

# Senior Secondary Course

## Tourism (337)

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**NATIONAL INSTITUTE OF OPEN SCHOOLING**  
(An autonomous organisation under MHRD, Govt. of India)  
A-24-25, Institutional Area, Sector-62, NOIDA-201309 (U.P.)  
Website: [www.nios.ac.in](http://www.nios.ac.in), Toll Free No: 18001809393

Printed on 60 GSM NIOS Water Mark Paper

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© **National Institute of Open Schooling**

April, 2017 (1,000 copies)

Published by the Secretary, National Institute of Open Schooling, A-24/25, Institutional Area, Sector-62,  
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## *A Word With You*

*Dear Learners,*

*National Institute of Open Schooling welcomes its learners to the Senior Secondary Course in Tourism. The study of Tourism includes Tourism concepts, Geographical and Cultural Dimensions of Tourism, land and people of the area under Tourism Attractions, Management of Tourism Business, Travel and Tour Operation Business, Hospitality Management, Growth and Pattern of Tourism along with Cultural and Heritage aspects of the area concerned.*

*The study material has been prepared for the learners to widen their knowledge and skills in different fields related to tours, travel and tourism as a whole. Learners can opt for tourism as a vocational course after passing this course. Tourism as a course has become a viable choice of the learners to build a professional career in the modern era where the growing income of people and desire of quality life lead the tourists to visit various places of their choice and enjoy it. Therefore, tourism as an industry has great scope in the years to come. The growing scope also invites various people capable of boosting this venture.*

*The course of Tourism has been designed and developed in modular form. The course content is divided into five compulsory modules and one optional module. Each Module contains a few lessons. Since every module is self contained, one can start with any module, depending upon one's interest and choice.*

*We hope that this course will be useful to the learners to gain and understand the concepts, models, practices being used within the tourism industry. It will also develop a sense of pride and consciousness towards cultural heritage and natural beauty of the area visited. These are the key elements of tourism resources and hence it is quite pertinent to study them systematically.*

*For any kind of difficulty about this course and help, please feel free to write to us. We are here to help you in every respect for which feedback is a guiding direction in fulfilling your need.*

*Thanking you.*

*Course Coordinator  
aohistory@nios.ac.in*

## How to use the Study Material

Congratulation! You have accepted the challenge to be a self-learner. NIOS is with you at every step and has developed in the material with the help of a team of experts, keeping you in mind. A format supporting independent learning has been followed. If you follow the instructions given, then you will be able to get the best out of this material. The relevant icons used in the material will guide you. These icons have been explained below for your convenience.

**Title:** will give a clear indication of the contents within. Do read it.

**Introduction:** This will introduce you to the lesson linking it to the previous one.



**Objectives:** These are statements that explain what you are expected to learn from the lesson. The objectives will also help you to check what you have learnt after you have gone through the lesson. Do read them.



**Notes:** Each page carries empty space in the side margins, for you to write important points or make notes.



**Intext Questions:** Very short answer self check questions are asked after every section, the answers to which are given at the end of the lesson. These will help you to check your progress. Do solve them. Successful completion will allow you to decide whether to proceed further or go back and learn again.



**What You Have Learnt:** This is the summary of the main points of the lesson. It will help in recapitulation and revision. You are welcome to add your own points to it also.



**Terminal Exercises:** These are long and short questions that provide an opportunity to practice for a clear understanding of the whole topic.



**Do You Know:** This box provides additional information. The text in boxes is important and must be given attention. It is not meant for evaluation, but only to improve your general knowledge.



**Answers :** These will help you to know how correctly you have answered the questions.



**Activities:** *Certain activities have been suggested for better understanding of the concept.*

www

**Web site:** These websites provide extended learning. Necessary information has been included in the content and you may refer to these for more information.

## Course Overview



### Module-1: Basics of Tourism

1. Evolution of Tourism
2. Tourism Industry and its Organization
3. Impact of Tourism
4. Fundamentals of Travel and Tourism Geography
5. Transport for Tourism

### Module-2: Cultural Dimension of Tourism

6. Understanding Indian Culture and Heritage
7. Performing Art Heritage in India
8. Indian Architecture as Tourist Attractions



### Module-3: Cultural and Heritage Aspects of Tourism in India

9. Culture and Heritages in India-I: Hinduism, Jainism and Buddhism
10. Culture and Heritages in India-II: Sikhism, Islam and Christianity
11. Cultural Attractions of India

### Module-4: Natural Diversity as Tourist Attraction

12. Natural Tourist Attractions in India
13. Growth and Patterns of Tourism in India
14. Growth and Patterns of Tourism in World



### Module-5: Management of Tourism Business

15. Tourism Management
16. Human Resource Management-I
17. Human Resource Management-II
18. Communication and Personality Development
19. Tourism Marketing



### Module-6A: Travel and Tour Operation Business

20. Fundamentals of Travels Agency and Tour Operation Business
21. Functions of Travel Agencies and Tour Operations
22. Itinerary Planning and Tour Packaging

OR

### Module-6B: Hospitality Management

20. Hospitality and Catering Industry
21. Front Office Operations
22. Supporting Operations of Hotel

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# 1

## EVOLUTION OF TOURISM

Evolution of tourism in the world has taken thousands of years to reach the present level. It has been the product of various kinds of interactions of human being with their environment and surroundings and has evolved in different stages. In this lesson, an attempt has been made to discuss the evolution of tourism in different time periods. Since the ancient times education and religion have been seen as factors for the growth of tourism. Tourism also got impetus due to growing need of trade and commerce. Hence, we hear of the silk and spice trade routes which took place in the past and are getting attention once again in the present times.



### OBJECTIVES

After studying this lesson, you will be able to:

- explain the historical Perspective of Tourism in India;
- identify the numerous antecedents which encouraged trade tourism; e.g. the silk route, spice route and sea voyages;
- discuss educational tourism in Nalanda, Taxila, Vikramshila, Deoband from ancient times and
- discuss the various types of religious and pilgrimage tourism.

### 1.1 HISTORICAL PERSPECTIVE OF TOURISM IN INDIA

The development of tourism can be seen through a historical perspective. It has a wide variation from the beginning to present times.

#### 1.1.1 Tourism in Early Periods

Since the early times, people have been travelling from one place to another in search for food, for trade, for religious purposes and even for education. But

**Notes**

this travelling was limited and restricted to places which were close by due to many reasons. There were lack of roads, unavailability of food, insecurity on the roads and even lack of knowledge of places as well as routes. At times travelling became easier when it was given royal patronage. A very good example of such travelling may be traced back to Maurya times in 262 BC. Because of royal patronage from emperor Ashoka, people could travel to far flung places like Patliputra (Patna), Lumbini, Kapilvastu, Sarnath and Gaya. At each place, memorials and rest houses were set up where travellers could rest. Trees were planted along the road to provide a comfortable journey to travellers. Harsh Vardhan was also a great supporter of Buddhism. He built many Dharamsalas for the travellers. A number of monasteries were also built for the pilgrims. This shows how travel facilities were being improved and travel was made easier.

The first set of foreigners to visit India were perhaps the Persians. There are many evidences of caravans from Persia visiting India. Several expeditions crossed from Greece via Persia or Mesopotamia to India. Greek accounts reveal that in India, chariot roads were well laid out and horses, elephants and camels were a common mode of transport. There is also reference to trade, commerce and cultural exchanges between Persia and India. Hieun -tsang, a devout Chinese Buddhist came to India in 633 AD, and found his journey hard and perilous. His mission was to collect and translate ancient Buddhist scriptures.

In cities, bazaars provided access to goods brought from the hinterland. Travellers were accommodated in places meant for overnight stay. They were known as sarais and were built near the city gates where all services were provided to them. Entertainment and dancing halls were allowed; gambling was licensed and was a source of income for the state. During the rule of the Mughals, the emperors travelled extensively and contributed towards development of roads and other facilities. Even today we find remains of the past like the mile stones, sarais and a network of roads and paths that make all parts of this vast country accessible.

**1.1.2 Tourism in Colonial Period**

Vasco da Gama reached Calicut, on the western coast of Kerala, in 1498 and paved the way for trade and commerce between India and Europe. The next to arrive were the Dutch and the British. The internal conflict among Indian Kingdoms provided opportunities to the foreign traders to gradually establish their political influence. Amongst them, the British emerged as winners and gradually captured power from Indian rulers. Their influence grew with time and finally they took charge of the entire country. Soon they developed a network of railways in India which proved to be a great means to move from one place to another.

### 1.1.3 Tourism in Modern Period

Indian railways was the biggest infrastructural facility in the field of transport for domestic travellers. The first train was introduced in 1853 between Bombay (Mumbai) to Thane mainly for commercial purposes. The rail network in India increased the possibility of travelling in comfort. Soon the movement of international tourists got enhanced with the introduction of air travel in the country. The air transport was born on February 18, 1911 when the first flight was operated from Allahabad to Naini Junction, about 10 km away. But the real beginning took place on October 15, 1932. On this day, JRD Tata took off on a flight with a single engine from Karachi to Mumbai (then Bombay). He is known as the father of Civil Aviation in India and the founder of Air India. These two periods are very important in terms of the transportation. The roads and water ways were in operation since ancient times. All form of transport systems have contributed immensely to the tourism industry.

### 1.1.4 Tourism after Independence

India has a long list of tourist destinations because of the varied nature of physical and climatic conditions prevailing in the country. India is a country of unity in diversity in terms of culture, religion, ethnicity, development, scenic beauty, history and much more. Today India has created huge infrastructure for the growth and development of tourism in the country.

Improvement in the transport facilities in independent India has boosted the tourism industry in a big way. Hotel and hospitality facilities have provided great comfort to the tourists. The golden quadrilateral roads connecting the four metros; Delhi, Kolkata, Chennai, and Mumbai, will further boost tourism. The North-South corridor connects Srinagar in the north to Kanyakumari in the South whereas West-East corridor connects Porbandar in the West to Silcher in the East. The Golden Triangle connects three cities of north India – Delhi, Agra and Jaipur. This triangular route is very famous among international as well as domestic tourists. In the same way, Golden Quadrilateral connects Puri, Konark and Bhubaneswar in the eastern sector of the country. Tourism in India got a tremendous boost from medicine sector also, as a large number of people are travelling to India in search of better and low cost medical facilities. This is also on account of the ancient system of medicine like Ayurveda and the Panchatattava style of medication which is attracting a lot of tourists to India.

You can now understand how tourism has developed in the country in a big way. After independence, emphasis on tourism has increased. It has happened because of several factors about which you will read further in this book.



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**INTEXT QUESTIONS 1.1**

1. How did educational institution in the past help in the growth of tourism?
2. What is the role of sea voyage in spreading tourism?
3. What are the factors influencing tourism in the recent years?



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**1.2 EVOLUTIONARY CHANGES IN HUMAN LIFESTYLE**

In the beginning, people were nomads and they were wandering in search of food and livelihoods. They were more interested in getting food rather than getting pleasure. Their movements were confined to a walkable distance from their stay.

Beginnings of agriculture and domestication of animals led to a settled human life on earth. At that time, people had to survive in harsh natural conditions. Their living habitat was limited to the areas where the life was a little easier and that was near the river banks. These were the regions where the civilizations developed. With the advent of civilization and production of various surplus items, trade with nearby settlements started. Probably, this was the beginning of tourism, though the purpose of movement of people was associated with trade only. But it should be noted that the modern day definition of tourism was not applicable at that time and it is very difficult to tell when the beginning of modern tourism took place. As empires grew in Africa, Asia and the Middle East in ancient times, the infrastructure needed for travel and tourism such as land routes and water ways were created. Camels, horses and boats etc. were used to travel long distances. During the Egyptian Civilization, travel for both business and pleasure had started. Hospitality centres were built along major routes and in the cities to accommodate travellers. In the Assyrian empire, means of travel were enhanced, and the roads were improved. Later, the Persians made further improvement to the road systems that catered to four-wheeled carriages for transportation. It is believed that the first ever known organized movement of people was at the time of the first Olympiad in ancient Greece during the summer of 776 BC.

In the Roman Empire, the ruling class observed their own athletic and religious events and travelled to the cities. Sight seeing was also popular with the wealthy Romans and the most visited destination was Greece. Romans also toured Egypt to see the Sphinx and the Pyramids. Alexandria was a cosmopolitan city since many nationalities were represented there including Egyptians, Greeks, Jews, Ethiopians, Indians, and Syrians. In addition, the Romans developed the concept of spa therapy and presented it to the rest of the world. Until the 17th century,

spa therapy was combined with relaxation, entertainment and the development of pleasant social activities. However, the spa therapy, although a form of tourism, had very few conceptual and practical similarities with today's holiday tourism. Thomas Cook arranged a tour of about 500 members for his local people from Leicester, London Road on 5th July 1841 to Loughborough on a rail journey. Since then, Thomas Cook has been recognised as the first tour operator known.

### 1.3 ANTECEDENTS OF MODERN TOURISM

It will be interesting to know how tourism must have really started. In the early days people the movement from one place to another was in search for food which was either animals or area where wild berries could be found. Once humans learnt about agriculture they started to settle down. But when the land exhausted itself movement would start again. During the Bronze Age cities were created encouraging migration from the rural areas to the city areas. Here they moved as artisans, craftsman or took to other forms of trade. That they moved for trade purposes is evident from coins and seals of one civilization found in another. One such example was the Indus Valley. When we progress from the Bronze Age to the Iron Age civilization travelling became more frequent. However, we will learn how travelling and tourism really developed since ancient times. If we start tracing travelling of human beings, we could begin with the nomadic period. The following could be the order.

- a. Nomadism
- b. Pilgrimage
- c. Travel for trade and business
- d. Migration
- e. Travel for research and education
- f. Multi-destination tourism

#### 1.3.1 Nomadism

Nomads were people who travelled from place to place in search of food. Even today, you will find many people moving on caravans with their children and their entire belongings. We have read that this movement of people was concerned with survival. Now a-days, it is confined to places like deserts or mountains where food is not available.

#### 1.3.2 Pilgrimage

Pilgrimage is a journey to holy places as per the beliefs and faith. Many religions attach importance to certain places like the birth or death of the founders of



**Notes**

the spiritual awakening. These places have great significance for the believers. In modern times, pilgrimage has become a source of mass tourism, because as development of transport and other facilities increased the number of people visiting such places increased too.

**1.3.3 Travel for Trade and Business**

As trade routes were discovered, and new lands opened up. People started moving from one place to another. Soon trade began and exchange of goods started which increased with the coming of the Industrial Revolution. Sea routes discovered by Vasco da Gama and Columbus led to the discovery of new destinations. Ship building assumed a very large role and so did the demand to sell finished goods and buy raw materials. It also led to people travelling for spreading their religion in other lands as well as for trade purposes. This soon assumed the shape of modern day tourism.

**1.3.4 Migration**

With the rise of Industrial Revolution in the West began the worldwide search for markets to buy and sell finished goods. Migration is the movement of people from one place to another. This has been happening since very long time. Early migration is believed to have occurred around a million years ago when Homo-erectus first migrated out of Africa to European and Asian region.

**1.3.5 Travel for Research and Education**

With passage of time movement of people began for specific purposes. Then people moved to far flung places in search of good education. This gave tremendous boost to educational tourism. Innumerable schools and educational institutions for research have come up in far flung areas. In India today we are seeing the restarting of a very ancient university called Nalanda University in Bihar.

**1.3.6 Multi-destination Tourism**

Today tourism has acquired many dimensions for various reasons. It is an efficient and profitable means to develop economic activity in many countries. All care is taken to provide facilities needed by the tourists which include transport, accommodation, local travel of tourists, food and beverage, entertainment and comforts. Multi-destination tourism includes travelling and visiting a series of places for tourism purpose. It has become a very popular activity with tourists. When tourists are travelling, they are not confined to a single place but are visiting many places one after another. Hence today, multi-destination tourism is the need of the hour.

**ACTIVITY 1.1**

You may be staying in a village or a town. But if you trace your origin, you may find that your forefathers had migrated to the present place. Have a talk with some old member of your family/ community. Try to trace your place of origin. Also try to find the reasons for migration of your forefathers. Prepare a list of questions you would like to ask from this person and discover a whole range of probable answers.

**INTEXT QUESTIONS 1.2**

1. Write a brief note on the evolutionary changes in human life.
2. What is nomadism?
3. How did trade initiate the growth of tourism?

## 1.4 EARLY TRADE ROUTES OF THE WORLD AND TOURISM

It becomes very important for us to understand how and why tourism really flourished in the modern trade age. It is also important to know which possible discoveries and situations allowed it to take off at such a fast speed. Let us start from the trade routes which were discovered during the beginning of modern period in world history. Explorers like Vasco de Gama, Columbus and Magellan contributed a lot to the discovery of these routes to India, America and other places around the globe.

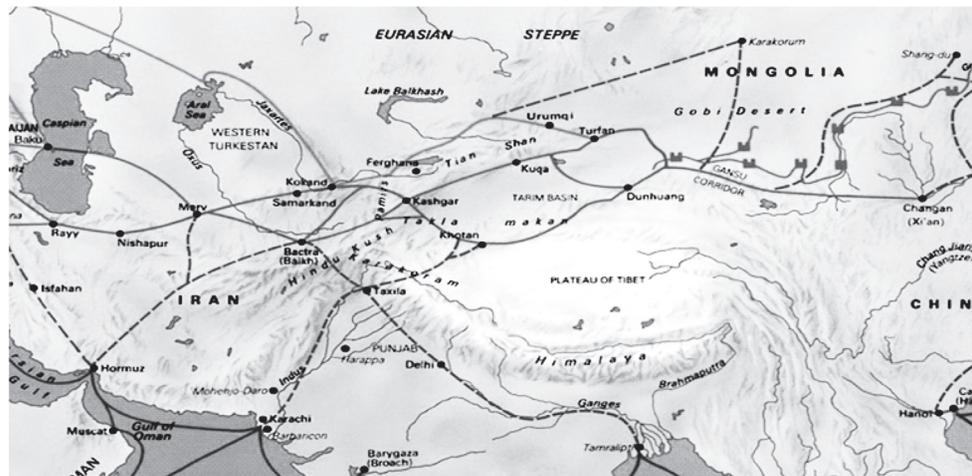
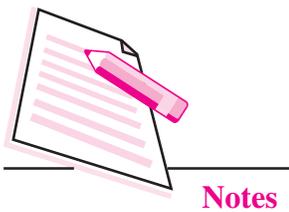
Trade routes defined a series of paths used for commercial transfer of goods. It helped in transporting the goods to longer distances. The trunk route was known as the artery of the main transport route and from this artery supporting and interconnecting paths were formed to serve a greater area. This general principle was even applicable in the distant past. Out of these paths two were very important. They were Silk Route and the Spice Route.

The silk route turned out to be a historical network of interlinking trade routes across the Afro-Eurasian landmass. It connects eastern, southern and western Asia with the Mediterranean and European countries. The Silk route passes through Syria, Turkey, Iran, Turkmenistan, Uzbekistan, Pakistan and China. It is almost 4500 km long. This route got its name from the lucrative Chinese silk trade which was carried out along its length. The trade on Silk Road was a



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significant factor in the development of the civilization of China and Indian subcontinent, Persia, and Arabia.



**Figure 1.1: The Silk and Spice Routes**

The spice trade refers to the trade between historic civilizations in Asia, Northeast Africa and Europe. Spices such as cinnamon, cassia, cardamom, ginger, and turmeric were known, and used for commerce, in the Eastern World. These spices found their way into the Middle East before the beginning of the Christian era. In the middle of the first millennium, the sea routes to India and Sri Lanka were controlled by the Indians and Ethiopians but during the medieval period, Muslim traders dominated maritime spice trading routes throughout the Indian Ocean. The trade was transformed by the European Age of Discovery, during which the spice trade, particularly in black pepper, became an influential activity for European traders (see Fig. 1.1).

**1.4.1 Sea Voyages and the Discovery of the World**

The route from Europe to the Indian Ocean via the Cape of Good Hope was pioneered by the Portuguese explorer-navigator Vasco da Gama in 1498, resulting in new maritime routes for trade. Christopher Columbus was probably the most famous explorer who set sail in the western direction in search of India, but instead in October 1492 landed on an island of Bahamas San Salvador. In the next four voyages, Columbus explored Cuba, Jamaica Hispaniola and Puerto Rico. The discovery of these routes by the prominent discoverers helped in the growing awareness about the world. They were basically adventurers who took the voyages to different parts of the world. This finding of new locations probably led to the modern day tourism (see Fig. 1.2 and 1.3).



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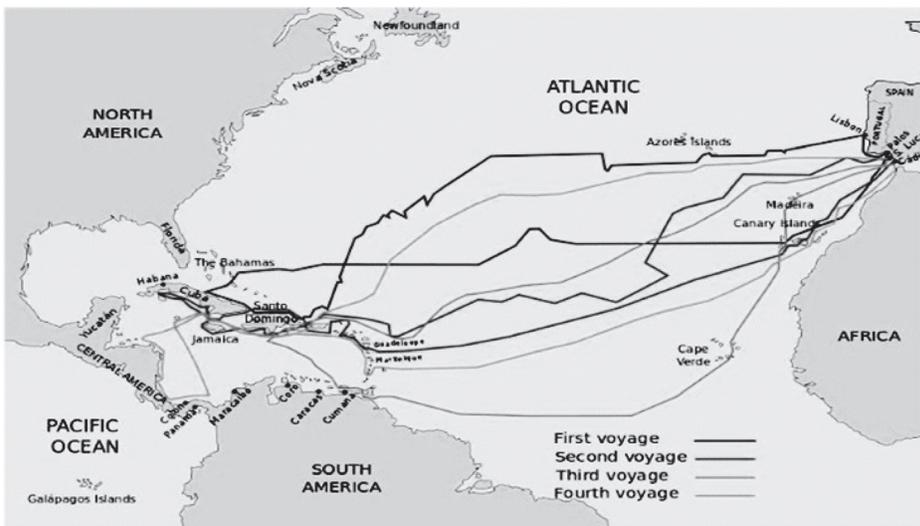


Figure 1.2: The routes followed by Columbus

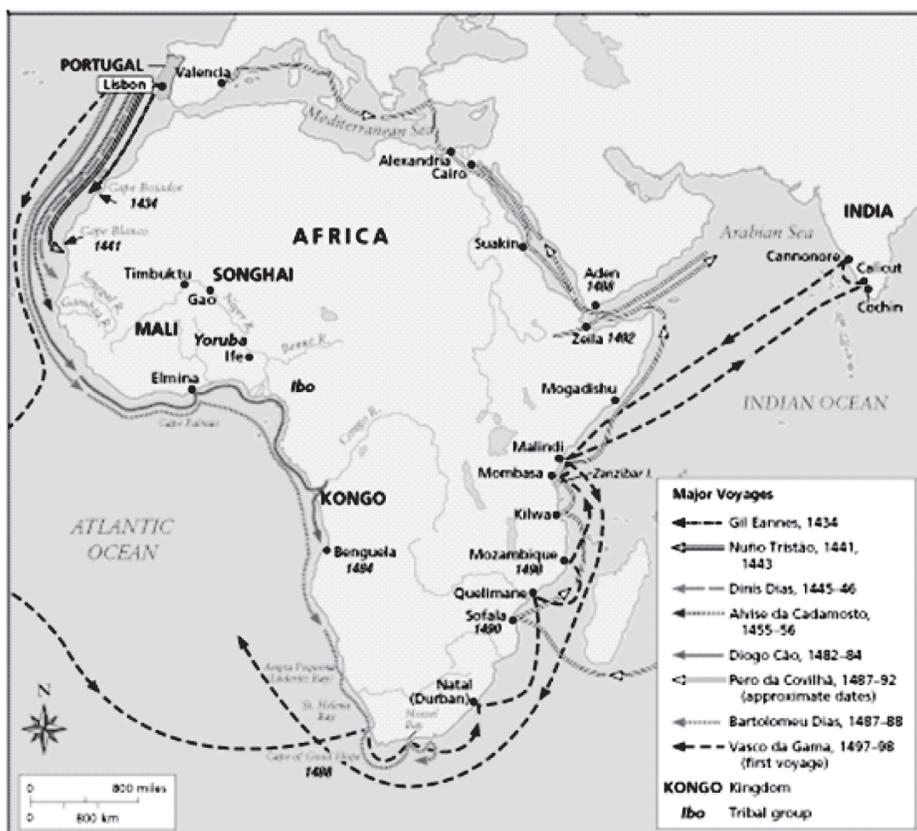


Figure 1.3



### INTEXT QUESTIONS 1.3

1. How did the silk and spice routes promote tourism?
2. When and where did Vasco de Gama land in India?

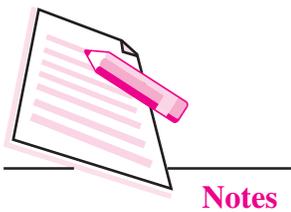
### 1.5 EDUCATIONAL TOURISM IN THE PAST

**Nalanda** was a famous place of learning in the ancient period. The ruins of the world's most ancient university lie within 62 km from Bodhgaya and 90 km south of Patna in present day Bihar. Hieun Tsang a Chinese who came to study Buddhism stayed at Nalanda in the 7th century AD and wrote a detailed description of the excellent educational system and purity of monastic life practiced at Nalanda. He also gave a vivid account of both the ambience and architecture of this unique university of ancient times as the first residential international university of the world.

**Taxila** lies 30 km north-west of Rawalpindi on the Grand Trunk Road. It is one of the most important archaeological sites in Asia. Situated strategically on branch of the Silk Road that linked China to the West, the city flourished both economically and culturally. Taxila reached its apex between the 1st and 5<sup>th</sup> centuries AD. Buddhist monuments were erected throughout the Taxila valley, which was transformed into a religious heartland and a destination for pilgrims from as far a region as Central Asia and China. The major attraction in this city is the Great Stupa, one of the largest and most impressive throughout Pakistan, located just 2 km east of Bhir Mound. Taxila was considered to be amongst the earliest educational centre in the world.

**Vikramasila** was one of the two most important centres of Buddhist learning in India during the Pala dynasty. Vikramasila was established by King Dharmapala (783 A.D. to 820 A.D.) to raise the quality of scholarship at Nalanda. A number of monasteries grew up during the Pala period in ancient Bengal and Magadha. Vikramasila was one of the largest Buddhist universities, with more than one hundred teachers and about one thousand students. It produced eminent scholars who were often invited by foreign countries to spread Buddhist learning, culture and religion. The most distinguished and eminent among all was Atisa Dipankara, a founder of the Sarma traditions of Tibetan Buddhism. Subjects like philosophy, grammar, metaphysics, Indian logic etc. were taught here, but the most important branch of learning was tantrism.

**Deoband** is one of the ancient cities in the country. The Darul Uloom Deoband is an Islamic school in India where the Deobandi Islamic movement was started. It is located at Deoband, a town in Saharanpur district of Uttar Pradesh. It was



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founded in 1866 by prominent Islamic scholars (Ulema), headed by Maulana Muhammad Qasim Nanotvi. The institution is highly respected across India, as well as in other parts of the Indian subcontinent. Many scholars from abroad come to Deoband to study the Quran as well as the Hadith. Besides DarulUloom, Deoband has several educational institutions. Such as - Darul Uloom waqf, Madarsa Asgharia, Jamia Imam Anwer, Jamia Tibbiya, College of Unani Medicine, Inter College, Tehsil School, Islamia Higher Secondary School, Sanskrit Mahavidyalaya, Public School etc.

## 1.6 RELIGIOUS AND PILGRIMAGE TOURISM

Religious tourism has existed since antiquity and can be defined as travel with the core motive of visiting religious places. It is also commonly known as faith tourism. In this type of tourism, people travel individually or in groups for pilgrimage, missionary, or leisure purposes. The world's largest form of mass religious tourism takes place at the annual Hajj pilgrimage in Mecca, Saudi Arabia. In India, it is the Kumbha Mela at Allahabad which sees a massive gathering of the devotees to take a dip in the holy waters of the Sangam of three rivers, the Ganga, Yamuna and the Saraswati. Modern religious tourists visit holy cities and holy sites around the world. Some of the famous holy cities are Jerusalem, Mecca, Varanasi, Pushkar, Allahabad, Ajmer and Amritsar.

There are two distinct aspects to Religious Tourism; (a) domestic tourists who have a spiritual attachment to the deity/ destination as per their religious beliefs; (b) foreign tourists who belong to different religions, region or country, for whom the destination and the religious practices is a matter of novelty. Many temples, mosques, churches, gurudwaras and other major religious centres are places of religious and pilgrimage tourism.

Pilgrimage may be taken up by any group of people. They may be staunch supporters of the faith to which they belong. They believe that after performing the pilgrimage they will be more purified and they will be able to follow the path of righteousness. Hence, the number of tourists under the pilgrimage tourism is greatest in number. Hinduism, Christianity, Islam, Sikhism, Jainism, and Buddhism, are important religious centres for pilgrimage and tourist attraction. They are an extremely important area for us to study.



### ACTIVITY 1.2

Identify some of the tourist destinations with the help of the Atlas. Prepare a list of these destinations according to the continents/countries. Make brief notes about these destinations.



Notes



Notes

**INTEXT QUESTIONS 1.4**

1. Write a note on Deoband.
2. What is religious and pilgrimage tourism?

**WHAT YOU HAVE LEARNT**

- Tourism has been changing over time. In the very beginning of civilization, travel was confined to the local walkable distances
- With the surplus production of agricultural products and the trade of spice and silk, promoted tourism in these trading zones.
- Due to trade, the movement of the people spread to longer distances. Tourism got a big boost due to religion.
- Religious and pilgrimage tourism has been very popular from the very beginning and is considered to be a reason for mass tourism.
- The growth of educational institutions in the past has led to growing tourist activities as scholars from China visited and studied at Nalanda and Vikramshila university.

**TERMINAL EXERCISE**

1. Write an account of the evolutionary changes in the human lifestyle.
2. Give a description of the early human migration.
3. Explain tourism in the early period.
4. Discuss tourism in the colonial and modern period.
5. What are the silk and spice routes? Explain their importance in expanding tourism.
6. Write the importance of education and its association with tourism.
7. How did sea voyages help to know the world and what was its contribution to tourism?
8. Write an account of tourism and its status in historical perspective.



## ANSWER TO INTEXT QUESTIONS

### 1.1

1. Educational institutions attracted many disciples to gain knowledge. They came from different places. They interacted with each other and knew about many areas. This caused the eagerness to travel and tour other parts.
2. Sea voyage taken up by many adventurers led to know many areas of the world. In the process, they established the trade between the regions. It further led to colonization and the interest of gaining more profits. Due to all this, the tourism also grew.
3. There are many factors for the growth of tourism in the recent years. Important among them are transport facilities, hotels, food and beverage, growing income of the people, leisure holidays, promotion of tourism by the government by giving leave travel concession, discount by tour operators etc.

### 1.2

1. The human being has gone through several evolutionary changes in the past beginning with a completely nomadic life to the present modern life style.
2. Nomads are people associated with roaming in search of food and pastures along with their pet animals. Important pet animals were dogs and horses. They were helpful in catching the prey for them. Nomads were not permanent settlers. They were mainly of three types: hunter-gatherers, pastoral nomads and peripatetic nomads.
3. Trade led to the interaction of people and knowing the greater area in detail which further led to tourism activities.

### 1.3

1. Due to the promotion of silk and spice trade, the interaction of the people increased. They used to travel often which further led to tourism.
2. In 1498 at Calicut.

