

CULTURAL TOURISM IN INDIA

UNIT-I SUB CODE: 16ANMETT2

GEOGRAPHY OF TOURISM

1. What is the tourism?

Tourism is travel for recreational, leisure or business purposes. "The World Tourism Organization" defines tourists as people who "travel to and stay in places outside their usual environment for more than twenty four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

2. What is the cultural?

Cultures is regarded as one of the straightest forward and at the same time the most varied and complex idea or phenomenon of the modern society. In general, the word culture is used to refer to the sculpture, architecture, painting, music, dance and other dance forms.

3. What is the cultural tourism?

Cultural Tourism is a composite concept. It is a multi-faceted ideal. Tourism definitions place cultural tourism within a broader framework of tourism concepts and tourism management dynamics. For instance "Cultural tourism is a form of special interest tourism, where culture forms the basis of either attracting tourists or motivating people to travel.

4. How do you define term 'tourist'?

Tourism means people travelling for fun. It includes activities such as sightseeing and camping. People who travel for fun are called "**tourists**". Places where many **tourists** stay are called "resorts". Some people travel to **do** an activity which they cannot **do** at home.

5. What is the difference between tourist and tourism?

Tourist is someone who travels for pleasure rather than for business while **tourism** is the act of travelling or sightseeing, particularly away from one's home.

5MARKS

6. **How does Kroeber enumerate the qualities of culture?**

It is transmitted and continued not by the genetic mechanism of heredity but by inter-conditioning of zygotes.

Whatever its origins in or through individuals, culture quickly tends to become super personal and anonymous and belongs to a whole community of people.

It falls into patterns or regularities of form and style and significance so that one national culture stands off distinctly from the other.

It embodies values which may be formulated as mores or folk ways by the society carrying the culture. It is in its affect-laden idea system that the core of a culture lies. It is an objectively expressed freedom of subjective values and this is called its ethos, genius or master-pattern.

Culture resides in a group of human beings called society. If a certain society has or wants to have political as well as cultural unity, it is called a nation. Culture is a sense of ultimate values possessed by a particular society as expressed in its collective institutions, by its individual members in their dispositions, feelings, attitudes and manners as well as insignificant forms which they give to material objects". The sense, in which the term is most frequently used, is good taste and refined manners, the sense of ultimate values which a certain society has and according to which it wants to shape its life.

7. **WRITE AN ESSAY ABOUT ECO-CULTURAL TOURISM?**

ECO-CULTURAL TOURISM:-

This is a concept in which ecological and cultural aspects of a landscape are combined to create a unique proposition for tourists. It is proposed as a way for communities with otherwise marginal cultural or ecological resources to develop. Sustainability and participation are both crucial for the long-term future of this form of tourism. There are innovative ways in which cultural tourism (in the form of open-air museums) can be combined with ecotourism to conform to every principle of sustainability. A key element to the success of eco-cultural tourism is local control in the planning, development and maintenance of these sites. This concept needs to be explored in the ways local people view their environment, and ecologists regulate it. Eco-cultural tourism also provides ways for the practice of archaeology and anthropology to mix and to articulate with wider society, although it may also pit the two disciplines against each other.

Eco-cultural tourism reflects present-day practice, but also acts as a model of how cultural and ecotourism could be employed by local people to build an empowered, sustainable future in similar settings elsewhere. Eco-Cultural tourism aims to establish links and promote co-operation between local communities, national and international NGOs and tour agencies in order to involve local populations fully in the employment opportunities and income-generating activities that tourism can bring. This form of tourism can make a practical and positive contribution to all aviating poverty by helping local communities to draw the maximum benefit from their region's tourism potential, while protecting the environmental and cultural heritage of the region concerned. The objectives of Eco-Cultural tourism include:

- Conducting eco-cultural studies
- Conducting eco-cultural education, awareness and training programmes
- Establishing and maintaining an interpretation Centre.

III 10 MARK

8. DESCRIBE THE ESSAY ON GEOGRAPHY OF TOURISM.

TAMIL NADU-THE REGION, THE PEOPLE, AND THE CULTURE

Geography

The Tamil country called Tamil Nadu or Tamilaham is bounded on the north and north West by the Mysore plateau and by the Tirupati hills in the north east. The Arabian Sea lies on the west, the Indian Ocean on the south and the Bay of Bengal on the east. "The hills of Tamil Nadu have been in existence millions of years before the Gangetic valley and the Himalayas took their present shape". The geography of Tamil Nadu had an important effect on the Culture of the Tamils. The situation of Tamil Nadu in the extreme south of the Peninsula has saved it from the exotic cultural and political influences brought in by the Turks, Mughals, etc.

"The Tamil country itself is broken up into a number of sub regions by the hillocks and the rivers and these have developed their own sub regional dialects as well as cultural variations largely due to problem access." Nature has been merciful to the Tamil. It has provided the Tamil country with some unique natural products which have been in great demand in foreign markets; pepper, pearls, ivory, cloves, sandalwood, teak and rosewood; some gems like corundum. In fact teak, sandal and corundum are from the Tamil words Tekku, Sandanam and Kurundam respectively. The export of rice to and Mesopotamia enroute to Greece is proved by the occurrence of the word 'Oruza' in Greek presumably from the Tamil 'arisi'; cheetah from siruttai, and tuhi in Hebrew meaning peacock from the Tamil tohai are well known instances of verbal mobility indicating ancient commercial contacts between Tamilnad and the Middle East. The pearl fisheries of Korkai on the South western coast were world famous. Plateaus were another feature of the geography of Tamilaham.

Natural caves in rocks which served as lair for wild animals, etc. were called Kuhai and were common in the forest and hilly tracts. The hillocks were a place of resort to leisured people.

