

Indian Journal of Modern Research and Reviews

This Journal is a member of the '*Committee on Publication Ethics*'

Online ISSN:2584-184X



Review Paper

Festival Tourism in India: Traditions, Impacts, and Sustainable Practices

Dr. Muhammed Anas. B ^{1*}, Bharathraj S. Nejar ², Dr. V. Basil ³, Dr. Sini. V ⁴

¹ Secretary, Kerala State Co-operative Tourism Development Centre Ltd., Trivandrum, Kerala, India

¹ D.Litt. Fellow, Former Post-Doctorate Fellow in Srinivas University, Mangalore, Karnataka, India

² Assistant Professor of Economics, St. Mary's Syrian College, Brahmavar, Karnataka, India

³ Research Professor, Srinivas University, Mangalore. Karnataka, India

⁴ Assistant Professor, S.N. College Varakala, Affiliated to University of Kerala, Trivandrum, Kerala, India

Corresponding Author: *Dr. Muhammed Anas. B

DOI: <https://doi.org/10.5281/zenodo.17538943>

ABSTRACT	Manuscript Info.
<p>Festival tourism in India is a lively mix of culture, history, and economic growth. India is one of the most diverse countries in the world, and its many festivals show off its unique customs, faiths, and regional identities. Every year, millions of tourists from India and throughout the world come to see events like Diwali, Holi, and Durga Puja, as well as regional events like the Pushkar Camel Fair and Hornbill Festival. This article discusses how festival tourism can foster more sustainable cultural tourism, community involvement, and economic prosperity in the area. It looks at how festivals help to brand a destination, encourage cultural interchange between people from different cultures, and promote India's intangible cultural heritage around the world. There are also talks about problems like commercialisation, overcrowding, and environmental damage, as well as ways to manage these issues responsibly. In the end, the article shows that festival tourism is a strong way to keep traditions alive while also promoting inclusive growth in India's tourism industry.</p>	<p>✓ ISSN No: 2584- 184X ✓ Received: 06-09-2025 ✓ Accepted: 28-10-2025 ✓ Published: 06-11-2025 ✓ MRR:3(11):2025;1-8 ✓ ©2025, All Rights Reserved. ✓ Peer Review Process: Yes ✓ Plagiarism Checked: Yes</p>
	<p>How To Cite this Article</p> <p>Anas BM, Nejar BS, Basil V, Sini V. Festival tourism in india: Traditions, impacts, and sustainable practices. Ind J Mod Res Rev. 2025;3(11):1–8.</p>

KEYWORDS: Tourism for festivals, Cultural Heritage, Tourism that is good for the environment, Branding the Destination, Growth of the community, Different cultures, India

INTRODUCTION

1. Festival tourism in India

Festival tourism is a diverse area of tourism activities where people want to learn about and take part in different cultural, music, and sports events that celebrate the health and diversity of countries and their people. A lot of countries benefit from carefully organising festival tourism activities based on things like where they are, how they could be better, how easy it is to get to the infrastructure, and how able local communities are to offer attractions other than festivals. India has hundreds of festivals every year at the city and regional levels. These festivals are connected to the local cultures, beliefs, and social norms. These festival events could help grow festival tourism while also promoting ethical tourism. There are specific collections of photographs about festivals from all around the world that show Indian celebrations that are well-known in the country. The main source that answers search questions is the many festival activities that take place in India. The main goal of education is to learn from festivals, which is a big reason why people should promote festival tourism in India. There are also many guidelines that talk about how important it is to be responsible when promoting festival tourism in India [1].

1.1. What is festival tourism?

Tourism is the fastest-growing industry in the world [1]. Within this field, festival tourism is becoming more popular as a way to celebrate and promote local customs by going to festivals, fairs, exhibitions, and other events. Festival tourism lets you see how the local people live and how these cultural trips may turn tourist spots into profitable businesses. There are several types of festivals, including music, trade, historical, fairs, cinema, travel, harvest, peace, food, local, and crafts fairs and exhibitions [2]. Founded on our experiences, planning celebrations in India should be based on a deep grasp of the region, its festivals, and its art forms.