### 1.4

1. Deoband is one of the ancient cities in the country. The Darul Uloom Deoband is an Islamic school in India where the Deobandi Islamic movement



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#### Notes

was started. It is located at Deoband, a town in Saharanpur district of Uttar Pradesh. It was founded in 1866 by prominent Islamic scholars (Ulema), headed by Maulana Muhammad Qasim Nanotvi.

2. Religious Tourism can be defined as travel with the core motive of experiencing religious forms which includes many products like art, culture, tradition and architecture of certain time. Religious tourism is commonly known as faith tourism. Pilgrimage tourism is the higher level of believers. Pilgrimage may be taken up by any group of people, but truly speaking, pilgrimage is taken up by people in their latter part of the life. They are staunch supporters of their faith to which they belong.

**2**

## **TOURISM INDUSTRY AND ITS ORGANIZATION**



Notes

The term tourism refers to the activities of the visitor who travels to a certain geographical destination outside his or her usual surrounding of stay or work for not more than a year, for leisure, business or other purposes. They are not supposed to take up any remunerative assignment at the destination. Tourism is regarded as one of the fastest growing industries in the world. But it is not very well organised as it includes formal and informal sectors both. It is one of the most fragmented industries. But, to run any industry certain requirements are to be fulfilled. Industry needs an appropriate space; capital and infrastructure to bring the product in a usable form. It requires work force. Finally, when the product is out from the industry, there has to be a market for its consumption. All these are needed to fulfil the conditions of an industry. But tourism as an industry has some variations. The Policy of many governments in the world is considering it to be an industry. Hence, in this chapter, an attempt has been made to examine the concept, structure and components of tourism as an industry.



### **OBJECTIVES**

After studying this lesson, you will be able to:

- explain the importance of tourism as an industry;
- describe the components of tourism industry;
- explain the service needed by a tourist;
- explain the recent trends emerging in the tourism industry and
- discuss the role of the Government of India in popularizing tourism in the country.

**2.1 IMPORTANCE OF TOURISM AS AN INDUSTRY**

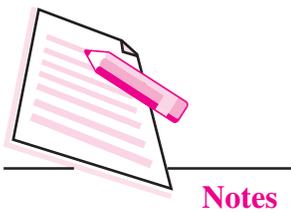
Tourism is one of the most labour-intensive industries of the world. It gives an employment opportunity to a large number of people all over the globe. It is considered as an industry, but it falls under the tertiary sector of economy. Traditionally speaking, industry is the one which transforms the raw material into finished goods and make the product more sustable for use. But in the tourism industry, a demarcation of the raw material and finished product is not clearly distinguishable. At one point of time, an input for tourism industry may be a finished product to be used by the tourists. For example, a tourist guide is the work force in the industry. They are the ones who guide the tourists and explain everything about the destination which is a great help for the tourists to know. But when the same guide is paid by the tourists for his services rendered to them, they become the end product of tourism industry.

It is also a very important means to achieve the socio-economic development of a region. It helps in strengthening the economic condition of the region by providing livelihood to the local people in different ways. A large number of people are involved in the development of tourism. Those people may be with formal knowledge and training as well as from informal sector of the society. Tourism gives an opportunity even to the vendors, rickshaw pullers, auto-taxi drivers, apart from the highly qualified experts in hotel industry, IT and communication sector, long and medium haul transport, guides, ticketing, hotel booking, food and drinking etc. In the true sense, it is more of people involving service industry serving the need of the tourists. Providing livelihood to the people, it is able to remove many of the social and economic problems like poverty, under development and social discrimination.

Tourism is also a medium through which global and regional socio-political harmony could be established. Its ability to generate socio-economic opportunities and help reducing the gap between rich and poor is more important than ever. Many advocators of tourism also consider that it is a “peace industry”, a means to establish equilibrium of global peace process. Therefore, tourism developed and practised in a responsible and sustainable manner would bring peace and prosperity to the people of the tourists’ destinations as well. At the regional and global level it would bring a geo-political stability.

**2.2 COMPONENTS OF TOURISM INDUSTRY****2.2.1 Space for Tourism Industry**

Space is a basic component on which tourism occurs, as it is change of place from one area to another. The space for the tourism is almost the whole world.



Some parts of the world are more sought after while the others are not that important. It has region specific reasons. The availability of the required facilities for tourists makes the region resourceful. On the other hand, absence or qualitatively and quantitatively less availability of facilities makes the region less in demand by tourists. The facilities for tourists may be transport, hotels, hygienic food, accessibility, attractions etc. in that region. Safety and security is one of the very important aspects for tourism development. A region notorious for terrorism or politically unstable would definitely not attract many tourists. Therefore the growth and development of tourism depends on development of tourist products in that space.



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Fig. 2.1: Components of tourism industry

### 2.2.2 Entrepreneurship for Tourism Industry

For an industry to be established there has to be someone who takes the responsibility to run the business. Since a large number of people wish to visit various places of tourists' interest, the entrepreneur takes the responsibility of providing facilities to the visiting tourists. In turn, they earn revenue along with the other local people. But many of the infrastructures are developed by the state government and not only by the individual/ organisations or institutions. Therefore, all of them are also accounted to be the entrepreneurs in the development of tourism.

### 2.2.3 Capital: Resource for Infrastructure Development

A huge capital is needed to develop the infrastructure in any industry of a region. It is generally provided by the government under various policies. The

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development of infrastructure is not confined only to the tourism industry, but it is for general well being of the area and people. The connectivity of the region with the rest of the country or the world, availability of regular electricity, hotels, good law and order condition, attractions for the tourists, good food facilities etc. are some of the requirements for tourists facilities. Many of them are facilitated by the government. Some of them are provided by different interested industrial institutions, organisations, entrepreneurs or hoteliers.

**2.2.4 Workforce for Tourism Industry**

There are many components of tourism over which its structure depends. Important among them are transport, accommodation, food, entertainment, hospitality, tourist attraction, tour operators, travel agents, and finally tourist etc. All of them are not separate entities but they exist in an interlinked manner. Their interaction is in the form of a web leading to finally serving the tourists. The tourism industry flourishes when qualified manpower is available to cater to the needs of the tourists. The manpower may be grouped into skilled, semiskilled as well as unskilled. All are required to meet the necessity of the tourists. For example, a highly skilled person is needed to book the tickets, take care of the hotel arrangement, and provide entertainment, guide and high-quality food. Local transport is provided by workforce like taxi driver and other helping staff. Making the tourists places neat, clean and tidy. Unskilled workforce is also needed and is utilised. The development of infrastructures is also associated with all kinds of workforce working together.

**2.2.5 Market for Tourism Industry**

When do you think tourism flourishes? The answer is when infrastructure is provided, accessibility is available, natural attractions are present, qualitative service providers are there, law and order is of utmost order, and people with spare time and money are in abundance; tourism is bound to flourish. Tourists are the consumers of services provided to them as per their wishes. Apart from the tangible items available, intangible services are also utilised by the tourists. The tangible items which physically exist like hotels, food, souvenir, taxis, guides, helpers etc. But the intangible services are completely different. It could be appreciated like the taste of food, peaceful environment, culture, entertainment, welcoming, sense of beauty etc. They are all used by tourists directly or indirectly. All of them are good reasons for the growth and development of the tourism industry in any particular region. Tourism marketing promotes the products developed to meet the needs of tourists.

Generally, industries are those which produce similar goods and services and therefore, they are constantly in a state of competition. For example, production

of chips, cold drinks, ice creams, clothes, paper, cement, iron etc. are competing with each other in their categories. This sort of competition is not that strong, but they are complementary in nature in terms of providing products and services. An airline, hotel, travel agent may be competing in their categories, but all of them are supporting the tourism activities in that region. For tourism, they are harmonising the growth of tourism and that helps tourists. Their purpose is to provide the best services available and facilities to the tourists as per their requirements or choice.

The input and output is not very explicitly separable in tourism industry. Other industries are defined by the product and services they produce with regard to the supply. With regard to tourism, it is driven by the demands of tourism. Other facilities are developed and provided in the region according to the demand of the tourists.



### ACTIVITY 2.1

Visit a tour operator in your area and try to collect the following information:

- a. What were the steps the tour operator took before starting the tour operation?
- b. According to you, what are the requirements for starting the tour operation?
- c. What difficulties do the tour operators face in the beginning?

Based on the collected information, try to prepare a status report for the tour operator.



### INTEXT QUESTIONS 2.1

1. What is the concept of tourism industry?
2. What are different factors which affects the tourism industry?

## 2.3 SERVICES ASSOCIATED WITH TOURISM

There are many components of tourism. The main components of tourism may be put as producer, operator, travel agent and the tourists. All these are interconnected with tour operators and travel agents. The producer creates various resources which are needed for tourism. These resources could be put into both public and private sector. Now, let us briefly discuss them one by one. Overall there are various major components of tourism industry. They are:



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- I. Accommodation
- II. Food and Beverage
- III. Travel trade
- IV. Transport
- V. Attractions
- VI. Events and Conferences
- VII. Tourism services



Fig. 2.2: Components of tourism industry

### 2.3.1 Accommodation

Accommodation is one of the fastest growing sectors of tourism industry. It plays a key role and it is a very basic component in industry. The demand of hotels exists almost throughout the year. Accommodations for the tourists are categorised on the basis of different methods like star rating, size, location, types of guests, alternative arrangements etc.

The numbers are assigned on the basis of the facilities and services provided to the tourists/ guests. This classification is done by a central government committee known as Hotel Restaurant Approval Classification Committee (HRACC). One star hotel has the least facilities and services provided under the star category while the Five star has the maximum. Even, some seven star hotels are emerging up with the highest order of luxurious services. These facilities are of the highest order in terms of quality and space. Apart from the star ratings, some private budget hotels/guest houses are also providing accommodation facilities to the tourists under the economy category such as dormitory type and bed and breakfast.

**Classification on the basis of location:** The location is also an important criterion to categorise the hotels. Some of them are very sought after because

of the location, like many are situated near the airport, railway station or near the bus depot. Some hotels along the highways are also in demand as the tourists need them for stopovers or for overnight stay enroute. Under this category they may further be classified by business or commercial accommodation found mostly in big cities, business centers, tourist centers etc. Suburban accommodations are provided in the outskirts of cities and towns. In the same way accommodations are also available near the airports. Resorts and motels also cater to the need of the tourists in hilly areas or along the highways.

**Classification on the basis of the types of guests:** Depending upon the facilities, space and privacy as well as the paying capacity of the guests, accommodations are grouped into commercial, suite, airport hotel, resort and motel. The first three accommodations are of the high order in terms of the rent of the rooms. A Suite is probably of the highest order having luxurious bed rooms apart from the living and dining room too. It serves the need of the rich categories of people like businessmen, film stars, politicians etc.

**Classification on the basis of supplementary/ alternate accommodation:** Apart from the above mentioned categories, some other types of accommodations are also available. They are circuit houses, youth hostels, Yatri Niwas, forest lodges, Dak Bungalows and farm houses. A Circuit house is the tourist accommodation offering rooms to high ranking government officials. These are designed to offer good accommodations and food. Payment in cash is made on day basis and services provided. Youth hostels offers affordable rooms to young tourists. Yatri Niwas is a cheap accommodation normally found near beaches, lakes, railway stations, pilgrimage places etc. Forest lodge is for tourists who are visiting wildlife sanctuaries. Dak Bungalows are for the government servants who are on official visits.

### 2.3.2 Food and Beverage

Increase in the number of visiting tourists has led to an increase in the demand for food and beverage which has led to rise in their demand. This component of tourism is employing a great number of youths. The change is very apparent in the consumer preferences. It is leading to increasing competition; products are becoming sophisticated and specialised. Many restaurants are becoming specialised and creating a chain of their own. Their products are getting diversified. Food and beverage sector includes all sorts of consumption items used by the market forces. They are in immense demand and their outlets are coming up everywhere, at the roadside. In the hotels, lounges, dining rooms, coffee shops, fast food, pubs and bars.



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### 2.3.3 Travel Trade

Travel trade is concerned with the travelling of the tourists. It includes the selling/booking of reservation for travelling, accommodation, tours, transport, food and beverage etc. These bookings are done in two categories; all inclusive or at an individual basis. All inclusive tour booking is the one in which the tourists have to pay an amount fixed or negotiated, between the tour operators and the tourists. Generally, the tour operators fix the rate depending upon the size of the tourists group and duration. They even go for negotiation to reduce the charge. Booking for the individual or group of individuals for a sector of tourism is more of a fixed rate by the tour operator. It may include booking of reservations for travelling, accommodation, tours, transport, food and beverage etc. It is known as retail travel operation. All inclusive packages take care of everything associated with travel, like accommodation, site seeing, food, entertainment etc. This group of tour operation is sometimes known as wholesale tour operation.

### 2.3.4 Transport

Transport is one of the essential components of tourism activities. The relationship between transport and tourism development has traditionally been regarded as ‘chicken and egg’. Transport contributes significantly in fulfilling the social and economic development of the area concerned. It overcomes the physical constraints of distance and meet the human needs for movement over the space. It provides a link between origin of tourism and its destination. Human movement at national and international level is taking place because of various means of transport. Millions of tourists expect to be transported safely, quickly and comfortably to their destinations at a reasonable cost. In fact, transport and its associated infrastructure have facilitated the human mobility on a large scale with lesser problems. Transport sector is divided into four types. They are air, rail, road and water transport which has different characteristics and advantages over the other. All of them are catering to the need of economically different categories of travellers and tourists. A brief description of each of them is given below:

**Railways:** The railway provides a great advantage of travelling for a long distance in a country or a group of countries where this facility is available. It is a cheap mode of transport and serves every category of travellers. Huge number of people can travel together. If the distance is long, the railway is a convenient mode of transport in comparison to road. It is faster and safer than road. Special trains have been introduced for tourists in India. It provides all sorts of facilities on the wheel. The details about the railways transport and its characteristics can be read from this internet source.



**Fig. 2.3: Rail transport**

*Source:* <https://www.google.co.in/search?q=railways&source=lnms&tbn=isch&sa=X&ei=>

**Airways:** Airways is very important for foreign tourists as many of the countries are not linked with rail or road transport. It is the fastest means of transport but it is costly. Many of the countries are connected by air and it reduces the distance. Air transport has accelerated tourism in a big way, particularly the international tourism.



**Fig. 2.4: Air transport**

**Roadways:** Road provides a door to door transport service and connects all the transport systems combining them together. It has given access to the destinations for tourists. Air transport has brought the world to the door steps but road transport has connected all the utility rooms inside the door. The



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importance and the characteristics of road transport can be seen in Lesson 5 on Transport for Tourism. In fact it takes the tourist right upto the monument, place of worship or to the house of the host.



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**Fig. 2.5: Road transport**

Source: <http://bangaloreinfraplus.blogspot.in/2012/02/artists-impression-of-nayandahalli.html>

**Waterways:** Waterways include ferry, cruise, water taxis and other forms of water transport. They may be of the open seas or inland transport as well. Water transport was very popular before the advent of motorised vehicles. In the olden days, the water was considered an important means of transport. Because of the increased importance of road, rail and air, the services of water transport taken by passengers has gone down drastically. The details of the water transport can be seen in the following source.



**Fig. 2.6: Water transport**

Source: <https://www.google.co.in/search?hl=en&site=img&tbn=isch&source=hp&biw>



**ACTIVITY 2.2**

Visit different hotels in your area and try to get the information about the number of rooms, maximum number of guests at a time, facilities provided to the guests etc. and prepare a list of activities needed by the tourists.



**INTEXT QUESTIONS 2.2**

1. What are the different components of the tourism industry?
2. Give an account of accommodation classification.
3. Discuss different types of transport.

**2.3.5 Attractions**

Generally, attraction for the tourists is meant increasing desirability to visit the area destination. Hence, it includes historic and heritage sites, museums, art galleries, botanical gardens, amusement parks, aquariums, zoos, water parks, cultural attractions, beaches, qualitative cheap medical facilities, traditional health rejuvenating centers etc. are some of the attractions for the tourists. Because of rich diversity, India has abundant tourists attractions. Some of them have been presented in a tabular form.

Heritage site	Cultural	Beaches	Health/medical	Wildlife/parks
Ajanta Ellora cave	Holi	Anjuna, Goa	Ayurveda	Corbett NP
Khajuraho	Dipawali	Kovalam, Kerala	Yoga	Sariska NP
Qutab minar	Pongal	Marina, Goa	Meditation	Ranthambore NP
Taj Mahal	Kumbh mela	Juhu Maharashtra	Shirodhara oil therapies	Kaziranga NP
Konark temple	Pushkar mela	Baga, Goa	Panchakarma therapies	Kanha NP
Golden temple	Surajkund mela	Dona Paula, Goa	Steam therapies	Gir NP
Akhardham	Desert festival	Mamallapuram T.N	Cheap surgery	Mudumalai sanctuary
Bodhgaya	Music and dance	Puri, Odisha	Nalur	Periyar NP

All these are the attractions for tourists and they are fascinated to visit the area/destination again and again. It can be found from the sea coast in the south to



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the high Himalayas in the north; from dry part of Rajasthan in the west to the wettest part of Meghalaya in the east. All the parts of the country has various types of attractions. This is the reason why India has been recording a very high growth of tourism particularly in the last few decades.

**2.3.6 Events and Conferences**

Many academic, professional, business or government events, meetings and conferences are organised. They deliberate on the topics chosen for the events. They invite the people from various parts of the world. They are supposed to travel to the places of the event and its surroundings. At that place, accommodation and food are essentially required for them. They are offered entertainment. All these involve spending on the part of tourist. They manage the money from their own pockets or get sponsorships. Sometimes the organisations bear the cost where they are working. Some of the delegates are also financially helped by the organisers. The organisers themselves get the financial supports from the government, ministries, business houses, academic institutions etc.

Conferences, seminars, meetings, trade shows, exhibitions and conventions are big business for many communities. Because of these types of events local people earn by providing and selling tourist services and products. When people arrive at such places, they visit the nearby areas. Therefore, most cities of the world organise many meetings and conferences from time to time, especially at destinations which are places of tourist interest like Goa, Delhi, Mumbai, Kolkata' besides many other places like Pragati Maidan at Delhi is booked almost the whole year for events at national or international level. The same is the case of other cities and towns in India and abroad.

**2.3.7 Tourism Services**

The sector of tourism services includes many organisations, associations, government agencies, companies etc. All of them have specialised services which the tourism industry needs. They are basically a sort of regulators which provide services. They fullfil not only the need of the travellers and tourists but also serve the purpose of growth and development in a specific region. Hence, conducting a research becomes an important component for tourism. Apart from research in tourism; advertising, marketing, educating/informing about tourism are other good components of the tourism industry.

The government plays an important role in providing basic infrastructures so that tourism is well developed and organised. It encourages business by providing money, information and services. In this process the government conducts market research for finding out industry demands, problems and

profiles of tourists at different intervals of time. It is a very important tool in assisting the marketing planning and management of services and facilities provided to tourists. Their demand in tourism is assessed and finally a decision is taken, which helps in the growth of tourism. For all these, a proper and balanced plan and policy are needed for which the government is the right authority to take a decision. One can find dozens of advertisements about tourism in the newspaper everyday, inviting tourist to their destinations. For example honeymoon trip, pilgrimage trip, cruise trip, mountaineering, rafting, national site visit, international visit; All these are working together for the promotion of tourism as well as getting financial benefits out of them.



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### ACTIVITY 2.3

Go to any tourist activity center in your area and try to find out various types of attractions available there. Prepare a list of those attractions. Categorise them attractions as per your information or take the help of the table given on page 25. Write a brief note on those attractions.



### INTEXT QUESTIONS 2.3

1. Name some important sources of attractions for tourism.
2. Discuss the importance of conferences in promoting tourism.
3. Explain the role of the government in facilitating tourism.

## 2.4 RECENT TRENDS IN TOURISM

National policies for the development and promotion of tourism in India are designed by the Union Ministry of Tourism in consultation and collaboration with other Central Ministries, State Governments, Union Territories and representatives of the private sector. Special efforts are being made to explore new forms of tourism and promote the existing tourism along with the latest trends such as stay on houseboat, stay in villages for a feel of the countryside location. The other trends being cruise, medical, business, sports and eco-tourism etc.

Since the beginning of the mid-20th century there has been an immense growth of tourism in the world. The growth of arrivals of tourists in East Asia and the Pacific is very strong. New unknown destinations are coming in a big way and showing higher growth. Europe and America were the main tourists destination before 2000, but recently their share has declined by 10% and 13%, respectively.

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At present, travel for leisure, recreation and holidays constitutes about 51% of the international tourist arrivals. Approximately 15% of the tourists are taking the journey for business and professional purposes. The other 27% travel for visiting friends and relatives, religious pilgrimages and for medical tourism. The remaining 7% of the visitors are taking up their journey for not any specific purposes as per the record of the data. About 52% of the total tourists travel by 38% by road, 3% by train and remaining 6% by water transport. The details of the world trend of tourism may be read in the next chapter.

The World Tourism Organisation has projected that international arrivals would reach nearly 1.6 billion by 2020. Out of this, 1.2 billion would be expected to be intra-regional and 0.4 billion would be long distance travellers. East Asia and the Pacific, south Asia, Middle East and Africa are expected to grow more than 5% per year, while the world average would be 4.1%. More mature regions such as Europe and America are anticipated to show lower than average growth rate. The total tourist arrivals shows that by 2020 top three destinations would be Europe (717 million), East Asia (397) and the America (282 million), followed by Africa, the Middle East and South Asia.

**2.4.1 Recent Trends of Tourism in India**

India is one of the favoured destinations of foreign tourists. From 2009 to 2011, the foreign tourist arrivals have increased tremendously from all regions of the world. In 2011, the foreign tourist arrival in India from Eastern Europe is 20.6%, followed by South East Asia (18.8%), West Asia (18.5%), East Asia (15.5%), Africa (13.6%), Australasia (10.9%), South Asia (8.8%), North America (5.6%) and Western Europe (5.0).

It is because India has great variety of tourist places as well as attractions, discussed in this lesson. It is also a reality that India is very economical destination. This may be seen in terms of general tourism as well as for medical tourism. That is why, the stay in India is not very costly and, hence, the foreign tourists prefer to stay for longer duration. As per the available data, the stay of foreign tourist in India is the highest, a little more than a month (31.2 days) on an average. It is followed by Australia (27 days), Pakistan (25 days). The details of recent trends of tourism in India may be read in proceeding chapters.

**2.5 ROLE OF THE GOVERNMENT OF INDIA IN POPULARIZING TOURISM**

The ministry of Tourism is the nodal agency for the formation of national policies and programmes and for the coordination of activities of various Central Government Agencies, State Governments/UTs and the private sectors for the development and promotion of tourism in India. This Ministry is headed by the Union Minister of State of Tourism (Independent Charge). The administrative

head of the Ministry is the Secretary (Tourism) who also acts as the Director General (DG) Tourism.

The Directorate General of Tourism has a field formation of 20 offices within the country and 14 offices abroad and one project i.e. Indian Institute of Skiing and Mountaineering (IISM)/Gulmarg Winter Sport Project.

The Union Ministry of Tourism has under its charge a public sector undertaking, the India Tourism Development Corporation (ITDC) and the following autonomous institutions.

- India Institute of Tourism and Travel Management (IITTM) and National Institute of Water Sports (NIWS)
- National Council for Hotel Management and Catering Technology (NCHMCT) and the Institutes of Hotel Management.

### 2.5.1 Role and Functions of the Ministry of Tourism

- All policy matters including development, incentives, external assistance, promotion and marketing etc.
- Planning and coordination with other Ministries, Departments, States/UTs
- Human Resource Development
- Publicity and Marketing
- Research, analysis, monitoring and evaluation
- Legislation and Parliamentary Work
- Vigilance matters
- Approval and classification of hotels and restaurants
- Approval of travel agents, inbound tour operators and tourist transport operators, etc.
- Tourism infrastructure development for quality tourism is the key area of this ministry.
- More than 50% of the Ministry's expenditure is incurred for the development of tourism at various tourist destinations and circuits in the States/UTs.

Keeping in view the professional work force requirements of the country's fast expanding accommodation and catering industry, the Ministry of Tourism reoriented and remodelled various training programmes in order to harness the resources and also to provide a central thrust to the Tourism industry. So, in the year 1982, Union Ministry of Tourism established the National Council for Hotel Management and Catering Technology (NCHMCT). With the vast expansion and modernisation of the country's hospitality industry, hotel management and catering, educational programme have gained tremendous

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popularity. As a result, courses offered by the National Council have become of international standard. The National Council has its own website which can be accessed at [www.nchmet.org](http://www.nchmet.org).

**2.5.2 Marketing Objectives**

The Ministry of Tourism, Government of India, through its 14 offices abroad is making all out efforts to position India in the tourism generating market as a preferred tourist destination, to promote various Indian tourism products to increase India's share of the global tourism market.

To achieve this, an integrated marketing and promotional strategy is adopted in association with various other agencies involved in tourism. Promotional efforts for this include the Print and Electronic Media, participation in Fairs and Exhibitions, organising seminars, workshops, road shows, printing of brochures, joint advertisements with travel agents/tour operators, inviting Media and Travel Trade to visit India under the Hospitality Programme etc.

**Do you know**

- Indian Tourism, was awarded the 'Best Tourism Promotion Award' at the World Travel Fair, Shanghai.
- Indian Tourism, was awarded the 'Best Booth Operation Award' at the Korea World Travel Fair.
- The Best Tourism Promotion Award' was awarded to India at the Bissau International Tourism Fair in South Korea.

**2.5.3 Incredible India**

An international marketing campaign was initiated by the Tourism Ministry to promote tourism in India for the global audience in 2002.

The campaign projected India as an attractive tourist destination by showcasing different aspects of Indian culture and history like yoga, spirituality etc. The campaign was conducted globally and was highly appreciated.

In 2009, the then Minister of Tourism, unveiled plans to extend the **Incredible India** campaign to the domestic tourism sector as well.

To educate the local population regarding good behaviour and etiquette when dealing with foreign tourists, a special campaign was launched in 2008 by the Ministry. The famous T.V. Advertisement title 'Atithi Devo Bhava' endorsed by the Cine Super Star Amir Khan was part of this campaign.

## 2.6 INDIAN TOURISM DEVELOPMENT CORPORATION (ITDC)

The prime mover in the progressive development, promotion and expansion of tourism in India is the Indian Tourism Development Corporation (ITDC). It came into existence in October 1966.

The main objectives of the ITDC is to:

- construct, take over and manage existing hotels and market hotels, beach resorts, travellers' lodges/restaurants.
- provide transport, entertainment, shopping and conventional services.
- produce and distribute tourist publicity material.
- render consultancy-cum-managerial services in India and overseas.
- carry on the business as Full-Fledged Money Changer (FFMC), restricted money changers etc.
- provide innovative, dependable and value for money solutions to the needs of tourism development and engineering including providing consultancy and project implementation.

To achieve the above mentioned objectives, ITDC is running hotels restaurants at various places of tourist's interest. It provides transport facilities, produces, distributes and sells publicity literature, provides entertainment and duty free shopping facilities to the tourists. The Corporation has diversified its activities into various other fields also. ITDC also runs The Ashoka Institute of Hospitality & Tourism Management to impart training and education in the field of tourism and hospitality.



### Do you know

ITDC has a network of eight Ashok Group of Hotels, six Joint Venture Hotels, two Restaurants, twelve transport units, one Tourist Service Station, 37 Duty Free Shops at various Airports, one Tax Free Outlet and two Sound and Light shows.

### 2.6.1 Indian Railway Catering And Tourism Corporation (IRCTC)

IRCTC has brought a revolution in India as far as railway ticketing is concerned. Internet based rail ticket booking through its website or using mobile phones for ticketing, has made things easier now. Ticket cancellations or modifications can also be done online. These days, you can also know PNR status of your ticket online or through your mobile.



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New Railway Catering Policy was launched in February 2017, whereby IRCTC has been mandated to carry out the unbundling by creating a distinction between food preparation and food distribution. In order to upgrade quality of food preparation, IRCTC is to set up new kitchens and upgrade existing ones.

The salient features of the new policy are:

1. IRCTC to manage catering service on all mobile units. Pantry car contracts awarded by zonal railway to be reassigned to IRCTC.
2. Meals for all mobile units to be picked up from the nominated kitchens owned, operated and managed by IRCTC.
3. IRCTC not outrightly outsources or issue licences for provision of catering services to private licensees. IRCTC to retain the ownership and be fully accountable for all the issues pertaining to setting up and operation of base kitchens and quality of food.
4. IRCTC to engaged service providers from hospitality industry for service of foods in trains.
5. All four base kitchens under departmental operation of Zonal Railways (Nagpur, Chhatrapati Shivaji Terminus (CSTM), Mumbai Central (BCT) and Balharshah) and all kitchens units i.e. Refreshment Rooms at A1 and A category stations. Jan Aahar, cell kitchens are to be handed over to IRCTC on as is where is 'as basis'. IRCTC to set up its own kitchens at additional stations if required.



#### Do you know

IRCTC offers I-tickets also that are basically like **regular** tickets except that they are booked online and delivered by post.

'Shubh Yatra' is a recently launched programme for frequent travellers who can avail of discounts on all tickets booked round the year by paying an up front annual fee.

For a hassle-free e-ticket booking, there is Rolling Deposit Scheme (RDS) also. It allows the passengers to reserve seats against advance money kept with the Corporation.

- **Tourism:** Tours for domestic and foreign tourists are also organised by IRCTC. Bharat Darshan covers important tourist destinations across India and is specially designed for budget tourists. Similarly, special luxury trains like Palace on Wheels, Royal Orient Express, Golden Chariot, Deccan Odyssey, Royal Rajasthan on Wheels and Buddhist-Circuit Trains are available for all tourists, especially for foreigners.

- **Tatkal Booking:** Under this scheme, people can book their tickets at a short notice through the Indian railways internet portal. The booking starts at 10 a.m. daily, one can book the ticket one day prior to the departure of the trains from the source station.

**Do you know**

The websites for contact are:

- [www.indianrail.gov.in](http://www.indianrail.gov.in)
- [www.irctc.co.in](http://www.irctc.co.in)
- <http://www.en.wikipedi.org/wiki/tourism-in-india>.



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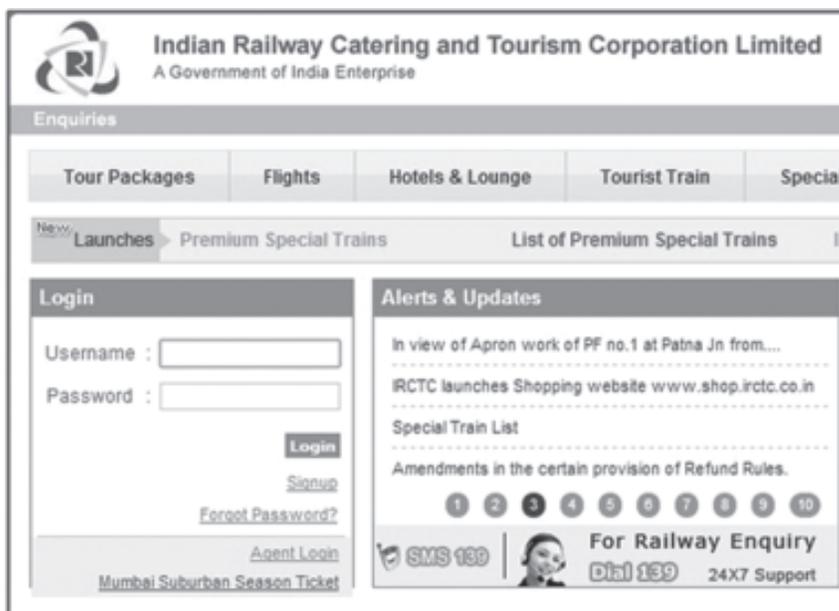


Fig. 2.7: IRCTC web page

**2.6.2 The State Tourism Development Corporation**

The main objective of the State Corporations is to establish, develop and execute projects and schemes that facilitate and accelerate tourism in the state. They also acquire, construct and maintain tourist bungalows, restaurants, cafeterias, hotels and bars to make facilities available to the tourists. The Corporations also organise package tours, fairs and festivals entertainment, shopping and even transport. They also develop places of tourist interest and give important information through printed brochures and websites. Every state Tourism Development Corporation gives the tourists an opportunity to experience the charm of the most exotic destination of their respective states at a very economical price.