The Tamil country is and has always been a land favored by nature, which had manifested itself at its best in the river valleys and the thick forests. From Pennar in the north to Tamraparani in the south many rivers have been rendering the country fertile. Villages were the normal, territorial, and residential units. They were surrounded by the cultivable land owned by the farmers residing in the village. Self-sufficient in economic and cultural matters, with the 'inevitable' temple in it, it was the center of rural activities. The Tamils held that the fertility of the country depended not only on the river basins but also on the forest wealth and the mountains. The much diversified nature of the country was responsible for its fertility and the prosperity of the people. Mountains had a strange attraction to the Tamils.

“The Podiyil hill in the south has been famous as the residence of Agastya, the sage famed in legend”. This land of plenty had its problem of wrestling with the monsoons. Its prosperity depended on the regularity of the North-east and South-west winds. The culture which has grown in the land which cultivates pepper, coconut, betel leaves and plantains is of a special brand. These products which are native to the soil have acquired a certain sacredness like breaking a coconut before an idol in a temple, serving food on plantain leaves on ceremonial occasions, and presenting betel leaves and areca nut for a munch after lunch; these acquire religious significance too. As an ingredient for native medicine, as unequalled spice, as a foreign exchange earner at all times, pepper indistinguishable from the economy of the Tamils. Apart from natural products, the handicrafts of the Tamils who could make highly popular textiles out of the mediocre local cotton, earned for them a standing foreign market. The commercial geography of the Tamil country, especially in the ancient period explains the prosperity reflected in the contemporary literature.

Region and People

Tamilaham was a cultural area and referred to the territory where Tamil was spoken. The people had a cultural commonness and were independent of the government which ruled them, they always belonged to Tamilaham and were Tamils; the literature which they grew, with the beliefs they entertained, and the lives they lived were common, with slight local variations. Further this way of life was a constant factor in their history, very slowly, if at all evolving and even then commonly affecting all of them; on the other hand the governments were changing phenomena and so the people at large entertained cultural patriotism as distinct from the more common political patriotism. Though this is a feature common to the whole of India this itself constitutes a significant feature of Indian culture – it is found in an exaggerated manner among the Tamils in whom the peculiarities of culture generates a pride which surpasses anything that the political activities in Tamilaham could inspire. Thus, even in very early Tamil texts we find echoes of cultural pride and a self consciousness which in weak moments could become aggressive. The personality of the Tamils is the resultant of their geography, religion, and history, enriched by the different cultural influences of travelers from all over the world who have been visiting Tamil Nadu chiefly for Trade.

Thoughts, folklore and culture of the literati of Tamil Nadu have been influenced greatly by Western thought in recent times, but they still refer to the classical period and ancient heritage of the Tamils as the sources of their inspiration. Many of the customs, food-habits, manners, values and thought-patterns of the Tamils of the classical period have been preserved in the daily life of the rural folk, which is perhaps a distinctive feature of Tamil culture. Compared with the rest of India, Tamil Nadu has had fewer vicissitudes of fortune and longer periods of political peace and a more or less stable economic life, particularly in the rural areas, a continuity of tradition from the hoary past to the present. The daily prayers to God at dawn and dusk, the simple and regular means and dress patterns, particularly the woman's flowing sari, have remained practically unchanged through the ages.

UNIT-2

CLASSICAL TRADITION OF MUSIC AND DANCE OF INDIA

1. Where is Hindustani music from?

Hindustani music, one of the two principal types of South Asian classical **music**, found mainly in the northern three-fourths of the subcontinent, where Indo-Aryan languages are spoken. (The other principal type, Karnataka **music**, is found in the Dravidian-speaking region of southern.

2. What is music from India called?

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.

3. Expand the word TFCI.

Tourism finance corporation of India.

4. What is an art gallery?

An **art gallery** or **art** museum is a building or space for the **exhibition** of **art**, usually visual **art**. Museums can be public or private, but what distinguishes a museum is the ownership of a collection.

5. What the difference between art gallery and music?

The primary **difference** is that while one goes to an **art museum** to view **art**, one goes to an **art gallery** to view **art**, from the perspective of purchasing the **art**. **Art** galleries, on the other hand, are usually small businesses that exhibit **art** for the purposes of promoting and selling **art**.

6. How do describe the challenges of cultural tourism?

There are many challenges in the path of effective cultural tourism development. When the host community's cultural heritage is the substance of what it offers to visitors, protecting that heritage becomes essential. Hence, a major challenge in any cultural heritage tourism programmed is ensuring that increased tourism does not destroy the very qualities that attract visitors at the first instance. Efforts of proper restoration and effective preservation, prevention of commoditization, dilution of culture, lack of interests among the host communities, generation gap, imitation of other cultures etc. are also the concerns of destination regards cultural tourism. The designer's expectations of cultural tourists, world over, have increased manifold in recent years and ensuring the delivery of genuine and quality products and services is a challenge, cultural tourism stakeholders save to address. The competencies of professionals are also expected to hit the roof.

7. Define the methodology Sources of Data.

Data for the research have been collected from both primary and secondary sources and through field-visits.

Primary Data

An expert opinion study has been conducted through focused group Interviews, one-to-one interviews and reference group interviews. The research is based on information gathered through desktop research and a Delphi Study incorporating twenty statements on the problems and prospects of cultural tourism in Kerala and Tamil Nadu. The researcher had met the experts as per their convenience and interacted with them using a questionnaire consisting of 20 statements/issues. The instrument was designed using a five-point scale to elicit opinions of experts. The data gathered was subsequently analyzed.

