bus network.

Suggested Read: Best Tourist Circuits in Madhya Pradesh.

7. Kolkata: The City of Joy

The region that passed on from the hands of the Nawabs of Bengal to those of the earliest British representatives of the East India Company is often tagged as the Cultural Capital of India.

This heritage city of India is also known to be the birthplace of urban Indian culture and literary thought and a majority of India's notable literary figures stemmed from here. This place should definitely be on your bucket list if you want to experience the roots of modern Indian sub-culture.

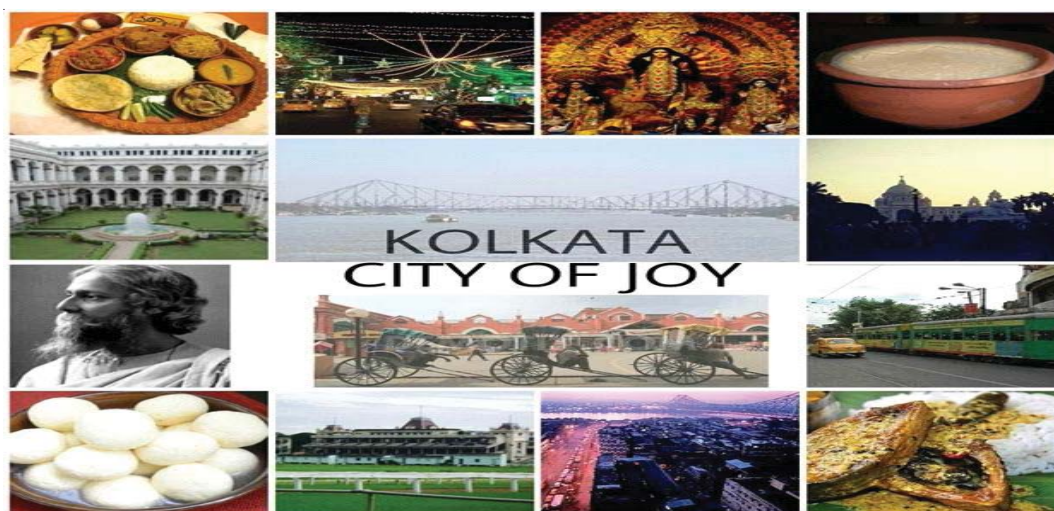


Figure: 4.9 Kolkata: The City of Joy

What's special: Victoria Memorial, Howrah Bridge, Indian Museum and St. Paul's Cathedral are the most prominent tourist places in Kolkata.

For a walk through the city's culture: Writers' Building, Marble Palace, National Library, Fort William and Shaheed Minar are some of the other places to visit in Kolkata that speak volumes about the city's rich culture and heritage. Dakshineswar Kali Temple, Birla Mandir and Belur Mutt are some of the other religious places in Kolkata. The city is also the home to Academy of Fine Arts – the oldest art gallery of India – that is one of the finest collections of paintings in the country.

Food in Kolkata: There is something about the local food that Kolkatans cannot stop boasting about. Here are the must-try dishes in Kolkata:

Best dishes: Mughlai parantha, aakher josh, kosha mangsho, chicken kabiraji, macher jhol, Kolkata biryani, hinger kochuri, Shukto, aloo posto, mochha and chholar daal are some of the best Bengali dishes.

Sweets: Sondesh, roshogolla and pitha are some of the most popular sweets in Kolkata.

Street food: Phuchka, churmur, ghugni chaat, jhalmuri, keemar doi bora, chhanar jilipi and telebhaja are some of the best dishes of the street food in Kolkata.

By air: Netaji Subhash Chandra Bose International Airport situated at Dumdum, 17 km from the heart of the city, is well-connected to several Indian and international cities.

By rail: An extensive railway network connects Kolkata to other Indian cities like Delhi and Mumbai.

By road: Calcutta State Transport Corporation (CSTC), Calcutta Tramways Company (CTC) and West Bengal Surface Transport Corporation (WBSTC) regular bus services within the city and from other cities of West Bengal. The Esplanade Terminus is the main bus terminus in Kolkata.

8. Mysore: The Palace City of India

Mysore has been often called the Cultural capital of Karnataka and there are reasons galore. Spectacularly built palaces and amazing museums make it one of the major heritage places in India. The myriad art galleries here showcase traditional paintings influenced by Vijayanagar kingdom (Mysore paintings) and Mughal empire (Ganjifa art). Mysore silk sarees, Udupi cuisine and dasara festivities are other highlights of the city's rich cultural heritage.



Figure: 4.10 Mysore: The Palace City of India

What's special: Amba Vilas Palace (Mysore Palace), Lalitha Mahal and Chamundi Hilltop Temple are most popular tourist places in Mysore.

For a walk through the city's culture: Tourists can visit St. Philomena's Church, Mahabaleshwar Temple, Jagannohan Palace (with in-house art gallery), Rajendra Vilas and Jayalakshmi Vilas Mansion

to see the city's rich cultural heritage. Indira Gandhi Rashtriya Manav Sangrahalaya (Museum of Anthropology), Folklore Museum and Regional Museum of Natural History are some of museums in Mysore that must be visited.

By air: Domestic and international flights from cities across the globe land in the airport at Bangalore, located 170 km from Mysore.

By rail: Mysore Junction, 2 km from the main city, is the nearest railhead.

By road: Regular buses ply between Bangalore and Mysore.

Suggested Read: The Best Places to Visit in Karnataka Will Totally Knock You Out.

9. Kerala: God's Own Country

The diverse culture of Kerala is a blend of Aryan and Dravidian cultures, with influences drawn time-and-again from other Indian and international places. Hinduism, Islam and Christianity have contributed majorly to the architecture, the rituals and customs, the performing arts and the festivals of Kerala. There are several places of Indian cultural heritage in India within the state itself.



Figure: 4.11 Kerala: God's Own Country

What's special: The ancient Malayalam literature and the folklores of the state show influences from local traditions, customs and rituals. There are several dance forms in Kerala – Kathakali, Krishnanattam, Mohiniyattam, Thullal, Koodiyattam, Kolkali, Thiruvathirakali, Kakkari Natakam,

Oppanna and Chavittunatakam. Music forms such as Panchavadyam, Nadanpattu and Omanathinkal Kidavo also evolved in Kerala.

The Kalaripayattu martial art is indigenous to the state. The state also boasts of ayurvedic therapies that you can enjoy at the ayurveda resorts in Kerala. There are also the famous snake-boat races held in various cities of the state.

10. Heritage Tourism in Odisha

Odisha has a rich religious and cultural heritage that goes back more than two thousand years. The state is full of historical places to visit and has many heritage monuments that reflect its history and culture. Home to Hindus, Jains and Buddhists, Odisha offers historic sites and tourist attractions that will leave you spellbound. There are many historical monuments in Odisha, scattered all over the state. Thanks to these sites, no one leaves Odisha dissatisfied. If you are interested in heritage tourism, you will definitely not want to miss the top historical places in Odisha. In fact, you will even find some UNESCO World Heritage Sites in Odisha. Bhubaneswar, the capital city of Odisha, is a place every tourist must visit; indeed no Odisha heritage tour is complete without it. The city is home to around 500 temples, because of which it has been nicknamed the Temple City of India. The Lingaraj Temple, dedicated to Lord Shiva, is a major draw both for devotees who journey here every year in the thousands and for tourists who want to stand in the shadows of a monument that is a window into the history. The strong Buddhist influence in the state can be seen in the Shanti Stupa, a joint Indo-Japanese construction.



Figure: 4.12 Heritage Tourism in Odisha

One of the most powerful remnants of history, the Rock Edicts of King Asoka can be found at Dhauli and no list of tourist destinations is complete without the caves of Khandagiri, Udayagiri and Rani Gumpha whose ornate carvings are a sight to behold. Another destination that should not be missed is the Sun Temple in Konark. Designated a World Heritage Site by UNESCO, the temple has a unique structure. It is built in the form of a chariot, but not just an ordinary one. This is Surya the

Sun God's chariot and it comes complete with seven horses and twelve pairs of wheels. The architecture of the temple alone is astounding giving us a glimpse into the 13th century when it was built; the carvings on the walls only serve to enhance its wonder. Religious monuments are not the only historical sites Odisha has to offer. A significant part of its history is reflected in forts such as the Barabati fort in Cuttack, Sisupalgarh fort in Bhubaneswar, and Asurgarh fort in Kalahandi. The Atharanala bridge in Puri, which consists of 18 arches, dates back to the 13th century and is definitely worth a visit. Odisha is full of historical sites that reveal its culture and heritage. A heritage tour of the state will reveal about the places that have played an important role in Indian history, and thus, should not be missed.

4.10 Pilgrimage Tourism

A pilgrimage is a journey, often into an unknown or foreign place, where a person goes in search of new or expanded meaning about the self, others, nature, or a higher good, through the experience. It can lead to a personal transformation, after which the pilgrim returns to their daily life.

Many religions attach spiritual importance to particular places: the place of birth or death of founders or saints, or to the place of their "calling" or spiritual awakening, or of their connection (visual or verbal) with the divine, to locations where miracles were performed or witnessed, or locations where a deity is said to live or be "housed", or any site that is seen to have special spiritual powers. Such sites may be commemorated with shrines or temples that devotees are encouraged to visit for their own spiritual benefit: to be healed or have questions answered or to achieve some other spiritual benefit.

4.11 Nature of Pilgrimage Tourism

Pilgrimage Tourism has emerged as an instrument for employment generation, poverty alleviation and sustainable human development. Pilgrimage Tourism promotes international understanding and gives support to local handicrafts and cultural activities. It is an important segment of the country's economy, especially in terms of its contribution towards foreign exchange earnings, generation of additional income and creation of employment opportunities. The foreign exchange earnings from tourism during the year 2000 were estimated at about ₹ 14,408 crores with an estimated direct employment of about 15 million, which is about 2.4% of the total labor force of the country. Pilgrimage Tourism is the third largest foreign exchange earner for India. The International Tourist Traffic in the country is estimated to be 2.64 million during the year 2000.

4.12 Indian Pilgrimage Tours

India is a holy land where God is worshiped in its various forms. Here, you will find a distinctive form and name of God for every religion and sect. India is a paradise for religious minded people. Visit any state of India and you will see plenty of shrines belonging to various religions and sects. These holy pilgrimage sites are highly revered by the devotees for worshiping as well as for watching the age old architectural wonders. In every nook and corner of the country, these pilgrimages are associated with various legends.

1. Uttar Pradesh

Varanasi

Varanasi is one of the most important Hindu pilgrimages, which attracts millions of tourists every year. In fact, it is one of the oldest cities in the world. Varanasi is synonymous with spirituality and Hinduism. It is a land dotted with numerous temples, ashrams, ghats, Buddhist stupas and Jain temples. Varanasi is also connected with Buddhism and Jainism. Symbolizes age-old Indian civilization, Varanasi is located on the banks of the holiest river in India, Ganga, in the state of Uttar Pradesh.



Figure: 4.13 Uttar Pradesh

Varanasi, the city of legends, derived its name from the two streams namely the Varuna (on the north side of the city) and the Assi (in the south). Varanasi is also known as Banaras or Kashi. The word Kashi has been originated from the word 'Kas', which means 'to shine'. It is believed that Varanasi was once resided by Lord Shiva and his consort Goddess Parvati.

Mathura

Mathura is synonymous with Lord Krishna as it is his birth place. This is the place, where each and every corner has some or the other story of Lord Krishna to tell. These stories portray Lord Krishna in several roles such as a god-child, a prankster, a model lover, a divine hero and the Supreme Being. Considered an extremely holy city, Mathura is located in the state of Uttar Pradesh. Mathura is the blessed land where the lord spent his childhood, adolescent hood and the last years of his life.

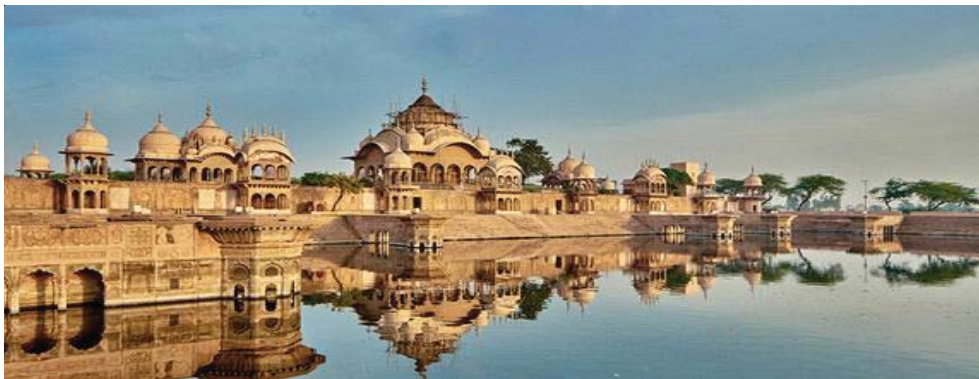


Figure: 4.14 Mathura

During the Dwapara Yuga, Lord Krishna took birth as the eighth son of the Yadava prince Vasudeva and his consort Devaki. Devaki was the cousin sister of Kansa, the then ruler of Mathura. It was predicted that the eighth child of Devaki would kill Kansa. After listening to this prediction Kansa put Devaki and Vasudev behind the bars and killed their seven children. However, when the eighth child Krishna was born Vasudev secretly took him to Gokul where he grew up.

Vrindavan

The very name Vrindavan conjures up images of Lord Krishna who mesmerized the people here with his miracles. Located 15 km from Mathura in Uttar Pradesh, Vrindavan is the celebrated land deeply associated with the life of Lord Krishna, especially his youth when he used to spend glorious time with Gopis and his beloved Radha. It is a holy place attracting devotees of Lord Krishna from across the globe. Vrindavan is dotted with around 4000 temples (dedicated to lord Krishna), some of which are ancient. The very experience of visiting Vrindavan is enlightening. Vrindavan can be visited throughout the year.



Figure: 4.15 Vrindavan

2. Bihar

Bodhgaya

Bodhgaya is the sanctified land where Gautam Buddha attained enlightenment. Located in the Gaya district of Bihar, Bodhgaya is one of the revered pilgrimages of the Buddhists. There is a Bodhi tree here under which Gautam Buddha used to meditate and attained Nirvana. Offering peace in plenty, Bodhgaya attracts tourists from far and wide. Having a profound connection with the life of Gautam Buddha, Bodhgaya is a great destination to visit. Dedicated to Lord Buddha, Mahabodhi Temple marks the place where Gautam Buddha attained enlightenment. It was built by the great king Ashoka in the 3rd century. He played an important role in spreading Buddhism across India. Later new structures were added to the temple by the other rulers. The temple enshrines a giant image of Lord Buddha in a sitting posture touching the earth with his right hand.

3. Uttranchal

Chardham

Gangotri is a holy place located in the Uttarkashi district in the state of Uttarakhand. Located ideally in the great Himalayas at an elevation of 3,042 m, Gangotri is the source of river Ganga, the holiest river in India. Gangotri is also the seat of Goddess Ganga, the daughter of the heaven.

The legend goes that Goddess Ganga came down to the earth in the form of a river to free the King Bhagirath's predecessors from their sins. Lord Siva made Ganga flow through his matted locks to minimize the impact of her fall on the earth. The holy river originates at Gaumukh (18 km from Ganga), located in the Gangotri Glacier. The river is called Bhagirathi at the source and is called Ganga from Devprayga onwards where it meets the Alaknanda river. Gangotri is a wondrous place offering immense scenic beauty and peace.

Haridwar

Haridwar in India is the first major town that welcomes River Ganges on the plains. Being one of the seven holiest places of India, Haridwar is a highly revered place by the Hindus. It is called the 'Gateway to the Gods' as the Gods are believed to have left their footprints in Haridwar.

Haridwar is located in the north Indian state of Uttaranchal at a distance of 214 km from New Delhi, 50 km from Dehradun and 386 km from Agra. It is also one of the major Shaktipeeths (great Hindu learning center) and the gateway to the pilgrimages in the Uttarakhand region, namely Rishikesh, Badrinath and Kedarnath. Located at the foothills of the Shivaliks at a height of 249.7 m above sea level, Haridwar covers an area of 2360 sq. km. The best time to visit Haridwar is between October and March.

Rishikesh

Rishikesh is a Hindu pilgrimage site located at the convergence of rivers Ganges and Chandrabhaga. This naturally attractive place at the foothills of the lower Himalayas in the state of Uttaranchal, serves as a gateway to other religious centers like Kedarnath, Gangotri, Badrinath and Yamunotri. This sacred place is home to many ashrams like Vivekananda, Sivananda, Osho, Bihar School of Yoga, etc. Rishikesh is known as the best school of learning Yoga and Meditation in India.

4. Maharashtra

Nasik

Nasik is a well-known pilgrimage centre of the Hindus. According to the popular legend Nasik is the place where Lord Laxmana (brother of Lord Rama) cut off the nose of Shupranakha, the sister of Ravana (the demon king). Nasik is also the place from where Ravana kidnapped Goddess Sita (consort of Lord Rama). Nasik is located in the northwestern part of the state of Maharashtra. Situated on the banks of the river Godavari, Nasik offers wonderful views of nature.

Shirdi

Shirdi is a holy place where the revered saint Sai Baba lived and performed numerous miracles. The very name Shirdi symbolizes the power of faith in the almighty that resides in the hearts of human beings. The town of Shirdi is located in Rahata Tahasil in Ahmednagar District of Maharashtra. The town also houses a temple dedicated to Sai Baba. The temple has a beautiful idol and the samadhi of Sai Baba, which is visited by devotees in great numbers. The temple was built by Shreemant Gopalrao who had unwavering faith in Sai Baba. Shirdi is an important pilgrimage centre of the Hindus and is visited by tourists from across the world.

Located in front of the samadhi of Sai Baba are the two silver pillars, which are beautifully decorated with amazing designs. The life-sized idol of Sai Baba is carved out of Italian marble, which was enshrined inside the temple in 1954. There is an assembly hall in front of the temple that houses numerous articles, which were once used by Sai Baba. The beautiful pictures hung on the walls of the first floor of the temple depict the life of Baba.

Mahabaleshwar

Occupying a respected place in the hearts of the Hindus, Mahabaleshwar is a famous pilgrimage of them. The holiness and the natural beauty of Mahabaleshwar offer a rewarding experience to visitors. Mahabaleshwar is a mesmerizing hill station located in the Satara district of Maharashtra. Mahabaleshwar is also famous for its juicy strawberries and mulberries. Several rulers established their supremacy in Mahabalipuram in the bygone era. Mahabaleshwar is a Sanskrit word, which means 'The God of Great Power'. Offering captivating views of the Krishna and Koyna valleys, Mahabaleshwar is located at an elevation of 1372 m. Mahabaleshwar is a land of beautiful temples. It got its name from the famous Mahabali temple located in old Mahabaleshwar, around 4 km from the main city. The five sacred rivers namely Krishna, Venna, Koyana, Savitri and Gayatri originate from Mahabaleshwar only.

Nanded

Nanded is a famous Sikh pilgrimage site where devotees come from all parts of the world. This holy city attracts devotees in great numbers during the celebration of the birth anniversary of Guru Govind Singh in the month of December every year. The Sachkhanda Gurudwara serves as the venue for the celebration and is also a great attraction of Nanded. The town also has several other Gurudwaras. Situated on the banks of the Godavari River in Marathwada region of Maharashtra, Nanded is a destination worth a visit. Nanded has also enjoyed being an important centre of Vedant studies, dramas, classical music, literature and arts.

5. Gujarat

Palitana

Attracting attention of the tourists from across the globe, Palitana is famed for its architectural marvels – The Jain Temples. Palitana is an important pilgrimage centre of the Jains who come here from far and wide. The holy place Palitana is located in the state of Gujarat. Palitana is dotted with numerous Jain temples, which are simply arresting.

The fascinating Shatrunjaya hills, located only one km from Palitana, is dotted with around 900 temples, each having its own beauty and charm. The height of human creativity can be clearly seen in these beautiful temples. The Shatrunjaya hills are the sacred sites where all the tirthankars, except Neminath, attained nirvana. It is also believed that the three Pandavas, Yudhishtir, Bheem and Arjun attained Nirvana on the Shatrunjaya Hills. This place also has a connection with Rishabhdev, the first tirthankar. The temples here are known for their exquisite carvings, beautiful idols and images, decorated statues and intricate toranas. These Hills also offer great views of sunrise.

Dwarka

Dwarka is a sacred city visited by the devotees of Lord Krishna in large numbers throughout the year. Located on the western coast of Gujarat state, Dwarka is deeply associated with Lord Krishna and it is believed that it was once the kingdom of the Lord. It is an ancient city and one of the most important pilgrimage sites of the Hindus. Tourists from India and abroad come to Dwarka to experience its peaceful aura, which has a charm beyond description. During the ancient times, the city was called Swarna Dwarka (golden Dwarka) as it was a prosperous city. The city of Dwarka also finds mention in the great Hindu Epic Mahabharata.

6. Rajasthan

Pushkar

Pushkar is a sacred place located on the bank of the holy lake Pushkar, on the edge of wonderful Rajasthan. Pushkar is one of the most important Hindu pilgrimages held in high respect by the Hindus. Being one of the oldest cities of India, Pushkar finds mention in the great Hindu Epic Ramayana. According to a legend, saint Vishvamitra performed yagna in Pushkar. Surrounded by rolling hills on three sides, and dotted with several beautiful temples Pushkar is a beautiful place, whose attractions have brought it international fame.

7. Kerala

Guruvayoor

Guruvayoor occupies an important place on the map of Kerala. It is one of the famous pilgrimage centre having a rich cultural heritage. For its sanctity, it is popularly known as ‘Dwarka of the South’. Guruvayoor is a holy town located in the Thrissur district of Kerala. Devotees from across the globe come to Guruvayoor to take blessings of the heavenly deities at its famous Guruvayoor Temple. It is believed that by offering prayers at this shrine, one can get rid of any health problem. Guruvayoor is also known as Bhoolokavaiikunta, meaning ‘heaven on earth’.

8. Karnataka

Hampi

Steeped in architectural beauty and mythology, Hampi is a fantastic destination in Karnataka. A land dotted with breathtaking ancient temples, Hampi is a World Heritage Site. It is popularly known as the temple village of the state of Karnataka. Proud of its rich history, Hampi is now almost in ruins. Symbolizing glorious heritage of Hampi, the temples here are so fascinating that they leave the visitors spell bound. The foundation of Hampi was laid in the 14th century by the two local kings namely Hakka and Bakka. It was once the capital of the well-known Vijayanagara Empire. Several rulers ruled over Hampi and made great contributions to its architectural heritage. Hampi finds mention in the Great Hindu Epic Ramayana. It is believed that Lord Hanumana took birth in Hampi and also met Lord Rama for the first time in Hampi only. The Matanga Hill located in Hampi is the place where Sugriva took refuge after a battle with his brother Bali.

Gokarna

Celebrated as a famous Hindu pilgrimage and as an important Sanskrit learning centre, Gokarna occupies a prized place on the travel map of Karnataka. Located in the captivating state of Karnataka on the banks of Arabian Sea, Gokarna literally means ‘the ear of a cow’. There is a legend associated with this holy place, which goes that it is at this place where Lord Shiva emerged from the ear of a cow. This sacred place finds mention in the great Hindu scripture named Gokarnam Purana. In the scripture, Gokarna has been described as the place of liberation. Gokarna is considered to be one of the seven Mukti Sthalas of Karnataka. Gokarna is also famous for its wonderful beaches and scenic beauty.

4.13 Summary

Heritage tourism as traveling to experience the places, artifacts and activities that authentically represents the stories and people of the past and present. It includes cultural, historic and natural resources.

Heritage tourism is often seen as synonymous with cultural tourism, historical tourism, arts tourism, nature tourism or attractions-related tourism. It is the branch of tourism oriented towards the cultural heritage (both the tangible and the intangible) of the location or destination in which the tourism occurs. Heritage tourism encompasses natural heritage, such as caves, nature reserves, gardens and marine parks, as well as built heritage, like museums, monuments and historical buildings. It also observes cultural events, festivals, performing arts and other forms of popular culture.

India has a beautiful culture, which astonishes tourists from other parts of the world. It is not just because the culture is several thousands of years old. It is beautiful because of its ability to be secular and at the same time stick to the essence of each cultural group. India's unique culture has led to several celebrations, traditions, and customs. Most of these customs have been rooted in texts and scriptures, which are older than science and have been scientifically proved to be advantageous for mental and physical health.

Cultural tourism in India takes the travelers beyond exotic beaches and beach resorts, picturesque hills, and utmost lavishness. It takes you through the famous historical places in India, the various art forms, and the authentic food trails.

A pilgrimage is a journey, often into an unknown or foreign place, where a person goes in search of new or expanded meaning about the self, others, nature, or a higher good, through the experience. It can lead to a personal transformation, after which the pilgrim returns to their daily life. Pilgrimage Tourism has emerged as an instrument for employment generation, poverty alleviation and sustainable human development. Pilgrimage Tourism promotes international understanding and gives support to local handicrafts and cultural activities. It is an important segment of the country's economy, especially in terms of its contribution towards foreign exchange earnings, generation of additional income and creation of employment opportunities.

India is a holy land where God is worshiped in its various forms. Here, you will find a distinctive form and name of God for every religion and sect. India is a paradise for religious minded people. Visit any state of India and you will see plenty of shrines belonging to various religions and sects. These holy pilgrimage sites are highly revered by the devotees for worshiping as well as for watching the age old architectural wonders. In every nook and corner of the country, these pilgrimages are associated with various legends.

4.14 Key Words/Abbreviations

- **Hindu Pilgrimage:** Hindu pilgrimage is rooted in ancient scriptures. According to textual scholars, the earliest reference to Hindu pilgrimage is in the Rigveda.
- **Heritage Tourism:** Heritage tourism as traveling to experience the places, artifacts and activities that authentically represents the stories and people of the past and present.
- **Indian Heritage:** India has a beautiful culture, which astonishes tourists from other parts of the world. It is not just because the culture is several thousands of years old.
- **Heritage and Culture:** Cultural tourism in India takes the travelers beyond exotic beaches and beach resorts, picturesque hills and utmost lavishness.
- **Pilgrimage Tourism:** Pilgrimage is a journey, often into an unknown or foreign place, where a person goes in search of new or expanded meaning about the self, others, nature, or a higher good, through the experience.
- **India Pilgrimage:** India is a holy land where God is worshiped in its various forms. Here, you will find a distinctive form and name of God for every religion and sect.
- **Sikh Pilgrimage:** Sikh Pilgrimage came to the Shivalik Hills, in Himachal Pradesh in 1695, at the invitation of the ruler of Sirmaur, to help him fight the Mughals.
- **World Tourism Organization:** The World Tourism Organization is the United Nations specialized agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

2. Which of the following is the characteristic of Heritage Tourism?
 - (a) Heritage tourism play an important role in tourism at all levels.
 - (b) Heritage tourism and the arts have long contributed to appeal of tourist destination.
 - (c) Heritage tourism helps to preserve the cultural heritage.
 - (d) All the above
3. Which of the following is not the characteristic of Indian Heritage?
 - (a) The Namaste Welcome
 - (b) Culture Derived Festivals
 - (c) Family Values
 - (d) None of the above
4. Which of the following is the Heritage and Culture of India?
 - (a) Amritsar: The Golden City in Punjab
 - (b) Delhi: A potpourri of different cultures
 - (c) Rajasthan: The land of Rajputs
 - (d) All the above
5. What is a journey, often into an unknown or foreign place, where a person goes in search of new or expanded meaning about the self, others, nature, or a higher good, through the experience?
 - (a) Pilgrimage Tourism
 - (b) Rural Tourism
 - (c) Cultural Tourism
 - (d) Religious Tourism

Answers:

1. (a), 2. (d), 3. (d), 4. (d), 5. (a)

4.17 References

References of this unit have been given at the end of the book.



UNIT 5 CLASSIFICATION OF TOURISM PRODUCT - II

Structure

- 5.0 Learning Objective
- 5.1 Introduction
- 5.2 Classification of Tourism Product
- 5.3 Art and Architecture
- 5.4 Historical Monuments
- 5.5 Famous Historical Monuments of India
- 5.6 Summary
- 5.7 Key Words/Abbreviations
- 5.8 Learning Activity
- 5.9 Unit End Exercises
- 5.10 References

5.0 Learning Objective

After studying this unit, you will be able to:

- Explain the art and architecture of tourism product
- Describe famous historical monuments of India

5.1 Introduction

Tourism is considered as a product because just like any product it is something that attract. Tourists are those who visited different places and enjoy the activities and adventures it offers them.



And the tourism increases income and provide economic stability to the particular community of the area. It is a chain reaction tourists visited earns goods through their services and additional revenue for those countries. This is why the government of all countries, i.e., may be developed or developing phase is paying more attention to earn foreign exchange and revenue from the tourist activities. That provides economic stability to that particular country. Tourism industry also attracts foreign investors.

5.2 Classification of Tourism Product

Tourism Products are those products which can be sold in tourism market. It can be anything which provides satisfaction during the course of visit of the particular tourist.

Tourism Product is an action, event or experience in some tourist activities and which utilizes the natural and cultural resources of the country. The tourism industry is fully inflexible in terms of capacity. For example, the number of beds in a hotel or seats on flight is fixed. So, it is not possible to meet sudden upsurges in them. Similarly, restaurants tables remain empty and unused in periods of low inflow. It also includes flora and fauna, all the wildlife sanctuaries, natural places conserved and national parks. In this, nature of products involves appealing non appealing sites. These sites are attracted most tourist to visit those. So, we can say that it is the most important product of the tourism industry. Retrievable tourism products include memories of different topics like various heritage sites, historical monuments, important pilgrimage destinations, archeological sites, cave and rock-cut temples places those attract tourists to visit at particular destination.

5.3 Art and Architecture

The architecture of India is rooted in its history, culture and religion. Among a number of architectural styles and traditions, the contrasting Hindu temple architecture and Indo-Islamic architecture are the best-known historical styles. Both of these, but especially the former, have a number of regional styles within them.

An aerial view of the Meenakshi Temple from the top of the southern gopuram, looking north. The temple was rebuilt by the Vijayanagara Empire and an example of Dravidian architecture.

An early example of town planning was the Harappan architecture of the Indus Valley Civilization. People lived in cities with baked brick houses, streets in a grid layout, elaborate drainage systems, water supply systems, granaries, citadels and clusters of large non-residential buildings. Much other early Indian architecture was in wood, which has not survived.

Hindu temple architecture is mainly divided into Dravidian and Nagara styles. Dravidian architecture flourished during the rule of the Chola, Chera and Pandyan empires, as well as the Vijayanagara Empire.



Figure: 5.1 Art and Architecture

The first major Islamic kingdom in India was the Delhi Sultanate, which led to the development of Indo-Islamic architecture, combining Indian and Islamic features. The rule of the Mughal Empire, when Mughal architecture evolved, is regarded as the zenith of Indo-Islamic architecture, with the Taj Mahal being the high point of their contribution. Indo-Islamic architecture influenced the Rajput and Sikh styles as well.

Gupta Architecture

The Gupta period represented a hiatus in Indian rock-cut architecture, with the first wave of construction finishing before the empire was assembled, and the second wave beginning in the late 5th century, after it ended. This is the case, for example, at the Ajanta Caves, with an early group made by 220 CE at the latest, and a later one probably all after about 460. Instead, the period has left almost the first surviving free-standing structures in India, in particular the beginnings of Hindu temple architecture. As Milo Beach puts it: “Under the Guptas, India was quick to join the rest of the medieval world in a passion for housing precious objects in stylized architectural frameworks”, the “precious objects” being primarily the icons of gods.



Figure: 5.2 Gupta Architecture

The most famous remaining monuments in a broadly Gupta style, the caves at Ajanta, Elephanta, and Ellora (respectively Buddhist, Hindu, and mixed including Jain) were in fact produced under other dynasties in Central India, and in the case of Ellora after the Gupta period, but primarily reflect the monumentality and balance of Guptan style. Ajanta contains by far the most significant survivals of painting from this and the surrounding periods, showing a mature form which had probably had a long development, mainly in painting palaces. The Hindu Udayagiri Caves actually record connections with the dynasty and its ministers, and the Dashavatara Temple at Deogarh is a major temple, one of the earliest to survive, with important sculpture.

Examples of early North Indian Hindu temples that have survived after the Udayagiri Caves in Madhya Pradesh include those at Tigawa (early 5th century), Sanchi Temple 17 (similar, but respectively Hindu and Buddhist), Deogarh, Parvati Temple, Nachna (465), Bhitargaon, the largest Gupta brick temple to survive, and Lakshman Brick Temple, Sirpur (600-625 CE). Gop Temple in Gujarat (c. 550 or later) is an oddity, with no surviving close comparator.

The Hindu Temple

The basic elements of the Hindu temple remain the same across all periods and styles. The most essential feature is the inner sanctuary, the *garbha griha* or womb-chamber, where the primary *Murti* or cult image of a deity is housed in a simple bare cell. Around this chamber there are often other structures and buildings, in the largest cases covering several acres. On the exterior, the *garbha*

griha is crowned by a tower-like *shikhara*, also called the *vimana* in the south. The shrine building may include an ambulatory for *parikrama* (circumambulation), one or more *mandapas* or congregation halls, and sometimes an *antarala* antechamber and porch between *garbha griha* and *mandapa*. There may be further shrines or other buildings, connected or detached, in large temples, together with other small temples in the compound. The whole temple compound is usually enclosed by a wall, and the temple itself, or sometimes the whole compound, is often raised on a plinth (*adhithana*). Large areas of the structure are often decorated with carving, including figurative images of deities and other religious figures. Beyond these basic but crucial similarities, the visible stylistic forms of the temple vary greatly and have a very complicated development.

For most modern writers, *nagara* refers to north Indian styles, most easily recognized by a high and curving *shikhara* over the sanctuary, *dravida* or Dravidian architecture is the broad South Indian style, where the superstructure over the sanctuary is not usually extremely high, and has a straight profile, rising in series of terraces to form a sort of decorated pyramid (today often, dwarfed in larger temples by the far larger *gopuram* outer gateways, a much later development). The ancient term *vesara* is also used by some modern writers, to describe a temple style with characteristics of both the northern and southern traditions. These come from the Deccan and other fairly central parts of India. There is some disagreement among those who use the term, as to the exact period and styles it represents, and other writers prefer to avoid it; temples some describe as *vesara* are mostly assigned to the northern tradition by those, but are regarded as a kind of northern *dravida* by others.



Figure: 5.3 The Hindu Temple

Early

There are hardly any remains of Hindu temples before the Gupta dynasty in the 4th century CE; no doubt, there were earlier structures in timber-based architecture. The rock-cut Udayagiri Caves are among the most important early sites. The earliest preserved Hindu temples are simple cell-like stone temples, some rock-cut and others structural, as at Sanchi. By the 6th or 7th century, these evolved into high shikhara stone superstructures. However, there is inscriptional evidence such as the ancient Gangadhara inscription from about 424 CE, states Meister, that towering temples existed before this time and these were possibly made from more perishable material. These temples have not survived.

Examples of early major North Indian temples that have survived after the Udayagiri Caves in Madhya Pradesh include Deogarh, Parvati Temple, Nachna (465 CE); Lalitpur District (c. 525 CE), Lakshman Brick Temple, Sirpur (600-625 CE); Rajiv Lochan temple, Rajim (7th-century CE).

No pre-7th century CE South Indian style stone temples have survived. Examples of early major South Indian temples that have survived, some in ruins, include the diverse styles at Mahabalipuram, from the 7th and 8th centuries. However, according to Meister, the Mahabalipuram temples are “monolithic models of a variety of formal structures all of which already can be said to typify a developed “Dravida” (South Indian) order”. They suggest a tradition and a knowledge base existed in South India by the time of the early Chalukya and Pallava era when these were built. Other examples are found in Aihole and Pattadakal.

The South Indian temple consists essentially of a square-chambered sanctuary topped by a superstructure, tower, or spire and an attached pillared porch or hall (mantapa or mandapam), enclosed by a peristyle of cells within a rectangular court. The external walls of the temple are segmented by pilasters and carry niches housing sculpture. The superstructure or tower above the sanctuary is of the kutina type and consists of an arrangement of gradually receding stories in a pyramidal shape. Each story is delineated by a parapet of miniature shrines, square at the corners and rectangular with barrel-vault roofs at the centre.

Later

North Indian temples showed increased elevation of the wall and elaborate spire by the 10th century. On the shikhara, the oldest form, called latina, with wide shallow projections running up the sides, developed alternative forms with many smaller “spirelets” (urushringa). Two varieties of these are called sekhari, where the sub-spikes extend vertically, and bhumiya, where individual sub-spikes are arrayed in rows and columns.

Richly decorated temples—including the complex at Khajuraho—were constructed in Central India. Examples include the Lingaraj Temple at Bhubaneswar in Odisha, Sun Temple at Konark in Odisha, Brihadeeswarar Temple at Thanjavur in Tamil Nadu. Indian traders brought Indian architecture to South east Asia through various trade routes.

Styles called vesara include the early Badami Chalukya Architecture, Western Chalukya architecture, and finally Hoysala architecture. Other regional styles include those of Bengal, Kashmir and other Himalayan areas, Karnataka, Kalinga architecture, and Maru-Gurjara architecture.

Jain Architecture

Jain temple architecture is generally close to Hindu temple architecture, and in ancient times Buddhist religious architecture. Normally, the same builders and carvers worked for all religions, and regional and period styles are generally similar. The basic layout of a Hindu and most Jain temples has consisted of a small garbha griha or sanctuary for the main murti or cult images, over which the high superstructure rises, then one or more larger mandapa halls.



Figure: 5.4 Jain Architecture

The earliest survivals of Jain architecture are part of the Indian rock-cut architecture tradition, initially shared with Buddhism, and by the end of the classical period with Hinduism. Very often, numbers of rock-cut Jain temples and monasteries share a site with those of the other religions, as at Udayagiri, Bava Pyara, Ellora, Aihole, Badami and Kalugumalai. The Ellora Caves are a late site, which contains temples of all three religions, as the earlier Buddhist ones give way to later Hindu excavations.

There is considerable similarity between the styles of the different religions, but often the Jains placed large figures of one or more of the 24 tirthankaras in the open air rather than inside the shrine. These statues later began to be very large, normally standing nude figures in the kayotsarga meditation position (which is similar to standing at attention). Examples include the Gopachal rock cut Jain monuments and the Siddhachal Caves, with groups of statues, and a number of single figures including the 12th-century Gommateshwara statue, and the modern Statue of Vasupujya and, largest of all at 108 ft (32.9 m) tall, the Statue of Ahimsa.

Regional differences in Hindu temples are largely reflected in Jain ones, except that Maru-Gurjara architecture or the “Solanki style” has become to some extent a pan-Indian, indeed pan-global Jain style. This is a particular temple style from Gujarat and Rajasthan (both regions with a strong Jain presence) that originated in both Hindu and Jain temples around 1000, but became enduringly popular with Jain patrons, spreading to other parts of India and the global Jain diaspora of the last century. It has remained in use, in somewhat modified form, to the present day, indeed also becoming popular again for some Hindu temples in the last century. The style is seen in the groups of pilgrimage temples at Dilwara on Mount Abu, Taranga, Girnar and Palitana.

Republic of India (1947 Onwards)

In recent times, there has been a movement of population from rural areas to urban centres of industry, leading to price rise in property in various cities of India. Urban housing in India balances space constrictions and is aimed to serve the working class. Growing awareness of ecology has influenced architecture in India during modern times.

Climate responsive architecture has long been a feature of India’s architecture but has been losing its significance as of late. Indian architecture reflects its various socio-cultural sensibilities which vary from region to region. Certain areas are traditionally held to be belonging to women. Villages in India have features such as courtyards, loggias, terraces and balconies. Calico, chintz and palampore of Indian origin highlight the assimilation of Indian textiles in global interior design. Roshandans, which are skylights-cum-ventilators, are a common feature in Indian homes, especially in North India.

At the time of independence in 1947, India had only about 300 trained architects in a population of what was then 330 million, and only one training institution, the Indian Institute of Architects.

Panorama of the Indian Institute of Management Ahmedabad designed by Louis Kahn, and completed in 1961. Some early architects were traditionalists, such as Ganesh Deolalikar, whose design for the Supreme Court imitated the Lutyens-Baker buildings down to the last detail, and B.R. Manickam, who designed the Vidhana Soudha in Bengaluru reminiscent of Indo-Saracenic architecture.



Figure: 5.5 Republic of India (1947 Onwards)

In 1950, French architect Le Corbusier, a pioneer of modernist architecture, was commissioned by Jawaharlal Nehru to design the city of Chandigarh. His plan called for residential, commercial and industrial areas, along with parks and a transportation infrastructure. In the middle was the capitol, a complex of three government buildings – the Palace of Assembly, the High Court, and the Secretariat. He also designed the Sanskar Kendra at Ahmedabad. Corbusier inspired the next generation of architects in India to work with modern, rather than revivalist styles.

Other prominent examples of modernist architecture in India include IIM Ahmedabad by Louis Kahn (1961), IIT Delhi by Jugal Kishore Chodhury (1961), IIT Kanpur by Achyut Kanvinde (1963), IIM Bangalore by B.V. Doshi (1973), Lotus Temple by Fariborz Sahba (1986), and Jawahar Kala Kendra (1992) and Vidhan Bhawan Bhopal (1996) by Charles Correa.

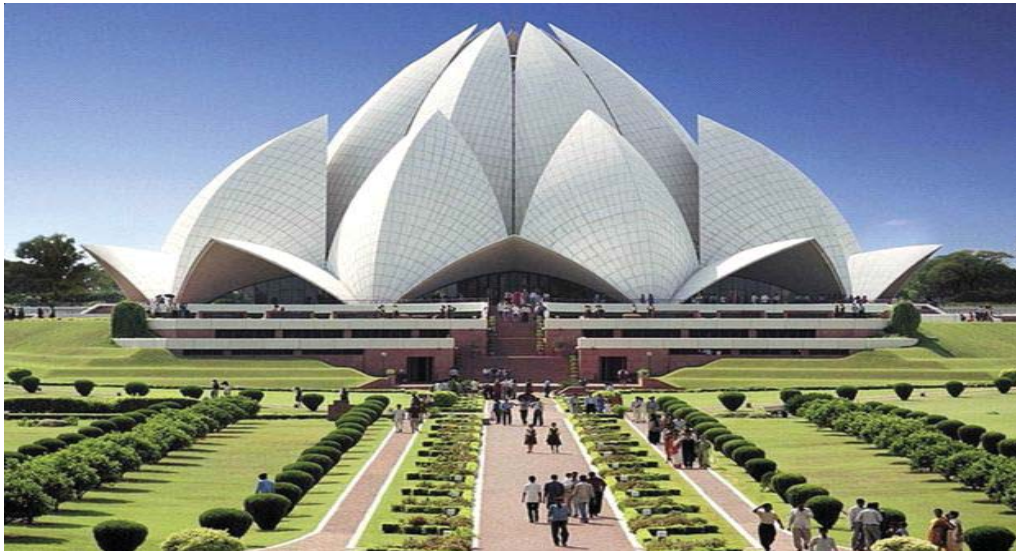


Figure: 5.6 Vidhan Bhawan Bhopal (1996) by Charles Correa

Skyscrapers built in the international style are becoming increasingly common in cities. This includes The 42 (2019) and The Imperial (2010) by Hafeez Contractor. Other projects of the 21st century include IIT Hyderabad by Christopher Benninger (2015).

5.4 Historical Monuments

India is one of the most beautiful countries in the world and is best known for its colorful culture and fascinating heritage. Its grand monuments, like the Taj Mahal act as strong pillars of the rich and deep history that India possesses. From their splendid architecture to a strong legacy, the historical monuments of India speak volumes. Most of these Indian monuments were primarily built under the regime of Rajputana, Dravidian and Mughal emperors. The monuments of India are speaking stones of the glory of its rulers and the brilliance of artisans in ancient India. Due to the incredible beauty of India and the constant efforts of the government in maintaining the heritage sites, India tourism has flourished rapidly witnessing an increase in the number of travelers from all around the world. Some of the well-preserved monuments in the different parts of the country are Red Fort (North), Sun Temple Konark (East), Amer Fort (West) and Charminar (South).

5.5 Famous Historical Monuments of India

India is rich in culture, traditions, heritage buildings, temples, forts and palaces. Famous Indian monuments include Old Churches of Goa, The Taj Mahal, Qutab Minar of Delhi, Charminar, Red fort and Jantar Mantar. These are also few most visited Heritage Sites in India.

These historical monuments are the only wealth of Indian tourism along with other world heritage sites and nature tourism places like wild parks and ancient temples of south India.

1. Taj Mahal, Agra

The Taj Mahal, a beautiful white marble Monument located in the city of Agra on the banks of the holy river Yamuna in the state of Uttar Pradesh. Taj Mahal is the finest example of combined elements of Mughal, Persian, Ottoman Turkish and Indian architectural styles.

It is one of the eight wonders of the world and also one of the most visited places in Uttar Pradesh. Fatehpur Sikri is another historic site in the state, the first planned city of the Mughals.

2. Mysore Palace, Mysore

The Palace of Mysore is the most famous historical monument, located in the city of Mysore in Karnataka and one of the most visited monuments in India. Mysore Palace is one of the most famous tourist attractions in the city along with Chamundi Hills.

3. Harmandir Sahib, Amritsar

The Golden Temple is known as Harmandir Sahib is a Sikh Gurdwara located in the Amritsar, Punjab. Shri Darbar Shaib is the holiest shrine and most famous pilgrimage place for Sikhs.

Harmandir Sahib is one of the most sacred places in India. A Holy Granth Sahib is always present inside the temple.

4. Brihadishwara Temple, Thanjavur

Brihadishwara Temple also called Periya Koyil or Big Temple is one of the India's largest temples located in the Thanjavur at the Indian state of Tamil Nadu.

The Rajarajeswaram temple is dedicated to Lord Shiva and the best temple build by Cholas along with Airavatesvara Temple of Tamil Nadu, Brihadishwara Temple and Airavatesvara Temple are two world heritage sites in Tamil Nadu.

5. Bahai Temple, Delhi

The Lotus Temple of Delhi is called Bahai Temples, situated near Kalka Ji. Lotus Temple is a house of worship for every religion and best place for meditation and peace.

Bahai Faith is spiritual unity of all humankind. There are eight continental houses of worship have been built around the world. Lotus Temple is one of them and the prominent attraction in Delhi.

6. Hawa Mahal, Jaipur

The great monuments of the royal Rajputs of Rajasthan, Hawa Mahal also Palace of Winds is situated in the heart of pink city and the capital of Rajasthan, Jaipur. The pyramid shape five-storey palace is constructed by red and pink sandstone by Maharaja Sawai Pratap Singh for women's of royal families.

Hawa Mahal is one of the major tourist attractions of Jaipur as well as must see historical monuments of Rajasthan state.

7. Chhatrapati Shivaji Terminus, Mumbai

Chhatrapati Shivaji Terminus or Victoria Terminus is a historic railway station situated in the dream city of India Mumbai, Maharashtra.

Victoria Terminus is one of the most busiest railway stations in India and headquarters of the Central Railways. There are top 25 historical monuments located in Maharashtra.

8. Victoria Memorial, Kolkata

The Victoria Memorial Hall is located in the capital of West Bengal, Kolkata and dedicated to Queen Victoria. Victoria Memorial is one of the major tourist attractions of Kolkata and serves as a museum with great collection of manuscripts, paintings and sculptures of the British period.

9. Qutab Minar, Delhi

Qutab Minar of Delhi is one of the tallest and famous towers in the world and second tallest Minar in India. Complex of Qutab Minar is home to several historically monuments such as Tomb of Iltutmish, Iron Pillar of Delhi and Alai Minar.

10. Sanchi Stupa, Sanchi

The Buddhist Vihara at Sanchi is also known as Great Stupa is one of the most famous Buddhist monuments in India, located at Sanchi Town in Raisen District. Sanchi Stupa is one of the best preserved ancient Stupas in India, surrounded by four carved gateways.

5.6 Summary

Tourism is considered as a product because just like any product it is something that attract. Tourists are those who visited different places and enjoy the activities and adventures it offers them. And the tourism increases income and provide economic stability to the particular community of the area. It is a chain reaction tourists visited earns goods through their services and additional revenue

for those countries. This is why the government of all countries, i.e., may be developed or developing phase is paying more attention to earn foreign exchange and revenue from the tourist activities. That provides economic stability to that particular country. Tourism industry also attracts foreign investors.

The architecture of India is rooted in its history, culture and religion. Among a number of architectural styles and traditions, the contrasting Hindu temple architecture and Indo-Islamic architecture are the best known historical styles. Both of these, but especially the former, have a number of regional styles within them.

