



Role on cultural and heritage tourism of India

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Abstract

Cultural heritage alludes to those landmarks or gathering of structures and locales with widespread tasteful, archeological, logical, ethological or anthropological worth. Those properties which cover the living style of individuals like traditions, customs, dress, food propensities, music, dance and so forth goes under social legacy. The assurance and preservation of these legacies is a significant capability and the obligation of each and every administration and each resident of the country. Training furthermore, making mindfulness about the critical attributes of these spots to public is fundamental for the preservation and assurance of these legacies. Legacy the travel industry has turned into a significant type of revenue and significant wellspring of data about the past. It can reinforce the nearby economy, advance asset assurance, increment guest's consumption, creates vocations and protect the extraordinary person of the neighborhood local area. It can help the social legacy assets to produce sufficient income to protect, safeguard and advance further social assets. It can encourage acknowledgment on territorial and local area level. It is a classification or a market fragment that incorporates memorable destinations, exhibition halls and craftsmanship displays. It is challenging to precisely characterize legacy in light of the fact that countless exercises cover it.

Keywords: cultural tourism, tangible, intangible, heritage tourism, employment, preserve, income, market segment, blend, uniqueness, future generations, assets

Introduction

India has a rich cultural tradition. There is a harmonious blend of art, religion and philosophy in Indian culture. They are so beautifully interwoven in the fabric of Indian way of life and they are inseparable. Indian people, by nature are tolerant and fatalists did not at any time ridicule the traditions of foreign civilization. On the other hand, Indian mind has assimilated much of the thinking of the other cultures, thus enriching it and there by becoming unique in its character. Today, it is the uniqueness which attracts the western societies to the Indian culture. Disillusioned with their materialistic lives, they turn to India for solace and peace.

Cultural tourism

India has become one of the world's promoting tourist destinations with large number of visitors each year for its diverse climatic features and heritage cultures. It has a dramatic growth of tourism over the last 25 years and it is one of the most remarkable factors that brought economic changes. India is the only country that offers different kinds of tourism. The Indian government has adopted different approaches for the promotion of tourism. The Indian government decided to increase revenue from the tourism industry sector by projecting India as the ultimate tourist spot. So there is no doubt that the development of tourism industry in India is very strong.

Indian art was influenced by the religious beliefs and the philosophical trends of the times. The temples of the south, the caves of Ajanta, Ellora and Khajuraho are living testimony to the artistic excellence achieved by the Indian artists, sculptors and architects in those expensive and spiritual reawakening on visiting these temples. Indian Music is remarkable because of the continuity in its growth. There are two major schools of classical music the

Hindustani and the Carnatic. Both derive their roots from the classical themes Natyashastra of Bharata and Sangeet Ratnakara by Sarangdeva. There are about 250 Ragas commonly used in North as well as South. Indian Music has impact on the Western Music. Great Maestros like Pandit Ravi Shankar, Zakir Hussain etc have made valuable contribution towards popularising and promoting Indian Music abroad. All these express its people's natural gaiety, sense of abandon and rhythm.

The origin of classical dance is attributed to the Hindu temples. It was in the temples that they were first conceived and nourished. It was also in the temples that they attained their full stature. While it is true that dances were performed in court, and on festive occasions etc yet created an impulse, that gave them birth was religious. There are major systems of classical dances in India Baratnatyam, Kathakali and Maipuri. Other prominent dances are Kuchupudi of Andhra, Odissi of Orissa, Mohiniattam of Kerala. In dance the concept of rasa holds the central place. In dancing, the rasa is conveyed through Bhava or expressions through the technique Abhinaya. One of the latest developments in the field of dance is ballet which has brought about a synthesis of lyricism, grace and pictorial quality of Indian dance forms, Classical and Folk combined.

Since Independence, Indians themselves have become keen to promote their sense of national identity and cultural unity. In consequences there has been a revival of indigenous folk arts, especially in the realm of music and dance. Now, it is up to our educational institutions to ensure that the younger generation imbibes the torch of spiritual and cultural renaissance for the rest of the world to see and emulate and not to get carried away by the materialistic ideology of the west where man has achieved astounding success in unravelling the mysteries of nature but feels alienated and rootless in his own community and society.