Secondary Data

The researcher has collected data from a number of secondary sources. Published works both related and relevant to the subject under study, works of eminent authors and personalities who have contributed immensely to the promotion of culture in Kerala and Tamil Nadu, tourism promotional literature, reports of Ministry of Tourism, Government of India and Departments of Tourism in Kerala and Tamil Nadu, Publications of cultural organizations, manuscripts, documents, archive information, articles and feature stories in

periodicals, websites and e-resources are the sources tapped extensively for collecting secondary data.

8. Describe the culinary tradition?

This article deals with the transition of Japanese food culture in the late nineteenth and the first half of the twentieth century. It explains the three main stages of this transition, namely the adoption of Western haute cuisine by the Japanese élite, the diffusion of Western ingredients, dishes and cookery techniques among the urban middle class, and the popularization of the new Japanese–Western hybrid cuisine by the military. This new cuisine began to acquire the status of culinary “tradition” from the 1950s onwards.

9. Define alternative tourism.

Alternative tourism is a consumer choice that is outside regular tourism channels. Since the consolidation of mass tourism in the late 1970s, there have always been some significant tourism practices which have not followed the usual lines of purchase and consumption of institutionalized tourism (tour operators, travel agencies, etc.). This kind of tourism has often been epitomized by drifters, hippies, or adventurers; however, the demand for differentiated and individualized experiences has slowly spread, apparently discerning these consumers from “tourists.” Generally, alternative tourism involves traveling with the minimum possible.

10 Marks

**10. DESCRIBE THE MAJOR IMPACTS ON CULTURAL TOURISM MARKET.
Demographic and Socio-Economic Trends**

Higher levels of education have greatly increased demand for both culture and tourism. The trend to higher levels of education is projected to continue to increase and is very positive for both tourism and culture. Women are increasingly recognized for their role in selection of travel destinations and attractions. Women account for 55% to 60% of those attending art galleries, most museum types, performing arts, festivals and other cultural attraction and events. Women are increasingly recognized for their role in selection of both travel destinations and the selection of specific attractions and events. This relates to a number of key factors. Women tend to make the decisions regarding attractions to visit while on family vacation. Women account for a large majority of bus tour passengers, trip planners, convention planners and travel incentive planners. Women represent a large majority of elementary school teachers who usually make the decisions regarding field trip destination. The fact that women are working, earning money and therefore controlling more disposable income than in the past has changed the ‘cultural agenda’ around the world.

Life Style Trends

Leisure time:

Less leisure time has emerged largely from an increasingly competitive labour market in periods of high inflation. Despite the growing popularity of culture, less leisure time means fewer opportunities to attend cultural attractions or events. For tourism, less leisure time and the growth of two income households have contributed to the movement to more mini-vacations and escapes as opposed to the longer vacations of the past. For cultural tourism, less leisure time combined with a tendency to stay at home reduces demand for cultural attractions and events and other tourism destinations.

Institutional Trends

Greater levels of competition

It is not only the labour market which has become increasingly competitive over the past two decades. Within the cultural sector the supply of attractions has grown at a dramatic pace internationally. Packaging and other forms of co-operation among cultural attractions and events increase the perceived value of the products within the package, reduce the competition among products and may lead to lower costs by reducing duplication of efforts.

Motivational Attributes

Cultural Tourism Destination
Cultural Tourism

TRAVEL MOTIVATION

INSTITUTION
HERITAGE
PERSONAL
MOTIVATION
EDUCATIONAL
LIFE STYLE

STRATEGIC PLANNING

Packaging
Marketing
Partnership

11. DESCRIBE THE CULTURAL TOURISM.

Cultural Tourism is a composite concept. It is a multi-faceted ideal. It is indeed a complex task to define cultural tourism as there are almost as many definitions or

variations of definitions of cultural tourism as there are the motivations and interests of cultural tourists.

TOURISM DERIVED DEFINITIONS

Tourism definitions place cultural tourism within a broader framework of tourism concepts and tourism management dynamics. For instance “Cultural tourism is a form of special interest tourism, where culture forms the basis of either attracting tourists or motivating people to travel. Others place it in a tourism systems context, recognizing that it involves interrelationships between people, places and cultural heritage.

MOTIVATIONAL DEFINITIONS

Motivation is absolutely an important element while defining cultural tourism the travel decision making process of cultural tourists are profoundly influenced by different attributes. **The World Tourism Organization (WTO)** defines cultural tourism as movements of persons essentially for cultural motivations such as study tours, travel to festivals and other events, visit to sites and monuments, travel to study nature, folklore of art, and pilgrimages. The province of Ontario in Canada uses the definition of “visit by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific, lifestyle heritage offerings of the community, region, group, or institution”.

EXPERIENTIAL OR ASPIRATIONAL DEFINITIONS

Cultural tourism is deeply influenced by an inspirational element. Cultural tourism involves experiencing or having contact of differing intensity with the unique social fabric, heritage, and special character of tourism. It is also hoped that by experiencing culture, the tourist will become educated as well as entertained, will have a change to learn about the community or will have an opportunity to learn something about the significance of a place and its associations with the local.

The concept and practice of alternative tourism arose from a response to the impact of mass tourism and as an expression of rebellion and search for adventure. It involves tourism that respects the values of local people and nature, favoring encounters and exchanges and building experiences.

UNIT-3

EMERGENCE OF MASS TOURISM IN INDIA

- 1. Define the word IRCTC.**

Indian Railway Catering and Tourism Corporation. Indian Railway Catering and Tourism Corporation (**IRCTC**) is a subsidiary of the **Indian Railways** that handles the catering, tourism and online ticketing operations of the latter, with around 5, 50,000 to 6, 00,000 bookings every day.