Hindu temple architecture is mainly divided into Dravidian and Nagara styles. Dravidian architecture flourished during the rule of the Chola, Chera and Pandyan empires as well as the Vijayanagara Empire.

The first major Islamic kingdom in India was the Delhi Sultanate, which led to the development of Indo-Islamic architecture, combining Indian and Islamic features. The rule of the Mughal Empire, when Mughal architecture evolved, is regarded as the zenith of Indo-Islamic architecture, with the Taj Mahal being the high point of their contribution. Indo-Islamic architecture influenced the Rajput and Sikh styles as well.

The Gupta period represented a hiatus in Indian rock-cut architecture, with the first wave of construction finishing before the empire was assembled, and the second wave beginning in the late 5th century, after it ended. This is the case, for example, at the Ajanta Caves, with an early group made by 220 CE at the latest, and a later one probably all after about 460. Instead, the period has left almost the first surviving free-standing structures in India, in particular the beginnings of Hindu temple architecture. As Milo Beach puts it: "Under the Guptas, India was quick to join the rest of the medieval world in a passion for housing precious objects in stylized architectural frameworks", the "precious objects" being primarily the icons of gods.

Jain temple architecture is generally close to Hindu temple architecture, and in ancient times Buddhist religious architecture. Normally, the same builders and carvers worked for all religions, and regional and period styles are generally similar. The basic layout of a Hindu and most Jain temples has consisted of a small garbha griha or sanctuary for the main murti or cult images, over which the high superstructure rises, then one or more larger mandapa halls.

The earliest survivals of Jain architecture are part of the Indian rock-cut architecture tradition, initially shared with Buddhism, and by the end of the classical period with Hinduism. Very often, numbers of rock-cut Jain temples and monasteries share a site with those of the other religions, as at Udayagiri, Bava Pyara, Ellora, Aihole, Badami and Kalugumalai. The Ellora Caves are a late site,

which contains temples of all three religions, as the earlier Buddhist ones give way to later Hindu excavations.

India is one of the most beautiful countries in the world and is best known for its colourful culture and fascinating heritage. Its grand monuments, like the Taj Mahal, act as strong pillars of the rich and deep history that India possesses. From their splendid architecture to a strong legacy, the historical monuments of India speak volumes. Most of these Indian monuments were primarily built under the regime of Rajputana, Dravidian and Mughal emperors. The monuments of India are speaking stones of the glory of its rulers and the brilliance of artisans in ancient India. Due to the incredible beauty of India and the constant efforts of the government in maintaining the heritage sites, India tourism has flourished rapidly witnessing an increase in the number of travelers from all around the world. Some of the well-preserved monuments in the different parts of the country are Red Fort (North), Sun Temple Konark (East), Amer Fort (West) and Charminar (South).

5.7 Key Words/Abbreviations

- **Art and Craft:** Art and Craft are the type of art that typically refers to the assembly of handmade goods. This type of art has been around for centuries, and it typically involves making items that are not only attractive but useful as well. In many instances, crafts are generally made from raw natural materials.
- **Architecture:** Architecture is the art and technique of designing and building, as distinguished from the skills associated with construction. The practice of architecture is employed to fulfil both practical and expressive requirements, and thus it serves both utilitarian and aesthetic ends.
- **Gupta Architecture:** Gupta architecture was diverse in style, design and features. It can be classified into caves, stupas and temples.
- **Jain Architecture:** Jain architecture especially their temple architecture is one of a kind in India. The great Jain temples and sculptured monuments of Karnataka, Maharashtra and Gujarat.
- **Historical Monument:** A monument is a type of usually three-dimensional structure that was explicitly created to commemorate a person or event, or which has become relevant to a social group as a part of their remembrance of historic times or cultural heritage, due to its artistic, historical, political, technical or architectural.
- **Jantar Mantar:** The Jantar Mantar is an equinoctial sundial, consisting of a gigantic triangular gnomon with the hypotenuse parallel to the Earth's axis.

- **Hawa Mahal:** Hawa Mahal is a palace in Jaipur, India. Made with the red and pink sandstone, the palace sits on the edge of the City Palace, Jaipur, and extends to the Zenana.
- **Hindu Temple:** Hindu temple is a symbolic house, seat and body of divinity. It is a structure designed to bring human beings and gods together, using symbolism to express the ideas and beliefs of Hinduism.

5.8 Learning Activity

1. You are required to prepare project report on “Indian Art and Architecture”.

2. You are instructed to build a team of 10 members and prepare a report on “Historical Monuments of India”.

5.9 Unit End Exercises

Descriptive Type Questions

1. Define the term Tourism Product. Explain the classification of Tourism Product.
2. Explain in details about art and architecture of India.
3. Discuss about Indian historical monuments and the influence in Tourism Product.
4. Explain in details about famous historical monuments of India.

Multiple Choice Questions

1. The architecture of India is rooted in its _____.
(a) History (b) Culture
(c) Religion (d) All the above

2. When the Dravidian Architecture flourished?
 - (a) During the rule of the Chola, Chera and Pandyan empires
 - (b) During the Vijayanagara Empire
 - (c) Both (a) and (b)
 - (d) None of the above
3. Panorama of the Indian Institute of Management Ahmedabad designed by Louis Khan, and completed in the year _____.
 - (a) 1961
 - (b) 1965
 - (c) 1970
 - (d) 1990
4. Which of the following is the famous historical monument of India?
 - (a) Taj Mahal
 - (b) Mysore Palace
 - (c) Pashupatinath Temple
 - (d) Hawa Mahal
5. The Buddhist Vihara at Sanchi is also known as _____.
 - (a) Great Stupa
 - (b) Idle of India
 - (c) Unity in Diversity
 - (d) All the above

Answers:

1. (d), 2. (c), 3. (a), 4. (c), 5. (a)

5.10 References

References of this unit have been given at the end of the book.



UNIT 6 RELIGIOUS TOURISM

Structure

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- 6.2 Religious Tourism
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6.0 Learning Objective

After studying this unit, you will be able to:

- Explain the various religious centres in India
- Describe the spiritual centres in India

6.1 Introduction

Religious places are ranked high in preferred tourist destinations for Indians, according to the State of Nation Study conducted by Lokniti in 2008, which found that 39% of the respondents reported pilgrimages/holy sites as their most preferred location for a vacation. These findings, however, are slightly different from a National Sample Survey Office (NSSO) report on domestic tourism for 2008-09. The report found that social purposes accounted for almost three-fourth of all overnight trips, while pilgrimages and religious trips accounted for only around one in 10 such trips in the year preceding the survey. Although the NSSO released a similar report in 2014-15, it cannot be compared with the Lokniti findings as NSSO figures are based on response for the last 30 days, against Lokniti's period of past two years.

6.2 Religious Tourism

Religious tourism is a type of tourism with two main subtypes: pilgrimage, meaning travel for religious or spiritual purposes, and the viewing of religious monuments and artefacts, a branch of sightseeing. Religious tourism has been characterized in different ways by researchers. Gisbert Rinschede distinguishes these by duration, by group size, and by social structure. Juli Gevorgian proposes two categories that differ in their motivation, namely “pilgrimage tourism” for spiritual reasons or to participate in religious rites, and “church tourism” to view monuments such as cathedrals. The Christian priest Frank Fahey writes that a pilgrim is “always in danger of becoming a tourist”, and *vice versa* since travel always in his view upsets the fixed order of life at home, and identifies eight differences between the two. Sites of special sacred significance have been visited for millennia. What is now important is that these sites need protection, conservation and interpretation. There are few guardians of these special places of worship and visitation and even fewer sources of funds to maintain and manage these sites for present visitors and worshippers. We do make a distinction between worshippers and visitors as the religious sites cater for both as visitors and in roughly equal amounts at some very special places like Lourdes in France and Fatima in Portugal.

Pilgrimage

Pilgrimage is spiritually- or religiously-motivated travel, sometimes over long distances; it has been practised since antiquity and in several of the world's religions. The world's largest mass religious assemblage takes place in India at the Kumbh Mela, which attracts over 120 million pilgrims. Other major pilgrimages include the annual Hajj to Mecca, required once in a Muslim's life.



Figure: 6.1 Pilgrimage

Religious Sightseeing

Religious sightseeing can be motivated by any of several kinds of interest, such as religion, art, architecture, history, and personal ancestry. People can find holy places interesting and moving, whether they personally are religious or not. Some, such as the churches of Italy, offer fine architecture and major artworks. Others are important to world religions. Jerusalem holds a central place in Judaism, Christianity and Islam. Others again may be both scenic and important to one religion, like the Camino de Santiago in Spain, but have been adopted by non-religious people as a personal challenge and indeed as a journey of self-discovery. Religious tourism in India can take many forms, including yoga tourism; the country has sites important to Buddhism, Islam, Sikhism and Hinduism, as well as magnificent architecture and, for some travelers, the attraction of orientalism. Japan too offers beautiful religious places from Buddhist temples to Shinto shrines.



Figure: 6.2 Religious Sightseeing

Secular Pilgrimage

A category intermediate between pilgrims belonging to a major world religion and pure tourism is the modern concept of secular pilgrimage to places such as the Himalayas felt to be in some way special or even sacred, and where the travel is neither purely pious, nor purely for pleasure, but is to some degree “compromised”.



Figure: 6.3 Secular Pilgrimage

New Age believers may travel to such “spiritual hotspots” with the intention of healing themselves and the world. They may practise rituals involving (supposedly) leaving their bodies, possession by spirits (channelling), and recovery of past life memories. The travel is considered by many scholars as transcendental, a life learning process or even a self-realization metaphor.

6.3 Meaning of Religious Tourism

Religious tourism is the traveling of an individual or a group of individuals of a specific religion or faith to a location that holds religious impact. This is common in many religions around the world, especially Hindu, Christianity, Islam and Judaism. Religious tourism is an important part of the tourism industry which is called special interest tourism, which usually related to the followers of particular faiths who visit locations that are considered as holy sites.

Religious tourism has taken place since the dawn of civilization. Pilgrims traveled to pay homage to the sacred places and their guardians throughout the world. Tourism to sacred sites has merged with pilgrimage in the past 2,000 years and, more recently, in the past two hundred years wealthy Europeans visited special sites of sacred ritual in both the New World and throughout Europe.

6.4 Significance of Religious Tourism

The significance of Religious Tourism can be summarized as follows:

1. Religious sites are not only visited by the pilgrims but also visited by non-religious tourists since they have cultural, historical and religious significance.
2. Most niche of tourism industry is directly affected by economic instability but this religious tourism is less affected by these economic issues because the reason for traveling is very strong. It plays a very important role in their lives so money does not play a very vital role to stop from visiting a destination.
3. Religious tourism is the pioneer form of tourism which has begun almost with the dawn of humanity. From the ancient times, religious destinations were not only a part of the cultural landscape but they also had become a vital factor in local marketing and prime parts of the economy of hosted destinations.
4. Some of the religious places such as Mecca in Saudi Arabia, Fatima in Portugal and Lourdes in France attract millions of religious tourists, charity workers, missionaries and humanitarians creating a huge financial transaction in the destination.
5. Religious tourism, in the literature of tourism studies is, often described interchangeably as a cultural heritage tourism, cultural tourism, cultural heritage tourism and spiritual tourism by different authors.
6. It is difficult to give a specific definition of religious tourism and the reason behind it is that cultural and religious travels are used synonymously. This is because the majority of cultural

tourists visit religious destinations as a part of their itinerary and are thus referred to as religious tourists.

7. The general meaning of religious tourism implies traveling with the prime motive of experiencing religious activities or the products they induce such as art, culture, traditions and architecture.
8. Religion and tourism are interlinked with each other. The pioneer form of tourism was in the form of visiting religious pilgrimages such as Christians traveling to Jerusalem and Muslims to Mecca.
9. Religious pilgrimages have always been one of the dominant factors for motivating people to travel.
10. Tracing back to the religious history it is found that major religions have globally stimulated tourism as a foundation for spreading their own religious beliefs.

6.5 Challenges of Religious Tourism

The management of religious tourism presents many challenges that are unique in both breadth and application. Sites of religious significance have existed since biblical times and pilgrimage in the Judeo-Christian context is mentioned in the Old Testament of the Bible, for example the story of Elkanah who travels annually to Shiloh to worship and sacrifice and in the New Testament Pentecost story when Jews from all over the world had come to Jerusalem for the Passover. Many of these sites still exist and other sites, although not as old, have considerable heritage value. The management of heritage sites present particular problems, one of which relates to the cost of maintenance.

Most religious sites are owned by religious organizations and this may cause challenges for their management in that they must balance the needs of their worshippers with those of visitors to the sites. Mosques are at the centre of Islamic tourism and are visited by both Muslims and non-Muslims alike. Muslims may visit mosques while traveling as a tourist attraction or as a place of worship. Many mosques have a dual role as both a place of worship while also functioning as a community centre. The role as community centre means that the mosque will be open for functions and festivities that are not strictly religious in nature and may include non-Muslims. Muslim countries, such as those in the Organization of Islamic Cooperation (OIC) welcome tourism, especially religious tourism, but make the distinction between pilgrimage, the most well known being the Hajj, and other forms of religious tourism. While non-Muslims are welcome at sites such as mosques, they are not welcome at the Hajj. The Hajj is one of the most important forms of pilgrimage today with millions

of Muslims traveling to Makkah (Mecca) in Saudi Arabia and, without question, the most important Muslim pilgrimage. It is therefore important to distinguish between Muslim travelers to Muslim sites and non-Muslim visitors to these sites. For example, it is not acceptable for non-Muslims to enter the region of Hejaz where the cities of Mecca and Medina are located. Where there is conflict related to 'ownership' of these sites is discussed below. Other religions have similar problems in relation to conflicting motivations.

One of the conflicts that have been noted is between visitors to religious sites and worshippers, while many visitors see the worshippers as part of the experience some of the worshippers do not like the feeling of being observed by the visitors. Worshippers do not want to feel that they are part of a 'show', but are happy to share their religious space, and are proud of the architecture and history that attracts visitors to the site. Sacredness does not readily cross cultural boundaries. What is viewed as sacred by one group, such as congregants, may be seen as culturally interesting by another visitor group. Given that some visitors may wish to engage in worship, Church authorities may need to determine when a request to participate in a service should be accepted as an expression of genuine interest and/or intention.

Developing sites of special significance requires the dissemination and sharing of both intellectual and practical contributions to meet those needs in a planned and stakeholder-driven approach. Traditional approaches to development emerged half a century ago with a focus on core competencies and the agreed understanding that open and fair competition would raise quality and assure reasonable profit margins. Creating awareness of services and products and mapping those to our marketing practices are the first two tools in a toolkit included in my latest book, *Managing Religious Tourism*, which has been co-authored by Maureen Griffiths of Monash University.

6.6 Religious Centres in India

1. Vaishno Devi Tourism

Located in Trikuta hills, 13 kms from Katra (in Jammu and Kashmir); Vaishno Devi is a town that's home to the famous Vaishno Devi Mandir. This renowned shrine allures millions of devotees from all over the world. Popularly known as Mata Rani, Vaishnavi and Trikuta, Vaishno Devi is a manifestation of the Hindu Goddess Durga. It is believed that during the pooja and aarti, Goddesses arrive at the Holy cave to pay their respect to Mata Rani. Devotees believe goddess herself calls the devotees to reach here. The Holy shrine board had inception in 1986, and the temple has witnessed an increasing number of devotees ever since. Vaishno Devi is a religious trekking destination where pilgrims walk about 13 km uphill to reach the caves which are among one of the 108 Shakti Peetha.

It takes about 6-9 hours depending on the weather and pace. Ponies and Palanquins, as well as helicopter services, are available by various vendors to take you up there. The whole way is decently paved with lots of shops selling snacks, food and religious goods. There was 85.87 lakh of devotees in the year 2018.

2. Sabarimala Tourism

More than 30 million pilgrims visit the temple in Sabarimala annually, making it the largest in India and second largest in the world, after Hajj Pilgrimage of Mecca in Saudi Arabia. Located inside the Periyar Tiger Reserve, in the Pathanamthitta district of Kerala, Sabarimala is a temple town on the bank of the River Pampa.

Named after the mythological character, Sabarimala shelters the famous Ayyapa temple. The temple is also known as Dharma Sashta and is believed to be the son of Shiva and Mohini, the feminine incarnation of Lord Vishnu. People believe that Vishnu's incarnate, Parasurama, placed the Ayyappa Idol at the top of the mountain.

3. Tirupati Tourism

Situated in the Chittoor district of Andhra Pradesh, Tirupati is known for Venkateshwara Temple, one of the most popular pilgrimage centres in the country. Known as Balaji and Govinda, Tirupati is one of the oldest cities of India and finds mention in plenty of ancient Vedas and Puranas. Tirumala is the home to seven peaks of Tirumala Hills.

The non-stop chanting of 'Om Namo Venkatesaya', the mad pilgrim rush and the 8-feet tall idol of Lord Venkateshwara – everything about the Sri Venkateshwara Temple is majestic. Spread over an area of 26 kms and visited by nearly 50,000 pilgrims every day, the temple is also commonly referred to as the Temple of Seven Hills.

There are other temples in Tirupati too that you can visit, including the Sri Kalahasti Temple, Sri Govindarajaswami Temple, the Kondandarama Temple, the Parashurameshwara Temple, and the ISKCON Temple.

Tirupati is home to a unique geological wonder that you should not miss out on. The Silathoranam is a natural arch formed out of rocks and is located at the Tirumala Hills. This natural rock formation is one of the only three of its kind in the entire world and is an important archaeological landmark.

4. Varanasi Tourism

World's oldest living city, Varanasi enchants and surprises its visitors in the same breath. Also known as Kashi (City of Life) and Benaras, this spiritual capital of India is one of Hinduism's seven holy cities. The old city of Varanasi sits along the western banks of the Ganges, spread across a labyrinth of alleys called galis which are too narrow for the traffic to pass through – be prepared to walk on foot and encounter some holy cows! There are temples at almost every turn in Varanasi, but the Kashi Vishwanath Temple is the most visited and the oldest of the lot (Benaras is known as the city of Lord Shiva for a reason, and rightfully so).

Varanasi is considered an auspicious place to die, as it is believed to grant moksha or liberation from the cycle of life and death. Spiritually enlightening and spectacularly photogenic, the heart of the city pulsates around the ghats, about 80 of which border the Ganges – be prepared for the sights, sounds and smells! All chaos and noise on the ghats take a pause when the Ganga Aarti takes place after dusk, a ceremony of immense grandeur. This divine city is also an important destination for Buddhists. Gautam Buddha preached his first sermon in Banaras, a part which is now in Sarnath. Typical of any Indian city, the food here is a delicious repertoire of dishes – do not miss out on the hot chaat and cool lassi.

Soulful, Sacred, Spectacular – Kashi is one of the most blindingly colourful and frustratingly chaotic cities you will ever come across. However, if you are ready for it, the journey through Banaras will blaze in your memory, long after you have left its shore! Varanasi is India in all her glory, as it has been for thousands of years, and as it will be for a thousand more.

6.7 Spiritual Centres in India

1. Auroville, Pondicherry

Chief Patrons: Sri Aurobindo and Mirra Alfassa, known as the 'Mother'.

Philosophy: Based on the Mother's and Sri Aurobindo's dual vision of an ideal, multicultural township.

The Place: The township hosts about 2,400 people from close to 50 countries, who contribute to its welfare and help build a sustainable community. At its centre is the iconic Matrimandir, a giant gold-plated orb surrounded by 12 parks, which symbolises the birth of a new consciousness. This is not so much a place for meditation, but for silent concentration to become aware of your own consciousness. It has an inner chamber, completely in white. Some parts have Internet connectivity.

Getting in: Entry is free, but people who wish to live at Auroville must arrange for their own accommodation or wait until Housing Service makes options available. They also need to make monthly payments and support themselves financially. Volunteering, student exchange programmes and academic/field research are also possible.

2. Osho

Philosophy: That the ‘new man’ or ‘homo novus’ is someone who is at home in this world and the spiritual one.

The Place: A garden with tall trees, plenty of black marble and wide open spaces. Against this stark vista of green and black, spend your mornings in deliciously relaxing one-hour drop-in sessions of Tai Chi, Chi Gong and Zen archery. There are 10 meditation sessions every day, starting at 6 am. There is an Olympic-size pool, spa, gym, cyber café, tennis courts and three dining areas with everything from Asian mains to coffees and pastries. In addition to a small bank, the campus has a store (Galleria) where residents can buy the maroon and white robes required for meditation, magazines and more. And as night falls, the place comes alive with meditations under the full moon, music performances and movie screenings.

Getting in: Anyone can go as long as they can pay for the stay and pass the HIV/AIDS test, but bringing children is not encouraged.

3. The Art of Living International Centre, Bengaluru

Chief Patron: Sri Sri Ravi Shankar.

Philosophy: Stress-free minds move us closer towards world peace.

The place: Centred around the grand Vishalakshi Mantap, the meditation hall, 65 acres unfold in the Panchagiri Hills. The setting is meant to promote the main theme of stress management. Life here begins with yoga and meditation, followed by breakfast and seva (voluntary service). You can do a range of jobs for the rest of the day, such as cooking and cleaning as well as administrative and office work. The idea is to overcome personal barriers and live with no expectations. Sattvic meals are served, sometimes using vegetables and grains from the on-premises gardens. In the evening, everyone gathers for the satsang, where people meditate and celebrate with song and dance.

Getting in: Anyone above the age of eight can go. Bookings and payments for courses and accommodation should be made online.

4. Vipassana International Academy, Igatpuri

Chief Patrons: Sayagyi U Ba Khin and S.N. Goenka.

Philosophy: Self-purification/transformation by eliminating the three causes of all unhappiness—craving, aversion and ignorance.

The Place: This is among the more rigorous centres, training in ancient Vipassana meditation techniques, which go back to the Buddha. Apart from the standard rules, such as abstinence from intoxicants and sex, the academy also demands complete silence, disallowing even non-verbal communication, except limited interaction with a teacher or the management. Days begin at 4 am, and most courses are for 10 days, but there are shorter ones as well. Some are open only to students who have already finished a 10-day course.

Getting in: The academy is open to anyone, through an online application. People with serious mental health issues or highly restrictive diets are not encouraged.

5. Krishnamurti Foundation, Chennai

Chief Patron: J. Krishnamurti.

Philosophy: Truth is a pathless land.

The Place: Sprawled across 6.5 acres of green and quiet, this is essentially a library filled with resources about J. Krishnamurti's teachings in a variety of media, but weekend retreats to explore his work at length are held periodically. Groups are limited to about 20 people, and discussions are centred on the fundamental problems of human existence. The format is meant for immersive study, breaking away from daily routines of work and home. Individual study for three months or longer is also possible, but this is not structured.

Getting in: The online application is open to all.

6. Isha Yoga Centre, Velliangiri Mountains

Chief Patron: Sadhguru Jaggi Vasudev.

Philosophy: To explore the science of inner well-being to realise the ultimate potential within.

The Place: The headquarters of the Isha Foundation in India are spread across 150 acres and host a community of full-time volunteers, Brahmacharis and residents. There are four paths of yoga offered here kriya (energy), gnana (knowledge), karma (action) and bhakti (devotion). On-site accommodation is available to support people with families and help them participate in the centre's

activities. There is a massive meditation hall a pillarless structure with a dome—and an underground water body. Many events are held here through the year, but the Mahashivratri celebrations in spring attract more than a million people for a satsang that lasts through the night (fashion designer Donna Karan has been spotted in the past). Isha Fest, a carnival of sorts in September, is also an annual highlight.

Getting in: The foundation course, called Inner Engineering, is open to all. There is yoga for children, too.

7. Parmarth Niketan, Rishikesh

Chief Patron: H.H. Pujya Swami Chidanand Saraswatiji Maharaj.

Philosophy: To serve God and humanity.

The Place: Journalists from The New York Times and CNN-IBN have stayed in the 1,000+ rooms, which are surrounded by gardens, with the Himalayas as a backdrop. At Pujya Swamiji's heaven in the hills, you can focus on yoga and meditation while having the option of returning to basic comforts such as a western-style bathroom with running hot water. At the end of each day, devotees attend the Ganga Aarti—sunset prayers accompanied by music on the banks of the holy river. Accommodation is strictly for devotees, who can stay for a maximum of 15 days, which can be extended with special permission. Smoking, drinking, drugs and cards are forbidden, as are listening to the radio and watching television. Even eating onion and garlic is frowned upon.

Getting in: Anyone can register (via e-mail or telephone) up to seven days prior to the course. There are yoga courses for people with no prior experience, five-week teacher training courses, a specific Kriya Yoga course, a more advanced intensive yoga course and a spiritual retreat. Parmarth Niketan also hosts an annual one-week International Yoga Festival.

8. Sivananda, Kerala

Chief Patrons: Swami Sivananda and Swami Vishnudevananda.

Philosophy: Serve. Love. Give. Purify. Meditate. Realise.

The Place: Part of a country-wide network, this 12-acre property dotted with coconut palms is the perfect location for sun salutations. Sivananda is popular with celebrities, which is not surprising, considering that Deepika Mehta, trainer to Aishwarya Rai and Deepika Padukone, did her teacher training here. High season is from October to April, when children under six are not permitted. Meals (vegetarian) are served twice a day, and snacks, salads and juices are available at the Health Hut during high season. Men's and women's accommodation is separate, and everyone is expected to

stay silent from 7.30 am till when the lights go out at 10.30 pm. Participants can leave the premises on the weekly day off, but they are expected to attend morning and evening satsangs.

Getting in: Anyone can sign up for the beginner or intermediate courses, which are about two weeks long. A residential programme for kids is offered as well.

9. Transcendental Meditation, Delhi

Chief Patron: Maharishi Mahesh Yogi.

Philosophy: TM has nothing to do with religion, belief, lifestyle or diet.

The Place: It has centres in more than 100 countries, including several in India, with the main national centre in Delhi. The emphasis is on the teaching, which is notably different from what is generally considered as meditation. The aim is to learn how to quieten the conscious mind and go beyond all thought to reach a state of pure consciousness. In other words, a state of restful alertness, a state of rest that is so relaxing, it is reportedly twice as deep as the deepest sleep (bonus: it does help you sleep better). TM does not require concentration or effort. There is no force or control involved. The effects include an improved memory and focus, alertness, problem-solving skills and creativity, and increased self-confidence. It also reduces exhaustion and blood pressure problems, as well as the likelihood of heart disease. Course content is standard around the world, with sessions lasting about two hours a day, for five days.

Getting in: Anyone can go. Children as young as 10 years old can be taught the technique.

10. Root Institute, Bodhgaya

Chief Patrons: Lama Tsong Khapa, Lama Thubten Yeshe and Lama Zopa Rinpoche.

Philosophy: Tibetan Buddhism.

The Place: It was in Bodhgaya that Buddha received enlightenment. And at Root institute, surrounded by tall trees in flower-filled gardens, every year from October to March, students are taught meditation and philosophy in order to feel peace, happiness, wisdom and compassion for others. Courses range between two to ten days, but there are one-day sessions as well. Even if you are not enrolled in a course, you can stay here. During courses, men and women live separately and celibacy must be maintained. Asian, Western and Indian vegetarian meals are served three times a day. Students in strict private retreat can even have their food delivered to them. Laundry services are provided, but students cannot leave the premises during a course and there is no telephone or Internet access on the premises.

6.8 Religions in India

The documented history of Indian religions begins with the historical Vedic religion, the religious practices of the early Indo-Iranians, which were collected and later redacted into the Vedas. The period of the composition, redaction and commentary of these texts is known as the Vedic period, which lasted from roughly 1750 to 500 BCE. The philosophical portions of the Vedas were summarized in Upanishads, which are commonly referred to as Vedanta, variously interpreted to mean either the “last chapters, parts of the Veda” or “the object, the highest purpose of the Veda”. The early Upanishads all predate the Common Era, five of the eleven principal Upanishads were composed in all likelihood before 6th century BCE, and contain the earliest mentions of Yoga and Moksha.

Hindu

Hindus can choose to be polytheistic, pantheistic, panentheistic, pandeistic, henotheistic, monotheistic, monistic, agnostic, atheistic or humanist. Ideas about all the major issues of faith and lifestyle including: vegetarianism, non-violence, belief in rebirth, even caste, are subjects of debate, not dogma.

Hinduism is the world’s third largest religion. It is an Indian religion and dharma, or way of life, widely practised in the Indian subcontinent and parts of Southeast Asia. Hinduism has been called the oldest religion in the world, and some practitioners and scholars refer to it as Sanatana Dharma, “the eternal tradition”, or the “eternal way”, beyond human history. Scholars regard Hinduism as a fusion or synthesis of various Indian cultures and traditions, with diverse roots and no founder. This “Hindu synthesis” started to develop between 500 BCE and 300 CE, after the end of the Vedic period (1500 to 500 BCE), and flourished in the medieval period, with the decline of Buddhism in India.

Although Hinduism contains a broad range of philosophies, it is linked by shared concepts, recognisable rituals, cosmology, shared textual resources, and pilgrimage to sacred sites. Hindu texts are classified into Sruti (“heard”) and Smtiti (“remembered”). These texts discuss theology, philosophy, mythology, Vedic yajna, Yoga, agamic rituals, and temple building, among other topics. Major scriptures include the Vedas and the Upanishads, the Puranas, the Mahabharata, the Ramayana, and the Agamas. Sources of authority and eternal truths in its texts play an important role, but there is also a strong Hindu tradition of questioning authority in order to deepen the understanding of these truths and to further develop the tradition.

Hinduism is the world's third largest religion; its followers, known as Hindus, constitute about 1.15 billion, or 15-16% of the global population. Hinduism is the most widely professed faith in India, Nepal and Mauritius. It is also the predominant religion in Bali, Indonesia. Significant numbers of Hindu communities are also found in the Caribbean, Southeast Asia, North America, Europe, Oceania, Africa and other countries.

Buddhist

Buddhist follows the path of practice and spiritual development leading to Insight into the true nature of reality. The history of Indian Buddhism may be divided into five periods: Early Buddhism (occasionally called pre-sectarian Buddhism), Nikaya Buddhism or Sectarian Buddhism: The period of the early Buddhist schools, Early Mahayana Buddhism, later Mahayana Buddhism and Vajrayana Buddhism.

Buddhism is the world's fourth-largest religion with over 520 million followers, or over 7% of the global population, known as Buddhists. Buddhism encompasses a variety of traditions, beliefs and spiritual practices largely based on original teachings attributed to the Buddha and resulting interpreted philosophies. It originated in ancient India as a Sramana tradition sometime between the 6th and 4th centuries BCE, spreading through much of Asia. Two major extant branches of Buddhism are generally recognized by scholars: Theravada and Mahayana.

Most Buddhist traditions share the goal of overcoming suffering and the cycle of death and rebirth, either by the attainment of Nirvana or through the path of Buddhahood. Buddhist schools vary in their interpretation of the path to liberation, the relative importance and canonicity assigned to the various Buddhist texts, and their specific teachings and practices. Widely observed practices include taking refuge in the Buddha, the Dharma and the Sangha, observance of moral precepts, monasticism, meditation, and the cultivation of the Paramitas (perfections, or virtues). Theravada Buddhism has a widespread following in Sri Lanka and Southeast Asia such as Cambodia, Laos, Myanmar and Thailand. Mahayana, which includes the traditions of Pure Land, Zen, Nichiren Buddhism, Shingon and Tiantai (Tendai), is found throughout East Asia.

Vajrayana, a body of teachings attributed to Indian adepts, may be viewed as a separate branch or as an aspect of Mahayana Buddhism. Tibetan Buddhism, which preserves the Vajrayana teachings of 8th-century India, is practised in the countries of the Himalayan region, Mongolia, and Kalmykia.

Several scholars have suggested that the Mahayana Buddhist tradition started in south India (modern Andhra Pradesh), and it is there that Prajnaparamita sutras, among the earliest Mahayana sutras, developed among the Mahasamghika along the Krsna River region about the 1st century BCE.

Jain

Jainism is known as Jain Dharma, is an ancient Indian religion. Followers of Jainism are called “Jains”, a word derived from the Sanskrit word *jina* (victor) referring to the path of victory in crossing over life’s stream of rebirths by destroying karma through an ethical and spiritual life. Jainism is a transtheistic religion, and Jains trace their spiritual ideas and history through a succession of twenty-four victorious saviours and teachers known as tirthankaras, with the first being Rishabhanatha, who according to Jain tradition lived millions of years ago, the twenty-third being Parshvanatha in 900 BCE, and the twenty-fourth being the Mahavira around 500 BCE. Jains believe that Jainism is an eternal dharma with the tirthankaras guiding every cycle of the Jain cosmology. Their religious texts are called Agamas.

The main religious premises of Jainism are *ahimsa* (non-violence), *anekantavada* (many-sidedness), *aparigraha* (non-attachment) and *asceticism*. Devout Jains take five main vows: *ahimsa* (non-violence), *satya* (truth), *asteya* (not stealing) and *brahmacharya* (celibacy or chastity or sexual continence). These principles have affected Jain culture in many ways, such as leading to a predominantly vegetarian lifestyle that avoids harm to animals and their life cycles. Parasparopagraho Jivanam (the function of souls is to help one another) is the motto of Jainism. Namokara mantra is the most common and basic prayer in Jainism.

Jainism has two major ancient sub-traditions, Digambaras and Svetambaras; several smaller sub-traditions emerged in the 2nd millennium CE. The Digambaras and Svetambaras have different views on ascetic practices, gender and which Jain texts can be considered canonical. Jain mendicants are found in all Jain sub-traditions except Kanji Panth sub-tradition, with laypersons (sravakas) supporting the mendicants’ spiritual pursuits with resources.

The theological basis of non-violence as the highest religious duty has been interpreted by some Jain scholars not to “be driven by merit from giving or compassion to other creatures, nor a duty to rescue all creatures”, but resulting from “continual self-discipline”, a cleansing of the soul that leads to one’s own spiritual development which ultimately affects one’s salvation and release from rebirths. Causing injury to any being in any form creates bad karma which affects one’s rebirth, future well-being and suffering.

Muslim

Muslims are people who follow or practice Islam, a monotheistic Abrahamic religion. Muslims consider the Quran, their holy book, to be the verbatim word of God as revealed to the Islamic prophet and messenger Muhammad. The majority of Muslims also follow the teachings and practices

of Muhammad (*sunnah*) as recorded in traditional accounts (*hadith*). “Muslim” is an Arabic word meaning “submitter” (to God).

The beliefs of Muslims include: that God is eternal, transcendent and absolutely one (*tawhid*); that God is incomparable, self-sustaining and neither begets nor was begotten; that Islam is the complete and universal version of a primordial faith that has been revealed before through many prophets including Abraham, Ishmael, Isaac, Moses and Jesus; that these previous messages and revelations have been partially changed or corrupted over time (*tahrif*) and that the Quran is the final unaltered revelation from God.

The religious practices of Muslims are enumerated in the Five Pillars of Islam: the declaration of faith (*shahadah*), daily prayers (*salat*), fasting during the month of Ramadan (*sawm*), almsgiving (*zakat*), and the pilgrimage to Mecca (*hajj*) at least once in a lifetime.

To become a Muslim and to convert to Islam, it is essential to utter the Shahada, one of the Five Pillars of Islam, a declaration of faith and trust that professes that there is only one God (Allah) and that Muhammad is God’s messenger. It is a set statement normally recited in Arabic: “*la ilaha illallahu muhammadur rasulullah*”. “There is no god but Allah, (and) Muhammad is the messenger of God.”

In Sunni Islam, the shahada has two parts: *la ilaha illa'llah* (there is no god but God), and *Muhammadur rasul Allah* (Muhammad is the messenger of God), which are sometimes referred to as the first shahada and the second shahada. The first statement of the shahada is also known as the tahlil.

In Shia Islam, the shahada also has a third part, a phrase concerning Ali, the first Shia Imam and the fourth Rashid caliph of Sunni Islam: which translates to “Ali is the wali of God”.

Christian

Christianity is an Abrahamic monotheistic religion based on the life and teachings of Jesus of Nazareth. Its adherents, known as Christians, believe that Jesus is the Christ, whose coming as the messiah was prophesied in the Hebrew Bible, called the Old Testament in Christianity, and chronicled in the New Testament. It is the world's largest religion with about 2.4 billion followers.

Christianity began as a Second Temple Judaic sect in the 1st century in the Roman province of Judea. Jesus’ apostles and their followers spread around Syria, the Levant, Europe, Anatolia, Mesopotamia, Transcaucasia, Egypt and Ethiopia, despite initial persecution. It soon attracted gentile God-fearers, which led to a departure from Jewish customs, and, after the Fall of Jerusalem, AD 70 which ended the Temple-based Judaism, Christianity slowly separated from Judaism.

Sikh

Sikhism is based on the spiritual teachings of Guru Nanak, the first Guru (1469-1539), and the nine Sikh gurus that succeeded him. The Tenth Guru, Guru Gobind Singh, named the Sikh scripture Guru Granth Sahib as his successor, terminating the line of human Gurus and making the scripture the eternal, religious spiritual guide for Sikhs. Sikhism rejects claims that any particular religious tradition has a monopoly on Absolute Truth.

The Sikh scripture opens with Ik Onkar, its Mul Mantar and fundamental prayer about One Supreme Being (God). Sikhism emphasizes simran (meditation on the words of the Guru Granth Sahib), that can be expressed musically through kirtan or internally through Nam Japo (repeat God's name) as a means to feel God's presence. It teaches followers to transform the "Five Thieves" (lust, rage, greed, attachment and ego). Guru Nanak taught that living an "active, creative and practical life" of "truthfulness, fidelity, self-control and purity" is above the metaphysical truth, and that the ideal man is one who "establishes union with God, knows His Will, and carries out that Will". Guru Hargobind, the sixth Sikh Guru, established the political/temporal (Miri) and spiritual (Piri) realms to be mutually coexistent.

6.9 Summary

Religious places are ranked high in preferred tourist destinations for Indians, according to the State of Nation Study conducted by Lokniti in 2008, which found that 39% of the respondents reported pilgrimages/holy sites as their most preferred location for a vacation. These findings, however, are slightly different from a National Sample Survey Office (NSSO) Report on domestic tourism for 2008-09.

Religious tourism is a type of tourism with two main subtypes: pilgrimage, meaning travel for religious or spiritual purposes, and the viewing of religious monuments and artefacts, a branch of sightseeing. Religious tourism has been characterized in different ways by researchers. Gisbert Rinschede distinguishes these by duration, by group size, and by social structure. Juli Gevorgian proposes two categories that differ in their motivation, namely "pilgrimage tourism" for spiritual reasons or to participate in religious rites, and "church tourism" to view monuments such as cathedrals. Pilgrimage is spiritually- or religiously-motivated travel, sometimes over long distances; it has been practised since antiquity and in several of the world's religions. The world's largest mass religious assemblage takes place in India at the Kumbh Mela, which attracts over 120 million pilgrims. Other major pilgrimages include the annual Hajj to Mecca, required once in a Muslim's life.

Religious sightseeing can be motivated by any of several kinds of interest, such as religion, art, architecture, history, and personal ancestry. People can find holy places interesting and moving, whether they personally are religious or not. Some, such as the churches of Italy, offer fine architecture and major artworks.

Religious tourism is the traveling of an individual or a group of individuals of a specific religion or faith to a location that holds religious impact. This is common in many religions around the world, especially Hindu, Christianity, Islam and Judaism. Religious tourism is an important part of the tourism industry which is called special interest tourism, which usually related to the followers of particular faiths who visit locations that are considered as holy sites.

Religious tourism has taken place since the dawn of civilization. Pilgrims traveled to pay homage to the sacred places and their guardians throughout the world. Tourism to sacred sites has merged with pilgrimage in the past 2,000 years and, more recently, in the past two hundred years wealthy Europeans visited special sites of sacred ritual in both the New World and throughout Europe.

The management of religious tourism presents many challenges that are unique in both breadth and application. Sites of religious significance have existed since biblical times and pilgrimage in the Judeo-Christian context is mentioned in the Old Testament of the Bible, for example the story of Elkanah who travels annually to Shiloh to worship and sacrifice and in the New Testament Pentecost story when Jews from all over the world had come to Jerusalem for the Passover. Many of these sites still exist and other sites, although not as old, have considerable heritage value. The management of heritage sites present particular problems, one of which relates to the cost of maintenance.

Religious tourism can be one of the most effective tools to foster inclusive and sustainable development, for three reasons. Firstly, religious tourism raises awareness of our common heritage, which helps to ensure its preservation. Religious heritage sites have an immeasurable value in religious terms and as a source of public education, identity and pride. And we can reinvest the income from religious tourism in preserving our cultural heritage. Secondly, religious tourism can contribute to community development and empowerment. When tourists meet and show interest in the unique values of local communities, these communities feel empowered. The documented history of Indian religions begins with the historical Vedic religion, the religious practices of the early Indo-Iranians, which were collected and later redacted into the Vedas. The period of the composition, redaction and commentary of these texts is known as the Vedic period, which lasted from roughly 1750 to 500 BCE. The philosophical portions of the Vedas were summarized in Upanishads, which are commonly referred to as Vedanta, variously interpreted to mean either the “last chapters, parts of the Veda” or “the object, the highest purpose of the Veda”. The early Upanishads all predate the Common Era, five of the eleven principal Upanishads were composed in all likelihood before 6th century BCE, and contain the earliest mentions of Yoga and Moksha.

6.10 Key Words/Abbreviations

- **Religious Tourism:** Religious tourism can be one of the most effective tools to foster inclusive and sustainable development.
- **Pilgrimage:** Pilgrimage is spiritually- or religiously-motivated travel, sometimes over long distances.
- **Spiritual Centres:** Auroville and Pondicherry.
- **Religions in India:** The documented history of Indian religions begins with the historical Vedic religion.

6.11 Learning Activity

1. You are required to identify the famous spiritual centres in India and prepare report on “Impact of Spiritual Centres for Work-life Balance”.

2. You are suggested to prepare a project on Indian religious sightseeing and its significance.

6.12 Unit End Exercises

Descriptive Type Questions

1. What is Religious Tourism? Discuss the significance of Religious Tourism.
2. Discuss the benefits of Religious Tourism in India.
3. Explain the challenges of Religious Tourism.
4. Discuss various opportunities of Religious Tourism.
5. Discuss about various Religious Centres in India.
6. Explain the Spiritual Centres in India.
7. Discuss about various religions in India.

Multiple Choice Questions

1. Which of the following can be motivated by any of several kinds of interest, such as religion, art, architecture, history and personal ancestry?
(a) Religious sightseeing (b) Secular pilgrimages
(c) Sustainable development (d) All the above
2. Which of the following include journeys to places where dramatic historical events occurred, the gravesites and memorials of celebrities, famous sporting grounds or sites of political significance?
(a) Religious sightseeing (b) Secular pilgrimages
(c) Sustainable development (d) Tirupati Tourism
3. Which of the following consider the significance of Religious Tourism?
(a) Religious sites are not only visited by the pilgrims.
(b) Religious tourism is the pioneer form of tourism which has begun almost with the dawn of humanity.
(c) Religious tourism, in the literature of tourism studies is, often described interchangeably as cultural heritage tourism
(d) All the above
4. Which of the following is the opportunity of Religious Tourism?
(a) Religious tourism raises awareness of our common heritage, which helps to ensure its preservation
(b) Religious tourism can contribute to community development and empowerment
(c) Religious tourism builds cultural understanding and peace
(d) All the above
5. Which of the following is not the religious centres in India?
(a) Vaishno Devi Tourism (b) Art of Living
(c) Tirupati Tourism (d) Varanasi Tourism

Answers:

1. (a), 2. (b), 3. (d), 4. (d), 5. (b)

6.13 References

References of this unit have been given at the end of the book.



UNIT 7 CULTURAL TOURISM - I

Structure

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- 7.5 The Concept of Fairs
- 7.6 Fairs in India
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7.0 Learning Objective

After studying this unit, you will be able to:

- Explain the concepts and types of fairs in India
- Describe the festivals in India

7.1 Introduction

Cultural tourism is the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs. These cultural needs can include the solidification of one's own cultural identity, by observing the exotic "others". The cultural tourism is used for journey that includes visits to cultural resources, regardless of whether it is tangible or intangible cultural resources, and regardless of the primary motivation. In order to understand properly the concept of cultural tourism, it is necessary to know the definitions of a number terms such as, for example, culture, tourism, cultural economy, cultural and tourism potentials, cultural and tourist offers and others.

7.2 Cultural Tourism



Figure: 7.1 Cultural Tourism

Cultural tourism is the subset of tourism concerned with a traveler's engagement with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world, and a recent OECD Report has highlighted the role that cultural tourism can play in regional development in different world regions. One type of cultural tourism destination is living cultural areas. Visiting any culture other than one's own such as traveling to a foreign country. Other destinations include historical sites, modern urban districts, "ethnic pockets" of town, fairs/festivals, theme parks, and natural ecosystems. It has been shown that cultural attractions and events are particularly strong magnets for tourism.

7.3 Indian Culture

The culture of India refers collectively to the thousands of distinct and unique cultures of all religions and communities present in India. India's languages, religions, dance, music, architecture, food and customs differ from place to place within the country. Indian culture, often labeled as an amalgamation of several cultures, spans across the Indian subcontinent and has been influenced by a history that is several millennia old. Many elements of India's diverse cultures, such as Indian religions, philosophy, cuisine, languages, dance, music and movies have a profound impact across the Indosphere, Greater India and the world.

Indian culture and traditions are something which has now become renowned all across the world. Indian culture is full of several unique customs and traditions, which outsiders might find really intriguing. Most of these originate from the Ancient Indian scriptures and texts, which have dictated the way of life in India for thousands of years.

7.4 Religious Culture in India

Indian-origin religions Hinduism, Jainism, Buddhism, and Sikhism, all of which are based on the concept of dharma and karma. Ahimsa, a philosophy of non-violence, is an important aspect of native Indian faiths whose most well-known proponent was Mahatma Gandhi who through civil disobedience brought India together against the British Raj and this philosophy further inspired Martin Luther King, Jr. during the American civil rights movement. Foreign-origin religion, including Abrahamic religions, such as Judaism, Christianity and Islam, are also present in India, as well as Zoroastrianism and Bahá'í Faith both escaping persecution by Islam have also found shelter in India over the centuries.



Figure: 7.2 Religious Culture in India

India is the birthplace of Hinduism, Buddhism, Jainism, Sikhism and other religions. They are collectively known as Indian religions. Indian religions are a major form of world religions along with Abrahamic ones. Today, Hinduism and Buddhism are the world's third and fourth-largest religions respectively, with over 2 billion followers altogether, and possibly as many as 2.5 or 2.6 billion followers. Followers of Indian religions – Hindus, Sikhs, Jains and Buddhists make up around 80-82% population of India.

India is one of the most religiously and ethnically diverse nations in the world, with some of the most deeply religious societies and cultures. Religion plays a central and definitive role in the life of many of its people. Although India is a secular Hindu-majority country, it has a large Muslim population. Except for Jammu and Kashmir, Punjab, Meghalaya, Nagaland, Mizoram and Lakshadweep, Hindus form the predominant population in all 28 states and 9 union territories. Muslims are present throughout India, with large populations in Uttar Pradesh, Bihar, Maharashtra, Kerala, Telangana, Andhra Pradesh, West Bengal and Assam; while only Jammu and Kashmir and Lakshadweep have majority Muslim populations. Sikhs and Christians are other significant minorities of India.

7.5 The Concept of Fairs

Fair refers to a traveling show with games, rides, and farmers showing off their prized pigs, similar to a carnival. Many fairs developed as temporary markets and were especially important for long-distance and international trade, as wholesale traders traveled, sometimes for many days, to fairs where they could be sure to meet those they needed to buy from or sell to. Fairs were usually tied to special Christian religious occasions, such as the Saint's day of the local church. Stagshaw in

England, is documented to have held annual fairs as early as 1293 consisting of the sales of animals. Along with the main fair held on 4 July, the city also hosted smaller fairs throughout the year where specific types of animals were sold, such as one for horses, one for lambs, and one for ewes.

7.6 Fairs in India

A fair is known as a funfair, is a gathering of people for a variety of entertainment or commercial activities. It is normally of the essence of a fair that it is temporary with scheduled times lasting from an afternoon to several weeks. India is not merely a land of diversities but these diversities make India an epitome of cultural abundance. Different cultures have different traditions and celebrations. And these celebrations are always a big and cheerful social affair. Here are some of the oldest and grandest celebrations in India.

Mela is a Sanskrit word meaning ‘gathering’ or ‘to meet’ or a ‘fair’. It is used in the Indian subcontinent for all sizes of gatherings and can be religious, commercial, cultural or sports related. In rural traditions, melas or village fairs were (and in some cases still are) of great importance. This led to their export around the world by south Asian diaspora communities wishing to bring something of that tradition to their new countries.



