A STUDY OF CULTURAL TOURISM AND ITS ROLE & IMPORTANCE IN MODERN TOURISM ERA.

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ABSTRACT

India is one of the oldest civilizations in the world. Today tourism in India is one the largest potential and emerging industry. The history of Indian civilisation of nearly 4000 years has many links from the rich heritage and past. International tourists are often attracted in search of the rich and glorious heritage of the country. In fact, one can say that all other forms of tourism in India have been off shoots of cultural tourism.

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

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

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INTRODUCTION

Cultural tourism is a financial enhancement instrument that achieves economic development by attracting visitors from outside a host network who are totally or to some extent inspired by the historical, artistic, science or lifestyle offerings of a society, area, group or organization.

Tourism is viewed mainly for its tangible results (work creation, tax revenue) and less tangible results (private satisfaction). It could be based on a broad range of attractions including agrotourism, heritage and cultural tourism, tourism destination, fairs, events and meetings, sports teams, recreation, art tourism and more. International tourism is the biggest export earner in the world and an significant balance of payments factor in most countries (UNWTO 2007).

Cultural tourism is a segment of the 'tourism industry', which is highly complicated and versatile. Mass tourism however will obviously never lose its positions, yet travellers partaking in the supply of the 'three S' will move toward becoming guests with more enhanced needs concerning cultural intrigue.

Cultural tourism India is the predominant factor behind India's spectacular increase in the tourism segment in latest years, as India has been regarded as a country of ancient history, heritage, and culture since time immemorial.

India's Govt. has set up the Ministry of Tourism (MoT) to increase India's cultural tourism. The ministry has introduced incredible India and this campaign has resulted in the development of Indian cultural tourism.

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

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Tourists today are increasingly seeking new and different experiences beyond those provided within 'three S' destinations and traditional holiday places. Heritage appeal within destinations is capturing the interest of a more mature and discerning market.

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

CULTURAL TOURISM: POSITIVE AND NEGATIVE IMPACTS

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

The UNWTO expects that within the international demand, cultural tourism will grow more than the other typologies. On cultural tourism, Iriarte makes the following observations, which allow defining the term: "Cultural tourism occurs when the attraction that calls the tourist is some kind of human production, a work of art or a set of them, a culinary tradition, a construction or an

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architectural set of very peculiar characteristics, a ceremony unique in its genre, a dance, there

we will have cultural tourism. But cultural tourism is also coexistence with indigenous

communities or fishermen, for example"

Cultural tourism is part of the tourist phenomenon in general that moves millions of people in the

world and has repercussions of very diverse nature. These repercussions, or also called impacts,

can be associated to three categories according to Santana:

A) Economic impact: costs and economic benefits;

B) Physical impact: spatial and environmental alterations;

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

(SANTANA TALAVERA, 1997).

The negative repercussions of cultural tourism such as: the commercialization of culture, the

falsification and romanticization of history, the changes in the use of local language during the

contact of tourists with the population, the transformation of popular crafts are discussed.,

environmental impacts, etc. At the same time, it is worth emphasizing the positive aspects: the

maintenance of the heritage, the rebirth of history, customs, festivities and ceremonies that were

about to disappear, the attraction to the cultural centers of business, the enrichment of the

personality, cultural exchange between tourists and the local population, creating a positive

image of the destination. It is important to highlight the importance of cultural tourism in the

knowledge of its own culture by the same population, which contributes to the awareness of their

national identity.

NATIONAL TOURISM AND IDENTITY

Heritage is one of the main tourist resources that has become one of the symbolic references of

the identitários values of a good part of human communities. Leaving aside the initial meanings

("inheritance of the father" or "the whole of someone's property, whatever their origin"), the

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word heritage acquired new meanings that approach the essence of culture and the identity of the town (MÉNDEZ, 2002).