1.2. The history of change and its cultural importance

India is the birthplace of many ancient cultures, languages, and festivals. Indian culture is based on colourful festivals, different traditions, and celebrations. India has a long history of music, dance, art, literature, drama, fairs, and festivals. These are only a few of the many important parts of Indian culture and heritage. Festival tourism is important for the tourist industry and for keeping alive the values, customs, and heritage of India's many cultures [1]. Festival tourism raises awareness about cultural tourism and gives people a better idea of cultural acts [3]. Festival tourism shows off a region's culture and has a lot of potential. India has its own distinctive festivals, and people of different religions celebrate them in different parts of the country. The ceremonies of different holidays keep the traditions and culture of people alive.

2. Big Indian Holidays & Differences Between Regions

Festivals are an important part of Indian culture. They show off the country's rich history, art, culture, and traditions. The celebration of festivals is different in every state, region, city,

and hamlet, and they are a big draw for both domestic and international travellers. The people who are participating, the preparations that are made, the rituals that are performed, and the activities that are done all change from one celebration to the next. Indian festivals are all about music, dancing, fireworks, fairs, socialising, food, and being a vegetarian. There are festivals in India that happen in every season, every month, in every part of the country, and for every religion. The Ministry of Culture and the Indian Festival Calendar provided information on these festivals. The calendar [4] shows when festivals are observed in different sections of the country during different months of each season.

2.1. Religious and harvest celebrations

Festival tourism is a trend that is spreading in India and around the world. It means travelling to see the weekend fairs in culturally varied areas [5]. Since ancient times, festivals have been an important part of India's cultural past. They have marked the changing of the seasons, shown how prosperous a region is, and provided chances for social, economic, cultural, and political growth. They include religious holidays, harvest festivals, agricultural fairs, trade fairs, and public and professional reviews of the performing arts.

Table 1 shows the most popular festivals in India that people can make money from, along with the month they are celebrated. Even while localisation has an effect, regional differences are only the surface of India's festival culture. A lot of things have shaped each location, which has led to micro-cultures within a culture. This kind of cultural environment is the main thing that determines the choice of festivals, how to celebrate them, the messages they send, and the art forms that go along with them. Some festivals are important events in human history, like the start of the new millennium. Other festivals, like harvest festivals, don't have a set date that works for everyone.

2.2. Local celebrations and regional micro-cultures

Festival tourism is a good way to learn about other cultures and talk to people from other countries. It lets you see local customs, crafts, and traditions. It helps people and nations understand each other better and promotes peace and living together by letting them see faraway areas and microcultures. Festivals let people from different communities and visitors interact in different ways [4].

One of the most important macro experiences that global tourism targets is festival tourism. India's many religions, dialects, and traditions make festival tourism significant to the country. India has a lot of different regional micro-cultures that shape the way people celebrate festivals all year long. These micro-cultures affect the way people celebrate, the kinds of gifts they give, and the decorations they use in public and private spaces [6]. These regional variances make cultural tourism more interesting by focusing on food, clothing, the different types of folk and classical dance, and other local customs. Regional micro-culture distribution also makes use of the synchronisation of the many parts of each localised celebration of local and global events.

The regional pattern of celebration is marked by a wide range of distribution methods, each with its own unique micro-definition, but all working together to keep cultural transmission going through the macro site versus the fort, water, or notable passage.

3. The effects of festival tourism on society and the economy

Festivals are free gatherings that honour a culture's traditions and help the economy and society in general, especially for the people who live there [1]. Festival tourism has become a big part of Indian tourism since festivals bring in a lot of people, which helps tourism, culture, and heritage. The several festivals that happen all across the country draw tourists from both inside and outside the country. This makes the towns and villages where the festivals are held feel new and interesting.

Even though towns and cities are growing quickly, Indian festivals have kept their rich culture, heritage, and traditions. Festivals also highlight how different cultures, religions, and groups of people are important to the Indian diaspora in different regions of the world. Festival tourism changes the social and economic landscape of India, influencing the socio-economic dynamics of the locations where the event takes place [7].

3.1. Economic advantages for nearby communities

Tradition, festivity, and a sense of community are all part of festivals. Festival tourism occurs when people travel to see these events or festivities. This is an important activity that has a big effect on the culture and economy of the area. In a country like India, festival tourism can help people promote their traditional culture and heritage and can also be a good way to make money, like the marketing of the Orange Festival of Arunachal Pradesh [8] in the north-east. Festivals make a short-term but noticeable change in any area, which opens up opportunities for research into how to make festival tourism more sustainable for the benefit of both visitors and residents.