**Notes**

For detailed information about the tourism activities and projects in the state, the easiest way is to have access to the website concerned. For your convenience, the various internet sites of 29 states and 7 Union Territories have been given at the end of the lesson. Go to the website of the state you are interested in, search for the details and plan your tour accordingly. You must know that India is one of the richest countries of the world bestowed with physical, cultural and life heritage. Every state, region or corner of India has a lot to fascinate tourists.

To give you an idea of the rich natural beauty and a great history of Rajasthan, let us read something about the Rajasthan Tourism Development Corporation (RTDC)

### **2.6.3 Rajasthan Tourism Development Corporation R.T.D.C (<http://www.Rajasthan tourism.gov.in/home/rtdc.aspx>)**

The Rajasthan Tourism Development Corporation (RTDC) is a Private Limited Company under the Indian Companies Act 1956. It started in 1978 and has become the pioneering Corporation in budget lodging which is considered as a trademark in the travel industry. RTDC knows it very well that commitment to achieving quality, culture of customer service, a warm and cordial reception to the guests, are the key to hospitality and the secret of success in the tourism industry. RTDC gives us the opportunity to experience the charm of the most exotic destinations of Rajasthan like historical forts, palaces, art and culture. Endowed with natural beauty in bounty and great history, Rajasthan has a flourishing tourism industry. Every third foreign tourist visiting India travels to Rajasthan as it is a part of the Golden Triangle about which you will read later in this course.



**Fig. 2.8: Palace on wheels**

The palaces of Jaipur, the lakes of Udaipur, forts of Jodhpur, Bikaner and Jaisalmer and desert are among the preferred destinations of most of the tourists. Tourism in Rajasthan has increased employment in the hospitality sector for tourists visiting India.



Notes



Fig. 2.9: Hawa Mahal Jaipur



Fig. 2.10: Lake Palace Udaipur



Fig. 2.11: City Palace Udaipur



Notes



Fig. 2.12: Jal Mahal Jaipur



Fig. 2.13: Mehrangarh Fort, Jodhpur



### Do you know

Various State Tourism Internet Sites – INDIA

Name of the State	Tourism Site
Andaman and Nicobar Islands U.T.	<a href="http://www.andamantourism.in">www.andamantourism.in</a>
Andhra Pradesh	<a href="http://www.aptdc.in">www.aptdc.in</a>
Arunachal Pradesh	<a href="http://www.arunachaltourism.com">www.arunachaltourism.com</a>

The Dargah of Moinuddin Chishti in Ajmer, popularly known as Ajmer Sharif is known all over the World for its Sufi concept (peace to all) to promote understanding between Muslim and non-Muslims. The Dargah of Ajmer Sharif

has a special distinction of being called as the mother of all the Chishti Dargahs all over the world. If this little information about Moinuddin Chishti has aroused your curiosity, take the help of internet site of RTDC i.e. [www.rajasthan-tourism.gov.in /](http://www.rajasthan-tourism.gov.in/) and know more about his early life and background, his journey to India and how the Chishti Order got established in India.

Source: timesofummah.com



Notes



### INTEXT QUESTIONS 2.4

1. Discuss the growth of tourism at the world level.
2. What is the estimated number of international tourist movement by 2020?
3. From which zone of the globe do the tourists visit India?



### WHAT YOU HAVE LEARNT

- Tourism is an ever increasing industry at world scale. It is the third sector providing largest employment to the people. It is facilitating the host country to get a good amount of foreign exchange due to foreign tourists.
- It helps the host country to balance the international trade. It has many components. Like space to operate, huge capital and manpower to operate and other important components like accommodation, food and beverage, travel trade, transport, cultural attractions and events also work as tourism services.
- All of them are required in the area where the tourists go. Personal security of the tourist and their safety helps in the numbers of tourist visiting the country which ultimately bring economic benefits to the local people of the area.



### TERMINAL EXERCISE

1. What is the concept of tourism industry? What are different factors of tourism industry?
2. How is tourism an industry? Write five reasons.
3. Explain the role of the Union Ministry of Tourism, Government of India in the field of Human Resource Development.

**ANSWER TO THE INTEXT QUESTIONS****Notes****2.1**

1. Tourism is an industry because it gives employment opportunities to many, attract people from every walks of life and the tourists use various facilities provided to them. Therefore, tourism is an industry. It is an industry because it has many inputs and outputs. Though the output is not similar, overall it provides services to tourists; therefore, it is called an industry.
2. Different factors of tourism industry are :
  - (a) it needs space
  - (b) it requires someone to take the risk
  - (c) capital as well as workforce is essential.

**2.2**

1. Different components of tourism industry are : Accommodation, food and beverage, travel, trade, transport, attractions, events and conferences and tourism services.
2. Accommodation is divided on different basis like
  - (a) Star Classification
  - (b) Size
  - (c) Location
  - (d) Types of Guests
  - (e) Supplementary/alternate accommodation
3. (a) Railways, (b) Roadways, (c) Airways, (d) Waterways

**2.3**

1. Heritage sites, cultural, beaches, health/medical, wildlife/National Parks
2. Conferences invite people from allover the globe. It accelerates the tourism activities both national and international.
3. Government policy about tourism is the guiding principle for the growth of tourism. Therefore, the role of government is very important in facilitating tourism.

**2.4**

1. Tourism is on the rise in the world. It has become one of the best performing activities at the world level. Hence, it is rising continuously.
2. International tourists' number is expected to rise by 1.6 billion by 2020.
3. East European zone has 20.6% of entire foreign tourists in India.

**3**

## **IMPACT OF TOURISM**



Notes

Tourism is a very rapidly growing industry in the world in general, and India in particular. It has led to the establishment of many infrastructures in tourist origin and destination regions. Many activities are addressed concerning the need of tourists. There is great interaction of tourists with land and people of any area from where they originate or they reach during tourism endeavour. Because of the interactions, certain impacts are obvious during this engagement. This chapter, will deal with those impacts which may be good or bad.



### **OBJECTIVES**

After studying this lesson, you will be able to:

- classify motivation and deterrent of tourism;
- find out the positive and negative economic impact of tourism;
- discuss the impact of tourism on society;
- discuss the impact of tourism on the culture of the area;
- discuss the impact of political decision taken by the government;
- identify the impact on the environment/surrounding and
- identify the sustainable tourism.

### **3.1 INTRODUCTION**

Tourism is considered as an industry. This industry involves the movement of people from one place to another. The movement of people requires infrastructure related with transport. Moving to another place, in turn, requires the accommodation for the people, which further leads to foods and drinks for them. Stay at a place leads to the interaction with the people. All these are generating

**Notes**

job opportunity and economic activities. Interaction with local people is further associated with intermingling of the cultures of different origins. Consumption pattern of tourists is different from the local people. Waste generation and disposal of the same is a great challenge. In other words, the impact of tourism could be classified as:

- Economic impacts
- Socio-cultural impacts
- Political impacts
- Environmental impacts

### 3.2 FACTORS FAVOURING TOURISM

India is a vast country with biophysical diversity. This vast expanse of land is occupied by the rainiest part in the north-east to the driest part in the west. It covers the islands, coastal land (sea surface) and high mountain peaks. It covers lush green valleys, valley of flowers, precipitous mountain slopes, beautiful waterfalls, unending flat plain, dry deserts etc. Apart from them, it also possesses the caves, monuments, places of historical and archaeological importance, religious structures, trek routes, adventure tourism – rock climbing, rafting. Many of them are also very important for the virgin environment, recreational centres, health rejuvenating centres, apart from natural scenic spots and places in various parts of the country. The country invites tourists from various parts of the world throughout the year depending upon the interest of the visitors. Winter climatic conditions of south India are favourable destinations for tourists while the Himalayan region is the sought after in summer. All these factors are favourable for tourists of national and international origin.

Once a place is visited by a large number of tourists, the visiting as well as from where the people are originating do produce some consequences. Those consequences could be good as well as bad also. Let us understand those impacts.



#### INTEXT QUESTIONS 3.1

1. How do tourism activities impact destination areas?
2. What are the impacts of tourism?

### 3.3 ECONOMIC IMPACTS

The importance of the economics of this sector could be judged by the number of people involved in it as well the income generated. Directly or indirectly, large

number of people are involved in the tourism sector. It includes areas like transportation, accommodation, food, ticketing, guiding, boating, rafting, trekking, maintenance of the tourist sites etc. Host provides all required services and facilities to the guests. The guest pays for all these services. Hence, the tourism generates considerable benefits for the people of the origin place of the tourist as well as people on destinations.

By developing the infrastructures in various tourism related activities enables better movement facilities from one place to another for both incoming or outgoing tourists. One of the primary motives for developing a country like ours is to promote tourism destinations for foreign tourists. It helps to get the foreign exchange. A good amount of foreign reserve helps to maintain a country's balance of trade. Apart from the balance of trade in the country, it also generates employment opportunities for the unemployed youth. In this way they get their livelihood and the income is generated for their survival and well being. But tourism is not all the time very good for the economy; it has a negative impact as well. Let us see them one by one:

### 3.3.1 Negative Economic Impacts of Tourism

There are many negative impacts on the economy of destination of the tourist particularly in the less economically developed countries (LEDC) or developing countries due to tourism. Some of them are:

- There are many hidden costs of tourism which have an adverse effects on economy on the destination countries. Most of the time, richer countries are better profited than the poor countries. Many consumable products like food and drinks have to be imported by host countries which are poor or developing. This is because local products are of inferior quality. Thus, the profits go to the developed countries from where they are imported.
- In all-inclusive package tours, almost two-third of the expenditure goes to the airline, hotels and other international companies and not to local businesses or workers.
- In all-inclusive package tours, tourists generally remain for their entire stay at the same cruise ship or resort, which provides everything they need. There is no option left for making profit to the local economy.
- In poor and developing destinations, the money is used to develop the infrastructures for tourism by government. But the profit is exported to other developed countries when overseas investors finance resorts and hotels.

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- More and more demand for basic services and goods by the tourists lead to the price hike in the destination nation. It negatively affects local people whose income does not increase in that proportion.
- Development of tourism in destination nation increases the value of services and land. Thus, basic needs of the people of that place becomes very difficult to meet.
- Many countries do not support tourism because of the seasonality or harsh climatic conditions. During the tourist season, the local people get some employment opportunity, but there is no guarantee that they would get the same in the next season. Therefore, they are insecure in getting their livelihood.
- People are displaced to construct airports, resorts, hotels, nature reserves, historical and other attraction sites, and other tourism development projects.

### 3.3.2 Positive Economic Impacts of Tourism

There are many positive impacts on the economy of the local area of destination of the tourist particularly in the less economically developed countries or developing countries due to tourism. Some of them are:

- Expenditure incurred for the purpose of encouraging tourism generates income in the host countries. This in turn increases the growth in the other allied economic sectors.
- As mentioned above, attracting foreign tourists to a host country fetches foreign currency. This is a very good sign of having good international trading capacity.
- Government of a host country generates the revenue as taxes on the income from tourism employment, business, and entry fee at various tourist sites/monuments also through toll taxes etc.
- Many items needed by the tourists are imported from other countries. When Government levies import duty it gets financial benefits.
- Quickly growing national and international tourism has created significant employment opportunities. It has piloted better economic status of the people involved in tourism, directly or indirectly through hotels, restaurants, guides, nightclubs, taxis, local crafts, paintings, local cultural products etc.
- Tourism motivates the government to invest more on many types of infrastructures leading to better facilities for tourists as well as for the local people.

- Tourism also promotes local people by giving opportunities to get the livelihood in informal sectors like street vendors, rickshaw pullers, tea/coffee stalls, magazine corners, shops with packed food items etc.
- Employment in Informal sector pumps the money into the local economy. It has rippling effects by investing and generating more income simultaneously for those people.



### ACTIVITY 3.1

Visit any tourist site nearby and list the economic benefits that the locals are getting because of tourism.



### INTEXT QUESTIONS 3.2

1. How is the economy of a tourist destination affected by the tourism?
2. Write any two positive economic impacts of tourism.

## 3.4 SOCIO-CULTURAL IMPACTS

Society is a community or broad grouping of people living in a certain area that has common traditions, institutions, activities and interests. In fact, society is a system of relationship of people who share some sense of common identity. It may be small like a family/ locality or large as whole of the nation. Culture is the practices of that society which binds people of the society together. It includes manners, morals, beliefs, behaviour, values and norms.

A good **manner** is socially acceptable way of relationship. It includes respect, care and consideration for others. **Morality** is a set of rules, principles and duties applicable to a group of people or a society which is generally independent of religion. **Belief** is the foundation of attitude. Attitude determines the outlook and thinking process of an individual and the society. **Behaviour** is the way in which an individual or a member of the society behaves or acts. It is viewed with reference to phenomena, incident or an action. It is, therefore, a response of the member. **Norms** are the formal rules of the society. It regulates the members of the community, group or society in maintaining harmony. **Values** are those ideals that a society holds above all, like honesty, respect, faithfulness. These values are the building blocks of norms. These are certain basic rules of social interaction and conduct of the people of the society.

When more and more people come from far flung places and interact with local residents of any area, the social and cultural impacts are bound to take place.



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**Notes**

Due to interaction, changes are observed in altering value system, behaviour, including losing ones indigenous identity. Deviations are seen in community structure, family relationships, collective traditional life style, ceremonies and morality. Apart from this, some positive impacts are also observed. They are as follows:

**3.4.1 Negative Socio-Cultural Impacts**

There are many negative social-cultural impact of tourism particularly at the destination places. Important among them are:

- It reduces the bonding of family structure and promotes nuclear family norms.
- It encourages urbanisation emigration.
- Friction and resentment with tourists happens due to overcrowding and lack of recreational facilities for the local people.
- Drug abuse and prostitution are on rise at the certain tourist places.
- Commercial sexual exploitation of children and young women has increased with the growing tourism industry in many parts of the world. Children are trafficked into brothel houses and sold into sex slavery market.
- Misbehaviour and rape of foreign tourists hampers tourism.
- The tourists are welcomed in traditional style at certain places and hotels/ airports. Sometimes, it leads to commercialisation of the traditional welcome and hospitality norms, making a mockery.
- Intermingling with the people of various cultural groups leads to loss of the culture of the destination area. Later on, it leads to crisis of cultural identity.
- Tourists are well off in comparison to the local unskilled people. Thus it leads to the greed of the local people to extort money and equipment of the tourists. Greed of this kind leads to crime committed by the local people.
- Moral conduct of the local people is deteriorating particularly when local youth try to imitate foreigners. They try to adopt the habits of tourists by indulging in smoking, drinking and gambling etc.
- Violation and breaking of local norms and customs by foreign tourists lead to the conflict between host and guest.
- Erosion of local language and dialect in terms of the purity and mixture of the language is on rise.

- Cultural clashes are taking place because of the differences in cultures, ethnicity, religion, values, behaviour, life-style, and level of prosperity.
- Many tourists come from different societies with varying life-style. They seek pleasure of every kind, spend more money and sometime behave very arrogantly which may not be acceptable even in their own society from where they are coming.
- There is a growing distinction between ‘haves’ and ‘have-nots’ especially in economically less developed countries. It creates socio-cultural tensions.
- Due to carelessness and ignorance, tourists often fail to respect local customs and moral values. This causes irritation among local people.

### 3.4.2 Positive Socio-Cultural Impacts

There are positive social-cultural impacts of tourism also particularly at the destination places. Some of them are:

- Tourism provides an appropriate opportunity to get acquainted with people of many cultural groups from national and international origins.
- Tourism has a component of education. Through education tourism promotes understanding between peoples of two or more cultural groups together. It offers cultural exchange between hosts and guests.
- Because of cultural exchange, people develop mutual sympathy and understanding about each other and thus it reduces their prejudices.
- Finally, sympathy and understanding could lead to decrease tension between the two communities/nations. In this way, peace and good relationship would prevail.
- Tourism supports the development of community facilities and services. These facilities and services are also used by local people, thus leading to better living condition.
- Tourism creates awareness about the importance and value of natural, cultural, archaeological or historical sites. It stimulates a feeling of pride in local and national heritage. This leads to the consciousness of them.
- Tourists are interested in buying many arts and crafts of a particular area/nation as a souvenir to take back with them. Monetary gain to the residents through sale of souvenirs helps keep these arts and crafts alive for ever.
- Festivals organised in certain parts of the year are very enthusiastically observed by tourists. It encourages people to keep the local culture alive even if the local youth are well educated and have broader look and understanding.



**ACTIVITY 3.2**

Collect the pictures of foreign tourists wearing local dresses from newspapers. They may be dancing with local people or getting mixed with their culture.

**INTEXT QUESTIONS 3.3**

1. Describe the term culture.
2. Mention any three negative impacts of tourism on society.
3. Sometimes local people get annoyed with tourists. Explain the reason.

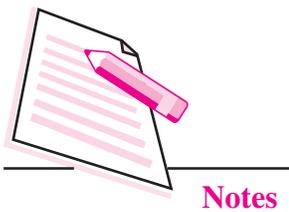
**3.5 POLITICAL IMPACTS**

Political impacts are seen on the tourism rather than tourism impacts on the politics directly. But indirectly, the governments of the developed countries, from where the well-off tourists come, influences the governments for a congenial condition to be provided to the visitors. Everyone is very much concerned about the safe and secure journey to the tourist destination and back to the origin place. To get to know the visited area as well as fun and enjoyment is the main objective of tourism. Tourists are for them and hence, they wish to go to those areas which fulfil their objectives. They do not feel safe and secure at all the places of tourists interest in the world. A tourism policy gives the direction to the tourism. This policy is a set of rules, regulations, guidelines, and directives for development and promotion of tourism. It provides a framework with which the collective and individual decisions affect the tourism development. Government can create a code of conduct for a tourist. There are some outlooks which encourage tourism and some create obstacles. Those are:

**3.5.1 Negative Political Impacts**

There are many negative political impacts on tourism particularly at the destination places. Important among them are:

- Political instability and conflict at the destination area/country proves to be a hindrance. In fact, political instability is a condition of a country where the government is unstable or is being toppled. Sometimes, the government is run by a faction follower of the coup. In such conditions, law and order is a big problem. Therefore, tourists refrain from visiting such destinations.



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- Sometimes, the governments of the tourist origin countries give a warning or issue advisory to their citizens not to visit such countries where political instability or conflict prevails.
- When the tourists are already visiting the country where some political instability comes in, a warning is issued to the citizens to leave the country at the earliest.
- The unstable government is not able to maintain law and order situation for the citizens of the country. They may not be able to take proper care of the foreign tourists. Hence, it becomes a deterrent to tourism.
- Government is the only authority to formulate a policy of any concern. All the policy matters concerning the tourism are taken care of by the government which in turn affects the outcome of the policy.
- A policy adopted in favour of tourism and infrastructure development leads to the growth of tourism and in inverse conditions, result is contrary.
- Terrorism or naxal activities or communal conflicts in any part of a country or globe reduces the chance to develop tourism. In Kashmir valley, the general unrest reduced tourism significantly.

### 3.5.2 Positive Political Impacts

There are many positive political impacts on tourism particularly at the destination places. Important among them are:

- Political stability is of foremost concern to the tourists. Safety and security at any tourist destination attracts large number of tourists.
- Law and order is the concern of the government. If it is well managed, it helps in the inflow of the tourists.
- Political stability and protection to the tourists from the government machinery is a tonic for the promotion of tourism.
- Political willpower to establish infrastructures in tourist attraction areas encourages tourism. It facilitates the easy access, accommodation, provision of guidance and other facilities required for the tourists.
- A tourists targeted planning further accelerates effect on tourism.
- Beautification of a site and safety provision without much alteration to the natural landscape also attracts the tourists tremendously.
- Risk perception can influence tourist decision-making about the destinations. It can severely affect tourist inflow to a destination.



**ACTIVITY 3.3**

Review and assess the J&K government policy of tourism. Try to identify how it is different from Kerala government policy of tourism.

**INTEXT QUESTIONS 3.4**

1. Discuss the role of government in influencing the tourism?
2. Write any three political impacts on tourism.

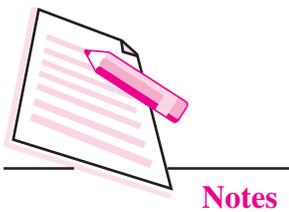
**3.6 ENVIRONMENTAL IMPACTS**

Environment is the total surroundings or conditions in which a person, animal or plant lives or interacts. A person's environment is made up of all that is, directly or indirectly associated with the living conditions. It includes houses, buildings, fellow persons, animals, plants, land, water, temperature, light, air, flora and fauna, other human developed infrastructures etc. The living plants and animals not only exist in the surroundings but also interact with each other. Such interactions also impact significantly depending upon the dynamism of interaction. Tourism brings huge number of people to an area continuously who have diverse attitudes. Huge number of people arriving at those locations poses intense pressure on various resources. More and more infrastructures are created to accommodate them due to which great changes in the landscape of the area are made. Some of the environmental improvements are also observed to attract more and more tourists. Therefore, tourism helps in preserving the environment. Let us see those negative and positive impacts on the environment of a destination.

**3.6.1 Negative Environmental Impacts**

There are many negative environmental impacts of tourism particularly at the destination places. Important among them are:

- The land use is altered significantly to construct houses, hotels, restaurants to meet the demand for the tourists and other people visiting the area.
- A large forest cover is removed. Agricultural land is replaced by buildings, roads and garbage disposal etc.
- Construction of roads on the slope in mountainous region leads to many problems such as soil erosion which creates ecological imbalances. Removal of plants and vegetation cover create exponential ill-effects on the environment.



Notes

- Deterioration and disturbance of the natural ecology in such areas is common affair. There is also great loss of bio-diversity due to intense tourism.
- Landslide is widespread in such areas because of human interventions.
- Run-off is great because of the reduction of the water seepage. Due to greater run-off more erosion is observed. Higher erosion in the upper reaches brings high amount of silt to the lower regions. The deposition of coarse silt and high run-off brings floods and makes the flood affected area almost infertile.
- Huge number of tourists arriving at any site is generating great pressure on the natural resources of the destination area. Those resources are getting depleted gradually.
- Huge demand for resources is leading to the degradation and deterioration both in terms of quality and quantity. It is leading to pollution of resources like water, air and land.
- Due to growing tourism activities, pollution of beaches, lakes, rivers, underground water is reaching an alarming phenomenon.
- Larger number of tourists, places higher demand of various items and services. To provide supportive and other facilities in turn leads to congestion of the tourists sites.
- Managing the solid waste disposal and sewage treatment in such areas is a difficult task.
- Tourism caters to tourists from all over the world. They travel by air to cover the large distance in a short duration. Each flight expels huge toxic gases like carbon-di-oxide, monoxide etc. in the atmosphere resulting in a rise in the overall, worldwide environmental problems are on rise.
- Local transport also pollutes the environment by consumption of bio-fuels.
- The status of the archaeological, historical, architectural and natural sites is deteriorating because of more rush of tourists.
- Many of the tourists are interested in visiting hilly areas with natural beauty, full of waterfall, bridges, changing forests sites, snow, skiing etc. and all these are found in a fragile area of mountain slopes. More tourists visiting these areas results into added pressure on the carrying capacity of such lands.
- Litter is found along the roads/trekking paths and camping grounds.
- Vigorous travelling of tourists in the parks/ wildlife sanctuaries, biosphere reserves alters the behaviour of the animals and even their reproductive



**Notes**

cycle. They are scared of the tourists and they try to run away from their natural habitat and move to the peripheral areas. The same is observed with the aquatic animals and plants because of the increased water activity and boating.

- Habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behaviour when tourists come too close.
- When many tourists go for trekking, the vegetative cover along/ nearby treks are on attack under the foot falls. Grasses, plants and bushes are trampled upon and their growth is retarded.
- Tourists using the same trail over and over again trample the vegetation and soil, eventually causing damage that can lead to loss of bio-diversity and other impacts.
- Construction of the tall buildings and hotels obstructs the skyline and the natural beauty is hampered. That is just like visual clutter.
- Any amount of facilities provided at the tourists destination become insufficient after some time. When the capacity is further increased it is at some cost to the natural environment.

**3.6.2 Positive Environmental Impacts**

There are many positive environmental impacts of tourism particularly at the destination places. Important among them are:

- Since large numbers of tourists are arriving and income is generated from the tourists, more and more environmental consciousness is expected.
- Sometimes, foreign, tourists give a good idea about minimising stress on environment and promote sustainable tourism.
- Fund raised is used to create more resources and beautification of the area.
- Cleanliness drive is taken up to attract more and more tourists.
- Greater environmental protective measures are adopted.
- Ecological balance maintenance becomes an important objective to preserve the ecosystem.
- Commercialisation of various activities is there but defensive steps are adopted to avoid the ill-effects.
- Various research activities/ projects are taken up to study the side effects of tourism on the environment. These studies are beneficial in understanding the social problems. The findings and recommendations of these studies are implemented. It helps in protecting and maintaining the right environmental/ ecological balance.

- The local people are also made aware about the importance of the environment/ surroundings. They also cooperate in maintaining the equilibrium.
- More and more efforts are taken up to clean the streets, roads, lakes, beaches, mountain slopes etc. This makes the area neat and tidy.
- Monuments, historical places, excavated sites, museums etc. are protected by taking appropriate measures. They are maintained regularly and kept tidy.
- Public parks, gardens, road side greenery, sculptured landscapes, herbs of medicinal uses gardens, nurseries of plants etc. are developed and maintained.
- Abandoned and neglected, degraded unusable land is put under parks and made attractive.
- Private and public buildings are renovated. The area looks very beautiful. It soothes our eyes. It is good for the tourists as well as for the local people.



### ACTIVITY 3.4

Identify any tourist spot in your district. Try to find out how its condition is changing due to tourists arrival.

## 3.7 TACKLING THE NEGATIVE IMPACTS

Tackling the negative impacts of tourism is one of the serious challenges facing the tourism industry today. As mentioned above, it has four broader impacts – economic, socio-cultural, political, and environmental. In fact, there are three tridents of tourism sustainability. They are economic, environmental, and societal. Societal sustainability may further be divided into two – social and cultural. Therefore, we can say that there are four pillars of sustainable tourism. The sustainability of tourism refers to ensuring the continuance, protection, and the development of regional and local features/ resources which are an asset for tourism for all times to come. In other words, tourism is developed and maintained in any specific area/ surrounding in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment.

The main purpose of sustainable tourism is to maintain the everlasting guarantee of sustainability. For this, one would have to consider the economic, socio-cultural and environmental factors and measures to maintain proper/ appropriate equilibrium. The cleanliness, tidiness and the beauty of the area/ region is equally important to attract the tourists. Hence, striking a suitable balance between the economic, socio-cultural and environmental factors is the foremost concern for sustainable tourism.



Notes



**Notes**

Every area/ region has its own capacity to provide facilities to the tourists. Once, the number of tourists are within the limit for which the resources are available, it is good. But when the limit is crossed beyond capacity the condition begins to worsen. A proper and respectable treatment is not possible to provide to all the tourists. A chaotic condition is created. So, the limit upto which it is well maintained is known as the tourist carrying capacity of the area/ region. The United Nation World Tourism Organisation (UNWTO) has defined it as the maximum number of people that may visit a tourist destination at the same time, without causing the deterioration of the physical, economic, and socio-cultural environment and the quality of life. Therefore, striking a balance is the need of the hour for sustaining tourism; otherwise the very concept of *Atithi Devo Bhawah* will be completely denounced.

A new tourism policy was announced by the Government of India to boost the tourist sector in the country. This policy is based on 7-S Mantras. They are:

Sr. No.	7-S Mantras (Hindi)	English
1.	Swagat	Welcome
2.	Soochanaa	Information
3.	Suvidha	Facilitation
4.	Suraksha	Security
5.	Sahyog	Cooperation
6.	Sanrachnaa	Infrastructure
7.	Safai	Cleanliness

The above policy of tourism promotion is appreciable but a proper balance among various factors is equally important to maintain and sustain tourism for all times to come.



**INTEXT QUESTIONS 3.5**

1. Explain the meaning of environment.
2. List any three negative environmental impacts of tourism.



**WHAT YOU HAVE LEARNT**

- Tourism is impacting the areas visited by tourists. Tourism provides a very good opportunity to learn about different areas when tourists visit them and write their experiences about them.

- Its can be grouped into four broader groups :
  - (i) Economic impacts
  - (ii) Socio-cultural impacts
  - (iii) Political impacts
  - (iv) Environmental impacts
- The four groups of impact are further divided into two positive and negative impacts. In another words, all four groups mentioned above have some positive as well as negative impacts.
- Tourism is providing of livelihood to a large number of people all over the globe. It is reducing the unemployment.
- It is leading to both positive and negative impacts.
- Large number of tourists and their interaction with local people gives an opportunity to know the socio-cultural conditions of a place. This is a positive impact, but socio-cultural conflicts can be negative.
- Political decisions taken by the government or the political stability or instability determine the growth and development of tourism.
- Environment is equally important for tourism. Every environment/surrounding has its own level of tourist carrying capacity. If the tourist inflow is greater than the carrying capacity, the environment gets degraded.
- To sum up, a proper balance is needed to reap the sweet fruit of tourism otherwise the end product would be a bitter one.



Notes



### TERMINAL EXERCISE

1. Describe positive and negative impacts of tourism by giving at least three points for each.
2. Explain the socio-cultural impacts of tourism.
3. How does political stability or instability affect tourism?
4. “Environment is under great strain due to increasing tourism” Explain the statement with examples.



### ANSWER TO INTEXT QUESTIONS

#### 3.1

1. Interaction of tourists with local/destination land and people affects both positively as well as negatively.



### Notes

2. There are four impacts of tourists: – Economic, Socio-cultural, Political and Environmental.

### 3.2

1. Economy of the destination area is affected both positively and negatively. It provides employment opportunities infrastructure development, increase in casual labour benefits goes to the higher section and lower section is neglected.
2. Please refer to section 3.3.1 and 3.3.2.

### 3.3

1. Culture is the common practice of the society which includes manners, morals, beliefs, behavior, values and norms.
2. Please refer to section 3.4.1.
3. Violation and breaking of local norms and customs by foreign/outside tourists leads to annoyance of the local people.

### 3.4

1. Government is the active player in developing infrastructure as well as for providing stability in the country. Tourism is affected accordingly.
2. Please refer section 3.5.1 and 3.5.2.

### 3.5

1. Environment is the total surroundings or conditions in which a person animal or plant lives and interacts.
2. Please refer is section 3.6.1.

