ANALYTICAL SURVEY ON CULTURAL BASED TOURISM IN SOUTH INDIA –A CASE STUDY

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ABSTRACT
In general the tourism is considered as a significant factor in the economy of many nations. Today tourism related infrastructure in various parts of the country has improved the quality of life of the local people and helped to promote local arts and crafts. Tourism has contributed to increase awareness about conservation of the environment and the cultural heritage. Tourism is the fastest growing industry in modern world. People have always travelled to distant parts of the world to see monuments, arts and culture, taste new cuisine etc. The term tourist was firstly used as official term in 1937 by the League of Nations. Tourism was defined as people travelling abroad for period of over 24 hours.

KEY WORDS: Significant, Conservation, Culture and Economy

I. INTRODUCTION
The word tour gained acceptance in the 18th century, when the Grand Tour of Europe became part of the upbringing of the educated and wealthy British noblemen. Tourism is a service industry, consisting of transportation, accommodation and hospitality. The term tourism and travel are often used interchangeably though literally there is a difference. A person who indulges in tourism is known as tourist. Tourism is multi-faceted phenomenon which involves movement to and stay in destination outside the normal place of residence. Tourism is composed of three basic elements-

a) A dynamic element which involves travel to a selected destination or destinations.

b) A static element which involves the stay in the destination.

c) A consequential element resulting from the two preceding elements, which is concerned with effect on the economic, physical and social subsystems with which the tourist is directly or indirectly in contact.

Swiss Professor Walter Hunzikar and Kurt Krapf (1994), describe the concept of tourism “Tourism is the sum of phenomena and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity”. As per the International Union of Official Travel Organization (IUOTO),
now called as World Tourism Organization (WTO), has defined tourist as a temporary visitor staying for at least 24 hours in a country visited when the purpose of the journey can be classified under one of the following headings –
  a) Leisure:- recreation, holiday, health, study of religion and sports or
  b) Business, family, mission meetings.

II. RELATED WORK
As per the IASET and Tourism Society of Cardiff in 1981, “Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home.” Herman Von Schullard, An American Economist, defined it as, “The sum of the total operations, mainly of an economic nature which directly relates to the entry, stay and movement of foreigners inside and outside a certain country, city or region.” According to Tourism Society in Britain, “Tourism is the temporary short-term movement of people to destination outside the place where they normally live and work and their activities during the stay at their destinations, includes movement for all purposes, as well as day visit or excursions”. In 1981, the International Conference on Leisure-Recreation- Tourism, held by Tourism Society in England, defined it as, “Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home”. This definition was subsequently accepted by the IASET (Burkart & Medlik, 1974). All the above definitions bring out the following distinct features of tourism.
  (a) Involvement of a mobile population of travelers who are stranger to the place they visit.
  (b) Their stay is of a temporary nature in the area visited.
  (c) It is essentially a pleasure and recreational activity.
  (d) Their stay is not connected with any remunerated activity or an activity involving earnings.
WTO has taken the concept of „tourism“ beyond a stereo type image of „holiday making“. The official accepted definition in the report is: “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment not for leisure, business and other purposes”.
WTO has classified three types of tourism-
a) **Domestic Tourism**: It consists of residents visiting within their own country. No formalities are required in this kind of travel.

b) **Inbound Tourism**: Comprises non-residents travelling into a country of their choice.

c) **Outbound Tourism**: Comprises residents of a nation travelling out to foreign country.

These three basic forms of tourism can be in turn being combined to derive three categories of tourism.

a) Internal Tourism: This comprises domestic and inbound tourism.

b) National Tourism: domestic and outbound tourism.

c) International Tourism: inbound and outbound tourism.

Geographers study the spatial expression of tourism as a human activity, focusing on tourist generating and tourist receiving areas. The study can incorporate a variety of scales, climate, tourist recourses to local landscape, resorts etc. From the geographical point of view, tourism has three main components-

1) The tourist from one country to another country is known as generating areas.

2) The destination area of tourist receiving countries or region or local areas.

3) The route travelled between respective destinations.

Tourism flow depends on pull and push factors. Push factors depend on the stage of economic development in generating market, number of holidays available and income. Also pull factor influence on tourist flow, it includes accessibility and the relative cost.

![Fig 1.1 heritage way for exploration](image)

Due to growing economic significance of tourism, it has a spectacular increase in tourism worldwide and increase in tourist earning. That money is absorbed by the local economies of
the nation, and helps to increasing jobs as well as opportunities. Tourism mostly depends on
the range and types of accommodation available at the destination. Accommodation is a core
of the tourist industry, and plays a distinctive role in the development of this ever-expanding
industry. Tourism also tends to give support to local handicrafts and cultural activities; both
in urban and rural areas. Expenditure by tourists has a multiplier effect and also generates
considerable tax revenue for local economy. Tourism has become a major and an integral part
of economic, social and physical development. It comprises complete system of nature, the
universe, the space and the galaxy which includes the man and his activities, wildlife,
mountain and valleys, rivers and waters, forest and trees, social and cultural system, flora and
fauna, weather and climate, sun and the sea. The whole system requires an environmental and
ecological preservation, which can be expressed in terms of following equation,

\[
\text{Tourism} = (N + W + M) \times EE
\]