2. Kuchipudi dance belongs to which state?

It originated in a village named Kuchipudi in the Indian state of Andhra Pradesh. Kuchipudi is a dance-drama performance, with its roots in the ancient Hindu Sanskrit text of Natya Shastra.

3. What is Surajkund craft mela?

Surajkund Crafts mela is an annual event that is organized on a large scale by **Haryana Tourism** from 1st to 15th February. The fair is aimed at bringing to light the enormous talent of artisans and craftsmen in India who display their exquisite handlooms and **handicrafts** before a large audience at the fair.

4. Give name any two craft mela.

The Surajkund Mela
Himachal Pradesh

5. What is craft mela?

A unique International craft festival. It is the platform for artists across the globe to showcase their culture and talent.

6. DESCRIBE THE HERITAGE TOURISM?

A power house of sustainable Economy, the following Principles are drawn for successful and sustainable cultural heritage tourism.

Principles for Sustainable Cultural Heritage

Collaborate: Enrichment and advancement of culture is accomplished by synthesis and synergy. Cultural exchanges and other programmes bring together potential partners.

Find the need: Balancing the needs of residents and visitors is important to ensure that cultural tourism benefits all. It is also important to understand the kind and amount of tourism that a particular community handles.

Make sites and programmes dynamic: To attract visitors to cultural sites, innovative and creative practices have an important role to play. Any cultural destination must be attuned to the interests of visitors.

Focus on quality and authenticity: Quality is of paramount importance for any venture in the realm of cultural tourism. Also, authenticity is a critical factor whenever heritage or historical aspects are involved.

10 Marks

7. Explain the North India festivals with examples.

North India is a land of festivities. It is a region that is extremely rich in heritage and culture. North India is known for having a different set of traditions and customs for every occasion. A culture to cherish, this region is the epicenter for a set of joyous, customary festivals. If you ever want to experience the authenticity of Indian festivals, definitely try to witness the festivals of north India. Some festivals are widespread over the region, like Diwali, Holi, Teej, Dussehra, etc., while some that are specific to a city or area. These are celebrated with vigor and enthusiasm each year.

Kumbha Mela:-

Kumbha Mela is the biggest fair in India. It takes place every 12 years in four cities - Prayagraj (Allahabad), Haridwar, Ujjain and Nashik. The Kumbh Mela in Praying being the major one is celebrated on a vast scale. Pilgrims from all over the country gather and pay homage to river Ganga. They take dips in the holy water to wash away their sins. Since this festival is Source.

Pushkar Mela:-

Pushkar Mela is one of the most vibrant festivals in north India. It is celebrated extravagantly at the end of October or beginning of November, in Pushkar, Rajasthan. During this fair, pilgrims come to Pushkar from all over the country and worship by Pushkar Lake. Apart from this, cattle races are held, and cattle trades take place. Various entertaining competitions such a biggest moustache challenge, bridal makeup challenge, etc. are conducted. Stall selling handicrafts like jewelry, fabrics, and artifacts are set up in the area, which attracts a lot of buyers.

Desert Festival:-

Desert Festival is celebrated with pomp and show in Jaisalmer, Rajasthan and is one of the popular festivals of North India. This festival is characterized by camel shows and races that take place in the dunes of the area. The locals dress their best, the city looks colourful, and the vibrancy is unmatched. Tourists from all over the world visit Jaisalmer during this time to make the best of the culture and fair.

Rann Utsav:-

Rann Utsav takes place in the white sand of the Rann of Kutch in Gujarat every year from November to February. During this period, tents are set up, and the region is made in traditional Gujarati style. Educational programmes including folk dances, skits and others are displayed every evening, followed by bonfire night and lavish dining.

Rann Utsav is one of the most vibrant festivals in India, which attracts numerous visitors from across the globe and displays the finest traditions of the state.

Sindhu Darshan:-

Another festival of South India, since October 1997, Sindhu Darshan Festival is being celebrated every year in Shey Mandala, in Leh, a district in Ladakh, Jammu and Kashmir on Guru Purnima, a full moon night in June. During this festival, participants from all over the country bring water from a river flowing in their state and pour it in the Sindhu River. This act of combining streams is a token of gratitude towards the Indus River (Sindhu river), which is the origin of the word 'India' and has proved to be fortunate for the country. This festival marks communal unity in India. It also aims to pay tribute to soldiers at the border and dead ancestors.

Phulaich Festival:-

Phulaich Festival is one of the most popular festivals in North India, celebrated in Kannur district of Himachal Pradesh, to commemorate the deceased. Phulaich is celebrated on the 16th day of Bhadrapada month (September - November). On this day, 10 Raj put men climb up the hill and pluck flowers that have just bloomed and their journey celebrated with drums and dances. When they return, the villagers dance joyfully and enact war scenes in memory of their ancestors. They decorate deities in beautiful ornaments and arrange for a procession. Wine, rice and other nourishment to the deceased, only to later distribute amongst the poor and sacrifices of animals are also done to please the Gods.

Mata Murtika Mela:-

Mata Murtika mela is a pompous North Indian religious festival held in Badrinath, Uttar Pradesh. On this day **Mata Murti**, the mother of Barinas, is worshipped zealously. The prayers include Maha Abhishek (holy bath), in the morning readings are done of Geeta Paths (chapters from Bhagwad Geeta), and the aarti takes place in the evening. After the pooja, sandalwood paste is applied to the idol. The villagers install colourful stalls and participate proactively in the fair. This festival is celebrated to honour River Ganga, which is supposed to have been gifted to earth by heaven on this day.