**4**

## **FUNDAMENTALS OF TRAVEL AND TOURISM GEOGRAPHY**



Notes

Tourism involves the action of travel. But all travel is not tourism. A person may travel due to a wide variety of reasons, of which tourism may be one. Many travelers may be motivated to become tourists if they are convinced by information about the importance of the place and its natural beauty. Hence a study of the geographical aspects which enhances and increases the possibility of tourists travelling to these destinations is important. If a traveler is equipped with proper information about the attractions of these places, they turn into tourists. Generally, the term travel and tourism both are used interchangeably and sometimes as synonyms. But the term tourism has a larger perspective. It encompasses bigger meaning and concept than travel. Travel, implies undertaking journeys from one place to another for any purpose including journey to work place. Tourism refers to activities assumed for purpose of leisure, recreation, enjoyment, rejuvenation or parting with the hectic work schedules. In this lesson, we shall study about the fundamentals of tourism geography.



### **OBJECTIVES**

After studying this lesson, you will be able to:

- describe the significance of geography in travel and tourism;
- locate a place on the map with the help of latitude and longitude lines;
- calculate the time-lag between two places at different longitudes;
- explain the effect of crossing International Date Line on time maintained in the watches;

**Notes**

- follow the steps to calculate the standard time of any place and
- understand the presentation of information given in different charts.

#### **4.1 SIGNIFICANCE OF GEOGRAPHY IN ENHANCING TRAVEL AND TOURISM**

Geography interprets the surface of the earth in terms of every phenomena existing at a particular point of time as well as in chronological perspective. Hence, geography portrays the surface through maps, diagrams, photograph and charts in visual form in addition to the written descriptions. Tourism on the other hand involves aspects like transport, travel distance, time-lag between origin and destination, stay and food facility, means of travel at local level, site and location. The prevailing environmental situation besides other information for tourist's interests can very well be explained through a geographical analysis

Geography plays a very significant role in travel and tourism. Some of the ways are as follows:

It helps us:

- to locate a specific area on the globe/map
- to find out the geographical time-lag between source and destination,
- to set the time of the clock in global perspective,
- to illustrate factual data through maps and charts,
- to understand different types of maps,
- to read maps with comprehension,
- to understand different types of charts,
- to study other useful maps and charts pertaining to tourists.

#### **4.2 LOCATION ON THE GLOBE/MAP**

We all know that the globe is a three-dimensional object, a replica of our earth. The earth is almost round in shape and is a member of our solar system. When we prepare a map, it may show the entire earth or a part of it. Since earth's surface is a curve, it is not very easy to represent the curved surface on a flat piece of paper. So, to represent it, we take the help of geographical coordinates. This is done by showing latitude and longitude of the respective area. With the help of these two coordinates, any point can be located with precision. It is just like a graph paper on which by assuming 'X' and 'Y' coordinates, we plot any value.

## Latitude

Latitude of any place is an angular distance measured at the center of the earth from the equatorial plane either to the north or south direction (figure 4.1). The main characteristics of a latitude are:

- It ranges from 0° equator to 90° North Pole in northern hemisphere and 0° equator to 90° South Pole in the southern hemisphere.
- All the latitudes are imaginary lines drawn on the globe running in east-west direction and are parallel to the equator.
- All the latitudinal lines are complete circles.
- Since, all of them run parallel to one another, they are also known as parallels.
- As the values of the parallels keep increasing pole-ward their circumferences keep on decreasing.
- Equator passes through the center of the two poles North and South of the earth.
- Equator is the only latitude whose plane passes from the center of the earth. Hence, it is known as great circle.
- If you travel along the equator, it will represent shortest distance falling on the equator.
- The distance travelled along other latitude is not the smallest distance.

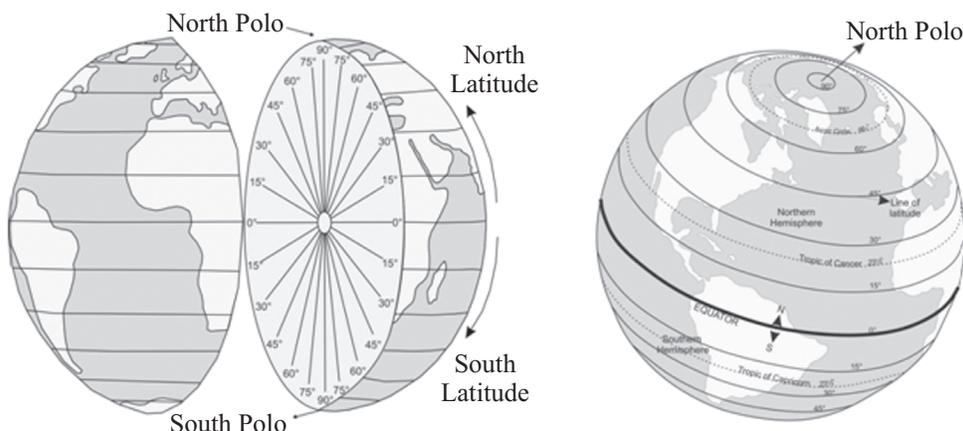


Figure 4.1: Latitude

## Longitude

Longitude of any place is the angular distance measured along the axis of the earth between the prime meridian plane and the plane of the parallel of the place of which the longitude is sought (figure 4.2). The main characteristics of



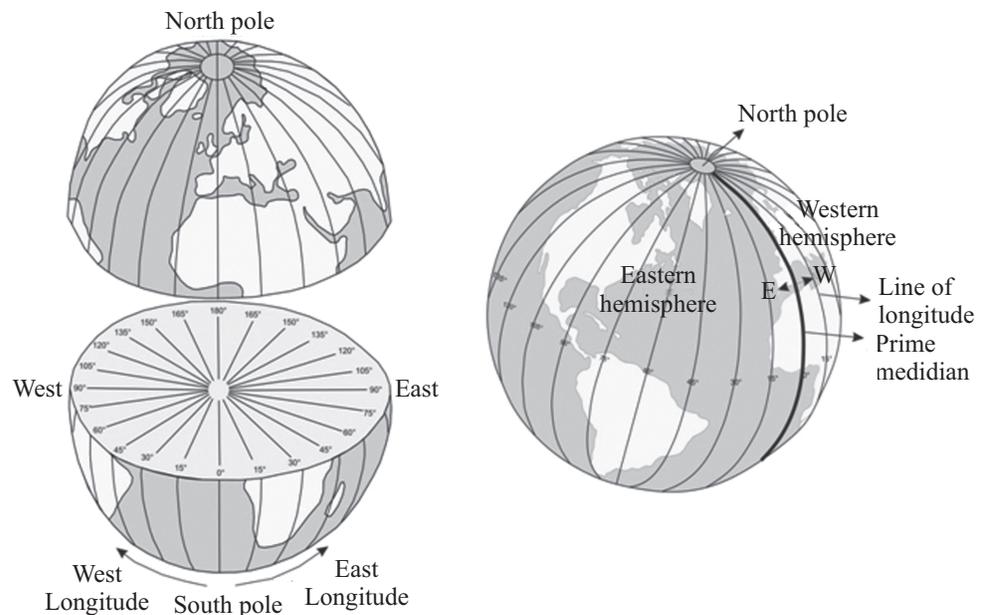
Notes



**Notes**

longitude are:

- It is an imaginary line which runs from North Pole to South Pole.
- The line passing through 0° to the prime meridian. It passes through Greenwich near London.
- It is distance in degree east or west of the prime meridian.
- Point west of prime meridian are numbered from 0° to 180° west longitude (W).
- Points east of the prime meridian are numbered from 0° to 180° east longitude (E).
- Lines of longitude are not parallel; they are large semicircles that extend vertically from pole to pole.
- The prime meridian divides the earth into two hemispheres – The part to the east of prime meridian is the eastern hemisphere and the part lying to the west is the western hemisphere.
- All lines of longitude cut lines of latitude at 90° (right angles)
- The inter longitude space decreases towards the pole.
- All lines of longitude when seen from one side are half circles. But when other half is combined, it becomes a full circle.



**Figure 4.2: Longitude**

**Latitude, Longitude and Hemisphere**

The figure no. 4.3 shows the lines of both latitudes and longitudes:



Notes

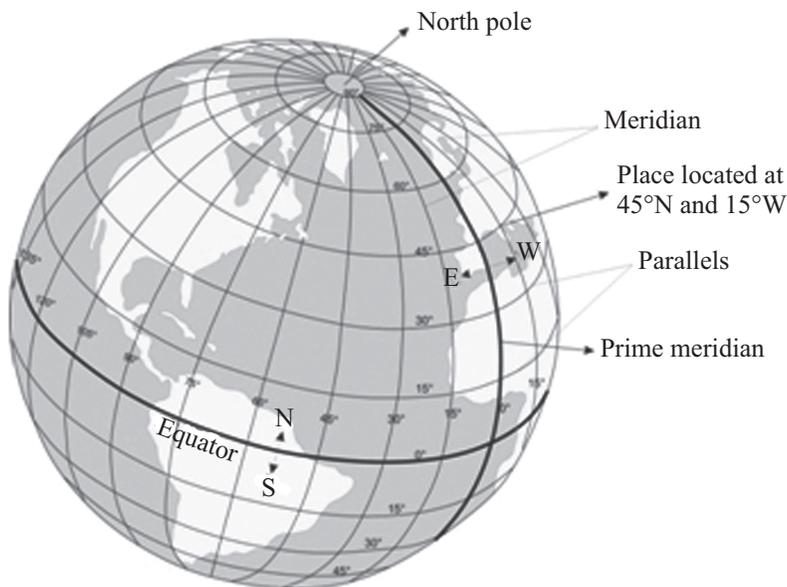


Figure 4.3: Hemisphere

As mentioned earlier, the equator passes through the middle of the two Poles – North and South. From equator to the North Pole, the area is called the northern hemisphere. In the same way, from equator to the South Pole, the area is called the southern hemisphere. The prime meridian of 0° and 180° are opposite to each other. Combining together, they form a complete circle. From 0° to 180° through east is eastern hemisphere and from 0° to 180° through west is western hemisphere (Fig. 4.4).

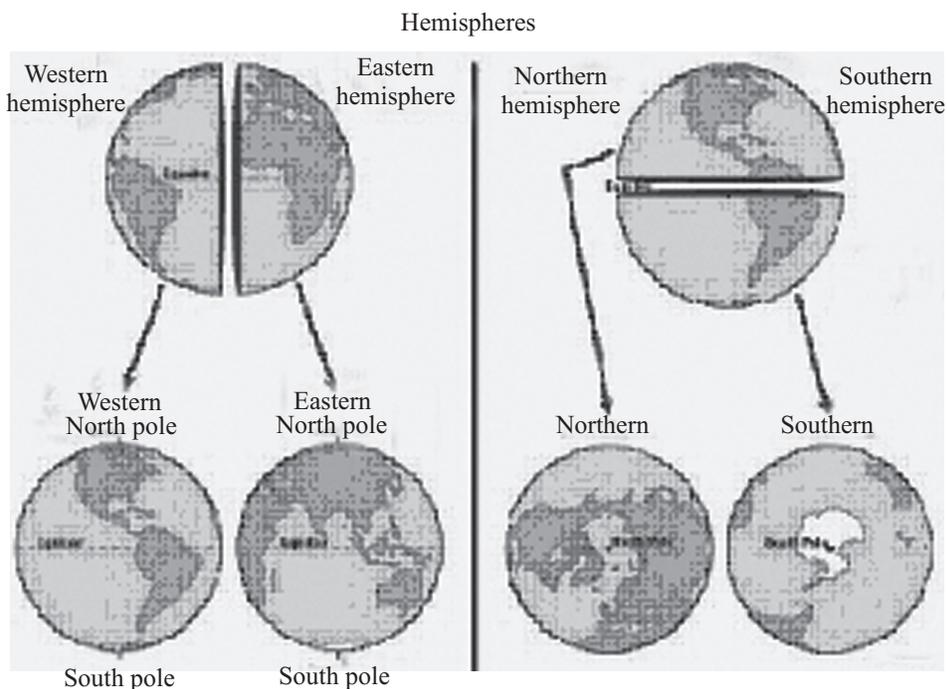


Figure 4.4: Division of hemisphere

**INTEXT QUESTIONS 4.1****Notes****(A) Fill in the blanks**

- (i) ..... is the only latitude whose plane passes from the centre of the earth.
- (ii) Equator divides the earth into two .....
- (iii)  $0^\circ$  degree longitude passes through the ..... near London.
- (iv) India lies in ..... hemisphere.

**(B) Answer the following questions in brief:**

1. Describe the role of geography in travel and tourism.
2. What is meant by latitude and longitude?
3. Why should travelers have basic knowledge of latitude and longitude?

**4.3 GEOGRAPHICAL TIME-LAG**

We all know that the earth is rotating on its axis in twenty-four hours. The rotation of the earth is a complete circle. A complete circle has  $360^\circ$  which is covered in twenty-four hours. If the angle of  $360^\circ$  is divided by 24 hours, the result would be that one hour is covered by  $15^\circ$ . One hour is equal to 60 minutes which means that the earth rotates by  $1^\circ$  in four minutes. This is an apparent position of the earth surface in relation to the sun. The actual time of a particular place is determined by the position of the sun. When the sun is exactly over the head, it is considered to be noon and accordingly the time is distributed in next twenty-four hours. The adjustment of the time in our clock in this way gives an idea of local time of the place.

The longitudinal extent of any country is not very small and hence, no country follows the local time of any place to be a representative time of the country. To avoid different timings in a single country, a standard time of the country is computed/ determined by considering the central meridian as the representative standard time. For example, the longitudinal extent of India is from  $68^\circ$  to  $97^\circ$  East longitudes. The central meridian for India is  $82^\circ 30'$  East longitude (Naini Allahabad). If it is multiplied by 4 minutes, it would be 330 minutes which is equal to 5 hours and 30 minutes. The numbering of  $82^\circ 30'$  East longitude is from the prime meridian ( $0^\circ$ ) which is passing from the Greenwich, near London. Hence, the time is 5 hours and 30 minutes forward to the Greenwich time because it is towards east of Greenwich. The local time difference between the easternmost and the westernmost points is approximately two hours. When

people of Arunachal Pradesh are taking breakfast to leave for their offices, the people of Gujarat are just waking up. Still the time for whole of the country is considered to be the same everywhere. This is done to avoid the problems of dual/multi timings.

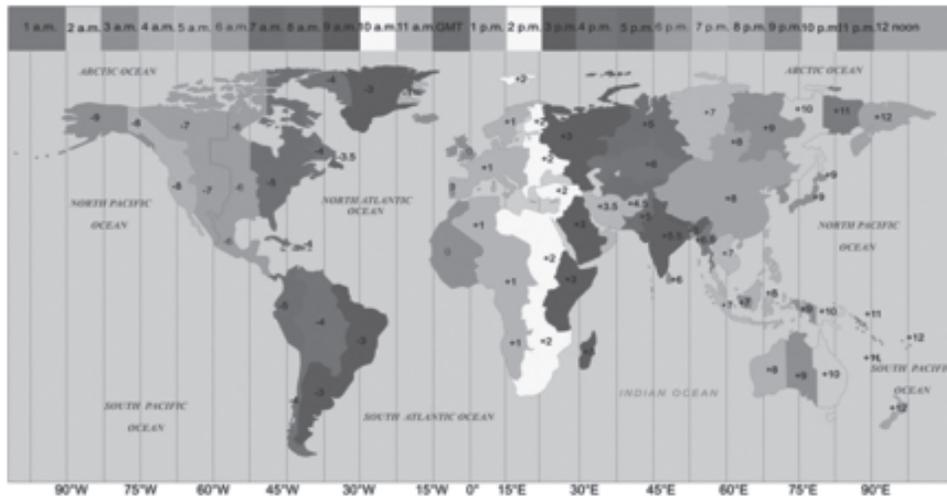


Figure 4.5: Time Lag

Some countries are very big in their longitudinal extent. Such countries have many time zones as one time zone does not serve the purpose. Australia has three time zones, the mainland of USA has four, Canada has six and Russia has nine time zones. The well accepted time zones of the world are shown on the figure 4.5. An international tourist visiting any country has to adjust the time of their watch as per the destination. Hence, information about the time is very important as it helps to understand the location of the visited place in relation to their own country. It also helps in understanding the time-lag. The human body needs acclimatisation in terms of the climate as well as the problem of time arising out of the longitudinal distance travelling. It determines the sleep disorder as tourists need to adjust their biological clocks. This problem arises more with east-west departure.

#### 4.4 INTERNATIONAL DATE LINE

The International Date Line (IDL) is an imaginary line on the surface of the earth that runs from North Pole to South Pole and separates one calendar day from one side to another. Figure 4.6 shows that International Date Line follows the meridian of 180° longitude, roughly down the middle of the Pacific Ocean. To avoid passing through the International Date Line from a single nation the line deviated around the Far East of Russia and then around various Island groups in the Pacific Ocean. These various deviations (East or West) generally accommodate the Political and/or Economic affiliations of the affected areas. A tourist crossing the International Date Line eastbound reduces one day or



Notes

## MODULE – 1

### Basics of Tourism

## Fundamentals of Travel and Tourism Geography

24 hours so that the calendar date to the west of the line is repeated. A tourist crossing the IDL westbound adds 24 hours or one calendar day. The International Date Line is necessary to calculate date and time correctly.



Notes

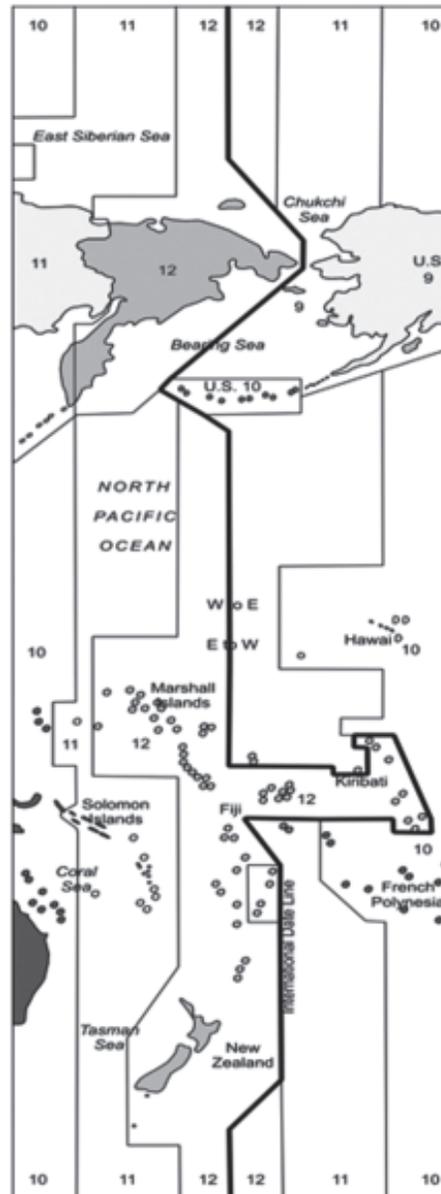


Figure 4.6: International date line

### 4.5 DETERMINING TIME ON THE GLOBE

As mentioned above, the spinning of earth along every longitude of the earth takes four minutes to come in front of the sun. If the globe is kept in front of you and you are looking at the globe, the spinning direction of the earth on its axis is anti clock-wise. The sun is supposed to be stationed in the east

direction. The surface of the earth is changing due to its rotation. The western part of the globe moves eastward (sunward). Therefore, the places nearer east come first in front of the sun and those to be west come later. Due to this, the place lying towards east has advance time in comparison to the place lying towards west. East or west is again decided by the values of the longitudes. The place/ country lying in the east has advance time. The advancement of the time is determined by the east-west expansion. Our country's local time is decided by the longitude and time on this central meridian is known as the Indian Standard Time (IST) which is  $82^{\circ}30'$  East from the Greenwich. Hence, the time in India is 5 hours and 30 minutes in advance as compared to the Greenwich time.

#### 4.5.1 Steps to Calculate the Time

The following steps should be followed:

- Determine the longitude of both the places between which you are trying to find out the time.
- Calculate the difference between the longitudes in degrees.
- If both the places are in the same hemisphere (east or west), the difference is found by subtracting the smaller value from the bigger one.
- If both the places lie in different hemisphere, the figures are to be added to get the difference.
- After getting the difference, multiply the value by four, because earth takes four minutes to rotate one degree of longitude.
- The value thus arrived would be in minutes.
- Divide this value by 60 to convert into hours, because one hour is equal to 60 minutes.
- The time difference you get the difference would be between those two places.
- If the time of reference is to be taken from west to east, then that much time should be added to get the time of eastern place, because east time is forward in comparison to west.
- If the time of reference is from east to west, then that much time would have to be deducted to get the time in the western place, because west time is behind the time in East.

Let us study some examples: place "A" is at  $45^{\circ}$  East longitude where the time is 8 am. Another place "B" is at  $120^{\circ}$  East longitude. What would be the time at place "B"?



Notes

**Notes**

**SOLUTION:** difference between the two longitudes ( $120^\circ - 45^\circ$ ) is  $75^\circ$ .

$$75 \times 4 \text{ minutes} = 300 \text{ minutes}$$

$$300 \text{ minutes} \div 60 \text{ minutes} = 5 \text{ hours.}$$

Since, the reference is from “A” (west) to “B” (east), the time at “B” would be more than the time at “A” by 5 hours. Hence, the time at “B” is (8+5 = 13 hours) 1 pm.

Let us take another example: the longitude of place “P” is at  $45^\circ$  East longitude where the time is 8 am. Another place “Q” is at  $120^\circ$  West longitude. What would be the time at place “Q”?

**SOLUTION:** difference between the longitudes ( $120^\circ + 45^\circ$ ) is  $165^\circ$ .

$$165 \times 4 \text{ minutes} = 660 \text{ minutes}$$

$$660 \text{ minutes} \div 60 \text{ minutes} = 11 \text{ hours.}$$

Since, the reference is from “P” (east) to “Q” (west), the time of “Q”

would be less than the time of “P” by 11 hours. Hence, the time at “Q” is (8 am-11 hours)

$$24 \text{ (previous date)} + 8 \text{ hours} = 32 \text{ hours} - 11 \text{ hours} = 21 \text{ hours, i.e.,}$$

9 pm of the previous date if the date at place “P” is February 01, 2013. The time at “Q” would be 9 pm of January 31, 2013 (previous date in comparison to the date of place “P”).

**ACTIVITY 4.1**

Make a telephonic call to your friend or relative who lives in a different country. Ask the local time of his city and calculate the time difference between his/ her and your city. Also calculate the longitude difference and comply with time difference between these two cities.

**INTEXT QUESTIONS 4.2**

1. Define international date line
2. How much is the time difference between Allahabad and London?
3. What is the effect of crossing international date line?

## 4.6 COMMUNICATING THROUGH MAPS AND CHARTS

Illustration of information through maps and charts is one of the techniques used in geography. They help a lot to represent many things very clearly and help in making the information more understandable. If a person has visited any particular area with keeping the mind open to visualise the space, he/she could explain it well what he/she has already seen at the time of visit. But if the events are illustrated through maps, it could be understandable even for a person who has not visited the area.

Map is of great importance because:

- it brings a large area/surface of the earth more comprehensible by plotting various items of the surface,
- visualisation through map for a bigger area is easily understandable,
- spatial differentiation and pattern of distribution can easily be understood than expressing it in words,
- map is a well-organised and substantiated form of storing spatial information and
- map speaks louder and appropriately than words.

### 4.6.1 Types of Maps

There are many types of maps depending upon the use and information they provide. But for the convenience they may be put into two major categories:

- (i) General Reference Map, and
- (ii) Special or Thematic Map

### 4.6.2 General Reference Map

A General reference map gives general information about any spatial unit like world, continents, countries, districts, cities, rivers, mountains, plateaus, plains, oceans etc. These types of maps are available in books or Atlases generally used by students. Therefore, an Atlas is the collection of various types of maps which provides information about common features of concerned aspects of those areas.

### 4.6.3 Special or Thematic Map

Special or thematic map give thematic information such as climate, vegetation, rainfall, temperature, distribution of crops, minerals, industries, roads, railways, air routes, wind direction and circulation, cyclones etc. These maps can further be divided into sub-parts depending upon the specific requirements of a person. Some of the important maps are discussed below:



Notes



Notes

**POLITICAL MAP:** Political map represents the area of a particular continent/ country/state or any unit of political administration. Many colours are used to differentiate one political unit from another. But there is no special significance of any colour assigned to any political unit. If you see the political map of India (figure 4.7) or any political map in an Atlas you will see that it shows international, state, coastal boundaries and also rivers, lakes, seas, important roads, railways, state capitals, important cities, and ports, including major industrial and commercial centers. This type of map helps the tourists by providing the information about the location of the tourist places and the country. It also gives details about the mode of travel from one place to another as well as the approximate distances they need to travel. It is helpful for travelling tourists and people flying to different countries.



Figure 4.7: Political Map of India

**PHYSICAL MAP:** Physical map represents the physical features/height of an area. Many colours are used in this type of map. The colours are in shaded form. Generally darker shade represents higher elevation and the lighter shade as the lower altitude. Different types of altitudinal variations like mountain ranges, hills, hot and cold deserts, plateaus or plains are featured. Apart from these; rivers, waterfall, lakes, forested areas, swamps, waterlogged areas etc. are also shown (figure 4.8). This type of map helps the tourists to know the physical characteristic of the places they intend visiting and prepare themselves to face the effects of elevation by considering the temperature conditions. The climatic condition of plains is completely different from that of mountains. Visit to both the places can be planned in different seasons. Hence, the knowledge of the physical map, its reading and understanding is quite essential for the tourists.



Notes

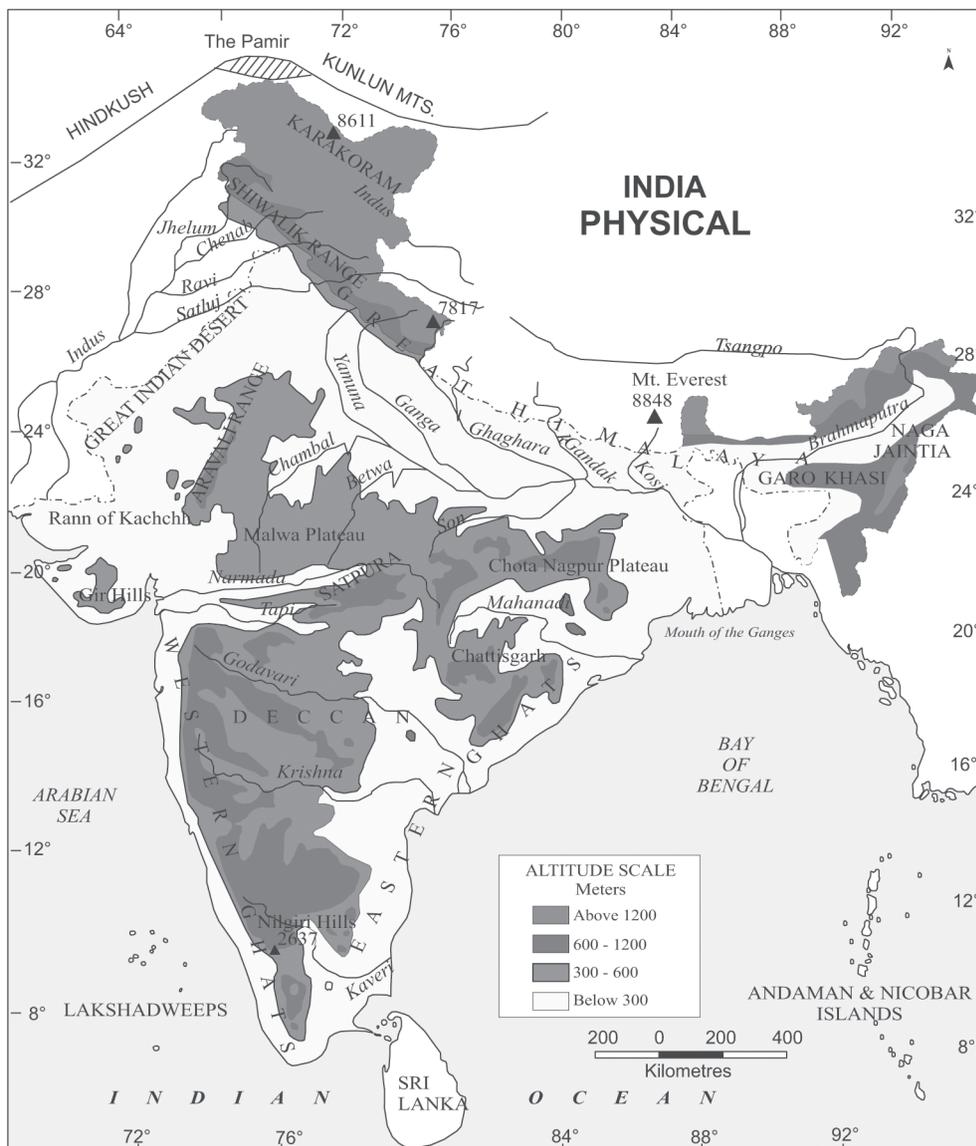


Figure 4.8: Physical Map of India



Notes

**ROAD MAP:** Road map represents the roads found in any particular area with the information of motorability in different seasons. This road map also shows the availability of petrol pumps, boarding and lodging facilities and places of public assistances. Different type of roads like National Highways, State Highways, District Highways, and Village Roads are highlighted in different ways. Among these roads, National Highways and State Highways are very important because of the services they provide to the smooth movement of people and goods in general and tourists in particular.

The roads are important for the domestic tourists because they travel by roads to different destinations. The higher order of roads provides good facilities and services to the user. Tourists are also interested in knowing the distances to be travelled by them. For this, the distance matrix table (Fig. 4.9) becomes very important for them to decide their journey and planning their time.



Figure 4.9: National highway

**RAILWAY MAP:** Railway map (Fig. 4.10) gives the information about the railway network in a country or even the connectivity with the adjoining country in a contiguous manner. This type of map provides information about:

- nature of gauge of the railway track in a certain section,
- route length of such a gauge section,
- types of engines in operation like electrified or diesel operated,
- nature and type of tracks on different sections like single, double, under gauge conversion or under construction.