Figure: 7.3 Fairs in India

In a land of cultural and geographical diversities, one gets to enjoy and experience wide varieties of cultures, fairs and festivals and India is the epitome of such experiences. A country where after every hundred kilometres you are embraced by a new cultural identity one gets to enjoy diverse backgrounds, beliefs and heritage. These fairs and festivals are part of the intrinsic cultural fabric of our society as well as a continuation of our heritage. It is in this spirit that we bring to you some of the

vibrant, fascinating and most beautiful fairs and festivals of India that are organized and enthusiastically celebrated across the country.

7.7 Types of Fairs in India

Variations of fairs in India include:

1. Pushkar Fair (Pushkar)

The Pushkar Fair, or Pushkar Mela, as it is known locally, is the world's largest camel fair. This weeklong fair, held at the time of the "Kartik Purnima" full moon, is as lively as ever. One of the greatest traditional "mela" in the country, it witnesses a congregation of more than 11,000 camels, horses and cattle. This massive gathering attracts over 400,000 people over a period of fourteen days. Competitions such as 'matka phod', 'longest moustache' and 'bridal competition', draw a large number of people. A recent addition to this festival is the exhibition cricket match held between the Pushkar local club and a team of foreign tourists.

2. Tarnetar Fair

The Venkatarreddy Tarnetar Fair is one of the most happening events in Gujarat and it is held at the Temple of Shiva. Popular belief associates the village with the Swayamwar (marriage) of Draupadi after Arjun performed the Mastsyavedh, an unparalleled feat of archery. Villagers from all over the state, dressed in their brilliant traditional costumes and exquisite jewellery, flock to Tarnetar. A veritable feast for the eyes is the Rasada, a captivating folk dance performed by hundreds of women moving gracefully in a single circle, dancing gaily to the accompaniment of four drums and jodja pava (double flutes).

3. Surajkund Crafts Fair, Haryana

Surajkund Crafts Mela is an annual fair. The celebration showcases the craftsmanship, specialty, and cuisines of India. National and State awardees create persons from each corner of India wind their approach to Surajkund. The craft persons from SAARC Nations are additionally taking part in the Surajkund Crafts Mela.

4. Sonapur Cattle Fair, Bihar

Sonapur Cattle Fair is held on Kartik Poornima on the conjunction of stream Ganges and Gandak. It is also called as Harihar Kshetra Mela and it draws in guests from everywhere in Asia. Till date, it is the most amazing steers reasonable of Asia and extends on from fifteen days to one month. Decorated Elephants are the major attraction of this fair.

5. Hemis Gompa Fair, Ladakh

Individuals explicitly travel for this celebration, which is a two-day celebration, to Ladakh. This two-day celebration will indicate Buddhist master Padmasambhava's birth anniversary. Festivities occur in the prominent Hemis Gompa. These fairs have various stalls and shops where one can buy an assortment of trinkets and handicraft work.

6. Kolayat Fair, Bikaner

Kolayat Fair is otherwise called the Kapil Muni Fair, and it is the most amazing of its kind organized in the city of Bikaner. It is praised upon the arrival of Kartik Purnima. The ceremony and show of the reasonable is not the main fascination. It likewise has an incredible religious significance. An expansive number of devotees visit the fair to take a heavenly dip in the Kolayat Lake.

7. Ambubasi Fair, Guwahati

The Ambubasi mela is one of the various religious fairs and festivals celebrated with religious intensity in India. This Ambubasi fair is composed each year throughout storm in the Kamakhya temple at Guwahati. Ambubasi is nearly identified with the tantrik customs that are performed throughout this celebration.

8. Baneshwar Fair, Rajasthan

Baneshwar Fair is a prevalent tribal fair which is determined from the Shiva Linga worshiped in the Mahadev temple in Dungarpur. This is a religious fair with basic and traditional ceremonies. The Baneshwar Fair is held at a little delta framed by the waterway Som and Mahi, from Magh Shukla Ekadashi to Magh Shukla Purnima.

9. Nagaur Cattle Fair, Jodhpur

The Jodhpur Nagaur Fair is the second greatest fairs in India. The fair goes ahead for eight days. It is ubiquitously regarded as the Cattle Fair of Nagaur. This is since the Nagaur Fair is fundamentally all about exchanging of animals. Nagaur Fair of Jodhpur, Rajasthan is held each year throughout the month of January to February.

10. Chandrabhaga Mela, Khandagiri

Chandrabhaga Mela is the most famous festival falls in the month of February. This day is explicitly situated aside for the worship of the Sun God at Konark. Many explorers take a heavenly dip in the Chadrabhaga River which supports this area. It is recognized a blessed place by the individuals living in this area, which is regarded as Chandravati.

7.8 Festivals

Festival is an event ordinarily celebrated by a community and centering on some characteristic aspect of that community and its religion or cultures. It is often marked as a local or national holiday, mela, or eid. A festival constitutes typical cases of glocalization, as well as the high culture-low culture interrelationship. Next to religion and folklore, a significant origin is agricultural. Food is such a vital resource that many festivals are associated with harvest time. Religious commemoration and thanksgiving for good harvests are blended in events that take place in autumn, such as Halloween in the northern hemisphere and Easter in the southern.

Festivals often serve to fulfill specific communal purposes, especially in regard to commemoration or thanking to the gods and goddesses. Celebrations offer a sense of belonging for religious, social, or geographical groups, contributing to group cohesiveness. They may also provide entertainment, which was particularly important to local communities before the advent of mass-produced entertainment. Festivals that focus on cultural or ethnic topics also seek to inform community members of their traditions; the involvement of elders sharing stories and experience provides a means for unity among families.

7.9 Types of Festivals

Various types of festivals are as follows:

1. Religious Festivals

Among many religions, a feast is a set of celebrations in honour of Gods or God. A feast and a festival are historically interchangeable. Most religions have festivals that recur annually and some, such as Passover, Easter and Eid-al-Adha are moveable feasts, i.e., those that are determined either by lunar or agricultural cycles or the calendar in use at the time. The Sed festival, for example, celebrated the thirtieth year of an Egyptian pharaoh's rule and then every three (or four in one case) years after that. Among the Ashantis, most of their traditional festivals are linked to gazette sites which are believed to be sacred with several rich biological resources in their pristine forms. Thus, the annual commemoration of the festivals helps in maintaining the buoyancy of the conserved natural site, assisting in biodiversity conservation.

In the Christian liturgical calendar, there are two principal feasts, properly known as the Feast of the Nativity of our Lord (Christmas) and the Feast of the Resurrection, (Easter). In the Catholic, Eastern Orthodox, and Anglican liturgical calendars there are a great number of lesser feasts throughout the year commemorating saints, sacred events or doctrines. In the Philippines, each day of the year

has at least one specific religious festival, either from Catholic, Islamic, or indigenous origins. Buddhist religious festivals, such as Esala Perahera are held in Sri Lanka and Thailand. Hindu festivals, such as Holi are very ancient. The Sikh community celebrates the Vaisakhi festival marking the New Year and birth of the Khalsa.

2. Arts Festivals

Among the many offspring of general arts festivals are also more specific types of festivals, including ones that showcase intellectual or creative achievement such as science festivals, literary festivals and music festivals. Sub-categories include comedy festivals, rock festivals, jazz festivals and buskers festivals; poetry festivals, theatre festivals, and storytelling festivals; and re-enactment festivals such as Renaissance fairs. In the Philippines, aside from numerous art festivals scattered throughout the year, February is known as national arts month, the culmination of all art festivals in the entire archipelago.

Film festivals involve the screenings of several different films, and are usually held annually. Some of the most significant film festivals include the Berlin International Film Festival, the Venice Film Festival and the Cannes Film Festival.

3. Food and Drink Festivals

A food festival is an event celebrating food or drink. These often highlight the output of producers from a certain region. Some food festivals are focused on a particular item of food, such as the National Peanut Festival in the United States, or the Galway International Oyster Festival in Ireland. There are also specific beverage festivals, such as the famous Oktoberfest in Germany for beer. Many countries hold festivals to celebrate wine. One example is the global celebration of the arrival of Beaujolais nouveau, which involves shipping the new wine around the world for its release date on the third Thursday of November each year. Both Beaujolais nouveau and the Japanese rice wine sake are associated with harvest time. In the Philippines, there are at least two hundred festivals dedicated to food and drinks.

4. Seasonal and Harvest Festivals

Seasonal festivals, such as Beltane, are determined by the solar and the lunar calendars and by the cycle of the seasons, especially because of its effect on food supply, as a result of which there is a wide range of ancient and modern harvest festivals. Ancient Egyptians relied upon the seasonal inundation caused by the Nile River, a form of irrigation, which provided fertile land for crops. In the Alps, in autumn the return of the cattle from the mountain pastures to the stables in the valley is

celebrated as Almatrieb. A recognized winter festival, the Chinese New Year, is set by the lunar calendar, and celebrated from the day of the second new moon after the winter solstice. Dree Festival of the Apatanis living in Lower Subansiri District of Arunachal Pradesh is celebrated every year from July 4 to 7 by praying for a bumper crop harvest.

Midsummer or St. John's Day, is an example of a seasonal festival, related to the feast day of a Christian saint as well as a celebration of the time of the summer solstice in the northern hemisphere, where it is particularly important in Sweden. Winter carnivals also provide the opportunity to utilize to celebrate creative or sporting activities requiring snow and ice. In the Philippines, each day of the year has at least one festival dedicated to harvesting of crops, fishes, crustaceans, milk, and other local goods.

7.10 Festivals in India

Famous festivals in India are as follows:

1. Modhera Dance Festival, Gujarat

This dance festival of India, celebrated in the beautiful backdrop of the Modhera Sun Temple is an effort on part of the Tourism Department of Gujarat to bring back to life the ways of our medieval past. Today, this cultural festival held in January every year gets together the finest classical dancing talent of the country to celebrate the art and the place.

2. Camel Festival (Bikaner)

Bikaner Camel Festival, organized by Government of Rajasthan, celebrates the “king of the desert.” Almost all the activities held here camel races, camel milking, fur cutting design, best breed competition, camel acrobatics and camel beauty pageants, honor its hardiness and tough spirit. The camels, adorned with the choicest of jewelry, along with the colorful bridles, bejeweled necks and jingling anklets throw the audience into a trance. The stalls displaying an amazing variety of souvenirs, offer great shopping opportunities. Besides, one is treated to the taste of local cuisine from the various food stalls.

3. Desert Festival (Jaisalmer)

The Desert Festival of Jaisalmer showcases the best of Rajasthan's society and culture, and attracts a large number of visitors, both domestic and foreign. Held over a period of three days, it consists of turban tying competitions and camel races, besides other cultural events. The men and women of Rajasthan bring their history to life by singing ballads of valor, romance and tragedy. The

moustache competition in particular, is a personal favorite amongst foreign tourists. Marvelous dance performances performed by the Gair and Fire dancers win the hearts of everyone present.

4. Rann Utsav (Kutch)

Rann Utsav, organized every year in Dhodro village in Kutch district, showcases the folk culture and colors of Gujarat. Held on the great white salt desert called Rann of Kutch, it is marked by several events that keep the visitors entertained. From stargazing to sightseeing, this festival is a unique combination of sightseeing, adventure and entertainment. Witness the lovely folk dances and music or enjoy an aerial view of the entire proceedings from above through a hot balloon ride, the options are many. One can also take away lovely souvenirs at this event, apart from other valuable items like handcrafted articles, silverware and intricate Kutch embroidery.

5. Goa Carnival (Goa)

Goa Carnival, celebrated in Goa since the 18th century, is a time for feasting and merrymaking just before the 40 days of lent. This festival is marked by celebrations in cities and villages all across Goa. A major parade is held, which consists of floats, entertainers and dancers. The festivities usually begin around 3 pm and last for about 3 hours. The celebrations culminate with the famous Red and Black Ball which is usually held at the Club National in Panaji, on the evening of the last day. This carnival, which is exclusive to Goa, was introduced by the Portuguese who ruled Goa over 500 years.

6. Konark Dance Festival (Konark, Odisha)

The Konark Dance Festival celebrates Indian heritage with various dance forms. As the sun sets, the open air auditorium comes to life. The energy of musical beats and rhythmic movements under the starlit sky proves to be a true cultural feast. A celebration of Bharatnatyam, Chau Dances, Manipuri, Kathak and Odissi; the festival truly comes as a memorable experience. The sound of Ghungroo bells, flute, musical instruments and the soft melody of the waves makes it just magical. The festival is a platform for the performing artistes and the dance connoisseurs both.

7. Khajuraho Dance Festival (Khajuraho, Madhya Pradesh)

Paying tribute to the classical dance forms of India, Khajuraho Dance festival is a celebration of Indian heritage. Every year, the UNESCO World Heritage Site of Khajuraho Group of Monuments, hosts the fiesta of spectacular performing arts of India. Attend performances of classical dance forms- Bharatanatyam (Tamil Nadu), Kathak (North, West and Central India), Kathakali (Kerala), Kuchipudi (Andhra Pradesh), Odissi (Odisha), Manipuri (Manipur), Mohiniyattam (Kerala) and Sattriya

(Assam). Watch artists perform dressed in beautiful attires with elegant expressions and intricate hand gestures to melodious beats of classical musical instruments. The dance performances narrate extracts from ancient mythological texts.

8. Marwar Festival (Jodhpur)

The entire city of Jodhpur revels in the celebrations of Marwar Festival. This two-day festival held every year in the month of Ashwin, honors the gallant spirit of Rajasthan's heroes and warriors. Also known as the Maand Festival, it celebrates the romantic lifestyle of Rajasthan's rulers through folk music. The various folk songs transports the listener into the days of yore, when chivalry was the ultimate code and honor the highest virtue. Some of the other crowd pullers are longest moustache competition, turban tying, tug of war, Matka Race, traditional dress competition, to name a few.

9. Mewar Festival (Udaipur)

Mewar Festival is celebrate to welcome the onset of spring season in Udaipur, Rajasthan. The womenfolk of Rajasthan participate in this festival with great enthusiasm, as they play a primary role in it. During the main ceremony, the women assemble to dress the main image of Isar (Lord Shiva) and Gangaur (Goddess Parvati). After dressing them fondly, they carry the image in a traditional procession through various parts of the city. Once the procession reaches the Gangaur Ghat at Pichola Lake, the images are transported into special boats and immersed in the deep waters of the lake. This ritual is succeeded by the performance of various cultural songs and dances, followed by an incredible display of fireworks that conclude the ceremony.

10. Gangaur Festival (Jaipur)

Gangaur Festival is celebrated in honor of Gauri – the goddess of abundance, and the consort of Lord Shiva. Women have a central role to play in the festival. While the married ladies pray for the well-being and longevity of their husbands, young girls pray for a spouse of their choice. During the afternoon, at an auspicious hour, a procession by women is taken out to a well, garden or tank with the images of Isar (Lord Shiva) and Goddess Parvati placed on their heads. Songs marking the departure of Gauri to her husband's house are sung. The procession makes its way back after offering water to the image of Gauri, which is placed in a backward position for two days. On the final day, the images of both Lord Shiva and his consort are immersed into the waters of a tank or well.

11. Elephant Festival (Jaipur)

Elephant Festival of Jaipur is a “colossal” festival which is held every year on the full moon day of “Phalgun Purnima”. For this festival, elephants are pampered and decorated generously. Clothed with embroidered velvet rugs and parasols, they are an amazing site to watch. Their enormous bodies are painted with traditional Indian motifs, besides the ear dangles and colored brocade scarves which adorn their necks, while gold and silver bracelets dangle from their tusks. Some of the defining features of this festival are elephant polo and a tug-of-war between 19 men and women pitted against an elephant. Apart from this, this festival also witness a grand procession of chariots, lancers of horses, palanquins and camels.

12. Summer Festival (Mount Abu)

Mount Abu – Rajasthan’s only hill station – provides respite not just from the excruciating heat of the summers, but also serves as the venue for a two day summer festival. Starting on the day of Buddha Poornima, this festival celebrates the vibrancy of Rajasthan’s culture over a period of three days. Soulful ballads, which honor the chivalrous and romantic spirit of the people, are sung, followed by some dynamic folk dances like Gair, Ghoomar and Daph. However, the main attraction is the Sham-e-Qawwali, where the audiences are treated to some incredible performances by folk singers. Other added attractions are tug of war, skating races, CRPF band show and boat races on the Nakki Lake.

13. Teej (Jaipur)

“Teej” is a generic term for all the monsoon festivals celebrated in the western and northern states of India. When the first rains of the monsoon hit the ground, it sends smiles through people’s faces. Birds, plants and animals – everyone joins in the celebrations. Women dance, sing, apply henna on their hands and feet, wear brightly colored saris, and welcome the season in the company of friends and relatives. One of the most common images symbolizing this festival is “women playing under the trees and swinging merrily.” An elaborate procession is taken out in honor of Teej Mata or Goddess Parvati, which begins from the City Palace and is witnessed by a large number of spectators.

14. Makar Sankranti – Kite Festival in Gujarat and Lohri in North India

Falling on almost the same date every year, i.e., January 15, Makar Sankranti has different festivities associated with it. These are named as Lohri by North Indian Hindus and Sikhs and Uttarayan by Gujaratis.

Lohri: Celebration of Lohri marks the end of winter season. It is celebrated with the beating of Dhol, Nagadas, and singing of traditional Lohri songs. Children visit the neighborhood asking for treats. The festival is full of life, and you cannot afford to miss the North Indian's Lohri. Special celebrations take place in the houses of newborns and newlyweds.

Uttarayan: On Uttarayan, you see beautiful skies covered with kites of different sizes, designs, and colours. The International Kite Flying Festival of Gujarat is the most significant festival celebrated in India. The best location to encounter the delightful view of bright skies is either the Sabarmati Riverfront or the Ahmedabad Police Stadium.

15. Pongal Harvest in Southern Part of India

“Thai Pongal” in its literal sense is the thanksgiving festival to the Sun God for the harvest. It is celebrated between 14 January and 17 January every year. Each day has different occasions to celebrate. The first day is celebrated as Bhogi when old possessions are discarded, and new ones are celebrated. The second day is the main event known as Thai Pongal followed by the third day's event, Maatu Pongal. Kaanum Pongal celebrated on the fourth day gives a happy ending to the festival.

16. Navratri

Post monsoon Navratri, also known as Sharad Navratri is observed in honour of Maa Durga. In the western and north regions of India, the final day of Navratri is celebrated as Vijayadashami or Dussehra, whereas in northeastern and eastern states it is similar to Durga Puja. The dates depend upon the movements of sun and moon and hence are subject to change. The events of Ramlila take place in North India whereas pandals of Maa Durga are set up in eastern and north-eastern states of the country. It is the main festival of Gujarat. Hence, it observes excellent enthusiasm and zeal among the residents of Gujarat. Garba, the cultural dance, is performed in large groups.

17. Dussehra

Also known as Vijayadashmi, it marks the end of Durga Pooja and celebrates the victory of Good or Evil in the form of victory of Lord Rama over Ravana. Northern India observes Ravana idols being burnt signifying the restoration of faith in good. Thousands of dances and dramas take place portraying the story of Lord Rama's victory. In Kullu Valley, Himachal a large fair is organized, and half a million people visit the parade. In Mewar, Rajasthan, it is observed as the major festival of Rajputs. In Eastern India, goodbyes are bid to the idols of Durga as they are immersed in water. West Bengal celebrates the festival at the most exceptional level with hundreds of parades taking place. One can also visit Mysore to be a part of Grand Mysore Dasara.

18. Diwali

The country celebrates the return of Lord Rama to Ayodhya after an exile of 14 years in the form of lighting diyas, drawing rangolis, decorating houses, wearing new clothes, distributing gifts and burning crackers. People also worship Goddess Lakshmi (Goddess of wealth and prosperity) and Lord Ganesha (symbolizes ethical beginnings). It is known as Kali Puja in West Bengal and Odisha. In Sikhism, it is celebrated as Bandi Chor Diwas during which the people light the Golden Temple of Amritsar and indulge themselves in fireworks. Diwali Melas are organized all over the country. It is a five day festival in Karnataka. Diwali is dedicated to Lord Krishna in Braj region, and therefore Govardhan Mountain is worshipped by the people. The Festival of Lights is enjoyed with great vigor and pomp.

19. New Year

India holds a significant number of exotic new year parties. There are some famous regions where the most amazing new year parties take place. In Goa, you get a chance to attend beach parties with cheap beer and live music. Anjuna Beach should top your list. Mumbai is famous for its nightlife and Mumbaikars are wholly drowned into a singing and dancing zone. A sip of drink in the city lit up with lights and crackers will give you chills. In Bengaluru, you can enjoy delicious feasts at the finest rooftop restaurants with fireworks as your companion. The celebrity-owned clubs in Delhi become the best location for all party lovers. The nightclubs in Kolkata get raunchy, and you find it hard to stop tapping your feet on the beats. Pondicherry is no less famous for fabulous beachside parties. The phenomenal dance performances on the street are something to look out for. Read more about best places to celebrate New Year in India.

20. Marriage Festival

India is popular for its big fat weddings. December is the month in which the maximum number of weddings take place. Indian weddings are the most lavish and colourful weddings around the globe. All you can see is colourfully decorated houses, farms, and happy faces. So, do not miss the opportunity of being a part of one. Also, as India is a diverse country, you get a chance to observe different marriage traditions of different religion and cultures.

7.11 Summary

Cultural tourism is the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs. These cultural needs can include the solidification of one's own cultural identity, by

observing the exotic “others”. The cultural tourism is used for journey that includes visits to cultural resources, regardless of whether it is tangible or intangible cultural resources, and regardless of the primary motivation. In order to understand properly the concept of cultural tourism, it is necessary to know the definitions of a number terms such as, for example, culture, tourism, cultural economy, cultural and tourism potentials, cultural and tourist offers and others.

The culture of India refers collectively to the thousands of distinct and unique cultures of all religions and communities present in India. India’s languages, religions, dance, music, architecture, food and customs differ from place to place within the country. Indian culture, often labeled as an amalgamation of several cultures, spans across the Indian subcontinent and has been influenced by a history that is several millennia old. Many elements of India’s diverse cultures, such as Indian religions, philosophy, cuisine, languages, dance, music and movies have a profound impact across the Indosphere, Greater India and the world.

Fair refers to a traveling show with games, rides, and farmers showing off their prized pigs, similar to a carnival. Many fairs developed as temporary markets and were especially important for long-distance and international trade, as wholesale traders traveled, sometimes for many days, to fairs where they could be sure to meet those they needed to buy from or sell to.

A fair is known as a funfair, is a gathering of people for a variety of entertainment or commercial activities. It is normally of the essence of a fair that it is temporary with scheduled times lasting from an afternoon to several weeks. India is not merely a land of diversities but these diversities make India an epitome of cultural abundance. Different cultures have different traditions and celebrations. And these celebrations are always a big and cheerful social affair.

Festival is an event ordinarily celebrated by a community and centering on some characteristic aspect of that community and its religion or cultures. It is often marked as a local or national holiday, mela, or eid. A festival constitutes typical cases of glocalization, as well as the high culture-low culture interrelationship. Next to religion and folklore, a significant origin is agricultural. Food is such a vital resource that many festivals are associated with harvest time. Religious commemoration and thanksgiving for good harvests are blended in events that take place in autumn, such as Halloween in the northern hemisphere and Easter in the southern.

Seasonal festivals, such as Beltane, are determined by the solar and the lunar calendars and by the cycle of the seasons, especially because of its effect on food supply, as a result of which there is a wide range of ancient and modern harvest festivals. Ancient Egyptians relied upon the seasonal inundation caused by the Nile River, a form of irrigation, which provided fertile land for crops. In the

Alps, in autumn the return of the cattle from the mountain pastures to the stables in the valley is celebrated as *Almabtrieb*. A recognized winter festival, the Chinese New Year, is set by the lunar calendar, and celebrated from the day of the second new moon after the winter solstice. Dree Festival of the Apatanis living in Lower Subansiri District of Arunachal Pradesh is celebrated every year from July 4 to 7 by praying for a bumper crop harvest.

Bikaner Camel Festival, organized by Government of Rajasthan, celebrates the “king of the desert.” Almost all the activities held here camel races, camel milking, fur cutting design, best breed competition, camel acrobatics and camel beauty pageants, honor its hardiness and tough spirit. The camels, adorned with the choicest of jewelry, along with the colorful bridles, bejeweled necks and jingling anklets throw the audience into a trance. The stalls displaying an amazing variety of souvenirs, offer great shopping opportunities. Besides, one is treated to the taste of local cuisine from the various food stalls.

The Desert Festival of Jaisalmer showcases the best of Rajasthan’s society and culture, and attracts a large number of visitors, both domestic and foreign. Held over a period of three days, it consists of turban tying competitions and camel races, besides other cultural events. The men and women of Rajasthan bring their history to life by singing ballads of valor, romance and tragedy. The moustache competition in particular, is a personal favorite amongst foreign tourists. Marvelous dance performances performed by the Gair and Fire dancers win the hearts of everyone present.

Rann Utsav, organized every year in Dhodro village in Kutch district, showcases the folk culture and colors of Gujarat. Held on the great white salt desert called Rann of Kutch, it is marked by several events that keep the visitors entertained. From stargazing to sightseeing, this festival is a unique combination of sightseeing, adventure and entertainment. Witness the lovely folk dances and music or enjoy an aerial view of the entire proceedings from above through a hot balloon ride, the options are many. One can also take away lovely souvenirs at this event, apart from other valuable items like handcrafted articles, silverware and intricate Kutch embroidery.

7.12 Key Words/Abbreviations

- **Cultural Tourism:** Tourism engagement with a country or region’s culture.
- **Indian Culture:** The culture of India refers collectively to the thousands of distinct and unique cultures of all religions and communities present in India.
- **Fairs:** Fair refers to a traveling show with games, rides, and farmers showing off their prized pigs, similar to a carnival.

- **Festivals:** Festival is an event ordinarily celebrated by a community and centering on some characteristic aspect of that community and its religion or cultures.
- **Pushkar Fair:** The Pushkar Fair, or Pushkar Mela, as it is known locally, is the world's largest camel fair.
- **Religious Festival:** Among many religions, a feast is a set of celebrations in honor of Gods or God.
- **Camel Festival:** Bikaner Camel Festival, organized by Government of Rajasthan, celebrates the "king of the desert".
- **Desert Festival:** The Desert Festival of Jaisalmer showcases the best of Rajasthan's society and culture.

7.13 Learning Activity

1. You are required to identify the different fairs celebrated in India which are considered as cultural tourism product.

2. You are suggested to prepare a report on "Festivals Celebrated in India".

7.14 Unit End Exercises

Descriptive Type Questions

1. What is Cultural Tourism? Discuss various events related to Indian culture.
2. Discuss various religious culture in India.
3. Explain the concept of Fairs.
4. Discuss the factors that influence the fairs in India.
5. Explain various types of fairs in India.
6. What is Festival? Explain various types of festivals in India.

Multiple Choice Questions

1. Which of the following is the movement of persons to cultural attractions away from their normal place of residence?

(a) Cultural tourism	(b) Religious tourism
(c) Fair	(d) Festival

2. Which of the following refers collectively to the thousands of distinct and unique cultures of all religions and communities present in India?

(a) Culture of India	(b) Religious tourism
(c) Fair	(d) Festival

3. Which of the following refers to a traveling show with games, rides, and farmers showing off their prized pigs, similar to a carnival?

(a) Cultural tourism	(b) Religious tourism
(c) Fair	(d) Festival

4. Which of the following is an event ordinarily celebrated by a community and centering on some characteristic aspect of that community and its religion or cultures?

(a) Cultural tourism	(b) Religious tourism
(c) Fair	(d) Festival

5. Which of the following is the type of festival?

(a) Religious festivals	(b) Arts festivals
(c) Makar Sankranti	(d) All the above

Answers:

1. (a), 2. (a), 3. (c), 4. (d), 5. (d)

7.15 References

References of this unit have been given at the end of the book.



UNIT 8 CULTURAL TOURISM - II

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- 8.0 Learning Objective
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- 8.2 Classical Dance
- 8.3 Indian Classical Dance
- 8.4 Types of Classical Dance in India
- 8.5 Classical Music
- 8.6 Classical Music in India
- 8.7 Features of Indian Classical Music
- 8.8 Types of Indian Classical Music
- 8.9 Folk Culture
- 8.10 Characteristics of Folk and Popular Culture
- 8.11 Folklore Culture of India
- 8.12 Folktales of India
- 8.13 Summary
- 8.14 Key Words/Abbreviations
- 8.15 Learning Activity
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8.0 Learning Objective

After studying this unit, you will be able to:

- Explain types of classical dance and music in India
 - Elaborate the concepts of folk culture
-

8.1 Introduction

Cultural tourism of India is the predominant factor behind India's meteoric rise in the tourism segment in recent years, because from time immemorial, India has been considered the land of ancient history, heritage, and culture. The Government of India has set up the Ministry of Tourism and Culture to boost cultural tourism in India. The Ministry in recent years has launched the 'Incredible India' campaign and this has led to the growth of culture tourism in India. India has had many rulers over the centuries and all of them made an impact on India's culture. One can see the influence of various cultures in dance, music, festivities, architecture, traditional customs, food and languages. It is due to the influence of all these various cultures that the heritage and culture of India is exhaustive and vibrant. This richness in culture goes a long way in projecting India as the ultimate cultural tourism destination given boost to tourism in culture in India. Cultural tourism is to enhance the interaction between different cultures. Travelers shared values on the same platform through visiting cultural and natural resources, historically preserved places, museums, or other historical values.

8.2 Classical Dance

Classical dance is a conventional dance revealing the emotions through poetry or dance drama. This form is portrayed by poise, dignity and precision of movement and by elaborate formal gestures, steps, and poses. Classical dance is performed in theatres either in group or solo and is accompanied by musical instruments with beautiful costume. It conveys a story or theme through a musical composition written or used for this dance form. Classical dance require composure but strong attitude. It bring calmness, harmony in life and at the same time make our body strong, active and in shape.



Figure: 8.1 Classical Dance

8.3 Indian Classical Dance

Indian classical dance, or Shastriya Nritya, is an umbrella term for various performance arts rooted in religious Hindu musical theatre styles, whose theory and practice can be traced to the Sanskrit text *Natya Shastra*. The number of recognized classical dances range from eight to more, depending on the source and scholar. The Sangeet Natak Akademi recognizes eight Bharatanatyam, Kathak, Kuchipudi, Odissi, Kathakali, Sattriya, Manipuri and Mohiniyattam. Scholars such as Drid Williams add Chhau, Yakshagana and Bhagavata Mela to the list. The Culture Ministry of the Government of India includes Chhau in its classical list. These dances are traditionally regional, all of them include music and recitation in local language or Sanskrit, and they represent a unity of core ideas in a diversity of styles, costumes and expression.



Figure: 8.2 Indian Classical Dance

Indian classical dances are traditionally performed as an expressive drama-dance form of religious performance art, related to Vaishnavism, Shaivism, Shaktism, pan-Hindu Epics and the Vedic literature, or a folksy entertainment that includes story-telling from Sanskrit or regional language plays. As a religious art, they are either performed inside the sanctum of a Hindu temple, or near it. Folksy entertainment may also be performed in temple grounds or any fairground, typically in a rural setting by travelling troupes of artists; alternatively, they have been performed inside the halls of royal courts or public squares during festivals.

8.4 Types of Classical Dance in India

India has a very rich culture of dance and music, traditional, classical, folk and tribal dances style. These Incredible traditional dances of India are originated during the ancient times and considered the mother art of classical dances. The classical dances of India includes Bharatanatyam, the oldest form of the classical dance in the country and one of the most popular classical dance in India and ancient in Natya Shastra.

1. Bharatanatyam

Bharatanatyam is considered to the oldest form of dance and mother of all other style of classical dance in India. The classical Indian dance Bharatanatyam originated from the art of temple dancers in the South India state of Tamil Nadu. Bharatanatyam is reworked form of dance from the traditional sadir and combination of expression, music, beat and dance. Bharatanatyam or the fire dance is one of the most popular styles of dance performed by male and female dancers.



Figure: 8.3 Bharatanatyam

2. Kathak

Kathak is originated from Uttar Pradesh and one of the eight forms of ancient classical dances of India. Famous Kathak dance is derived from Katha or story-tellers, people who narrate stories during the whole art of Kathak dance.



Figure: 8.4 Kathak

3. Kathakali

Kathakali is one of the most attracting classical Indian dance-drama performed by well trained artist. Kathakali is originated in God's own country Kerala in 17th century and got popular at every corner of India. The attractive make-up, detailed gestures and elaborate costumes of the characters along with body movements with playback music are best experience to watch.



Figure: 8.5 Kathakali

4. Kuchipudi

The classical Indian dance form originated Andhra Pradesh state and got its name from Kuchipudi village near the Bay of Bengal. Kuchipudi is the most popular traditional dance form in South India performed with violin, flute and the tambura instruments and the characters first introduces them self by the dharavu.



Figure: 8.6 Kuchipudi

5. Manipuri Dance

Manipuri dance form is one of the major classical dance forms of India, originates from the north-eastern state Manipur. Manipuri themes are based to the Raslila act of Radha and Krishna and is purely religious along with spiritual experience.



Figure: 8.7 Manipuri Dance

6. Odissi – Orissa

Odissi is the oldest surviving dance form in India, originates from state of Orissa. The Odissi dance form is known for its style, the independent movement of head, chest and pelvis. Beautiful Odissi Dance is traditional and ancient style of dance performed in the temples.



Figure: 8.8 Odissi – Orissa

7. Sattriya – Assam

The Sattriya Dance of Assam is living tradition of state and one of the eight major classical Indian dance traditions. Sattriya classical dance form is well appreciated and practiced outside the state as well as outside of Indian mainland.



Figure: 8.9 Sattriya – Assam

8. Mohiniyattam – Kerala

Mohiniyattam is another classical dance style from Kerala state and one of the eight principal Indian classical dances. The Mohiniyattam is a popular dance form with a drama in dance, performed with subtle gestures and footwork.



Figure: 8.10 Mohiniyattam – Kerala

8.5 Classical Music

Classical music is art music produced or rooted in the traditions of Western culture, including both liturgical (religious) and secular music. While a more precise term is also used to refer to the period from 1750 to 1820 (the Classical period), this article is about the broad span of time from before the 6th century AD to the present day, which includes the Classical period and various other periods. The central norms of this tradition became codified between 1550 and 1900, which is known as the common-practice period.

Given the wide range of styles in European classical music, from Medieval plainchant sung by monks to Classical and Romantic symphonies for orchestra from the 1700s and 1800s to avant-garde atonal compositions from the 1900s, it is difficult to list characteristics that can be attributed to all works of that type. Nonetheless, a universal characteristic of classical music written since the

late 13th century is the invariable appliance of a standardized system of precise mensural notation (which evolved into modern bar notation after 1600) for all compositions and their accurate performance. Another is the creation and development of complex pieces of solo instrumental works (e.g., the fugue). The first symphonies were produced during the Classical period, beginning in the mid-18th century, the symphony ensemble and the compositions became prominent features of Classical-period music.

8.6 Classical Music in India

Indian classical music is the classical music of the Indian subcontinent. It has two major traditions: the North Indian classical music tradition is called Hindustani, while the South Indian expression is called Carnatic. These traditions were not distinct until about the 16th century. During the period of Islamic rule of the Indian subcontinent, the traditions separated and evolved into distinct forms. Hindustani music emphasizes improvisation and exploring all aspects of a raga, while Carnatic performances tend to be short and composition-based. However, the two systems continue to have more common features than differences.

The roots of the classical music of India are found in the Vedic literature of Hinduism and the ancient *Natyashastra*, the classic Sanskrit text on performance arts by Bharata Muni. The 13th century Sanskrit text *Sangita-Ratnakara* of Sarangadeva is regarded as the definitive text by both the Hindustani music and the Carnatic music traditions.

Indian classical music has two foundational elements, raga and tala. The raga, based on swara (notes including microtones), forms the fabric of a melodic structure, while the tala measures the time cycle. The raga gives an artist a palette to build the melody from sounds, while the tala provides them with a creative framework for rhythmic improvisation using time. In Indian classical, the space between the notes is often more important than the notes themselves, and it does not have Western classical concepts such as harmony, counterpoint, chords, or modulation.

8.7 Features of Indian Classical Music

Classical Indian music is a genre of South Asian music, the other being film, various varieties of pop, regional folk, religious and devotional music. In Indian classical music, the raga and the tala are two foundational elements. The raga forms the fabric of a melodic structure, and the tala keeps the time cycle. Both raga and tala are open frameworks for creativity and allow a very large number of possibilities; however, the tradition considers a few hundred ragas and talas as basic. Raga is intimately related to tala or guidance about “division of time”, with each unit called a *matra* (beat, and duration between beats).

Raga

A raga is a central concept of Indian music, predominant in its expression. According to Walter Kaufmann, though a remarkable and prominent feature of Indian music, a definition of raga cannot be offered in one or two sentences. Raga may be roughly described as a musical entity that includes note intonation, relative duration and order, in a manner similar to how words flexibly form phrases to create an atmosphere of expression. In some cases, certain rules are considered obligatory, in others optional. The raga allows flexibility, where the artist may rely on simple expression, or may add ornamentations yet express the same essential message but evoke a different intensity of mood.

A raga has a given set of notes, on a scale, ordered in melodies with musical motifs. A musician playing a raga, states Bruno Nettl, may traditionally use just these notes, but is free to emphasize or improvise certain degrees of the scale. The Indian tradition suggests a certain sequencing of how the musician moves from note to note for each raga, in order for the performance to create a *rasa* (mood, atmosphere, essence and inner feeling) that is unique to each raga. A raga can be written on a scale. Theoretically, thousands of raga are possible given 5 or more notes, but in practical use, the classical Indian tradition has refined and typically relies on several hundred. For most artists, their basic perfected repertoire has some forty to fifty ragas. Raga in Indian classical music is intimately related to *tala* or guidance about “division of time”, with each unit called a *matra* (beat, and duration between beats).

Tala

According to David Nelson, an Ethnomusicology scholar specializing in Carnatic music, a *tala* in Indian music covers “the whole subject of musical meter”. Indian music is composed and performed in a metrical framework, a structure of beats that is a *tala*. A *tala* measures musical time in Indian music. However, it does not imply a regular repeating accent pattern, instead its hierarchical arrangement depends on how the musical piece is supposed to be performed.

The *tala* forms the metrical structure that repeats, in a cyclical harmony, from the start to end of any particular song or dance segment, making it conceptually analogous to meters in Western music. However, *talas* have certain qualitative features that classical European musical meters do not. For example, some *talas* are much longer than any classical Western meter, such as a framework based on 29 beats whose cycle takes about 45 seconds to complete when performed. Another sophistication in *talas* is the lack of “strong, weak” beat composition typical of the traditional European meter. In classical Indian traditions, the *tala* is not restricted to permutations of strong and weak beats, but its flexibility permits the accent of a beat to be decided by the shape of musical phrase.

The most widely used tala in the South Indian system is adi tala. In the North Indian system, the most common tala is teental. In the two major systems of classical Indian music, the first count of any tala is called sam.

Instruments

Instruments typically used in Hindustani music include the sitar, sarod, surbahar, esraj, veena, tanpura, bansuri, shehnai, sarangi, violin, santoor, pakhavaj and tabla. Instruments typically used in Carnatic music include veena, venu, gottuvadyam, harmonium, mridangam, kanjira, ghatam, nadaswaram and violin. Players of the tabla, a type of drum, usually keep the rhythm, an indicator of time in Hindustani music. Another common instrument is the stringed tanpura, which is played at a steady tone (a drone) throughout the performance of the raga, and which provides both a point of reference for the musician and a background against which the music stands out. The tuning of the tanpura depends on the raga being performed. The task of playing the tanpura traditionally falls to a student of the soloist. Other instruments for accompaniment include the sarangi and the harmonium.

Notation System

Indian classical music is both elaborate and expressive. Like Western classical music, it divides the octave into 12 semitones of which the 7 basic notes are, in ascending tonal order, Sa Re Ga Ma Pa Dha Ni for Hindustani music and Sa Ri Ga Ma Pa Dha Ni for Carnatic music, similar to Western music's Do Re Mi Fa So La Ti. However, Indian music uses just-intonation tuning, unlike some modern Western classical music, which uses the equal-temperament tuning system. Also, unlike modern Western classical music, Indian classical music places great emphasis on improvisation. Contemporary Indian music schools follow notations and classifications (see melakarta and thaata). These are generally based on a flawed but still useful notation system created by Vishnu Narayan Bhatkhande.

8.8 Types of Indian Classical Music

India is said to be the birthplace of many world famous music, dance and art forms. The Indian classical music is one of the ancient musical traditions in the world and is the base for many other music genres. As per the Vedas, most of the Indian arts, music and culture are related to Hindu gods and goddesses. The most important thing about Indian classical music is that it is very detailed and revealing in nature. The two important genres of Indian classical music are Carnatic music and Hindustani music.

1. Carnatic Music

Carnatic music is one of the oldest forms of classical music and is related to the Southern part of India. The states like Andhra Pradesh, Karnataka, Kerala and Tamil Nadu follow Carnatic style of music. It is one of the subclass of Indian classical music, which is mainly associated with the Hindu traditions and is free from other Islamic or Persian influences. Generally, Carnatic music is based on certain elements like Shruti, Swara, Raga and Tala.

Shruti: Shruti or pitch of the music is actually a central system from which all the other related sounds are produced. Shruti is the most important element to be noted while learning music because it is considered as the base for Carnatic music.

Swara: Swaras are the categories of musical sounds related to the music. There are mainly seven swaras namely Sa Ri Ga Ma Pa Da Ni which are the short forms of shadja, rishabha, gandhara, madhyama, panchama, dhaivata and nishada respectively. These seven swaras are again related to the sounds of certain animals and birds.

Raga: Ragas are basically the arrangement of these swaras in different sequences. All the ragas are categorized in such a way that there will be an increasing and decreasing array of swaras and are normally called 'arohanam and avarohanam'. Most of the ragas have all the seven notes in the scale and they are called sampoorna ragas.

Tala: The rhythm element of Carnatic music is mainly known as Tala. It is actually a sequence of beats performed by the Carnatic singers using hands and fingers at fixed time cycles. Adi tala is the most common type of tala used in Carnatic music and it consists of 8 beats per cycle. Apart from this, there are Dhruva tala, Eka tala, Jhampa tala, Matya tala, Rupaka tala and Triputa tala, each use different number of beats per cycle.

2. Hindustani Music

Hindustani music is related to the Northern part of India and is highly influenced by Islamic and Persian culture. The way of singing, musical instruments and ragas used in Hindustani music are very much similar to that of foreign styles. But both Hindustani music and Carnatic music shares the concept of raga and tala. Hindustani music starts with the alap, which is a slow detailing of raga and it may last for some time depending upon the performer. Instrumental music plays a very important role in Hindustani music. Khayal, Dhrupad, Tarana, Tappa, Thumri and Ghazal are some of the important forms of Hindustani music.

Khayl: Khayl or Khayal is the name originated from an Arabic word which means ‘imagination’ and is the new style of singing in North India. It is a light form and provides opportunity for us to improvise according to our wish.

Dhrupad: It is the oldest form of Hindustani classical music and is still widely used. In this, a portion of the poem is used in a repeated manner and is mentioned as a refrain.

Tarana: Tarana is another form of Hindustani music that consists of fast paced songs, which will be chanted at the end of a concert.

Tappa: Tappa is famous for its rotating pace and the fast construction. It is a form of semi-classical Hindustani vocal music, which is originated from Punjab.

Thumri: It is another form of semi-classical Hindustani vocal music, which is very popular in UP and it creates a romantic mood.

Ghazal: Ghazal is a very popular form of Hindustani music, which is based on Urdu language poetry.

8.9 Folk Culture

Folk culture refers to a culture traditionally practiced by a small, homogeneous, rural group living in relative isolation from other groups. Historically, handed down through oral tradition, it demonstrates the “old ways” over novelty and relates to a sense of community. Folk culture is quite often imbued with a sense of place. If elements of a folk culture are copied by, or moved to, a foreign locale, they will still carry strong connotations of their original place of creation.

8.10 Characteristics of Folk and Popular Culture

The characteristics of Folk and Popular Culture can be summarized as follows:

1. Folk music tells a story and is personal in nature.
2. Most folk culture is rural.
3. Folk housing normally reflects the culture.
4. Food preferences are adapted to the environment.
5. Popular music is written for a large audience and is highly technical.
6. Popular culture is often a product of more developed countries.
7. Popular culture diffuses contagiously.

8. Folk culture is a group of heterogeneous people who stretch across the world and who embrace cultural traits such as dance, music, and food preference that change frequently.
9. Large scale and varies from time to time in a given place.

8.11 Folklore Culture of India

The folklore of India compasses the folklore of the nation of India and the Indian subcontinent. India is an ethnically and religiously diverse country. Given this diversity, it is difficult to generalize widely about the folklore of India as a unit. Although India is a Hindu-majority country, with more than three-fourths of the population identifying themselves as Hindus, there is no single, unified, and all-pervading concept of identity present in it. It is because of the flexible nature of Hinduism which allows various heterogeneous traditions, numerous regional cultures and even different religions to grow and flourish. Folk religion in Hinduism may explain the rationale behind local religious practices, and contain local myths that explain the existence of local religious customs or the rituals. These sorts of local variation have a higher status in Hinduism than comparable customs would have in religions such as Christianity or Islam. However, folklore as currently understood goes beyond religious or supernatural beliefs and practices, and compasses the entire body of social tradition whose chief vehicle of transmission is oral or outside institutional channels.



Figure: 8.11 Folklore Culture of India

The folk and tribal arts of India speak volumes about the country's rich heritage. Art forms in India have been exquisite and explicit. Folk art forms include various schools of art like the Mughal

School, Rajasthani School, Nakashi Art School, etc. Each school has its distinct style of color combinations or figures and its features. Other popular folk art forms include Madhubani paintings from Bihar, Kangra painting from Himachal Pradesh and Warli paintings from Maharashtra. Tanjore paintings from South India incorporate real gold into their paintings. Local fairs, festivals, deities and heroes (warriors) play a vital role in this art form.

8.12 Folktales of India

India possesses a large body of heroic ballads and epic poetry preserved in oral tradition, both in Sanskrit and the various vernacular languages of India. One such oral epic, telling the story of Pabuji, has been collected by Dr. John Smith from Rajasthan; it is a long poem in the Rajasthani language, traditionally told by professional story tellers, known as Bhopas, who deliver it in front of a tapestry that depicts the characters of the story, and functions as a portable temple, accompanied by a ravanhattho fiddle. The title character was a historical figure, a Rajput prince, who has been deified in Rajasthan.

Various performing arts such as Garba and Dandiya Raas of Gujarat, Sambalpuri dance of Odisha, Chhau, Alkap and Gambhira of West Bengal, Bihu of Assam, Ghoomar of Rajasthan and Haryana, Bhangra and Gidda of Punjab, Dhangar of Goa, Panthi of Chhattisgarh, Kolattam of Andhra Pradesh, Yakshagana of Karnataka, Thirayattam of Kerala and Chang Lo of Nagaland derive their elements from myriads of myths, folktales and seasonal changes.

The Ramayana and the Mahabharata are the two greatest and most widely read epics of India. Other noteworthy collections of Indian traditional stories include the Panchatantra, a collection of traditional narratives made by Vishnu Sarma in the 2nd century BC. The Hitopadesha of Narayana is a collection of anthropomorphic fabliaux, animal fables, in Sanskrit, compiled in the ninth century.

Study of folklore was strengthened by two streamers (sic); one is Finnish folklorist Lauri Honko and another is Peter J. Claus of American folklore. These two folklorists conducted their field work on Epic of Siri and led the Indian folklorists to the new folklore study. The Central Institute of Indian Languages has played a major role in promoting folklore studies in India to explore another reality of Indian culture.

Indian Folk Heroes

Indian folk heroes like Rama, Krishna in Sanskrit epics and history and also in freedom movement are well known to everyone. They have found a place in written literature. But in Indian cultural sub-system, Indian folk heroes are most popular. The castes and tribes of India have maintained their

diversities of culture through their language and religion and customs. So, in addition to national heroes, regional heroes and local folk and tribal heroes are alive in the collective memory of the people. Let's take examples of the Santhals or the Gonds. The Santhals have their culture heroes Beer Kherwal and Bidu Chandan. Gonds have their folk hero Chital Singh Chhatti. Banjara folk hero is Lakha Banjara or Raja Isalu.

8.13 Summary

Cultural tourism of India is the predominant factor behind India's meteoric rise in the tourism segment in recent years, because from time immemorial, India has been considered the land of ancient history, heritage, and culture. The Government of India has set up the Ministry of Tourism and Culture to boost cultural tourism in India. The Ministry in recent years has launched the 'Incredible India' campaign and this has led to the growth of culture tourism in India. India has had many rulers over the centuries and all of them made an impact on India's culture. One can see the influence of various cultures in dance, music, festivities, architecture, traditional customs, food and languages. It is due to the influence of all these various cultures that the heritage and culture of India is exhaustive and vibrant. This richness in culture goes a long way in projecting India as the ultimate cultural tourism destination given boost to tourism in culture in India. Cultural tourism is to enhance the interaction between different cultures. Travelers shared values on the same platform through visiting cultural and natural resources, historically preserved places, museums, or other historical values.

