



A STUDY ON INDIA'S ARTISTIC AND HERITAGE TOURISM

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Abstract:

The growth of cultural and heritage tourism is traced in this review study. The study is based on a variety of viewpoints voiced by contemporary historians. Monuments or groups of buildings and sites of universal aesthetic, archaeological, scientific, ethological, or anthropological value are referred to as cultural heritage. Cultural heritage refers to the features that cover people's way of life, such as customs, traditions, attire, eating habits, music, and dancing. The preservation and protection of these treasures is a vital function and responsibility of every government and citizen in the country. For the conservation and protection of these heritages, public education and awareness about the significant characteristics of these places is critical. Heritage tourism has grown in importance as a source of revenue and a vital source of historical information. It has the potential to boost the local economy, safeguard natural resources, enhance visitor spending, create jobs, and retain the community's unique character. It can help cultural heritage resources produce sufficient cash to preserve, protect, and promote other cultural treasures. It has the potential to increase regional and communal recognition. Historic landmarks, museums, and art galleries are all included in this category or market area. Heritage is difficult to define precisely because it encompasses a wide range of activities.

Keywords: Employment, Preserve, Income, Market Segment, Blend, Uniqueness, Future Generations, Assets

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Introduction

India has a long and illustrious cultural history. Indian culture is a perfect blend of art, religion, and philosophy. They are so intricately woven into the fabric of Indian culture that they are inseparable. The Indian people are tolerant by nature, and fatalists have never mocked foreign civilization's customs. The Indian mind, on the other hand, has incorporated much of the thinking of other cultures, enhancing it and making it distinctive in its character. Today, western societies are drawn to Indian culture because of its distinctiveness. They seek consolation and



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tranquillity in India after becoming disillusioned with their worldly lives.

The Study's Objectives

Two broad issues have prompted me to research the subject:

- ✓ To learn about the assets of our heritage
- ✓ To learn about our previous legacy, what we live with today, and what we pass on to future generations.

Methodology

Secondary data analysis was used as the methodology, with the goal of proving the result. This article is mainly descriptive, with data gathered from secondary sources such as journals and other publications dealing to culture and heritage. Culture and heritage are priceless treasures that we have inherited and must be maintained for future generations.

Review of Literature

Tourism has evolved into global phenomena, according to a literature review. Most industrialized and developing countries have made tourism an essential part of their economic, social, and cultural development. Many people believe that we have exclusive access to all accessible resources. However, we are merely the stewards of these assets. As a result, it is our obligation and responsibility to safeguard all of these cultural assets for future generations.

Culture has been considered as an information and communication system, according to Prof. K.S Nagapathi in Tourism Development –A New Approach. Cultural tourism is a term that is widely used to describe a certain type of travel. It could be linked to visits to historical, cultural, or heritage sites. The World Tourism Organization of the United Nations has provided definitions.

Cultural tourism is defined as "movements of people for primarily cultural purposes such as study tours, travel to fairs and festivals, and other cultural events, visits to sites and monuments, folklore arts, and pilgrimages" in a narrow sense.

According to Praveen Sethi in Heritage Tourism, packaged heritage tourism began at the end of the 19th century with Thomas Cook's first holidays to explore Egypt's ancient historical monuments. Heritage centres present the storey of a region or a specific theme, typically employing innovative techniques of interpretation such as interactive multimedia. With ancient docklands being promoted as tourist sites in the United States and the United Kingdom, and the exploitation of rural traditions and food to attract tourists, heritage tourism has become a weapon of government, regional, and economic policy in rural France. The integration of the arts and heritage to generate new tourism attractions, such as live theatre performances at National Trust and English Heritage monuments, and opera performances among the pyramids or at Orange's Roman Theatre. Increasing efforts are being made to preserve and improve the environment of entire towns or city centres, making them more appealing heritage attractions.