Notes

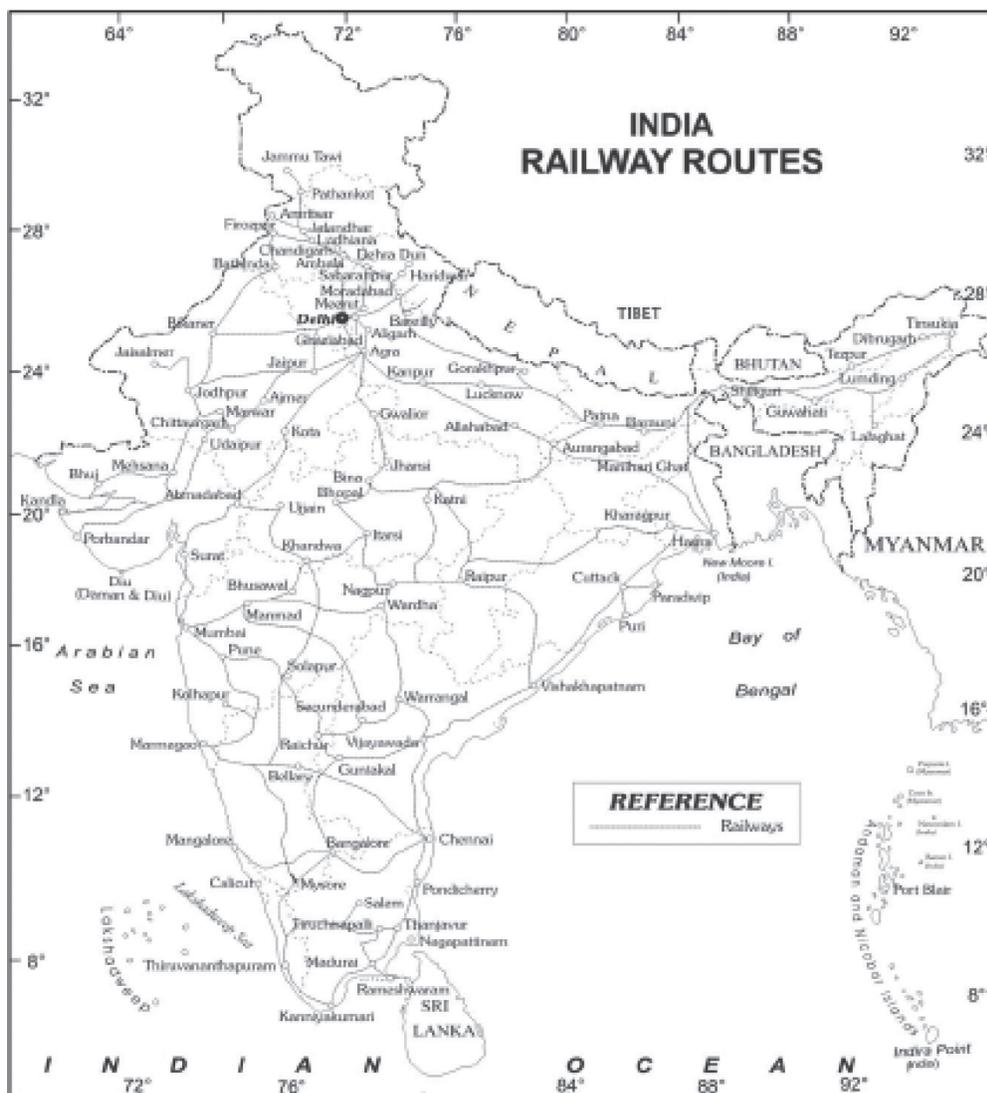


Figure 4.10: Railway Map



**Notes**

The railway map helps tourists in planning their journey to their destinations just by looking at the map. It is helpful in providing information about the connectivity and availability of trains to their destination places. Sometimes, it happens that the tourist center is not directly linked by railway. In that case, tourists prefer to cover the larger distance by train and get the connectivity by road to reach the destination. For example, tourists coming from Mumbai and going to Jammu and Kashmir Valley may decide to go by train till Jammu and then by bus to reach the Valley.

**AIR ROUTE MAP:** Air route map shows the major and minor national and international airports, air routes under operation with available connectivity among them. Air network map is very helpful for tourists to get the informations about shorter air routes for their destination.

**TOURIST MAP:** Tourist map is definitely very important for the tourists as it is related to their requirements and needs. This type of map is prepared keeping



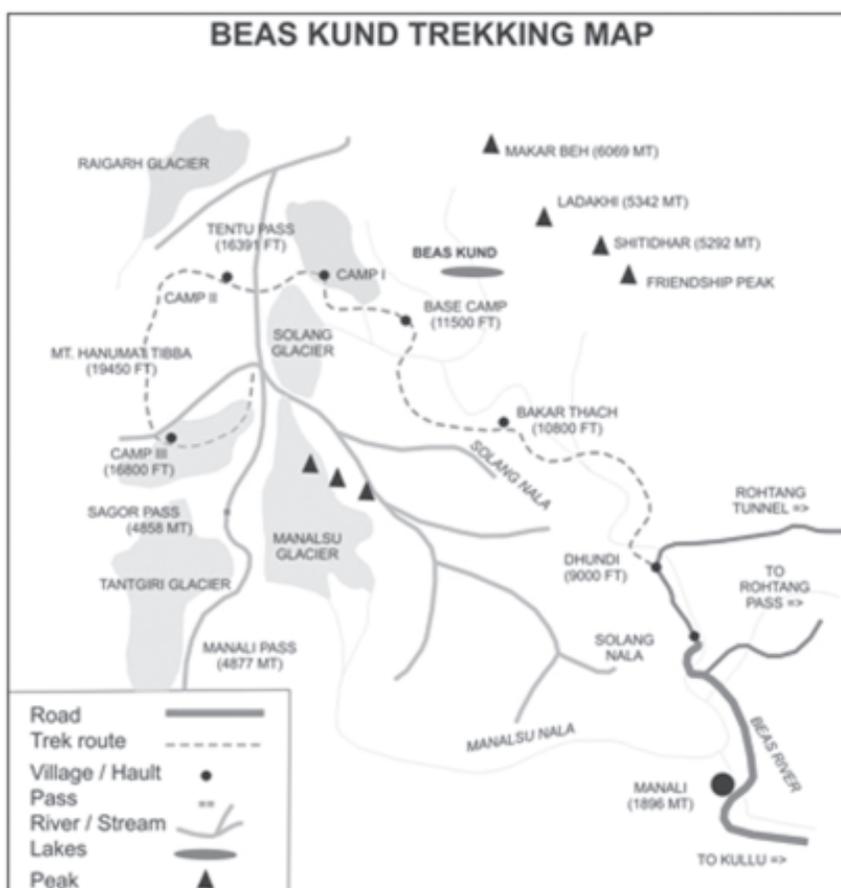
**Figure 4.11: Tourist map**

in mind destinations of tourist interest like places of scenic beauty, hill stations, monuments, religious places, beaches, wildlife sanctuaries, parks, places of historical importance, cultural sites, trekking routes and mountaineering, and many more. This map also depicts other features like location of places with reference to rivers, lakes, oceans, mountains, hills, forests etc. Though this information could be put into many maps but generally they are synthesised into a single map for the tourists so that they could get the composite picture of places where they are visiting. The tourist maps are prepared from national to local level such as map of India, Delhi, Agra or Mumbai. Figure 4.11 represents location of different tourist centres in India. Tourist information center of any state provides tourist map in details.



Notes

**TREKKING ROUTE MAP:** Trekking route map shows the tracks in the mountainous areas along which the trekking is possible. Some tourists who like adventure in nature are interested in trekking and for them this type of map is of great help. On this map trekking path, height at different locations, camp pitching ground, along with river and mountain system are also shown (figure 4.12).



**ACTIVITY 4.2**

You want to visit “Dal Lake” of Kashmir from Delhi. Take a map and collect all relevant and required information like location, surface and air route connectivity, distance etc.

**Notes****4.6.4 How to Read a Map**

Maps are very useful for the tourists. They can understand the location of places of their visit well before they reach there. Tourists guide and books are there to cultivate the interest in tourists. Therefore, guide books sometimes act as the medium to motivate the tourists to go on tour. Maps provide every type of information like topography, climate, rainfall, drainage, distance, routes, suitable days to visit the area, and much more. To understand the map well, one should be very particular about the latitudes and longitudes of the place for location. The scale given on the map is very much important to estimate the distance from one place to another. Similarly the direction is equally important to know the respective location of a place. This can be found by looking at the direction given on the map. If the direction is not given, the latitude and longitude line drawn on the map can help to know the direction. Various types of information are given on the map. Those could very easily be understood by reading the legend given at the bottom. Distribution of any phenomena should be seen by looking at the spatial pattern shown on a map.

**4.6.5 Types of Charts**

Numerical information can be easily understood by transforming it into a visual presentation. This makes the data easily graspable, comparable, and helps in arriving at conclusion. Some of the important methods used to represent the data are **bar charts, pie charts, line charts, scatter diagram, histogram and flow charts.**

**BAR CHART:** Bar is a rectangular shaped two dimensional representation of information. It is one of the most common ways to compare information simply by visualising the prepared bar. Bar chart is very effective when the numerical data are grouped into different categories. For example, if the number of tourists arriving at different tourist centers is available, the bars could be created for different centers by selecting the appropriate scale. After plotting the data, a comparative visualisation helps arrive at conclusion. Bars could be single or multiple and can be used on a map or on a separate sheet.

**LINE CHART:** Line chart is used to study the trend of any phenomena over a certain time period. Line chart connects individual numeric data points. This results into a simple, straightforward way to visualise a series of values over

a time period. For example, if the numbers of tourists arriving at a certain tourist center for different years are available; they could be plotted against various years. The final outcome of plotting will give a visual trend of an increase or decrease or an erratic variation of tourists over that time period.

**PIE CHART:** Pie chart represents the proportionate share of values constituted by different sectors. In this method, all the values are added together to represent 100% for which a circle is drawn. The same circle is divided into various sectors depending upon the items contained by those sectors. For example, if the tourists are divided into different groups on certain basis like religion, income group, source of their origin etc. and their numbers are available then a pie chart can easily be prepared to see sectoral strength of the number of tourists.



Notes

**ACTIVITY 4.3**

Get foreign tourist arrival data of last 10 years of tourists who visited your state. Represent the figures for each year on a bar chart.

**INTEXT QUESTIONS 4.3**

**Answer the following questions in brief:**

1. What are the two major categories of Maps?
2. Describe thematic maps
3. A foreign tourist intends to visit various tourist places in India. Which maps would you suggest to him for reference?
4. What are the features of a trekking Route Map?

**WHAT YOU HAVE LEARNT**

- Geography is a core and significant discipline and integral part of Travel and Tourism. It gives a lot of in depth understanding of a place. It contributes a lot in the growth and development of tourism industry.
- Tourism is a kind of travel with the purpose of leisure, recreation, enjoyment, rejuvenation or way of parting with the hectic work schedule.

## MODULE – 1

### Basics of Tourism



#### Notes

### Fundamentals of Travel and Tourism Geography

- Travel and Tourism geography talks about the geographical aspects which increase the possibility of tourism. This discipline imparts various types of information to help the tourist which in turns promotes tourism.
- Latitude and Longitude lines help us to locate any place on the earth's surface. Besides this, we can also understand the climate and different time zones. Determining time on the globe is very essential for tourists.
- Our country's time is decided by the longitude that passes from the centre and bears the longitude value of  $82^{\circ} 30'$  East from the Greenwich. Hence, time of India is 5 hours 30 minutes advance in comparison to International Standard Time or the Greenwich time.
- Preparing and reading maps is very important area of Geography. Maps are broadly put into two major categories:
  - (a) General Reference Map and
  - (b) Special or Thematic Maps
- General reference maps provide information about any spatial unit like continents, countries, districts, cities, rivers, mountains, plateaus etc. But, special on thematic maps showing vegetation, rainfall, temperature, mineral, industry, roads, railways, air routes are useful for travellers.



### TERMINAL EXERCISE

1. How does the understanding of Geography help promote tourism.
2. Distinguish between latitude and longitude.
3. What are special or thematic maps? Explain any four thematic maps?
4. Define international Date Line.
5. Explain geographical time lag.
6. Distinguish between Bar and Pie chart.



### ANSWER TO INTEXT QUESTIONS

#### 4.1 (A)

- |                 |                  |
|-----------------|------------------|
| (i) Equator     | (ii) Hemispheres |
| (iii) Greenwich | (iv) Northern    |

**(B)**

1. Tourism phenomena like travel distance transport, time-lag between origin and destination of tourism site and location, current environmental conditions can be understood by geographical analysis.
2. Latitude - An angular distance measured at the centre of the earth from equatorial plane, either to the north or south direction.

Longitude - An angular distance measured along axis of the earth between the prime meridian plane and plane of the parallel of the place of which the longitude is sought.

3. – To locate any place on the earth surface.
  - Determining time on the globe requires understanding of longitude.
  - Understanding of latitude helps to know about the climate of any place on the earth's surface.

**4.2**

1. International Date Line is an imaginary line on the earth surface which runs from North to South Pole and separates one calendar day from either side.
2. Time difference between Delhi and London is 5 hours 30 minutes as there is total longitude difference of  $82^{\circ} 30'$  because London is on Prime Meridian ( $0^{\circ}$ ) and Allahabad's time is decided by  $82^{\circ} 30'$  East.
3. One day is added when a person is crossing International Date Line from east to west and when he or she is crossing from west to east then there is reduction of one day (24 hours).

**4.3**

1. (a) General Reference Map  
(b) Special or Thematic Map
2. Thematic maps give general information about climate, vegetation, rainfall, temperature, minerals, industries, roads, railways, air routes etc.
3. Tourist map and transport map of India.
4. Trekking route map shows the treks in mountainous areas along which trekking is possible. It indicates trekking path, height at different locations, camp pitching ground along with river and mountain system.

**Notes**



Notes

5

# TRANSPORT FOR TOURISM

Transport is one of the essential components of tourism activities. The relationship between transport and tourism development is very important because it contributes significantly in the development of tourism. It overcomes the physical social and economic development of human beings. It overcomes the physical constraints of distance and meets the human needs for movement over the space. It provides a link between the origin and destination of tourism. The movement of human beings at national and international level is taking place because of various means of transport. Millions of tourists are being transported safely, quickly and comfortably to their destinations at a reasonable cost. In fact, transport and its associated infrastructure have facilitated human mobility on large scale.

In this lesson, we will study about transportation system and the inter relationship between transport and tourism, role of transport in tourism promotion and means of transportation in India.



## OBJECTIVES

After studying this lesson, you will be able to:

- explain the meaning of transport and its various means;
- identify the linkages between transport and tourism;
- discuss the characteristics of tourist transportation;
- identify means of transportation engaged in tourism in India;
- discuss tourist transport operation and
- describe the role of transport in promoting tourism.

## 5.1 CONCEPT OF TRANSPORT

The term transport is derived from the Latin word *trans* meaning across a port. Thus, the movement of people or goods from one place to another by a means of transport is called transportation. Each tourist has to move from place to place and needs transportation for his or her movement. Transport helps people to move from tourist generating area to tourist destination area. In between, there is a transit route. There are different modes of transport like road transport, rail transport, water transport and air transport. In earlier times road transport was more popular than railways or waterways. For travellers, the states have taken keen interest and extended some important facilities on these land routes. To measure the distance from their destination point, *kosminars* were constructed (Fig. 5.1). Some of them still survive. Trees were planted on both sides and wells were dug to provide drinking water to travellers and protect them against heat and thirst. In addition *sarais* (accommodations) were constructed along the route.



Notes



Fig. 5.1: Kos Minar

Those days travellers generally travelled on foot. When emperor Jahangir (1605-1627 AD) noticed some walls measuring  $2\frac{1}{2}$  to 3 gaz long along the roads in Gujarat, he realised how handy they were to the porter who was tired and wanted to rest. He could easily place the luggage on the wall and left it again with ease

and without any assistance from any one and proceeded to his destination. Jahangir liked the system so much that he ordered such walls to be constructed in all towns at government expense.

**Notes**

## 5.2 LINKAGES BETWEEN TRANSPORT AND TOURISM

Tourism plays a key role in the socio-economic and cultural progress through creation of jobs, enterprise and infrastructure and revenue earnings. Tourism certainly requires an integrated development of basic infrastructural components, and transport is one of them. Transport occupies a key position in tourism sector and it is an important driver for socio-economic progress. It plays an important role as it would be impossible for tourists to visit many tourist sites without it. It provides an essential link between points of origin to its destination areas. It facilitates the movements of holiday makers, business travellers, people visiting friends and relatives and those undertaking educational and health tourism. Over the years, tourism has recorded significant growth in development and is one of the fastest growing economic sectors in the world. Due to new innovations in transport system, the growth and patterns of tourism are changing. We need today a safe, convenient and affordable mode of transport for travelling. In 2015, the United Nations World Tourist Organization (UNWTO) recorded a 4.4% growth and it reaching 1,184 million travellers. This huge number of tourist travelled because of transportation be it surface, air or water transport. In India, Planning Commission has identified tourism as the second largest sector in the country in providing employment opportunities. Most of the semi-skilled workers are engaged in supportive activities of tourism industry.

## 5.3 CHARACTERISTICS OF TOURIST TRANSPORTATION

A good system of transport plays an important role in sustaining economic growth and development of a country. Because of the fast moving life, people have less time and they want to visit more and more places in a shorter period. With the invention of a new efficient transport mode like aircraft, fast trains like the Shatabdi, Rajdhani and Duranto as well as good road like Expressway from Delhi to Agra, the tourism sector is being transformed into a new vista. Each and every mode of transport has its own characteristics with regard to travel and tourism. You will now read about the characteristic of these modes of transportations.

### (A) Characteristics of Road Transportation

- Road transport provides basic accessibility in connecting various places and people. It also has a number of advantages like good flexibility, reliability,

speed, cheaper cost etc. It is accessible to a large number of people and is more efficient than other means of transport.

- It can take the tourist upto the final destination point.
- National and State Highways both are very important in the development of a fine network of roadways. Both flyovers and good conditions of road have helped to increase the travel and tourism activities across the world.
- Different types of road vehicles are used like car, taxi, coaches, buses and jeeps which can connect rail, air and water transportation to each other.

### **(B) Characteristics of Rail Transportation**

Railway is the most suitable and cheap means of transport for long distance travelling. As compared to road transport, it is very cheap and comfortable for longer distances. A huge number of people can travel together from one part of country to another for the purpose of business, education, sight seeing, pilgrimage, visit to friends and relatives. There are various categories of coaches including General, Sleeper, A C Classes, A C Chair Car etc. The railway provides basic infrastructure for movement of tourists to nearly all parts of the country. In modern times, an interesting development is the advent of high-speed trains with various facilities like refreshment, berth, food, internet, and washroom etc. It has created a significant increase in travel and tourism sector.

### **(C) Characteristics of Water Transportation**

- Travel by ship was the main means to travel overseas until the middle of 20th century? The earliest type of boat was the raft, made of grasses, logs and other light material. Now the quality of boats and ships has improved a lot and most of the discoveries of the world were made through water transport. This is evident as tourism through cruises is increasing day by day and has an excellent potential.
- Lakes, rivers, canals, Backwaters Sea are very important modes of water-based tourism all over the world.

### **(D) Characteristics of Air Transportation**

- At the global level, air travel is the second most popular mode of transport after road. It is the fastest means of transport. One can reach the destination in hours covering the distance of thousands of kilometers. Air transportation has connected all nations of the world. It has transformed the whole world into a Global Village. This mode of transport is free from surface hindrances such as inaccessible mountains, dense forest, marshy land, flooded areas, hot and cold desert.



**Notes**

- High speed that saves time and providing luxurious journey are important characteristics of air transport. It is a convenient, comfortable and luxurious source of transport.

**Notes**

#### 5.4 MEANS OF TRANSPORT IN INDIA

India is a vast country with amazing geographical diversity together with plurality in language, religion, culture and ethnicity from the mountains of the Himalaya in the north to the sea coasts in the south and from the Thar deserts in the west to the humid forests in the northeast. This diversity is accessible by a good and improved transport system. The means of transport in India comprises various modes such as road transport, railways, water transport and air transport. Each of these has its own significance in relation to travel and tourism. The choice of transport mode is influenced by the geography of the area, distance, time, comfort, safety, comparative fares, ranges of services offered etc. Railways and roads are the dominant mode of transport carrying more than 95 per cent of total traffic in the country although other modes such as coastal shipping and inland water transport also play an equally important role. Transport engaged in travel and tourism can be divided into following four categories:

- (i) Road Transport
- (ii) Rail Transport
- (iii) Air Transport
- (iv) Water Transport

##### **(i) Road Transport**

Road transport is a very important mode of transport for shorter distance. It connects the people and places of the country. It links a markets, cultural centers, religious places, historical sites, villages and towns with national mainstream.

##### **(a) Highways**

Highways and District roads are primarily used to connect major tourist centers in the country. Various modes of road like cars, taxis, coaches, buses, autorickshaws etc are used. National Highways (NHs) are principal roads connecting different state capitals to the main cities of country. NHs with a length of 70,934 km comprises only 2.0 percent of the road network but carry 40 per cent of the road-based traffic. There are 23 NHs in India varying in length. In recent times, many expressways and flyovers have come up in India making the road transport fast and efficient. The travel time and traffic jams have been

considerably reduced, which helps in promoting movement of people in general and tourism activities in particular. The first expressway built is between Mumbai and Pune. The Yamuna Expressway connects Delhi with the world-renowned site Taj Mahal in Agra. Flyovers built in urban areas reduce the pressure on intersections facilitating smooth run of traffic. Delhi is known as City of Flyovers, and has helped reduced pollution and travel time within Delhi.



Notes

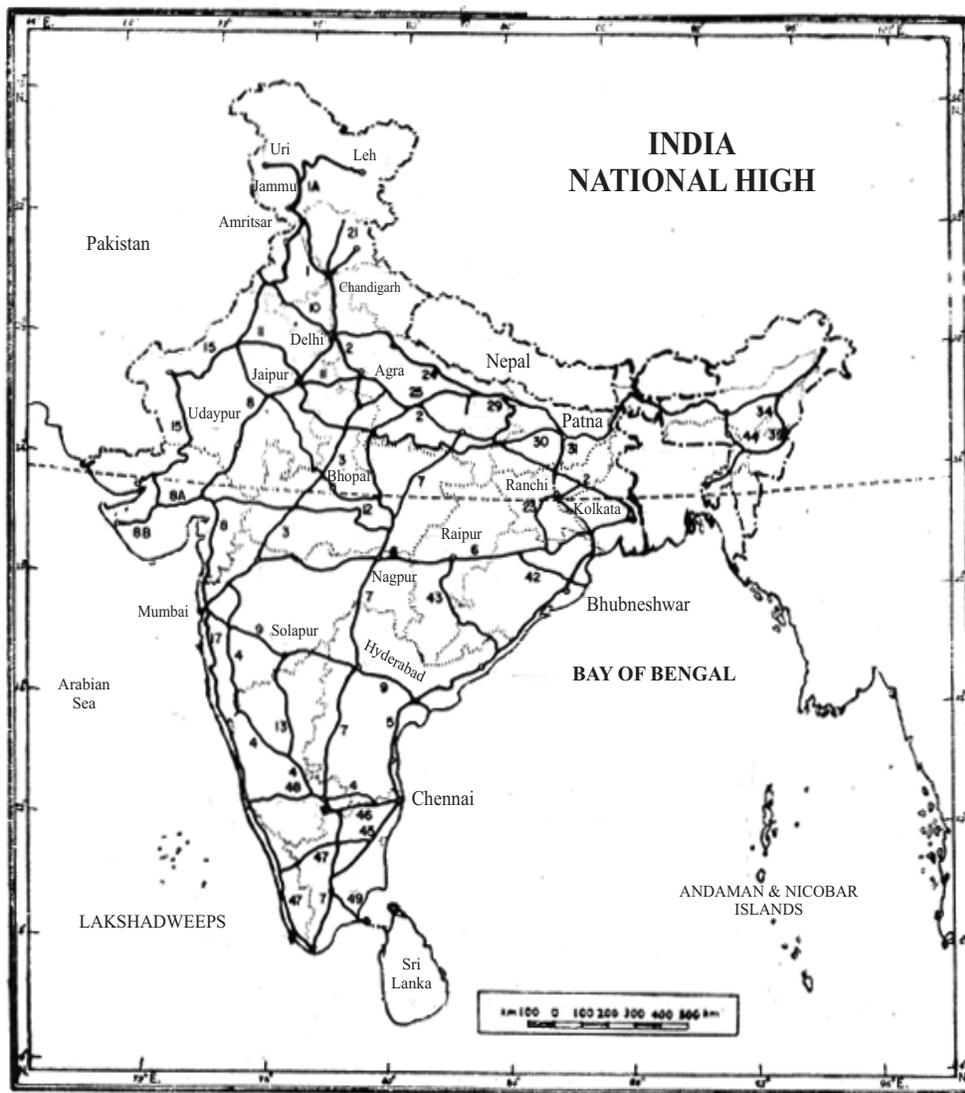


Fig. 5.2: Major Highways in India

**(b) Super Highways**

In India, Golden Quadrilateral connects four major cities of Delhi, Mumbai, Kolkata and Chennai. North-South and East-West corridors (7300 km) connect



**Notes**

the length and breadth of the country. North-South corridor connects Srinagar in the north to Kanyakumari in the south and East-West corridor connects Silicher in the east to Porbandar in the west. There is a Golden Triangle which connects three cities Delhi, Agra and Jaipur. Because of the triangular shape, it is called the Golden Triangle. This route is more popular among the foreign and domestic tourists. Majority of the tourists travel from Delhi to Taj Mahal (Agra) and then Jaipur and its surrounding deserts. This circuit is about 1000 km long by road. There is also another Golden Triangle connecting Puri, Konark and Bhubaneshwar cities in east India.

**(c) Roads**

State Highways connect state capitals with district headquarters, important towns and cities within a state. Major District roads take the traffic from main roads. It contributes significantly to the growth and development of tourism in the country. Availability of district and village roads is promoting rural tourism. The inter-state bus system is well developed and the quality of buses varies. Different categories of bus, taxi, auto-rickshaw etc. are available ranging from ordinary, semi-deluxe, deluxe, Volvo; fully air conditioned etc. Golden Quadrilateral connects four cities Delhi, Mumbai, Kolkata and Chennai. Golden Triangle connects, three cities Delhi, Agra and Jaipur in the north India.

**Table 5.1: Status of Roads in India (2011)**

Type of Road	Length
● Expressways	950 km
● National Highways	66,590 km
● State Highways	131,899 km
● Major District Roads	467,763 km
● Rural and Other Roads	2,650,000 km
● Single Lane/ Intermediate	32%
● Double Lane	56%
● Four or more Lanes	12%
● Total Length	3,300,350 km

Source: National Highway Authority of India

**(ii) Rail Transport:** Indian railways provides the principal mode of transportation for public and tourists. It brings together people of different areas for business, sightseeing, religious, education etc. Indian Railways have been a great unifying

force during the last 160 years and plays a very vital role in the social and economic development of the country. India has the second largest Railways network in Asia and the fourth largest in the world after USA, Russia and China. India tops world's leading countries with regard to passengers carried per kilometer. During 2008-09, the number of passengers carried was 6,920 million, which was merely 1,284 million in 1950-51 indicating the increase of about 5.5 times over a period of little less than 60 years the majority of domestic tourists are primarily dependent on Railways for long travel. Ministry of Railways is making positive efforts for improving the demands of passengers like increasing faster trains, safe and comfortable journey.

**Notes**

### **(a) Tourism Promoting Trains**

Indian Railways are running few special trains to promote tourism in India such as Toy Train, Palace on Wheels, Fairy Queen, Heritage on Wheels, Bharat Darshan train, Train of Darjeeling, Nilgiri Mountain Rail of south India and Kalka-Shimla Rail make their place in the World Heritage list of UNESCO. Few special trains have been started to promote tourism in India. They are:

- Toy train,
- Palace on Wheels,
- Fairy Queen,
- Heritage on Wheels,

Palace on Wheels is a royal train which provides all-inclusive package tour of seven days covering important tourist sites of Rajasthan, Delhi and Agra. Its coaches have luxury services. This is popular among domestic and international tourists who want to enjoy sight seeing of the region, travelling in sheer luxury and enjoying a delicious cuisine simultaneously.

Fairy Queen Train has the oldest steam locomotive engine. It departs from Delhi and stops at Alwar where guests are taken to the Sariska tiger reserve forest for an over night stay.

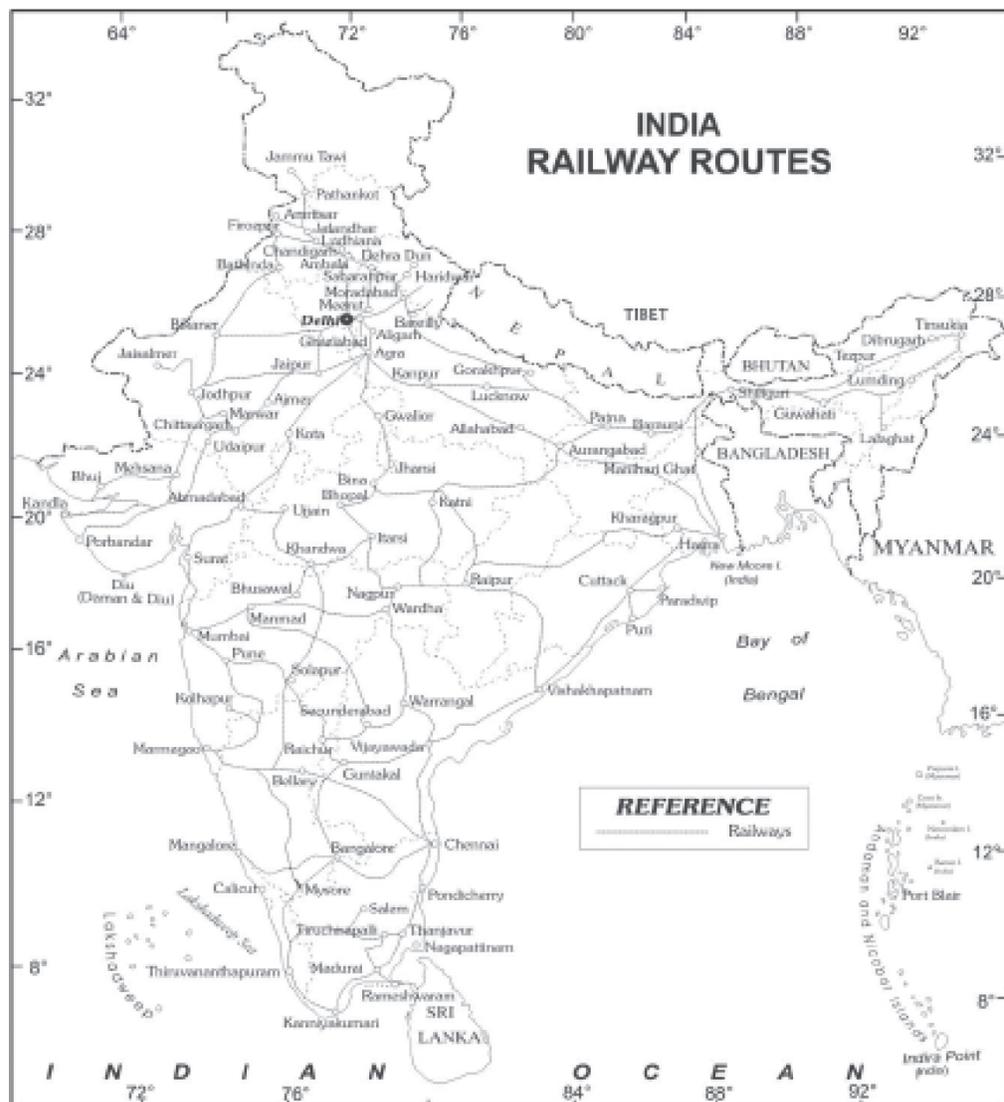
Heritage on Wheels is a luxury train connecting small cities of Rajasthan, which includes Bikaner, Gajner, Nawalgarh, Mandawa, Ramgarh and Shekhawati. This is a luxury train consisting of 14 saloons, each one designed keeping in the mind the heritage and culture of Rajasthan.

Bharat Darshan is a special tourist train, which covers all the important tourist places in the country. The affordable cost of tour package covers accommodation arrangement for each coach, tourist buses for visiting sight seeing spots, hall

accommodation at places of night stay: Guides for information are some of the added facilities.



Notes



**Fig. 5.3: Railways in India**

**(b) Metro Rail and Trams**

To some extent, Delhi Metro Rail has shown significant impact in solving the transportation problems in the city. It is completely air-conditioned, safe and clean. It provides connectivity to major tourist sites and provides comfortable journey to the tourists.