Classical dance is a conventional dance revealing the emotions through poetry or dance drama. This form is portrayed by poise, dignity and precision of movement and by elaborate formal gestures, steps, and poses. Classical dance is performed in theatres either in group or solo and is accompanied by musical instruments with beautiful costume. It conveys a story or theme through a musical composition written or used for this dance form. Classical dance require composure but strong attitude. It bring calmness, harmony in life and at the same time make our body strong, active and in shape.

Indian classical dance, or Shastriya Nritya, is an umbrella term for various performance arts rooted in religious Hindu musical theatre styles, whose theory and practice can be traced to the Sanskrit text Natya Shastra.

Bharatanatyam is considered to the oldest form of dance and mother of all other style of classical dance in India. The classical Indian dance Bharatanatyam originated from the art of temple dancers in the South India state of Tamil Nadu. Bharatanatyam is reworked form of dance from the traditional sadir and combination of expression, music, beat and dance. Bharatanatyam or the fire dance is one of the most popular styles of dance performed by male and female dancers.

Kathak is originated from Uttar Pradesh and one of the eight forms of ancient classical dances of India. Famous Kathak dance is derived from Katha or story-tellers, people who narrate stories during the whole art of Kathak dance.

Kathakali is one of the most attracting classical Indian dance-drama performed by well trained artist. Kathakali is originated in God's own country Kerala in 17th century and got popular at every corner of India. The attractive make-up, detailed gestures and elaborate costumes of the characters along with body movements with playback music are best experience to watch.

The Classical Indian dance form originated Andhra Pradesh state and got its name from Kuchipudi village near the Bay of Bengal. Kuchipudi is the most popular traditional dance form in South India performed with violin, flute and the tambura instruments and the characters first introduces them self by the dharavu.

Baroque music is characterized by the use of complex tonal counterpoint and the use of a basso continuo, a continuous bass line. Music became more complex in comparison with the simple songs of all previous periods. The beginnings of the sonata form took shape in the canzona, as did a more formalized notion of theme and variations. The tonalities of major and minor as means for managing dissonance and chromaticism in music took full shape.

Indian classical music is the classical music of the Indian subcontinent. It has two major traditions: the North Indian classical music tradition is called Hindustani, while the South Indian expression is called Carnatic. These traditions were not distinct until about the 16th century. During the period of Islamic rule of the Indian subcontinent, the traditions separated and evolved into distinct forms. Hindustani music emphasizes improvisation and exploring all aspects of a raga, while Carnatic performances tend to be short and composition-based. However, the two systems continue to have more common features than differences.

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music genres. As per the Vedas, most of the Indian arts, music and culture are related to Hindu gods and goddesses. The most important thing about Indian classical music is that it is very detailed and revealing in nature.

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8.14 Key Words/Abbreviations

- **Classical Dance:** Classical dance is a conventional dance revealing the emotions through poetry or dance drama.
- **Indian Classical Dance:** Indian classical dance, or Shastriya Nritya, is an umbrella term for various performance arts rooted in religious Hindu musical theatre.
- **Indian Classical Music:** Indian classical music is the classical music of the Indian subcontinent.
- **Folk Culture:** Folk culture refers to a culture traditionally practiced by a small, homogeneous, rural group living in relative isolation from other groups.
- **Bharatanatyam:** Bharatanatyam is considered to the oldest form of dance and mother of all other style of classical dance in India.
- **Kathak:** Kathak is originated from Uttar Pradesh.
- **Kathakali:** Kathakali is one of the most attracting classical Indian dance-drama
- **Kuchipudi:** The Classical Indian dance form originated Andhra Pradesh state.

8.15 Learning Activity

1. You are required to list out various Indian classical dances and the impacts on cultural tourism.

2. You are suggested to identify most popular folk culture in India and the relevant importance for Indian tourism industry.

8.16 Unit End Exercises

Descriptive Type Questions

1. What is Cultural Tourism? Discuss the impact of Indian cultural tourism.
2. What is Classical Dance? Explain in details about Indian classical dances.
3. Discuss various types of classical dance in India.
4. What is Classical Music? Explain the common practice of classical music.
5. Discuss about Classical Music in India.
6. Explain the features of Indian classical music.
7. Discuss various types of Indian classical music.
8. What is Folk Culture? Explain characteristics of folk and popular culture.
9. Discuss about Folklore culture of India.
10. Explain in brief about Folktales of India.

Multiple Choice Questions

1. The Government of India has set up the Ministry of Tourism and launched the _____.
- (a) Travel India (b) Incredible India
- (c) Visit India (d) All the above

2. Which of the following is a conventional dance revealing the emotions through poetry or dance drama?
 - (a) Classical Dance
 - (b) Classical Music
 - (c) Folk Culture
 - (d) Hindustani Music
3. Which of the following is art music produced or rooted in the traditions of Western culture, including both liturgical (religious) and secular music?
 - (a) Classical Dance
 - (b) Classical Music
 - (c) Folk Culture
 - (d) Hindustani Music
4. Which of the following is not the type of Classical dance in India?
 - (a) Bharatanatyam
 - (b) Kathak
 - (c) Kathakali
 - (d) Pop Dance
5. Which of the following is the characteristic of Folk culture in India?
 - (a) Folk music tells a story and is personal in nature.
 - (b) Most folk culture is rural.
 - (c) Folk housing normally reflects the culture.
 - (d) All the above

Answers:

1. (b), 2. (a), 3. (b), 4. (d), 5. (d)

8.17 References

References of this unit have been given at the end of the book.



UNIT 9 CULTURAL TOURISM - III

Structure

- 9.0 Learning Objective
- 9.1 Introduction
- 9.2 Cultural Tourism
- 9.3 Handicrafts
- 9.4 The Arts and Crafts Movement in the West
- 9.5 Modern Education on Arts and Crafts
- 9.6 Types of Handicrafts in India
- 9.7 The Concept of Handlooms
- 9.8 Indian Handloom
- 9.9 Strengths of Handloom Sector in India
- 9.10 Impact of Handlooms in Indian Economy
- 9.11 Indian Handloom Products
- 9.12 Indian Cuisines
- 9.13 Regional Cuisines of India
- 9.14 Summary
- 9.15 Key Words/Abbreviations
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9.0 Learning Objective

After studying this unit, you will be able to:

- Explain the concepts of handicrafts and handlooms
- Elaborate various Indian cuisines

9.1 Introduction

Cultural tourism is tourism towards the cultural heritage of a place. Culture has always been a major object of travel. Tourism is now a culture. Cultural attractions play a significant role in tourism at all the levels. Cultural heritage tourism nowadays is the fastest growing segment of the tourism industry. India, a kaleidoscope of traditions cultures and different geographics speaks for itself. India is famous all over the world for its rich culture and heritage. The country's cultural diversity and history attracts various tourists from all over the world. India has a slab of every kind of traveller. Heritage tourism in India is a treasure as there are several cultural, historical and natural resources. Some cities of the country are known just because of its heritage sites. Cultural tourism of India varies from region to region like Madurai is famous for temples, Mahabalipuram is famous for its carved rock-cut temples and caves while Agra for Taj Mahal and Jaipur for palaces. Every state of the country is rich in culture and its heritage. There are number of historical places to visit in India.

9.2 Cultural Tourism

Cultural tourism encompasses heritage (both tangible and intangible), the arts (including festivals and events), and contemporary culture insofar as it relates to the lifestyles and traditions of a people or place. Cultural tourism is not simply about the passive consumption of heritage attractions or attendance of festivals, it can also involve a high degree of interaction with local people, as well as the pursuit of creative activities (e.g., painting, photography, dance, etc.). Indeed, Richards and Raymond suggest that creative tourism is becoming a growth subsector within cultural tourism.

As the demand for tourism increases, so apparently does the demand for cultural tourism, which appears to have grown exponentially in recent years. For example, McKercher and Cros estimate that as many as 240 million international journeys annually involve some element of cultural tourism. This may have something to do with broadening definitions of culture, as well as the apparent diversification of tourist interests. The cultural tourist could be described as a tourist who is better educated than average and generally concerned with knowledge seeking and self-improvement, thus the inner journey is likely to be as important as the outer journey. Cultural tourists actively seek

difference and authentic and spontaneous (rather than “staged” or contrived) interaction with local people and places. Tourism may often be described as “travel” whereby the cultural tourist elevates him/herself to the level of an adventurer or explorer. This is particularly the case in the context of indigenous and ethnic tourism. For this reason, cultural tourism has become increasingly politicized, and has sometimes been accused of being imperialistic, Eurocentric, or voyeuristic. However, cultural tourists are by no means homogeneous, neither in terms of motivations nor profiles. Cultural tourism can be subdivided into a number of typologies for the sake of greater definitional clarity, the facilitation of research, and product development.

Heritage Tourism

Heritage tourism focuses on tangible artifacts from the past, including historical monuments, archaeological sites, religious sites, and museums. This includes World Heritage Sites, of which there are now over 750 (including the Taj Mahal in India and the Pyramids in Egypt). Intangible heritage is also an important resource (e.g., the traditions, lifestyles, arts and crafts of local people). The interpretation and representation of heritage can be complex and contentious (e.g., concentration camps such as Auschwitz in Poland; Robben Island in post-apartheid South Africa). Many heritage sites suffer from over visitation, therefore conservation and visitor management issues are of primary concern for this form of cultural tourism.

Arts Tourism

Arts tourism focuses on the visual arts (e.g., galleries) as well as performance (e.g., theatres and concerts) and other experiential forms of activity (e.g., festivals and events). There are some concerns that tourism can dilute or “trivialize” the arts. Many ethnic and indigenous art forms (e.g., Caribbean carnivals, Asian Mela festivals, Aboriginal arts and crafts, and Andalusian flamenco dancing) are becoming more popular on a global scale, so care needs to be taken to ensure that they are not over commodified.

Creative Tourism

Creative tourism involves tourists undertaking creative activities such as painting, pottery making, glass blowing, weaving, photography, and wood carving, either under the guidance of or independently of local people (e.g., with a tour operator). In many cases, creative tourism may be a subsidiary activity rather than a primary motivating factor, although growing numbers of tour operators are now offering special interest tours focused on creative activities (e.g., salsa holidays in Cuba, watercolor painting in Provence and cookery in Tuscany).

Urban Cultural Tourism

Urban cultural tourism focuses on city activities, which may include certain forms of heritage or arts tourism. Historic cities (e.g., Venice, Prague and Oxford) attract large numbers of international tourists. However, increasingly, cultural tourists are being drawn to deindustrialized cities that are being regenerated (e.g., Glasgow, Bilbao and Rotterdam). They may experience cultural mega events (e.g., expos) or visit “flagship” museums (e.g., the Guggenheim in Bilbao) or whole new cultural quarters or waterfronts (e.g., Barcelona, Cardiff).

Rural Cultural Tourism

Rural cultural tourism may incorporate aspects of indigenous or ethnic tourism, or creative activities. In some cases, attractions have been purpose built to help develop tourism (e.g., ecomuseums in France and Scandinavia; holistic centres in Ireland, Greece and Spain). In others, former industrial sites such as coal mines have been regenerated and turned into attractions. For example, Blaenavon in Wales, Ironbridge in the English Midlands and the Wieliczka salt mines in Poland have all been designated World Heritage Sites. Spinoffs from agro or farm tourism include gastronomic tourism, arts and crafts tourism, not to mention wine tourism (e.g., in the Douro Valley in Portugal; Stellenbosch in South Africa).

Indigenous Cultural Tourism

In this type of tourism, tourists visit indigenous peoples in their own habitat, although in many cases land has been taken from such peoples and they are forced to live in reservations (e.g., North American Indians) or to integrate into mainstream society (e.g., Australian Aborigines and Canadian Inuits). Tourists are generally interested in the lifestyles and traditions of indigenous groups, and may stay with families in their village (e.g., in Indonesian jungles or the Tunisian desert). Trekking and staying with tribal groups is popular in countries like Thailand or the countries of Central and South America. The environmental and socio-cultural impacts can be significant, although cultural tourism can also help to raise the profile of indigenous groups and contribute to the renewal of traditions and cultural pride.

Popular Cultural Tourism

This form of tourism focuses on some of the more “populist” forms of culture, such as attending sporting events or pop concerts, and visiting shopping malls and theme parks. It may also include visits to film or television locations or studios. In many regenerated former industrial cities, such attractions are proliferating and are often combined with more traditional forms of cultural tourism (e.g., art galleries, architectural features and museums).

The boundaries of cultural tourism are clearly being pushed further and further toward more global and contemporary forms of culture. Although recognition of definitional and conceptual boundaries is important, the postmodern dedifferentiation of tourism, culture, leisure, and lifestyles can render this a somewhat elusive task.

9.3 HANDICRAFTS

Handicrafts are activities such as embroidery and pottery which involve making things with your hands in a skillful way. This is very important because represents our culture and tradition. It promotes the heritage of a country through the use of indigenous materials and it preserves traditional knowledge and talents.



Figure: 9.1 Handicrafts

Importance of Handicrafts can be summarized as follows:

- (i) **The Cultural Importance:** Handicrafts play very important role in representing the culture and traditions of any country or region. Handicrafts are a substantial medium to preserve of rich traditional art, heritage and culture, traditional skills and talents which are associated with people's lifestyle and history.

- (ii) **The Economic Importance:** Handicrafts are hugely important in terms of economic development. They provide ample opportunities for employment even with low capital investments and become a prominent medium for foreign earnings. India is a country of rich culture, history and traditions. India is one of the major producer and supplier of handicrafts products in the world. India has been major producer and supplier of handicrafts products since very long time. Before the industrial development, this art and industry was a potential economic advantage for the country. During recent years, the importance of handicrafts has been surged due to their cultural and financial values.
- (iv) **The Small-scale Industries:** The small scale industries including handicrafts can play a job role in the development of the economy of both developed and the developing countries equally. The 90-95% of the total industrial products of the world are produced in small workshops run by less than 100 people. For instance, Japan, which is at the peak of the economic development, has considered 84% of the industries as small and medium scale industries. In countries such as India and China, handicrafts are as high as the mechanized products in quality and volume, and are a major source of their foreign earnings. These countries are focusing on the development of handicraft industry, in order to strengthen the economy.
- (v) **Highly Labor-intensive:** The Indian handicrafts industry is highly labor-intensive, cottage based and decentralized industry. The industry is spread all over the country mainly in rural and urban areas. Most of the manufacturing units are located in rural and small towns, and there is huge market potential in all Indian cities and abroad. Handicraft industry is a major source of income for rural communities employing over six million artisans including a large number of women and people belonging to the weaker sections of the society.
- (vi) **Highly Creative Sector:** The Handicraft sector is highly creative sector and produces large variety of crafts products. This industry is localized segment of the domestic and international market. In India, the production of craft products are done on both large and small scale. Because of low capital investment people can start their business on small scale. Through this flexibility the demand and supply can be managed. Though Indian handicraft industry is considered a cottage industry, but it has evolved as one of the major revenue generator over the years. There has been consistent growth of 15% over few years and the industry has evolved as one of the major contributor for export and foreign revenue generation.

- (vii) ***Demand for the Indian Handicraft Products:*** There is huge demand for the Indian Handicraft products in both national and international market. To match the demand and supply with quality, there is need to have greater technological support and innovativeness with the uniqueness in industry.

9.4 The Arts and Crafts Movement in the West

The Arts and Crafts movement originated as a late 19th-century design reform and social movement principally in Europe, North America and Australia, and continues today. Its proponents are motivated by the ideals of movement founders such as William Morris and John Ruskin, who proposed that in pre-industrial societies, such as the European Middle Ages, people had achieved fulfillment through the creative process of handicrafts. This was held up in contrast to what was perceived to be the alienating effects of industrial labor.

These activities were called crafts because originally many of them were professions under the guild system. Adolescents were apprenticed to a master craftsman, and refined their skills over a period of years in exchange for low wages. By the time their training was complete, they were well equipped to set up in trade for themselves, earning their living with the skill that could be traded directly within the community, often for goods and services. The Industrial Revolution and the increasing mechanization of production processes gradually reduced or eliminated many of the roles professional craftspeople played, and today many handicrafts are increasingly seen, especially when no longer the mainstay of a formal vocational trade, as a form of hobby, folk art and sometimes even fine art.

The term handicrafts can also refer to the products themselves of such artisanal efforts, that require specialized knowledge, may be highly technical in their execution, require specialized equipment and/or facilities to produce, involve manual labor or a blue-collar work ethic, are accessible to the general public, and are constructed from materials with histories that exceed the boundaries of Western “fine art” tradition, such as ceramics, glass, textiles, metal and wood. These products are produced within a specific community of practice, and while they mostly differ from the products produced within the communities of art and design, the boundaries often overlap, resulting in hybrid objects. Additionally, as the interpretation and validation of art is frequently a matter of context, an audience may perceive handcrafted objects as art objects when these objects are viewed within an art context, such as in a museum or in a position of prominence in one’s home.

9.5 Modern Education on Arts and Crafts

Simple “arts and crafts” projects are a common elementary and middle school activity in both mainstream and alternative education systems around the world.

In some of the Scandinavian countries, more advanced handicrafts form part of the formal, compulsory school curriculum, and are collectively referred to as *slöjd* in Swedish, and *käsityö* or *veisto* in Finnish. Students learn how to work mainly with metal, textile and wood, not for professional training purposes as in American vocational technical schools, but with the aim to develop children’s and teens’ practical skills, such as everyday problem-solving ability, tool use, and understanding of the materials that surround us for economic, cultural and environmental purposes.

Secondary schools and college and university art departments increasingly provide elective options for more handicraft-based arts, in addition to formal “fine arts”, a distinction that continues to fade throughout the years, especially with the rise of studio craft, i.e., the use of traditional handicrafting techniques by professional fine artists. Many community centres and schools run evening or day classes and workshops, for adults and children, offering to teach basic craft skills in a short period of time.

9.6 Types of Handicrafts in India

Various types of Handicrafts in India are as follows:

1. Pottery

Pottery is the material from which the pottery ware is made, of which major types include earthenware, stoneware and porcelain. The place where such wares are made is also called a pottery (plural “potteries”). Pottery also refers to the art or craft of the potter or the manufacture of pottery. Pottery is made by forming a clay body into objects of a required shape and heating them to high temperatures.

2. Basket Weaving

Basket weaving (also basketry, basket making, or basket making) is the process of weaving unspun vegetable fibres into a basket or other similar form. People and artists who weave baskets are called basket makers and basket weavers. Basketry is made from a variety of fibrous or pliable materials anything that will bend and form a shape. Examples include pine straw, stems, animal hair, hide, grasses, thread and wood.

3. Weaving

Weaving is a method of fabric production in which two distinct sets of yarns or threads are interlaced at right angles to form a fabric or cloth. The other methods are knitting, lace making, felting, and braiding or plaiting. The longitudinal threads are called the warp and the lateral threads are the weft or filling. Weft or woof is an old English word meaning “that which is woven”. The method in which these threads are interring woven affects the characteristics of the cloth. Cloth is usually woven on a loom, a device that holds the warp threads in place while filling threads are woven through them. A fabric band which meets this definition of cloth (warp threads with a weft thread winding between) can also be made using other methods, including tablet weaving, backstrap or other techniques without looms.

The way the warp and filling threads interlace with each other is called the weave. The majority of woven products are created with one of three basic weaves: plain weave, satin weave or twill. Woven cloth can be plain (in one color or a simple pattern) or can be woven in decorative or artistic designs.

4. Tatting

Tatting is a technique for handcrafting a particularly durable lace constructed by a series of knots and loops. Tatting can be used to make lace edging as well as doilies, collars and other decorative pieces. The lace is formed by a pattern of rings and chains formed from a series of cow hitch, or half-hitch knots, called double stitches, over a core thread. Gaps can be left between the stitches to form picots, which are used for practical construction as well as decorative effect.

Tatting dates to the early 19th century. The term for tatting in most European languages is derived from French frivolité, which refers to the purely decorative nature of the textiles produced by this technique. The technique was developed to imitate point lace.

5. Macramé

Macramé or macrame is a form of textile-making using knotting rather than weaving or knitting. Its primary knots are the square knot and forms of “hitching”: full hitch and double half hitches. It was long crafted by sailors, especially in elaborate or ornamental knotting forms, to decorate anything from knife handles to bottles to parts of ships. Materials used in macramé include cords made of cotton twine, linen, hemp, jute, leather or yarn. Cords are identified by construction, such as a 3-ply cord, made of 3 lengths of fibre twisted together.

6. Crochet

Crochet is a process of creating fabric from yarn, thread, or other material strands using a crochet hook. The word is derived from the French word “crochet”, meaning hook. Hooks can be made of materials such as metals, woods or plastic and are commercially manufactured as well as produced by artisans. Crocheting, like knitting, consists of pulling loops through other loops, but additionally incorporates wrapping the working material around the hook one or more times.

Crochet differs from knitting in that only one stitch is active at one time, stitches made with the same diameter of yarn are comparably taller, and a single crochet hook is used instead of two knitting needles. Additionally, crochet has its own system of symbols to represent stitch types.

7. Tapestry

Tapestry is a form of textile art, traditionally woven on a vertical loom. However, it can also be woven on a floor loom as well. It is composed of two sets of interlaced threads, those running parallel to the length (called the warp) and those parallel to the width (called the weft); the warp threads are set up under tension on a loom, and the weft thread is passed back and forth across part or all of the warps. Tapestry is weft-faced weaving, in which all the warp threads are hidden in the completed work, unlike cloth weaving where both the warp and the weft threads may be visible. In tapestry weaving, weft yarns are typically discontinuous; the artisan interlaces each colored weft back and forth in its own small pattern area. It is a plain weft-faced weave having weft threads of different colors worked over portions of the warp to form the design.

8. Mosaic

Mosaic is the art of creating images with an assemblage of small pieces of colored glass, stone, or other materials. It may be a technique of decorative art, an aspect of interior decoration, or of cultural and spiritual significance as in a cathedral. Small pieces, normally roughly quadratic, of stone or glass of different colors, known as tesserae (diminutivetessellae), are used to create a pattern or picture.

9.7 The Concept of Handlooms

A ‘handloom’ is a loom that is used to weave cloth without the use of any electricity. Hand weaving is done on pit looms or frame looms generally located in weavers’ homes. Fabrics woven out of hand spun yarn on handlooms are called “khadi”, while mill spun yarns woven on handlooms are called “handloom” fabrics. Intensive efforts are being made by the Office of the Development Commissioner for Handlooms, Government of India to upgrade the hand weaving technology in

terms of weaver's comfort, productivity and quality. A large number of Handloom Weavers' cooperative societies too are constantly at work to improve the quality and working conditions for hand weaving. Nine Indian Institutes of Handloom Technology located across India impart specialized training in handloom weaving to the Gen next to ensure continuity of hand weaving heritage.

India has more than 500 specialized handloom weaving clusters spread across the country. Responding to the changing consumer demand in the modern world, handloom weaving in India is evolving each day. If Madras Check, Cheesecloth and Seersucker, became a craze in the Western world in the 1960s and 1970s, several characteristic innovations like heavy casement, recycled rugs and jacquard woven fabrics in thick cotton and silk fabrics are a popular choice today. Celebrities and designers globally continue to make a fashion statement around Indian handlooms.

9.8 Indian Handloom

Handlooms are fundamentally different from power looms. Motion of the handloom is operated by skillful human hands, without using any source of energy like electricity, water, air or sun to drive the motion of the loom.

Fabric is woven on a handloom by interlacing of warp, running length-wise and weft or filling, running width-wise. Warp threads are raised and lowered by manual shedding motion to form shed. Through this shed, the shuttle is passed carrying across the weft thread which is beaten against the woven fabric by the movable comb like frame or reed. When the heddle is shifted, the two sets of warp reverse position, binding the weft into the fabric and opening other shed.

Handloom weaving involves three Primary Motions, i.e., Shedding, Picking and Beating. Shedding motion separates warp threads, according to pattern to allow for weft insertions or picking prior to beating. Picking is the operation wherein after the shed has been formed, the length of weft is inserted through the shed. As soon as a weft yarn is inserted, the reed pushes or beats up the weft to the fell of the cloth. All the three motions are carried out by the weaver manually for weaving of the fabric by interlacement of warp and weft.

Loom is the basic equipment for hand weaving. Broadly speaking, based on their structure and technique of working, the handlooms are classified into four main groups namely primitive looms, pit looms, frame looms, and semi-automatic looms.

Primitive Looms

In these are included all looms where weft is threaded by hand for interlacing the warp ends. These also include vertical looms like some of the woolen blanket looms, durree looms, newar looms and tape looms.



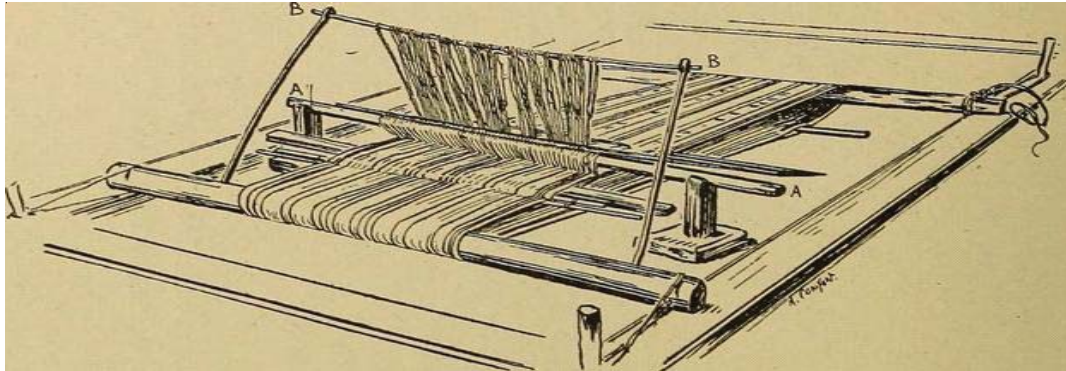


Figure: 9.2 Primitive Looms

Pit Looms

Two types of Pit Looms are in operation. One is throw-shuttle pit loom and another is fly-shuttle pit loom.



Figure: 9.3 Pit Looms

Throw-shuttle Pit Looms

Until the invention of the fly-shuttle slay in England in the 18th century, the throw-shuttle pit loom was the most commonly used loom.



Figure: 9.4 Throw-shuttle Pit Looms

Fly-shuttle Pit Looms

The fly-shuttle pit loom produces three to four times more cloth than the throw-shuttle one and it has all the advantages of a throw-shuttle pit loom except the weaving of intricate extra weft patterns. This loom has enabled the handloom industry to capture a section of the market steadily with handwoven products like color bedsheets, towels, handkerchiefs, door curtains, bedcovers, quilt cloth, color shirting cloth, napkins, etc.



Figure: 9.5 Fly-shuttle Pit Looms

Frame Looms

Frame looms are useful for production of designed fabrics like bedsheets, heavy furnishings, towels, dress material, striped and check material, bed covers, gauze cloth, etc. as in Kerala, Punjab, Tamil Nadu, Andhra Pradesh, West Bengal, Assam, etc. Also, woven on the frame loom are ordinary saris with plain border, saris with extra warp and cross-border designs.



Figure: 9.6 Frame Looms

Semi-automatic Looms

There are two types of semi-automatic looms, namely, sley motion type and treadle type. The sley motion type is the one in which all primary and other motions are affected by the movement of the sley except for picking which is done separately by hand. In the treadle type, all primary and other motions are affected by treading.



Figure: 9.7 Semi-automatic Looms

4.33 million handloom weavers are spread across India's varied climatic and cultural zones. Of the 2.38 million handlooms that are installed in India, majority are modified making weaving less effortful and more versatile.

9.9 Strengths of Handloom Sector in India

- (a) Flexibility of small production, openness to innovation and adaptability to supplier's requirements.
- (b) Caters to all sections and offers a range that suits every strata of society.
- (c) Good export potential along with negligible import content.
- (d) High labor intensity providing employment opportunities to 4.33 million people.
- (e) Low capital-output ratio.
- (f) Weaving of every design and construction.
- (g) Accounts for 12% of the total cloth produced in the country.
- (h) Weaves from a range of fibres like cotton, silk, jute, wool and synthetic blends.
- (i) Unique where tradition gets woven with modern.

9.10 Impact of Handlooms in Indian Economy

- (a) Indian handloom not only depicts our rich culture and heritage but also describes the imagination and experience of artisans carved on a blank canvas. Indian handloom has gone through tremendous revolution in terms of innovation and modernization.
- (b) The handloom sector is considered to be one of the largest unorganized sectors after agriculture and forms an integral part of the rural and semi-rural livelihood.
- (c) Handloom weaving constitutes one of the richest and most vibrant aspects of the Indian cultural heritage.
- (d) Handloom is known for flexibility, versatility and innovativeness. The strength of handloom lies in ease of introducing new designs, which cannot be replicated by the power loom sector.
- (e) The advantages of the sector include less capital intensive, use of minimal power, eco-friendly quality, flexibility of small production and adaptability to market requirements.

- (f) It is a natural productive asset and tradition at cottage-level, which has sustained and grown by transfer of skill from one generation to other.
- (g) Handloom weaving is largely decentralized and the weavers are mainly from the weaker sections of the society, for whom this is the primary and for some the only source of income.
- (h) Handloom weaving is spread across many states in the country and is at a considerable decline in some of them.
- (i) The level of artistry and intricacy achieved in the handloom fabrics is unparalleled and certain weaves/designs are still beyond the scope of modern machines. It is ironic that we ignore this existing goldmine, for this is precisely the sector that could make the 'Make in India' and 'Skill India' initiatives work.
- (j) As per a report on handloom by the Ministry of Textiles released in 2015, the industry currently employs 4.3 million weavers, with 75% of them being women. This is a sharp decline from what it was in 2009.
- (k) As per a report by India Brand Equity Foundation (IBEF), US was the major importer of Indian handloom products, with estimated purchases of US\$ 100.08 million, followed by the Italy, UK and UAE at US\$ 19.65 million, US\$ 18.45 and US\$ 18.18 million, respectively.
- (l) 95% of the international handloom market is fed from India. With Make in India, Skill India development, and weaver initiatives and cluster building, the supply status looks promising, though the journey is going to be long and arduous.
- (m) Handloom industry had got a much needed shot in the arm, thanks to these three factors – e-commerce boom, government support and initiatives like 'Make in India' and most importantly changing consumer preferences and their inclination to acquire unique fabrics and designs.
- (n) While handloom always will face threats and competition from the price aggressive power loom industry, in terms of skill, aesthetics and delivery of certain very high-end sensibilities handlooms are unmatched.
- (o) The weavers are also constantly reinventing themselves and providing value addition to make their products more and more relevant to the modern consumer behavior and needs.

- (p) This is apart from the more obvious advantages of low set up cost, low and minimal use of power, large design database and easy training of skill due to the family based business model.
- (q) One of the greatest boons to the Indian handloom industry is the “new Digital India”. Social media platforms have managed to do bring together, the discerning, socially conscious handloom-users worldwide giving them a platform to interact, post pictures, flaunt, discuss and showcase their beautiful handloom products thus building awareness and interest in the product. This naturally leads to an increase in the demand for the products, apart from the enthusiasm to safe keep heritage handloom saris. Active social media users are quickly turning influencers and collaborating, and having a substantial impact on the market demands.
- (r) The largest impact on the handloom industry would be the ability to service the market demands. With Indians proliferation all over the world, and with the whole world becoming more of handloom users, the Indian e commerce Industry is the answer to making handloom available to every discerning customer’s doorstep.
- (s) The e-commerce and physical retail space for handlooms is rather fragmented, with no real single big player owning the space. This would mean two things the industry and the market conditions have enough space for many small players to build their niche and grow, and the consolidation is certain to happen, in 2-3 years’ time.

9.11 Indian Handloom Products

The “India Handloom” Brand (IHB) was launched by the Hon’ble Prime Minister of India on the occasion of first handloom day on September 7, 2015 to endorse the quality of the products in terms of raw material, processing, weaving and other parameters besides social and environmental compliances for earning the trust of the customers. The “India Handloom” Brand would be given only to high quality defect free authentic handloom products for catering to the needs of those consumers who are looking for niche handmade products. The “India Handloom” Brand is aimed at generating a special market space and increased earnings to the weavers. Thus, the concept of “India Handloom” is to brand the handloom products, which are exclusively catering to the “quality”, need of the socio-environmentally conscious consumer.

(i) Saree

Cotton: Jamddani, Tangail, Shantipiri, Dhaniakhali, Bichitrapuri, Bomkai, Kotpad, Pochampalli, Venkatgiri, Uppada, Siddipet, Narayanpet, Mangalagiri, Chetnad, Balaramapuram, Kasergod, Kuthampally and Chendmangalam Dhoti.

Silk: Baluchari, Mugasilk, Sulkuch Silk, Khandua, Berhampuri, Bomkai Silk, Benares Brocade, Tancoi, Benarasi, Butidar, Jangla, Benarasi Cutwork, Pochampally, Dharmavaram, Kanchipuram, Arni Silk, Molkalmuru, Paithani, Patola, Champa Silk, Ashawali Silk, Salem Silk (Dhoti), Uppada and Jamdani.

Cotton Silk Saree: Chanderi, Maheswari, Kota Doria, IIKal, Gadwal and Covai Kora Cotton.

(ii) Dress Materials

Cotton: Odisha Ikat and Pochampalli Ikat.

Silk: Tancoi, Benarasi, Cutwork, Odisha Ikat, Pochampally Ikat, Tassar Fabric, Muga Fabric and Mekhala/Chadar.

(iii) Bedsheets

Odisha Ikat and Pochampally Ikat.

(iv) Scarf/Shawl/Chadar

Kani Shawl, Kinnori Shawl, Kulu Shawl, Tangaliya Shawl, Kutch Shawl and Wangkhei Phee.

9.12 Indian Cuisines

Indian cuisine consists of a wide variety of regional and traditional cuisines native to the Indian subcontinent. Given the range of diversity in soil type, climate, culture, ethnic groups, and occupations, these cuisines vary substantially from each other and use locally available spices, herbs, vegetables, and fruits. Indian food is also heavily influenced by religion, in particular Hinduism, cultural choices and traditions. The cuisine is also influenced by centuries of Islamic rule, particularly the Mughal rule. Samosas and pilafs can be regarded as examples.



Figure: 9.8 Indian Cuisines

Historical events such as foreign invasions, trade relations, and colonialism have played a role in introducing certain foods to this country. The Columbian discovery of the New World brought a number of new vegetables and fruits to India. A number of these such as the potato, tomatoes, chillies, peanuts, and Guava have become staples in many regions of India. Indian cuisine has shaped the history of international relations; the spice trade between India and Europe was the primary catalyst for Europe's Age of Discovery. Spices were bought from India and traded around Europe and Asia.

9.13 Regional Cuisines of India

Cuisine differs across India's diverse regions as a result of variation in local culture, geographical location (proximity to sea, desert or mountains) and economics. It also varies seasonally, depending on which fruits and vegetables are ripe.

Andaman and Nicobar Islands

Seafood plays a major role in the cuisine of the Andaman and Nicobar Islands. Staples of the diet of the Indigenous Andamanese traditionally included roots, honey, fruits, meat and fish, which were obtained by hunting and gathering. Some insects were also eaten as delicacies. Immigration from mainland of India, however, has resulted in variations in the cuisine.

Andhra Pradesh

The cuisine of Andhra Pradesh belongs to the two Telugu-speaking regions of Rayalaseema and Coastal Andhra and is part of Telugu cuisine. The food of Andhra Pradesh is known for its heavy use of spices, and the use of tamarind. Seafood is common in the coastal region of the state. Rice is the staple food (as is with all South Indian states) eaten with lentil preparations such as pappu (lentils) and pulusu (stew) and spicy vegetables or curries. In Andhra, leafy greens or vegetables such as bottle-gourd and eggplant are usually added to dal. Pickles are an essential part of the local cuisine; popular among those are mango-based pickles such as avakaya and maagaya, gongura (a pickle made from Kenaf leaves), usirikaya (gooseberry or amla), nimmakaya (lime) and tomato pickle. Dahi (yogurt) is a common addition to meals, as a way of tempering spiciness. Breakfast items include dosa, pesarattu (mung bean dosa), vada and idli.

Arunachal Pradesh

The staple food of Arunachal Pradesh is rice, along with fish, meat and leaf vegetables. Many varieties of rice are used. Lettuce is the most common vegetable, usually prepared by boiling with ginger, coriander, and green chillies. Boiled rice cakes wrapped in leaves are a popular snack. Thukpa is a kind of noodle soup common among the Monpa tribe of the region. Native tribes of Arunachal are meat eaters and use fish, eggs, beef, chicken, pork, and mutton to make their dishes. Apong or rice beer made from fermented rice or millet is a popular beverage in Arunachal Pradesh and is consumed as a refreshing drink.

Assam

Assamese cuisine is a mixture of different indigenous styles, with considerable regional variation and some external influences. Although it is known for its limited use of spices, Assamese cuisine has strong flavors from its use of endemic herbs, fruits, and vegetables served fresh, dried or fermented. Rice is the staple food item and a huge variety of endemic rice varieties, including several varieties of sticky rice are a part of the cuisine in Assam. Fish, generally freshwater varieties, are widely eaten. Other non-vegetarian items include chicken, duck, squab, snails, silkworms, insects, goat, pork, venison, turtle, monitor lizard, etc. The region's cuisine involves simple cooking processes, mostly barbecuing, steaming or boiling. Bhuna, the gentle frying of spices before the addition of the main ingredients, generally common in Indian cooking, is absent in the cuisine of Assam. A traditional meal in Assam begins with a khar, a class of dishes named after the main ingredient and ends with a tenga, a sour dish. Homebrewed rice beer or rice wine is served before a meal. The food is usually served in bell metal utensils. Paan, the practice of chewing betel nut, generally concludes a meal.

Bengali Cuisine

Due to being split between Bangladesh and India, the cuisine of Bengal differs in the use of religiously significant items, as well as international cuisine, such as Chinese food from the diaspora, Portuguese items, and Anglo items from the colonial period. Bangladesh generally does not have the same amount of access to global trade and therefore, food. Mughal cuisine is a universal influencer in the Bengali palate, and has introduced Persian and Islamic foods to the region, as well as a number of more elaborate methods of preparing food, like marination using ghee. Fish, rice, milk and sugar all play crucial parts in Bengali cuisine.

Bengali cuisine can be subdivided into four different types of dishes, *charbya*, or food that is chewed, such as rice or fish; *chosya*, or food that is sucked, such as *ambal* and *tak*; *lehya*, or foods that are meant to be licked, like *chuttney*; and *peya*, which includes drinks, mainly milk.

Bihari Cuisine

Bihari cuisine may include *litti chokha*, a baked salted wheat-flour cake filled with *sattu* (baked chickpea flour) and some special spices, which is served with *baigan bharta*, made of roasted eggplant (brinjal) and tomatoes. Among meat dishes, *meat saalan* is a popular dish made of mutton or goat curry with cubed potatoes in *garam masala*. *Dalpuri* is another popular dish in Bihar. It is salted wheat-flour bread, filled with boiled, crushed, and fried gram pulses. *Malpua* is a popular sweet dish of Bihar, prepared by a mixture of maida, milk, bananas, cashew nuts, peanuts, raisins, sugar, water and green cardamom. Another notable sweet dish of Bihar is *balushahi*, which is prepared by a specially treated combination of maida and sugar along with ghee, and the other worldwide famous sweet, *khaja*, also very popular, is made from flour, vegetable fat, and sugar, which is mainly used in weddings and other occasions. *Silav* near Nalanda is famous for its production. During the festival of *Chhath*, *thekua*, a sweet dish made of ghee, jaggery and whole-meal flour, flavored with aniseed, is made.

Chandigarh

Chandigarh, the capital of Punjab and Haryana is a city of 20th-century origin with a cosmopolitan food culture mainly involving North Indian cuisine. People enjoy home-made recipes such as *parantha*, especially at breakfast, and other Punjabi foods like *roti* which is made from wheat, sweetcorn, or other glutenous flour with cooked vegetables or beans. *Sarson da saag* and *dal makhani* are well-known dishes among others. Popular snacks include *gol gappa* (known as *panipuri* in other places). It consists of a round, hollow *puri*, fried crisp and filled with a mixture of flavored water, boiled and cubed potatoes, bengal gram beans, etc.

Daman and Diu

Daman and Diu is a union territory of India which, like Goa, was a former colonial possession of Portugal. Consequently, both native Gujarati food and traditional Portuguese food are common. Being a coastal region, the communities are mainly dependent on seafood. Normally, rotli and tea are taken for breakfast, rotla and saak for lunch, and chokha along with saak and curry are taken for dinner. Some of the dishes prepared on festive occasions include puri, lapsee, potaya, dudh-plag and dhakanu. While alcohol is prohibited in the neighbouring state of Gujarat, drinking is common in Daman and Diu, better known as the “pub” of Gujarat. All popular brands of alcohol are readily available.

Delhi (Mughlai Cuisine)

Delhi was once the capital of the Mughal empire, and it became the birthplace of Mughlai cuisine. Delhi is noted for its street food. The Paranthewali Gali in Chandani Chowk is just one of the culinary landmarks for stuffed flatbread (paranthas). Delhi has people from different parts of India, thus the city has different types of food traditions; its cuisine is influenced by the various cultures. Punjabi cuisine is common, due to the dominance of Punjabi communities. Delhi cuisine is actually an amalgam of different Indian cuisines modified in unique ways. This is apparent in the different types of street food available. Kababs, kachauri, chaat, Indian sweets, Indian ice cream (commonly called kulfi), and even western food items like sandwiches and patties, are prepared in a style unique to Delhi and are quite popular.

Goa

The area has a tropical climate, which means the spices and flavors are intense. Use of kokum is a distinct feature of the region's cuisine. Goan cuisine is mostly seafood and meat-based; the staple foods are rice and fish. Kingfish (vison or visvan) is the most common delicacy, and others include pomfret, shark, tuna, and mackerel; these are often served with coconut milk. Shellfish, including crabs, prawns, tiger prawns, lobster, squid, and mussels, are commonly eaten. The cuisine of Goa is influenced by its Hindu origins, 400 years of Portuguese colonialism, and modern techniques. Bread, introduced by the Portuguese, is very popular, and is an important part of Goan breakfast. Frequent tourism in the area gives Goan food an international aspect. Vegetarianism is equally popular.

Gujarat

Gujarati cuisine is primarily vegetarian. The typical Gujarati thali consists of roti (rotlii in Gujarati), daal or kadhi, rice, sabzi/shaak, papad and chaas (buttermilk). The sabzi is a dish of different

combinations of vegetables and spices which may be stir fried, spicy or sweet. Gujarati cuisine can vary widely in flavor and heat based on personal and regional tastes. North Gujarat, Kathiawad, Kachchh and South Gujarat are the four major regions of Gujarati cuisine. Many Gujarati dishes are simultaneously sweet, salty (like vegetable Handvo) and spicy. In mango season, keri no ras (fresh mango pulp) is often an integral part of the meal. Spices also vary seasonally. For example, garam masala is used much less in summer. Few of Gujarati Snacks like Sev Khamani, Khakhra, Dal Vada, Methi na Bhajiya, Khaman, Bhakharwadi, etc. Regular fasting, with diets limited to milk, dried fruit, and nuts, is a common practice.

Haryana

Cattle being common in Haryana, dairy products are a common component of its cuisine. Specific dishes include kadhi, pakora, besan masala roti, bajra aloo roti, churma, kheer, bathua raita, methi gajar, singri ki sabzi and tamatar chutney. In the olden days, its staple diet included, bajra khichdi, rabdi, onion chutney, millet roti and bajra roti. In the non-veg cuisine, it includes kukad kadhai and masala gravy chicken. Lassi, sharbat, nimbu pani and “labsi” (which is a mixture of bajra flour and lassi) are three popular non-alcoholic beverages in Haryana. Liquor stores are common there, which cater to a large number of truck drivers.

Himachal Pradesh

The daily diet of Himachal people is similar to that of the rest of North India, including lentils, broth, rice, vegetables and bread, although non-vegetarian cuisine is preferred. Some of the specialities of Himachal include sidu, patande, chukh, rajmah and til chutney.

Jammu and Kashmir

The cuisine of Jammu and Kashmir is from three regions of the state: Jammu, Kashmir and Ladakh. Kashmiri cuisine has evolved over hundreds of years. Its first major influence was the food of the Kashmiri Hindus and Buddhists. The cuisine was later influenced by the cultures which arrived with the invasion of Kashmir by Timur from the area of modern Uzbekistan. Subsequent influences have included the cuisines of Central Asia and the North Indian plains. The most notable ingredient in Kashmiri cuisine is mutton, of which over 30 varieties are known. Wazwan is a multicourse meal in the Kashmiri tradition, the preparation of which is considered an art. Kashmiri Pandit food is elaborate, and an important part of the Pandits’ ethnic identity. Kashmiri Pandit cuisine usually uses dahi (yogurt), oil, and spices such as turmeric, red chilli, cumin, ginger and fennel, though they do not use onion and garlic. Also, biryanis are quite popular here. They are the speciality of Kashmir.

The Jammu region is famous for its Sund Panjeeri, Patisa, Rajma (Kidney Beans) with rice and Kalari cheese. Dogri food includes ambal (sour pumpkin dish), khatta meat, Kulthein (*Macrotyloma uniflorum*) di dal, dal chawal, maa da madra and Uriya. Many types of pickles are made including mango, kasrod and girgle. Street food is also famous which include various types of chaats, specially Gol Gappas, Gulgule, Chole Bhature, Rajma Kulcha and Dahi Bhalla.

Karnataka

A number of dishes, such as idli, rava idli, Mysore masala dosa, etc. were invented here and have become popular beyond the state of Karnataka. Equally, varieties in the cuisine of Karnataka have similarities with its three neighbouring South Indian states, as well as the states of Maharashtra and Goa to its north. It is very common for the food to be served on a banana leaf, especially during festivals and functions.

Karnataka cuisine can be very broadly divided into: (1) Mysore/Bangalore cuisine, (2) North Karnataka cuisine, (3) Udupi cuisine, (4) Kodagu/Coorg cuisine and (5) Karavali/coastal cuisine. The cuisine covers a wide spectrum of food from pure vegetarian and vegan to meats like pork, and from savouries to sweets. Typical dishes include bisi bele bath, jolada rotti, badanekai yennegai, Holige, Kadubu, chapati, idli vada, ragi rotti, akki rotti, saaru, huli, kootu, vangibath, khara bath, kesari bhath, sajjige, neer dosa, mysore, haal bai, chiroti, benne dose, ragi mudde and uppittu.

The Kodagu district is known for spicy pork curries, while coastal Karnataka specializes in seafood. Although the ingredients differ regionally, a typical Kannadiga oota (Kannadiga meal) is served on a banana leaf. The coastal districts of Dakshina Kannada and Udupi have slightly varying cuisines, which make extensive use of coconut in curries and frequently include seafood.

Kerala

Traditional food of Kerala Hindus is vegetarian, with regional exceptions such as the food of the Malabar area. It includes Kerala sadhya, which is an elaborate vegetarian banquet prepared for festivals and ceremonies. Contemporary Kerala food also includes non-vegetarian dishes. A full-course sadya, which consists of rice with about 20 different accompaniments and desserts is the ceremonial meal, eaten usually on celebrations such as marriages, Onam, Vishu, etc. and is served on a plantain leaf.

Fish and seafood play a major role in Kerala cuisine, as Kerala is a coastal state. An everyday Kerala meal in most households consists of rice with fish curry made of sardines, mackerel, seer fish, king fish, pomfret, prawns, shrimp, sole, anchovy, parrotfish, etc. (mussels, oysters, crabs, squid,

scallops, etc. are not rare), vegetable curry and stir-fried vegetables with or without coconut traditionally known as thoran or mizhukkupiratti. As Kerala has large inland water bodies, freshwater fish are abundant, and constitute regular meals. It is common in Kerala to have a breakfast with non-vegetarian dishes in restaurants, in contrast to other states in India. Chicken/mutton stews, lamb/chicken/beef/pork/egg curry, fish curry with tapioca for breakfast are common. A wide range of breakfast with non-vegetarian is common in Malabar and in Central Kerala.

Kerala cuisine reflects its rich trading heritage. Over time, various cuisines have blended with indigenous dishes, while foreign ones have been adapted to local tastes. Significant Arab, Syrian, Portuguese, Dutch, Jewish and Middle Eastern influences exist in this region's cuisine, through ancient trade routes via the Arabian Sea and through Arab traders who settled here, contributed to the evolution of Kozhikodan halwa along with other dishes like Thalassery biryani.