The socio-economic impact of cultural festivals differs with each festival, depending on the sponsorship, audience, and stakeholder governance model; hence, identifying diverse success elements can provide significant insights. Heritage preservation is also an important part of sustainable tourism. More and more regions are putting together heritage festivals that are aimed at domestic tourists. For example, the community-led Teej Festival of Rajasthan and the Government-of-India-promoted International Gharana Festival of Khayal and Dhrupad music in Delhi give people a chance to compare different regions. The examination of North Indian festival models, emphasising the role of government sponsorship in conjunction with festival execution, has restricted relevance in southern and northeastern India, where community or private sector sponsorship is predominant and central government engagement is absent. The Festival of Festivals (Jaipur) and the Bhatkhande Sangeet Mahotsav (Bhopal), both backed by different ministries, are not included in the current research options because they are not cultural festivals.

3.2. Effects on culture and society

The rise of tourism as a major economic sector has had a big impact on the social and economic situations in many countries throughout the world. The tourism sector is better in every country because of its own unique cultures, traditions, and religious practices. Festivals are a great way to show off culture and draw in large crowds, which ensures that the organisers make money. The term "festival tourism" describes the coming together of culture, tradition, and travel. Tourism is a growing business in India, which is the second most populated country in the world. India has to bring in more tourists to keep the tourism business going and growing as the population continues to grow. In today's globalised and digitalised world, India's culture, religion, and festivals are losing their origins. Agriculture, handicrafts, and animal husbandry are three of the most important areas that are hurting the economy, culture, and festivals. The Indian economy is mostly known for its macroeconomic and financial sectors, which makes the microeconomic sectors less important. These industries, like agriculture and handicrafts, employ 51% of the country's population [1]. India's festivals are very important for showing off and celebrating the country's rich history, culture, traditions, and values of life. However, they are on the verge of dying out. Festival tourism would benefit both Indian and foreign tourists by improving communication with locals, raising knowledge of different cultures and ways of life, and helping to keep alive some of the country's disappearing traditions.

There are three main parts to the tourism industry: the tourist or visitor who goes for fun or work, the host who plans and advertises the program, and the environment where provisions are made for the comfort of guests. The host's role is very important in festival tourism because no two festivals are the same. This means that they need to be planned and promoted based on the area's culture and economy. Also, the number of people who come to the festival depends on the marketing and communication efforts. To reach the right people, you should utilise advanced marketing tools like software packages and beautiful brochures. Festival tourism is growing quickly, but the infrastructure needed to make it easy for festival tourists to get around is not there. We really need to add more hotels, boarding houses, restaurants, transportation, and entertainment venues to the supply side.

4. Infrastructure and Supply Chains for Tourism

Festival tourism in India is a big part of the country's economy, and it also helps protect the country's intangible cultural legacy. In microcultures from different parts of India, festivals are defined and shaped by ceremonies, customs, rituals, people, and places. The variety of festivities in different areas makes the local connotations of the celebration more important. Each region wants to bring in tourists based on its own culture and infrastructure. This could mean live acts on stages or in other places, or it could mean no public events at all. Heritage tourism, which includes protecting local culture, arts and crafts, monuments, languages, food, and way of life, is closely linked to the rise in festival tourism in India. It is important to protect

these things, not only to keep Indian festivals' distinctive selling point, but also to protect the local intangible heritage that goes along with them.

Despite being an important component of India's national and regional traditions, local cultural events are generally not included in the festival tourist program. Local events have not been able to be added to a national platform because there is not enough documentation, marketing, or promotion of them, and there is a conflict of interest among the groups that execute mapping exercises. Fixing this problem would not only make eco-sensitive, isolated, and sparsely populated hills and rural areas more appealing and competitive, but it would also help promote local handicrafts and intangible cultural assets that are shown during these events. Integrating local cultural events into the framework of festival tourism is still an important goal to work towards.

4.1. Accommodation, transport, and service providers

During the festivals, major infrastructure and services are provided, such as supplies for lodging, transportation, and related services. Almost all public problems or annoyances during festivals in India are taken care of by careful planning on these aspects [1]. Huge audio systems with loudspeakers, microphones, amplifiers, and diesel generators are set up at significant intersections or squares at the start of each festival. These systems play the announcements at the same time.

Distinct task groups are in charge of planning all of these things. Each group is in charge of a distinct part, such as cleaning, transportation, etc. The coordinating committee is in charge of overseeing the planning and progress of all the other task groups. Before the festivals, the government makes sure that tourists, devotees, and visitors have a place to stay and eat. This includes government rest homes, hotels, dharamshala, and home stays that meet the needs of all income levels [9]. After making sure that the permanent residents are safe and clean, foreign tourists are also given a range of places to stay.