Tram has been running in Kolkata city since British times. Along with the daily and local commuters, the tram is providing comfortable and cheap journey to

the tourists also. The Kolkata tramway has many vintage features. It uses a trolley pole and foot gong, which is rare among international tram systems.

### **(iii) Air Transport**

Air transport is used to carry tourists and luggages over long distances and it has a very important role to play in the tourism development. At global level, demand of air transport is increasing, as it has made it easy to visit any place in the world within 24 hours. Airports provide the entire basic infrastructure, which is needed for passenger comfort. Government of India is now spending huge amount of money to upgrade and modernise the airports of Delhi and Mumbai. About 97 per cent of international tourist arrive in India by air transport. Delhi and Mumbai are main entry points for more than 70 per cent of international tourists.

Now, tourist charter flights can land at all 16 designated international airports, namely Ahmedabad, Agra, Amritsar, Bengaluru, Kolkata, Chennai, Cochin, Delhi, Guwahati, Hyderabad, Jaipur, Mumbai, Thiruvananthapuram, Varanasi and Port Blair. Many public and private air travel agencies offer concessional tickets, special packages to attract more of lower budget tourists.

### **(iv) Water Transport**

Since the Indus valley civilization, rivers have been used for transportation of goods and human beings. There are three major dimensions of tourism categories of water transport:

- (i) Coastal Shipping
- (ii) Inland Waterways
- (iii) Sea transport

India is bordered by Bay of Bengal in east, Arabian Sea in west and Indian Ocean in the south and it has a very vast coastline of about 7500 km including Lakshdweep and Andman Island and Nicobar Island. The country has an extensive Network of inland waterways and seaports. The inland waterways include rivers, canals, backwaters and creeks. There are 12 major ports and 185 non-majorports. On the west coast they are Kandla, Porbandar Mumbai, Jawahar Lal Nehru (Maharashtra), Marmagao, Mangalore and Kochi. On the east coast they are Tutikorin, Nagapattinam, Chennai, Vishakhapatanam, Paradip and Haldia and Kolkata. All the coastal states have at least one major port. Gujarat, Maharashtra and West Bengal have two major ports each while Tamil Nadu has three major ports.

Waterways provide only one per cent of total transport in India though the navigable inland waterways account for 14, 500 km comprising different river system. A total of 3700 km is fit for using mechanised boats and steamers. There

**Notes**

are three major important National waterways in India. They are Allahabad – Haldia stretch (1620 km), Sadiya – Dhubri stretch (891 km) and Kottapuram–Kollam stretch (205 km). These waterways also attract tourists both national and international. Thus they are also promoting Indian travel and tourism industry.



Notes



**Fig. 5.4: Air and Sea Routes in India**

Water transport is also used for tourism promotion as West Bengal Tourism Department introduced special tourist programmes to carry tourists to Sunderbans. Goa Tourism Department organises sea cruises for half or full day booking for tourists. Tourists enjoy a lot cruising on the Ganga, Brahmaputra and Hoogly

ivers. River rafting is already in operation between Rishikesh and Haridwar. Lakes and backwaters like Dal lake in Kashmir, Nainilake in Nainital, Nakki Lake in Mount Abu, Chilka Lake in Orissa etc. are attracting a great number of national and international tourists. Tourists visiting Lakshdweep Island or Andman and Nikobar Island are taken by the boats and ships where different kinds of recreation activities are arranged for them.

### 5.5 TRANSPORT TO PROMOTE TOURIST

Transport acts as an integral part of tourism connecting the tourist generating and destination areas. The capacity of a transport system determines the pace of tourist flow. Besides an increase in the capacity of transport system, the provision of comfort, reasonably high speeds with safety, discounts in the ticket and light refreshments are incentives. It enhances the tourism activities in such areas. Sometimes good or bad experiences in transport services leave an imprint on the mind of tourists for whole of their life. Hence, it is clear that tourist transport system is very essential for growth and development of tourism.

Certain measures are also needed to boost tourism.

- i. Clear information on location, distance, and fare for tourist sites should be given along with a timetable and information about connecting buses, rail and air modes of travel.
- ii. Updated arrival and departure information should be available on information boards, internet and telephone.
- iii. Aged and physically challenged tourists should be treated well.
- iv. A system of standard signs and symbols should be developed and installed on road, railway stations and air terminals.
- v. Infrastructure in tourist transportation should be created and improved.
- vi. Eco friendly transportations should be developed.
- vii. All terminals and stations should be neat, clean and tidy.
- viii. Strict action should be taken against the persons who mislead and cheat tourists.
- ix. Tourist Police should be there to help especially for female tourist.



#### ACTIVITY 5.1

Go to any tourist place and meet some tourists. Ask about the problems faced by them. Get suggestions for improvement in tourist transportation system.



Notes

**Notes****INTEXT QUESTIONS 5.1**

1. What are different major modes of transport?
2. Write in brief, about the special trains promoting tourism in India.
3. Differentiate between Air and Water transport used by tourists.
4. Give any four suggestions for better transportation system.

**WHAT YOU HAVE LEARNT**

- Development of transport is essential for the growth and development of tourism. It provides the accessibility to the tourists to reach there. The area with least accessibility hinders tourism.
- Transport is needed not only for tourism but is also the backbone for the economic development. Providing good connectivity to different tourist sites attracts tourists.
- Tourists are of different status in terms of economic background. Therefore, various options should be available for each to reach the tourists destinations.
- The transport facility available in any particular area depends upon the provisions created. Hence, depending upon the area and requirements – transport systems are of four types:
  1. Road Transport
  2. Rail Transport
  3. Air Transport
  4. Water Transport.
- All these transport facilities are different and provide different characteristics.
- Air transport is the fastest means which can carry people very quickly from over long distances but it is very costly in comparison to other three means.
- Rail transport is convenient if the long distance is to be covered alongwith huge luggage. It is cheap and carries big number of people together.
- Road transport provides door to door services as well as it connects with other means of transport rail, air and water.
- Water transport thrills the people/tourists, cruises are arranged for such tourists. It is the cheapest mode but taken the longest duration and consumes less energy. Very heavy items are transported very easily by paying lesser amount. Now-a-days cruise trips are becoming very popular.



### TERMINAL EXERCISE

1. Analyse the role of transportation in tourism promotion.
2. Discuss in detail the different means of tourist transportation.
3. Analyse the role of Indian Railways in tourism development in India.
4. In the era of globalization, how is Air transport contributing to the tourism industry?



### ANSWER TO INTEXT QUESTIONS

#### 5.1

1. Transport is movement of people and goods from one place to another. It plays a very important role in tourism. It provides basic accessibility in connecting various places and people. There are four major modes of transport: 1. Road Transport, 2. Rail transport, 3. Air Transport and 4. Water Transport. Road transport has a number of advantages like flexibility, reliability, speed and is cheaper, and efficient than other means of transport. Surface roads provide a way to reach railway stations, airports, seaports. Road can take the tourist up to the last destination points. Different types of road vehicles like car, taxi, coaches, buses and jeeps are used.
2. In India, there are many special trains, which are promoting tourism in country. Some of them are: Toy Train, Palace on Wheels, Maharaja Express, Deccan Odessey, Mahapari Nirvan.
3. Aircrafts transport people and tourists through air. Air transport is used to carry tourist and their luggage over long distances. It is easy to reach any place in the world within 24 hours. Water transport is possible through river, lake, canal, sea etc. It is very cheap but consumes more time as compared to air transport.
4. (a) There should be clear cut information on location, distance, fares of tourist sites.  
 (b) Information should be given about timetable, arrival and departure of transport.  
 (c) Tourist transport infrastructure should be created and developed.  
 (d) A system of standard signs and symbols should be developed and installed on road, railways stations and air terminals.



Notes

## MODULE – 2

Cultural Dimension of  
Tourism



Notes

6

# UNDERSTANDING INDIAN CULTURE AND HERITAGE

India's cultural heritage is not only one of the most ancient but it is also one of the most extensive and varied. From ancient times to the present many races and religions came here and left their imprints on the culture. These people either came into contact with India temporarily or permanently settled within her borders to evolve a distinctive Indian culture. This resulted in a synthesis of many cultures. With the result India, due to its rich and precious Cultural and Natural heritages, came to be known as the land of great wonders and diversities. The Culture of India refers to the way of life of the people of India. India's languages, religions, dance, music, architecture, food, and customs differ from place to place within the country. The Indian culture is often labelled as an amalgamation of several segments of cultures, including traditions that are several millennia old. It spans across the entire Indian sub-continent. Many elements of India's diverse cultural segments have had a profound impact across the world. In its collective form these cultural traits are identified as Indian cultural heritage. It is interesting to note that in the 10th century the Arabs described Indian culture as *Ajaib-ul-Hind*. The literal meaning of *Ajaib-ul-Hind* is 'Incredible India.'

Do you know that these traditions and traditional life styles are inherited from our rich past? What we inherited from our predecessors is known as heritage. Thus heritage encompasses the history and ideas of people of that country, their values and beliefs, monuments, sites of important past events such as battle of Panipat and the battle of Haldi Ghati, which are historically famous. Besides, in the category of heritage we can include arts such as dance, music (shastriya sangeet).

Being an oriental ancient civilization, India has a history that is 5000 years old and its culture which is extensive, profound and unique. All this has made immense contribution to the world progress and civilization. In this lesson we shall identify the major characteristic of Indian culture.



## OBJECTIVES

After studying this lesson, you will be able to:

- describe the meaning and concept of culture and heritage;
- identify characteristics of Indian Culture;
- discuss the cultural identity, religion, region and ethnicity of Indian Culture and
- explain the characteristics of Indian Heritage.



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## 6.1 MEANING AND CONCEPT OF CULTURE AND HERITAGE

The word ‘Culture’ is derived from the Latin term ‘cult or cultus’ meaning tilling, or cultivating, refining and worship. Summing up, it means cultivating and refining a thing to such an extent that its end product evokes our admiration and respect.

The food you eat, the clothes you wear, the language you speak, the God you worship, all are aspects of culture. In very simple terms, we can say that it is the embodiment of the way in which we think and do things. It is also the things that we have inherited as members of society. All the achievements of human beings as members of social groups can be called culture. Art, music, literature, architecture, sculpture, philosophy, religion and science can be seen as aspects of culture. However, culture also includes the customs, traditions, festivals, ways of living and one’s outlook on various issues of life.

Culture thus refers to a human-made environment which includes all the material and non-material products of group life that are transmitted from one generation to the next.

Culture is the expression of our nature in our modes of living and thinking. It may be seen in our literature, in religious practices, in recreation and enjoyment. Culture has two distinctive components, namely, material and non-material. Material culture consists of objects that are related to the material aspect of our life such as our dress, food and household goods. Non-material culture refers to ideas, ideals, thoughts and belief.

Culture varies from place to place and country to country. Its development is based on the historical process operating in a local, regional or national context. For example, we differ in our ways of greeting others, our clothing, food habits, social and religious customs and practices from the West. In other words, the people of any country are characterised by their distinctive cultural traditions.

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Cultural development is a historical process. We have learnt many things from our ancestors. As time goes, we continue to add new thoughts, new ideas to those already existent and sometimes we give up some which we don't consider useful any more.

Cultural heritage includes all those aspects or values of culture transmitted to human beings from their ancestors from generation to generation. They are cherished, protected and maintained by them with unbroken continuity and they feel proud of it.

A few examples would be helpful in clarifying the concept of heritage. The Taj Mahal, Swami Narayan Temple of Gandhinagar and Delhi, Red Fort of Agra, Delhi's Qutub Minar, Mysore Palace, Jain Temple of Dilwara (Rajasthan) Nizamuddin Aulia's Dargah, Golden Temple of Amritsar, Gurudwara Sisganj of Delhi, Sanchi Stupa, Christian Church in Goa, India Gate etc., are all important places of our heritage and are to be protected by all means.

Besides the architectural creations, monuments, material artifacts, the intellectual achievements, philosophy, treasures of knowledge, scientific inventions and discoveries are a part of heritage. In Indian context, the contributions of Baudhayan, Aryabhata, Bhaskaracharya in the field of Mathematics, Astronomy and Astrology; Kanad and Varahmihir in the field of Physics; Nagarjuna in the field of Chemistry, Susruta and Charak in the field of Medicines and Patanjali in the field of Yoga are profound treasures of Indian Cultural heritage. Culture is liable to change, but our heritage does not. We individuals, belonging to a culture or a particular group, may acquire or borrow certain cultural traits of other communities/cultures, but our belongingness to Indian cultural heritage will remain unchanged. Our Indian cultural heritage will bind us together e.g. Indian literature and scriptures namely Vedas, Upanishads, Gita and Yoga System etc. have contributed a lot by way of providing right knowledge, right action, behavior and practices as complementary to the development of civilization.

### 6.2 CHARACTERISTICS OF INDIAN CULTURE

Look at the map of India and you see India is a vast country with a lot of diversity in her physical and social environment. We see people around us speaking different languages, having different religions and practising different rituals. You can also see these diversities in their food habits and dress patterns. Besides, look at the myriad forms of dance and music in our country. But within all these diversities there is an underlying unity which acts as a cementing force. The intermingling of people has been steadily taking place in India over centuries. A number of people of different racial stock, ethnic backgrounds and religious beliefs have settled down here.

### 6.2.1 Continuity and Change

Despite major changes and upheavals significant threads of continuity can be traced throughout the course of Indian history right upto the present day.

Harappan civilization flourished in the Indian subcontinent over 4500 years ago and it also had trade with Mesopotamian and Chinese Civilization. Archaeologists have found evidences to show that cultures existed here even before the matured phase of the Harappan civilisation. This tells us that we have a very long history behind us. And yet what is amazing is that even today the pattern of a house in an Indian village is not very different from that of a Harappan house. Some aspects of Harappan culture are still practised, such as, the worshipping of Mother Goddess and Pashupati. Similarly, Vedic, Buddhist, Jain and many other traditions continue to be followed even today. It has kept on discarding what was becoming irrelevant in the modern age. The reform movements in the Vedic religion brought about by Jainism and Buddhism in sixth century BCE and the religious and social awakening in the eighteenth and nineteenth centuries in modern India are a few examples when revolutionary changes were brought about in Indian thought and practices. Yet the thread of basic philosophy of Indian culture continued and still persists. Thus a process of continuity and change has always been a feature of Indian culture. This shows the dynamic character of our culture.

### 6.2.2 Variety and Unity

Few cultures in the world have such variety as the Indian culture. You may perhaps wonder why the people of Kerala use coconut oil while the people of Uttar Pradesh use mustard oil for cooking. This is because Kerala is a coastal state and coconut grows here in plenty, while Uttar Pradesh is a plain area which is favourable for the growth of mustard. What is the similarity in the Bhangra dance of Punjab or the Pongal of Tamil Nadu or the Bihu dance of Assam? All are celebrated after a rich harvest of crops. Have you noticed the different languages that we speak like Bengali, Tamil, Gujarati or Oriya? India is the home of many forms of dance and music which we normally use for festivals and social functions like marriages or the birth of a child.

A large number of languages and dialects are spoken in our country which has led to the growth of a great variety of literature. People belonging to eight great religions of the world co-exist here in a harmonious manner. Do you know that India is home to many religions of the world like Jainism, Buddhism, Sikhism and of course Hinduism. Numerous styles of architecture, sculpture and painting have developed here. Different styles of music and dance, both folk and classical, exist in the country. So also are numerous festivals and customs. This wide variety has led to the making of Indian culture both composite and rich and



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beautiful at the same time. Why is there so much variety in our culture? There are many reasons for this. The vastness of the country and variation in its physical and climatic features is an obvious reason for the variety.

The second important reason for the variety in our culture is the intermingling among various ethnic groups. Since time immemorial, people from far and near have been coming and settling here. We find people belonging to different racial stocks like the Proto-Australoids, the Negroids and the Mongoloids living in India. Various ethnic groups like Iranians, Greeks, Kushanas, Shakas, Hunas, Arabs, Turks, Mughals and Europeans also came to India, settled here and intermixed with the local population. The people belonging to other cultures brought their cultural habits, thoughts and ideas, which got amalgamated into the existing culture. The latest is the introduction of shirts, trousers, skirts, etc. which were brought by the Europeans in the sixteenth century. The word *roti* (bread) is a Turkish word and sambosa or samosa came from central Asia. Also Sherwani, an attire which is generally worn by Indian subcontinent bridegroom is a dress of Sherwan people of Central Asia. Red chilly was brought by the Marathas to North India in the eighteenth century. Thus India through the ages has shown a remarkable capacity for assimilation of different habits and ideas. This has contributed to the variety and richness of our culture.

Along with contact with outside cultures, cultural exchange between different regions of India has also continued. The Chikan work of Lucknow, Phulkari embroidery of Punjab, Kantha embroidery of Bengal, Patola of Gujarat show a distinct regional flavour. Although the centres in the South, North, East and West of India have their characteristic cultures, yet these did not develop in absolute isolation. In spite of physical barriers, Indians used to travel from one part of the country to another for trade or pilgrimage. Some regions were joined together through conquests or by alliance. As a result, people transmitted cultural habits from one part of the country to the other. Military campaigns too took people from one place to another. This helped in exchanging ideas. Such contacts have led to the development of commonness in Indian culture, which has been maintained throughout our history. Another unifying factor is climate. Despite geographical diversity and climatic variations India experiences an inherent unity. The system of monsoons is the most important component of the Indian climatic pattern and this gives unity to the whole country. The coming of the monsoon has ensured that agriculture remains the main occupation of the people of India. On the other hand, the differences in physical features have affected the food habits, dress, houses and economic activities of people leading to the formation of social, economic and political institutions. These factors in turn influenced the thinking and philosophy of the people. The variety in physical features and climate of India has thus led to the development of a variety of cultures in different regions. The typical features of different regions have given some identity to these cultures.

The composite nature of our culture is reflected in our music; dance forms, drama and art forms like paintings, sculpture and architecture as well. Our literature in different languages also reflects this composite nature. Unity in diversity is reflected in our political forms as well. During the early Vedic period, society was pastoral, that is, people used to move from place to place in search of pastures. But as these people started practising agriculture, they settled down. This settled life led to community development and growth of towns which needed rules and regulations. Thus emerged a political organisation. This included the *Sabhas* and *Samitis* which were political bodies through which people participated in governance. In course of time, the concept of *rashtra* emerged and possession of territory became the new measure of power. In some places, republics came up. The period from sixth to fourth century BCE is known as the age of mahajanapadas in India. In these kingdoms kings had more powers. Subsequently, large empires were also established with emperors exercising absolute powers. You may be aware of ancient rulers such as Ashoka, Samudragupta and Harshavardhana. The Mughals also established a vast empire in India. The British established themselves in India and in 1858, India became a part of the British Empire. However, in 1947, we were able to gain our freedom after a long struggle. Today we are a sovereign, socialist, secular and democratic republic and a uniform system of government prevails over the length and breadth of the country.



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### 6.2.3 Secular Outlook

You are aware that there is a great variety of thoughts and habits in our country. Among such a variety, dominance of one particular thought is not possible. You will recall that Hindus, Muslims, Christians, Sikhs, Buddhists, Jains, Parsees and Jews live in India. The Constitution declares India to be a secular country. Everyone is free to profess, practice and propagate any religion of their own choice. The state has no religion of its own and all religions are treated equal by the state. No one is to be discriminated on the basis of religion. The people have to a large extent, developed a broad outlook and they believe in the concept of live and others live.

### 6.2.4 Universalism

The concept of co-existence has not been confined to the geographical and political boundaries of the country only. India has a universal outlook and it has been promoting the message of peace and harmony to the entire world. India has been raising a strong voice against racialism and colonialism. It has protested against the formation of power blocks in the world. In fact India became one of the founder members of the Non-Aligned Movement. India is committed to the development of other under developed nations. In this manner, India has

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been discharging her responsibilities as a part of the world fraternity and has been contributing to the progress of the world.

It has to be remembered that the subcontinent of India has been one cultural unit throughout the ages, cutting across political boundaries.



### ACTIVITY 6.1

1. On the map of India Identify the Heritage sites in India.
2. Identify the major Cultural Heritages and give examples in support of your answer. Paste these examples with the pictures to show their characteristics.



### INTEXT QUESTIONS 6.1

1. Name the state where Bhangra is a popular dance form.
2. What is the dance form of Assam known as?
3. Which region is famous for Kantha Embroidery?

## 6.3 CULTURAL IDENTITY, RELIGION, REGION AND ETHNICITY

Our cultural identities are based on various factors such as religion and region. As a result each Indian possesses multiple identities. Which of these identities asserts itself at a certain point of time and prevails over the others, depends on the political, social or economic context which people find themselves in. Thus each person may have some things in common with another, but may be vastly different in some other aspects. For example, except belief, forms of worship and rituals, there may be little that is common among those who follow a particular faith from the point of view of the whole country. Even in the forms of worship and rituals there are sectarian and regional differences.

But you will also find that people of different religions and *jatis* may have common regional cultural traits like language, food, dress, values and also the world view. In Bengal, both Hindus and Muslims take pride in being Bengalis. Elsewhere, one finds Hindus, Christians and Muslims sharing several elements of regional culture.

Ethnic culture is strong among the tribal groups. For example, in the small state of Nagaland, there are more than a dozen tribes and they differ from each other in their dress, speech and beliefs. Bastar district of Chhattisgarh has several groups claiming different ethnic origin.



### INTEXT QUESTIONS 6.2

1. Give two examples of people who came to India from outside and settled here.
2. Name the civilization with which the Harappans were known to have had trade relations across the seas.



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### 6.4 CHARACTERISTICS OF INDIAN HERITAGE

Heritage is that which is inherited. Heritage is something which is specific and typical of a particular place, area, region or country on the one hand and of a family, community or people on the other. It is both natural and human made created or evolved during the course of history.

The glorious past of India has ensured that the present and subsequent generations have plenty of historical, cultural and natural heritages to be proud of. The fascinating monuments and heritage sites in the country stand quietly today to tell their story of joy, sorrow, courage and sacrifice before tourists. Each of the stories is so enchanting and singular that tourists will be left asking for more at the end of each narration.

For centuries, people migrating to India, with their respective cultures and traditions and later mixing with the cultures and tradition of the Indians has given birth to a new heritage and culture. This amalgamation of cultures has slowly but gradually enriched the values and faiths of the Indians even further. As a result Hinduism, Buddhism, Islam, Jainism and Christianity have made India one of the largest secular countries of the World where Diwali, Christmas, Eid and Buddha Jayanti are celebrated with equal enthusiasm and exuberance.

As one turns the pages of history, the rich heritage of India comes alive with all its fragrance and colour which are still breathing in the heritage forts, palaces, temples and monuments which can be found in each and every corner of this multi-faceted country, like India. The splendid architecture, minutely carved motifs, embellished facades of the heritage monuments narrates the immense skill of the craftsmen which have been fascinating the World for many centuries. When foreign tourists visit India they may not be able to see the entire heritage sites of India as these are far too many.

UNESCO has come up with the mission to protect these treasures which are the finest gifts to World from India. Be it the exquisite craftsmanship and marble inlay work of the Taj Mahal or the sculptures of the Khajuraho Temples or the

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excellent fusion of science and art in Konark Sun Temple, Indian heritage sites are the manifests to the extremely rich heritage of India. By preserving them we will leave behind a very rich cultural heritage for our future generations.

The number of important monuments and sites in India is so great that a single tour to discover the multifarious facets of its wonderful heritage is not enough. Nevertheless, it will give tourists an admirable glimpse into the Indian history and heritage. At the end of their trip, they will surely develop a huge respect for the Indian heritage while craving for more such tours in the near future.

Culture and Heritage provides varieties of tourist attractions. For these reasons they are core components of tourism.

Heritage is the legacy of natural features or cultural attributes in tangible and intangible form inherited from past generations which are maintained in the present and bestowed for the benefit of future generations.

Cultural heritage includes tangible culture such as buildings, monuments, landscape books, works of art, and artefacts. Intangible culture also forms an important part of culture such as folklore, traditions, language, and knowledge. It is evolved through creation, imagination, intelligence, skills, and artistic abilities of the people over a long period of time.

Natural heritage includes culturally significant landscapes and biodiversity. Natural heritage presents a kaleidoscope of geographical and environmental features which include natural features such as high lofty mountains and hills, mighty rivers to small rivers, rivulets and streams, dense forest, desert and a long coastline.

India boasts a total of 166 National Parks and 515 Wildlife Sanctuaries, sheltering over 390 mammals, 455 reptiles, 210 amphibians, 1,230 bird species and 30,000 species of insects, which make it a perfect destination for wildlife heritage.

#### Heritage is Broadly Classified as

##### Tangible Heritage

Tangible heritage is the built heritage which is visible or seen. It comprises of physical objects, materials in concrete form etc. such as coins, monuments, artefacts, sculptures, seals, inscriptions. Items collected over a long period of time, objects in concrete forms preserved in museums can be seen and touched.

##### Intangible Heritage

It is living heritage invisible, unseen but observable. It includes host of things ranging from ideas to traditions, living styles, practices, beliefs, customs etc.,

Behavioural traits such as truth, sincerity, honesty, humility form part of the character building qualities of an individual which are perceived but cannot be seen. Intangible Cultural Heritage means the practices, representations, expressions, knowledge, skills as well as the instruments, objects, artefacts and cultural spaces associated with communities, groups and, in some cases, individuals and recognises it as part of their cultural heritage.

The intangible cultural heritage transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history and provides them with a sense of identity and continuity. This promotes respect for cultural diversity and human creativity.

### Natural Heritage

Natural heritage includes natural features like mountains, forest, deserts, rivers, flora, fauna, large water bodies like seas and oceans etc. These are not the creation of the human beings but are gifts of nature and are exposed to natural agents of erosion, degradation, depletion and pressure of people on the resources etc.

### Cultural Heritage

Cultural Heritage is human centric and evolved through creation, imagination, intelligence, skills, artistic abilities of the people over a long period of time.

These are the cumulative result of different practices of both religion and society. These can be seen in customs, dance, music, loud-habits, living life styles, physical and behavioural patterns. These have undergone a period of transition from ancient, medieval and modern times.



### ACTIVITY 6.2

1. Collect the pictures of major Natural and Cultural Heritages of India and paste them in your scrap book



### INTEXT QUESTIONS 6.3

1. Define the concept of Heritage.
2. Name different types of Heritages.



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3. Differentiate between Tangible and Intangible Heritages with suitable examples.
4. With the help of suitable examples, describe major features of Natural Heritages.



Notes



### WHAT YOU HAVE LEARNT

Now let us discuss some general characteristics, which are common to different cultures throughout the world.

- **Culture is learned and acquired:** Culture is acquired in the sense that there are certain behaviours which are acquired through heredity. Individuals inherit certain qualities from their parents but socio-cultural patterns are not inherited. These are learnt from family members, from the group and the society in which they live. It is thus apparent that the culture of human beings is influenced by the physical and social environment through which they operate.
- **Culture is shared by a group of people:** A thought or action may be called culture if it is shared and believed or practiced by a group of people.
- **Culture is cumulative:** Different knowledge embodied in culture can be passed from one generation to another generation. More and more knowledge is added in the particular culture as the time passes by. Each may work out solution to problems in life that passes from one generation to another. This cycle remains as the particular culture with time.
- **Culture changes:** There is knowledge, thoughts or traditions that are lost as new cultural traits are added. There are possibilities of cultural changes within the particular culture as time passes.
- **Culture is dynamic:** No culture remains in a permanent state. Culture is changing constantly as new ideas and new techniques are added and as time passes they keep modifying or changing the old ways. This is the characteristic of culture that stems from the culture's cumulative quality.
- **Culture gives us a range of permissible behaviour patterns:** It involves how an activity should be conducted, how an individual should act appropriately.
- **Culture is diverse:** It is a system that has several mutually interdependent parts. Although these parts are separate, they are interdependent on one another forming culture as a whole entity.
- **Culture is idealistic:** Often it lays down an ideal pattern of behaviour that is expected to be followed by individuals so as to gain social acceptance from the people belonging to the same culture.



### TERMINAL EXERCISE

1. What are the different components of culture?
2. Give the meaning of material and non-material culture.
3. Define the secular character of Indian culture.
4. Describe the distinctive features of Indian culture.
5. Write short notes on the following:
  - a) Cultural synthesis in India
  - b) Spirituality
  - c) Adaptability as a characteristic of Indian culture
6. Explain in detail unity in diversity in the context of Indian culture.
7. What is Culture? Discuss with examples the main characteristics and values of Indian Culture.
8. How do Culture and Heritage form core components of Tourism?
9. Discuss the different kinds of heritages with appropriate examples from India.



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### ANSWER TO INTEXT QUESTIONS

#### 6.1

1. Punjab
2. Bihu
3. Bengal

#### 6.2

1. Kushans and Mughals
2. China and Mesopotamia

#### 6.3

1. It is learned and acquired for more information refer section 6.4
2. Tangible, Intangible, Natural, Cultural
3. Tangible is visible like coins, monuments, artefacts, real sculpture etc. Intangible is invisible like style particles, and customs etc.
4. Natural heritage like birds, trees, forests and rivers etc. Refer section 6.4.

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# PERFORMING ART HERITAGE OF INDIA

India is known for its large variety of culture. Like any other country India also has its own position in several aspects of cultural heritage. In this chapter we shall discuss music, dance and theatre. As an important component of cultural heritage and its relation to tourism, these arts are indicative of the way of life of a particular society or people.



## OBJECTIVES

After studying this lesson, you will be able to:

- discuss the developments in the sphere of performing arts like music, dance and theatre;
- explain the significance of music, dance and theatre.

## 7.1 MUSIC

India is known for its diversities in every sphere of life of people which can be seen in the field of art and especially in performing arts. India is also known for its large heartedness to give space to everyone who came here. India not only tolerated these strangers but nourished them and made them part and parcel of our life. If we see the development of music in the different regions, one can understand and appreciate unity in diversity in a better way.

Whatever melody or *raga* your ears appreciate is categorized as music. It may be in natural form like sound of spring in the placid hills or it may be produced by vocal sounds. The sweetness of these melodies is enhanced by musical instruments. These musical instruments were invented, modified and used in different kind of *ragas*.

Broadly music can be divided into three forms:

- (1) Hindustani
- (2) Carnataka
- (3) Folk Music

Hindustani music is a blend of Indo-Turko-Persian styles. During the Sultanate period assimilation of different musical traditions had already begun to take place. In the thirteenth century we do come across the persons of performing art. It is on record that around Kilokhari (South Delhi) there was a colony of musicians, pretty faced entertainers, jesters and bhandas. They were also trained in Persian music and playing instruments like *chang*, *rubab*, *kamancha*, *maskak*, *nay*, and *tambur*. *Qaul* and *ghazals* were composed as eulogies of Sultan. Traveller Ibn i Batuta also mentions a separate colony of musicians in Delhi, called Tarababad (city of music) near Hauz Khas. A similar of colony was established in the new capital city of Daulatabad, Deccan. There is also a reference to a mosque in which namaz (prayer) was performed by women musicians. We also come to know about women artist like *luli*, *huruki*, *domini*, *kanchani* and *kamachini* who participated in the wedding ceremonies of the elite.

There are some prominent musicians whose name will always remain eternal. Here we shall highlight a brief account of two distinguished musicians who are remembered for their contribution to Indian music. They are (1). Hazrat Amir Khusrau and (2) Miyan Tansen.