Coconuts grow in abundance in Kerala, so grated coconut and coconut milk are commonly used for thickening and flavoring. Kerala's long coastline and numerous rivers have led to a strong fishing industry in the region, making seafood a common part of the meal. Rice is grown in abundance, along with tapioca. It is the main starch ingredient used in Kerala's food.

Having been a major production area of spices for thousands of years, the region makes frequent use of black pepper, cardamom, clove, ginger and cinnamon. Most of Kerala's Hindus, except its Brahmin community, eat fish, chicken, beef, pork, eggs and mutton. The Brahmin is famed for its vegan cuisine, especially varieties of sambar and rasam. A thick vegetable stew popular in South and Central India called avial is believed to have originated in southern Kerala. Avial is a widely eaten vegetarian dish in the state and plays a major role in sadya.

Lakshadweep

The cuisine of Lakshadweep prominently features seafood and coconut. Local food consists of spicy non-vegetarian and vegetarian dishes. The culinary influence of Kerala is quite evident in the cuisines of Lakshadweep, since the island lies in close proximity to Kerala. Coconut and sea fish serve as the foundations of most of the meals. The people of Lakshadweep drink large amounts of coconut water, which is the most abundant aerated drink on the island. Coconut milk is the base for most of the curries. All the sweet or savory dishes have a touch of famous Malabar spices. Local people also prefer to have dosa, idlis and various rice dishes.

Madhya Pradesh

The cuisine in Madhya Pradesh varies regionally. Wheat and meat are common in the north and west of the state, while the wetter south and east are dominated by rice and fish. Milk is a

common ingredient in Gwalior and Indore. The street food of Indore is well known, with shops that have been active for generations. Bhopal is known for meat and fish dishes such as rogan josh, korma, qeema, biryani, pilaf and kebabs. On a street named Chatori Gali in old Bhopal, one can find traditional Muslim non-vegetarian fare such as paya soup, bun kabab and nalli-nihari as some of the specialties.

Dal bafla is a common meal in the region and can be easily found in Indore and other nearby regions, consisting of a steamed and grilled wheat cake dunked in rich ghee, which is eaten with daal and ladoos. The culinary specialty of the Malwa and Indore regions of central Madhya Pradesh is poha (flattened rice); usually eaten at breakfast with jalebi. Beverages in the region include lassi, beer, rum and sugarcane juice. Local liquor is distilled from the flowers of the mahua tree. Date palm toddy is also popular. In tribal regions, a popular drink is the sap of the sulfi tree, which may be alcoholic if it has fermented.

Maharashtra

Maharashtrian cuisine is an extensive balance of many different tastes. It includes a range of dishes from mild to very spicy tastes. Bajri, wheat, rice, jowar, vegetables, lentils and fruits form important components of the Maharashtrian diet. Popular dishes include puran poli, ukdiche modak, batata wada, sabudana khichdi, masala bhat, pav bhaji and vada pav. Poha or flattened rice is also usually eaten at breakfast. Kanda poha and aloo poha are some of the dishes cooked for breakfast and snacking in evenings. Popular spicy meat dishes include those that originated in the Kolhapur region. These are the Kolhapuri sukka mutton, pandhra rassa and tabmda rassa. Shrikhand, a sweet dish made from strained yogurt, is a main dessert of Maharashtrian cuisine. The cuisine of Maharashtra can be divided into two major sections – the coastal and the interior. The Konkan, on the coast of the Arabian Sea, has its own type of cuisine, a homogeneous combination of Malvani, Goud Saraswat Brahmin and Goan cuisine. In the interior of Maharashtra, the Paschim Maharashtra, Khandesh, Vidarbha and Marathwada areas have their own distinct cuisines. The cuisine of Vidarbha uses groundnuts, poppy seeds, jaggery, wheat, jowar and bajra extensively. A typical meal consists of rice, roti, poli or bhakar, along with varan and aamtee—lentils and spiced vegetables. Cooking is common with different types of oil. Savji food from Vidarbha is well known all over Maharashtra. Savji dishes are very spicy and oily. Savji mutton curries are very famous.

Manipuri Cuisine

Manipuri cuisine is represented by the cuisine of the Meitei people who form the majority population in the central plain. Meitei food is simple, tasty, organic and healthy. Rice with local seasonal vegetables and fish form the main diet. Most of the dishes are cooked like vegetable stew,



flavored with either fermented fish called ngari, or dried and smoked fish. The most popular Manipuri dish is the Eromba; it is a preparation of boiled and mashed vegetables, often including potatoes or beans, mixed with chilli and roasted fermented fish. Another popular dish is the savory cake called Paknam, made of a base of lentil flour stuffed with various ingredients such as banana inflorescence, mushrooms, fish, vegetables, etc., and baked covered in turmeric leaves. Along with spicy dishes, a mild side dish of steamed or boiled sweet vegetables is often served in the daily meals. The Manipuri salad dish called singju, made of finely julienned cabbage, green papaya, and other vegetables, and garnished with local herbs, toasted sesame powder and lentil flour is extremely popular locally, and often found sold in small street side vendors. Singju is often served with bora which are fritters of various kinds, and also kanghou, or oil fried spicy veggies. Cooked and fermented soybean is a popular condiment in all Manipuri kitchens. The staple diet of Manipur consists of rice, fish, large varieties of leafy vegetables (of both aquatic and terrestrial). Manipuris typically raise vegetables in a kitchen garden and rear fishes in small ponds around their house. Since the vegetables are either grown at home or obtained from local market, the cuisines are very seasonal, each season having its own special vegetables and preparations. The taste is very different from mainland Indian cuisines because of the use of various aromatic herbs and roots that are peculiar to the region. They are however very similar to the cuisines of Southeast/East/Central Asia, Siberia, Micronesia and Polynesia.

Punjabi Cuisine

The cuisine of Punjab is known for its diverse range of dishes. The cuisine is closely related to the cuisine of the neighbouring Punjab province of Pakistan. The state, being an agriculture centre, is abundant with whole grains, vegetables, and fruits. Home-cooked and restaurant Punjabi cuisine can vary significantly. Restaurant-style Punjabi cooking puts emphasis on creamy textured foods by using ghee, butter and cream while, home-cooked meals centre around whole wheat, rice and other ingredients flavored with various kinds of masalas. Common dishes cooked at home are roti with daal and dahi (yogurt) with a side chutney and salad that includes raw onion, tomato, cucumber, etc. The meals are also abundant of local and seasonal vegetables usually sautéed with spices such as cumin, dried coriander, red chili powder, turmeric, black cloves, etc. Masala Chai is a favorite drink and is consumed in everyday life and at special occasions. Many regional differences exist in the Punjabi cuisine based on traditional variations in cooking similar dishes, food combinations, preference of spice combination, etc. It is apparent that “the food is simple, robust, and closely linked to the land.” Certain dishes exclusive to Punjab, such as makki di roti and sarson da saag, dal makhani, etc.

are a favorite of many. The masala in a Punjabi dish traditionally consists of onion, garlic, ginger, cumin, garam masala, salt, turmeric and tomatoes sauteed in mustard oil. Tandoori food is a Punjabi specialty. Common meat dishes in this region are Bhakra curry (Goat) and fish dishes. Dairy products are commonly consumed and usually accompany main meals in the form of dahi, milk and milk derived products such as lassi, paneer, etc. Punjab consists of a high number of people following the Sikh religion who traditionally follow a vegetarian diet (which includes plant derived foods, milk and milk by-products).

Rajasthani Cuisine

Cooking in Rajasthan, an arid region, has been strongly shaped by the availability of ingredients. Food is generally cooked in milk or ghee, making it quite rich. Gram flour is a mainstay of Marwari food mainly due to the scarcity of vegetables in the area. Historically, food that could last for several days and be eaten without heating was preferred. Major dishes of a Rajasthani meal may include daal-baati, tarfini, raabdi, ghevar, bail-gatte, panchkoota, chaavadi, laapsi, kadhi and boondi. Typical snacks include bikaneri bhujia, mirchi bada, pyaaj kachori and dal kachori. Daal-baati is the most popular dish prepared in the state. It is usually supplemented with choorma, a mixture of finely ground baked rotis, sugar and ghee. Rajasthan is also influenced by the Rajput community who have liking for meat dishes. Their diet consisted of game meat and gave birth to dishes like laal maas, safed maas, khad khargosh and jungli maas.

9.14 Summary

Cultural tourism encompasses heritage (both tangible and intangible), the arts (including festivals and events), and contemporary culture insofar as it relates to the lifestyles and traditions of a people or place. Cultural tourism is not simply about the passive consumption of heritage attractions or attendance of festivals, it can also involve a high degree of interaction with local people, as well as the pursuit of creative activities (e.g., painting, photography and dance). Indeed, Richards and Raymond suggest that creative tourism is becoming a growth subsector within cultural tourism.

A handicraft, sometimes more precisely expressed as artisanal handicraft or handmade, is any of a wide variety of types of work where useful and decorative objects are made completely by hand or by using only simple tools. It is a traditional main sector of craft, and applies to a wide range of creative and design activities that are related to making things with one's hands and skill, including

work with textiles, moldable and rigid materials, paper, plant fibers, etc. One of the world's oldest handicrafts is Dhokra; this is a sort of metal casting that has been used in India for over 4,000 years and is still used.

The Arts and Crafts movement originated as a late 19th-century design reform and social movement principally in Europe, North America and Australia, and continues today. Its proponents are motivated by the ideals of movement founders such as William Morris and John Ruskin, who proposed that in pre-industrial societies, such as the European Middle Ages, people had achieved fulfillment through the creative process of handicrafts. This was held up in contrast to what was perceived to be the alienating effects of industrial labor.

Pottery is the material from which the pottery ware is made, of which major types include earthenware, stoneware and porcelain. The place where such wares are made is also called a pottery (plural "potteries"). Pottery also refers to the art or craft of the potter or the manufacture of pottery. Pottery is made by forming a clay body into objects of a required shape and heating them to high temperatures.

Basket weaving (also basketry, basket making, or basket making) is the process of weaving unspun vegetable fibres into a basket or other similar form. People and artists who weave baskets are called basket makers and basket weavers. Basketry is made from a variety of fibrous or pliable materials anything that will bend and form a shape. Examples include pine straw, stems, animal hair, hide, grasses, thread and wood.

Weaving is a method of fabric production in which two distinct sets of yarns or threads are interlaced at right angles to form a fabric or cloth. The other methods are knitting, lace making, felting, and braiding or plaiting. The longitudinal threads are called the warp and the lateral threads are the weft or filling. Weft or woof is an old English word meaning "that which is woven". The method in which these threads are interring woven affects the characteristics of the cloth. Cloth is usually woven on a loom, a device that holds the warp threads in place while filling threads are woven through them. A fabric band which meets this definition of cloth (warp threads with a weft thread winding between can also be made using other methods, including tablet weaving, backstrap or other techniques without looms.

A 'handloom' is a loom that is used to weave cloth without the use of any electricity. Hand weaving is done on pit looms or frame looms generally located in weavers' homes. Fabrics woven out of hand spun yarn on handlooms are called "khadi", while mill spun yarns woven on handlooms are called "handloom" fabrics. Intensive efforts are being made by the Office of the Development Commissioner for Handlooms, Government of India to upgrade the hand weaving technology in terms of weaver's comfort, productivity and quality. A large number of Handloom Weavers' cooperative societies too are constantly at work to improve the quality and working conditions for hand weaving. Nine Indian Institutes of Handloom Technology located across India impart specialized training in handloom weaving to the Gen Next to ensure continuity of hand weaving heritage. Handlooms are fundamentally different from power looms. Motion of the handloom is operated by skillful human hands, without using any source of energy like electricity, water, air or sun to drive the motion of the loom.

Fabric is woven on a handloom by interlacing of warp, running length-wise and weft or filling, running width-wise. Warp threads are raised and lowered by manual shedding motion to form shed. Through this shed, the shuttle is passed carrying across the weft thread which is beaten against the woven fabric by the movable comb like frame or reed. When the heddle is shifted, the two sets of warp reverse position, binding the weft into the fabric and opening other shed.

Handloom weaving involves three Primary Motions, i.e., Shedding, Picking and Beating. Shedding motion separates warp threads, according to pattern to allow for weft insertions or picking prior to beating. Picking is the operation wherein after the shed has been formed, the length of weft is inserted through the shed. As soon as a weft yarn is inserted, the reed pushes or beats up the weft to the fell of the cloth. All the three motions are carried out by the weaver manually for weaving of the fabric by interlacement of warp and weft.

Indian cuisine consists of a wide variety of regional and traditional cuisines native to the Indian subcontinent. Given the range of diversity in soil type, climate, culture, ethnic groups and occupations, these cuisines vary substantially from each other and use locally available spices, herbs, vegetables and fruits. Indian food is also heavily influenced by religion, in particular Hinduism, cultural choices and traditions.

Cuisine differs across India's diverse regions as a result of variation in local culture, geographical location (proximity to sea, desert or mountains) and economics. It also varies seasonally, depending on which fruits and vegetables are ripe.

9.15 Key Words/Abbreviations

- **Cultural Tourism:** Cultural tourism encompasses heritage (both tangible and intangible).
- **Handicrafts:** A handicraft, sometimes more precisely expressed as artisanal handicraft or handmade.
- **Arts and Crafts Movement:** The Arts and Crafts movement originated as a late 19th-century design.
- **Handlooms:** A 'handloom' is a loom that is used to weave cloth without the use of any electricity.
- **Indian Handloom:** Handlooms are fundamentally different from power looms.
- **Indian Cuisines:** Indian cuisine consists of a wide variety of regional and traditional cuisines native to the Indian subcontinent.
- **Regional Cuisines of India:** Cuisine differs across India's diverse regions as a result of variation in local culture.

9.16 Learning Activity

1. You are required to identify the Arts and Crafts Movement in India and prepare the report.

2. You need to prepare a live project report on "Indian Cuisines".

9.17 Unit End Exercises

Descriptive Type Questions

1. What is Handicraft? Discuss features of Indian handicraft.
2. Explain about the arts and crafts movement in India.
3. Discuss modern education on arts and crafts.
4. Explain various types of handicrafts in India.
5. Discuss the concept of Handlooms.
6. Explain about Indian handloom.
7. Discuss the strengths of handloom sector in India.
8. Explain the impact of handlooms on Indian economy.
9. Discuss the benefits of India Handloom Brand.
10. Explain about Indian Handloom Products.
11. Discuss about Indian Cuisines.
12. Explain about Regional Cuisines of India.

Multiple Choice Questions

1. Which of the following focuses on tangible artifacts from the past, including historical monuments, archaeological sites, religious sites and museums?

(a) Heritage Tourism	(b) Arts Tourism
(c) Creative Tourism	(d) Handlooms
2. Which of the following focuses on the visual arts as well as performance and other experiential forms of activity?

(a) Heritage Tourism	(b) Arts Tourism
(c) Creative Tourism	(d) Handlooms

UNIT 10 HISTORICAL TOURISM PRODUCT - I

Structure

- 10.0 Learning Objective
- 10.1 Introduction
- 10.2 Historical Tourism Products
- 10.3 Types of Historical and Cultural Resources
- 10.4 World Heritage Sites in India
- 10.5 Summary
- 10.6 Key Words/Abbreviations
- 10.7 Learning Activity
- 10.8 Unit End Exercises
- 10.9 References

10.0 Learning Objective

After studying this unit, you will be able to:

- Explain concepts of historical tourism products
- Elaborate the types of historical and cultural resources

10.1 Introduction

The historical and cultural heritage plays huge role in development historical and cultural heritage becomes one of real opportunities historical and cultural heritage, being an important asset of development. Leveling seasonal fluctuations and providing huge role in the social sphere. The United



Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage Sites are important places of cultural or natural heritage as described in the UNESCO World Heritage Convention, established in 1972. There are 38 world heritage sites located in India. These include 30 cultural sites, seven natural sites and one mixed-criteria site.

10.2 Historical Tourism Products

Historical Tourism is one of the branches of tourism in India towards the cultural heritage of the location and historic places, heritage historical tourism can also include cultural, historic and natural resources. World Heritage Site, Heritage railways and historical monuments are the part of heritage tourism in India, Most famous historical monuments of India includes Humayun's Tomb (Delhi), Red Fort (New Delhi), Jama Masjid (Delhi), Pattadakal Group of Monuments, Sanchi Stupa, Jantar Mantar (Jaipur), Fatehpur Sikri, Amer Fort (Jaipur), Chittorgarh Fort and Kumbhalgarh Fort of Udaipur.

Qutub Minar is the second tallest minar in India after Fateh Burj and the Qutub Complex, which is a UNESCO World Heritage Site. The complex of Qutub Minar is surrounded by several historically significant monuments. These include the Iron Pillar of Delhi, Quwwat-ul-Islam Mosque, Alai Darwaza, Tomb of Iltutmish and other minor monuments.



Figure: 10.1 Historical Tourism Products

India's capital city New Delhi is one the largest cities of the world and one of the most famous tourist destination in India, known for its historical monuments of Qutub Minar, Red Fort, Jama

Masjid and Humayun Tomb; and temples includes Akshardham, Birla Mandir, Kalka Mandir, Lal Mandir and Lotus Temple. Historical and cultural potential of the country is one of the main factors of tourism, because:

1. It is important means for involvement of tourists as acquaintance to historical and cultural heritage is a strongest incentive tourist motive.
2. Objects of cultural and historical heritage are an important asset of the modern cities which can make profit and significantly influence their economic development.
3. It is of great importance in the social sphere, leveling seasonal fluctuations and evenly distributing tourist streams on the territory.
4. It creates favorable image of the region, “branding” of historical and cultural heritage which is used as the effective tool of the adoption of leadership on the tourist arena.

10.3 Types of Historical and Cultural Resources

Depending on their main signs historical and cultural resources are subdivided into six main types:

1. Cultural, interest to works graphic and other art forms, to folklore, national trade, visit of festivals.
2. Historical, interest in country history, visit of historical monuments and memorable places, thematic lectures on history.
3. Archaeological, interest in country archeology, visit of monuments of antiquity, places of excavation.
4. Religious resources, interest in religion, visit of cult constructions, pilgrimage places, acquaintance with religious customs, traditions, rituals and ceremonies.
5. Ethnographic – interest in culture of people, objects, subjects and the phenomena of ethnic culture, a life, language, a suit and ethnic creativity.
6. Ecological look – monuments of landscape architecture.

10.4 WORLD HERITAGE SITES IN INDIA

World Heritage Sites in India are described as follows:

1. Taj Mahal, Agra

One of the seven wonders of the world, white marble Mughal architecture, the Taj Mahal was built by emperor Shah Jahan in the memory of his wife, Mumtaz Mahal. It is located at the bank of river Yamuna in Agra. It was completed in 1653 with the estimated cost of 32 million Indian rupees which would today stand up to 58 billion Indian rupees. It is considered as the best example of Mughal architecture worldwide and is called the “Jewel of Muslim Art in India”. This is probably the monument that is most recognized the world over for its association with the Indian heritage sites.

2. Khajuraho, Madhya Pradesh

Located in Madhya Pradesh, Khajuraho is a famous UNESCO World Heritage Site in India. Khajuraho is a unique heritage site which is renowned for a group of Hindu and Jain Temples situated 175 km south-east of Jhansi. They are well known for their Nagara style symbolism and erotic figures and sculptures. These sensuous stone carvings of human and animal form in erotic poses are very aesthetically portrayed and stand testimony to the rich cultural heritage of India. Most of these monuments were built between 950-1050 CE under the reign of the Chandella dynasty. It consists of a total of 85 temples spread across an area of 20 sq. km. The Kandariya temple is the most prominent of all of these temples in the Khajuraho complex.

3. Hampi, Karnataka

Hampi is a UNESCO World Heritage Site located in the northern part of Karnataka. It lies within the ruins of the ancient, prosperous kingdom of Vijayanagar. The ruins at Hampi are a collection of heritage sites depicting the excellent Dravidian style of art and architecture. The most significant heritage monument in this site is the Virupaksha Temple, which continues to be a significant religious centre for the Hindus. There are several other monuments which are a part of this heritage site; Together, they are collectively known as the ‘Group of Monuments at Hampi’. Some of the other known ones include the Krishna Temple Complex, Narasimha, Ganesa, Hemakuta Group of Temples, Achyutaraya Temple Complex, Vitthala Temple Complex, Pattabhirama Temple Complex, Lotus Mahal Complex, several puras or bazaars surrounding the temple complex, and also living quarters and residential areas.

4. Ajanta Caves, Maharashtra

One of the first world heritage sites in India, the Ajanta Caves date back to around 2nd century BCE to 650 CE and consists of the most beautiful masterpieces of 31 rock-cut Buddhist cave monuments, paintings and sculpture. The caves were built in two different phases: (1) the caves of Satavahana period under the patronage of Satavahana Dynasty (230 BCE-220 CE) and (2) the caves of Vakataka period under the reign of Emperor Harishena of Vakataka Dynasty. The style of Ajanta art and architecture has had a revolutionary impact on the way in Indian art and architecture has progressed all throughout history. Having mainly carvings and sculptures related to the life of Buddha, one can say that this marks the beginning of Indian Classical Art.

5. Ellora Caves, Maharashtra

The Ellora Caves are a famous World Heritage site in India and an archaeological site, ranging 29 kilometres Northwest of the city of Aurangabad. The Ellora Caves are well known for their Indian-rock cut architecture. There are about 34 rock-cut temples and caves which can be dated to about 600-1000 AD, are essential in terms of understanding the lives of the people living in these times. The presence of Hindu, Buddhist and Jain temples and sculptures portray the tolerance which was extended towards different faiths and beliefs in Ancient Indian History. The excavated site consists of Charanandri Hills, Buddhist Hindu and Jain rock-cut temples, Viharas and Maths of 5th and 10th century.

6. Bodh Gaya, Bihar

Bodh Gaya is located almost 96 km away from Patna, Bihar and is one of the Indian heritage sites recognized by UNESCO. It is an important religious centre for the Buddhists as this was the place where Mahatma Buddha attained enlightenment. The holy Bodhi Tree is the site where Siddhartha gained Enlightenment and became Gautam Buddha. The famous Mahabodhi Temple was established in the reign of Ashoka the Great in about approximately 250 BCE. It's one of the earliest Buddhist temples. Currently, the Mahabodhi Temple Complex at Bodh Gaya comprises the 50 m tall Mahabodhi Temple, the Vajrasana, sacred Bodhi Tree and other six sacred sites of Buddha's enlightenment, surrounded by numerous ancient Votive stupas. Owing to all these factors, Bodh Gaya is considered to be the holiest pilgrimage spot for the Buddhists.

7. Sun Temple, Konark, Odisha

Not very far from the famous beach town of Puri, the Sun Temple at Konark is a 13th-century temple situated in Konark, Odisha. It was built by King Narasimhadeva I of the Eastern Ganga

Dynasty in around AD 1250. The Sun Temple is in the shape of a gigantic chariot with carved stone wheel, pillars and walls and is led by six enormously carved horses. It is also considered to be one of the largest Brahmin sanctuaries in India. The temple is originally said to be built at the mouth of river Chandrabhaga but the waterline receded since then. This World Heritage Site in India reflects the grandeur of the traditional style of Kalinga Architecture, which was prevalent then.

8. Red Fort Complex, New Delhi

Situated in the centre of the historic city of New Delhi, the Red Fort was built by Emperor Shah Jahan when he shifted his capital from Agra to Delhi, or what was known as Shahjahanabad at that time. The fort became the political hub of the Mughals. Under Shah Jahan, Mughal art and architecture reached its zenith, and the Red Fort is the perfect example of that. One can see the blending of Indo-Islamic, Timurid, Hindu and Persian forms of architecture in several facets of the Red Fort. It is made up of red sandstone and houses several other smaller buildings such as the private pavilions, the Diwan-i-aam, the Diwan-i-Khas. The Red Fort is one of the most famous UNESCO World Heritage Sites in India and is managed directly by the Archaeological Survey of India.

9. Sanchi, Madhya Pradesh

The Buddhist monuments located at Sanchi in Madhya Pradesh are a manifestation of Heritage of India, and they are the oldest stone structures in India. Initially commissioned by emperor Ashoka in 3rd century BCE, the Sanchi Stupa is located 46 km north-east of Bhopal. Its core was a hemispherical brick structure built over the relics of Buddha and was crowned by the Chatra which symbolises rank. The stupa was vandalized during 2nd century BCE and renovated during the Satavahana period when the gateways and the balustrade were built and coloured. Apart from the Sanchi stupa, several other structures exist here, such as monolithic pillars, temples, palaces and monasteries. It remained an important pilgrimage site for the Buddhists till about 12th century AD, after which the religion declined in popularity.

10. Chola Temples, Tamil Nadu

These temples were built in southern part of India during the rule of Chola empire. The Brihadisvara Temple, the Temple at Gangaikonda Cholapuram and the Airavatesvara Temple are the most important of all of these temples. The Brihadisvara temple was built under the reign of Rajaraja I and is a milestone when it comes to Chola architecture. The temple at Gangaikondacholapuram was patronized by Rajendra I and was dedicated to Lord Shiva. And the Airavatesvara temple was built during the time of Rajaraja II and is aesthetically different from the

other two. These temples stand testimony to the architectural splendour and beauty of Chola art, architecture and sculpture. These temples are living temples and the rituals and festivities which were observed by people thousands of years ago, are still held. Hence, these three temples reflect the ancient culture and heritage of the Tamilians and form an inseparable part of their ancient history.

11. Kaziranga Wildlife Sanctuary, Assam

Famous for its one-horn rhinoceroses, Kaziranga Wildlife Sanctuary is located in Assam and is one of the untouched natural areas in India. It is said that this world heritage site in India, was a project initiated by Lord Curzon when his wife failed to see a single Rhinoceros in the region and urged her husband to take measures regarding the protection of these endangered species. This park lies on the flood plains of the river Brahmaputra and consists mainly of dense grasslands, forests and also has several streams and lakes running through it. Kaziranga contains about 15 endangered Indian faunal species, of which the Rhino is the most endangered. Other mammals include capped langur, hoolock gibbon, tiger, leopard, sloth bear, Ganges dolphin, otter, wild boar, water buffalo, gaur, sambar, swamp deer, hog deer and Indian muntjac.

12. Group of Monuments at Mahabalipuram, Tamil Nadu

The temples are situated in the town of Mahabalipuram which is approximately 58 kilometres from Chennai in the Coromandel Coast of Bay of Bengal. These temples were built under the reign of the Pallava rulers, and the striking feature of these temples is the fact that they are all carved out of rock and are important in terms of Ratha architecture in India. The group of the monument includes 40 sanctuaries including the largest open-air bas-relief, e.g., Ganga's Descent. These world heritage sites in India constitute the art of the Pallava period with sites like Pancha Rathas, Dharmaraja Ratha, Arjuna Ratha, Draupadi Ratha, etc. Also, the Cave temples of Mahabalipuram constitute more than half a dozen caves.

13. Sunderbans National Park, West Bengal

Famous for the Royal Bengal Tigers, the Sunderban National Park is a known Tiger Reserve and a Biosphere Reserve located in the Indian state of West Bengal. It is situated on the Sunderban Deltas formed by the river Ganges in the Bay of Bengal. It is one of the largest reserves in India covered mostly by dense Mangrove forests. It is the world's largest mangrove forest reserve. Home to the critically endangered Royal Bengal Tiger, there are also other animal species such as the Gangetic dolphin, spotted deer, wild boar and other mammal and amphibian species. The rare

saltwater crocodile is another attraction of this reserve. The tiger population of India is the maximum in this location. For all these reasons, this is one of the most important Indian heritage sites.

14. Humayun's Tomb, New Delhi

This world heritage site in India was built by Begum Bega, the first wife of Humayun between 1565-1572. It is the only monument which has gone several restoration works and is complete. It is a tomb complex consisting of several smaller monuments including the tombs of Isa Khan Niyazi, an Afghan noble in Sher Shah Suri's court of the Suri dynasty.

15. Jantar Mantar, Jaipur, Rajasthan

The Jantar Mantar is an astronomical observatory built in 18th century Rajasthan. It is an astronomical observatory which was created by the Rajput King Sawai Jai Singh of Rajasthan in 1738 CE. It is a collection of 19 astronomical instruments including the world's largest stone Sundial. All these instruments are man-made. The observatory consists of tools which were used to calculate celestial coordinate systems, the horizon-zenith local network, the equatorial system and the ecliptic system. One of the India's best-preserved observatories, this monument is an excellent example of the scientific as well as the cultural heritage of India.

16. Agra Fort, Uttar Pradesh

Situated quite close to the Taj Mahal, the Agra Fort is one of the most important monumental structures built by the Mughal empire. Though established in Mughal Era, during the time of Akbar, the Agra Fort is a fusion of Persian art of the Timurid and the Indian forms of architecture. This is so because the fort was originally a brick monument known as Badalgarh, held by Raja Badal Singh, a Hindu Shikarwar Rajput King. After the invasion, Sikander Lodi was the first Sultan of Delhi to shift to Agra and live in the fort. The Agra Fort includes a number of monuments like Khas Mahal, Sheesh Mahal, Muhamman Burie (an octagonal Tower), Diwan-e-Khas, Diwan-e-Am, Moti Masjid and Nagina Masjid.

17. Fatehpur Sikri, Uttar Pradesh

The name of the city itself denotes the victory (Fateh) of Akhbar over Chittor and Ranthambore, Fatehpur Sikri constitutes of four main Monuments. The Jama Masjid, The Buland Darwaza, which is the most significant door of Asia, made of a specific wood imported from Australia which would sink in water. Panch Mahal or Jada Baai ka Mahal, which is also considered as the origin place of the Navaratnas (Birbal, Tansen, etc.). It also contained the Diwan-e-Khas and Diwan-e-aam. Interior

to the Buland Darwaza lies the Tomb of Salim Chishti. All these Mughal buildings are notable Indian heritage sites.

18. Rani ki Vav, Patan, Gujarat

Built in the 3rd millennium BC in the memory of the kings, it is an explicit example of beautiful Ancient Indian architecture. Constructed during the time of the Solanki dynasty, legend says that it was built in the honor and memory of Bhimdev I, the son of the founder of the family, by his widowed queen Udayamati. It was recently declared as a UNESCO World Heritage Site in 2014, owing to its architectural marvel and splendour. Rani ki Vav is well known for its stepped corridors, sculptures and stone carvings in the well. Most of the sculptures in the well are devoted to Lord Vishnu in the form of his ten avatars, which signify his return to the world. Apart from being a place for storage of water, this vav also has a spiritual meaning attested to it. It is designed as an inverted temple and is divided into seven levels of wells, each having its own importance as per the religious and mythological works mentioned in the canonical literature.

19. Group of Monuments at Pattadakal, Karnataka

Pattadakal is a UNESCO World Heritage Site and an important tourist site located in Karnataka. It is famous for its Chalukya style of architecture that originated in Aihole and blended with the Nagara and Dravidian styles of architecture. It is at Pattadakal that all the Chalukya kings were coronated and was the capital of the Chalukyas as well. Notable for the numerous temples constructed by the Chalukya rulers, it includes eight temples dedicated to Lord Shiva and Jain and Shaivite sanctuaries. The famous monuments are- Virupaksha Temple, Sangameshwara Temple, Chandrashekhara Temple, Mallikarju Temple, Kashi Vishwanath Temple, Jagannath Temple, Jain Temple and many more.

20. Elephanta Caves, Maharashtra

The Elephanta Caves are located on an island in the Arabian City, not very far from the city of Mumbai. The chain of sculpted caves located on Elephanta Island is also known as Gharapuri. There are numerous archaeological remains which offer us a glimpse into the rich, cultural past of Indian civilization. These caves are famous for their rock-cut sculptures and carvings depicting Shiva as the creator and the destroyer of the Universe. The most important of all the caves here is Cave 1, where one can see the Sadashiva at the entrance of the cave, which depicts three sides of Shiva: as the Creator, Preserver and Destroyer. The caves are carved in solid basalt rock and lie 10 km east to the city of Mumbai.

21. Nalanda Mahavihara (Nalanda University), Bihar

Nalanda Archaeological Site in Bihar was a centre of learning and a Buddhist monastery from 3rd century BCE to the 13th century CE. You can witness the remains of stupas, shrines, and viharas if you stroll around in the campus, which is a manifestation of a glorious epoch. Nalanda vouched for the evolution of Buddhism as a religion and remained an abode of knowledge for 800 years. Known for its formalized Vedic learning, scholars from as far as Tibet, China, Korea, and Central Asia once attended the first residential university of the world. This is the second world heritage site recognized by UNESCO in Bihar itself, making it even more prominent in Indian Tourism Map.

22. Chhatrapati Shivaji Maharaj Terminus (Formerly Victoria Terminus), Maharashtra

Chhatrapati Shivaji Maharaj Terminus, formerly known as the Victoria Terminus is the headquarters of Central Railway in Mumbai. It was built by Frederick William Stevens with the inspiration from Victorian Italianate Gothic Revival architecture and traditional Mughal buildings between the years 1878-1888 and gave Bombay the face of being the International Mercantile Port of India. In some ways, the plan of the terminal though it has Italian and Victorian era elements reminds us of the Indian palace architecture and is an excellent example of the blending of an indigenous and western style of art. Due to several reasons such as pollution, traffic, construction work, etc., there have been reports of damages to this site. More work needs to be done to ensure the preservation of this heritage site.

23. Mountain Railways of India

The Mountain Railways of India comprise of the Darjeeling Himalayan Railway, the Nilgiri Mountain Railway and the Kalka-Shimla Railway and are a part of the world heritage sites in India. North Bengal is one of the most beautiful scenic temptations on Earth. Fun Toy Train, beautiful Tea Plantations and long tunnels or the Tiger Hills, all will cater to your delight. Built during the 19th and early 20th century, these engineering marvels were a bold and ingenious solution to the problem of connectivity in the rugged mountains and a gem in the heritage of India. Besides, they pass through the most beautiful terrain and you would love to take a romantic and fun ride here.

24. Qutub Minar and its Monuments, New Delhi

One of the most famous world heritage sites in India, the Qutub Minar was built in 1193 by the first Muslim ruler of Delhi, Qutub-ud-din Aibak of the Mamluk Dynasty, after the defeat of Delhi's last Hindu Kingdom. The Qutub Minar is one of the several other buildings located within the Qutub

complex, and it occupies the centre stage mainly due to its height. It is 73 meters tall and has a diameter of 15 m at the base and 2.5 m at the top. It was built by Aibak to honor the famous Sufi saint Qutbuddin Bakhtiar Kaki. Near to Qutub Minar is the Quwwat-ul-Islam mosque, which was built on the ruins of the Lal Kot of the previous Hindu kingdom and is also known to be one of the first mosques in the country. It is also famous for its brick minarets surrounding it. These monuments are collectively known as the Qutub Minar Complex and represent one of the earliest known symbols for Islamic architecture in India.

25. Champaner-Pavagadh Archaeological Park, Gujarat

The Champaner-Pavagadh Archaeological Park is a UNESCO World Heritage Site, located in the Panchmahal district of the Indian state of Gujarat. Centred around the city of Champaner or Muhammadabad built by Sultan Mahmud Begada of Gujarat, it is an important place historically and culturally. This place is the only complete unchanged Islamic pre-Mughal city. Also deemed to be of mythological significance, a more significant part of Champaner-Pavagadh is still unexcavated. It includes 11 different types of heritage monuments that are – mosques, temples, tombs, gateways, fortresses and walls, palaces and pavilion, helical wells, custom house – all belonging to the 16th century. One can observe a transition from the previous Hindu forms of architecture to the Muslim culture and styles of architecture. The park also houses some of the ancient Chalcolithic Indian sites from the Stone Age era.

26. Great Himalayan National Park, Himachal Pradesh

The Great Himalayan National Park, spread over an area of 754.4 sq. km, the Great Himalayan National Park is one of India's National Parks located in the Kullu region of Northern Himachal Pradesh. The park includes the upper mountain snowmelt and glacial water melt origins of several rivers, mainly the tributaries of the river Indus. It is home to about 375 fauna species and several floral species, including some scarce species of plants and animals such as blue sheep, snow leopard, Himalayan brown bear, Himalayan tahr, musk deer spruces, horse chestnuts and vast alpine meadows. It is one of the newer additions to the list of world heritage sites in India and is a part of the Himalayan biodiversity hotspots. Coniferous forests, snowy peaks (elevation range of 4,100 m) and pristine glaciers adds sublime colours to its beauty. It is a wildlife conservation site. Hence hunting of any of these animals is strictly prohibited.

27. Hill Forts of Rajasthan

One of the recent additions to the list of world heritage sites in India (2013), this place is famous for its unique Rajput Military defense architecture. It includes six majestic forts in Chittorgarh,

Kumbhalgarh, Ranthambore Fort, Gagron Fort, Amber Fort and Jaisalmer Fort. They are located on the rocky Aravalli Mountain Range in Rajasthan. The sheer length and expanse of the forts are enough to portray the power and strength of the Rajputana rulers and chieftains. The fortifications of these forts are mighty. Within the walls of the fort, it was almost as if a mini-city existed. There were several markets, bazaars, palaces, temples, urban and trading centres, etc. And we know this as some of them have survived. Also, these forts had unique water storage and harvesting structures, which are actually being used even today. It is also known for being the shooting location of the movie, *The Dark Knight Rises* and a few films of Satyajit Ray like 'Shonar Kella'.

28. Churches and Convents of Goa

Saint Catherine's Chapel, Church and Convent of Saint Francis of Assisi, Basílica do Bom Jesus, Igreja de São Francisco de Assis, Church of Saint Cajetan and its seminary, Church of Our Lady of the Rosary and Church of Saint Augustine.

The 15th and 16th centuries mark the coming of the Portuguese to India, and they established themselves at Goa, along the Konkan coast in the South-western part of India. And the advent of the Portuguese marks the introduction of Christianity in the Indian subcontinent. Hence, several churches and convents were built in Goa, as a way of evangelization. Due to their different, yet beautiful architectural forms, these churches have been included in the list of UNESCO World Heritage Sites in India.

Famous for/as Rome of the Orient, First Manueline, Mannerist and Baroque Art forms in Asia, First Latin Rite Mass in Asia. Churches in Goa are examples of the development of architecture, sculpture and paintings by spreading forms of Manueline, Mannerist and Baroque art throughout the countries of Asia where Catholic Missions were established. They were built by Portuguese colonial rulers in the region now known as Old Goa. The most famous among these monuments is the Basilica of Bom Jesus, which contains the relics of St. Francis Xavier. This place serves as an example of the diverse religious and cultural heritage of India.

29. Rock Shelters of Bhimbetka, Madhya Pradesh

Declared a UNESCO World Heritage Site in 2003, the Rock Shelters of Bhimbetka is the place where the earliest traces of human life on the Indian subcontinent was discovered. They are located at the foothills of the Vindhya Mountains in the Deccan Plateau and are an archaeological site for the Mesolithic period (more than 100,000 years ago) and thus indicates the beginning of the South Asian Stone Age. The rock shelters comprise a group of 5 rocks which were discovered only

in 1957 and are renowned for the Mesolithic era carvings and paintings. These paintings are instrumental in telling us about the life and activities of the hunter-gatherers who preceded us and showed the coming together of art form and landscape, during that age.

30. Manas Wildlife Sanctuary, Assam

Manas Wildlife Sanctuary is a protected wildlife reserve and one of the UNESCO World Heritage Sites in India. It is located in the North-Eastern Indian state of Assam. The name originated from River Manas which is derived from the name of Goddess Manasa. The lush green forested hills and dense vegetation of the surrounding areas provide a comfortable environment to the several endangered species of animals who reside here. The Wildlife Sanctuary is a Project Tiger Reserve, Elephant Reserve, Biosphere Reserve and a home for a number of endangered species like Assam Roofed Turtle, Hispid Hare, Golden Langur and Pygmy Hog. In fact, this park houses most endangered species than any other in India.

31. Keoladeo National Park, Bharatpur, Rajasthan

Home to about 366 different species of birds, it is also known for being the wintering and nesting ground for several non-indigenous, migratory birds. Initially a duck shooting ground, it was later on developed as a wholly man-made and man-managed wetland/place and is spread over 29 sq. km. Hunting is now banned in this area and is a punishable offence. Besides birds, there are 379 floral species, 50 species of fish, 13 species of snake, seven species of lizard, seven species of amphibians, seven turtle species and variety of other invertebrates. This place is a reminder of the rich biological heritage of India.

32. Nanda Devi and Valley of Flowers National Parks, Uttarakhand

The Nanda Devi is the highest mountain peak of Uttarakhand and the highest mountain peak of India also because the Kanchenjunga is known to share its border with Nepal. There are two peaks of the mountain; the eastern peak named the Sunanda Devi. It has its importance back from the era of Puranas and Upanishads, remarked several times in the mythological works of the Hindus. It ranges up to a height of 6400 meters above sea level.

The Valley of Flowers is a National Park near Nanda Devi Peak which stretches up to 8 kilometres in length and 2 km in width. It is famous for the astonishing variety of flowers which covers the entire valley like a bedsheet. This world heritage sites in India is home to more than 600 species of flora and over 520 species of fauna.

33. Western Ghats

The Western Ghats or the Sahyadri mountain ranges lies along the western coast of the Indian Peninsula. The range runs north to south along the west edge of Deccan Plateau. It constitutes several national parks, reserve forests and wildlife sanctuaries in Kerala, Karnataka, Tamil Nadu and Maharashtra. The hills cover 160000 sq. km area with a length of 1600 km, a width of 100 km and height of 1200 m. It has exceptionally high biodiversity and ranks among the top 8 in world's biological hotspot locations. The forests along the Western Ghats are home to about 325 species of flora and fauna, which included endangered, rare and critically endangered species of plants and animals.

34. Kangchendzonga National Park, Sikkim

Located in the Himalayan Ranges part of North and West Sikkim districts of the beautiful state of Sikkim in India's north-east region, Khangchendzonga National Park has been declared a world heritage site in 2016 taking the total count of world heritage sites in India to 35. Also known as Kanchenjunga National Park (and Kanchenjunga Biosphere Reserve) is a vast area spreading over 850 sq. km and has an elevation of 1,829 m to 8,500 m above sea level. Kangchendzonga National Park includes the Kanchenjunga Peak, which is the 3rd highest peak in the world. The national park is famous for its fauna and flora, with snow leopard being occasionally sighted. There are few trekking routes in this national park as well for the trekking enthusiasts.

35. Capitol Complex, Chandigarh

The architectural work of Le Corbusier across many countries, including the Capital Complex of Chandigarh, was recognized as a world heritage site as part of an outstanding contribution to Modern Movement. This was part of Le Corbusier's work, which he did in 17 countries in the first half of the 20th century.

The Capitol Complex in Chandigarh also hosts the legislative assembly for both the states of Haryana and Punjab, High Court and the Secretariat. Located in Sector 1, Chandigarh, this capitol complex was built when Chandigarh was being developed as the capital of Punjab in 1950 after the partition of India.

36. The Historic City, Ahmedabad

The first city of India to enter the list, Ahmedabad was declared as the world heritage city on July 8, 2017. The city of Ahmedabad has close to 25 ASI (Archaeological Survey of India) protected structures. According to a statement from UNESCO, "The urban fabric is made up of densely packed traditional houses in gated traditional streets with characteristic features such as bird feeders,

public wells and religious institutions. The city continued to flourish as the capital of the State of Gujarat for six centuries, up to the present”.

37. The Victorian and Art Deco Ensemble, Mumbai

Added to the list of Heritage Sites in June 2018, The Victorian and Art Deco Ensemble of Mumbai is a collection of 94 buildings of great cultural importance, located in the Fort Area of Mumbai, set around the Oval Maidan, previously known as Esplanade. The Oval is flanked on the east by 19th-century Victorian Neo-Gothic constructions, like Bombay High Court, The Fort Campus of the University of Mumbai and the Old Secretariat Building among others. A famous landmark in the City of Dreams – the Rajabai Clock Tower, is also part of the Victorian side of the Ensemble, along with Watson’s Hotel, David Sassoon Library and the Elphinstone College. On the west stand the 20th-century Art Deco buildings right along the Arabian Sea.

The latter consists of mostly privately-owned residential buildings and the famous Eros Cinema – the building that marked the beginning of the Back Bay reclamation along the Marine Drive back in 1935. The difference in the style of the two separate segments of the Victorian and Art Deco Ensemble of Mumbai represents an abrupt shift in the creative aspirations that reflects in the cityscape brilliantly and has thereby rightfully earned its place in the list of UNESCO World Heritage Sites.

38. The Pink City, Jaipur

With the newest addition to the list of UNESCO world heritage sites in India, Jaipur joined the club on June 6, 2019. It is one of the largest cities in India and is surrounded by walls and gates decorated with drawings on the backdrop of a beautiful pink hue, Jaipur, the pink city successfully manages to retain its old-world charm. Home to a few other UNESCO World Heritage Sites including Amer Fort and Jantar Mantar, Jaipur is home to many magnificent forts, palaces, temples and museums. Jaipur is filled to the brim with bustling local bazaars where you can shop for local handicrafts and trinkets to your heart’s content. Popular bazaars in the city include Bapu Bazaar, Tripolia Bazaar and Johri Bazaar.

39. Kumbh Mela

In 2017, Kumbh Mela, the largest religious festival in India got the status of UNESCO Intangible Cultural Heritage of Humanity. Kumbh Mela is celebrated once in three years in Haridwar, Ujjain, Prayag (Allahabad) and Nasik in a rotation. Kumbh Mela returns to a place after 12 years. It witnesses millions of devotees and spectators making it one of the living Indian heritage sites.

10.5 Summary

The historical and cultural heritage plays huge role in development historical and cultural heritage becomes one of real opportunities historical and cultural heritage, being an important asset of development. Leveling seasonal fluctuations and providing huge role in the social sphere. The United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage Sites are important places of cultural or natural heritage as described in the UNESCO World Heritage Convention, established in 1972. There are 38 world heritage sites located in India. These include 30 cultural sites, seven natural sites and one mixed-criteria site.

Historical Tourism is one of the branches of tourism in India towards the cultural heritage of the location and historic places, heritage historical tourism can also include cultural, historic and natural resources. World heritage site, heritage railways and historical monuments are the part of heritage tourism in India. Most famous historical monuments of India includes Humayun's Tomb (Delhi), Red Fort (New Delhi), Jama Masjid (Delhi), Pattadakal Group of Monuments, Sanchi Stupa, Jantar Mantar (Jaipur), Fatehpur Sikri, Amer Fort (Jaipur,) Chittorgarh Fort and Kumbhalgarh Fort of Udaipur.

The Ajanta Caves are 30 (approximately) rock-cut Buddhist cave monuments which date from the 2nd century BCE to about 480 CE in Aurangabad district of Maharashtra state of India. The caves include paintings and rock-cut sculptures described as among the finest surviving examples of ancient Indian art, particularly expressive paintings that present emotion through gesture, pose and form.

Ellora is a UNESCO World Heritage Site located in the Aurangabad district of Maharashtra, India. It is one of the largest rock-cut monastery-temple cave complexes in the world, featuring Buddhist, Hindu and Jain monuments, and artwork, dating from the 600-1000 CE period. Cave 16, in particular, features the largest single monolithic rock excavation in the world, the Kailasha temple, a chariot-shaped monument dedicated to Shiva. The Kailasha temple excavation also features sculptures depicting the gods, goddesses and mythologies found in Vaishnavism, Shaktism as well as relief panels summarizing the two major Hindu Epics.

Agra Fort is a historical fort in the city of Agra in India. It was the main residence of the emperors of the Mughal Dynasty until 1638, when the capital was shifted from Agra to Delhi. Before capture by the British, the last Indian rulers to have occupied it were the Marathas. In 1983, the Agra fort was inscribed as a UNESCO World Heritage site. It is about 2.5 km northwest of its

more famous sister monument, the Taj Mahal. The fort can be more accurately described as a walled city.

The Taj Mahal is an ivory-white marble mausoleum on the south bank of the Yamuna river in the Indian city of Agra. It was commissioned in 1632 by the Mughal emperor Shah Jahan (reigned from 1628 to 1658) to house the tomb of his favourite wife, Mumtaz Mahal; it also houses the tomb of Shah Jahan himself. The tomb is the centrepiece of a 17-hectare (42-acre) complex, which includes a mosque and a guest house, and is set in formal gardens bounded on three sides by a crenellated wall.