According to Varun Naik in Cultural Heritage of India, the British played a role in the rebirth of intellectual curiosity to some level. The storey of India's past was taken very seriously, as was the preservation of the country's rich cultural heritage.



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The survey revealed that 54 % of tourists enjoyed their stay in India and were interested in this monumental heritage aspect, according to Dr. B.R. Parineetha in History and Tourism in India, the recommendations of the report submitted by Dr. E.R. Allchin. The tourists were mostly from Europe and America. About 48.3% of travellers said the gorgeous and natural scenery piqued their interest in visiting India. Many foreign visitors, according to survey results, would be happy to have the opportunity to watch dancers and singers perform in India. "India is a vast populous country with a tremendous heritage and wonderful tradition," Dr. Allchin concluded in his assessment.

Cultural tourism

Because of its unique climatic features and heritage cultures, India has become one of the world's most popular tourist destinations, attracting a great number of people each year. Tourism has grown dramatically in the previous 25 years, and it is one of the most notable elements driving economic development. India is the only country that offers a variety of tourism options. The Indian government has taken a variety of ways to promote tourism. By presenting India as the ultimate tourist destination, the Indian government hopes to increase revenue from the tourism business. As a result, there is little doubt that India's tourist business is growing rapidly.

The religious ideas and philosophical tendencies of the time affected Indian art. The temples in the south, as well as the caves of Ajanta, Ellora, and Khajuraho, provide witness to the aesthetic quality reached by Indian artists, sculptors, and architects in those costly and spiritual reawakening on visiting these temples.

The consistency of Indian music's development is noteworthy. Hindustani and Carnatic music are the two major schools of classical music. Both are based on the classical themes of Bharata's Natyashastra and Sarangdeva's Sangeet Ratnakara. There are approximately 250 Ragas that are regularly used in both the North and the South. Indian music has had an influence on Western music. Great Maestros such as Pandit Ravi Shankar, Zakir Hussain, and others have made significant contributions to popularising and promoting Indian music in other countries. All of these reflect the people's innate joy, abandon, and rhythm.

The Hindu temples are said to be the birthplace of classical dance. The temples were where they were first conceived and fed. They acquired their full stature in the temples as well. While it is true that dances were performed in court and on joyous occasions, they were born out of a religious motivation. In India, there are three primary classical dance systems: Bharatanatyam, Kathakali, and Maipuri. Other notable dances include Andhra Pradesh's Kuchupudi, Orissa's Odissi, and Kerala's Mohiniattam. The concept of rasa is very important in dance. The rasa is transmitted in dance through Bhava or expressions using the technique Abhinaya.

Indians have become increasingly interested in promoting their feeling of national identity and cultural unity since independence. As a result, indigenous folk arts have experienced resurgence, particularly in the realms of song and dance. Now it is up to our educational institutions to ensure that the younger generation continues to carry the torch of spiritual and cultural renaissance for the rest of the world to see and emulate, rather than succumbing to the materialistic ideology of the west, where man has achieved astounding success in unravelling the mysteries of nature but feels alienated and rootless in his own community and society.

We must make certain that modern India never forgets its rich cultural heritage, which is a legacy of our ancient



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seers, philosophers, and sages. The popularity of Indian festivals in the United States, France, and Russia demonstrates foreigners' interest in our cultural traditions. The government's efforts to stimulate a resurgence of interest in our folk arts, music, and dance have had a huge response at home. The classical theatre has a more than 2000-year history. These were mainly carried out on high platforms in temples, courtyards, and palaces. The subjects were mostly drawn from folk tales, epics, and religious writings. It was a multi-faceted production that included dance, acting, and music.