We must ensure that modern India does not at any stage forget its rich cultural heritage a legacy of our ancient seers, philosophers and sages. The success with which festivals of India have met within USA, France and Russia proves the interest of foreigners in our cultural traditions. At home and the government's efforts to promote a revival of interest in our folk arts, music and dance have met with tremendous public response. The classical theatre has a tradition of more than 2000 years. These were mainly performed on platforms raised in temples, courtyards and palaces. The choice of themes was mainly taken from folk stories, epics and religious texts. It was an elaborate affair which combined dance, acting and music. Historically speaking with the passing of early Hindu kingdoms under whose patronage the arts had flourished in.

Heritage Tourism

Heritage tourism is an activity with a long history that can be measured in centuries if not millennia. On the other hand, the term itself is a relatively recent invention, for the world heritage which came to be used commonly in the 1970's. Heritage Tourism is recognized as industry in modern development. Heritage tourism is a loose term that can be interpreted broadly or narrowly. It can be defined as tourism which is based on heritage where heritage is the core of the product that is offered and heritage is the main motivating factor for the consumer.

Heritage is not homogeneous. It exists in different levels namely global, national, regional and local. Because it is a personal subjective and emotional concept as well as an objective and functional one, each individual views heritage in different way. In the deep South of USA two old men living in the same town will have a different view of the heritage of their area if one is poor and black and the other rich and white. The tourism industry needs to be sensitive to such issues if it is to be managed in a way that is socially acceptable and does not reinforce prejudice, discrimination and resentment. Heritage also means different things to the various sectors of the tourism industry. For many it is attraction, it is the core product while many destinations have developed on the basis of the historical and cultural appeal. To tour operators it is a commodity that helps to sell holidays. Interestingly, now that travel and tourism is a well-developed activity, it is beginning to have its own heritage artifacts'.

Reasons for the growth of heritage tourism

Higher levels of education - According to reachgate.net Education are one factor that can motivate a person to travel, mainly to increase knowledge and experience. Some researchers indicate that people who have high levels in education will travel more than those having lower education level (Chaipinit 2008). Hence it implies the tourist behaviour in attracting their travel frequency, their motivation and purpose to travel.

Media presentations, particularly on televisions, people's lifestyles and special events. The involvement of the internet and the development of social media sites have created emphasis on the growing popularity. This concept has been widely adopted as one of the most effective communication tools worldwide which brings great benefits to not only the individual users but also organizations who would like to reach more target customers. Social media comprises of Travel and Tourism channels like TLC, a channel on people

and culture, Travel XP a channel again on travel, Street food around the world, Anthony Bourdain show on CNN gives you a taste of the unknown, Food Mad with Rocky and Mayne from NDTV Good times gives you a taste of mouth watering vegetarian and non vegetarian food and Sound trek gives a hypotic twist to some of the best Indian classics and at the sometime discovering artists and cultural gems from all over India.

The development of new types of heritage tourism products -The heritage tourism product is heterogeneous. Sometimes it is tangible and takes the form of buildings and monuments, while at other times it is an intangible such as folklore event or a particular language. The amount of heritage tourism product available has increased in recent years. Firstly through the opening of many new heritage attractions in the past decades or so in United Kingdom alone the number of museums has doubled in the last twenty years. Secondly, the tourism industry has increasingly packaged heritage products to make them more accessible to more people. In particular, they have now organised short breaks in United Kingdom and abroad based on visiting all kinds of heritage attractions and destinations as well as longer study type holidays.

Conclusion

Tourism is a platform to present the background for the general public, which places its monetary and social viability in a balancing mechanism that keeps history itself and protects it. The possibilities of travel and tourism are flourishing and are contributing significantly to their monetary development. According to Mahatma Gandhi 'A nation's culture resides in the hearts and in the soul of its people'. India now has 38 World Heritage sites listed, and that makes India one of the top countries globally in terms of several world heritage sites. United Nations Educational Scientific Cultural Organization identifies, World Heritage Sites as places that belong to all the people of the world, irrespective of the territory on which they are located. World Heritage sites in India are considered to be of immense cultural and natural importance in the world. What makes the concept World Heritage exceptional is its universal application. According to the convention, all the State parties have agreed that the sites located in their territory and which have been inscribed on the World Heritage list, without prejudice to national sovereignty or ownership, constitute a world heritage which belongs to international community. We are blessed with a beautiful heritage.

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