Magh Mela:-

Magh Mela is celebrated during Makar Sankranti (14th January) at the Triveni Sangam in Prayag, near Allahabad in Uttar Pradesh. This festival in north India is celebrated to honour the origin of the world, which is said to have taken place around this

time. During this month, pilgrims from all around the country gather at Prayag and pray for a month. They take holy dips in the sacred river to wash away their troubles and attain detachment from worldly pleasures and Triveni

Taj Mahotsav:-

Taj Mahotsav is celebrated from 18th to 27th February every year in Agra, Uttar Pradesh. Agra, as we all know, is home to the global heritage site, Taj Mahal. Taj Mahotsav begins with a grand procession that takes place from the east gate of the Taj, during which elephants and camels are decorated in a way that the warriors in the past would celebrate the triumph. During this festival, 400 artists selected from across India display their art.

Nagaur Fair:-

Nagaur Fair is essentially a trade market set up for four days any time in January or February, in Jodhpur, Rajasthan. It is the second-largest fair in India. During this fair, cattle and their owners deck up and gather together. Cattle races and competitions take place, and trading of other products, such as spices also takes place during this event. With an atmosphere of joyous festivity and tradition, North India is a vibrant land. Unsurprisingly, the people living here are full of stories! The region is undoubtedly a very lively and happening one, loathed in glee and splendour. The north Indian festivals bring people together and thus promote unity, which is why the people residing in these regions have a sense of belongingness to their roots and love for their culture.

UNIT-IV

TOURISM ORGANIZATIONS IN INDIA

1. What is the tour Boucher?

Tour Brochure is a small **booklet** or **pamphlet**, often containing promotional material or product information about destinations or travel services. Compared with a flyer or a handbill, a **brochure** usually uses higher-quality paper, more color, and is folded.

2. What is tourism industry?

Tourism industry therefore can be defined as the set of **industries** which facilitate by providing infrastructure and products and services and make possible travelling for different purposes and travelling to places of leisure and business interests.

3. What is the main purpose of tourism?

Tourism promotes (advertises) your city/country and helps raise money for your city, by **tourists** spending money to site-see, buy food, purchase gifts or stay in lodgings. **Tourism** also provides jobs for people. People are needed to provide **tourists** all that food, drink, transportation, gifts, souvenirs and lodging.

4. What is the sales promotion in tourism industry?

Sales promotions are the set of marketing activities undertaken to boost **sales** of the product or service. **Sales promotion** is a type of Pull marketing technique.

5. What is the tourism promotion?

Tourism promotion means stimulating sales through the dissemination of information. It **means** trying to encourage actual and potential customers to travel.

6. Define the objective of the study in cultural tourism.

This research work is undertaken with certain specific objectives.

To carry out in depth study to highlight the rich cultural heritage of Kerala and Tamil Nadu.

To study the major art forms and architectural marvels of both states.

To find out the emerging trends and practices of cultural tourism management in Kerala and Tamil Nadu

To investigate the major issues and challenges that impact cultural tourism management in the two states.

To suggest ways and means to promote art and architecture as premier cultural tourism resources of Kerala and Tamil Nadu.

7. Define the quality of tour guide?

The Qualities of a Good Tour Guide:-

Anyone who has taken a group tour knows just how important the guide is to the success or failure of the trip. A good guide can elevate and enhance the experience, creating cherished memories that will last a lifetime and make guests want to return. A bad guide can do the opposite, leaving guests feeling neglected and unimportant.

Patience

Answering questions they've already answered multiple times will not bother a good guide. They will show both competence and enthusiasm, as if they are hearing that question for the first time.

Good with “difficult people”

Most times the problem is that “difficult people” don’t know they are difficult. Great guides know how to master the “beast” in the group. They deal with them and they keep the rest of the group safe from them.

Good Sense of Humor

A guide with a good sense of humor will increase the enjoyment of the tour and temper any tensions that may arise.

Energetic Attitude:

Long days, large groups, physical activity, and nearly daily crisis management require a great deal of energy, both mental and physical. Guides often have back-to-back tours and no days off.

Punctuality

Punctuality is a must-have quality for tour guides. If the guide is not on time that makes the unhappy travelers and frustrated co-guides.

Organized

If a tour guide is organized (and the tour is well-planned), the experience should feel seamless and effortless. Logistics should be nearly invisible to the eyes of the participants.

Form Group Bonds

Unless it’s a private tour with friends and family, a group tour will be made up of participants from different locations with diverse personalities and backgrounds. Without a doubt the success of a tour often relies on the members of the group getting along well and enjoying the shared experience, and a good guide can work wonders to make that happen.

Engaging

Great tour guides share their knowledge in an engaging, illuminating and entertaining way, rather than repeating a list of facts and instructions.

Flexible

When appropriate, a flexible approach can be the difference between a good and a great tour guide. Being flexible means being open to unexpected challenges and changes, as well as being open to spontaneous moments that will arise on a cultural active vacation.

Outgoing, but Not Overly Enthusiastic

A guide has to have an enthusiastic leading style, but not so enthusiastic that they fail to sound genuine or that they stop listening.

An Acute Sense of Direction

Tour guides should know where they're going! That's a given. They should also be able to help direct guests on the fly. Should they be forced to take a detour, they can find an alternative route with a glance at a map or by looking for landmarks.

Knowledgeable

Even if they weren't born and raised in the region where they work, the best tour guides own a deep knowledge of the history, geography, culture and traditions of the area they guide in. They can point out landmarks, tell stories about the characters who call the area home, identify wildlife, and explain dishes and wines. That depth of knowledge makes guests feel like they're getting their money's worth on a tour.