With the arrival of the Muslims in the north, the theatrical tradition was practically extinguished. The cultural heritage of the South of India, on the other hand, has remained remarkably consistent. Almost entirely due to its geographical location, where foreign invaders had little success. The Indian people's tenacity and capacity to keep their core traditional worldview in the face of violent invaders is a testament to their toughness and ability. To some extent, the British were responsible for the rebirth of intellectual curiosity. The storey of India's past was taken very seriously, as was the preservation of the country's rich cultural heritage. The British's maturity and foresight in leaving the people with their faith and beliefs, which they were unaware of, was a demonstration of maturity and foresight. All of these efforts are aimed at preserving our cultural heritage and passing it on to future generations.

Heritage Tourism

Heritage tourism has a rich and illustrious history that spans years, if not millennia. On the other hand, the term "global heritage" is a comparatively modern development, having become widely employed in the 1970s. In current development, heritage tourism is acknowledged as an industry. Heritage tourism is a wide concept that can be interpreted in a variety of ways. It can be characterised as heritage tourism, in which heritage is at the heart of the product offered and heritage is the primary motivator for the consumer.

In this context, heritage refers to people's history, culture, and the place they live on. It consists of both tangible and intangible components, as well as the following:

Historic structures and monuments
 Battleground sites
 Traditional landscapes and indigenous fauna
 Language, literature, music, and art
 Traditional events and folklore practises
 Traditional lifestyles, including food, drink, and sports

Heritage is not uniform. It exists on various scales, including global, national, regional, and local. Each person has a different perspective on legacy because it is both a subjective and emotional term as well as an objective and practical one. If one is poor and black and the other is rich and white, two old men living in the same town in the deep South of the United States will have quite different perspectives on the history of their town.

If the tourism business is to be managed in a socially acceptable manner that does not encourage prejudice, discrimination, and resentment, it must be sensitive to such issues. To different areas of the tourism business, heritage signifies different things. For many, it is the main draw, and many locations have grown as a result of their historical and cultural attractiveness. To tour operators, it is a commodity that aids in the sale of vacations. Surprisingly, now that travel and tourism is a well-established industry, it is beginning to generate its own heritage items.'



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Trains and rail services such as the Orient Express Veteran Airliners The architecture of luxury hotels on the French Riviera and 18th and 19th century health resorts Museums and Galleries

History and culture-based tourism is not a new concept. They were relatively well developed during the Roman period, as travel was done for culture and pleasure.

Reasons for the growth of heritage tourism

Heritage tourism has exploded in popularity in recent years, owing to greater free time, higher disposable income, and the emergence of vacation packages. Other factors contributing to the expansion of heritage tourism include: Higher education levels - According to reachgate.net Education is one aspect that can encourage someone to travel, especially if they want to expand their knowledge and experience. According to several studies, those with higher levels of education travel more than those with lower levels of education (Chaipinit 2008). As a result, it suggests tourist behaviour in terms of frequency of travel, motivation, and purpose of trip.

Presentations of people's lifestyles and significant events in the media, particularly on television. The internet's engagement, as well as the emergence of social media sites, has emphasised the expanding popularity. (Chanolmsted and Lee 2013, Chanolmsted and Lee 2013). This notion has been extensively accepted as one of the most powerful communication platforms in the world, providing significant benefits to not just individual users but also companies seeking to reach a larger audience. Travel and tourism channels on social media include TLC, which focuses on people and culture, and Travel XP, which focuses on travel. Anthony Bourdain's CNN show gives you a taste of the unknown by featuring street food from around the world. NDTV's Food Mad with Rocky and Mayne Sound Trek gives a hypotoc twist to some of the best Indian classics while also discovering artists and cultural gems from all over India. Good times gives you a taste of mouth-watering vegetarian and non-vegetarian food, and Sound Trek gives you a hypotoc twist to some of the best Indian classics while at the same time discovering artists and cultural gems from all over India.

New sorts of historical tourist goods are being developed - The heritage tourist offering is diverse. It can be concrete in the form of buildings and monuments, or it can be intangible in the form of a folklore event or a specific language. In recent years, the number of heritage tourism products offered has expanded. For starters, the number of museums in the United Kingdom has increased in the previous two decades due to the introduction of numerous new heritage monuments. Second, historical products are increasingly packaged in the tourism business to make them more accessible to a wider audience. They have now organised short breaks in the UK and overseas based on seeing various heritage landmarks and destinations, as well as longer study type vacations.