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

Heritage, given its symbolic capacity, becomes a powerful instrument to legitimize identities (local, regional, etc.). At the same time, together with the importance of the patrimonial good as the identity basis of individuals, the tourist and commercial value that it has today is evident. Beyond their meanings of identity, cultural heritage is understood as a resource and is valued as a factor of tourism development; for that reason it is more and more demanded and must be a pillar to develop strategies and plans for the future. However, it is not a mere sale of culture, but a value for the visitors and, especially, for the local society. (SANTAPAU, 2002). Therefore, to help the citizens in the awareness of their national identity is of great value to teach the national heritage as a heritage of our ancestors, tradition and history full of artistic values, landscapes through cultural tourism routes.

Cultural tourism brings us closer to the local and world culture, gives us the chance to know both tangible cultural heritage (historical centers, urban landscapes, museums), as well as intangible (customs, legends, music, dances, traditional cooking), as well as providing us with new knowledge, and teaches us and at the same time educates (SOCORRO, 2008). Precisely the culture inculcates us human values such as respect, tolerance, recognition and appreciation of opposing opinions, the valuation of personal identity, as well as the knowledge of national heritage that gives us national values.

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The most popular places in India for cultural tourism are:

1) Varanasi

The ancient city of Varanasi is a decadent tableau of multiple temples, riverside Ghats, colourful markets and saffron-clad sadhus. Take a boat ride on the Ganges, explore the tiny alleys in the old town and try the local delicacies at the numerous halwais. In the evening, attend the Ganga aarti, which is truly an uplifting experience — with pealing bells, chants, fire and incense. The 5-day classical music and dance festival of Ganga Mahotsav is a good time to visit Varanasi, as is

Diwali when the ghatsare lined with thousands of diyas.

2) Udaipur

The romantic Lake City of Udaipur is best seen by taking a boat ride on Lake Pichola. The City Palace Complex with the Jag Mandir in the centre of the lake adds to the beauty of this experience. Visit the waterside Bagoreki Haveli at GangaurGhat, a sprawling palace with more than 100 rooms, several courtyards and glorious frescos. There are folk dance performances here every evening. From Udaipur, make a day trip to the hill station of Mt Abu, where you can see

the intricate marble carvings of Dilwara Temple.

3) Jaipur

The Pink City of Jaipur is dotted with stunning palaces, havelis and monuments. The massive Amer (Amber) Fort, 11 kilometres outside the city, is its foremost attraction with highly decorated entrances, intricate latticework and an impressive sheesh mahal. Take a walking tour of the city, visiting Hawa Mahal, City Palace and various bazaars. The city is famous for its

block printing industry and colourful bandhani work, not to mention the warm Jaipurirazai.

4) Kolkata

If there's one Indian city that can be called the Grand Dame, it's Kolkata. Visit the Victoria Memorial, the imposing St. Paul's Cathedral and the Greco-Romanesque Writers' Building for a Copyright © 2020 Authors

peek into Kolkata's past. The former French colony of Chandan Nagar (30 kilometres away) has several beautiful buildings, monuments and the riverside Strand. Nobel Laureate Tagore's Shantiniketan is 180 kilometres away and makes an interesting day trip for history buffs.

5) Mysore

The City of Palaces has two impressive ones to boast of – the sprawling Mysore Palace, which houses an interesting museum, and at night presents a spellbinding picture decked up with thousands of lights. Jaganmohan Palace is the other one, which is now converted into an art gallery. There are 5 other palaces in the city, as well as several lakes, gardens and temples. A day trip to Srirangapatna (55 kilometres away) is a worthwhile expedition to see the Ranganathaswamy temple and Tipu Sultan's summer palace.

6) Fort Kochi

God's Own Country of Kerala is replete with scenic beauty – from its backwaters to its pristine beaches. However, my favourite bit of Kerala is the little gem of Fort Kochi. Take a ferry from Ernakulam and head to this sleepy, Portuguese-influenced town. Walk by the shores lined with Chinese Fishing nets; if you ask nicely, the fishermen will let you on board and 'help' them haul in a catch. Visit the quirky Jewish Town where a synagogue stands tall, surrounded by a bazaar selling everything from antiques to spices. In the evening head to Greenix Village for a Kathakali and Kalaripayattu performance.