4.2. Rules for safety and event planning

Festival tourism includes activities like music concerts, films, plays, and food festivals, as well as religious and agricultural celebrations that are based on community traditions. However, it is still not fully defined in academic writing. In India, it mostly means temporary intensifications of public holiday cycles, including festivals and fairs (Mela), that bring back cultural and social identities through community engagement. Big festivals bring in tourists from all over the world, while smaller ones get people in the area involved. Festival tourism is thriving in India because of the country's many cultures and different ways of life. However, with the transition from cultural to mainstream culture, societal standards are being shaken up [10].

In modern festival management, fun attractions are arranged into temporary assemblages, enhancing behaviours from the leisure and cultural industries with a unique temporal-spatial aspect. Such assemblages foster selective representations of contextually specified features and experiential interaction [11]. Indian festivals happen two to five times a year. Getting

businesses to fund them would help keep local cultures alive, make them more like festivals, and bring in tourists. Three important areas of management that support seasonal interventions are supplier chains, event protocols, and the experience of visitors.

5. Branding, marketing, and the experience of visitors

Here is the section text as asked, since it may be considered that enough and comprehensive insights have already been given.

"Festival tourism" is a type of tourism that is built on and centred around a festival. Festival tourism is very important for India because the country has many beautiful places and a rich culture. Festivals, whether they are religious, historical, seasonal, or just for fun, bring people to different places. These festivals are often well-known around the world or important in their own area.

It seems that the recent trend in festival tourism has changed from trying to get as many people as possible to come to the event to promoting ethical travel. Storytelling and sharing travel experiences in an immersive way can help those who are in the space have more meaningful relationships. Festival tourism has become one of the most strong, stimulating, and relevant categories of tourism in India. The complexity, variety, and extent of cultural festivals can often make it harder to measure their positive influence and growth [12].

5.1. Digital platforms and ways to promote them

India's festival tourism is marked by large crowds and celebrations that showcase and promote the local culture, which could be used for marketing on a local, regional, or global scale. The cultural diversity of multiple states is a barrier to the integration and management of nationwide festival tourism in India [13]. It may not be helpful for state and national tourist authorities to get involved if the state government isn't interested or has already made a certain festival a permanent part of the state. Promoting eco-friendly and sustainable tourism, including nearby tourist attractions, and reducing the distortion and dilution of local culture are possible answers that need to be studied in depth.

5.2. Tourism methods that are responsible and sustainable

Festival tourism can bring in more money and jobs for local businesses and communities, and it can also meet the growing need for experiencing tourism. Local groups, NGOs, or the government can put these festivals together. To make sure that their festivals last a long time, local communities should be given the power to take charge of planning them. People in the area, especially young people, should be proud of their culture and traditions. They should actively participate in the events and feel like they own them. Going to and taking part in local festivals can make people feel like they belong, like they are part of the community, and like they are part of something that will last [1]. Festival tourism can be bad for the environment, local culture, and heritage. The more outsiders see a traditional art form or event, the more it changes and becomes a business. Festival tourism can be good for the local economy, but too

many visitors can be bad for the community and their traditions. Associated Festival Planning is a good way to make sure that festival tourism lasts. It uses a simple framework to improve sustainability [7].

Travel and tourism have led to improvements in infrastructure, especially in developing countries like India. These improvements include better housing, transportation, telecommunications, and sanitation. Over the years, accommodations have changed and grown to meet the needs and wants of travellers. Travel and tourism also produce a lot of jobs in the areas of hotels, transportation, travel agencies, and tour operators. Festival tourism has become a more popular tourist destination as tourism has grown around the world. World heritage sites are chosen to host festivals, and they get the help they need to plan these events [5].