Konark Sun Temple is a 13th-century CE Sun temple at Konark about 36 km (22 mi) northeast from Puri on the coastline of Odisha, India. The temple is attributed to king Narasingha Deva I of the Eastern Ganga Dynasty about 1250 CE. Dedicated to the Hindu Sun God Surya, what remains of the temple complex has the appearance of a 100 ft (30 m) high chariot with immense wheels and horses, all carved from stone. Once over 200 ft (61 m) high, much of the temple is now in ruins, in particular the large shikara tower over the sanctuary; at one time this rose much higher than the mandapa that remains. The structures and elements that have survived are famed for their intricate artwork, iconography, and themes, including erotic kama and mithuna scenes. Also called the Surya Devalaya, it is a classic illustration of the Odisha style of Architecture or Kalinga Architecture.

Sanctuary is a national park, UNESCO Natural World Heritage Site, a Project Tiger reserve, an elephant reserve and a biosphere reserve in Assam, India. Located in the Himalayan foothills, it is contiguous with the Royal Manas National Park in Bhutan. The park is known for its rare and endangered endemic wildlife such as the Assam roofed turtle, hispid hare, golden langur and pygmy hog. Manas is famous for its population of the wild water buffalo.

Keoladeo National Park or Keoladeo Ghana National Park, formerly known as the Bharatpur Bird Sanctuary in Bharatpur, Rajasthan, India is a famous avifauna sanctuary that hosts thousands of birds, especially during the winter season. Over 230 species of birds are known to be resident. It is also a major tourist centre with scores of ornithologists arriving here in the hibernal season. It was declared a protected sanctuary in 1971. It is also a world heritage site.

Hampi, also referred to as the Group of Monuments at Hampi, is a UNESCO World Heritage Site located in east-central Karnataka, India. It became the centre of the Hindu Vijayanagara Empire

capital in the 14th century. Chronicles left by Persian and European travellers, particularly the Portuguese, state Hampi was a prosperous, wealthy and grand city near the Tungabhadra River, with numerous temples, farms and trading markets. By 1500 CE, Hampi-Vijayanagara was the world's second largest medieval era city after Beijing, and probably India's richest at that time, attracting traders from Persia and Portugal. The Vijayanagara Empire was defeated by a coalition of Muslim sultanates; its capital was conquered, pillaged and destroyed by sultanate armies in 1565, after which Hampi remained in ruins.

10.6 Key Words/Abbreviations

- **Historical Tourism**” Historical Tourism is one of the branches of tourism in India towards the cultural heritage.
- **Cultural Resources:** Cultural, interest to works graphic and other art forms, to folklore, national trade, visit of festivals.
- **Religious Resources:** Historical, interest in country history, visit of historical monuments and memorable places, thematic lectures on history.
- **Ethnographic:** Interest in culture of people, objects, subjects and the phenomena of ethnic culture, a life, language, a suit and ethnic creativity.
- **Ecological Look:** Monuments of landscape architecture.
- **Ajanta Caves:** The Ajanta Caves are 30 (approximately) rock-cut Buddhist cave monuments which date from the 2nd century BCE to about 480 CE.
- **Jantar Mantar:** The Jantar Mantar is a collection of nineteen architectural astronomical instruments built by the Kachwaha Rajput king Sawai Jai Singh II.

10.7 Learning Activity

1. You are instructed to build a team of 10 members and prepare a report on “Indian Historical Tourism”.

2. You are required to identify World Heritage Sites in India and their impacts on Indian Tourism Industry.

10.8 Unit End Exercises

Descriptive Type Questions

1. Discuss the historical tourism products in India.
2. Explain the historical and cultural potential of Indian tourism industry.
3. Discuss various types of historical and cultural resources.
4. Explain in details about world heritage sites in India.
5. Discuss about Indian famous national parks.

Multiple Choice Questions

1. When the UNESCO World Heritage Convention established?
(a) 1972 (b) 1974 (c) 1971 (d) 1980
2. How many World Heritage Sites are located in India?
(a) 38 (b) 40 (c) 45 (d) 60
3. Which of the following is the Historical Tourism Product in India?
(a) Red Fort (b) Qutub Minar
(c) Ajanta Caves (d) All the above
4. Which of the following is the type of Historical Resources in India?
(a) Cultural, interest to works graphic and other art forms
(b) Ethnographic

(c) Ecological look

(d) All the above

5. Which of the following is not the World Heritage Site in India?

(a) Ellora Caves

(b) Kaziranga National Park

(c) Bannerghatta National Park

(d) Elephanta Caves

Answers:

1. (a),

2. (a),

3. (d),

4. (d),

5. (c)

10.9 References

References of this unit have been given at the end of the book.



UNIT 11 HISTORICAL TOURISM PRODUCT - II

Structure

- 11.0 Learning Objective
- 11.1 Introduction
- 11.2 Historical Tourism Products
- 11.3 Museums
- 11.4 Types of Museums
- 11.5 Famous Museums in India
- 11.6 Art Galleries
- 11.7 Best Art Galleries in India
- 11.8 Summary
- 11.9 Key Words/Abbreviations
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11.0 Learning Objective

After studying this unit, you will be able to:

- Explain the history of Indian museums
- Describe the concepts and types of art galleries



11.1 Introduction

Historical tourism destination that thrives on local cultural products will open up many opportunities for local people and economic growth. India's rich heritage is amply magnified by the numerous monuments, temples, forts and palaces that bear testimony to a glorious bygone era. The most popular heritage site that every person knows about is of course the Taj Mahal and is one of the seven wonders of the world. This huge monument is entirely made of white marble with exquisitely designed inlay work that would have required considerable craftsmanship.

11.2 Historical Tourism Products

India is famous the world over for its rich heritage and ancient culture. The country's cultural diversity and glorious history attracts millions of tourists each year to visit its numerous heritage sites scattered throughout its lands. With the government going all out to encourage tourism in all the states by offering numerous incentives, the foreign tourist footfall has increased to 88.9 lakh in 2016. Heritage tourism in India is a real treasure as there are numerous cultural, historical and natural resources. In some cases, some cities have become famous due to the presence of these heritage sites. Cities like Madurai is famous for temples, especially the Meenakshi temple, Mahabalipuram is famous for its carved rock-cut temples and caves while Jaipur is famous for its palaces and Agra for the Taj Mahal. Some of the most famous historical monuments of India include the following:

Taj Mahal: Located in Agra, Uttar Pradesh, it is counted as one of the seven wonders of the world as well as one of the most famous monuments to love in the world. It also has huge beautiful Mughal gardens as well as monumental gateways and the sister monument, Agra Fort.

Qutub Minar: This is one of the largest minars (pillars) in India and second only to Fateh Burj and the Qutb complex in Delhi. Other surrounding historically significant monuments include the Quwwat-ul-Islam mosque, Red Fort, Jama Masjid, Humayun Tomb, Lal Mandir and the Lotus temple.

Lothal Site: Located in Gujarat, it is one of the important remnants of the ancient Indus Valley civilization and a treasure to archeology enthusiasts; it is located near the present-day Saragwala village. Other important monuments here include heritage sites like Dholavira, Champaner as well as palaces and forts converted into heritage hotels.

Ajanta Ellora Caves: These famous rock-cut caves make a panoramic scene located in a gorge in the Aurangabad district of Maharashtra. The city has many other monuments of historical significance too.

Mahabalipuram Shore: About 60 km away from Chennai is the ancient historic town of Mahabalipuram which has a series of sanctuaries carved out beautifully from rocks along the Coromandel Coast. Along with these captivating carvings are the Meenakshi Amman temple and the Brihadeeshwara temple which form the other world heritage sites in Tamil Nadu.

Hampi Vijayanagar Empire: The ruins of this ancient city are part of the Vijayanagar Empire and the most historically significant place in Karnataka. The state is also known as the cradle of stone architecture and includes magnificent palaces like Pattadakal, Badami, Aihole and Bijapur.

Khujrao Monuments: These monuments are famous for their erotic sculptures and nagara-style architecture. These heritage temples of Khujrao are dedicated to Hinduism and Jainism.

Jaisalmer Hill Fort: Rajasthan is famous for its stunning forts and palaces of historical significance. The Jaisalmer hill forts are nestled among the Aravalli Range amidst the sandy expanse of the great Thar Desert of India.

11.3 Museums

A museum is an institution that cares for (conserves) a collection of artifacts and other objects of artistic, cultural, historical, or scientific importance. Many public museums make these items available for public viewing through exhibits that may be permanent or temporary. The largest museums are located in major cities throughout the world, while thousands of local museums exist in smaller cities, towns, and rural areas. Museums have varying aims, ranging from serving researchers and specialists to serving the general public. The goal of serving researchers is increasingly shifting to serving the general public.

There are many types of museums, including art museums, natural history museums, science museums, war museums and children's museums. Amongst the world's largest and most visited museums are the Louvre in Paris, the National Museum of China in Beijing, the Smithsonian Institution in Washington, D.C., the British Museum and National Gallery in London, the Metropolitan Museum of Art in New York City and Vatican Museums in Vatican City. According to the International Council of Museums, there are more than 55,000 museums in 202 countries.

11.4 Types of Museums

Various types of museums are as follows:

1. Gold Museum, Bogotá, Colombia

Museums can vary based on size, from large institutions covering many of the categories below, to very small institutions focusing on specific subjects, such as a specific location, a notable person or a given period of time. Museums can also be categorized into major groups by the type of collections they display, to include: fine arts, applied arts, craft, archaeology, anthropology and ethnology, biography, history, cultural history, science, technology, children's museums, natural history, botanical and zoological gardens. Within these categories, many museums specialize further, e.g., museums of modern art, folk art, local history, military history, aviation history, philately, agriculture or geology. Another type of museum is an encyclopedic museum. Commonly referred to as a universal museum, encyclopedic museums have collections representative of the world and typically include art, science, history and cultural history. The size of a museum's collection typically determines the museum's size, whereas its collection reflects the type of museum it is. Many museums normally display a "permanent collection" of important selected objects in its area of specialization, and may periodically display "special collections" on a temporary basis.

2. Agricultural Museums

Agricultural museums are dedicated to preserving agricultural history and heritage. They aim to educate the public on the subject of agricultural history, their legacy and impact on society. To accomplish this, they specialize in the display and interpretation of artifacts related to agriculture, often of a specific time period or in a specific region. They may also display memorabilia related to farmers or businesspeople who impacted society via agriculture (e.g., larger size of the land cultivated as compared to other similar farms) or agricultural advances, such as new technology implementation, as in the case of Museo Hacienda Buena Vista.

3. Architecture Museums

Architectural museums are institutions dedicated to educating visitors about architecture and a variety of related fields, often including urban design, landscape design, interior decoration, engineering, and historic preservation. Additionally, museums of art or history sometimes dedicate a portion of the museum or a permanent exhibit to a particular facet or era of architecture and design, though this does not technically constitute a proper museum of architecture. The International Confederation

of Architectural Museums (ICAM) is the principal worldwide organisation for architectural museums. Members consist of almost all large institutions specializing in this field and also those offering permanent exhibitions or dedicated galleries.

4. Archaeology Museums

Archaeology museums specialize in the display of archaeological artifacts. Many are in the open air, such as the Agora of Athens and the Roman Forum. Others display artifacts found in archaeological sites inside buildings. Some, such as the Western Australian Museum, exhibit maritime archaeological materials. These appear in its Shipwreck Galleries, a wing of the Maritime Museum. This Museum has also developed a 'museum-without-walls' through a series of underwater wreck trails.

5. Art Museums

An art museum, also known as an art gallery, is a space for the exhibition of art, usually in the form of art objects from the visual arts, primarily paintings, illustrations and sculptures. Collections of drawings and old master prints are often not displayed on the walls, but kept in a print room. There may be collections of applied art, including ceramics, metalwork, furniture, artist's books and other types of objects. Video art is often screened.

6. Biographical Museums

Biographical museums are dedicated to items relating to the life of a single person or group of people, and may also display the items collected by their subjects during their lifetimes. Some biographical museums are located in a house or other site associated with the lives of their subjects (e.g., Sagamore Hill which contains the Theodore Roosevelt Museum or The Keats-Shelley Memorial House in the Piazza di Spagna, Rome). Some homes of famous people house famous collections in the sphere of the owner's expertise or interests in addition to collections of their biographical material; one such example is Apsley House, London, Home of the Duke of Wellington, which, in addition to biographical memorabilia of the Duke's life, also houses his collection world-famous paintings. Other biographical museums, such as many of the American presidential libraries, are housed in specially constructed buildings.

7. Automobile Museums

There are one hundred and seven automobile museums in the United States, one in Canada, and one in the Republic of Georgia according to the National Association of Automobile Museums.

Automobile Museums are for car fans, collectors, enthusiasts, and for families. “They speak to the imagination,” says Ken Gross, a former museum director who now curates auto exhibits at the fine arts museum. As time goes by, more and more museums dedicated to classic cars of yesteryear are opening. Many of the old classics come to life once the original owners pass away. Some are not-for-profit while others are run as a private business.

8. Children’s Museums

Children's museums are institutions that provide exhibits and programs to stimulate informal learning experiences for children. In contrast with traditional museums that typically have a hands-off policy regarding exhibits, children’s museums feature interactive exhibits that are designed to be manipulated by children. The theory behind such exhibits is that activity can be as educational as instruction, especially in early childhood. Most children’s museums are non-profit organizations, and many are run by volunteers or by very small professional staffs.

The founders of the Brooklyn Children’s Museum were concerned with education and realized that no other institution had attempted to establish “a Museum that will be of especial value and interest to young people between the ages of six and twenty years.” Their goal was to gain children’s interest and “to stimulate their powers of observation and reflection” as well as to “illustrate by collections of pictures, cartoons, charts, models, maps and so on, each of the important branches of knowledge which is taught in elementary schools.”

9. Community Museums

A community museum is a museum serving as an exhibition and gathering space for specific identity groups or geographic areas. In contrast to traditional museums, community museums are commonly multidisciplinary, and may simultaneously exhibit the history, social history, art, or folklore of their communities. They emphasize collaboration with – and relevance to – visitors and other stakeholders.

10. Design Museums

A design museum is a museum with a focus on product, industrial, graphic, fashion, and architectural design. Many design museums were founded as museums for applied arts or decorative arts and started only in the late 20th century to collect design. Pop-up wndr Museum of Chicago was purposefully made to provide visitors with interesting selfie backgrounds.

11. Encyclopedic Museums

Encyclopedic museums are large, mostly national, institutions that offer visitors a plethora of information on a variety of subjects that tell both local and global stories. The aim of encyclopedic museums is to provide examples of each classification available for a field of knowledge. “When 3% of the world’s population, or nearly 200 million people, living outside the country of their birth, encyclopedic museums play an especially important role in the building of civil society. They encourage curiosity about the world.” James Cuno, President and Director of the Art Institute of Chicago, along with Neil MacGregor, Director of the British Museum, are two of the most outspoken museum professionals who support encyclopedic museums. They state that encyclopedic museums are advantageous for society by exposing museum visitors to a wide variety of cultures, engendering a sense of a shared human history. Some scholars and archaeologists, however, argue against encyclopedic museums because they remove cultural objects from their original cultural setting, losing their context.

12. Historic House Museums

Within the category of history museums, historic house museums are the most numerous. The earliest projects for preserving historic homes began in the 1850s under the direction of individuals concerned with the public good and the preservation of American history, especially centered on the first president. Since the establishment of America's first historic site at Washington’s Revolutionary headquarters at Hasbrouck House in New York, Americans have found a penchant for preserving similar historical structures. The establishment of historic house museums increased in popularity through the 1970s and 1980s as the Revolutionary bicentennial set off a wave of patriotism and alerted Americans to the destruction of their physical heritage. The tradition of restoring homes of the past and designating them as museums draws on the English custom of preserving ancient buildings and monuments. Initially, homes were considered worthy of saving because of their associations with important individuals, usually of the elite classes, like former presidents, authors, or businessmen. Increasingly, Americans have fought to preserve structures characteristic of a more typical American past that represents the lives of everyday people including minorities.

13. History Museums

History museums cover the knowledge of history and its relevance to the present and future. Some cover specialized curatorial aspects of history or a particular locality; others are more general. Such museums contain a wide range of objects, including documents, artifacts of all kinds, art and archaeological objects. Antiquities museums specialize in more archaeological findings.

A common type of history museum is a historic house. A historic house may be a building of special architectural interest, the birthplace or home of a famous person, or a house with an interesting history. Local and national governments often create museums to their history. The United States has many national museums for historical topics, such as the National Museum of African American History and Culture. Historic sites can also serve as museums, such as the museum at Ford's Theater in Washington, D.C. The US National Park Service defines a historic site as the "location of a significant event, a pre-historic or historic occupation or activity, or a building or structure, whether standing, ruined, or vanished, where the location itself possesses historic, cultural or archeological value regardless of the value of any existing structure."

14. Maritime Museums

Maritime museums are museums that specialize in the presentation of maritime history, culture or archaeology. They explore the relationship between societies and certain bodies of water. Just as there is a wide variety of museum types, there are also many different types of maritime museums. First, as mentioned above, maritime museums can be primarily archaeological. These museums focus on the interpretation and preservation of shipwrecks and other artifacts recovered from a maritime setting. A second type is the maritime history museum, dedicated to educating the public about humanity's maritime past. Examples are the San Francisco Maritime National Historical Park and Mystic Seaport. Military-focused maritime museums are a third variety, of which the Intrepid Sea, Air and Space Museum, and Battleship IOWA Museum are examples.

15. Medical Museums

Medical museums today are largely an extinct subtype of museum with a few notable exceptions, such as the Mütter Museum in Philadelphia, Pennsylvania and the Hunterian Museum at the Royal College of Surgeons in Glasgow, Scotland. The origins of the medical museum date back to Renaissance cabinets of curiosities which often featured displays of human skeletal material and other *materia medica*. Apothecaries and physicians collected specimens as a part of their professional activities and to increase their professional status among their peers. As the medical profession placed greater emphasis on teaching and the practice of *materia medica* in the late 16th century, medical collections became a fundamental component of a medical student's education. New developments in preserving soft tissue samples long term in spirits appeared in the 17th century, and by the mid-18th-century physicians like John Hunter were using personal anatomical collections as teaching tools. By the early 19th century, many hospitals and medical colleges in Great Britain had built sizable teaching collections. In the United States, the nation's first hospital, the Pennsylvania

Hospital in Philadelphia, already had a collection of plaster casts and crayon drawings of the stages of pregnancy as early as 1762.

16. Military and War Museums

Military museums specialize in military histories; they are often organized from a national point of view, where a museum in a particular country will have displays organized around conflicts in which that country has taken part. They typically include displays of weapons and other military equipment, uniforms, wartime propaganda, and exhibits on civilian life during wartime, and decorations, among others. A military museum may be dedicated to a particular or area, such as the Imperial War Museum Duxford for military aircraft, Deutsches Panzermuseum for tanks, the Lange Max Museum for the Western Front (World War I), the International Spy Museum for espionage, The National World War I Museum for World War I, the “D-Day Paratroopers Historical Center” (Normandy) for WWII airborne, or more generalist, such as the Canadian War Museum or the Musée de l'Armée. The US Army and the state National Guards operate 98 military history museums across the United States and three abroad. For the Italian alpine wall, one can find the most popular museum of bunkers in the small museum n8bunker at Olang/Kronplatz in the head of the dolomites of South Tyrol.

17. Mobile Museums

Mobile museum is a term applied to museums that make exhibitions from a vehicle – such as a van. Some institutions, such as St. Vital Historical Society and the Walker Art Center, use the term to refer to a portion of their collection that travels to sites away from the museum for educational purposes. Other mobile museums have no “home site”, and use travel as their exclusive means of presentation. University of Louisiana in Lafayette has also created a mobile museum as part of the graduate program in History. The project is called Museum on the Move.

18. Natural History Museums

Museums of natural history and natural science typically exhibit work of the natural world. The focus lies on nature and culture. Exhibitions educate the public on natural history, dinosaurs, zoology, oceanography, anthropology and more. Evolution, environmental issues and biodiversity are major areas in natural science museums. Notable museums include the Natural History Museum in London, the Oxford University Museum of Natural History in Oxford, the Muséum national d'histoire naturelle in Paris, the Smithsonian Institution's National Museum of Natural History in Washington, D.C., the American Museum of Natural History in New York City, and the Canadian Museum of Nature in Ottawa, Ontario, Canada.

19. Museum of Science and Industry in Chicago

Science museums and technology centers or technology museums revolve around scientific achievements, and marvels and their history. To explain complicated inventions, a combination of demonstrations, interactive programs and thought-provoking media are used. Some museums may have exhibits on topics such as computers, aviation, railway museums, physics, astronomy, and the animal kingdom. The Museum of Science and Industry in Chicago is a very popular museum. Science museums traditionally emphasize cultural heritage through objects of intrinsic value and echoes of the ‘curiosity cabinets’ of the Renaissance period. These early museums of science represented a fascination with collecting which emerged in the 15th century from an attempt to manage the empirical explosion of materials that wider dissemination of ancient texts, increased travel, voyages of discovery, and more systematic forms of communication and exchange had produced. Science museums were institutions of authoritative, uncontested, knowledge, places of collecting, seeing and knowing, places where “anybody” might come and survey the evidence of science. Dinosaurs, extensive invertebrate and vertebrate collections, plant taxonomies, and so on – these were the orders of the day.

20. Diplodocus Fossil Exhibit in Minnesota Science Museum

The 19th century also brought a proliferation of science museums with roots in technical and industrial heritage museums. Ordinarily, visitors individually interact with exhibits, by a combination of manipulating, reading, pushing, pulling, and generally using their senses. Information is carefully structured through engaging, interactive displays. Science centers include interactive exhibits that respond to the visitor’s action and invite further response, as well as hands-on exhibits that do not offer feedback to the visitor. In general, science centers offer ‘a decontextualized scattering of interactive exhibits, which can be thought of as exploring stations of ideas’ usually presented in small rooms or galleries, with scant attention paid to applications of science, social political contexts, or moral and ethical implications.

By the 1960s, these interactive science centers with their specialized hands-on galleries became prevalent. The Exploratorium in San Francisco, and the Ontario Science Centre in 1969, were two of the earliest examples of science centers dedicated to exploring scientific principles through hands-on exhibits. In the United States, practically, every major city has a science center with a total annual visitation of 115 million new technologies of display and new interpretive experiments mark these interactive science centers, and the mantra ‘public understanding of science’ aptly describes their central activity.

11.5 Famous Museums in India

India is a charming country of rich architectural beauty, culture, traditions and historical past. Being ornamented with historical monuments, it has a majestic past of Mughals and British that speak of the history. In each destination of India, travelers can come across a museum that displays the magnificent past of the region. And no tour to India is complete without paying a visit to a museum of the city that reflects the culture and history of ancient India in a most beautiful way. There are many popular museums in India that unfold lots of unheard truth of a bygone era.

1. National Museum

One of the largest museums of India, National Museum has diverse articles from the magnificent ancient era. It was constructed in 1949 on the corner of Janpath in the lively city of Delhi. It is a best place to visit as one gets to know about the luxury coaches of trains, which were a long time back used by the great kings. It houses a variety of collections that include jewelry, paintings, armors, decorative arts and manuscripts. There is also a Buddhist section where one can find head of a Buddha statue, and Buddha Stupa having remnants of Gautam Buddha, constructed in 3rd century BCE by Sovereign Ashoka.



Figure: 11.1 Famous Museums in India

2. Indian Museum

Established in 1814 by Asiatic society of Bengal in Kolkata, Indian Museum has a unique collection of armors, skeletons, Mughal paintings and ornaments. It possesses six sections containing

five galleries of creative and scientific work of arts that is archaeology, geology, economic beauty and art. Being one of the oldest museums in the globe, it is one of the most sought after places of India that one must not give a miss on holidays in Kolkata.



Figure: 11.2 Indian Museum

3. Government Museum

Government Museum hailed as Madras Museum, Government Museum is positioned in Egmore, which is among the busiest spots of Chennai. It was established in 1851 and exhibits different varieties pertaining to geology, zoology, anthropology and botany. The museum has excellent sections showcasing the main south Indian times encompassing, Chaulkyas, Chola and Vijaynagar. There are separate sections for children also. Moreover, one can have a glimpse at the different collection of books from yesteryear at the well-stocked library.



Figure: 11.3 Government Museum

4. Chhatrapati Shivaji Vastu Museum, Mumbai

Positioned in proximity to the Gateway of India, Mumbai, Chhatrapati Shivaji Vastu Museum Mumbai was erected in the starting of the 20th century. It comprises of three main sections such as the archeology section, natural history section and art section. Each section shows a variety of work of arts dating back to Gupta and Chaulkyas era.



Figure: 11.4 Chhatrapati Shivaji Vastu Museum, Mumbai

5. Shankar's International Dolls Museum

Displaying the largest collection of dolls from wide and far in the beautiful city of Delhi, Shankar's International Dolls Museum has two sections exhibiting more than 160 glass cases from New Zealand, Africa, India and Australia. Moreover, the collection of dolls have been divided into two sections; one section consists of the dolls gathered from New Zealand, UK, USA, commonwealth of independent states while the other one comprises of dolls gathered from Middle East, India, Asian countries and Africa. In addition to dolls displaying different countries, the visitors can also have a glimpse of various collections of costumes dolls, representing Indian dances and traditions, pairs of bride and groom, etc.



Figure: 11.5 Shankar's International Dolls Museum

6. Salar Jung Museum

An art museum situated in the beautiful city of Hyderabad, Salar Jung Museum contains a collection of paintings, textiles, metallic artifacts, clocks and carvings from various countries like China, North America, Egypt, Nepal, Europe, Burma and India. It got acknowledged as an institution of National importance by the Indian Parliament. The museum remains open all day except for Friday from 10 am to 5 pm.



Figure: 11.6 Salar Jung Museum

7. National Rail Museum

The National Rail Museum has a great collection of more than 100 genuine size displays of Indian Railways. It is situated in Chanakypuri over an area of 10 acres of land. There is a toy train

that tenders rides of the site on daily basis. Some of the other collections put on sight are antique furnitures, working models, historical photographs, signaling tools and more. Except for Monday, the tourists can visit the museum from 9.30 am to 5.30 pm.



Figure: 11.7 National Rail Museum

8. Calico Museum

One of the most admired tourist attractions in Ahmedabad city, Calico Museum was started by Gautam Sarabhai and his sister Gira Sarabhai in the year 1949. It has a mind-blowing collection of fabrics ranging from pre-historic cloth paintings to the gorgeous Indian fabrics; one will definitely be fascinated by the spectacular work of art displayed at the Calico Museum. The textiles that have been put on display were once used by the Mughal rulers of ancient times. And these are well taken care by the authorities.

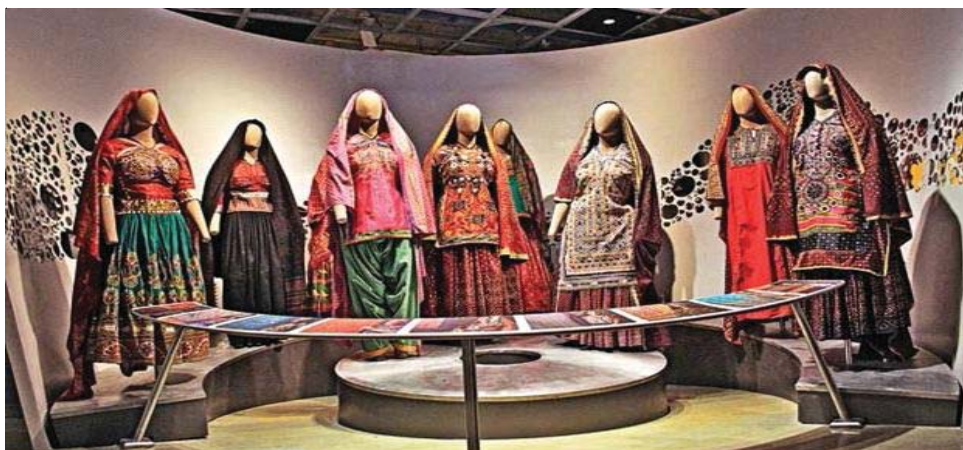


Figure: 11.8 Calico Museum

9. Dr. Bhau Daji Lad Museum

An ancient museum that displays the decorative arts collection of 19th century, Dr. Bhau Daji Lad Museum was opened for the public on May 2, 1872 and that time it was known as Victoria and Albert Museum. The exhibits at this museum are gratifying and give a reflection of life in Mumbai in 19th century. Some of the collections include historical photographs, clay models, maps and costumes.



Figure: 11.9 Dr. Bhau Daji Lad Museum

10. Napier Museum

Constructed in the 19th century, Napier Museum is the oldest museum perched in Thiruvananthapuram, the capital city of Kerala. It has got its name from Lord Napier, who was the Governor of Madras. It houses a great collection of historic artifacts such as the kathakali puppets models, musical instruments, Kerala chariots and bronze idols of gods and goddess. Paying a visit to the Napier Museum will give a glimpse of rich culture and history of Kerala.



Figure: 11.10 Napier Museum

11.6 Art Galleries

An art museum or art gallery is a building or space for the display of art, usually from the museum's own collection. It might be in public or private ownership and may be accessible to all or have restrictions in place. Although primarily concerned with visual art, art galleries are often used as a venue for other cultural exchanges and artistic activities, such as performance arts, music concerts, or poetry readings. Art museums also frequently host themed temporary exhibitions which often include items on loan from other collections.

11.7 Best Art Galleries in India

Art has the power to engage the soul and display emotions that can't be said or written. India has been blessed with brilliant artists and art forms. Since ancient times, art sculptures and paintings have been an innate part of the Indian culture. In modern times, there are some art galleries in India which preserve the old age art creations as well as provide a platform to upcoming artists to showcase their talent and also promote the importance of art in India. Below mentioned are some of the most significant art galleries in India:

1. Academy of Fine Arts, Kolkata

Established in 1933, the Academy of Fine Arts in Kolkata is one of the most significant art galleries in India. Various famous paintings by eminent Indian and foreign artists are displayed here. Some of the famous paintings include 'Girl with a Pitcher' and 'A Winter's Evening' by Rabindra Nath Tagore. Works of artists like Jamini Roy, Nandalal Bose, M.F. Hussain, etc. are also showcased at the academy.

2. The Government Museum and Art Gallery, Chandigarh

Sculptures are also on display apart from paintings at this prominent museum located in Chandigarh. Started for the public in 1968, the museum features different sections for sculpture, architecture and art paintings. The best sections of the museum consist of sections for Indian miniature paintings, contemporary art, portraits, etc. Paintings by some of the most illustrious artists like Raja Ravi Varma, Amrita Sher-Gil, Jamini Roy, Rabindranath Tagore, Nandalal Bose, Abanindranath Tagore, etc. are part of the museum.

3. Government Museum, Chennai

Also known as the Madras Museum, the Government Museum in Chennai is the second oldest museum and art gallery in India. Established in the year 1851, it witnesses a heavy footfall of visitors each year. The National Art Gallery, which forms a part of the museum, has paintings of legendary artists like Raja Ravi Varma on display. Traditional paintings of Tanjore, Rajput and Mughal era along with paintings of the contemporary period can be found here.

4. Indian Museum, Kolkata

Established in 1814, the Indian Museum is known for preserving the heritage artworks of India. The museum is divided into six sections and the art gallery of the museum is divided into 4 sections which feature Mughal Painting Gallery, Bengal Painting Gallery, Decorative Art and Textile Gallery along with South East Asian Gallery.

5. Jehangir Art Gallery, Mumbai

Established in 1952, Jehangir Art Gallery in Mumbai is owned by a private organization and has paintings of almost all famous Indian artists from Jamini Roy to Arpita Singh. Artists from India and abroad line up to get their work exhibited at this gallery. It is a must visit for art lovers as you will get to see some of the finest art creations of the world at this gallery.

6. National Gallery of Modern Art, Bengaluru

One of the newer art galleries in India, the National Gallery of Modern Art was inaugurated in 2009 in Bengaluru. Currently, the art gallery houses more than 500 paintings from both traditional and modern genres. Paintings on display are works of honourable artists like Raja Ravi Varma, Amrita Sher-Gil, Jamini Roy, etc. The paintings are sorted and displayed according to time periods, artists and school of art.

7. National Gallery of Modern Art, New Delhi

National Gallery of Modern Art in Delhi is an initiative by the government of India. Established in 1954, the gallery features a collection of over 14,000 paintings by artists from India and abroad. Paintings in this wide assortment include works of Raja Ravi Varma, Tagore Brothers, Jamini Roy, etc. It is one of the finest Art Galleries in India.

8. National Museum, New Delhi

The National Museum in New Delhi has been operating since 1949 and is unbeatable when it comes to the collection of art paintings. The art gallery here features the biggest collection of miniature paintings in the country. Paintings by modern artists along with Mughal, Deccan, Rajasthan, Sikh and Kashmiri artists are showcased here. The artworks here range from the time periods of 10th to 20th century.

9. Victoria Memorial, Kolkata

Victoria Memorial was launched for the public in the year 1921. The gallery sports different sections for Indian and foreign paintings, Calcutta Gallery, Royal Gallery, Indian paintings, miniatures, etc., being some of those. The Royal Gallery is dedicated to paintings of Queen Victoria. The collection of western paintings includes paintings from the likes of Charles D'oyly, Johann Zoffany, William Hedges, William Simpson, etc.

10. Aakriti Art Gallery

Aakriti Art Gallery has evolved as one of the prominent modern art galleries in India. The gallery operates from two centres, one in Kolkata and one in New Delhi. Traditional paintings, sculptures, printmaking, video art and installations are on display here. Art lovers have the option to buy modern and contemporary art paintings from an online art shop too. The gallery has reinforced the Gen-Next exhibitions which deliver modern art and reaches to the young crowd of India.

11. Gallery Kolkata

Gallery Kolkata has been created space since 2004 working with luminaries, mid-career and an imaging artist. With the support, co-operation and blessings of many of the artists we worked with, we stand tall and steady in 2018. With the burgeoning of technological advancement, it becomes essential to use the same to our advantage. Keeping this in mind, Gallery Kolkata has built a world-class website, which is now near ready. A well maintained online presence can give an artwork and artist a worldwide exposure and reach. We came across your works recently and would be really excited to work with your good self. We have a large stock of painting, sculpture and other artworks by eminent and imaging artist. Be it contemporary fine art, figurative or abstract paintings or sculptures,

mixed media, oil on canvas or etching, art galleries in India work towards the integration of artist's community and making the cultural heritage of India accessible to all.

11.8 Summary

A museum is an institution that cares for (conserves) a collection of artifacts and other objects of artistic, cultural, historical, or scientific importance. Many public museums make these items available for public viewing through exhibits that may be permanent or temporary. The largest museums are located in major cities throughout the world, while thousands of local museums exist in smaller cities, towns, and rural areas. Museums have varying aims, ranging from serving researchers and specialists to serving the general public. The goal of serving researchers is increasingly shifting to serving the general public.

Museums can vary based on size, from large institutions covering many of the categories below, to very small institutions focusing on specific subjects, such as a specific location, a notable person, or a given period of time. Museums can also be categorized into major groups by the type of collections they display, to include: fine arts, applied arts, craft, archaeology, anthropology and ethnology, biography, history, cultural history, science, technology, children's museums, natural history, botanical and zoological gardens. Within these categories, many museums specialize further, e.g., museums of modern art, folk art, local history, military history, aviation history, philately, agriculture or geology. Another type of museum is an encyclopedic museum.

Agricultural museums are dedicated to preserving agricultural history and heritage. They aim to educate the public on the subject of agricultural history, their legacy and impact on society. To accomplish this, they specialize in the display and interpretation of artifacts related to agriculture, often of a specific time period or in a specific region. They may also display memorabilia related to farmers or businesspeople who impacted society via agriculture (e.g., larger size of the land cultivated as compared to other similar farms) or agricultural advances, such as new technology implementation, as in the case of Museo Hacienda Buena Vista.

Architectural museums are institutions dedicated to educating visitors about architecture and a variety of related fields, often including urban design, landscape design, interior decoration, engineering, and historic preservation. Additionally, museums of art or history sometimes dedicate a portion of

the museum or a permanent exhibit to a particular facet or era of architecture and design, though this does not technically constitute a proper museum of architecture. The International Confederation of Architectural Museums (ICAM) is the principal worldwide organisation for architectural museums. Members consist of almost all large institutions specializing in this field and also those offering permanent exhibitions or dedicated galleries.

Archaeology museums specialize in the display of archaeological artifacts. Many are in the open air, such as the Agora of Athens and the Roman Forum. Others display artifacts found in archaeological sites inside buildings. Some, such as the Western Australian Museum, exhibit maritime archaeological materials. These appear in its Shipwreck Galleries, a wing of the Maritime Museum. This museum has also developed a 'museum-without-walls' through a series of underwater wreck trails.

India is a charming country of rich architectural beauty, culture, traditions and historical past. Being ornamented with historical monuments, it has a majestic past of Mughals and British that speak of the history. In each destination of India, travelers can come across a museum that displays the magnificent past of the region. And no tour to India is complete without paying a visit to a museum of the city that reflects the culture and history of ancient India in a most beautiful way. There are many popular museums in India that unfold lots of unheard truth of a bygone era.

An art museum or art gallery is a building or space for the display of art, usually from the museum's own collection. It might be in public or private ownership and may be accessible to all or have restrictions in place. Although primarily concerned with visual art, art galleries are often used as a venue for other cultural exchanges and artistic activities, such as performance arts, music concerts, or poetry readings. Art museums also frequently host themed temporary exhibitions which often include items on loan from other collections.

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excited to work with your good self. We have a large stock of painting, sculpture and other artworks by eminent and imaging artist. Be it contemporary fine art, figurative or abstract paintings or sculptures, mixed media, oil on canvas or etching, art galleries in India work towards the integration of artist's community and making the cultural heritage of India accessible to all.

11.9 Key Words/Abbreviations

- **Historical Tourism Product:** India is famous the world over for its rich heritage and ancient culture.
 - **Museums:** A museum is an institution that cares for (conserves) a collection of artifacts.
 - **Museums in India:** India is a charming country of rich architectural beauty, culture, traditions and historical past.
 - **Art Galleries:** Throughout history, large and expensive works of art have generally been commissioned by religious institutions and monarchs and been displayed in temples, churches and palaces.
 - **Art Galleries in India:** Art has the power to engage the soul and display emotions that cannot be said or written.
-

11.10 Learning Activity

1. You are suggested to prepare a report on “Famous Museums in India”.

2. You need to prepare a live project report on “The Impact of Art Galleries in India”.

11.11 Unit End Exercises

Descriptive Type Questions

1. Explain the historical tourism products in India.
2. What is Museum? Discuss various types of museums.
3. Discuss about famous museums in India.
4. What is Art Gallery? Discuss the history of Art Galleries.
5. Explain about the best Art Galleries in India.

Multiple Choice Questions

1. Which of the following is the most famous historical monuments of India?
(a) Taj Mahal (b) Mahabalipuram Shore
(c) Hampi Vijayanagar Empire (d) All the above
2. Which of the following is an institution that cares for a collection of artifacts and other objects of artistic, cultural, historical or scientific importance?
(a) Museum (b) Art Gallery
(c) Monuments (d) All the above
3. When the National Museum of India was constructed?
(a) 1949 (b) 1984 (c) 1942 (d) 1961
4. Where is the Chhatrapati Shivaji Vastu Museum located?
(a) Delhi (b) Mumbai
(c) Kolkata (d) Bangalore

UNIT 12 EMERGING FORMS – ADVENTURE TOURISM

Structure

- 12.0 Learning Objective
- 12.1 Introduction
- 12.2 Emerging Forms of Tourism
- 12.3 Adventure Tourism
- 12.4 Definitions of Adventure Tourism
- 12.5 Types of Adventure Tourism
- 12.6 Land-based Activities
- 12.7 Aero-based Activities
- 12.8 Water-based Activities
- 12.9 National Park
- 12.10 Different National Parks
- 12.11 Sanctuary
- 12.12 Famous Sanctuaries in India
- 12.13 Summary
- 12.14 Key Words/Abbreviations
- 12.15 Learning Activity
- 12.16 Unit End Exercises
- 12.17 References

12.0 Learning Objective

After studying this unit, you will be able to:

- Explain the land based, aero based and water based tourism activities
- Elaborate in details about national park and sanctuary

12.1 Introduction

The World Travel and Tourism Council have stated that the tourism sector in India has generated around ₹ 15.24 lakh crore, which was 9.4% of India's total GDP the last year. As per the organization, the sector created 41.622 million jobs which form 8% of the total generated employment. The sector is also one of the leading foreign exchange earners for the Indian economy. The tourism sector is witnessing some new trends that are supplementing the established trends in the sector. These include solo trips, road trips, pocket-friendly traveling and wellness tourism. These trends are expanding the horizon of the tourism industry in India and generating newer avenues for revenue creation.

12.2 Emerging Forms of Tourism

Tourism involves the management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attract tourists to travel to particular destinations. This is a prominent trend that is gaining popularity among a large section of new-age travelers. People are looking out for newer destinations for a short trip with minimum expenses. It is now much easier to travel as resources and connectivity has increased substantially. Today's travellers are increasingly looking for destinations within a 200-300 km radius and planning short vacations spanning across two to three days. With extended weekends, travel enthusiasts are increasingly making spontaneous plans to head out for nearby destinations for mini-vacations. Such short vacations are gaining momentum since it gives enough time to distress and rejuvenate oneself. Corporate houses are also planning such breaks in order to enhance the productivity of their often hackneyed employees. However, it is better to do a background check of these destinations as they are new and emerging. While travelling for longer vacations is always the favorite option heading out for weekends is increasingly gaining popularity due to logistical and economic viability.

Modern life can throw its share of challenges. Increased stress and repetitiveness can lead individuals into distress. Solo travellers often reinvent themselves and their life goals by heading out

for solo travel trips. Such trips are not merely meant to visit new places; it is also seen as a way to reconnect with one's soul and explore life goals. Solo travelers meet new people, explore new places, overcome fears, and most significantly enjoy freedom by discovering themselves. Solo travellers can go anywhere. They are footloose in an exuberantly exclusive way.

Travel Blogging

Those who love to travel but do not have enough office holidays, whose passion is to visit new places but have economic constraint, for them, taking up traveling as a profession might just work. The new-age travel bloggers are doing exactly that and building their careers on it. A travel blogger can be a travel writer, a travel photographer or a videographer. They post their travel stories using various digital platforms. Once their pages start to become popular, they either get sponsorship or get paid through advertisements. Travel photographers often sell their photographs. Many travel writers are earning well by publishing their travel stories in several travel magazines. A young traveller from Mumbai, Nikhil Sharma, made his mark by being a lifestyle YouTuber. He earned well from his travel blogs. The blog 'Travel.See.Write.' by Archana Singh is also quite popular. Shivya Nath, who has visited around 30 countries, has her blog called 'The Shooting Star'. Venkat Ganesh, a motorbike-road-tripper, has named his blog as 'India Backpack Motorbike'. Neelima Vallangi, who used to be a software engineer, left her job to be a travel blogger. Her blog 'The Wandering Soul's Wander Tale' is enriched with exquisite photographs. There are many such travel bloggers and the trend is catching up fast.

Budget Travel

Budget travel allows people to travel without being burdened by economic challenges. Budget travel options do not mean staying in shabby accommodations. It means planning the trip meticulously and setting a budget. One can search for online tips or conduct a plan themselves in order to have a perfect schedule. When one knows what one's budget is going to be like, planning a trip is easier. Planning well ahead can also give one some early bird incentives.

Wellness Tourism of India

The concept of wellness tourism has taken off in a big way in India. At places, it is often linked to spiritual tourism. The main reason for its gaining popularity is the immense work pressure of modern life. However, the trend is not completely new. It has been well-chronicled in Bengali literature and was popularly known as hawabodol or change of air. Doctors often suggested this to ailing patients and the popular destinations near Bengal were Ghatshila, Giridih, McCluskieganj and the dry dills of Bankura and Purulia districts.

India has been ranked among the top 15 destinations for wellness tourism across Asia in 2015. The ancient healing art of Ayurveda has augmented wellness tourism. Kerala is a popular destination for travellers seeking Ayurveda. Similarly, the ancient exercise form of Yoga attracts a large number of tourists to India.

The Indian Ministry of Tourism has drafted a guideline for wellness tourism by addressing issues regarding available quality publicity material, training and capacity building for the service providers and participation in international and domestic wellness related events. The ministry also has taken the initiative to extend its Market Development Assistance (MDA) scheme to wellness tourism service providers including accredited wellness centres. The Guideline for Accreditation of Wellness Centres has been developed by the National Board for Accreditation of Hospitals and Healthcare Services (NABH) in consultation and AYUSH and has been released. It will perform well in maintaining a certain quality in these wellness centres. Apart From Kerala, the states of Himachal Pradesh and Uttarakhand receive a fair amount of domestic and international wellness tourists.

12.3 Adventure Tourism

Adventure tourism is defined as the movement of the people from one to another place outside their comfort zone for exploration or travel to remote areas, exotic and possibly hostile areas. Adventure tourism is a type of tourism in which tourist do some adventures activities like as skydiving, hill climbing, and scuba diving. Adventure tourism is very popular among young age tourists. Adventure tourism gains much of its excitement by allowing the tourists to step outside their comfort zone. This may be from experiencing cultural shock or through the performance of acts that required some degree of risk (real or perceived) and physical danger. Adventure travel is a leisure activity that takes place in an unusual, exotic, and remote or wilderness destination. It tends to be associated with high levels of activity by the participant, most of it outdoors. Adventure travelers expect to experience various levels of risk, excitement, and tranquility and be personally tested. In particular, they are explorers of unspoiled, exotic parts of the planet and also seek personal challenges.

12.4 Definitions of Adventure Tourism

According to the Adventure Travel Trade Association, “Adventure tourism is a tourist activity that includes physical activity, cultural exchange, or activities in nature.”

According to Muller and Cleaver, “Adventure tourism is characterized by its ability to provide the tourist with relatively high levels of sensory stimulation, usually achieved by including physically challenging experiential components with the tourist experience.”

Canadian Tourism Commission in 1995 defines, “Adventure tourism is an outdoor leisure activity that takes place in an unusual, exotic, remote or wilderness destination, involves some form of unconventional means of transportation, and tends to be associated with low or high levels of activity.”

According to Sung, “Adventure tourism is the sum of the phenomena and relationships arising from the interactions of adventure touristic activities with the natural environment away from the participant’s usual place of residence area and containing elements of risk in which the outcome is influenced by the participation, setting, and the organizer of the tourist’s experience.”

According to UNWTO, “Adventure tourism can be domestic or international, and like all travel, it must include an overnight stay, but not last longer than one year.”

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12.5 Types of Adventure Tourism

Adventure tourism has grown exponentially all over the world in recent years with tourist visiting destinations previously undiscovered. This allows for a new destination to market themselves as truly unique, appealing to those travelers looking for rare, incomparable experience. Adventure tourism includes various activities like caving, hiking, sailing, trekking, etc. Adventure tourism categorized into two categories. These are following as:

1. Hard Adventure

Hard adventure refers to activities with high levels of risk, requiring intense commitment and advanced skills. Hard tourism includes the activities like climbing mountains/rock/ice, trekking, caving etc. Hard adventure activities are highly risked in nature. Professional guide, advance level skills are required to perform these activities. Many tourists died during climbing mountains, caving every day. There is an interesting fact that is for K2, the world’s second highest mountain, for every two people who submit one dies.

2. Soft Adventure

Soft adventure refers to activities with a perceived risk but low levels of risk, requiring minimal commitment and beginning skills; most of these activities are led by experienced guides. Soft tourism includes the activities like backpacking, camping, hiking, kayaking etc. Soft adventure activities are low risk in nature. These activities are led by professional guides. Soft adventure is a popular category in adventure tourism. On average, 25% trips taken from North America and Europe are soft adventure trips.

12.6 Land-based Activities

Land-based activities and industries can affect marine ecosystems in a variety of ways. They can be separated into three broad categories: industrial discharges and emissions; agricultural and forestry run-off and emissions; and municipal wastewater discharge. Land-based activities that occur in or close to marine or coastal areas often have a corresponding impact on the adjacent sea. For example, agricultural activity is often concentrated in coastal regions, although this is not the case for all EEA countries.

There is no limitation of best places for adventure activities in this South Asian beauty. Thanks to its varied landscape, climatic variation and rich biodiversity that altogether make it a dream destination for every thrill seeker.

Bir-Billing

The rolling hills and meadows encircling the villages of Bir and Billing perfectly paint a diorama of pastoral idyll. But what captures your attention is the countless paragliders soaring on the thermals. This region of Himachal Pradesh is considered as one of the finest paragliding destinations in the world.

Rajasthan

It is right to say that hot air balloon rides are new to Indian adventure tourism but still it is steadily becoming a craze among tourists, especially honeymooners and family vacationers. Get a bird's eye view of sand dunes, small villages, and massive forts and palaces of Rajasthan with hot air balloon flights. Jaisalmer, Jodhpur, Pushkar, Jaipur and Ranthambore National Park are the major points to enjoy these rides.