Continues to Learn and Train

A good tour guide should continuously learn about his/her destination. They should also improve their hard and soft skills with off-season training. Lastly, they should research new activities, hotels, and vendors in the area

8. Write an essay about scope of the study in 'cultural tourism'.

SCOPE OF THE STUDY

There has been an age long and continuous interaction between South Indian Culture, Indian culture and World culture over a wide spectrum and this has produced significant results in all areas of cultural development. It is a sad fact to note that the concept of cultural tourism in South India has not been made a topic of research by academicians or historians and such an important area is totally neglected. As deep rooted studies has not been done in linking tourism industry with the cultural aspects of these states, there is ample scope for research in cultural tourism and its utmost importance in a fact changing society dominated by technological progress.

The scope of the present study is very far-reaching and profound. The study aims at unveiling the special attributes of cultural tourism across the two neighboring states, viz., Kerala and Tamil Nadu. Both these states are endowed with innumerable cultural

tourism attractions, distinctly positioning the states in the world tourism map. Further, deep rooted studies have not been undertaken in linking tourism industry with culture. Hence, there is ample scope for research in the dynamics of cultural tourism management (resplendent with unique art and architectural resources) and its utmost importance in fast changing societies of Kerala and Tamil Nadu, which are dominated by technological progress. Moreover, this study evaluates the role of art and architecture as accelerating factors in cultural tourism development, both in Kerala and Tamil Nadu. These important tourist destinations shall be the first beneficiaries of the study, and its results, especially the villages with their rich cultural traditions and other attributes are also part of the scope of the study.

AREA OF THE STUDY

Kerala and Tamil Nadu, two vibrant cultural tourism destinations have been chosen for the present study. The selection was prompted by the unparalleled composite culture of these two South Indian states which have a direct bearing on tourism development. Also, the magnificence of art and architectural styles that speaks volumes of the rich culture and heritage of Kerala and Tamil Nadu influenced the selection.

LIMITATIONS OF THE STUDY

The following limitations were encountered by the researcher while carrying out the research work. The area of study is very vast and encompasses a plethora of cultural products and expressions spread over two premier and dynamic cultural tourism destinations, regarded highly not only in India, but also across the globe. A microscopic study always seemed to be a thorough limitation owing to this.

The review materials were available in abundance on cultural tourism perspectives globally, and on Kerala and Tamil Nadu culture. Yet, not much published literature pertaining to cultural tourism management as such in both the states was available.

Many famous cultural programmes and activities, in the promotional sense, fall outside the ambit of Cultural tourism, in Kerala and Tamil Nadu. However, the researcher has attempted to include certain aspects under the purview of the study. The content analysis of experts' view posed challenges in narrowing down to generalize inferences.

9. Bring out the five year of plan of development of tourism.

TOURISM UNDER FIVE YEAR PLAN:-

Five year plans have been drafted and adopted for achieving national objective since 1951. The first five year plan was prepared for planned development of the country covering the period 1951-56. But at that time tourism was not a conspicuous economic activity and that tourism was not given a specific allocation.

The second plan (1956-61) recognized tourism as a significant industry and made a small, but specific allocation for tourism. A modest allocation of Rs.3.36 crores was for the development of tourism infrastructure. The plan adopted a method of classification of tourism projects into 3 categories. Part I schemes included development of infrastructure at places that were important from the point of view attracting foreign tourists. Part II schemes included development schemes for places that were primarily the interests of domestic tourists.. It was during the II plan period, (1958) a separate department of tourism at the center was established. Overseas promotional offices at Frankfurt, Melbourne and Colombo were established.

The Third Plan (1961-66):-

During this plan period infrastructural details that were commissioned during II plan were completed. Net works at selected tourist centres such as Khajuraho, Bhubaneswar, Konark, Mahabalipuram, Madurai, Trichy and in many other places were taken up.

IV PLAN:-

The broad approach of the IV plan was to expand and improve tourist facilities with a view to promoting destination traffic as distinct from transit traffic. It was proposed to take up integrated development of selected areas and encourage charter traffic. Emphasis was laid on provision of accommodation, transport and recreational facilities. Efforts were concentrated in areas where there was an identified large flow of foreign tourist's traffic.

VPLAN:-

The Fifth Plan made a provision of Rs.23.62 crores for the Department of Tourism and Rs.17.12 crores for the India Tourism Development Corporation. The programmes of the department included loans to hotel industry in private sector, integrated development of the tourist resorts at Kovalam, Gulmarg, Goa and Kulu-Manali and construction of number of youth hotels, tourist bungalows and forest lodges.

VI PLAN:-

During the VI plan, the major objectives of the investment in the tourist sector were to optimize the use of existing capacity and to increase substantially tourist accommodation in the public and private sectors. In the programme of the Department of

Tourism, emphasis on beach and hill resort development, wild life and cultural tourism, training and overseas promotion was given much importance.

VII PLAN:-

The main objectives for the tourism sector in the Seven Plan were (i) faster development of tourism; (ii) re-defining of the role of public and private sector to ensure that the private sector investment is encouraged in developing tourism and the public sector investment is focused mainly on development of support infrastructure; (iii) according the status of an industry to tourism and (iv) exploiting tourism potential to support local handicrafts and other creative arts to promote national integration.

UNIT-V

MAJOR TOURIST CENTRES AROUND THE WORLD

1. Which is the number 1 tourist place in India?

Kerala, situated on the lush and tropical Malabar Coast, is one of the most popular tourist destinations in **India**.

2. Expand WTO.

World Tourism Organization (**WTO**).

3. List the Indian Tourism office in abroad.

Los angels
Toronto
London
Frankfurt

4. Write the importance of hill station tourism in India.

Hill stations in India are the Centre of attraction of tourists all over the world. These locations are blessed by nature with enchanting beauty and marvelous environmental conditions. Hill valleys with crystal clear watercourses and mesmerizing waterfalls enhance the attractive of these areas.