7) Bhopal

Bhopal's old town with its teeming bazaars and beautiful mosques harks back to the days of the Mughals. They left their legacy in the form of the Taj-Ul-Masjid, Asia's largest mosque, which is a lovely sight with its pink façade and marble dome-topped minarets. The other prominent mosque is the Moti Masjid, which is architecturally similar to Delhi's Jama Masjid. Drive some

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40 kilometres out of the city and visit Bhimbetka – an archaeological site consisting of ancient rock shelters and paintings.

8) Bhubaneshwar & Puri

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

9) Thanjavur, Tiruchirappalli & Madurai

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

10) Ahmedabad

To get a true taste of the city, go on a heritage night walk of Ahmedabad, where you will see various havelis and monuments and end with a taste of local delicacies at ManekChowk. Get a glimpse of the remarkable textiles of India at the Calico Museum. About 100 kilometres from the city, on the banks of the Pushpavati River, is the Sun Temple in Modhera, which dates back to

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1026 AD and boasts of some amazing architecture. Dance festival of Ganga Mahotsav is a good time to visit Varanasi, as is Diwali when the ghatsare lined with thousands of diyas.

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

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

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

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

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LITERATURE REVIEW

The primary goal of this paper is to show the significance of cultural tourism in today's

worldwide tourism industry, both from a theoretical and practical view, as one of the most

dynamically emerging branch of the contemporary tourism industry.

We can say that cultural tourism is a very complicated tourism industry segment, its supply is

varied and versatile. The discipline's future positions are likely to be reinforced both directly and

indirectly as the goal of becoming acquainted with cultural values is rising sharply with the shift

in recreational requirements. Of course, mass tourism will never lose its positions, but tourists

participating in the 4S supply will become visitors with more diverse cultural interest

requirements.

'Culture'

Culture is a complex term that includes knowledge, belief, art, morality, law, tradition, and any

other skills and habits that man as a member of society acquires. (Tylor, 1871.) This definition

also appears to be a favorable approach to our inquiries as the determination can be used in a

broad material that opens the options for possible association with other fields while at the same

moment making the definition accurate and concrete.

On the other side, we would also like to clarify that the definition of this very complicated word

is being discussed in a powerful and perhaps ever lasting way. Originally, anthropology

indicated that culture and cultures are "distinctive bounded entities with boundaries and

particular features. Cultures were static in that anthropological analyzes could capture them.

They could all be detailed in their customs, practices, mores, interactions, uniqueness, and in

doing so they could see the manner in which each culture was distinct from all the others.

'Cultural tourism'

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

Cultural tourism and the travel industry will bring significant benefits at both the macro and local levels if properly managed. Tourism can help alleviate poverty by creating new job opportunities and curb youth migration and other marginally working community members. Tourism also has the ability to improve and preserve the environment by bringing income to historic sites, ruins and mausoleums. Likewise, tourism's much-needed foreign currency and investment has the potential to revitalize traditional buildings and craft industries.

On a higher level, cultural tourism has the capacity to reinforce the self-respect, traditions and identity of local peoples, thereby safeguarding facets of their intangible heritage and enhancing their potential for growth.

"Culture and heritage are vital tools for the growth of tourism, and tourism in turn contributes significantly to cultural development" (Richards, 2000). Cultural and heritage tourism are important segments of global demand for tourism. According to WTO, 37% of international tourism is culturally driven, and demand is expected to rise at 15% a year (CTC, 1997).

The rapid growth of cultural and heritage tourism in the last few decades has underlined the dynamic and rapidly changing nature of the sector, Some of the major trends which can be identified in the culture and heritage tourism market are:

- 1. Continued but slowing demand growth, guided by higher educational levels and a thirst for knowledge.
- 2. An influx of attractions and events offering culture and heritage.