Whereas, \( N = \) Nature, \( W = \) wildlife, \( M = \) Man and his activities, \( EE = \) Environment and
Ecology. The environment and ecological aspect on all the components as regard to the
development of tourism. The equation can further simplified in nature.

\[
\text{Tourism} = (\text{Wildlife + Man}) \times EE
\]

Without planning and controlling mechanism the development of tourism may end by having
social cultural and economic distortions, which will be reflected in the relationship between
tourists and local people. As soon as tourism grows and expands, it brings the social and
economic changes in the respective region. This can be positive as well as negative. Tourism
2020 vision is the World Tourism Organization long-term forecast and assessment of the
development of tourism up to the first 20 years of the new millennium. An essential outcome
of the Tourism 2020 vision is quantitative forecasts covering a 25 years period, with 1995 as
base year and forecasts for 2000 and 2020. Tourism 2020 vision calls these motivating
factors the three E”s - Entertainment, Excitement and Education. Attraction, accommodation,
supporting facilities, and infrastructure are the basic elements of tourism. For the better
development of tourism, these facilities should be developed in respective areas and for this
public as well as private sector should take a lead. The flow of domestic tourists will depend
on the location of tourist spot and population density of an area. Accessibility is an essential
factor for better development of tourism.
I. CASE STUDY FINDINGS

A. CASE STUDY – FACTOR IN INDIAN TOURISM

India’s glorious traditions and rich cultural heritage are closely related with the development of tourism. Its magnificent monuments attract a large number of tourists from all over the world. The natural surroundings, the architectural masterpieces, the music, dance, paintings, customs and languages all these go to make India as tourist paradise.

Especially in the southern part of the India includes enormous heredity achievements in the tourism. There was a remarkable increase in the traveller coming to south India, as a result of the discovery of the new sea route by Vasco - de - Gama. India is a storehouse of art, paintings; crafts appeared on pots found in the Indus valley civilization as early as the 3rd century B.C. The Cithnavasal paintings, Mahapallipuram caves and stone pillars are remarkable in the pallava dynasty in the south India. The tourist organization of India had its beginning from the year 1945. A committee was appointed in 1945 under the Chairmanship of Sir John Sargent, Educational Advisor, and Government of India. The Sargent Committee submitted facility, hospitality, etc. Regional offices are located in all capital cities in India. Besides, there are several other offices at focal point of international tourist interest. Tourist destination in the country are improved and provided more facilities to attract the foreign tourists. India is a land of great variety and contrast. Its unique cultural mystique, exotic heritage, aesthetic environment and outstanding natural resources have attracted international tourists. Tourism has emerged as one of India’s important industry. Today tourism is a major source of foreign exchange earnings and employment. India is a huge market for tourism for outbound and inbound tourists. The main elements of culture which attract tourist to a particular destination fall under following categories: 1) Pleasure climate 2) Scenic attraction 3) Historical & cultural attraction 4) Accessibility 5) Shopping 6) Adventure 7) Variety of cuisines 8) Accommodation 9) Relaxation & recreation 10) Health - care projects. Therefore, it has been rightly said that the core concept of tourism revolves around for 4 A’s (a) Attraction (b) Accessibility (c) Amenities (d) Ancillary services.

B. IMPORTANT HIGHLIGHTS OF INDIAN TOURISM

1) The number of Foreign Tourist Arrivals (FTAs) in India during 2010 increased to 5.78 million as compared to 5.17 million in 2009. The growth rate in FTAs during 2010 over 2009 was 11.8 per cent as compared to (-) 2.2 per cent during 2009 over 2008. The growth rate of
11.8 per cent in 2010 for India was better than UNWTO’s projected growth rate of 5 per cent to 6 per cent for the world in 2010.

2) The share of India in international tourist arrivals in 2010 was 0.61 per cent, which is 0.02 per cent improvement over 2009. However, India’s rank improved to 40th in 2010, from 41st in 2009. India accounted for 2.83 per cent of tourist arrivals in Asia Pacific Region in 2010, with the rank of 11.

3) Tourism continues to play an important role as a foreign exchange earner for the country. In 2010, foreign exchange earnings (FEE) from tourism were ` 64889 crore as compared to ` 54960 in 2009, registering a growth of 18.1 per cent.

4) Number of domestic tourist visits in India during 2010 was 740.21 million as

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<th>FTAs (in millions)</th>
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Table 1.1 Statics on the impact in economy

IV. CONCLUSION

Tourism is an important sector of the economy and contributes significantly in the country’s GDP as well as Foreign Exchange Earnings (FEE). With its backward and forward linkages with other sectors of the economy like transport, construction, handicrafts, manufacturing, horticulture, agriculture etc, tourism has the potential to not only be the economy driver, but also become an effective tool for poverty alleviation and ensuring growth with equity.
References