Rishikesh

A very common name but very special! Yes, Rishikesh holds the distinction of being one of the top adventure destinations in India in every aspect. With rafting, cliff jumping, rock climbing, rappelling, camping and many more activities at its disposal, it is the only destination in India where hard-core fans of adventure can have the adrenaline rush of BUNGEE JUMPING.

Bandhavgarh National Park

Whether you prefer an elephant ride or want to spot a big wild cat, wildlife safari in India is something that excites everyone, irrespective of age. But deciding where to go is always a big question? So, head to Umaria district of Madhya Pradesh where Bandhavgarh National Park eagerly waits to welcome wildlife enthusiasts from all across the world.

Ladakh

From strenuous Stok Kangri Trek to easy Sham Valley Trek, it is hard to beat the allure of Ladakh in terms of trekking adventure. Though there are many other trails in Himachal Pradesh and Uttarakhand, yet what distinguishes Ladakh from others are its topographical variations, highly-influencing monasteries circuit and life-surviving experiences.

Thattekad Bird Sanctuary

Gifted with dense deciduous and tropical evergreen forests, small yet beautiful Thattekad Bird Sanctuary is a heaven for bird watchers. Tucked in Kothamangalam in Ernakulam district of Kerala, it is a wonderful place to watch rare endemic avian species including Crimson Backed Sunbird, Rufous Babbler, Malabar Grey Hornbill, Ceylon Bay Owl and Malayan Night Heron.

Dandeli

Located about 125 km from Goa, Dandeli captivates adventure seekers with its distinct aura. Ancient temples, hills and the famous River Kali endow this place with striking scenic views. Along with rappelling, tourists can also try kayaking, fishing, jeep safaris and bird watching at Dandeli in Karnataka.

Sikkim

When it comes to hard-core adventure like mountaineering, it is difficult to overlook the “LAND OF LEPCHAS”. With its mountainous landscape, Sikkim rules the mind of peak conquerors from all over the world. There are Mount Pandim, Mount Thingchinkhang, Mount Jopunu, and of course, the mighty Kangchenjunga to set your pulse racing.

Manali

Mountain Biking is one of the most interesting and exciting adventure activities in India and there is no one to dethrone Manali from its top position of being the best destination to start biking expeditions in the country. There are several exotic routes from Manali to enjoy the untouched beauty of Himalaya.

Meghalaya

If you really want to experience some off-beat adventurous activities then nothing can beat the thrill of cave exploration. And in India, no one can take away the honor of being the “land of beautiful caves” from Meghalaya.

Karnataka

In the varied landscape of India, sheer rock faces can be found in many areas but the ruggedness that captivates the daring attitude of rock climbers can be found only in Karnataka. This South Indian state is gifted with several marvellous rock climbing sites like Madhugiri, Savandurga, Ramanagaram, Hampi, Badami, Thuralli, Kabbal and many more.

Har ki Doon Valley

Conquer your inner fear and reveal the secret that makes Har ki Doon Valley the best hiking destination in India. This cradle-shaped hanging valley gives you golden opportunities to explore and experience the hidden treasure of Garhwal Himalaya. Adorned with wild Himalayan flowers, the valley is also quite popular among trekkers.

Gulmarg

If you really want to inscribe your name in the list of daring souls then Heli-skiing is one such activity that you should try. Fast-blowing wind punching you hard while you step out of a helicopter to jump on the white carpet of snow for skiing, is really daring!!! And so is the location. Yes, Gulmarg is the ultimate place to enjoy heli-skiing adventure in India.

Auli

There are several top destinations in India for skiing but what makes Auli the best are its glittering slopes, clean environment, untouched beauty and high elevation. Auli is placed about 250 km from Rishikesh and is situated high in the hilly areas of Garhwal. The plus point for vacationers is that Auli is also a good point to start few known trekking expeditions in Garhwal region of Uttarakhand like Kuari Pass, Gorson Bugyal, Pangarchulla peak climbing and many more.

Goa

Goa, one of the top tourist destinations in India, is not just a beauty of sea, sun and sand. But there are much more beyond its tagged beaches and party culture. It is a paradise for water sports lovers too and is the best place in India to experience the thrill and fun of jet-skiing, water skiing and parasailing.

Andaman-Snorkelling

Pristine white beaches, turquoise water and amazing underwater life make Andaman one of the best destinations for snorkelling in the world. Beautiful and colourful reefs along with leftovers of ship wrecks are a wealth chest for divers in Andaman Islands. The enthralling Havelock Island is the foremost attraction among 572 islands of Andaman.

Lakshadweep – Scuba Diving

Relatively small in comparison to Andaman Islands but equally fascinating, Lakshadweep group of islands is one among the top choices for scuba divers. Crystal clear water, exotic marine life, natural reefs, blue lagoons and white coral sands together make scuba diving in Lakshadweep a captivating experience.

Kerala – Wind Surfing

Feel the adrenaline rush in your veins with the eternal beauty of Kerala's seaside locations while indulging in windsurfing sport. The cool breezy environment and placid sea make this adventurous water activity quite popular among both domestic and international surfers visiting Kerala.

12.7 Aero-based Activities

Aero sports are a part of most adventure sports, which has gained popularity in India. Aero sports hold a special appeal for those who want to rise above the ordinary level. Air sports are the best adventure sport which should try to experience the thrill in air and breathtaking views of the countryside. As of now, Aero sports are still in its infancy in India. The basic techniques of aero-based activities are hand gliding, launching, turning and landing. India offers excellent locations for all types of flying sports such as paragliding, hang gliding and ballooning. Aerobatics and Gliding are not as much popular, compare to other flying recreational activities in India.

Paragliding

The recreational flying sport, paragliding is a fun, thrill and safe way to experience flight in its simplest form. There are two types of paragliding, single and tandem, with tandem paragliding one can enjoy the thrill of flying without learn it. Many schools and flying clubs in India are offering courses in paragliding and all other aero sports. The main destinations for paragliding in India range from hilly to coastal regions and from planes to desert regions. Sanasar, An undiscovered haven in Jammu is the hub of paragliding in India.

Ballooning

Hot air ballooning is most adventures sports, which can take you to enjoy the great heights in sky. Hot air ballooning as an adventure sport is quite new or still in its infancy in India. The hot air ballooning is adventures, fun, thrill and most exciting way to discover the sky, and have the bird's eye view of the land from a height. Rajasthan, "The Royal State of India" is one of the best destination for Hot air ballooning in India. During Pushkar Camel Fair, hot air ballooning is one of the major attraction of adventures travel of Rajasthan.

Hang Gliding

The extreme open sky hang gliding adventures sports is most exciting and affordable solution for most people who has desire to fly. The extreme Sports can enjoy from great hills flying to the coastal region almost throughout the year. Hang gliding is a unique way to fly solo in air like a bird. There are many great flying locations around India, Kangra Valley and Dharmakot in Himachal Pradesh are one of the famous destinations for hang gliding in India.

Para Motoring

Para motoring is one of the popular aerosports in India. It consists of a frame that combines the light weight 2 stroke engine with a pusher prop strapped on your back. It is also known as powered paragliding. The ultimate adventure come into picture, when you flying over the virgin jungle, mountains, rivers and local villages.

Sky Diving

The most thrill open sky adventures sport is also known as parachuting or parachute jumping. Sky diving is has a very limited scope in India compare to other air sports. Parachuting is the action of exiting an aircraft or jumping off of a tall structure, and returning to earth. The sports authority of Gujarat is in the process of developing the state as a destination for adventure aero sports, especially skydiving. Indian Parachuting Federation which promote and organizes sky diving in India.

12.8 Water-based Activities

Water Sports are perfect for those individuals who want to have fun on or around water. If you are looking for a holiday activity, you can troop to any water location, whether it is a sea, lake, or river, and try any of the water sports around. The most common of all water sports is probably swimming, but there are a lot of water sports worth trying. Some of these were developed only in recent years, as water loving individuals want to experience more challenging sports. Below is a list of Water Sports with their brief descriptions:

1. River Rafting in Rishikesh

Rishikesh is undoubtedly one of the best places for water sports in India (white-water rafting). The gurgling Ganges surrounded by the majestic Himalayas make this water sport even more exciting.

2. Scuba Diving in Andaman

Andaman is one of the favourite destinations for water sports in India (for scuba diving). It is also equally popular among the honeymooners as well as the adventure enthusiasts.

3. Banana Tube Boat Ride in Goa

This is one of the popular water sports in India that you can enjoy together with your friends or family.

4. Wake Boarding in Goa

Goa is among the top destinations offering water sports in India. In fact, Goa offers a wide array of water sports activities, wake boarding being a popular one.

5. Bamboo Rafting in Wayanad

This is an unusual and unique activity that can be categorised as water sports in India. You can try for a calm river experience amongst the spectacular views of Wayanad.

6. Kayaking in Alleppey Backwaters

The backwaters of Kerala are tremendously favourable for kayaking in India. The beautiful views just enhance the experience of kayaking even further. This is thus another of not be missed water sports in India activity.

7. Undersea Walking in Andaman

This is one of the extreme ocean water sports in India (Andaman) that you can enjoy without many complications. You do not even need to know how to swim.

8. Jet Skiing in Goa

Get ready to enjoy the adrenaline rush of this water sports in Goa. Goa is one of the best places in India to enjoy a variety of water sports. There are more than a few water sports in Goa which you can enjoy to quench your thirst for adventure and thrill. You can enjoy sailing, water surfing, fishing and dinghy sailing, among other sports. However, jet skiing in Goa is one of the most cherished water sports of Goa.

9. Glass Bottom Boating in Andaman

Andaman is undoubtedly one of the best places for water sports in India with its countless water sports activities for all the adventure junkies. Glass Bottom Boating is an uncomplicated water sports activity that is done at Jolly Buoy Island.

10. Knee Boarding in Goa

Set your heart thumping with this adventure water sports in India (Goa). Knee boarding also referred as the modern and simple cousin of water skiing and wake-boarding. Delight in this new and thrilling water sport in Goa. The board used for the purpose of knee boarding has slots for holding the knees and this reduces the necessity to focus on balancing the board.

12.9 National Park

A national park is a park in use for conservation purposes. Often it is a reserve of natural, semi-natural or developed land that a sovereign state declares or owns. Although individual nations designate their own national parks differently, there is a common idea: the conservation of 'wild nature' for posterity and as a symbol of national pride.

An international organization, the International Union for Conservation of Nature (IUCN), and its World Commission on Protected Areas (WCPA), has defined "National Park" as its Category II type of protected areas. According to the IUCN, 6,555 national parks worldwide met its criteria in 2006. IUCN is still discussing the parameters of defining a national park.

While this type of national park had been proposed previously, the United States established the first "public park or pleasuring-ground for the benefit and enjoyment of the people", Yellowstone National Park, in 1872. Although Yellowstone was not officially termed a "national park" in its establishing law, it was always termed such in practice and is widely held to be the first and oldest national park in the world. However, the Tobago Main Ridge Forest Reserve (established in 1776), and the area surrounding Bogd Khan Uul Mountain (1778) are seen as the oldest legally protected areas, predating Yellowstone by nearly a century.

12.10 Different National Parks

1. Kaziranga National Park Tourism

Home to the largest population of the one-horned rhino on earth, Kaziranga National Park is one of India's national treasures in terms of flora and fauna. Located in the state of Assam in North-Eastern India, its total area is shared by the districts of Nagaon, Golaghat and Karbi Anglong placing it roughly at the centre of the state. Approximately around five hours by road from Guwahati, Kaziranga National Park stands tall as the epitome of successful wildlife conservation in India. In 1985, it was awarded the status of a World Heritage Site by UNESCO. Lying on the floodplains of the mighty river Brahmaputra, rich vegetation covers almost the entirety of Kaziranga National Park.

Receiving massive amounts of rainfall each year, at times even crossing dangerous levels, this national park is characterized by tall elephant grass, marshlands and tall tropical broadleaf forests. Here, a wide variety of fauna thrives including the one-horned rhino, Asiatic elephants, wild water buffalo, leopards and Royal Bengal Tigers. Kaziranga National Park is also listed officially as a Tiger reserve and is home to one of the world's largest population of tigers.

2. Jim Corbett National Park Tourism

Corbett National Park, set amidst the foothills of Himalayas, houses a variety of flora and fauna including rare ones such as tigers and is a treat for wildlife enthusiasts and photographers. The oldest National Park in India, Jim Corbett National Park was established in 1936 as Hailey National Park and is home to the critically endangered species of the Royal Bengal Tiger. It was the first place where Project Tiger was launched in 1973. Located in Uttarakhand and along the banks of Ramganga River, it is home to around more than 480 species of flora and fauna. Spread over an area of more than 500 sq. km covering riverine belts, hills, marshy depressions, lakes, streams and grasslands. The Park is divided into 5 zones: Bijrani, Dhikala, Jhirna, Domunda and Sonanandi and all of them have different gates. A visit to Corbett National Park is incomplete without a jungle safari. So, make sure you go for a safari. There are many resorts inside the national park for a perfect getaway.

3. Kanha National Park Tourism

Located in a central region of Madhya Pradesh it is the largest National Park in central India and has been ranked as one of the best parks in Asia. Among the 22 species of large mammals, the royal Bengal tigers are a major attraction. One of the Tiger Reserves in India, the present-day area stretches over the 940 sq. km which is divided into two sanctuaries: Hallon and Banjar. The park was established in the year 1955 and has since actively contributed to the preservation of many endangered species. The National Park was taken under the Project Tiger Reserve in 1974. Abundant in flora and fauna, the Kanha National Park houses one of the rarest species of deer – the Barasingha. It is known for the unique Barasingha conversation to save the species that were once on the verge of extinction. Kanha National Park is famous for its wildlife safaris and attracts tourists from all over the world. Other important animals in this park are leopards, wild dogs, wild cats, foxes, sloth bears, hyenas, langurs, wild boars and jackals. Reptiles including pythons, cobras, krait and other varieties of snakes are also found in this National Park.

4. Bandhavgarh National Park Tourism

Formerly a hunting ground for the Maharajas of Rewa, this National Park is world renowned as a tiger reserve. The Bandhavgarh National Park in Madhya Pradesh is a beautiful forest with wildlife

and vegetation in abundance. Bandhavgarh is known to have the highest density of Royal Bengal Tigers in the world and the frequent sightings of royal tigers make this national park a must-visit for all wildlife enthusiasts. In 2012, around 44-49 tigers were living in the park. There are more than 22 species of mammals and 250 species of avifauna.

Among the carnivores, Tigers, Asiatic jackals, foxes, sloth bears, ratels, gray mongoose, striped hyenas, jungle cats and leopards are found here. Deer, monkeys, Wild boars, Nilgai, Chinkara and Gaur are also found here. A jeep safari into the park can take for a ride through adventure and enjoyment. The park got its name from the Bandhavgarh fort situated at the height of 800 m high cliffs nearby. The fort is in ruins now, but an hour trek to the fort is worth it as it provides a generous view of surroundings.

5. Gir National Park Tourism

Gir National Park is the only remaining home for the Asiatic Lions that are almost a definition to this park in Gujarat, which has a lot more to offer. Gir provides you with the unique experience of visiting a place which almost singularly plays a crucial and defining role in the preservation and sustaining of a certain species. The preservation of these lions was initiated by the Nawab of Junagadh when these were just about to enter the phase of extinction due to hunting. Official count said that there were 411 lions in 2010. Also, there are roughly different 2375 species of fauna here with 38 species of mammals, over 300 species of birds, 37 species of reptiles and over 2000 species of insects.

6. Bandipur National Park Tourism

Situated in the state of Karnataka, Bandipur National Park was once the hunting grounds of the Maharaja of Mysore. It was later established as a reserve in 1974 under project tiger and these deciduous forests rich in wildlife have become a popular tourist attraction since then. It is 80 km from Mysore enroute Ooty which is a popular tourist destination in Tamil Nadu. Due to a lot of wildlife casualties due to speeding vehicles, a ban on traffic between 9 pm to 6 am has been established to ensure the safety of the animal population. Spread over 874 sq. km and replete with a wide range of beautiful wildlife and multitudes of teak and sandalwood trees, this is the first Biosphere Reserve of the country. Neighbors with the Nagarhole and the Wayanad Wildlife sanctuaries, and at a distance of a few minutes from the Mudumalai National Park, the park is home to a number of endangered species. Situated in Nilgiris, the area is the habitat for a number of animals such as elephants, hornbills, deers, pythons, sloth bears, pythons, panthers, etc.

7. Sundarbans Tourism

Known for hosting the biggest mangrove forests in the world, Sundarbans National Park is located in West Bengal, India. It is also a Tiger Reserve and a Biosphere reserve that provides a complete nature's circle to the tourist right from 'Royal Bengal Tigers' to roaring rivers and beautiful estuaries. Sundarbans National Park is a part of Sundarban delta that is covered with Mangrove Forest and the largest population of the Bengal Tigers. It is a UNESCO world heritage site with a large variety of birds and reptiles including salt-water crocodile.

Shared between India and Bangladesh, the Sundarbans meaning beautiful forest, have been declared a UNESCO heritage site. This area has a silent charm that manages to amaze one with the simplicity and naturalness of its ecological balance in spite of offering habitat to some of the most dynamic and awe-inspiring flora and fauna. They are, in fact, the last remaining stands of the mighty jungles which once covered the Gangetic plain and the sustainability of this natural structure is pretty majestic. Since 1966, the Sundarbans have been a wildlife sanctuary, and it is estimated that there are over 400 Royal Bengal Tigers and about 30,000 spotted deer in the area.

This forest has the largest number of Sundari trees. Sundarbans epitomize wilderness with its meandering rivers, springs, creeks and estuaries. It is a declared Tiger Reserve, home to the Royal Bengal Tiger – an almost extinct species who swim in the saline water and are often man-eating varieties.

Other endangered species in the Bioreserve are Batagur baska, King Crabs, Olive Ridley and Turtle. You can also find the jungle fowl, giant lizards, spotted deer, wild boar and crocodiles in these forests. The Siberian ducks are another famous attraction here. Besides this, there are over 64 varieties of Mangroves such as Goran, Genwa, Dhundal, Garjan, Kankra, Sundari and Passur. Make sure to hit the Nilkamalor Hiron Point and Katka viewpoints that offer fantastic views of animals in the wilderness. Also, enjoy the mud-flats called Chargheri Char where you can enjoy coastal trekking.

12.11 Sanctuary

Ranganathittu Bird Sanctuary (also known as Pakshi Kashi of Karnataka) is a bird sanctuary in the Mandya District of the state of Karnataka in India. It is the largest bird sanctuary in the state, 40 acres (16 ha) in area, and comprises six islets on the banks of the Kaveri river. Ranganathittu is located 3 km from the historic town of Srirangapattana and 16 kilometres (9.9 mi) north of Mysore. The sanctuary attracted about 3 lakh visitors during 2016-17.

Ranganathittu's islets were formed when an embankment across the Kaveri river was built between 1645 and 1648 by the then king of Mysore, Kanteerava Narasimharaja Wadiyar. These islets, originally numbering 25, soon started attracting birds. The ornithologist Salim Ali observed that the islets formed an important nesting ground for a large variety of birds, and persuaded the king of Mysore to declare the area a protected area in 1940. The sanctuary is currently maintained by the Forest Department of Karnataka and efforts are ongoing to improve the sanctuary, including purchasing nearby private land to expand the protected area. In 2014, around 28 sq. km around the sanctuary was declared as an eco-sensitive zone, meaning that certain commercial activities cannot take place without the government's permission.

The sanctuary with its islets experience heavy flooding during certain rainy seasons when water is released from Krishna Raja Sagara dam upstream, due to heavy rains. During heavy flooding, boating is suspended and tourists are allowed to watch the nesting birds from a distance. Frequent flooding has also damaged some portions of three islands over past few decades.

12.12 Famous Sanctuaries in India

1. Vedanthangal Bird Sanctuary

This popular bird sanctuary around Bengaluru is in Kanchipuram district of Tamil Nadu. The villagers in the region are fiercely protective of the birds and use their droppings as fertilizer for their crops. In fact, during the British period, the villagers got an order from the British Collector, preventing the British troops from harming the birds. Some of the birds that you can spot include the Garganeys, Grey Pelicans and Glossy Ibises.

2. Mandagadde Island

This bird sanctuary is in Shimoga, Karnataka. In the midst of the mighty Tunga river, it is just a short distance from the Gajanur Dam. During the peak season, one can expect to see as many as five thousand species of birds. One can find birds such as the Median Egret, Darter and Little cormorant. The best time to visit is in the month of May when the migratory birds come to mate.

3. Madiwala Lake

This well-maintained lake spans an impressive 114 hectares. One can find the spot-billed pelican, which is known to migrate smaller distances and can be found as far as Sri Lanka.

4. Gudavi Bird Sanctuary

This bird sanctuary is in Shimoga, Karnataka. During the monsoon, one can find birds from all over the world finding a haven in the dense forests of Malnad. Some of the bird species you can see include the Night Heron and Little Grebe.

5. Attiveri Reservoir

This bird sanctuary is near Mungod village in Uttara Kannada. The Barn swallow, a migratory bird that is found in the northern parts of Europe and Asia, is common here. Some of the other birds that can be found include Cattle Egret, Eurasian Spoonbill and White Throated Kingfishers.

6. Magadi Tank

This bird sanctuary is in Gadag district, Karnataka. Some of the species that can be found here include Oriental Ibis, Brahmini Duck and Grey Heron. The sanctuary is noted for its population of the Bar-headed Goose, which makes its journey all the way from Central Asia.

7. Hebbal Lake

Located on the northern outskirts of the city, the lush greenery and islands that dot the lake attract birds from around the vicinity.

In true nature loving fashion of Kannadigas, the lake was created by the founder of Bangalore, Kempe Gowda. Apart from hosting Kingfishers, Grey Herons and Painted Storks, the lake also plays host to migratory birds from as far as Siberia.

8. Nandi Hills

This popular tourist spot is in the Chikkaballapur district, Karnataka. It is the source of the rivers Arkavathym, Palar and Ponnaiyar, giving the birds a constant supply of water.

Some of the birds that you can spot here include the Asian Paradise Flycatcher, Blue Capped Rock Thrush and the Peregrine Falcon.

9. Lal Bagh Botanical Gardens

Located in the inner limits of the city, Lal Bagh is well known for bird spotting and even has bird clubs. The lush greenery and lake attract birds such as the Black Pelican, Brahminy Kite and Purple Herons.

10. Kokrebellur Village

This village is located in the Mandya district of Karnataka. Apart from Black Ibis and the Indian Pond Heron, one can gaze upon the Painted Stork, which is native to the region. It is said that the villagers share a special bond with the birds and you can see the bird dung being used as manure.

11. Pulicat Lake

This bird sanctuary is in Nellore district, Andhra Pradesh. Some of the birds that you can find here include Kites, Painted Storks and Egrets. However, the place is most noted for its population of Greater Flamingos.

12. Kaggaladu Bird Sanctuary

This bird sanctuary is home to grey herons and painted storks here. Just like the residents of Kokrebellur, the villagers from this locality are avid bird lovers.

You can see the trees on which they are perched, are left undisturbed with plenty of tamarinds. This non-interference is a way of the locals showing the birds that they respect their habitat.

13. Ranganathittu Bird Sanctuary

This bird sanctuary is a testament to the intimate relationship of Kannadigas with nature. It was built by the king of Mysore in 1648. It is the largest bird sanctuary in the state and is on the banks of the Kaveri river.

14. Nelapattu Bird Sanctuary

This sanctuary is located in the Nellore district of Tamil Nadu. It houses some near threatened species such as the Spot-billed Pelican, which has become extinct in countries like the Philippines. Some of the other bird species that can be spotted include the Spoon Bill, Little Cormorant, Painted Stork and the White Ibis.

12.13 Summary

The World Travel and Tourism Council have stated that the tourism sector in India has generated around ₹ 15.24 lakh crore, which was 9.4% of India's total GDP the last year. As per the organization, the sector created 41.622 million jobs which form 8% of the total generated employment. The sector is also one of the leading foreign exchange earners for the Indian economy. The tourism sector is witnessing some new trends that are supplementing the established trends in the sector. These include solo trips, road trips, pocket-friendly travelling, and wellness tourism. These trends are expanding the horizon of the tourism industry in India and generating newer avenues for revenue creation.

Tourism involves the management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attract tourists to travel to particular destinations. This is a prominent trend that is gaining popularity among a large section of new-age travellers. People are looking out for newer destinations for a short trip with minimum expenses. It is now much easier to travel as resources and connectivity has increased substantially. Today's travellers are increasingly looking for destinations within a 200-300 km radius and planning short vacations spanning across two to three days.

Adventure tourism is defined as the movement of the people from one to another place outside their comfort zone for exploration or travel to remote areas, exotic and possibly hostile areas. Adventure tourism is a type of tourism in which tourist do some adventures activities like as skydiving, hill climbing and scuba diving. Adventure tourism is very popular among young age tourists. Adventure tourism gains much of its excitement by allowing the tourists to step outside their comfort zone. This may be from experiencing cultural shock or through the performance of acts that required some degree of risk (real or perceived) and physical danger. Adventure travel is a leisure activity that takes place in an unusual, exotic and remote or wilderness destination. It tends to be associated with high levels of activity by the participant, most of it outdoors. Adventure travelers expect to experience various levels of risk, excitement, and tranquility and be personally tested. In particular, they are explorers of unspoiled, exotic parts of the planet and also seek personal challenges.

Humans are traveling from ancient time for the searching for foods, and for many survival reasons. Humans have been engaging in adventurous travel for hundreds of year via exploration. People traveled in ancient time for exploration of sea roots, new destination, or even a new country. However, commercial adventure travel is a new phenomenon, in which travelers hire a professional guide to provide a range of technical support and equipment, as well as cultural and nature interpretation.

Adventure tourism has grown exponentially all over the world in recent years with tourist visiting destinations previously undiscovered. This allows for a new destination to market themselves as truly unique, appealing to those travelers looking for rare, incomparable experience. Adventure tourism includes various activities like caving, hiking, sailing, trekking, etc.

Hard adventure refers to activities with high levels of risk, requiring intense commitment and advanced skills. Hard tourism includes the activities like climbing mountains/rock/ice, trekking, caving etc. Hard adventure activities are highly risked in nature. Professional guide and advance level skills are required to perform these activities. Many tourists died during climbing mountains, caving every day. There is an interesting fact that is for K2, the world's second highest mountain, for every two people who submit one dies.

Soft adventure refers to activities with a perceived risk but low levels of risk, requiring minimal commitment and beginning skills; most of these activities are led by experienced guides. Soft tourism includes the activities like backpacking, camping, hiking, kayaking, etc. Soft adventure activities are low risk in nature. These activities are led by professional guides. Soft adventure is a popular category in adventure tourism. On average, 25% trips taken from North America and Europe are soft adventure trips.

Land-based activities and industries can affect marine ecosystems in a variety of ways. They can be separated into three broad categories: industrial discharges and emissions; agricultural and forestry run-off and emissions; and municipal wastewater discharge. Land-based activities that occur in or close to marine or coastal areas often have a corresponding impact on the adjacent sea. For example, agricultural activity is often concentrated in coastal regions, although this is not the case for all EEA countries.

Land-based industries can also have indirect effects on the marine environment through discharges into the water or atmospheric emissions. For example, industrial activities around the world contribute to global carbon emissions and climate change, which indirectly affect the health and resilience of marine ecosystems and species. The negative environmental impacts of some industrial sectors have decreased in recent decades. Improvements are mainly due to stricter regulation, gains in efficiency and a move away from toxic pollutants. Despite modest improvements in some sectors such as agriculture, land-based activities as a whole continue to be responsible for much of the pollution in the marine environment.

Aero sports are a part of most adventure sports, which has gained popularity in India. Aero sports hold a special appeal for those who want to rise above the ordinary level. Air sports are the best adventure sport which should try to experience the thrill in air and breathtaking views of the countryside. As of now, Aero sports are still in its infancy in India. The basic techniques of hang gliding, launching, turning, landing. India offers excellent locations for all types of flying sports such as paragliding, hang gliding and ballooning. Aerobatics and Gliding are not as much popular, compare to other flying recreational activities in India.

12.14 Key Words/Abbreviations

- **Adventure Tourism:** Adventure tourism is defined as the movement of the people from one to another place outside their comfort zone.
- **Hard Adventure:** Hard adventure refers to activities with high levels of risk, requiring intense commitment and advanced skills.

- **Soft Adventure:** Soft adventure refers to activities with a perceived risk but low levels of risk.
- **Land-based Activities:** Land-based activities and industries can affect marine ecosystems in a variety of ways.
- **Aero-based Activities:** Aero sports are a part of most adventure sports, which has gained popularity in India.
- **Water-based Activities:** Water Sports are perfect for those individuals who want to have fun on or around water.
- **National Park:** A national park is a park in use for conservation purposes.
- **Sanctuary:** Ranganathittu Bird Sanctuary (also known as Pakshi Kashi of Karnataka), is a bird sanctuary in the Mandya District of the state of Karnataka in India.

12.15 Learning Activity

1. You are suggested to prepare a project report on “Adventure Tourism in India”.

2. You are required to build a team of 5 members and prepare a report on “Land-based Tourism activities in India”.

12.16 Unit End Exercises

Descriptive Type Questions

1. Discuss the emerging forms of Tourism.
2. What is Adventure Tourism? Discuss the history of Adventure Tourism.
3. Explain the various types of Adventure Tourism.
4. Explain the importance of Adventure Tourism.
5. Discuss in details about land-based activities in India.

6. Explain the Aero-based Activities.
7. Discuss about Water-based Activities.
8. What is National Park? Discuss about different national parks in India.
9. What is Sanctuary? Explain the famous sanctuaries in India.

Multiple Choice Questions

1. What is defined as the movement of the people from one to another place outside their comfort zone for exploration or travel to remote areas, exotic and possibly hostile areas?

(a) Adventure Tourism	(b) Land-based activities
(c) Water-based Activities	(d) All the above
2. Which of the following is the type of Adventure Tourism?

(a) Hard Adventure	(b) Soft Adventure
(c) Both (a) and (b)	(d) None of the above
3. Which of the following is not the Land-based Activity?

(a) Rishikesh	(b) Bandhavgarh National Park
(c) Ballooning	(d) Thattekad Bird Sanctuary
4. Which of the following is not the Aero-based Activity?

(a) Paragliding	(b) Bandhavgarh National Park
(c) Ballooning	(d) Sky Diving
5. When the Jim Corbett National Park was established?

(a) 1936	(b) 1940	(c) 1954	(d) 1923
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Answers:

1. (a), 2. (c), 3. (c), 4. (b), 5. (a)

12.17 References

References of this unit have been given at the end of the book.



UNIT 13 ALTERNATE TOURISM PRODUCT - I

Structure

- 13.0 Learning Objective
- 13.1 Introduction
- 13.2 Alternate Tourism Product
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- 13.5 Meaning of Rural Tourism
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- 13.7 Types of Rural Tourism
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13.0 Learning Objective

After studying this unit, you will be able to:

- Explain concepts of rural tourism
- Describe the concepts of medical tourism

13.1 Introduction

India's states and territories offer a vast monarchy of unconventional travel opportunities. Alternative Tourism includes package tours and individual tourist services. Tourism in natural environments, ecotourism, outdoors and adventure including biking, horseback riding, skiing, snow shoeing, rafting, diving, caving and hiking. Alternative tourism combines tourist products or individual tourist services, different from mass tourism by means of supply, organization and the human resources involved. It is often referred to as “trendy,” replacing other semantically terms such as “different” or “other tourism”. Other examples of different terms include “intelligent” or “motivated tourism”. In addition, “anti-tourism” or “participative tourism” are some others. That was just to name few of them.

13.2 Alternate Tourism Product

Alternative Tourism involves travel that is personal and authentic and encourages interaction with the local environment, people and communities. Alternative Tourism includes package tours and individual tourist services in the following areas:

- Nature-based Tourism:** Tourism in natural environments, ecotourism, outdoors and adventure including biking, horseback riding, skiing, snow shoeing, rafting, diving, caving and hiking.
- Culture Tourism:** rural, cultural heritage, ethnic, religious, wine, cuisine, music, arts and crafts.

Many people choose Alternative Tourism because they are nature lovers and they want to preserve nature. They like to experience their travel according to their taste and preferences. Travelers can get in touch with local culture and traditions and on the top of that they will visit beautiful nature and fresh and clean.

13.3 Various Alternate Tourism Products

The various alternate tourism products are as follows:

1. Trekking

Backpacking is the outdoor recreation of carrying gear on one's back, while hiking for more than a day. It is often but not always an extended journey, and may or may not involve camping outdoors.

2. Biking

Biking, or bicycling, is the use of bicycles for transport, recreation, exercise or sport. People engaged in cycling are referred to as “cyclists”, “bikers”, or less commonly, as “bicyclists”. Apart from two-wheeled bicycles, “cycling” also includes the riding of unicycles, tricycles, quadracycles, recumbent and similar human-powered vehicles (HPVs). Bicycles were introduced in the 19th century and now number approximately one billion worldwide. They are the principal means of transportation in many parts of the world. Cycling is widely regarded as a very effective and efficient mode of transportation optimal for short to moderate distances. Bicycles provide numerous benefits in comparison with motor vehicles, including the sustained physical exercise involved in cycling, easier parking, increased maneuverability, and access to roads, bike paths and rural trails. Cycling also offers a reduced consumption of fossil fuels, less air or noise pollution, and much reduced traffic congestion. These lead to less financial cost to the user as well as to society at large (negligible damage to roads, less road area required). By fitting bicycle racks on the front of buses, transit agencies can significantly increase the areas they can serve.

3. Snowshoeing

Snowshoe running, or snowshoeing, is a winter sport practiced with snowshoes, which is governed by World Snowshoe Federation (WSSF) founded in 2010, which until 2015 had its name International Snowshoe Federation (ISSF). The snowshoes running is part of the Special Olympics and Arctic Winter Games programs.

4. Rafting

Rafting and whitewater rafting are recreational outdoor activities which use an inflatable raft to navigate a river or other body of water. This is often done on whitewater or different degrees of rough water. Dealing with risk and the need for teamwork is often a part of the experience.

This activity as an adventure sport has become popular since the 1950s, if not earlier, evolving from individuals paddling 10 ft (3.0 m) to 14 ft (4.3 m) rafts with double-bladed paddles or oars to multi-person rafts propelled by single-bladed paddles and steered by a person at the stern, or by the use of oars.

Rafting on certain sections of rivers is considered an extreme sport and can be fatal, while other sections are not so extreme or difficult. Rafting is also a competitive sport practiced around the world which culminates in a world rafting championship event between the participating nations. The International Rafting Federation, often referred to as the IRF, is the worldwide body which oversees all aspects of the sport.

5. Diving

Underwater diving, as a human activity, is the practice of descending below the water's surface to interact with the environment. Immersion in water and exposure to high ambient pressure have physiological effects that limit the depths and duration possible in ambient pressure diving. Humans are not physiologically and anatomically well adapted to the environmental conditions of diving, and various equipment has been developed to extend the depth and duration of human dives, and allow different types of work to be done.

In ambient pressure diving, the diver is directly exposed to the pressure of the surrounding water. The ambient pressure diver may dive on breath-hold, or use breathing apparatus for scuba diving or surface-supplied diving, and the saturation diving technique reduces the risk of decompression sickness (DCS) after long-duration deep dives. Atmospheric diving suits (ADS) may be used to isolate the diver from high ambient pressure. Crewed submersibles can extend depth range, and remotely controlled or robotic machines can reduce risk to humans.

The environment exposes the diver to a wide range of hazards, and though the risks are largely controlled by appropriate diving skills, training, types of equipment and breathing gases used depending on the mode, depth and purpose of diving, it remains a relatively dangerous activity. Diving activities are restricted to maximum depths of about 40 m (130 ft) for recreational scuba diving, 530 m (1,740 ft) for commercial saturation diving, and 610 m (2,000 ft) wearing atmospheric suits. Diving is also restricted to conditions which are not excessively hazardous, though the level of risk acceptable can vary.

6. Caving

Caving also known as spelunking in the United States and Canada and potholing in the United Kingdom and Ireland is the recreational pastime of exploring wild cave systems (as distinguished



from show caves). In contrast, speleology is the scientific study of caves and the cave environment. The challenges involved in caving vary according to the cave being visited; in addition to the total absence of light beyond the entrance, negotiating pitches, squeezes, and water hazards can be difficult. Cave diving is a distinct, and more hazardous, sub-speciality undertaken by a small minority of technically proficient cavers. In an area of overlap between recreational pursuit and scientific study, the most devoted and serious-minded cavers become accomplished at the surveying and mapping of caves and the formal publication of their efforts. These are usually published freely and publicly, especially in the UK and other European countries, although in the US, these are generally private.

7. Climbing

Climbing is the activity of using one's hands, feet, or any other part of the body to ascend a steep topographical object. It is done for locomotion, recreation and competition, and within trades that rely on ascension; such as emergency rescue and military operations. It is done indoors and out, on natural and man-made structures. Professional mountain guides or rock climbing guides, such as members of the IFMGA, have been known to be a historically significant element of developing the popularity of the sport in the natural environment, and remain so today.

8. Horseback Riding

Horses are trained and ridden for practical working purposes, such as in police work or for controlling herd animals on a ranch. Some popular forms of competition are grouped together at horse shows where horses perform in a wide variety of disciplines. Horses (and other equids such as mules) are used for non-competitive recreational riding such as fox hunting, trail riding, or hacking. There is public access to horse trails in almost every part of the world; many parks, ranches, and public stables offer both guided and independent riding. Horses are also used for therapeutic purposes both in specialized para-equestrian competition as well as non-competitive riding to improve human health and emotional development. Horses are also driven in harness racing, at horse shows, and in other types of exhibition such as historical reenactment or ceremony, often pulling carriages. In some parts of the world, they are still used for practical purposes such as farming.

13.4 Rural Tourism

Rural tourism focuses on actively participating in a rural lifestyle. It can be a variant of ecotourism. Many villages can facilitate tourism because many villagers are hospitable and eager to welcome (and sometime even host) visitors. Agriculture is becoming highly mechanized and therefore, requires less manual labor. This trend is causing economic pressure on some villages, which in turn

causes young people to move to urban areas. There is however, a segment of the urban population that is interested in visiting the rural areas and understanding the lifestyle.

13.5 Meaning of Rural Tourism

Rural tourism may be defined as the movement of people from their normal place of residence to rural areas for a minimum period of twenty-four hours to the maximum of six months for the sole purpose of leisure and pleasure. Rural tourism refers to all tourism activities in a rural area.

13.6 Principles of Rural Tourism

The principles of Rural Tourism are as follows:

- (a) To minimize impact of rapid urban development
- (b) To build environmental and cultural awareness and respect
- (c) To provide positive experiences for both visitors and hosts
- (d) To provide direct financial benefit for conservation
- (e) To provide financial benefits and empowerment for local people
- (f) To raise sensitivity to host countries' political, environmental, and social climate.

13.7 Types of Rural Tourism

The types and forms of rural tourism are as follows:

1. **Agritourism:** Although often used to describe all tourism activities in rural areas, more frequently either term relates to tourism products which are 'directly connected with the agrarian environment, agrarian products or agrarian stays': staying at farm, whether in rooms or camping, educational visits, meals, recreational activities, and the sale of farm product or handicrafts.
2. **Farm Tourism:** Explicitly farm-related and most usually associated with tourism involving staying in farm accommodation and seeking experiences from farm operations and attractions.
3. **Wilderness and Forest Tourism:** Tourist explores the wilderness and natural beauty of the rural area. It may be implicitly included within notions of rural tourism, or they may be regarded as separate. In wilderness and forest tourism, tourists travel to the natural habitat of plants and animals. It mostly encompasses non-consumptive interactions with wildlife

and nature, such as observing and photographing animals in their natural habitats. Wilderness and forest tourism includes various tourism activities such as wild photography, safari, bird watching, trekking, hiking, etc.

4. **Green Tourism:** Green tourism refers to tourism in the countryside or green areas. It is more commonly used to describe forms of tourism that are considered to be more environmentally friendly than traditional, mass tourism. In rural areas, green tourism is an important form of rural tourism.

Green tourism is portrayed as an approach to tourism development which seeks to develop a symbiotic relationship with the physical and social environment on which it depends and implicitly seeks to attain sustainability ideals.

5. **Ecotourism:** It is a form of nature tourism (tourism to natural, unspoiled areas) which assumes active promotion of environmental conservation and direct benefits for local societies and cultures, together with the provision for tourists of a positive, educative experience. Ecotourism is a group of sustainable tourism activities occurred in the natural environment.

13.8 Importance of Rural Tourism

Rural tourism is an important form of tourism sector which plays an important role and gives many benefits to rural areas community. When tourists travel to rural areas, they support the local economy and helps in various ways. Rural tourism helps in the development of rural areas and living standards of host communities. Some importance and benefits of rural tourism are as follows:

- (a) It provides a source of new, alternative or supplementary income and employment in rural areas.
- (b) Rural tourism spurs infrastructure development in rural areas.
- (c) It helps to reduce gender and other social power.
- (d) It encourages collective community.
- (e) It reinvigorates local culture.
- (f) It instils the sense of local pride, self-esteem and identity
- (g) It contributes to conservation and protection.
- (h) It increases the living standards of the local community.

- (i) It assists refurbishment and reuse of abandoned properties.
- (j) It provides opportunities for retaining population in areas that might otherwise experience depopulation.
- (k) It enables the areas to be repopulated.

13.9 Characteristics of Rural Tourism in India

The characteristics of Rural Tourism in India can be summarized as follows:

1. The tourism activity took place in the country side and community participation or initiative is prerequisite.
2. It incorporates different forms of tourism and is multi-faceted.
3. Architecture of village is promoted by locally providing accommodation and food should be served. More focus is on that accommodation should be clean, pest controlled and hygienic.
4. A tourist shopping centre can be opened so that a tourist can purchase local products like food, tea, honey, fruits, painted pottery, carpets, traditional embroideries, etc.
5. Locally available traditional transportation is used like tractor, bicycle, bullock cart, etc.
6. The focus of Rural Tourism must be on something to see, something to do and something to buy.
7. Tour to production centre like fruit gardens (mango, grapes, poultry, dairy farm, etc.) and visit to local facilities like gram panchayat, school, village, river, tube well, different types of trees, old religious places and museums.
8. Family and village games like gilli danda, kabaddi, kushti, high jump, long jump, etc. is organized and evening entertainment is provided like campfire, rural folk dance, local songs like kajari, biraha, etc.
9. Prime beneficiary are local people who are trained professionally to provide who are trained professionally to provide complete package to rural tourist. Local and district administration's support is pre-requisite.
10. Rural tourist should be educated to act "Responsibility" and should respect human and natural heritage of host community. Tourist should be sensitized towards cultural values, social norms and traditions.

13.10 Medical Tourism

Medical tourism refers to people traveling abroad to obtain medical treatment. In the past, this usually referred to those who traveled from less developed countries to major medical centers in highly developed countries for treatment unavailable at home. However, in recent years it may equally refer to those from developed countries who travel to developing countries for lower-priced medical treatments. The motivation may be also for medical services unavailable or non-licensed in the home country: There are differences between the medical agencies (FDA, EMA, etc.) worldwide, whether a drug is approved in their country or not. Even within Europe, although therapy protocols might be approved by the European Medical Agency (EMA), several countries have their own review organizations (i.e., NICE by the NHS) in order to evaluate whether the same therapy protocol would be “cost-effective”, so that patients face differences in the therapy protocols, particularly in the access of these drugs, which might be partially explained by the financial strength of the particular health system.

Medical tourism most often is for surgeries (cosmetic or otherwise) or similar treatments, though people also travel for dental tourism or fertility tourism. People with rare conditions may travel to countries where the treatment is better understood. However, almost all types of health care are available, including psychiatry, alternative medicine, convalescent care, and even burial services.

Health tourism is a wider term for travel that focuses on medical treatments and the use of healthcare services. It covers a wide field of health-oriented, tourism ranging from preventive and health-conductive treatment to rehabilitation and curative forms of travel. Wellness tourism is a related field.

13.11 Medical Tourism in India

Medical tourism is a growing sector in India. India is becoming the second medical tourism destination after Thailand. Chennai is regarded as “India’s Health City” as it attracts 45% of health tourists visiting India and 40% of domestic health tourists.

India’s medical tourism sector was expected to experience an annual growth rate of 30% from 2012, making it a \$2 billion industry by 2015.

In August 2019, the Indian government made it easier for foreigners to receive medical treatment without necessarily applying for a medical visa. These initiatives by Indian government will help Medical Tourism market to reach around \$9 billion in 2020. Furthermore, the major reason for

foreign tourist to choose India is because it boasts 38 hospitals accredited by the Joint Commission International.

As medical treatment costs in the developed world balloon with the United States leading the way, more and more Westerners are finding the prospect of international travel for medical care increasingly appealing. An estimated 150,000 of these travel to India for low-priced healthcare procedures every year.

India is increasingly becoming popular with Africans seeking medical treatment overseas, because of its highly qualified doctors and state-of-the-art equipment, and the treatments are approved by the World Health Organization (WHO) and the US Food and Drug Administration. Many patients from Africa prefer Apollo and Medobal healthcare, which are headquartered in Chennai in India's state of Tamil Nadu. Cosmetic surgery, bariatric surgery, knee cap replacements, liver transplants, and cancer treatments are some of the most sought out medical tourism procedures chosen by foreigners.

13.12 Advantages of Medical Tourism in India

The advantages of Medical Tourism in India are as follows:

Cost

Most estimates found that treatment costs in India start at around one-tenth of the price of comparable treatment in the United States or the United Kingdom. The most popular treatments sought in India by medical tourists are alternative medicine, bone-marrow transplant, cardiac bypass, eye surgery and hip replacement.

Quality of Care

India has 39 JCI accredited hospitals. However, for a patient traveling to India, it is important to find the optimal doctor-hospital combination. After the patient has been treated, the patient has the option of either recuperating in the hospital or at a paid accommodation nearby. Many hospitals also give the option of continuing the treatment through telemedicine.

The city of Chennai has been termed "India's health capital". Multi- and super-specialty hospitals across the city bring in an estimated 150 international patients every day. Chennai attracts about 45% of health tourists from abroad arriving in the country and 30% to 40% of domestic health tourists. Factors behind the tourists inflow in the city include low costs, little to no waiting period, and facilities offered at the specialty hospitals in the city. The city has an estimated 12,500 hospital beds,

of which only half is used by the city's population with the rest being shared by patients from other states of the country and foreigners. Dental clinics have attracted dental care tourism to Chennai.

Ease of Travel

The government has removed visa restrictions on tourist visas that required a two-month gap between consecutive visits for people from Gulf countries which is likely to boost medical tourism. A visa-on-arrival scheme for tourists from select countries has been instituted which allows foreign nationals to stay in India for 30 days for medical reasons. In 2016, citizens of Bangladesh, Afghanistan, Maldives, Republic of Korea and Nigeria availed the most medical visas.

Language

Despite India's diversity of languages, English is an official language and is widely spoken by most people and almost universally by medical professionals. In Noida, a number of hospitals have hired language translators to make patients from Balkan and African countries feel more comfortable while at the same time helping in the facilitation of their treatment. A large number of medical tourism companies are facilitating foreigners, especially patients from Arabic-, Russian-, English- and Bangla-speaking countries.

13.13 Summary

India's states and territories offer a vast monarchy of unconventional travel opportunities. Alternative Tourism includes package tours and individual tourist services. Tourism in natural environments, ecotourism, outdoors and adventure including biking, horseback riding, skiing, snow shoeing, rafting, diving, caving and hiking. Alternative tourism combines tourist products or individual tourist services, different from mass tourism by means of supply, organization and the human resources involved.

Alternative tourism involves travel that is personal and authentic and encourages interaction with the local environment, people and communities. Hiking is the preferred term, in Canada and the United States, for a long, vigorous walk, usually on trails (footpaths), in the countryside, while the word walking is used for shorter, particularly urban walks. The word hiking is also often used along with rambling (a slightly old-fashioned term), hillwalking, and fell walking (a term mostly used for hillwalking in northern England). The term bushwalking is endemic to Australia, having been adopted by the Sydney Bush Walkers' Club in 1927. Dynamic walk or hike is called tramping. It is a popular activity with numerous hiking organizations worldwide, and studies suggest that all forms of walking have health benefits.



Backpacking is the outdoor recreation of carrying gear on one's back, while hiking for more than a day. It is often but not always an extended journey, and may or may not involve camping outdoors.