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3. A blurring of the distinction between' big' and' low' culture and culture and economy that has

fuelled the increasing supply of attractions and events. The original' marks and landmarks' are

now being extended to include all aspects of culture and history, including popular music,

gastronomy, and even the whole landscape.

4. An expansion of the cultural tourism market by opening new popularized cultural and heritage

destinations to mass tourism. Visitors with a general interest in culture tend to grow faster than

visitors with a specific cultural intent in terms of the number of the influx of visitors to

attractions.

5. Increasing commercialization of cultural and heritage tourism through the growth of cultural

tourism-specific businesses and many governments "laissez-faire' attitudes.

6. The emergence of a community of cultural' new producers' who have discovered tourism as a

way to draw on their appreciation of culture and heritage in order to create new forms of

employment. This community is starting to exert increasing influence on the goods put on the

market, particularly in major urban centres. This community often appears to be a major user of

heritage, residing in heritage areas and visiting heritage attractions regularly.

We can see obviously that this strategy and the exercise itself prove that the discussion on

cultural tourism is challenging, which could lead to a misunderstanding of the word, and we

could also – from the point of perspective of the practical strategy – point out that statistical

background and studies of this discipline, for example, appear to be increasingly hard owing to

the phenomenon listed.

METHODOLOGY

A descriptive research design with cross-sectional study is adopted.

The present study is based on the secondary data published by various agencies and

organizations. The present study makes use of data and information provided by, UNWTO,

Ministry of Tourism, Ministry of Statistics and Programme Implementation, Newspapers, Magazines, Books, Economic journals and Internet etc.

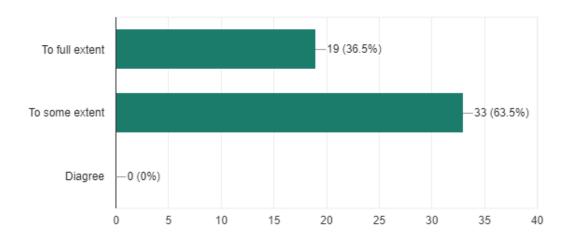
Cross-sectional study- Primary data is collected through google forms survey from visitors and is analysed appropriately.

DATA COLLECTION & ANALYSIS

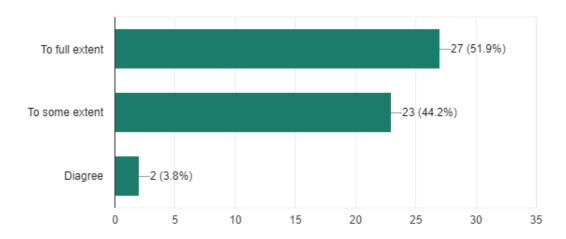
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How far do you agree that the tourism Development in India has increased standard of living residing locally at the tourist places

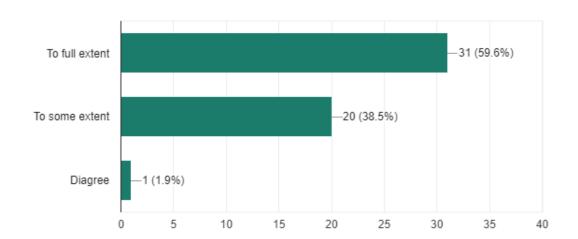
52 responses



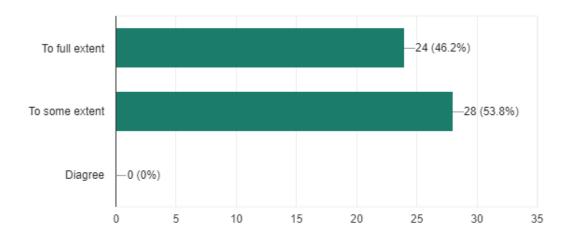
Can tourism provide better market for the local product ,If yes to what extent?