### Amir Khusrau (1253-1325 C.E.)

Amir Khusrau, also nick named as ‘Tutiye Hind’ (parrot of India), was born in Patiali, district Etah, Uttar Pradesh. He is known for his literary contributions as well as patriotism. He learned different forms of music such as Arabic, Persian and Indian music. He wrote about Indian music that, “Indian music, the fire that burns heart and soul, is superior to the music of any other country.” By mixing up the Arabic and Persian music in Indian music he added grace to it. He is known to have invented many of the ragas (melodies) for instance the invention of Qawwali and Tarana, famous musical melodies are attributed to Amir Khusrau.

In this connection an interesting anecdote can be cited here that a prominent musician, Nayak Gopal was invited by Sultan Alauddin (1296-1320) to demonstrate his ragas. Amir Khusrau confronted Nayak Gopal and invited him to show his musical skills. After the seventh round of the demonstration by



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Nayak Gopal, Amir Khusrau claimed that all the ragas used by Gopal had previously been invented by him. However Gopal Nayak from South India and Amir Khusrau from North India were a source of mingling of two oceans of music. Khusrau himself claimed that he had written three volumes of musical compositions. He is also known to have invented the sitar. He was one of the closest murids (disciple) of Shaikh Nizamuddin Auliya. His remains were buried in the precinct of Shaikh Nizamuddin's dargah.



Fig. 7.1: Reproduced from M.Habib's *Hazrat Amir Khusrau of Delhi*

### Tansen

A great musician of his time, Tansen served in the court of Raja Ram Chand of Baghelkhand (1555-1592 C.E.). He was born in a Brahmin family of Gwalior. He was the disciple of the great musician, Haridas. Due to his musical merits he was called by Emperor Akbar to his court. Tansen's merit in the field of music is recorded in the historical writings in the following words, "A Kalawant by the name of Tansen- who was the leader of his time in the science of music, and who is stated to have had no equal either in regard to his melodious voice or his delicate compositions- was in his (Raja) court. The Raja greatly appreciated his merits and was very fond of him. When Emperor Akbar heard about Tansen's accomplishments, he summoned Tansen to the presence. When Tansen arrived, the Emperor, on the first day, presented him two kroras of dams, equal to two lacs of current rupees, and became enamoured of his performance." It is also recorded in Tuzuk-i Jahangiri that Sufi Shaikh Salim Chishti of Fatehpur Sikri expressed his last wish at the time of his death to hear Tansen singing. As Jahangir records, "He (the Sufi) sent someone to the king (Akbar) to call

Tansen Kalawant who was unequalled as a singer.” Tansen is considered to be the composer of Dhrupad form of music.

In memory of Tansen, every year in Gwalior, a famous Sangeet Sammelan (music festival) is held. Gwalior Gharana, also known as Seniya Gharana is one of the oldest Hindustani Classical music families, trace their connections with Tansen. This event draws a lot of tourist to the town of Gwalior.



Fig. 7.2: Tansen

### Carnatic Music

Carnatic music has its own history of development in the world of music. Basically music in South India is associated with devotion to God. The three forms of performing arts (1) Music (2) Dance (3) Singing, go together to please God. Thus these performing arts are also related with the Devdas' is, known as servants of God. South Indian music popularly known as Carnatic music is identified with Bhakti Saints, who sang in praise of God and associated themselves with the temple rituals from the 8<sup>th</sup> century. Thus grew a culture of Guru-Sishya tradition and through rigorous practice South Indian music has achieved a prime position in musicology.

### Martial Music

Martial music was one of the important music varieties. It was played to raise the paean at the time of battle. In the important military expeditions, musicians accompanied the army. The known martial musicians, who were in the campaigns of Akbar's time, were Hapa Charan (Rajasthan) and Mian Lal Khan Kalawant (Gwalior). We also come across the names of the *sazindas* (singers) of Kashmir employed by the Kachwaha Rajput chiefs of Jaipur. In western Rajasthan there is a community known as Dadis. Their profession was to accompany the rulers in the battlefield and to encourage soldiers to fight against the enemy. Their style of music was known as Sindhu singing. Thus army was also an employment sector for the singers. However, in leisure time the singers were the source of entertainment for the army men.

### Folk Music

Folk music is a part of common masses and local tradition. With the passage of time Folk music got refinement, sophistication and elite patronage. These were given the names of Hindustani and Carnatic music. However, folk music can be identified with a region or professional communities. Folk music has its



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own charm and appeal for the people. Generally, one can see these singers playing their music in melas, streets, bazaars, in trains and buses. Folk tradition of singing runs through generation to generation in a family. Thus there are certain communities whose profession is singing. Dom and Mirasi are known for playing folk music on certain celebrated occasions in families. In Thar desert (Rajasthan) Manganiar and Langas are the professional singers cum musicians. Langas have excelled at national and international level in the field of performing arts.

Kashmir is also known for association of different variety of music from the different parts of the world. Persia (modern Iran, Iraq) and Central Asia were the main source for introducing new musical instruments and musical forms. Carnatic or South India's contribution to the North Indian music cannot be overlooked. South India's excellence in musicology attracted Sultan Hasan Shah (1472-84 C.E.) of Kashmir who invited famous artists from the South, so that they could introduce new elements in Kashmiri music and thus enrich it. Hasan Shah's passion for music is known for the establishment of a music department and Srivara was appointed the head. Sultan Yusuf Shah's queen, Habba Khatun, introduced the melody of *Rast Kashmir*. Thus Kashmiri music has acquired a distinct status in the Indian society. The chiefs of Amber (Jaipur) employed Kashmiri musicians (sazindas) in their armies. In Kashmir the most popular folk musics are the Chhakri, Tambur Nagma and Bcha Nagma. These are sung in chorus often with a little dancing.

### 7.2 MUSIC INSTRUMENTS

Various Indian musical instruments that are used by famous singers and performers are: Flute, Tanpura, Tabla, Veena, Sitar, Shehnai, Sarod, Sarangi, Santoor, Mridanga, etc.

#### Flute (Bansuri)

The flute finds reference in the Vedic texts. Flute is a wind instrument that produces sound from the flow of air across an opening. To be louder, a flute must use a larger resonator, a larger air stream, or increased air stream velocity. The volume of the flute can generally be increased by making its resonator and tone holes larger.

There are different types of flutes played on different occasions. Flute is traceable in the sculptures of Sanchi, Amrawati and the paintings at Ajanta and Ellora. Flute is also associated with Lord Krishna. Flute is an



Fig. 7.3: Flute

Indian musical instrument and it is known to have also become a part of Western music and orchestra.

### Tambura or Tanpura

It is a long necked stringed instrument. It resembles the Sitar when it comes to body shape. It is known as the Tanbura in North India and has four or five wire strings which are plucked one after another in a regular pattern to create a harmonic resonance on the basic note. The name tambura is probably derived from tana, referring to a musical phrase, and pura which means “full” or “complete”. In the South the Tambura is made of wood and in the North it is made of dry gourd (pumpkin).



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**Fig. 7.4: Tambura**

### Tabla

It is an extremely popular Indian percussion instrument which is used in Hindustani Classical Music along with popular and devotional music, as well as musical *mehfils*. *Ustad Zakir Hussain* the most famous table player of India was awarded with the Grammy Award for the best music album in 1992.



**Fig. 7.5: Tabla**

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### Veena

Veena is also one of the oldest musical instruments referred in the vedic texts. It is the most popular musical instrument of South India, popularly known as the Saraswati Veena. It is a plucked string instrument that is designed and used to accompany Carnatic music. There are several variations of the Veena, which in its South Indian form is a member of the lute family.



Fig. 7.6: Veena

### Sitar

The Sitar played a significant role in introducing western audiences to Indian classical music. It is categorized as a chordophone in the lute family. In the Sitar, usually there are seven strings, five of steel and two of brass. Its sound evokes thoughts and feelings of the sub-continent. It is a plucked string instrument predominantly used in Hindustani Classical Music. Pundit Ravi Shankar (1920-2012) was a renowned sitar player. He was honoured with Bharat Ratna in 1999 and three Grammy Awards.

### Shehnai

The Shehnai comes in the category of aerophonic instruments and is an extremely popular musical instrument in India. It is played in the North Indian marriages and procession. It is a tube-like instrument that gradually widens towards its lower end. Shehnai is believed to come from Egypt to Persia and to India. Egyptian tombs have carvings of Shehnai and also certain paintings contain the figure of Shehnai. The most famous shehnai player in India was Ustad Bismillah Khan (1913-2006), who was honoured with the title of 'Bharat Ratna' in 2001.



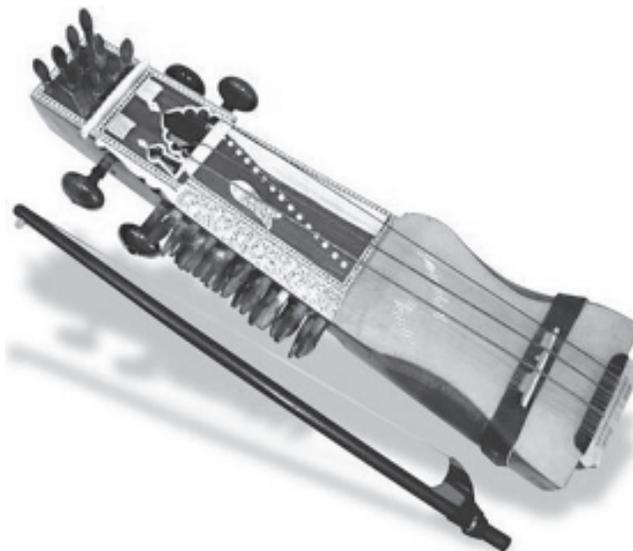
Fig. 7.7: Shehnai

**Naga Svaram**

The Naga Svaram is much longer than the Shahnai in size. It is also known as Nada Svaram, considered to be one of the most ancient and unique musical instruments of Tamil Nadu. It is extremely appropriate to call this instrument a rare combination of music and divinity, because of its consideration as a very auspicious instrument and is found in temples and on all festive occasions.

**Sarod**

The Sarod is amongst the famous Indian classical musical instruments. It is a stringed musical instrument. It is said that the main foundation of the Sarod seems to be the Rebab, a similar instrument that is said to have been invented in Afghanistan and Kashmir. It is also assumed that the Sarod is truly like a bass Rebab. The famous musician Ustad Amjad Ali Khan is a famous Sarod player. In 2001 he was honoured with ‘Padma Vibhushan’.



**Fig. 7.8: Sarod**

**Sarangi**

The Sarangi is a bowed stringed instrument and representative of India. The word ‘Sarangi’ has been derived from two Hindi words, ‘Sau’, which means hundred and ‘Rang’, which means colour. It is called Sarangi because the sound of this musical instrument is very pleasing and communicative. It also indicates a varied range of musical forms. It is said that Sarangi is very close to human voice and that is why it is regarded as the best accompanying instrument in India.



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Fig. 7.9: Sarangi

### Santoor

The Santoor is a folk instrument of Kashmir. It is a popular instrument, mostly used in singing the Sufiana kalam. The santoor is a trapezoid-shaped musical instrument. It is usually made of walnut wood, with numerous strings and is said to be related to the shata-tantriveena of earlier times. A lightweight wooden hammer, used to play the santoor, is known as Mezrab. To play the Santoor, these mallets (mezrab) are held between the index and middle fingers.



Fig. 7.10: Santoor

### Mridanga

The literal meaning of Mridanga is 'body of clay'. It is one of the most important instruments in South India that provides rhythm to Carnatic music performances. Mridangam is a classical percussion instrument. It is known by the different names such as mridanga, mridangam, mrudangam and mrithangam. A smaller Mridanga is called the Khol or Srikhol in Bengal.

### Gottu Vadyam

The Gottu Vadyam is also known as chitraveena, chitra vina, maha nataka vina. It is a very rare instrument which is played in the Southern part of India.

Gottuvadhyam is 2-3 feet long and is like a hammered lute. Much like tambura, it is supported at the neck and has four strings. Sometimes, it is used as the secondary instrument accompanying Mridangam.

### Chenda

Cylindrical in shape, Chenda is an extremely popular instrument in Kerala and some parts of Karnataka as well. It is a percussion instrument and is also called Chende in Karnataka. It usually accompanies Hindu religious art forms of Kerala. Chenda is used as accompaniment for Kathakali and Koodiyattam dances and social rituals in Kerala.

### Rabab

Rabab is the national instrument of Arabs. It journeyed through Middle East and Afghanistan to reach India. It was the most popular instrument in Kashmir and also during Akbar's time. The rabab became famous because of Mian Tansen. Tansen's disciples can be classified into two groups- the Rababiyas and Beenkaras. Ustad Pyar Khan and Bahadur Khan were known great Rababiyas.

### Dhol, Dholak, Dhak

The Dhol is the most popular musical instrument and is an important part of folk music. There are various kinds of Dhols in India, varying from the sophisticated to the aboriginal tribes played by the common masses. Dhol is very much popular in Bengal. Dhol is smaller in size and quite popular in the North Indian regions. Dhak is a bigger size of Dhol and played during Bengal in the Puja ceremonies.

### Khanjira

Khanjira is also called *Khanjari*. It is the oldest musical instrument played in folk songs and religious ceremonies. In South India, it has become an integral part of classical music.

### Pakhawaj

Pakhawaj is a smaller size of South Indian Mridangam. It is the most popular part of the North Indian music. It is used in the Dhrupad style of singing. During the Mughal period it was one of the important musical instruments played with vocal music and dance.

The Indian music world was further enriched by the inclusion of western musical instruments such as, Violin, Harmonium, Guitar, Clarinet, and Mandolin.



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**ACTIVITY 7.1**

When you hear the sound of the dhol it sets your entire body into motion. Listen to any 3 musical instruments and record your feelings and reactions both physical, emotional and spiritual and record them.



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**INTEXT QUESTIONS 7.1**

1. Write a short note on Folk music.
2. How is Hindustani music different from the Carnatic music?

**7.2.1 Dance**

Dance is a natural phenomenon which originates from the aesthetic sense and feelings in form of physical actions and movements. This natural aesthetic and creative sense was related with religion to please the gods. By relating dance to religion, it acquired wider appreciation. But with the passage of time, there developed non-religious forms of dance. These may be called secular dances, which became a part of elite and court culture. The culture of dance is traceable from the Indus Valley Civilization. This was evident from two statues. The one from Harappa shows the torso of a male dancer and another is a figure of a dancing girl from Mohenjodaro. In Kautalya's Arthashastra, we come across reference of dancers being employed as spies.

During the medieval period, there were two kinds of dances. There were classical dances for the elite class and dancers for common masses i.e. those who performed in melas (fairs), streets, and bazaars. Merchants are also known to have maintained dancing girls and musicians and arranged their performance from place to place and time to time.

To enhance their skills they were trained. They wore beautiful ornaments and jewellery. In Gujarat, we come across references of male performers. Those who were accomplished in the art of dance were Mohanrao, Rangrao, Desirao and Kanhura. The skill of dancing was known as *Paturbazi*. Thus the dancing girls were known by the name of *Patur* or *Patar*. These dancers were for rising esoteric feelings and worldly pleasures while there were religious persons, who performed dance for spiritual pleasure. We come across such performance, known as *Sama*, by the Sufis in the following painting of early seventeenth century. In temples also there were dancers known as *devdasis*, who performed to please God.



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**Fig. 7.11: Dancing Dervishes (Sufis), circa 1610 AD by Abul Hasan**

We can divide the art of dance in two categories.

- (1) Classical dances
- (2) Folk dances

In lesson-11 you will read about some very popular classical dance forms prevalent in India like Bharatnatyam, Mohini Attam, Manipuri, Odissi, Kathakali, Kathak and Kuchipudi etc.

### **Folk Dances**

#### **Lai Haraoba**

The literal meaning of Lai Haraoba is “The festival of gods”. The festival is celebrated in Manipur with a variety of dances showing the creation and destruction of the Universe. This dance was performed by special male and female worshippers known as Maiba and Maibi respectively.



**Fig. 7.12: Lai Haraoba**

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### Karagam

It is a dance form prevalent in Tamil Nadu. In this, dancers, while performing, move along with the cavalcade. During this process the main dancers balance pitchers on their heads full of rice and water. The cavalcade finally goes to the temple of goddess of rain and health. As per tradition this dance is performed in the month of August.



Fig. 7.13: Karagam

### Jhika Dasain

This is a very famous Folk dance in Santhal, Jharkhand, performed by Santhal tribe. The dance is a kind of worship. As per their belief, one can attain divine powers by performing this dance.

### Jagar

Jagar dance form belongs to the North Indian region of Kumaun and Garhwal in Uttarakhand, and is performed to please the gods. Number of legendary and mythical stories are sung in the performance of this dance. Both men and women take part in this dance.

### Bhaktaa

Bhaktaa is performed during the festival of Chaitra (the last month of the lunar calendar) in Mayurbhanj (Odisha). The festival is celebrated by the Oilmen community. It lasts for fifteen days.

**Garba**

Garba is a popular dance of Gujarat. The name Garba derived from the Sanskrit term *Garbha* (womb) and *Deep* (small lamp). The dance is performed during the occasion of Navratri festival. Traditionally Garba is performed around a centrally lit lamp or around the statue of the goddess Shakti. The celebration lasts for 9 nights. Both men and women take part in the dance. The dance draws a large crowd of visitors. In fact Gujarat is packed with tourists from all over the country around this time.



**Fig. 7.14: Garba**

**Kavadi Aattam**

The dance is associated with Tamil Nadu and performed only by male dancers. The origin of Kavadi is attributed to the ancient tradition of Tamil people when they go on pilgrimage. In order to entertain themselves they sing and dance during the long journeys. The dance is performed by balancing a pole with pots fixed on either end filled with milk or coconut water.

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### Gidda

A very popular and energetic folk dance of the Punjab, filled with colour and feminine grace. The dance is performed by women only. In Gidda no musical instrument is used except the *dhol* to provide some rhythm to the dance. The dance is performed in a circle with women singing and clapping.



Fig. 7.15: Gidda

### Ghumar

Ghumar, a traditional folk dance of Rajasthan, was developed by the Bhil tribe. Later it was adopted by other communities of Rajasthan. The name Ghumar is derived from the term *ghoomna*. In this dance goddess Saraswati is worshipped.



Fig. 7.16: Ghumar

### Lavani

Lavani comes from the word Lavanya which means beauty. This is one of the most popular forms of dance and music that is practised all over Maharashtra. Traditionally, the songs are sung by female artistes, but male artists may also occasionally sing Lavanis.



**Fig. 7.17: Lavani**

The dance form associated with Lavani is known as Tamasha. Lavani is a combination of traditional song and dance, which is particularly performed to the enchanting beats of ‘Dholaki’, a drum-like instrument. It is performed by attractive women wearing nine-yard saris.

Songs are sung in a quick tempo. The verve, the enthusiasm, the rhythm and above all the beats which has some what, redefined the term “bliss”. Lavani originated in the arid regions of Maharashtra and Madhya Pradesh.

### **Bihu**

Bihu dance is related with the festival of Bihu of Assam. Both men and women take part in the dance. The dance is performed with the traditional Bihu music of Assam. This Dance took various forms in Assam such as “Deori Bihu Dance”, “Mising Bihu Dance” etc. However, the basic dance expression of both pain and happiness remains the same.

### **Morulem**

This is the traditional folk dance of Goa performed during the Shigmo festival. Morulem derives its name from the ‘Mor’ (peacock). The dancers wear peacock feathers and flowery garlands around the neck. As per the tradition, the dance is performed to invoke the deities.

### **Dandiya**

Dandiya is a famous folk dance associated with Gujarat. This dance is performed along with the Garba during the occasion of Navratri. The main difference



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between the Garba and Dandiya is that Dandiya is performed with sticks and Garba performed by the various movements of hand and feet.

### Bhangra

The dance is performed on the occasion of the harvest in Punjab. Bhangra is known to have been associated with the martial dance 'baggaa' of Punjab. Apart from India Bhangra has been taken to other countries also by the Punjabis. The dance is basically performed on the beat of *dhol*, folk singing and *chimta*. The songs in Bhangra are sung with great energy and enthusiasm.

### Kalbelia

Kalbelia is one of the most famous folk dances of the Rajasthan. It is performed by the Kalbelia tribe. The dance is part of their culture and both men and women take part in the performance. The main occupation of Kalbelia tribe was to catch snakes. Thus in dance also there is resemblance with many serpent moves.



### ACTIVITY 7.2

You must have watched many dance performances in and around your neighbourhood especially on festivals. Pick up any two such dances and record your observations after an interview with them (a) who the dancers are and why they are dancing (b) does it have any religious significance. (c) what are the songs sung and what is their meaning. (d) then compare the feelings of the dancers and note with how much gaiety and how abundantly they used in their dance.



### INTEXT QUESTIONS 7.2

1. Write a short note on any two folk dances of India.
2. Describe Morulem.
3. Write a note on dance.

### 7.2.2 Indian Theatre

The tradition of theatre is quite old and it is linked to the Vedas. The theatre signifies the drama and drama comprises three main elements i.e dialogues, music, and dance. In Sanskrit the words for drama are used *Nata*, *Nataka*, *Natya* (actor and drama). Further it is also known that it comes from the Sanskrit root *Nrit* meaning 'to dance'. Thus drama originated from dancing. To beautify drama music was added to it. Dramas can be divided into following **categories**.



Fig. 7.18: Stage performance

### (1) Stage Performance

The stage is technically known as *Jarjara*. There is an interesting legend about the origin of *Jarjara*. *Jarjara* is known as setting up of the flag staff of Indra. It was to keep the *Danava* or *Rakshasa* (demons) from creating any kind of obstacle or destruction in the performance and to provide strength to the performers. Dramas were created on religion, legend and historical themes. The oldest and the most reliable treatise on Indian drama is Bharata's 'Natyashastra.' To bring sanctity to music and drama it is considered the fifth *Veda*. Thus the actors participating in the drama are designated as *Bharata Putras*. In fact, sculptures are the main source for knowing physical poses and movements of Indian classical dances. How Indian music and dance influenced the Muslim elites of India can be seen from the anonymous writer's Persian treatise namely *Ghumyatu'l Munya* composed in 1374-75. Many Sanskrit words and terminologies were translated into Persian.

In the 13<sup>th</sup> century we come across women musicians and dancers. Nusrat Khatoon and her daughter were popular in this cultural art. Further in the second half of 16<sup>th</sup> century Abul Fazl enumerates the names of 36 male musicians.

### (2) Street Theatre

Street theatre is basically performed in locales like street corners, the village square, in front of factories, car parks, shopping centres etc. They are mostly Socio-cultural and political in nature. The traditional distinction is blurred between the audience and the performers in street plays. Street theatre also includes other performances on the road side like magical shows, *Tamasha*, mimickery etc. These street shows are very old in nature and even during the medieval Indian society the traces of these street shows can be seen. Tavernier, a seventeenth century French traveller mentions an interesting street show on his way to Surat from Agra by the jugglers. He writes, "On arrival one day when returning from Agra to Surat with the English president, some jugglers



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immediately came to ask him whether he desired them to show him some examples of their art; these he was curious to see. The first thing they did was to kindle a large fire, and heated iron chains to redness; with these they wound their bodies, making believe that they experienced some pain, but not really receiving any injury. Next, having taken a small piece of stick, and planting it in the ground, they asked one of the companies what fruit he wished to have. He replied that he desired mangoes, and then one of the conjures, covering himself with a sheet, stooped to the ground five or six times. I had the curiosity to ascend to a room in order to see from above, through an opening of the sheet, what this man did, and I saw that he cut himself under his armpit with a razor, and anointed the piece of wood with his blood. Each time that he raised himself, the stick increased under the eye, and at the third time it forth branches and brought buds. At the fourth time the tree was covered with leaves, and at the fifth we saw flowers themselves.”

### Puppet Show

Puppet is one of the most outstanding and remarkable inventions of Indian people. The origin of Puppet is traced to the 2<sup>nd</sup> century BC text *Silappadikaram*. The root of the word puppet is derived from the Latin word Pupa means ‘doll’. The themes of puppet shows are generally taken from the epics the Ramayana and the Mahabharata. It contains all the creative arts like painting, sculpture, drama, music and dance etc. In India are finds almost all types of puppetry.

- (1) String Puppet
- (2) Shadow Puppet
- (3) Rod Puppet
- (4) Glove Puppet



Fig. 7.19: Puppet show

**String Puppet-** This form of Puppet is used to provide flexibility to puppets. They have jointed limbs controlled by strings. This form of Puppet theatre is more prevalent in Rajasthan, Odisha, Tamil Nadu and Karnataka.

**Shadow Puppets-** Shadow puppets are flat figures carved out of leather. They are pressed against the screen and light is put behind the screen to create a colourful shadows for the audience sitting in front of the screen. This form of Puppet theatre is popular in Andhra Pradesh, Maharashtra, Tamil Nadu, Kerala and Karnataka.

**Glove Puppet** – Glove puppets are also known as hand or palm puppets. These are controlled by the hand of the puppeteer. The first finger inserted in the head and the middle finger and the thumb are the two arms of the puppet. The movement, through these fingers makes the puppet alive.

**Rod Puppet** – This puppet form is controlled by the rods from below. It is like a glove puppet but is much larger in size. This form of puppetry is found in West Bengal and Odisha.

### Nukkad Natak

Nukkad Natak is one of the forms of the Street Plays. The heritage of street show continues. The nature and theme is changed, for instance Nukkad Natak carries the theme of the socio-political problems. The motive behind the Nukkad Natak is to create awareness in the people about the contemporary issues. These are so popular among the masses that several academies have been established by the different names such as Jan Natya Manch, Aatish and Yog Jyoti India Foundation to propagate the Nukkad Natak, Safdar Hashim, is among the celebrated exponents of Nukkad Natak. Just for the cause of the art of Nukkad Natak, he sacrificed his life on January 2, 1989.



### ACTIVITY 7.3

Watch a puppet performance in your neighbourhood and record the following observations made by you- (1) who are the performers and where do they come from (2) how old is the tradition of performance in their family (3) what kind of puppets they are using (4) what messages are they trying to convey to the people. (5) then ask the people their reactions who are watching this performance. (6) finally give your own observations and identify (a) the similarity (b) dissimilarity in the performance in your records.



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### INTEXT QUESTIONS 7.3

1. Discuss the early evolution of theatre.
2. Write a short note on Nukkad Natak.
3. Write a note on the legend about the origin of the *Jarjara*.



### WHAT YOU HAVE LEARNT

- There are some prominent musicians whose name will always remain eternal. They are (1) Hazrat Amir Khusrau and (2) Miyan Tansen.
- South Indian music popularly known as Carnatic music is identified with Bhakti Saints, who sang in praise of God and associated themselves with the temple rituals from the 8<sup>th</sup> century.
- In western Rajasthan there is a community known as Dadis. Their profession was to accompany the rulers in the battlefield and to encourage soldiers to fight against the enemy.
- Folk music is a part of common masses and local tradition.
- In Kashmir the most popular folk music are the Chhakri, Tambur Naghma and Bcha Naghma. These are sung in chorus with often a little dancing.
- Various Indian musical instruments that are used by famous singers and performers are: Flute, Tanpura, Tabla, Veena, Sitar, Shehnai, Sarod, Sarangi, Santoor, Mridanga etc.
- Some very popular dance forms prevalent in India are Bharatnatyam, Mohini Attam, Manipuri, Odissi, Kathakali, Kathak and Kuchipudi.
- Drama comprises three main elements i.e dialogues, music, and dance.
- Dramas can be divided into following categories: (a) Stage Performance, (b) Street Theatre (c) Puppet Show (d) Nukkad Natak.



### TERMINAL EXERCISE

1. Discuss with suitable examples the evolution of various forms of Music in India.
2. Write a descriptive note on different musical instruments in India.
3. What are the different forms of Classical dances in India? List them.

4. Discuss the early evolution of dance in India.
5. What do you understand by Street Theatre? Give the description noted by Tavernier about the street show during his travel from Agra to Surat.
6. Discuss the different forms of Puppetry in India.



## ANSWER TO INTEXT QUESTIONS

### 7.1

1. Deals with music enjoyed by the common people on the melas, festivals/ marriages.
2. Hindustani music is a blend of Indo-Turkish style while Carnatic music is related to music played for gods.

### 7.2

1. Dandiya performed on the occasion of Navratri, kalbelia a tribal dance done on the movements of the snake.
2. Dance of Goa performed during the shingro festival.
3. Dance is a natural phenomenon which originates from aesthetic sense and feelings in form of physical action and movements. We can divide the art of dance in two categories: (i) classical dance (ii) folk dance.

### 7.3

1. The Ramayan and the Mahabharata
2. It was setting up of the flag stay on the stage to prevent any danava or Rakshasa known destroying any stage performance.



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8

# INDIAN ARCHITECTURE AS TOURIST ATTRACTION

Travelling through the cities of Delhi, Agra, Jaipur, Mumbai and Kolkatta besides many others the Indian and foreign tourist will find many beautiful buildings. These may be monuments, palaces, temples, churches, mosques and memorials. Many generations have been a part of this architecture which stands mighty and lofty reminding us of that glorious past which has been ours. That is why art and architecture forms an important part of Indian culture. Many distinctive features that we find in the architecture today developed throughout the long period of Indian history. The earliest and most remarkable evidence of Indian architecture is found in the cities of the Harappan Civilization which boasts of a unique town planning. In the post Harappan period architectural styles have been classified as Hindu, Buddhist and Jain, The medieval period saw the synthesis of Persian and indigenous styles of architecture. Thereafter the colonial period brought the influence of Western architectural forms to India. Thus Indian architecture is a synthesis of indigenous styles and external influences which has lent it a unique characteristic of its own. It therefore becomes very important for you as a student of this interesting and important course to know more about Indian architecture as well as the monuments associated with it so that you guide yourself as well as your tourist clients.



## OBJECTIVES

After studying this lesson, you will be able to:

- identify the main characteristics and various styles of Indian architecture and sculpture of different times;
- trace the evolution of Indian architecture over the years;

- recognize the contribution of Buddhism and Jainism to the development of Indian architecture;
- describe the role played by Gupta, Pallava and Chola rulers in the flourishing temple architecture of India;
- identify the different influences that marked the architectural impressions of the medieval period and
- point out the important architectural style under the colonial regime.

### 8.1 ARCHITECTURE-ORIGINS AND INDIAN PERSPECTIVE

Indian Architecture evolved in various ages in different parts and regions of the country. Apart from these natural and obvious evolutions from the pre-historic and historic periods, evolution of Indian architecture was generally affected by many great and important historic developments. Naturally, the emergence and decay of great empires and dynasties in the sub-continent, each in their way influenced the growth and shaped the evolution of Indian architecture. External influences have also shaped the nature of Indian architecture and so has the influence of different regions of the country. These differences can be seen by the tourists when they go visiting these places.

Architecture is not a modern phenomenon. It began as soon as the early cave man and woman began to build their own shelters to live in. It also awakened their search for larger and better-sheltered spaces which they began to build, with an inherent aesthetic sense, that seemed pleasing to the eye. So there emerged architecture which was a combination of needs, imagination, capacities of the builders and capabilities of the workers. It also accommodated the local and regional cultural traditions and social requirements, economic prosperity, religious practice of different times. The study of architecture reveals to us the cultural diversities and helps us understand the rich traditions of India.