6. Managing resources and protecting the environment

Festival tourism in India is a big business, with many tourists coming to observe different festivals that honour community, culture, and spirituality. These festivals are an excellent way to learn about different cultures because they celebrate in their own way based on where they are from [14]. Not only does festival tourism aid the tourist industry, but it also helps the agriculture industry, the handicraft industry, and even the hospitality industry in the country. Festival tourism has a huge effect on tourism in India, and the country is well-known for its many festivities, including Holi, Diwali, Ramzan, Gurupurab, Baisakhi, and many more. India has a lot of festivals, and they are different in each location because of the people who live there and their traditions and cultures. Based on culture and custom, there are many types of festivals, such as religious festivals, harvest festivals, seasonal festivals, classical dance and music festivals, fairs and festivals, and national festivities [15]. Holi is a well-known celebration that takes place all over India in March, on the full moon of the month of Phalgun. People in Punjab celebrate Baisakhi in April, during the harvest season, as their New Year. The festival of lights, Diwali, is celebrated all over the country in October to show that virtue has won over evil. In Islamic culture, Ramzan is a holy month of fasting that finishes with the holiday of Eid. The Sikhs celebrate Gurupurab, a major religious holiday, to honour the birth of the Sikh Guru. The states of Himachal Pradesh, Uttar Pradesh, West Bengal, and Kerala also celebrate many fairs and festivals.

6.1. Using energy, dealing with trash, and pollution

Contemporary cultures confront a significant difficulty in the contamination of air, soil, and water [16]. Cities all over the world are having a hard time dealing with the trash that is piling up because of people moving to cities and the rise of individualistic lifestyles. Outside their homes, cities entertain and invite guests to linger longer than just a day [17]. Urban regions in India produce over 170,000 tonnes of waste per day, which is about 62 million tonnes a year. This amount grows by up to 5% each year. Evidence from regional planning indicates that such developments jeopardise the sustainability of tourism and damage the tourist supply chain.

6.2. Heritage preservation and carrier stages

In India, heritage conservation has become more important in the last few decades because of rising urbanisation, which is caused by economic expansion and globalisation and has outpaced changes in national policy. The link between urbanisation and heritage conservation appears to be dialectical; urbanisation is frequently accused of causing the systematic loss of heritage, while heritage conservation is portrayed as being compatible with economic and urban expansion. Heritage plans that emphasise growth have not worked; they have not been able to keep architectural styles and city-specific traditions alive. Instead, many cities have become homogenised metropolitan agglomerations. The breakdown of traditional urbanism and the increasing loss of history put local identities, regional diversity, and social cohesion at risk. Urban heritage protection is becoming a distinct policy area that requires focus from both national and local governments. Tourism, a growing modern threat to heritage conservation, makes these problems worse and needs to be looked at in the context of urbanisation.

Festivals frequently signify significant transformations in urban morphology. In the first ceremonial phase, performance zones are set up and a basic city framework is built to make it easier for people to do business. The big expansion phase, which is sometimes linked to or sped up by a legacy festival, brings new urban elements like infrastructures and structures to the city and makes the urban collage and metamorphosis better [18]. After this phase, stability is reached: some urban elements associated with the festival stay the same, while new urban structures become more stable. These kinds of permanent elements may be important enough to be protected. But even after such a change, cities are still at risk of losing their urban heritage.

7. Community Participation, Governance, and Policy

Specialised events can help tourism thrive in cultural settings by giving people unique experiences that fit with the local culture. Festival tourism has become a global trend that helps people learn about and appreciate their cultural history and get involved in their communities, while also sparking conflicts about where to hold festivals. In this context, India has a lot of different festivals that have local meanings, which makes them quite interesting to people from other countries.

Festival tourism includes times when tourists come from beyond their own communities to see certain cultural or religious events [19]. These kinds of events are generally based on old Indian rituals and traditions, many of which are not in Sanskrit. These customs and traditions cover a wide area of the country. The many festivals that people can go to in different places encourage festival tourism and, at the same time, make people more aware of the country's cultural tourist options. In India, festival tourism is a mix of travel, culture, society, and even spirituality.

Festival tourism is a big part of Indian tourism as a whole. India has changed from marketing its spirituality to showing off its multicultural culture as one of the biggest stained-glass windows in the world. The festive followers in India protect this stained-glass window by promoting, celebrating, and protecting Indian

cultural history. They carry on this noble objective through festival tourism, which gives tourists from all over the world a wide range of options to explore this vast tapestry of humanity [2]. Because India's numerous regions, customs, and traditions are so different, each of the country's main festivals offers its own cultural tourism choices. The north of the country honours Lord Ram and Maharana Pratap and celebrates Diwali with all the features of a modern global oasis. The east pays homage to the mother through Durga Puja, the south remembers the heart-and-soul-bridging Thaipusam from Tamil culture, and the north-east carefully follows the calm of Wangala and Wangala from the rich culture of the Bodo. In addition to these places, several other Indian states and union territories have their own cultural tourism alternatives based on their own festival tourism programs. They also celebrate and show off a wide range of festival-related treasures for interested travellers.