Tourism is one of a major source of earning foreign exchange to India 52 responses

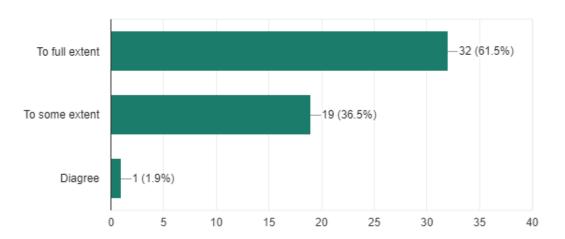


Has tourism development increased infrastructural facilities. If yes ,to what extent?

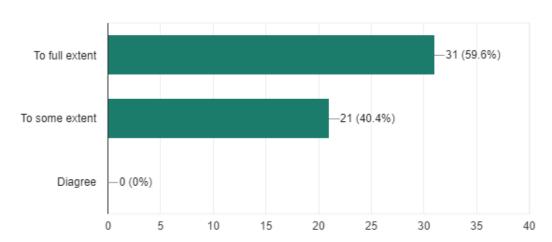


How far can tourism development be helpful in generating more employment opportunities?

52 responses

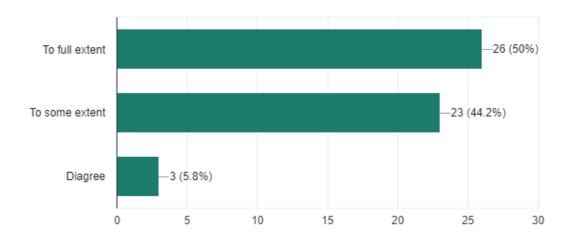


Can the tourism development be helpful for preservation of cultural heritage, If Yes, to what extent?

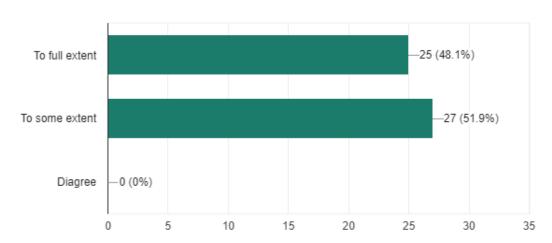


Can the tourism development save the lost traditions, If yes, to what extent?

52 responses

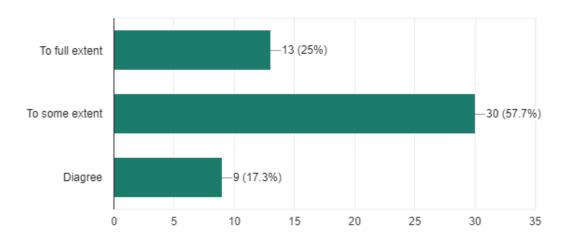


Do you agree that tourism development is helpful to generate better understanding among different culture, if yes, to what extent?



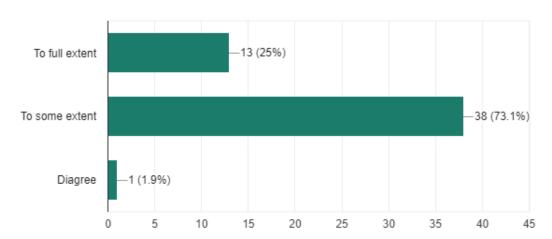
Is tourism development responsible for the deterioration of our cultural heritage, If yes, to what extent?

52 responses



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

52 responses



CONCLUSION

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- 1. The majority respondents are of the opinion that tourism development is helpful to increase their standard of living and total income.
- 2. Tourism has provided market for the local products and it is helpful for earning foreign exchange to the cultural tourism destinations.
- 3. The majority respondents are of the opinion that tourism is helpful to generate more employment opportunities in the cultural tourism destinations.
- 4. The overcrowding and congestion is increasing at a faster rate at the cultural tourism destinations, this may lead to deterioration of the cultural heritage to some extent.
- 5. Lastly, ITDC is a prime mover for the promotion of domestic and foreign tourism. It will continue to play a critical role to develop and open cultural destinations for tourists.

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