

The Rich Culture Heritage of India-Packaging for Tourism or Preservation for Posterity-A
Comparative Analysis

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**The Rich Culture Heritage of India-Packaging for Tourism or Preservation for
Posterity-A Comparative Analysis**

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Abstract

Heritage may take on a wide variety of forms, from the physical (sites, structures, landscapes) to the abstract (memories, emotions, values, traditions), and its applications range from nation-building to tourism promotion. Historically, heritage has been seen as a phenomenon inside a certain historical narrative. But, in recent years, heritage has increasingly evolved to include phenomena outside of that discourse, frequently coming from marginalized communities. Heritage is put to use in a variety of contexts, gaining importance as a tool for political, cultural, entrepreneurial, educational, and liberatory ends. The issue of figuring out how to interpret legacy such that diverse groups may comprehend its significance is, therefore, of paramount importance. In this collection, authors from a variety of academic fields and theoretical perspectives discuss strategies for heritage protection, development, and management. It brings together ideas from disciplines as diverse as history, geography, anthropology, archaeology, and heritage preservation. The authors explore many facets of culture and legacy by using examples from a wide range of time periods and geographical regions.

Keywords:Cultural Heritage, Packaging, Tourism, Prosperity, Entrepreneurial, Preservation

Introduction

Travel and tourism are widely recognized as vital components of global economies. The hotel industry and others like it benefit greatly. The positive economic effects and higher living standards felt by the local populace are a direct result of the money that flows from tourism into other sectors. Nevertheless, the tourist industry in India has a number of problems, including a lack of infrastructure, sustainability issues, climate change, and pollution.

Significance of Tourism Sector in India

Accommodations, modes of transportation, and historic sites are just few of the items that may be purchased with money made through tourism. This has the potential to boost the economy by boosting tourism and the sectors that rely on it for jobs. By visiting India, people from all over the globe may get an understanding of, and appreciation for, the country's rich cultural heritage. Temples, forts, and palaces are all examples of cultural heritage monuments that may benefit from tourism by providing much-needed funding for upkeep and repair. The creation of eco-tourism programs that prioritize the preservation of natural regions is only one example of how tourism may

positively impact the environment. Employment possibilities and social infrastructure like hospitals and schools are just two examples of how tourism may positively impact local communities.

Challenges Related to the Tourism Sector in India

Safety and security for visitors in India have been an issue, especially in certain regions. This may affect how people see India as a whole and may discourage visitors from traveling there. The tourist sector relies heavily on human labor, thus hands-on experience is crucial. As India's tourist industry has expanded, the number of qualified workers has lagged behind. The sector's expansion is hampered by a dearth of multilingual trained guides and a failure of locals to appreciate the opportunities and accept the responsibilities that come with tourism. Overconsumption of environmental resources is a major problem in India, particularly in the Himalayan areas, where supplies are already low due to a lack of sustainable tourism. Soil degradation, increased pollution, and the loss of habitat for endangered species are only some of the negative effects of irresponsible tourism.

Inadequate surveying, infrastructure, and connection mean that many parts of India have yet to be visited, leading to tepid enthusiasm for domestic tourism.

As an example, notwithstanding the Northeast's magnificent natural beauty, it is frequently left out of the trip plans of domestic and foreign visitors due to poor transportation links and a dearth of basic services.

Pollution is a problem not just in our cities, but also at our most visited historic landmarks. India continues to face challenges in its efforts to keep the Taj Mahal clean. As a consequence of global warming, floods have occurred in parts of India, including areas that are home to important historical monuments.

The Way Forward

Investment in the improvement of infrastructure like highways, airports, and hotels will make it simpler for visitors to move about the nation. This might be accomplished via government funding or public-private partnerships.

Putting Security First: The expansion of India's tourism industry is dependent on making visitors feel safe and secure. This might be achieved by the employment of tourism police, the establishment of security regulations at tourist destinations, and the encouragement of safe vacation habits. The tourist sector might prioritize the promotion of sustainable tourism practices to deal with the problem of overcrowding and its effects on the environment. Some examples of such actions include encouraging off-season tourism, giving local businesses a boost, and protecting important historical and cultural landmarks.

There may be more international visitors to India if the visa application procedure were simplified and made easier to access.

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To accomplish this, visa-on-arrival and other visa-free travel options should be expanded and/or online visa applications could be made available.