5. Define the function of TTDC.

TTDC was formed with the object of promoting tourism in Tamil Nadu by providing infrastructure facilities of transport and accommodation. To fulfill this objective, TTDC has expanded its activities into 3 main operations, namely, Hotels, Transport and Fairs.

6. Expand the word TTDC.

Tamil Nadu Tourism Development .

7. Write a note on Tourism Trends around the World.

The reports of **World Tourism Organisation (WTO)**, which covers 185, destination countries divided in 10 regions, for its data clearly presents the existing pattern of global tourism and visualizes the future trends as discussed hereunder: People in general now view tourism as a way of life rather than a luxury items reserved for the affluent and the elite. Tourism has emerged as the largest service industry globally, in terms of gross revenue, as well as foreign exchange earnings. According to the World Tourism Organisation (WTO), the number of international travellers has risen to more than 700 million per annum. With rapid developments in the field of transport and communications, the global' tourism industry is likely to double in the next decade.

ADVERTISEMENTS:-

Tourism is the industry of industries and has a great multiplier effect on other industries. Tourism serves as an effective medium for transfer or distribution of wealth because here income earned in places of "residence" is spent in places "visited".

WTO forecasts that international arrivals in the year 2010 will top on billion and that by 2020 it will reach 1.6 billion nearly three times the number of international trips made in 1996 which was 592 million.

The 21st century will see a higher percentage of the total population travelling, especially in developing countries, and people will be going on holiday more often. Travelers of the 21st century will also be going farther. Travel and Tourism industry has boomed in the past few years and with it, the competition. Along with Advertising and Marketing, public relations consultancy plays a major promotional tool for the industry.

Public Relations succeed better at brand and image building as it is mainly third-party endorsement. Most of the public prefers believing an article/blog rather than trusting the self-indulgent advertisements. Also, when it comes to Travel industry, a personal connection is better, which PR can provide effortlessly.

8. Describe the public relations and tourism policy.

Public Relations consultancy is used alone or with other elements such as marketing communications and advertising. The main goal of Public Relations is to create desire to travel, persuade to take action and provide a pleasant experience during the visit.

Here are the various ways Public Relations consultancy is employed in the Travel and Tourism industry:

PR is actively used as a promotional tool. Through third-party endorsement, the organizations are successful at pitching their stories without seeming too sales. Through press releases, write-ups and blogs, they gain credibility and exposure.

PR brings its valuable media connection which helps the Travel industry hugely. The media bring in credibility which helps in building positive image. For example, the media frequently release their own “Top list of places, hotels, restaurants to visit” which acts as a huge promotional platform for an organization.

Through PR, creating awareness becomes easier. Whether its launch of new products, services or any promotions, organizations can easily promote themselves. Awareness can be brought in through media (press conference, press release), supporting charities or organizing any special events.

PR can also help organizations to communicate with their publics, stakeholders, investors or money lenders. For any organization to sail through smoothly, a strong internal communication is essential. PR helps to bridge the gap between the organization and its **organization**.

PR Tools

Under tourism industry, PR focuses on travel, tourist destinations, hotels and restaurants. Each sector has a specific target audience and different tools must be implemented to portray different messages.

The major PR tools used in the Travel and Tourism industry are articles, brochures and social media. With the online trend speeding up, social media plays a major role in PR. For example, getting an article/blog about a ski resort on adventure loving communities or websites can be a huge promotion for the organization. Social media works mainly on word of-mouth and sharing of experience which can benefit the tourism industry hugely.

III 10 MARKS

9. Write an essay about challenges of cultural tourism?

CHALLENGES OF CULTURAL TOURISM

There are many challenges in the path of effective cultural tourism development. When the host community's cultural heritage is the substance of what it offers to visitors, protecting that heritage becomes essential. Hence, a major challenge in any cultural heritage tourism programmes is ensuring that increased tourism does not destroy the very qualities that attract visitors at the first instance. Efforts of proper restoration and effective preservation, prevention of commoditization, dilution of culture, lack of interests among the host communities, generation gap, imitation of other cultures etc., are also the concerns of destinations regards cultural tourism. The designers' expectations of cultural tourists, world over, have increased manifold in recent years and ensuring the delivery of genuine and quality products and services is a challenge, cultural tourism stakeholder shave to address. The competencies of professionals are also expected to hit the roof.

The cultural settings of tourism may be seen as an important consideration in the development of tourism .There has been considerable debate about the role of tourism in contributing to a growth or a decline in the local cultures in areas that support tourism. There are arguments that the recreation of traditional cultures for touristic consumption can be a positive element within a culture as it allows the cultural elements to survive and continue to throb in the lives of new generations. Planning and managing cultural tourism requires a number of issues to be dealt with. Those involved in preservation of culture, the challenge is to understand and work effectively with the tourism industry. For those in the tourism sector, there is a need to understand the needs of host communities as well as the principles and concerns that are part of preserving cultural heritage. Poorly managed cultural destinations would not only negatively impact local communities but also the industry when cultural resources and values are degraded. The challenge is not to curtail tourism promotion, but rather for all stakeholders to work jointly in achieving sustainable planning and management.

Maintaining and conserving the cultural heritage. Ensuring the creation of possibilities for assisting the residents of the community achieving a better state of economic and social well being for all sectors of a community. Providing the tourist with quality experience. Achieving a sustainable tourism development

There is an inevitable dichotomy between satisfying the pressure for economic growth through tourism and protecting the cultural heritage sites and monuments that lie in its heart. Therefore, there is a need to establish quality standards and systems of good practice to protect the past relics and safeguard the country's cultural heritage. The key lies in finding the right balance between encouraging the expansion of cultural tourism

and safeguarding heritage sites and monuments by keeping the volume of tourists to heritage travel destination areas within sustainable limits.