Festival tourism in India underscores the imperative of co-participation, necessitating meticulous attention to legislation governing rights, access, and benefit-sharing among the diverse stakeholders engaged in community-driven, culture-focused festival tourism. All the people involved in deciding, planning, and carrying out the festival's main subject and designing the festival calendar know what to expect from the festival and how to get ready for it.

7.1. Roles of the government and policy tools

The Indian government is very important in planning festivals that promote tourism and interest around the world by showing off the country's cultural heritage. The Ministry of Tourism is especially interested in festival tourism because of the "International Shaheedi Jor Mela of 550th Birth Anniversary of Sri Guru Nanak Dev Ji" and the "International Ramayana Festival." These events have been organised regularly and are chronicled online and on social media. The Ministry also gives money to 1,459 festivals in India every year. These kinds of projects bring in money and draw in visitors [7].

Today, the government and local communities work together to plan several festivals (Department of Tourism, Government of India, 2019). In these situations, local stakeholders mostly decide on the festival timetable and other details, while governments may give money at set times. Local communities are very important when it comes to arranging festival tourism since they affect labour incentives and local conditions. Getting local people involved in creating events that celebrate Indian art, culture, and customs brings money to the whole community.

7.2. Community involvement and experiences that people make together

During religious holidays, informal get-togethers let people in the community share their faith via cherished traditions, which makes them feel like they belong and strengthens their ties to each other. Planning and taking part in celebrations helps people connect with the local culture, which makes the celebrations more meaningful for both the hosts and the guests. Local practitioners expect tourists to follow the rites and values of the community where they are staying, which is greatly impacted by

the spiritual and moral teachings found in widely-read works that pilgrims can access.

Emotional connections are touchpoints that are formed at every level of the visitor journey. Shared identities cultivated during festivals are prevalent in modern society yet remain intact, facilitating engagement in previously overlooked communal activities. People who go to festivals want to keep their connection and share useful practices with a larger group of people [20]. These chances were taken advantage of on social media sites long before the COVID-19 lockdowns, which made them even more useful. People show that they are engaged by wanting to learn about practices, customs, histories, and materials; helping to create content; and being reminded of practices, festivals, prayer times, and offerings.

Governments typically take on the duty of co-creating alone, favouring scripted methods that don't meet the real demands of visitors. Community-led festival tourism, on the other hand, creates a new model with many benefits. Community-guided tourism offers smooth experiences instead of setting limits and only allowing fun during certain times. Employees get training that focuses on carrying out personalised trips instead of following rules.

8. Problems, dangers, and moral issues

Festival tourism is great at bringing in people, but it also has problems with too many tourists and what happens when that happens. During big events like Diwali or Holi, it's really important to keep an eye on how people act. People's livelihoods are under more pressure because of the pandemic's job instability. The process of making events appealing to outsiders for business purposes may change how people in the area see and appreciate them. Frequent advertising hurts birthday and marriage celebrations, but not traditional ones like Pongal, Attukal Pongala, or Dussera. During times of gathering, economic and social factors become intertwined. Safety practices, reliable car access, transit permits, crowd control, and sustainable management of celebratory resources all have a big effect on how many tourists come. There are several places where you can get information about guest over-concentration, crowd arrangements, and the effects on the economy, such as posts on the web and in the media. Concerns about a lack of promotions and public neglect come up again and again, making it hard to get sponsorships. Breaking these questions down into separate groups makes them easier to learn. The main topics are crowd management, the economy, and moral issues. Festivals lose their fundamental meaning when the cost of items is more important than the fun of participating. Setting, measuring, and responding to ethical standards during festivals helps protect the integrity of heritage. The lack of ways for attendees to participate makes it hard for them to give comments.

Traditional celebrations are important for tourism and culture, but it's hard to keep tradition alive without giving in to change [2].

8.1. Too many tourists and how to handle crowds

India is one of the most popular places for tourists to visit since it has a lot of history and culture. The Indian government encourages cultural and festival tourism as a way to attract both international and domestic tourists. This is done through age-old festivals and customs. Many festivals show off India's rich cultural past by celebrating art, theatre, music, dance, film, and more. They also pay a lot of money to meet deadlines for organising the events, including advertising in the air with balloons and other things. It is important to plan for these big festivals so that everything goes well. The excitement and plans for Holi are at their highest point of all the festivities. The celebration of colours, Holi, takes place in March. The event reaches its peak when it starts to include colours, dance, food, and music.