It would be beneficial to both visitors and those who work in the tourism business if they were given training in cultural sensitivity.

To achieve this goal, the tourist sector might provide instructional materials and include cultural sensitivity training into employee curriculums.

Finding popular tourist spots around the country might be the result of a thorough examination and analysis of the market.

The next step is to create a digital unified system (highlighting Ek Bharat Shreshtha Bharat's core values) to map these locations and raise awareness about them on social media.

Tourism based on India's unparalleled variety of food has the potential to boost India's soft power and bring in more foreign currency because of the country's rich cultural history. India's persistent commitment to multilateralism stems from its ideology of VasudhaivaKutumbakam.

The term "cultural heritage" is used to describe a collection of structures and locations that are significant on many levels, including the artistic, archaeological, scientific, ethological, and anthropological. All the things that make up a people's way of life—their traditions, rituals, clothing, cuisine, music, dancing, etc.—are considered part of their cultural legacy. It is the responsibility of every government and every individual in every nation to ensure the preservation of these cultural treasures. The preservation and safeguarding of these heritages depend on public education and knowledge of the key features of these locations. Both financially and historically, heritage tourism has taken off in recent years. It has the potential to boost the local economy, safeguard natural resources, attract more tourists, create jobs, and maintain the community's distinctive identity. It may help cultural heritage resources bring in money to invest in their upkeep and promotion. Recognition on a local and regional scale may be boosted. It's a subset of the tourism industry that includes cultural institutions like museums and galleries. Heritage encompasses so many different things that pinpointing a single definition is challenging.

The history and culture of India is extensive. In Indian culture, art, religion, and philosophy all coexist together. They are inextricably linked to the Indian way of life and woven into its very fabric. Indians, who are generally accepting and fatalistic, have never made fun of other cultures' customs.

Objectives of study

There are two overarching inquiries that have motivated my research:

- Examining Indian cultural artifacts
- Understanding what has been passed down through the ages is important for shaping the future.

Methodology

Secondary data analysis is the methodology.

Review of literature

Most nations, both developed and developing, recognize the importance of tourism to their national economies, societies, and cultures. There is a widespread belief that we have exclusive access to all resources. Yet we can only serve as guardians to these assets.

Culture has been seen as an information and communication system, as prof. K.S. Nagapathi argues in his book *Tourism Development -A New Perspective*. The term "cultural tourism" is often used to refer to a specific subset of the tourist industry. It might be linked to going to museums or other cultural landmarks. Definitions have been provided by the United Nations World Tourism Organisation. Cultural tourism may be defined narrowly as "the movement of people for primarily cultural purposes," which can encompass things like "study tours," "travel to fairs and festivals," "visits to sites and monuments," "folklore arts," and "pilgrimages."

Performances of opera amidst the pyramids or in the Roman Theater in Orange, France, are only two examples of how the performing arts and historical sites may be combined to attract new visitors. There has been a recent uptick in the preservation and improvement of urban cores in an attempt to market them as historical tourism attractions. In his book *Cultural Heritage of India*, Varun Naik credits the British for inspiring a newfound interest in learning.

Cultural tourism

Due to its varied topography, rich cultural history, and welcoming culture, India has quickly become one of the world's most popular tourist destinations. One of the most noteworthy elements that has brought about economic improvements is the huge increase in tourism that has occurred over the last 25 years. India is the only destination that caters to every kind of traveler. The government of India is taking many different routes to boost tourism. The Indian government has set its sights on expanding tourism in order to boost the country's economy.

Since gaining their independence, Indians have taken an active role in fostering a shared belief in their nationality and culture. As a result, there has been a renaissance in indigenous traditional arts, particularly in the performing arts.

Heritage Tourism

Cultural or historical tourism has been practiced for years, if not millennia. Yet, the phrase itself is a very new development, with its widespread use occurring only in the 1970s. Modern progress acknowledges heritage tourism as a viable economic sector. The scope of "heritage tourism" might be widely or strictly defined. Heritage tourism, in which the cultural significance of a destination is central to the experience sold, is one definition. Heritage, in this sense, refers to a people's past, their traditions, and the land on which they now reside. Historical structures and monuments, sites of significant historical events like battles, traditional landscapes and indigenous wildlife, language, literature, music, and art, traditional events and folklore practices, traditional lifestyles, including food, drink, and sport, are all part of this intangible cultural heritage.