Biking, or bicycling, is the use of bicycles for transport, recreation, exercise or sport. People engaged in cycling are referred to as "cyclists", "bikers", or less commonly, as "bicyclists". Apart from two-wheeled bicycles, "cycling" also includes the riding of unicycles, tricycles, quadra cycles, recumbent and similar human-powered vehicles (HPVs). Bicycles were introduced in the 19th century and now number approximately one billion worldwide. They are the principal means of transportation in many parts of the world. Cycling is widely regarded as a very effective and efficient mode of transportation optimal for short to moderate distances. Bicycles provide numerous benefits in comparison with motor vehicles, including the sustained physical exercise involved in cycling, easier parking, increased maneuverability, and access to roads, bike paths and rural trails. Cycling also offers a reduced consumption of fossil fuels, less air or noise pollution, and much reduced traffic congestion. These lead to less financial cost to the user as well as to society at large (negligible damage to roads, less road area required). By fitting bicycle racks on the front of buses, transit agencies can significantly increase the areas they can serve.

Snowshoe running, or snowshoeing, is a winter sport practiced with snowshoes, which is governed by World Snowshoe Federation (WSSF) founded in 2010, which until 2015 had its name International Snowshoe Federation (ISSF). The snowshoes running is part of the Special Olympics and Arctic Winter Games programs.

Rafting and whitewater rafting are recreational outdoor activities which use an inflatable raft to navigate a river or other body of water. This is often done on whitewater or different degrees of rough water. Dealing with risk and the need for teamwork is often a part of the experience.

This activity as an adventure sport has become popular since the 1950s, if not earlier, evolving from individuals paddling 10 ft (3.0 m) to 14 ft (4.3 m) rafts with double-bladed paddles or oars to multi-person rafts propelled by single-bladed paddles and steered by a person at the stern, or by the use of oars.

Rafting on certain sections of rivers is considered an extreme sport and can be fatal, while other sections are not so extreme or difficult. Rafting is also a competitive sport practiced around the world which culminates in a world rafting championship event between the participating nations. The International Rafting Federation, often referred to as the IRF, is the worldwide body which oversees all aspects of the sport.

Underwater diving, as a human activity, is the practice of descending below the water's surface to interact with the environment. Immersion in water and exposure to high ambient pressure have physiological effects that limit the depths and duration possible in ambient pressure diving. Humans are not physiologically and anatomically well adapted to the environmental conditions of diving, and various equipment has been developed to extend the depth and duration of human dives, and allow different types of work to be done.

Caving also known as spelunking in the United States and Canada and potholing in the United Kingdom and Ireland is the recreational pastime of exploring wild cave systems (as distinguished from show caves). In contrast, speleology is the scientific study of caves and the cave environment. The challenges involved in caving vary according to the cave being visited; in addition to the total absence of light beyond the entrance, negotiating pitches, squeezes, and water hazards can be difficult. Cave diving is a distinct, and more hazardous, sub-speciality undertaken by a small minority of technically proficient cavers. In an area of overlap between recreational pursuit and scientific study, the most devoted and serious-minded cavers become accomplished at the surveying and mapping of caves and the formal publication of their efforts. These are usually published freely and publicly, especially in the UK and other European countries, although in the US, these are generally private.

Climbing is the activity of using one's hands, feet, or any other part of the body to ascend a steep topographical object. It is done for locomotion, recreation and competition, and within trades that rely on ascension; such as emergency rescue and military operations. It is done indoors and out, on natural and man-made structures. Professional mountain guides or rock climbing guides, such as members of the IFMGA, have been known to be a historically significant element of developing the popularity of the sport in the natural environment, and remain so today.

Horses are trained and ridden for practical working purposes, such as in police work or for controlling herd animals on a ranch. Some popular forms of competition are grouped together at horse shows where horses perform in a wide variety of disciplines. Horses (and other equids such as mules) are used for non-competitive recreational riding such as fox hunting, trail riding, or hacking. There is public access to horse trails in almost every part of the world; many parks, ranches, and public stables offer both guided and independent riding. Horses are also used for therapeutic purposes both in specialized para-equestrian competition as well as non-competitive riding to improve human health and emotional development. Horses are also driven in harness racing, at horse shows, and in other types of exhibition such as historical reenactment or ceremony, often pulling carriages. In some parts of the world, they are still used for practical purposes such as farming.

Rural tourism focuses on actively participating in a rural lifestyle. It can be a variant of ecotourism. Many villages can facilitate tourism because many villagers are hospitable and eager to welcome (and sometime even host) visitors. Agriculture is becoming highly mechanized and therefore, requires less manual labor. This trend is causing economic pressure on some villages, which in turn causes young people to move to urban areas. There is however, a segment of the urban population that is interested in visiting the rural areas and understanding the lifestyle.

Rural tourism may be defined as the movement of people from their normal place of residence to rural areas for a minimum period of twenty-four hours to the maximum of six months for the sole purpose of leisure and pleasure. Rural tourism refers to all tourism activities in a rural area.

Medical tourism refers to people traveling abroad to obtain medical treatment. In the past, this usually referred to those who traveled from less-developed countries to major medical centers in highly developed countries for treatment unavailable at home. However, in recent years it may equally refer to those from developed countries who travel to developing countries for lower-priced medical treatments.

Medical tourism is a growing sector in India. India is becoming the second medical tourism destination after Thailand. Chennai is regarded as “India’s Health City” as it attracts 45% of health tourists visiting India and 40% of domestic health tourists.

13.14 Key Words/Abbreviations

- **Rural Tourism:** Rural tourism focuses on actively participating in a rural lifestyle.
- **Medical Tourism:** Medical tourism refers to people traveling abroad to obtain medical treatment.
- **Trekking:** Backpacking is the outdoor recreation of carrying gear on one's back.
- **Biking:** Biking or bicycling, is the use of bicycles for transport, recreation, exercise or sport.
- **Rafting:** Rafting and white water rafting are recreational outdoor activities which use an inflatable raft to navigate a river or other body of water.

2. Which of the following is the example of Alternate Tourism Product?
- (a) Trekking (b) Biking
(c) Snowshoeing (d) All the above
3. In which of the following year the World Snowshoe Federation (WSSF) was founded?
- (a) 2010 (b) 2011 (c) 2009 (d) 2012
4. Which of the following is the principle of Rural Tourism?
- (a) Minimize impact of rapid urban development
(b) Build environmental and cultural awareness and respect
(c) Provide positive experiences for both visitors and hosts
(d) All the above
5. Which of the following refers to people traveling abroad to obtain medical treatment?
- (a) Rural Tourism (b) Medical Tourism
(c) Religious Tourism (d) All the above

Answers:

1. (a), 2. (d), 3. (a), 4. (d), 5. (b)

13.17 References

References of this unit have been given at the end of the book.



UNIT 14 ALTERNATE TOURISM PRODUCT - II

Structure

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14.0 Learning Objective

After studying this unit, you will be able to:

- Explain the concepts of yoga and wellness tourism in India
- Describe the eco tourism

14.1 Introduction

Alternate Tourism Product is based on the observation of nature and forms a new connection between the tourism operators, travel agencies, local communities, organizations, protected areas, scientific communities, etc. Among the goals of ecotourism are minimalizing the negative impact of the tourism on the environment, informing the tourists about local regulations, participating in regional nature conservation programs and influencing visitors' behavior. The most various programs of ecotourism are conducted in countries with a well-preserved biodiversity and well-managed natural parks, meaning local communities with well-preserved traditions. Adventure tourism is a combination of new tourist practices dominated by the relationship that the tourist has with the nature.

14.2 Yoga

Yoga is a group of physical, mental, and spiritual practices or disciplines which originated in ancient India. Yoga is one of the six orthodox schools of Hindu philosophical traditions. There is a broad variety of yoga schools, practices, and goals in Hinduism, Buddhism, and Jainism. The term "yoga" in the Western world often denotes a modern form of Hatha yoga, yoga as exercise, consisting largely of the postures called asanas. The origins of yoga have been speculated to date back to pre-Vedic Indian traditions; it is mentioned in the Rigveda, but most likely developed around the sixth and fifth centuries BCE, in ancient India's ascetic and sramana movements. The chronology of earliest texts describing yoga-practices is unclear, varyingly credited to Upanishads. The Yoga Sutras of Patanjali date from the first half of the 1st millennium CE, and gained prominence in the West in the 20th century. Hatha yoga texts emerged sometimes between the 9th and 11th century with origins in tantra.

Yoga gurus from India later introduced yoga to the West, following the success of Swami Vivekananda in the late 19th and early 20th century with his adaptation of yoga tradition, excluding asanas. Outside India, it has developed into a posture-based physical fitness, stress relief and relaxation technique. Yoga in Indian traditions, however, is more than physical exercise; it has a meditative and

spiritual core. One of the six major orthodox schools of Hinduism is also called Yoga, which has its own epistemology and metaphysics, and is closely related to Hindu Samkhya philosophy.



Figure: 14.1 Yoga

The impact of postural yoga on physical and mental health has been a topic of systematic studies, with evidence that regular yoga practice yields benefits for low back pain and stress. In 2017, a Cochrane review found low- to moderate-certainty evidence that yoga improved back function compared to non-exercise. On December 1, 2016, yoga was listed by UNESCO as an intangible cultural heritage.

14.3 Types of Yoga

The various types of Yoga are as follows:

1. Classical Yoga

Classical Yoga is a system of spiritual knowledge coming from the scriptures (the Vedas), and handed down by a lineage of teachers. It is not coming from the creativity of one individual. Classical Yoga is universal and not sectarian and can be practiced by all. The origins of the Classical Yoga tradition are unclear, though early discussions of the term appear in the Upanishads. The name “Raja yoga” (yoga of kings) originally denoted the ultimate goal of yoga, samadhi, but was popularised by Vivekananda as a common name for Ashtanga Yoga, the eight limbs to be practised to attain samadhi, as described in the Yoga Sutras. Yoga is also considered as one of the orthodox philosophical schools (darsanas) of Hinduism (those which accept the Vedas as source of knowledge).

Classical yoga incorporates epistemology, metaphysics, ethical practices, systematic exercises and self-development techniques for body, mind and spirit. Its epistemology (pramana) and metaphysics is similar to that of the Samkhya school. The metaphysics of Classical Yoga, like Samkhya, is mainly dualistic, positing that there are two distinct realities. These are prakriti (nature), which is the eternal and active unconscious source of the material world and is composed of three gunas, and the puru?as (persons), the plural consciousnesses which are the intelligent principles of the world, and are multiple, inactive and eternal witnesses. Each person has an individual puruna, which is their true self, the witness and the enjoyer, and that which is liberated. This metaphysical system holds that purunas undergo cycles of reincarnation through its interaction and identification with prakirti. Liberation, the goal of this system, results from the isolation (kaivalya) of puruna from prakirti, and is achieved through a meditation which detaches oneself from the different forms (tattvas) of prakirti. This is done by stilling one's thought waves (citta vritti) and resting in pure awareness of puruna.

Unlike the Samkhya School of Hinduism, which pursues a non-theistic/atheistic rationalist approach, the Yoga School of Hinduism accepts the concept of a "personal, yet essentially inactive, deity" or "personal god" (Isvara).

2. Buddhist Yoga

Buddhist yoga encompasses an extensive variety of methods that aim to develop key virtues or qualities known as the 37 aids to awakening. The ultimate goal of Buddhist yoga is bodhi (awakening) or nirvana (cessation), which is traditionally seen as the permanent end of suffering (dukkha) and rebirth. These meditations were seen as being supported by the other elements of the eightfold path, such as the practice of ethics, right exertion, sense restraint and right view. Two mental qualities are said to be indispensable for yogic practice in Buddhism, samatha (calm and stability) and vipassana (insight and clear seeing). Samatha is the quality of a stable, relaxed and calm mind. It is also associated with samadhi (mental unification and focus) and dhyana (a state of meditative absorption). Vipassana meanwhile, is a kind of insight or penetrative understanding into the true nature of phenomena. It is also defined as "seeing things as they truly are" (yathabhutam darsanam). The true nature of things is defined and explained in different ways, but an important and unique feature of classical Buddhism is its understanding of all phenomena (dhammas) as being empty of a self (atman) or inherent essence, a doctrine termed Anatta ("not self") and Sunyata (emptiness). This is in sharp contrast with most other Indian traditions, whose goals are founded either on the idea of an individual soul (atman, jiva and purusha) or a universal monistic consciousness (Brahman). Vipassana also requires an understanding of suffering or dukkha (and thus the four noble truths), impermanence (anicca) and interdependent origination.

3. Jain Yoga

Jain yoga has been a central practice in Jainism. Jain spirituality is based on a strict code of nonviolence or ahimsa (which includes vegetarianism), almsgiving (dana), right faith in the three jewels, the practice of austerities (tapas) such as fasting, and yogic practices. Jain yoga aims at the liberation and purification of the self (atma) or soul (jiva) from the forces of karma, which keep all souls bound to the cycle of transmigration. Like Yoga and Sankhya, Jainism believes in a multiplicity of individual souls which bound by their individual karma. Only through the reduction of karmic influxes and the exhaustion of one's collected karma can a soul become purified and released, at which point one becomes an omniscient being who has reaches "absolute knowledge" (kevala jnana).

The early practice of Jain yoga seems to have been divided into several types, including meditation (dhyana), abandonment of the body (kayotsarga), contemplation (anupreksha), and reflection (bhavana). Some of the earliest sources for Jain yoga are the Uttaradhyayana Sutra, the Avasyaka Sutra and the Sthananga Sutra (c. 2nd century BCE). Later works include Kundakunda's Varassanuvekkha ("Twelve Contemplations", c. 1st century BCE to 1st century CE), Haribhadra's Yogadrstisamuccya (8th century) and the Yogasastra of Hemachandra (12th century). Later forms of Jain yoga adopted Hindu influences, such as ideas from Patanjali's yoga and later Tantric yoga (in the works of Haribhadra and Hemachandra respectively). The Jains also developed a progressive path to liberation through yogic praxis, outlining several levels of virtue called gunasthanas. In the modern era, new forms of Jain meditation have also been developed. One of the most influential ones is the preksha system of Acharya Mahaprajña which is eclectic and includes the use of mantra, breath control, mudras, bandhas and so on.

4. Yoga in Advaita Vedanta

Vedanta is a varied tradition with numerous sub-schools and philosophical views. Vedanta focuses on the study of the Upanishads, and one of its early texts, the Brahma sutras. Regarding yoga or meditation, the Brahma sutras focuses on gaining spiritual knowledge of Brahman, the unchanging absolute reality or Self.

One of the earliest and most influential sub-traditions of Vedanta, is Advaita Vedanta, which posits non-dualistic monism. This tradition emphasizes Jñana yoga (yoga of knowledge), which is aimed at realizing the identity of one's atman (soul and individual consciousness) with Brahman (the absolute consciousness). The most influential thinker of this school is Adi Shankara (8th century), who wrote various commentaries and original works which teach Jñana yoga. In Advaita Vedanta, Jñana is attained on the basis of scripture (sruti) and one's guru and through a process of listening



(savana) to teachings, thinking and reflecting on them (manana) and finally meditating on these teachings (nididhyasana) in order to realize their truth. It is also important to develop qualities such as discrimination (viveka), renunciation (viraga), tranquility, temperance, dispassion, endurance, faith, attention and a longing for knowledge and freedom ('mumukshutva'). Yoga in Advaita is ultimately a "meditative exercise of withdrawal from the particular and identification with the universal, leading to contemplation of oneself as the most universal, namely, Consciousness".

5. Tantric Yoga

Samuel states that Tantrism is a contested concept. Tantra yoga may be described, according to Samuel, as practices in 9th to 10th century Buddhist and Hindu (Saiva and Shakti) texts, which included yogic practices with elaborate deity visualizations using geometrical arrays and drawings (mandala), fierce male and particularly female deities, transgressive life stage related rituals, extensive use of chakras and mantras, and sexual techniques, all aimed to help one's health, long life and liberation.

6. Hatha Yoga

Hatha yoga, also called hatha vidya, is a kind of yoga focusing on physical and mental strength building exercises and postures described primarily in three texts of Hinduism.

7. Laya Yoga and Kundalini Yoga

Laya and Kundalini yoga are closely associated with Hatha yoga but are often presented as being independent approaches. According to Georg Feuerstein, Laya yoga (yoga of dissolution or merging) "makes meditative absorption (laya) its focus. The laya-yogin seeks to transcend all memory traces and sensory experiences by dissolving the microcosm, the mind, in the transcendental Self-consciousness." There are various forms and techniques of Laya Yoga, including listening to the "inner sound" (nada), practicing various mudras like Khechari mudra and Shambhavi mudra as well as techniques meant to awaken a spiritual energy in the body (kundalini). The practice of awakening the coiled energy in the body is sometimes specifically called Kundalini Yoga. It is based on Indian theories of the subtle body and uses various pranayamas (breath techniques) and mudras (bodily techniques) to awaken the energy known as kundalini (the coiled one) or shakti. In various Shaiva and Shakta traditions of yoga and tantra, yogic techniques or yuktis are used to unite kundalini-shakti, the divine conscious force or energy, with Shiva, universal consciousness. A common way of teaching this method is to awaken the kundalini residing at the lowest chakra and to guide it through the central channel to unite with the absolute consciousness at the highest chakra (in the top of the head).

14.4 Yoga Tourism in India

India is as much known for Yoga and Meditation, as it is known for its Taj Mahal and tigers of Ranthambore. The Beatles' trip to Rishikesh with Maharishi Mahesh Yogi in 1969 is a very famous example to showcase the weight India carries in a world which is concerned not only about its mental and physical fitness but also about its spiritual growth and development. The celebrities of modern times, such as Mia Farrow, Steve Jobs, and Oprah also flocked to Indian Yoga and meditation retreats looking to immerse in their tranquility and change their lives forever. In November 2013, the British royal couple – Prince Charles and Camilla Duchess of Cornwall – spent time in an ashram in Rishikesh too.

Globally, tourism industry is worth \$3.2 trillion, out of which, 14% (or \$439 billion) worth of revenue comes only from wellness travel. Susie Ellis, Chairman and CEO of the Global Spa and Wellness Summit, said, "Healthier lifestyles at home are now getting translated into people's travel and vacation habits. Now, when they seek escape from their daily routines, they also want to use their vacation time and dollars to increase their levels of fitness."

Wellness travel includes Yoga and meditation as well as spa and massage experiences to reduce one's stress and improve one's health holistically. India is a natural choice for wellness travel because it is a leader in Ayurveda, Yoga, and Meditation. Unsurprisingly, it is one of the fastest-growing wellness destinations of the world – with a projected growth rate of 22% per annum. The US, which is the leading destination for wellness tourism right now, has a projected growth rate of 5.8% per annum on an average.

The popularity of Yoga is evident with the fact that when the UN passed the resolution of celebration June 21 as the World Yoga Day in December 2014, all 193 countries of the world passed it unanimously, and as many as 177 countries co-sponsored it.

Tourism in India has been rising steadily since the 2002 'Incredible India' ad campaign, which targeted higher-yield (read 'wealthier') tourists. From low-cost ashrams to a multiple-star meditation retreats, India's holy cities promise what everyone wants today – thousands of years old recipes for eternal youth.

14.5 Wellness Tourism

Wellness tourism is travel for the purpose of promoting health and well-being through physical, psychological or spiritual activities. While wellness tourism is often correlated with medical tourism because health interests motivate the traveler, wellness tourists are proactive in seeking to improve or

maintain health and quality of life, often focusing on prevention, while medical tourists generally travel reactively to receive treatment for a diagnosed disease or condition.

Within the US\$3.4 trillion spa and wellness economy, wellness tourism is estimated to total US\$494 billion or 14.6% of all 2013 domestic and international tourism expenditures. Driven by growth in Asia, the Middle East/North Africa, Sub-Saharan Africa and developing countries, wellness tourism is expected to grow 50% faster than the overall tourism industry over the next five years. Market is expected to grow through 2014.

Wellness tourists are generally high-yield tourists, spending, on average, 130% more than the average tourist. In 2013, International wellness tourists spend approximately 59% more per trip than the average international tourist; domestic wellness tourists spend about 159% more than the average domestic tourist. Domestic wellness tourism is significantly larger than its international equivalent, representing 84% of wellness travel and 68% of expenditures (or \$299 billion). International wellness tourism represents 16% of wellness travel and 32% of expenditures (\$139 billion market).

The wellness tourism market includes primary and secondary wellness tourists. Primary wellness tourists travel entirely for wellness purposes while secondary wellness tourists engage in wellness-related activities as part of a trip. Secondary wellness tourists constitute the significant majority (87%) of total wellness tourism trips and expenditures (85%).

Wellness travelers pursue diverse services, including physical fitness and sports; beauty treatments; healthy diet and weight management; relaxation and stress relief; spiritual tourism, including meditation and yoga, whether classical or as exercise; and health-related education. Wellness travelers may seek procedures or treatments using conventional, alternative, complementary, herbal, or homeopathic medicine. Wellness resorts and retreats offer short-term, residential programs to address specific health concerns, reduce stress, or support lifestyle improvement. Individual teachers, trainers or wellness practitioners may privately rent resort centers, small hotels or sections of larger hotels themed for the purpose. Industry leaders meet for weekends in destination locations to discuss and promote their businesses. Cruise ships can offer wellness programs including the use of on-board spas.

14.6 Wellness Tourism Destinations in India

India had been featured on the list of top 15 destinations with best hotels for wellness across Asia in the year 2015 and ever since this industry has seen a boom. Three cities, Jaipur, New Delhi and Mumbai are said to be the best to relish a rejuvenating experience through wellness centers in India. But to come to think of it, wellness and medical tourism in India is just not limited to these

cities. The country has a history in the field of wellness and health as it is home to world's two oldest, safest and most effective health and wellness traditions, Ayurveda and Yoga. There are numbers of destinations in India that are important for wellness tourism for both domestic as well as international tourists and they are indeed some of the finest in the country. Read the blog to learn more about them.

1. Ayurvedagram Heritage Wellness Center, Bengaluru, Karnataka

Located on the periphery of Bengaluru, Ayurvedagram Heritage Wellness Center is one India's recognized wellness centers. Ayurveda and Yoga practices are performed here to treat people. Spread in the 9 acres of land, this Ayurvedic healthcare spa renders a gentle touch through Ayurvedic remedies, Yoga, Pranayama, and a vegetarian Ayurvedic diet for their believers. The place offers some attractive tailor-made packages as per guests' needs which are determined by a doctor. Moreover, this top wellness center in India offers accommodation for its guests in an antique wooden cottage, keeping simple and comfortable.

2. Ananda in the Himalayas, Rishikesh, Uttarakhand

One of the top luxury spa resorts in India, Ananda is nestled in the hills of the Great Himalaya in North Indian state of Uttarakhand. The place is spread across 100 acres of land and is surrounded by sal forest. Besides offering varied treatments, the destination is pooled with the views of mighty Himalayan Mountains. They have tailor-made packages which concern an individual's health. Moreover, they have their team of experts, Ayurvedic doctors, skilled therapist, nutritionist, yogis and chefs. These experts have a professional approach and they aim to offer the best to their guests in terms of a healthier and sustainable lifestyle.

3. Shreyas Yoga Retreat, Bengaluru, Karnataka

From the ancient time, Yoga has been a safest and effective mode of healing people in the healthcare industry. Now, it has gained popularity across the globe. In many occasions, Yoga is also used as a treatment. Though India hosts numbers of Yoga centers but if you are looking for a place with excellent ambience and great Yoga treatment, Shreyas Yoga Retreat would be the right choice for you. They aim to rejuvenate the body and mind completely. Thus, they have customized treatment packages, which have a different role to play in the healing of their visitors. Apart from that, the additional features of this Yoga center include meditation hall and huts, an open-air amphitheater, library, pool and jacuzzi, indoor yoga hall, jogging trail, home theater, nature farming, and even cricket nets for cricket aficionados. Moreover, the center has bagged several awards when it comes to their offerings.

4. The Leela, Kovalam, Kerala

Apart from a hotel, the place is also top wellness center in India. Here, therapies combine with detoxification, rejuvenation, destress and wellness. They have ranges of lifestyle packages which include lifestyle package, wellness package and therapeutic package. Their lifestyle package aims to provide relaxation and rejuvenation along with reducing stress and purifying the blood by using herbal oils and medicines. Besides, the wellness package is intended to tone the body through weight management treatments. This treatment comprises of body massage, herbal medicines, and a special diet. Lastly, their therapeutic package ensures the complete and intense care through treatment depends on the ailment and recommended by their professional doctors. Along with that, they also offer spa treatment with ranges of the spa to revitalize your mind, body, and soul.

5. Vana, Dehradun, Uttarakhand

Comes under the act in January 2014, Vana is one of the newest wellness tourism destinations in India. The center has some rules which must be followed by the visitors. This includes attire which must be worn during their activities. Spread in 21 acres of land, Vana aims for service along with well being. Moreover, they have competitive packages which are offered with warm-hearted assistance, accommodation, and amenities for the wellbeing of the clients. The retreat discovers each aspect of a person's well being- physical, mental, emotional and spiritual. Besides treatments, the place offers privileges which consist wellness cuisine, daily guided meditation and yoga, nutritional cuisine lessons, music performances, gardens, and more to offer a rich experience of nature.

6. Sarovaram Ayurvedic Health Center, Ashtamudi, Kerala

If your budget instability binds you to develop your focus on health and wellness, Sarovaram is the best escape to get affordable healthcare services in India. Located in a beautiful tropical garden on the bank of Ashtamudi Lake, Sarovaram aids its clients with authentic Ayurveda treatment. The family-owned retreat offers Ayurveda care package and rejuvenation and detoxification package for a healthy living. Moreover, there, one can have the best time as the center is pooled with some other activities like bird watching, herbal garden visit, temple and village visit.

7. Devaaya, Goa

Unit of Alcon Victor Group, Devaaya an Ayurveda and nature cure center is located on the Divar Island, Goa. The retreat center is spread across the 5-acre property and is just 13 km away from the capital of the state, Panaji. The center is the fusion of both luxurious lifestyle and wellness. The place promises to be an Ayurveda center but also yoga and therapy center. Ayurveda and

Naturopathy care at Devaaya help to recoup your health which eventually promotes the health and wellness tourism in India. Apart from this, the retreat center is also sponsored with some modern amenities- luxurious furniture, 24 hours hot/cold water, TV, Air conditioner, gardens, Jacuzzis, saunas, swimming pool, gym, jogging track, and more.

8. Indus Valley Ayurvedic Centre, Mysore, Karnataka

Situated on the lap of Chamundi Hills, Indus valley Ayurvedic center is constructed on the basis of architectural and scriptures. This one of the best Ayurvedic center in India offers a Vedic insight of how to live a healthy and peaceful life through Ayurveda. The working aspects of Indus valley ayurvedic center lie on the five elements Earth, Water, Air, Fire and Ether. Apart from Ayurvedic treatment, the retreat center also offers some other provisions to their clients. These include accommodation, food and ceremonies, education, and yoga therapies. Sets in one of the most tranquil cities of south India, Mysore, IVAC focus on rejuvenation and cure through a natural process. When it comes to accommodation services for the guests, the place holds some commendable rooms and suites that fit everyone's pockets as they range from the cottage, deluxe to standard.

9. Atmantan, Pune, Maharashtra

A perfect place to get rejuvenation, fitness, relaxation, and detoxification, Atmantan, which is spread over 40 acres land, is amongst the best wellness resorts in India that helps you to achieve soothing soul and relaxed body. Through its extensive ranges of wellness programs, the resort gives ample opportunities to their clients to live a healthy life. Since the resort helps you achieve a healthy living it prohibits alcohol and smoking on the premises. Moreover, in order to get the desired result of their services, 3 days of minimum stay is required.

10. Nimba Nature Cure, Mehsana, Gujarat

If you are suffering from respiratory, gastrointestinal, musculoskeletal, endocrine, and lifestyle diseases, Nimba could turn out to be a miraculous place for you to get rid of these diseases. Established in 2014, the place is spread over 50 acres of luxuriant grounds and is just 36 miles from the city of Ahmedabad. The name Nimba depicts their motto which means to 'offer good health'. The term is derived from ancient Indian scriptures, 'Nimbati Syasthyamdadati'. The naturopathy center helps a person to revamp its physical, psychological and spiritual health and aims to restore the optimum health of one's body. Here, in the midst of tranquility of the nature one can pacify their soul and can discover the integrity of the wellness programs. Moreover, the retreat center also keeps a focus on providing comfortable places to stay to its guests during their treatment visit.

11. Soukya International Holistic Centre, Bengaluru, Karnataka

Another wellness center in the city of Bangalore, Soukya aims to restore the natural balance of one's body, mind, and soul through the ancient mixture of both ancient and modern medical techniques. The center is spread over 30 acres of land in the east of Bengaluru. Soukya offers a wide range of therapies and medicines. The term Soukya is taken from a Sanskrit word 'Soukhyam' which means welfare along with a stable piece of mind, body and spirit. Soukya has a team of doctors who have been in these medical services for over 20 years. Along with that, all the guests get treated under the supervision of qualified doctors. Further, the center consists of 25 rooms for their guests along with the yoga and meditation hall, recreational facilities, dining hall, and jogging track.

12. Kalari Kovilakom, Payyallur, Kerala

Fringed by the majestic Western Ghat Mountain ranges from one side near Kollengode, North Kerala, Kalari Kovilakom is the place where history meets nature tranquility and wellness. This top retreat center in Kerala is also famed as 'Palace of Ayurveda' and is designed in the manner of ancient ashrams. Moreover, the palace-cum-retreat center follows certain protocols which are must for their guests. These include the prohibition of caffeine, flesh, leather accessories, and alcohol within the property. However, their subscriber enjoys their healthy and lifestyle because of ayurvedic and holistic approach.

14.7 Ecotourism

Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial mass tourism. It means responsible travel to natural areas, conserving the environment, and improving the well-being of the local people. Its purpose may be to educate the traveler, to provide funds for ecological conservation, to directly benefit the economic development and political empowerment of local communities, or to foster respect for different cultures and for human rights. Since the 1980s, ecotourism has been considered a critical endeavor by environmentalists, so that future generations may experience destinations relatively untouched by human intervention. Several university programs use this description as the working definition of ecotourism.

Generally, ecotourism deals with interaction with biotic components of the natural environments. Ecotourism focuses on socially responsible travel, personal growth, and environmental sustainability. Ecotourism typically involves travel to destinations where flora, fauna, and cultural heritage are the primary attractions. Ecotourism is intended to offer tourists an insight into the impact of human beings on the environment and to foster a greater appreciation of our natural habitats.

Responsible ecotourism programs include those that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. Therefore, in addition to evaluating environmental and cultural factors, an integral part of ecotourism is the promotion of recycling, energy efficiency, water conservation, and creation of economic opportunities for local communities. For these reasons, ecotourism often appeals to advocates of environmental and social responsibility.

Around the world, ecotourism has been hailed as a panacea: a way to fund conservation and scientific research, protect fragile and pristine ecosystems, benefit rural communities, promote development in poor countries, enhance ecological and cultural sensitivity, instill environmental awareness and a social conscience in the travel industry, satisfy and educate the discriminating tourist, and, some claim, build world peace.

Ecotourism is a form of tourism which attempts to minimize its impact upon the environment, is ecologically sound, and avoids the negative impacts of many large-scale tourism developments undertaken in the areas which have not previously been developed.

14.8 Definitions of Ecotourism

According to Ceballos Lascrain, “Ecotourism is the traveling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestation (both past and present) found in these areas.”

Ecotourism Society defines, “Ecotourism is the responsible travel to natural areas which conserves the environment and improves the well-being of local people.”

According to Ecotourism Association of Australia, “Ecotourism is nature-based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable.”

According to Tickell, “Ecotourism is travel to enjoy the world’s amazing diversity of natural life and human culture without causing damage to either”.

14.9 Nature of Ecotourism

Tourism activity is expected to grow by 4.3% per annum in real terms between 2008 and 2017. Ecotourism or nature-based tourism has become the fastest growing sector of the tourism industry growing 3 times faster than the industry as a whole.

There can be no doubting of the increasing trends in environmental concern allied with the historically prevalent trend of travel as for, of escape to nature, driven by the pressures of urban living encourage people to seek solitude with nature, therefore, increasing the numbers of visitors to national parks and other protected areas.

There are a number of dimensions to nature-based tourism. All forms of travel to natural areas are not necessarily ecotourism, but this provides a useful step in differentiating nature-based tourism from ecotourism and gives us a number of levels at which to distinguish the relationship between specific tourism activities and nature:

- (a) Those activities or experiences that are dependent on nature.
- (b) Those activities or experiences that are enhanced by nature.
- (c) Those activities or experiences for which the natural setting is incidental.

There are several classes of nature-based tourism, each utilizing a combination of these dimensions. Bird watching, for example, can provide a pleasant and relaxing holiday based around a general interest in nature and the environment so that without the natural environment, it would be difficult to carry out the activity.

Similarly, camping is an activity/experience which often enhanced by nature. Most people would prefer to camp in some type of natural setting rather than on the side of a busy road. Therefore, nature is an integral part of these experiences but not the fundamental motivation for them.

14.10 Types of Ecotourism

Fennell considers that ecotourism exists within the broader classification of tourism types which, at an initial level, can be divided into the following types:

1. Mass Tourism

Mass tourism we saw as the more traditional form of tourism development where short-term, free market principles dominate and the maximization of income is paramount. The development of the tourism industry was originally seen as a desirable and relatively 'clean' industry for nations and regions to pursue. This was particularly true in terms of benefits in foreign exchange earnings, employment and infrastructural development such as transport networks.

These days we are more prone to vilify or characterize conventional mass tourism as a beast; a monstrosity which has few redeeming qualities for the destination region, their people and their

natural resource base. This is not to deny that 'mass tourism' has caused problems, because it has. There has, quite justifiably, been a need to identify an alternative approach to tourism development that lessens the negative consequences of the mass tourism approach.

2. Alternative Tourism

Alternative tourism is a generic term that encompasses a whole range of tourism strategies (e.g., appropriate, eco, soft, responsible, people to people, and green tourism) all of which purport to offer a more benign alternative to conventional mass tourism in certain types of destinations.

However, Weaver quite rightly points out that there are also many criticisms of alternative tourism. It is clear that just because alternative tourism has developed as a reaction to the negative consequences of mass tourism it is not necessarily less harmful or better than its alternatives. Thus, the 'alternative tourism' perspective has become a popular paradigm. This alternative approach has been described as a 'competing paradigm' to mass tourism, but it can also be viewed as a complementary approach to tourism. That is, it is not possible to have 'alternative tourism' to. So, the discussion returns to a semantic debate, perhaps it is best to accept that alternative tourism is a natural outcome of the maturing understanding of tourism development and its strengths and weakness.

14.11 Characteristics of Ecotourism

Ecotourism is travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. It helps educate the traveler, provides funds for conservation, directly benefits the economic development and political empowerment of local communities, and fosters respect for different cultures and for human rights. Some important characteristics of ecotourism are as follows:

1. **Involves travel to the natural destination:** These destinations are often remote areas, whether inhabited or uninhabited, and are usually under some kind of environmental protection at the national, international, communal, or private travel.
2. **Minimize impact:** Tourism causes damage. Ecotourism strives to minimize the adverse effects of hotels, trails, and other infrastructure by using either recycled or plentifully available local building material, renewable sources of energy, recycling and safe disposal of waste and garbage, and environmentally and culturally sensitive architectural design.
3. **Builds environmental awareness:** Ecotourism means education, for both tourist and residents of nearby communities. Well before the tour begins, tour operators should supply travelers with reading material about the country, environment, and local people, as well as

a code of conduct for both the traveler and the industry itself. Ecotourism projects should also help educate members of surrounding communities, schoolchildren, and the broader public in the host country.

4. **Provides direct financial benefits for conservation:** Ecotourism helps raise funds for environmental protection, research, and education through a variety of mechanisms, including park entrance fees; Tour Company, hotel, airline, and airport taxes.
5. **Provides financial benefits and empowerment for local people:** Ecotourism holds that national parks and other conservation areas will survive only if, there are happy people around the perimeters. The local community must be involved with and receive income and other tangible benefits (potable water, roads, health clinics, etc.) from the conservation area and its tourist facilities.
6. **Respects local culture:** Ecotourism is not only “greener” but also less culturally intrusive and exploitative than conventional tourism. Whereas prostitution, black markets, and drug often are by-products of mass tourism, ecotourism strives to be culturally respectful and the human population of a host country.
7. **Supports human rights and democratic movements:** The United Nations-sponsored World Tourism Organization proclaims that tourism contributes to “international understanding, peace, prosperity, and universal respect for and observance of human rights and fundamental freedoms for all.

14.12 Event

Event is the application of project management to the creation and development of large-scale events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event. Event management might be a tool for strategic marketing and communication, used by companies of every size. Companies can benefit from promotional events as a way to communicate with current and potential customers. For instance, these advertising-focused events can occur as press conferences, promotional events, or product launches. Events provide tremendous flexibility compared to traditional console applications, which follow a rigid execution path and are limited by hard wiring. Unlike fields, events are members of an interface.

The event industry is a dynamic and fast-growing sector with obvious synergies with tourism. When appropriately hosted, events have the potential to expand the visitor economy, provide media exposure, promote development, and stimulate infrastructure upgrades which include the emergence of new partnerships.

14.13 Event Management Affects the Tourism Industry

Events in tourism development produce an incredible impact on the industry as a whole and influence a broad range of human activities: politics, environment, socio-cultural, and other aspects. That is why, when organizing such events, you should consider the possible aftermath for each sphere of human activity as well as the potential positive impacts.

1. Social and Cultural Impacts

Tourism and event management are said to have evolved from primitive gatherings of people for agricultural or religious reasons into the more modern type of events large-scale, corporate and governmental as well as their long history of attracting tourists and establishing host communities as tourist destinations.

2. Political Impacts

The emergence of new political powers, capitalism, new products, and new social relations, as well as a new way of modern life, paved the way for more versatile event tourism development and a growing number of cutting-edge events. Nowadays, events can mitigate or aggravate political situations, which is another lure for tourists.

3. Economic Impacts

The development of events in the economic sense helped solve the problem of unemployment and had an impact on economic growth, especially in developed market economies. The best example for this is the impact of major sporting events, such as the Olympic Games or World Championships of popular sports, on the economic growth of host countries and tourism.

4. Environmental Impacts

It was during the 20th century that tourism hospitality and event management development and all the different types of events reached their peak, approaching what we now consider events. This was caused by the phenomenon of discretionary income, an increase in the purchasing power and standards of consumers, which shifted the focus from fundamental to peripheral needs as well as to environmental issues. When certain parts of society reached a certain economic peak, they shifted

to a more thoughtful way of life that included alternative energies, wise ecology, and environmental protection. This also made way for the birth of completely new consumer needs, which increased the demand for a specific range of events and tourism.

5. Strategic Planning in Event Tourism

Today, it is not surprising that apart from the above-mentioned impacts, events also have the power to affect the formation of a destination's image and can help with promoting, positioning, and branding it across the globe.

14.14 Importance of Event Management in Tourism

These activities have led to the development of other entertainments around this destination. Keep in mind that everything has begun, with a simple event.

1. Events trigger a boost of tourism

This is the major reason why the role of event management in tourism is so important. Tourists and travelers need to understand why they should visit a particular destination. Therefore, event tourism comes to the rescue. What is event tourism? It can be compared with a small stream that turns into a large river when supported by other streams. Regardless of the activities you offer, e.g., organizing incentive trips, they will definitely attract more customers to your destination.

2. Events in tourism promote customer loyalty

Tourism event management promotes the loyalty of regular customers. Just imagine that your favorite destination for vacation offers some events which you have not experienced before. For this reason, the customers would prefer to remain loyal to the resort or place they usually visit rather than searching for other options.

3. Stickiness of social events

This point mostly relates to lonely people who need to find a soul mate or friends. The arrangement of various social events promotes communication of people and building new relationships. As a result, a couple, which was created at a particular destination, would be happy to recreate the romantic moments of their first meeting. In this sense, event management benefits for both tourism and society development.

4. Wedding as a main social event in tourism

A new trend of arranging weddings in some special places is developing. People want to make this special date incredible and unforgettable. The event managers apply all their efforts to meet the requests of the most demanding customers. The next day after the ceremony, the newlyweds do not need to pack belongings and suffer in airports and airplanes. They are already in place, where they want to be. The role of events in tourism is well demonstrated in this particular case.

5. Multipurpose tourism

Management of events provides various opportunities for the travelers to spend their time without being bored. If you plan your visit to some exotic country, it doesn't mean that your vacation will be limited with rambling across the sights and historical monuments of the destination. You can diversify your trip with extreme events or any social activities. Thanks in part to event management; you will surely experience a wide array of emotions and experience many new things.

14.15 Summary

Alternate Tourism Product is based on the observation of nature and forms a new connection between the tourism operators, travel agencies, local communities, organizations, protected areas, scientific communities, etc. Among the goals of ecotourism are minimalizing the negative impact of the tourism on the environment, informing the tourists about local regulations, participating in regional nature conservation programs and influencing visitors' behavior. The most various programs of ecotourism are conducted in countries with a well-preserved biodiversity and well-managed natural parks, meaning local communities with well-preserved traditions. Adventure tourism is a combination of new tourist practices dominated by the relationship that the tourist has with the nature.

Yoga is a group of physical, mental, and spiritual practices or disciplines which originated in ancient India. Yoga is one of the six orthodox schools of Hindu philosophical traditions. There is a broad variety of yoga schools, practices, and goals in Hinduism, Buddhism and Jainism. The term "yoga" in the Western world often denotes a modern form of Hatha yoga, yoga as exercise, consisting largely of the postures called asanas. The origins of yoga have been speculated to date back to pre-Vedic Indian traditions; it is mentioned in the Rigveda, but most likely developed around the 5th and 6th centuries BCE, in ancient India's ascetic and sramana movements. The chronology of earliest texts describing yoga-practices is unclear, varyingly credited to Upanishads. The Yoga Sutras of Patanjali date from the first half of the 1st millennium CE, and gained prominence in the West in the 20th century. Hatha yoga texts emerged sometimes between the 9th and 11th century with origins in tantra.

Classical Yoga is a system of spiritual knowledge coming from the scriptures (the Vedas), and handed down by a lineage of teachers. It is not coming from the creativity of one individual. Classical Yoga is universal and not sectarian and can be practiced by all. The origins of the Classical Yoga tradition are unclear, though early discussions of the term appear in the Upanishads. The name “Raja yoga” (yoga of kings) originally denoted the ultimate goal of yoga, samadhi, but was popularised by Vivekananda as a common name for Ashtanga Yoga, the eight limbs to be practised to attain samadhi, as described in the Yoga Sutras. Yoga is also considered as one of the orthodox philosophical schools (darsanas) of Hinduism (those which accept the Vedas as source of knowledge).

Buddhist yoga encompasses an extensive variety of methods that aim to develop key virtues or qualities known as the 37 aids to awakening. The ultimate goal of Buddhist yoga is bodhi (awakening) or nirvana (cessation), which is traditionally seen as the permanent end of suffering (dukkha) and rebirth. These meditations were seen as being supported by the other elements of the eightfold path, such as the practice of ethics, right exertion, sense restraint and right view. Two mental qualities are said to be indispensable for yogic practice in Buddhism, samatha (calm and stability) and vipassana (insight, clear seeing). Samatha is the quality of a stable, relaxed and calm mind. It is also associated with samadhi (mental unification, focus) and dhyana (a state of meditative absorption). Vipassana meanwhile, is a kind of insight or penetrative understanding into the true nature of phenomena. It is also defined as “seeing things as they truly are” (yathabhutam darsanam).

Jain yoga has been a central practice in Jainism. Jain spirituality is based on a strict code of nonviolence or ahimsa (which includes vegetarianism), almsgiving (dana), right faith in the three jewels, the practice of austerities (tapas) such as fasting, and yogic practices. Jain yoga aims at the liberation and purification of the self (atma) or soul (jiva) from the forces of karma, which keep all souls bound to the cycle of transmigration. Like Yoga and Sankhya, Jainism believes in a multiplicity of individual souls which bound by their individual karma. Only through the reduction of karmic influxes and the exhaustion of one's collected karma can a soul become purified and released, at which point one becomes an omniscient being who has reached “absolute knowledge” (kevala jnana).

India is as much known for Yoga and Meditation, as it is known for its Taj Mahal and tigers of Ranthambore. The Beatles’ trip to Rishikesh with Maharishi Mahesh Yogi in 1969 is a very famous example to showcase the weight India carries in a world which is concerned not only about its mental and physical fitness but also about its spiritual growth and development. The celebrities of modern times, such as Mia Farrow, Steve Jobs, and Oprah also flocked to Indian Yoga and meditation retreats looking to immerse in their tranquility and change their lives forever. In November 2013, the British royal couple – Prince Charles and Camilla Duchess of Cornwall – spent time in an ashram in Rishikesh too.

Yoga has been practiced in India to promote physical and mental fitness, as well as aid in spiritual growth and development. The government hopes to revive this ancient Indian technique that can positively impact the health of Indians. The HRD Ministry has asked schools to include 'yoga' in its curriculum – as a daily practice.

Wellness tourism is travel for the purpose of promoting health and well-being through physical, psychological, or spiritual activities. While wellness tourism is often correlated with medical tourism because health interests motivate the traveler, wellness tourists are proactive in seeking to improve or maintain health and quality of life, often focusing on prevention, while medical tourists generally travel reactively to receive treatment for a diagnosed disease or condition.

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India had been featured on the list of top 15 destinations with best hotels for wellness across Asia in the year 2015 and ever since this industry has seen a boom. Three cities, Jaipur, New Delhi and Mumbai are said to be the best to relish a rejuvenating experience through wellness centers in India. But to come to think of it, wellness and medical tourism in India is just not limited to these cities. The country has a history in the field of wellness and health as it is home to world's two oldest, safest and most effective health and wellness traditions, Ayurveda and Yoga. There are numbers of destinations in India that are important for wellness tourism for both domestic as well as international tourists and they are indeed some of the finest in the country.

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These days we are more prone to vilify or characterize conventional mass tourism as a beast; a monstrosity which has few redeeming qualities for the destination region, their people and their natural resource base. This is not to deny that 'mass tourism' has caused problems, because it has. There has, quite justifiably, been a need to identify an alternative approach to tourism development that lessens the negative consequences of the mass tourism approach.

Alternative tourism is a generic term that encompasses a whole range of tourism strategies (e.g., appropriate, eco, soft, responsible, people to people, and green tourism) all of which purport to offer a more benign alternative to conventional mass tourism in certain types of destinations.

14.16 Key Words/Abbreviations

- **Yoga:** Yoga is a group of physical, mental, and spiritual practices or disciplines which originated in ancient India.
- **Yoga Tourism:** India is as much known for Yoga and Meditation, as it is known for its Taj Mahal and tigers of Ranthambore.
- **Alternative Lifestyle:** Yoga has been practiced in India to promote physical and mental fitness, as well as aid in spiritual growth and development.
- **Wellness Tourism:** Wellness tourism is travel for the purpose of promoting health and well-being through physical.

- **Ecotourism:** Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas.
- **Event:** Event is the application of project management to the creation and development of large-scale events such as festivals.
- **Event Management:** Events in tourism development produce an incredible impact on the industry.

14.17 Learning Activity

1. You are required to prepare a report on “Yoga Tourism in India”.
.....
.....
2. You are suggested to prepare a project report on “Impact of Ecotourism in Indian Tourism Industry”.
.....
.....

14.18 Unit End Exercises

Descriptive Type Questions

1. Discuss about Alternate Tourism Product.
2. What is Yoga? Explain various types of Yoga.
3. Discuss about Yoga Tourism in India.
4. “Yoga as an Alternative Lifestyle” Elaborate.
5. What is Wellness Tourism? Discuss about Wellness Tourism Destinations in India.
6. What is Ecotourism? Discuss Nature of Ecotourism.
7. Discus various types of Ecotourism.
8. Explain characteristics of Ecotourism.

Multiple Choice Questions

1. Which of the following is a group of physical, mental and spiritual practices or disciplines which originated in ancient India?
 - (a) Physiotherapy
 - (b) Yoga
 - (c) Games
 - (d) All the above
2. Which of the following is the type of Yoga?
 - (a) Classical Yoga
 - (b) Buddhist Yoga
 - (c) Tantric Yoga
 - (d) All the above
3. Which of the following Ministry has asked schools to include 'yoga' in its curriculum – as a daily practice?
 - (a) The HRD Ministry
 - (b) The Railways Ministry
 - (c) The Defense Ministry
 - (d) The Finance Ministry
4. Which of the following is travel for the purpose of promoting health and well-being through physical, psychological or spiritual activities?
 - (a) Wellness Tourism
 - (b) Physiotherapy
 - (c) Yoga
 - (d) Games
5. Which of the three cities are said to be the best to relish a rejuvenating experience through wellness centers in India?
 - (a) Jaipur, New Delhi and Mumbai
 - (b) Bengaluru, Mumbai and Kolkata
 - (c) Delhi, Chennai and Mumbai
 - (d) Jaipur, Bengaluru and Pune

Answers:

1. (b), 2. (d), 3. (a), 4. (a), 5. (a)

14.19 References

References of this unit have been given at the end of the book.

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