8.2. Cultural commodification and realness

Festivals are very important for building cultural identity and helping local communities. However, traditional festivals run the risk of becoming commercialised, which raises questions about how real the experiences are for both domestic and international visitors [2]. Also, those who live in the area may feel left out of festivals because they think that outside groups are using them for their own financial advantage [22].

Festivals offer chances to incorporate sustainability ideas during the planning, the event itself, and the follow-up. Changes in demand over time can cause structural deficiencies, especially in the employment market. A lot of rural events are based on socio-technical systems that have been built up over centuries of experience. Creating new and open ways for the government, professional mediators, and local communities to share rights and obligations might encourage a lot of people to get involved and help figure out how much money is being made. To improve the interchange of culture between communities, we need planning frameworks that honour traditions while also meeting outside needs.

9. Examples of Best Practices and Case Studies

Festival travel is becoming more and more popular in India. Festival tourism is when people travel to take part in celebrations [1]. The growth of festival tourism is most noticeable in large cities with a lot of historical and architectural beauty and regional festivals. The common person understands and celebrates national holidays like Independence Day and Republic Day with great enthusiasm. Holi, Diwali, and Eid are all important religious holidays that a lot of people celebrate. Fairs serve many objectives, but the most essential one is that they connect people in a close network that stretches over the communities. The success of these fairs is good for the villages because they let rural businesspeople show off their goods without having to pay a lot for transportation or waste time. They are a place to share techno-informatic ideas and learn about the newest tools. A report done by the industry says that festival travel brings in around \$0.5 trillion around the world, with India contributing \$150 million. The celebration lasts for at least six

months in most Indian states, which makes it a great time to attract tourists.

9.1. Tourism for festivals in North India

Festivals are a big part of North India's social, cultural, and spiritual life. People all throughout the world celebrate most festivals with a lot of excitement and fanfare. But they are also honoured in their own way in different parts of the country, depending on local customs and the way people live in different communities. North Indian festivals have several meanings, but the unique aspect or micro-culture that makes them different is still a mystery. It is important to note that all communities, regardless of caste, creed, or race, are involved in the celebrations that define them and are a celebrated harbinger of their identity; these celebrations tend to showcase their traditional rituals, religious beliefs, heritage, arts, food, and temperamental characteristics [1]. The festivals of North India show how different cultures can come together and appreciate one another's differences, even though they are fragile and beautiful. These festivals show how lively and diverse the continent's culture and society are, and they tell the stories of the people, art, and culture that are part of them.

9.2. Tourism for festivals in South and Northeast India

Festivals are quite important in India, which has more than 120 major ones. The country is a beautiful mix of many ethnicities, languages, traditions, regional variety, and civilisations. Telangana in the south and Manipur in the northeast have their own unique festival tourism identities, which are celebrated with great fervour and fanfare.

People in South India, especially those who work in agriculture, celebrate the Sankranti festival with a lot of enthusiasm. In Telangana, Bhogi, Sankranti, and Kanuma are a beautiful sequence of festivals. Women build rangolis (decorative designs on the ground using coloured powder) and decorate their homes with mango leaves. When Sankranti comes, ladies make a dish of rice and jaggery and pray to the God of Rain (Malleshwar) and the Sun God, thanking them for a good harvest. Huts made of leaves are put up in front of residences, which makes the celebration feel even more festive. The people of Telangana then celebrate Sankranti, Batakamma, and other agricultural festivals while wearing colourful clothes that represent their culture.

Manipur is a state in North East India that celebrates distinctive festivals, including Yaoshang, Lai Haraoba, Ningol Chakkouba, Cheiraoba, and others that have cultural and social meaning. The Yaoshang festival, which is held on the full moon of March (Kodai), celebrates the birth of Lord Krishna. The Cheiraoba celebration, on the other hand, marks the start of the New Year in the Manipur lunar calendar, and people celebrate by cooking different kinds of food. On the second day of the New Year Celebration, married sisters are invited to Ningol Chakkouba, which builds social ties [1].

10. Conclusion

India is an old civilisation with a lot of different cultures and a lot of history. Indian art and festivals show how many cultures

and traditions come together. In addition to national holidays like Republic Day and Independence Day, the country is known for its many colourful festivals that are centred on the lunar calendar. Holi, Diwali, Eid, and Christmas are some of the biggest holidays that show how languages, faiths, and places may change how people celebrate different holidays [1]. These events teach people about the area's traditions and show them how rich its culture is. People who work in festival tourism talk about the most important things about these events. Festival tourism helps individuals and places feel more connected to each other and shows off a culture that people may enjoy in their free time.