Growth of heritage tourism

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The creation of vacation packages, together with rising levels of disposable money and free time, have all contributed to a surge in the popularity of heritage tourism in recent years. The expansion of the historic tourist industry may also be attributed to the following factors:

More advanced degrees - As reported by reachgate.net One reason someone would want to see the world is to broaden their horizons intellectually. Those with more education tend to travel more than those with less, according to several studies (Chaipinit 2008). The travel habits of tourists, including how often they travel and why they go, are therefore implied.

Television coverage in particular, as well as other forms of media, portraying daily life and noteworthy events. Internet participation and the rise of social media sites have helped bring attention to the phenomenon's rising profile. In 2013, (Chanolmsted and Lee). This idea has been extensively accepted as one of the most successful communication tools globally, providing several advantages to both individual users and businesses seeking to expand their consumer base. The Travel & Tourism sector of social media includes a variety of specialized channels, such as the people- and culture-focused TLC and the purely travel-focused Travel XP. See the world's street food scene with Anthony Bourdain and Food Crazy with Rocky and Mayne on NDTV. In Good Times, you may have delicious vegetarian and nonvegetarian dishes, while at Soundtrek, you can hear modern takes on some of the greatest Indian classics while also learning about up-and-coming musicians and fascinating cultural traditions from all across the country.

The creation of novel historic tourist offerings - There is a wide variety of historical tourist offerings. Sometimes it is something physical, like a historical site or monument; other times it is something abstract, like a piece of folklore or a language. In recent years, there has been a rise in the number of historical tourist offerings. The first reason is that in the last two decades the number of museums in the United Kingdom has doubled as a result of the establishment of numerous new historical sites. Second, the tourist sector has become more adept at marketing historical items in order to reach a wider audience. Specifically, they have planned both longer study-type vacations in the United Kingdom and overseas and shorter vacations focusing on seeing a wide variety of historical landmarks and places.

- a) There is a rising trend among vacationers to use their downtime to further their education.
- b) Others have said that the tourism sector, seeing the increased demand for heritage-related services, has compromised authenticity in order to "milk" this profitable "cash cow" by catering to the wishes and fantasies of those who utilize their services. Some examples of genuine heritage include traditional landscapes and activities that have been practiced without interruption for many years. The tactics of amusement parks and the theater, however, have been used to certain parts of cultural goods, thanks to the rise of what has been dubbed the "heritage business" and the increasing interest of entrepreneurs in heritage. Conservatives often argue that modern forms of entertainment have led to a decline in interest in and knowledge of the past.
- c) To promote the identification, conservation, and preservation of cultural and natural places across the globe that are regarded to be of extraordinary significance to mankind, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) was established. This was formalized in 1972 when the United Nations Educational, Scientific, and Cultural Organization

passed a treaty called the Convention for the Protection of the World Cultural and Natural Heritage.

The United Nations Educational Scientific Cultural Organisation, World Heritage Mission is:

- (i) For the sake of making sure their history and environment are preserved.
- (ii) To put forth for consideration as World Heritage Sites locations inside their own country's borders.
- (iii) To create strategies for the preservation of their World Heritage Sites and a method for reporting on their condition.
- (iv) Protecting World Heritage Sites by Aiding in Professional Development and Sharing Knowledge.
- (v) Assist World Heritage Sites in need as soon as possible.
- (vi) The goal is to raise public awareness about the need of limiting construction around World Heritage sites.
- (vii) Local community involvement in conservation efforts to protect historical sites and wildlife habitats.
- (viii) Inspire nations to work together to protect the planet's historic sites and natural wonders.

There are places of local or national importance and national pride in every country. The depth and variety of a country's natural and cultural legacy is where the convention places the emphasis on identifying each State Party's heritage. Some of the world's most remarkable cultural and natural landmarks are in danger of being lost forever unless they get financing and protection from across the globe. The World Heritage Convention is an international agreement adopted by the vast majority of nations with the goal of securing the financial and intellectual resources required to preserve World Heritage Sites.

Conclusion

A nation's culture may be found in its people, as Mahatma Gandhi once said. As a result, this document positions the local community as the best possible spokesperson for historical and cultural tourism. There are now 35 World Heritage sites in India, making it a leading contender among nations throughout the globe. World Heritage Sites are those designated by the United Nations Educational, Scientific, and Cultural Organization as belonging to the whole human race.

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