There is an increasing desire among vacationers to learn something new while on vacation.

It has been said that as tourist interest in heritage has grown, the tourism sector has compromised authenticity in order to 'milk' this valuable 'cash cow' by providing non-authentic legacy experiences to satisfy the needs and fantasies of tourists. Traditional landscapes or traditional events that have continued for many years are examples of authentic heritage. However, as the 'heritage industry' has grown, and as entrepreneurs have become more interested in heritage, practises from amusement parks and theatre have been adapted to various areas of cultural



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World Heritage Conventions

Natural and cultural heritages can be found in many countries around the world. Due to indifference, they were on the edge of extinction. These are humanity's riches, which must be safeguarded, protected, and conserved in order to be passed on to future generations. As a result, there was a pressing need to start conserving. Due to the fact that these sites are not located in a single country, but rather in a number of countries around the world, international cooperation was essential to complete this project. The United Nations Educational, Scientific, and Cultural Organization were tasked with safeguarding and preserving these priceless resources for future generations.

The United Nations Educational, Scientific, and Cultural Organization (UNESCO) aims to promote the identification, protection, and preservation of cultural and natural sites around the world that are deemed to be of exceptional significance to humanity. This was codified in the United Nations Educational Scientific and Cultural Organization's convention concerning the conservation of world cultural and natural heritage, which was ratified in 1972.

World Heritage Mission, United Nations Educational Scientific and Cultural Organization

- ✓ To ensure the preservation of their natural and cultural assets, as well as to recommend sites for inclusion on the World Heritage List within their national boundaries.
- ✓ To create management plans and a reporting system for their World Heritage Sites' conservation status.
- ✓ Providing technical help and professional training to protect World Heritage Sites.
- ✓ Provide timely support to World Heritage Sites in jeopardy.
- ✓ To raise public awareness about the importance of building activities for World Heritage preservation.
- ✓ Participation of the local population in cultural and natural heritage protection.
- ✓ Encourage worldwide cooperation to protect the world's cultural and natural assets.

Every country has landmarks of local or national significance that are a source of national pride. The convention urges each State Party to define their legacy, which is rooted in the country's natural and cultural wealth and diversity. Due to a lack of financing to preserve them, some of the world's most exceptional cultural and natural treasures would degrade or disappear if the international community did not support them.

The convention is a global pact ratified by the majority of countries, with the goal of securing the financial and



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intellectual resources needed to conserve World Heritage Sites. Following World War II, the concept of forming a worldwide movement to conserve cultural assets arose. The concept of merging cultural and natural resource protection originated in America. In 1965, a White House Conference in Washington, DC, proposed for the establishment of a "World Heritage Trust" to promote international collaboration in the preservation of the world's outstanding natural and scenic areas, as well as historic monuments, for present and future generations.

Conclusion

Mahatma Gandhi once stated, "A nation's culture resides in the hearts and minds of its people." As a result, the local community has been viewed as the ultimate ambassador for heritage and cultural tourism in this research. India now has 38 World Heritage Sites, making it one of the world's top countries in terms of the number of World Heritage Sites. According to the United Nations Educational, Scientific, and Cultural Organization, globe heritage sites are places that belong to everyone in the world, regardless of where they are located. India's World Heritage sites are regarded as having enormous cultural and ecological value around the world. The World Heritage concept is unique in that it may be used anywhere. All State Parties have agreed that places on their territory inscribed on the World Heritage List constitute world heritage that belongs to the international community, regardless of national sovereignty or ownership, according to the agreement. We are blessed to have such a beautiful ancestry. We must all share responsibility for maintaining the environment so that future generations will be able to see and experience it.

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