REFERENCES

- Dangarwala DU, Rao KJ. Scenario of the tourism industry in India. *Int Res J Multidiscip Stud*. 2016;2(5). Available from: <https://www.scribd.com>
- Zhang J, Dai G. Political trust and festival attachment: Influencing residents' engagement in traditional festivals. *J Community Psychol*. 2023. Available from: <https://www.ncbi.nlm.nih.gov>
- Benson EI. Cultural tourism and sustainability in Nigeria. *Mediterranean J Soc Sci*. 2014. Available from: <https://pdfs.semanticscholar.org>
- Aggarwal S, Mahajan N, Kohli S, Balaji S, et al. Evaluation of community conduct and COVID-19 transmission during festivities in India: A qualitative synthesis utilising a media scanning method. *J Infect Public Health*. 2022. Available from: <https://www.ncbi.nlm.nih.gov>
- Medhekar A, Haq F. Development of spiritual tourism circuits: The case of India. *GSTF Bus Rev*. 2012. doi:10.5176/2010-4804_2012
- Paniagua A. New ruralities, events, and festivals in selected places of rural Spain. *Res Gate*. 2016. Available from: <https://www.researchgate.net/publication>
- Kummitha HR. The role of Indian government policies in the development of rural ecotourism destinations. *Res Gate*. 2018. Available from: <https://www.researchgate.net/publication>
- Rodríguez de la Fuente G. Los festivales culturales en India: Impacto socioeconómico del Festival de Literatura de Jaipur. Valladolid: Universidad de Valladolid; 2015.
- Bhan S, Singh L. Homestay tourism in India: Opportunities and challenges. *Res Gate*. 2014. Available from: <https://www.researchgate.net/publication>
- Louw LB, Esterhuyzen E. Disaster risk reduction: Integrating sustainable development goals and occupational safety and health in festival and event management. *Int J Disaster Risk Reduct*. 2022. Available from: <https://www.ncbi.nlm.nih.gov>
- Morgan M. Festival spaces and the visitor experience. *Eprints Bournemouth University*. 2007. Available from: <https://eprints.bournemouth.ac.uk>
- Pirnar I, Kurtural S, Tutuncuoglu M. Festivals and marketing a place to visit: A case study from Izmir. *J Tour*
- Herit Serv Mark*. 2019;5(1):9–14. doi:10.5281/zenodo.2640987
- Choudhury R, Mohanty P. Strategic use of social media in tourism marketing: A comparative analysis of official tourism boards. *Atna J Tour Stud*. 2018;13(2):41–56. doi:10.12727/ajts.20.4
- George A. Effects of responsible tourism on environmental sustainability: A case study in Kerala, India. *ScholarWorks UMass*. 2019. Available from: <https://scholarworks.umass.edu>
- Patel B, Arcodia C. Sustainable initiatives in convention centres: A discussion of themes in the literature. *J Sustain Tour Manag*. 2016.
- Kumar S, Smith SR, Fowler G, Velis C, et al. Challenges and opportunities in waste management in India. *R Soc Open Sci*. 2018;5(3):160764. doi:10.1098/rsos.160764
- Joseph EK, Kallarackal KT, Varghese B. Community-based waste management: A case study of backwater tourism. *Atna J Tour Stud*. 2017;12(2):85–94. doi:10.12727/ajts.18.5
- Riganti P. Rapid urbanisation and heritage conservation in Indian cities. *City Cult Soc*. 2017;17(1).
- Khem GAUTAM. Local participation level and empowerment in community-based tourism: A theoretical survey. *Osaka Sangyo Univ J Bus Adm*. 2018;19(2–3):73–84.
- Shinde KA. Placing communitas: Spatiality and ritual performances in Indian religious tourism. *Res Gate*. 2011. Available from: <https://www.researchgate.net/publication>
- Briguglio L, Avellino M. Has overtourism invaded the Maltese Islands? *Occasional Papers on Islands and Small States*. 2019;1.
- Smith M, Carnegie E. Bollywood dreams? The rise of the Asian Mela as a global cultural phenomenon. *Cult Express*. 2006;12. doi:10.5130/phrj.v12i0.198

Creative Commons (CC) License

This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY 4.0) license. This license permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.