A study conducted by the United Nations Economic and Social Council, made very significant findings in favour of tourism. It indicates that “researches conducted in Asia-Pacific and Caribbean regions have failed to produce much evidence of major destruction of local culture due to tourists’ influence. The findings indicate that tourism can assist in preserving customs and culture by providing incentives to invest in and promote them. If properly managed and promoted, local culture can be given an impetus by the presence of tourists”

Tourists are seldom well prepared for an international cultural encounter which is vastly different from their own. Their knowledge, in most cases, is cursory, glamorized images gleaned from glossy travel brochures, movies and similar material. Travelling with the aid of malaria and diarrhea prophylactics, in air-conditioned buses and staying in disinfected five star hotels, creates an artificial barrier between the tourists and the host communities. Cohen calls it “an environmental bubble.”

Such tourism promotion does little to create mutual understanding and synthesis of cultures among people so vastly different from each other. Local interface is only with the service personnel. Tourists expect a glimpse of ‘native culture’ during their visit which is usually condensed and stage managed to entertain them”.

10. Give an essay about cultural history.

Old Features

Ancient Tamil poets have sung of the five-fold regions of the land. This classification became fused with the rules or conventions of classical Tamil poetry. These thin air or regions became a reflection of the life in the respective landscapes, and they were named after the most significant flora, Kurinji(Montane), Palai (arid), Mullai (pastoral), Marudham (riverine) or Neidhal (littoral).

Historical Background

There is much in common between the life of the Tamils and that of the people supposed to have inhabited the Sind valley, before a great flood. Archaeologists and Ideologists have only partially interpreted certain symbols, totems and taboos so far. “Leaving tradition aside, we have evidence, in the earliest extant literature of the Tamil land, of the very high position ascribed to the Brahman in the literature of the south.

Relics of the Tamil language are apparent in Bruhi a dialect of Baluchistan. Acceptance has gained that the Tamils must once have either inhabited north-west. India or had such close contact with the people of the area as to leave pronouncing effect on their language. This would provide the requisite impetus for India's emotional integration.

The Sangam Age

The Tamils of the Sangam age were aware of the well known five elements –land, water, fire, air and mere space. They were designated as 'Aimperumbutham' (Panchabutham). Of these, land was the first. Their knowledge of the elements was much less than that of the land of 'earth land', as the territory over which political sovereign power was established.

11. State the significance of Tourism Policy.

The New Tourism Policy envisages a framework which is Government led, private sector driven and oriented towards community welfare, with the Government creating the legislative framework and basic infrastructure for tourism development, the private sector providing the quality product and the community providing active support. The overall vision of the development of tourism embodied in the new policy would be achieved through five key strategic objectives which are:

- Positioning tourism as a national priority
- Enhancing India's competitiveness as a tourist destination
- Creation of world class infrastructure
- Improving and expanding product development
- Effective marketing plans and programmed.

As there is fierce competition for tourists from India's source markets, India needs to change its traditional marketing approach to one that is more competitive and modern. It needs to develop a unique market position, image and brand, which cannot be held by any other competitor. India's positioning statement will capture the essence of tis tourism product to convey an 'image' of the product to potential customer. This image will be related not only to ancient Vedic civilization with a cultural heritage that continues to thrive, especially in its rural areas, but also to its essentially secular nature.

During the 11th **Five Year Plan**, the Ministry of Tourism has proposed to continue the support for the creation of world class infrastructure so that existing tourism products could be further improved and expanded to meet new market requirements and enhance the competitiveness of India as a tourist destination. In consultation with the State Governments, Union Territories and trade associations, the Ministry of Tourism has identified several tourist circuits and destinations for integrated tourism development.

12. Describe the essay on India's thrust on cultural tourism

“India is the cradle of the human race, the birth place of human speech, the mother of history, the grandmother of legend, and the great grandmother of tradition. Our most valuable and most holistic materials in the history of man are treasured up in India only!” Mark Twain India is a large populous country with a great past and great tradition. It boasts of some 5,000 years of civilized life and as much it must be ranked as one of the great civilizations whose tradition arises directly from the past. For these reasons any tourist who visits India must have a profound cultural impact and in its finest broadest sense; all tourism in India involves at least an aspect of cultural tourism.

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 a premier cultural tourism destination. The term 'culture' in the Indian context has in-depth and infinite meaning. This form of tourism is a special element of tourism in India. Tourism in Indian mindset is something unique and unexplainable. Cultural Tourism, the nomenclature India has adopted goes far beyond the western concept. India, it has been aptly said, lives in its villages, and that is where a visitor can get the feel of real India.

A historical land, India offers multiple hues that have always been a matter of discourse for global travelers. From modern and old religious sites to historic forts and monuments, snow clad mountain ranges to verdant valleys, shimmering rivers and lakes to white sandy beaches, rich and varied flora and fauna to unending expanses of desert, the vast land of India has everything to quench the desire of discerning travelers. 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. It has the potential to stipulate other economic sectors through its backward and forward linkages and cross-spectral synergies with sectors like agriculture, horticulture, handicrafts, transport, construction, etc.

The particular significance of tourism industry in India its contribution to national integration and preservation of natural as well as cultural environments and enrichment of the social and cultural lives of people like preservation of monuments and heritage properties, and helps the survival of art forms, crafts and culture.

Tourism industry in India is waking up to the potential of domestic tourism as well. In India, the travel and tourism industry has a predominant government presence. Indians have also become major globe trotters with an estimated Indian nationals going abroad in 2008.