### 8.2 HARAPPAN PERIOD

A very exciting place for the tourists to visit and study are the sites of the Indus Valley civilization some of which are found in India. The excavations at Harappa and Mohenjodaro and several other sites of the Indus Valley Civilisation revealed the existence of a very modern urban civilisation with expert town planning and engineering skills. The very advanced drainage system along with well planned roads and houses show that a sophisticated and highly evolved culture existed in India. Apparently the Harappan people had constructed mainly three types of buildings-dwelling houses, pillared halls and public baths. If you want tourism



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### Indian Architecture as Tourist Attraction

to be a part of your profession you must know some facts to tell the tourists whom you may like to guide.

The most important features of Harrapan architecture are their superior town planning skills and cities that have been built on a clear geometric pattern or grid layout. Roads cut each other at right angles and were very well laid out. As the Indus Valley settlements were located on the banks of the river, they were often destroyed by major floods. In spite of this calamity, the Indus Valley people built fresh settlements on the same sites. Thus, layer upon layer of settlements and buildings were found during excavations. The decline and final destruction of the Indus Valley Civilization, sometime around the second millennium B.C.E. remains a mystery to this day. Lothal, a site in Gujarat also has the remains of a dockyard proving that trade flourished in those times by sea.

Many thick layers of well baked bricks laid in gypsum mortar were joined together for the purpose of making the whole construction very strong. The strength of the buildings can be seen by the fact that they have successfully survived the ravages of at least five thousand years.

The Harappans had the knowledge and skill of sculpting and craft. The world's first bronze sculpture of a dancing girl has been found in Mohenjodaro. A terracotta figure of a male in a yogic posture has also been excavated. Beautiful personal ornaments, soft stone seals with a pictorial script and images of humped bulls, Pashupati unicorn have also been excavated.

The Vedic Aryans, who came next, lived in houses built of wood, bamboo and reeds; the Aryan culture was largely a rural one and thus one finds some examples of grand buildings. This was because Aryans used perishable material like wood for the construction of royal palaces which have been completely destroyed in the course of time. The most important feature of the Vedic period was the making of fire altars which is became an important and integral part of the social and religious life of the people even today. In many Hindu homes and especially in their marriages, these fire altars still play an important role. Soon courtyards and *mandaps* were built with altars for worship of fire which was the most important feature of architecture. We also find references of Gurukuls and Hermitages. Unfortunately no structure of the Vedic period remains to be seen. Their contribution to the architectural history is the use of wood along with brick and stone for building their houses.

In the 6th century B.C.E. India entered a significant phase of her history. There arose two new religions - Jainism and Buddhism which helped in the development

of early architectural style. The Buddhist Stupas were built at places where Buddha's remains were preserved and at the major sites where important events in Buddha's life took place. Stupas were built of huge mounds of mud, enclosed in carefully burnt small standard bricks. One was built at his birthplace Lumbini; the second at Gaya where he attained enlightenment under the Bodhi Tree, the third at Sarnath where he gave his first sermon and the fourth at Kushinagar where he passed away attaining Mahaparinirvana at the age of eighty.

Buddha's burial mounds and places of major events in his life became important landmarks for tourists as they were significant architectural buildings in the country. These became important sites for Buddha's order of monks and nuns - the sangha. Monasteries (viharas), and centres of preaching, teaching and learning came up at such places. Congregational halls (chaitya) for teaching and interaction between the common people and the monks were also built.

From now on religion began to influence architecture. While Buddhists and Jains began to build Stupas, Viharas and Chaityas, the first temple building activity started during the Gupta rule. This knowledge will help you to understand the importance of these places as of tourist interest.



### INTEXT QUESTIONS 8.1

1. What do you understand by the evolution of Indian architecture?
2. How did Harappans protect their civilization?
3. How were the engineering skills of Harappan people evident?
4. When was the first temple built in India?

### 8.3 EARLY HISTORIC PERIOD

In the Mauryan period (322-182 B.C.E.) especially under Ashoka, architecture saw a great advancement. Mauryan art and architecture depicted the influence of Persians and Greeks. During the reign of Ashoka many monolithic stone pillars were erected on which teachings of '*Dhamma*' were inscribed. The highly polished pillars with animal figures adorning the top (capitals) are unique and remarkable. The lion capital of the Sarnath pillar has been adopted as the national emblem of the Indian Republic. Each pillar weighs about 50 tonnes and is about 50 ft high.



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Figure 8.1 Buddhist stupa at Sanchi

The stupas of Sanchi and Sarnath are symbols of the achievement of Mauryan architecture. The gateways of the Sanchi Stupa with the beautiful sculpture depicting scenes from Jataka stories are specimens of the skill and aesthetic sense of the artisans. (Figure 8.1)

The blending of Greek and Indian art led to the development of Gandhara art which developed later. Life-like statues of Buddha and Bodhisattvas were made in the likeness of Greek god and were in stone, terracotta, cement like material and clay.



Figure 8.2



Figure 8.3

### Nagarjunkonda

Nagarjunkonda is another place that is famous for Buddhist architecture. The Gupta period marks the beginning of the construction of free-standing Hindu temples. An example of this is the temple at Deogarh (Jhansi district) which had a central shrine or garbhagriha where the image of the deity was placed. Another temple at Bhitargaon (Kanpur district) are two fine examples of this period. (Figure 8.2 and 8.3)

### Cave architecture

The development of caves architecture is another unique feature and marks an important phase in the history of Indian architecture. More than a thousand caves have been excavated between the second century B.C.E. and the tenth century C.E. Famous among these were Ajanta and Ellora caves of Maharashtra, and the Udaygiri cave of Orissa. These caves hold Buddhist viharas, chaityas as well as mandapas and pillared temples of the Hindu gods and goddesses.



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**Figure 8.4 Group of Monuments at Mahabalipuram**

### Rock-cut temples

The earliest rock-cut temples were excavated in western Deccan in the early years of the Christian era. The chaitya at Karle with fine high halls and polished decorative wall is a remarkable example of rock-cut architecture. The Kailash temple at Ellora built by the Rashtrakutas and the ratha temples of Mahabalipuram built by the Pallavas are other examples of rock-cut temples. Most probably the stability and permanence of rocks attracted the patrons of art and builders who decorated these temples with beautiful sculptures. (Figure 8.4)

### Free-standing temples

The temple building activities that began during the Gupta rule continued to flourish in later periods. In southern India the Pallavas, Cholas, Pandyas, Hoyshalas and later the rulers of the Vijaynagar kingdom were great builders

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of temples. The Pallava rulers built the shore temple at Mahabalipuram. The Pallavas also built other structural temples like Kailashnath temple and Vaikuntha Perumal temples at Kanchipuram. The Cholas built many temples, most famous being the Brihadeshwara temple at Tanjore. The Cholas developed a typical style of temple architecture of South India called the Dravida style, complete with Vimana or Shikhara, high walls and the gateway topped by gopuram. Magnificent temples were built at Belur, Halebid where the stone engravings reached even greater heights.

In north and eastern India magnificent temples were also constructed and the style followed by them is referred to as the Nagara style. Most of them consisted of the shikaras (spiral roofs), the garbhagriha (sanctum) and the mandap (pillared hall).

Orissa has some of the most beautiful temples such as the Lingaraja temple built by the Ganga rulers and the Mukteshwara temple at Bhubaneshwar and the Jagannath temple at Puri. The Sun Temple at Konark was built in the thirteenth century by the eastern Ganga ruler Narshimha Deva I. The temple is dedicated to Surya (the sun god) and has been designed as a twelve-wheeled chariot.

The temple complex at Khajuraho was built by Chandella rulers between the tenth and eleventh centuries in the Bundelkhand region of Madhya Pradesh. Most important among them is the Kandariya Mahadev temple. (Figure 8.5)



Figure 8.5 Kandariya Mahadev Temple

Mount Abu in Rajasthan is known for the Dilwara temple dedicated to Jain tirthankaras. These were built in pure white marble and adorned with exquisite sculpture. These were built under the patronage of Solanki rulers.

Somnath temple at Gujarat, Vishwanath temple at Banaras, Govinda temple at Mathura, Kamakhya temple at Guwahati, Shankaracharya temple at Kashmir and the Kali temple at Kalighat of Kolkata are some other important temples which bear testimony to temple building activity of the Indian sub continent.



### INTEXT QUESTIONS 8.2

1. Name the two stupas that show the achievement of Mauryan architecture.
2. Where were the teachings of Dhamma inscribed in Ashoka's reign?
3. Name some schools of sculptural art in India.
4. Where are Udaygiri caves?
5. Who built the Kailash temple of Ellora?
6. Who built the Ratha temples at Mahabalipuram?
7. What is Dravida style of architecture?
8. Name the temple built by Chola king at Tanjore.
9. Define Nagara style of architecture.
10. Who built the Sun temple at Konark?
11. Name the famous Jain temple at Mount Abu, Rajasthan.

## 8.4 MEDIEVAL PERIOD ARCHITECTURE

### Delhi Sultanate

With the arrival of Turks during the thirteenth century came a new technique of architecture- the architectural styles of Persia, Arabia and Central Asia. The engineering features of these buildings were the domes, arches and minarets. The palaces, mosques and tombs built by the rulers had features which were blended with the features of the indigenous architecture and a new synthesis in architecture was achieved. This happened because the Turkish rulers of Delhi utilized the services of the local Indian craftsmen who were very skillful and had already constructed beautiful buildings. As a result in the buildings that came up, we find the simplicity of the Islamic structure as well as the detailed sculptures and designs they made on their own indigenous structures. A middle path was followed in all their designs in the architecture of this period i.e. there was a blending of the Islamic with the indigenous styles.



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**Figure 8.6 Qutub Minar, Delhi**

The earliest building of this period is the Mosque in Delhi and the Qutub Minar. The latter is a tower, whose height is 70 metres. It is a tapering tower that has five stories. There are beautiful engravings of calligraphy both in the mosque and on the tower. Many other buildings were later constructed by the Sultans. Ala-ud-din Khalji enlarged the Quwwat-ul-Islam mosque and built a gateway to the enclosure of the mosque. This gateway is called the Alai Darwaja and is one of the most beautiful architectural designs even today. Decorative elements were used to make the building outstanding in its beauty. He also built the Hauz Khas in Delhi which was a hydraulic structure. The tomb of Mohammad Tughlaq, Firoz Tughlaq and the forts of Tughlaqabad are some examples. Though their buildings were not beautiful, they had very strong walls, massive as well as impressive. During the Afghan rule the tombs of Ibrahim Lodi at Delhi and Shershah's tomb at Sasaram were built. The architecture of this period also shows how indigenous styles were adopted and utilized by the builders. During these years, the Turks were still in the process of settling down. The rulers were threatened by the Mongols, who made sudden invasions from the north. This is why the buildings of this period are strong, sturdy and practical.

### Regional Kingdoms

With the establishment of regional kingdoms in Bengal, Gujarat and the Deccan, beautiful buildings having their own style were constructed. The Jama Masjid, the Sadi Saiyyad Mosque and the shaking towers at Ahmadabad are a few examples of this architecture. In Mandu (central India) the Jama Masjid, Hindola Mahal and Jahaz Mahal were built. In the Deccan, the Sultans erected a number of buildings. The Jama Masjid at Gulbarga, the Madarsa of Mahmud Gawan at Bidar, Ibrahim Rauza, Gol Gumbaz at Bijapur and the fort at Golconda are

just a few famous buildings. Gol Gumbaz has the largest dome in the world. All these buildings vary in design and style from the buildings of north India. In Bengal the oblong shape of many structures and the peculiar style of roof construction were some of the distinctive features of the regional architecture of Bengal like the Adina mosque and the tomb of Jallal-ud-din at Pandua, Khil Darwaza and Tantipara mosque at Gaur. In Jaunpur, the Atala mosque built by the Sharqui rulers had a gigantic screen covering the dome while the tomb of Hoshang Shah at Malwa is made entirely of marble and is made of yellow and black marble inlay work beautifully done by craftsmen. The rulers of Vijayanagar, an empire which was established during this period, also erected many beautiful buildings and temples and had a number of achievements to their credit. Though only ruins remain, the temples of Vithalswami and Hazar Rama at Hampi are good examples.

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### Mughals

The coming of the Mughals brought a new era in architecture. The synthesis of style which began earlier reached its zenith during this time. The architecture of Mughal style started during Akbar's rule Humayun's Tomb at Delhi is a Mughal architectural masterpiece. In this magnificent building red stone was used. It has a main gateway and the tomb is placed in the midst of a garden. Many consider it a precursor of the Taj Mahal. Akbar built forts at Agra and Fatehpur Sikri. The Bulund Darwaza reflects the grandeur of the mighty Mughal Empire. This building was made following Akbar's victory over Gujarat. The Arch of the Buland Darwaza is about 41 m high and is perhaps the most imposing gateway in the world. The tomb of Salim Chishti, Palace of Jodha Bai, Ibadat Khana, Birbal's House and other buildings at Fatehpur Sikri reflect a synthesis



**Figure 8.7 Agra Fort**

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of Persian and Indian elements. During the reign of Jehangir, Akbar's Mausoleum was constructed at Sikandra near Agra. He built the beautiful tomb of Itimad-ud-daula which was built entirely of marble. Shahjahan was the greatest builder amongst the Mughals. He used marble extensively. Decorative design in inlay work, (called pietra duro) beautiful arches and minarets were the features of his buildings. The Red Fort and Jama Masjid of Delhi and above all the Taj Mahal are some of the buildings built by Shahjahan. The Taj Mahal, the tomb of Shahjahan's wife, Mumtaz Mahal is built in marble and reflects all the architectural features that were developed during the Mughal period. It has a central dome, four elegant minarats, gateway, inlay work and gardens surrounding the main building. The Mughal style of architecture had a profound influence on the buildings of the later period. The buildings showed a strong influence of the ancient Indian style and had courtyards and pillars. For the first time in the architecture of this style living beings- elephants, lions, peacocks and other birds were sculptured in the brackets.

A unique architectural development in the Mughal time was the beautiful gardens developed around the tombs and other buildings. The Shalimar Gardens in Kashmir and Lahore were developed by Jahangir and Shah Jahan respectively. The Mughals encouraged cultural and architectural growth of India.



### INTEXT QUESTIONS 8.3

1. What was the style of architecture of the Turks?
2. Name some of the tombs and mosques constructed during the Sultanate period?
3. Which is the largest dome in the world?
4. What is pietra dura?
5. Which building reflects the grandeur of the mighty Mughal Empire?

## 8.5 COLONIAL ARCHITECTURE AND THE MODERN PERIOD

Next came the British who ruled the country for 200 years and left behind a legacy of colonial style architecture in their buildings.

Some important Europeans who started coming from the sixteenth century C.E constructed many churches and other buildings. Portuguese built many churches in Goa, the most famous of these are Basilica Bom Jesus and the church of Saint Francis. The British also built administrative and residential buildings which reflect their imperial glory. Some Greek and Roman influence can be observed in the colonnades or pillared buildings. The Parliament House and Connaught Place in Delhi are good examples. The architect Lutyens, designed Rashtrapati

Bhavan, formerly the Viceroy's residence. It is built of sandstone and has design features like canopies and jaali from Rajasthan. The Victoria Memorial in Kolkatta, the former capital of British India, is a huge edifice in marble. It now houses a museum full of colonial artifacts. Writer's Building in Kolkatta, where generations of government officers worked in British times, is still the administrative center of Bengal after independence. Some Gothic elements can be seen in the church buildings like St. Paul's Cathedral in Kolkatta. The British also left behind impressive railway terminals like the Victoria Terminus in Mumbai. More contemporary styles of building are now in evidence, after Independence in 1947. Chandigarh has buildings designed by the French architect, Le Corbusier. In Delhi, the Austrian architect, Stein, designed The India International Centre where conferences are held by leading intellectuals from all over the world and more recently, the India Habitat Centre which has become a centre of intellectual activities in the capital.

In the past few decades, there have been many talented Indian architects, some trained in premier schools of architecture like the School of Planning and Architecture (SPA) in Delhi. Architects like Raj Rewal and Charles Correa represent this new generation. Raj Rewal has designed the SCOPE Complex and Jawahar Vyapar Bhavan in Delhi. He takes pride in using indigenous building material like sandstone for construction and also combines steps and open spaces from the plazas of Rome.

In domestic architecture in the last decade, Housing Cooperative Societies have mushroomed in all metropolitan cities combining utility with a high level of planning and aesthetic sense.



### INTEXT QUESTIONS 8.4

1. Which were the most famous churches at Goa built by the Portuguese?
2. Name the architect who designed the Rashtrapati Bhavan.
3. Which architectural style can be observed in buildings built during British Empire in India?
4. What is contained in the Victoria Memorial building in Kolkatta these days?
5. Who designed the city of Chandigarh?
6. Name the architect who designed the India International Centre of Delhi.
7. Name some famous architects of modern India.

## 8.6 TOWNS AND CITIES IN INDIA

In this lesson you have read about the architecture of the ancient, medieval and modern periods in India. In the previous section you read about the School of



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Planning and Architecture in Delhi. You can see that Planning goes with Architecture. Do you know that Planning is actually Town Planning, which is linked with urban development? It is evident that when we think or talk of architecture, we have to think of the related idea of town planning or urban development. In this section we will learn about the growth and development of towns and cities in India. It is indeed an interesting story. We would also spend some time in going into details about the four major cities of contemporary India - Chennai, Mumbai, Kolkata and Delhi. We will trace the origin of these cities and learn about their important structures and buildings.

You would be surprised to know that starting from the Harappan civilization, India has had a very long history of town planning, which can be traced back to 2350 B.C.E. As you have already learnt, the two cities of Harappa and Mohenjo-Daro had an elaborate drainage system, roads which cut each other at right angles, a citadel which was built on a high ground and in the lower parts lived the rest of the population. Kalibangam in Rajasthan and Surkotada in Kutch had similar city structure. From 600 B.C.E. onwards, we come across more towns and cities that were associated with both Aryan as well as Dravidian civilization. These were Rajgir, Varanasi, Ayodhya, Hastinapur, Ujjain, Sravasthi, Kapilavastu and Kausambhi besides many others. We also come across many towns in the Mauryan period known as Janapadas (small towns) and Mahajanapadas (big towns).

With the coming of the Muslims to India, the scene changed. Islamic influence became evident in the towns. Mosques, forts and palaces now dotted the urban scene. According to Abul Fazal, there were 2,837 towns in 1594 C.E. This was mainly because many larger villages were transformed into smaller towns which came to be called qasbas. These qasbas soon came to be occupied by local artisans and crafts persons, who started specializing in their chosen craft, for example leather works and marble in Agra. Sind specialized in cotton textiles, silk etc, while Gujarat excelled in the art of weaving gold and silk threads and made brocades that were often exported to other countries.

Later, during the 16th century, the Europeans came to India through the sea route and thus began the establishment of new port towns like Panaji in Goa (1510), Bombay in Maharashtra (1532), Machilipatnam (1605), Nagapattanam (1658), Madras (1639) in the south and Kolkatta (1690) in the east. The reason why these new port towns were developed by the British was that during this time England had developed into a leading industrial economy of the world, while India was the leading supplier of raw materials for the British industries as well as a potential major buyer of these goods. After 1853, railway lines were also laid out by the British to carry goods from the interiors to the ports or

connecting areas which supplied raw materials or received finished goods. By 1905, nearly 28,000 miles of rail lines had been spread to serve the economic, political and military interests of the British. Post and telegraph lines were also laid which were needed for communication purposes.

By the beginning of the 20th century, Bombay (now Mumbai), Kolkatta (now Kolkata) and Madras (now Chennai) had become well known important cities for administration, commerce as well as industries. Some places like Dalhousie Square in Kolkatta, Fort St. George in Madras, Connaught Place in Delhi and the sea shores of Marine Drive in Bombay reminded the Europeans of their home in England. But they also wanted the coolness of their environs which they had back home in Europe. So new centres developed in the hill stations near these big cities to beat the sultry summer months of India, e.g. Mussoorie, Simla and Nainital in the North; Darjeeling and Shillong in the East; Nilgiri and Kodaikanal in the South.

New residential areas like Civil Lines and Cantonments came up in towns. The area where civilian administrative Officers lived was called Civil Lines, while cantonments were areas meant for the British Army Officers. Do you know that even today these two areas are meant for the elite in the administration and the army as in those days?



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**INTEXT QUESTIONS 8.5**

1. Name 5 cities that came up in the ancient period in India.  
i) ....., ii) ....., iii) .....,  
iv) ....., v) .....
2. Name 5 places where ports were set up by the British.  
i) ....., ii) ....., iii) .....,  
iv) ....., v) .....
3. Name 5 Hill Stations developed by the British.  
i) ....., ii) ....., iii) .....,  
iv) ....., v) .....
4. Who lived in the Civil Lines?
5. What was the Cantonment meant for?

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In this section a list of some famous palaces in India. It will make your study very interesting if you find out some information on them e.g.

- a. Who built them?
- b. Details about these palaces.
- c. What is the position of these palaces now?

If you want to be a tourist guide or open a business for tourism purposes, it will help you, even if you want to know more about these places for your interest it will be good to know about your own culture



#### Notes

#### A) Palaces in India

- Khas Mahal, Agra Fort, Agra
- Mysore Palace, Mysore
- Lake Palace, Udaipur
- Umaid Bhavan Palace, Udaipur
- Agra Fort - former royal residence of the Moghul, Agra
- Aina Mahal - royal residence of ruler of Kutch.
- Amber Palace (Amber Fort) - former royal residence, Jaipur
- Amba Vilas Palace–Mysore
- Bangaluru Palace - Bangaluru
- Chatrapati Shuhu palace - former royal residence of Chatrapati Shahu Maharaj Kolhapur
- Cheluvamba Vilas Palace-Mysore
- Chowmahalla Palace - Hyderabad
- City Palace, Jaipur - Seat of the Maharaja of Jaipur
- City Palace, Udaipur - Seat of the Maharana of Udaipur
- Candra Mahal, Jaipur
- Delhi Red Fort - former seat of the Mughal emperor at Delhi
- Falaknuma Palace - royal residence, Hyderabad
- Fatehpur Sikri - former royal residence of Emperor Akbar
- Gohar Mahal - former royal residence, Bhopal
- Gorbandh Palace, Jaisalmer

- Grand Palace, Srinagar - former royal residence, today hotel, Srinagar
- Hawa Mahal (Palace of Winds) - former royal residence, Jaipur
- Hill Palace, Tripunithura, Cochin - former Royal Residence of Maharaja of Cochin, now one of the largest archaeological museums in India
- Jag Mohan Palace-Mysore
- Jag Mandir - former residence of Shah Jahan, Udaipur
- Jag Niwas (Lake Palace) - former royal residence, Udaipur
- Jal Mahal - former royal residence, today hotel, Jaipur
- Jaya Lakshmi Vilas Palace-Mysore
- Jai Vilas Palace - Seat of the Maharaja of Gwalior
- Jaisalmer Fort - Seat of the Maharaja of Jaisalmer
- Karanji Vilas Palace-Mysore
- Kangra Fort - Seat of the Maharaja of Kangra-Lambagraon
- Khasbagh Palace - Palace of the Maharaja of Rampur
- King Kothi Palace - Palace of VII Nizam, Osman Ali Khan
- Kowdiar Palace- Residence of the Travancore Royal Family
- Lalgarh Palace - former royal residence, today hotel, Bikaner
- Laxmi Vilas Palace - Seat of the Maharajah of Baroda
- Laxmipuram Palace - Kerala
- Lalith Mahal Palace-Mysore
- Lokranjan Mahal-Mysore
- Marble Palace - Kolkata
- Mattancherry Palace (Dutch Palace), Cochin - former Royal Residence of Maharaja of Cochin, archeological museum at present.
- Narain Niwas Palace - former royal residence, today hotel, Jaipur
- New Palace - Seat of Maharaja of Kolhapur
- Padmanabhapuram Palace - Seat of the Maharaja of Travancore
- Prag Mahal - royal palace of rulers of Kutch
- Purani Haveli - Seat of the Nizam of Hyderabad



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- Rajendra Vilas Palace - Mysore
- Raj Mahal Palace - former royal residence, Jaipur (today hotel)
- Rajbari - Seat of the Maharaja of Cooch Behar
- Rambagh Palace - former residence of the Maharaja of Jaipur (today hotel)
- Samode Palace - former royal residence, today hotel, Jaipur
- Shaniwar Wada, Pune - royal residence of Peshwas
- Shaukat Mahal - former royal residence, Bhopal
- Thanjavur Nayak - Thanjavur (Tanjore) Nayak Palace, Thanjavur
- Umaid Bhawan Palace - Seat of the Maharaja of Jodhpur
- Uparkot Fort - former seat of the Nawab of Junagadh, Gujarat
- Vasanth Mahal Palace-Mysore
- Vijay Vilas Palace, Mandavi - royal residence of rulers of Kutch.

### B) Museums

Museums form the part of Conservatories. India has large number of museums which are pull factors for Tourists. Therefore, only major and most popular museums have been described here.

#### Top Museums in India

**Hawa Mahal Museum:** It is inside the confines of the Hawa Mahal situated in Jaipur City. Built by Maharajah Sawai Pratap Singh in 1799, it has a honeycomb structure just like the Palace itself with the windows so made for the easy passage of air throughout the year. Famously known as the Palace of Winds, it has thousands of small windows. If you look from outside, from a distance, it looks like a beehive. It has been so made that the winds can come and go through the Palace throughout the year keeping the Palace temperature as per the changing seasons. Manuscripts Gallery, Armory Gallery and Coin Gallery are the main attractions of this museum.

**Kolkata Indian Museum** has many surprises. There are six sections - Archeology, anthropology, geology, zoology, industry and art. It is so large that it takes at least three days to see the entire Museum.

**Jaigarh Fort Museum** gives a splendid image of the Rajputana and Mughal architecture and way of their lives. It is one of the unique showcases of the

Rajasthani Culture and regime. One can see the royalness of Rajasthan not only in this museum but also in the sands which surround the roads of Rajasthan.

**Karnataka Government Museum** is the oldest Museum in the country. It is one of the best showcases of the heritage of Karnataka. It represents the best and the unique examples of the museum.

### **Maharaja Sawai Singh Museum**

One of the most elegant and well kept museums. Constructed in 1959, it depicts the bygone era in a contemporary manner, filled with the aura of the royals.

### **National Museum at New Delhi**

It is one of the largest museums in India. Established in 1949, it holds a variety of articles ranging from pre-historic era to modern works of art. The museum has 200,000 works of art, both of Indian and foreign origin, covering over 5,000 years.

It also houses the National Museum Institute of History of Art, Conservation and Museology established in 1983 and now a Deemed University since 1989, and run Masters and Doctoral level courses in History of Art, Art Conservation and Art restoration.

Its rich collection of various creative traditions and disciplines represents a unity amidst diversity, an unmatched blend of the past with the present and strong perspective for the future, brings history to life. The Buddhist art section has the most known for sacred relics of the Buddha (5th-4th century B.C.E.) unearthed from Piprehwa, Basti district-Uttar Pradesh.

The collections cover archaeology, arms, armour, decorative arts, jewellery, manuscripts, paintings, etc.

**National Archives Museum** is an entity of the office of Department of Culture under the ministry of Tourism and Culture. It is the depository of the old records of the Govt. of India. The documents kept here for the use of the administrators and the scholars. But it is also open for the common man to see. It has one of the oldest records of India, as old as when India was known to the world as Bharat.

**Nehru Memorial Museum** is a reflection of the lifestyle and life of Jawaharlal Lal Nehru. It also houses a huge library to be accessed by research scholars.

**Red Fort Archaeological Museum** The personal belongings of the Mughal Emperor Bahadur Shah Zafar like his silk robe and hookah have been kept here. The swords, embroidered carpets, chess boards and the carved swords are some of the things to look out for.



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**National Philatelic Museum** has a collection of old stamps which marks this place as one of the unique places of Delhi.

**Prince Of Wales Museum** Set up in the 20th century it has been recently renamed as Chhatrapati Shivaji Maharajah Museum. It was built to commemorate the arrival of the Prince of Wales by some prominent citizens with the help of the Indian Govt. Lying near the Gateway of India it tells the tale of the era gone by.

After the Victoria Terminal, it is the main attraction of the happening city of Mumbai.

**State Museum of Tripura** was established in 1970, in Agartala it is a multi purpose Museum with four galleries, namely the Tribal and cultural gallery, Painting gallery, Photo gallery, Indian Sculpture through all ages. Its being take care of by the Directorate of Art and Culture.

Let us now read about the four metropolitan cities of India – Chennai, Kolkata, Mumbai and Delhi. Surely, you know these cities.

#### 8.6.1 Chennai

Chennai, formerly known as Madras, is the capital of the state of Tamil Nadu, and is one of the four metropolitan cities of India. The city grew up around Fort Saint George, and with time, absorbed the surrounding towns and villages. In the 19th century, the city became the seat of Madras Presidency, the southern division of British Imperial India. After independence in 1947, the city became the capital of Madras State, which was renamed as Tamil Nadu in 1968. It has retained its traditional Tamil Hindu culture, and has been able to provide a unique blend of foreign influence and Indian culture. Chennai's British influence is evident in various cathedrals, buildings, and wide tree-lined avenues.

The High Court Building, built in 1892, was said to be the largest judicial building in the world after the Courts of London. The main hallmark of Fort St George, was its decorative domes and corridors, which are reminiscent of the new architecture.

The Ice House was used to store enormous blocks of ice cut from the Great Lakes in northern USA and shipped to India for refrigeration purposes during the colonial rule.

Another beautiful structure that came up during this time was the Church of St. John. It had wide Gothic arches and beautiful stained-glass windows. It had the nave and aisles, a tower and a spire. The walls are made of rubble, faced with coarse Kurla buff stone while the piers, arches, and dressings are of Porbunder Stone; the roof is built of teak wood and the floor of tiles imported from England. (Figure 8.8)



**Figure 8.8 St John Church**

Yet another structure worth mentioning that was built during this period was the General Post Office. Completed in 1872, the General Post Office in Chennai has a vast central hall, with a very high dome. It was built in local basalt with dressings of yellow stone from Kurla and white stone from Dhrangadra. It is an important tourist attraction. Inside, the marble topped tables, the high vaulted ceilings, and the sweeping staircases are designed for an ostentatious show of wealth and power of the British. (Figure 8.9)



**Figure 8.9 General Post Office**



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### 8.6.2 Kolkata

It is interesting to explore the origin & history of Kolkata. Do you know that it was the capital of British India till 1911? It was established as Kolkatta in the year 1686, as a result of the expansion plans of the British. The city kept progressing until 1756, when Siraj-ud-Daula (Nawab of Bengal) attacked it and succeeded in driving the British away from the town. In 1757, the following year, The Battle of Plassey took place, in which Robert Clive took over the city by defeating the Nawab.



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**Figure 8.10 Supreme Court of Kolkatta**

With the establishment of the Supreme Court at Kolkatta in 1774, it became the seat of justice (Figure 8.10). The capital of British India was transfer from Kolkatta to New Delhi in 1911. You may be aware that Kolkatta was officially renamed as Kolkata in 2001. Let us now take a look at the famous structures and buildings of Kolkata that exist till today.

Howrah Bridge is located over the Hooghly River. It connects the city of Howrah to Kolkatta. It stands on two 270 feet high pillars and was constructed without using any nuts and bolts. This bridge is an important symbol of Kolkata. It is probably the busiest bridge of the world. (Figure 8.11)



**Figure 8.11 Howrah Bridge**

Located in north Kolkatta, **Marble Palace** was constructed in 1835. It serves as an exquisite art gallery. It displays marvelous objects of art, sculptures, pictures & oil paintings. It also has a zoo, where you can find different kinds of birds and animals. In fact, it has a rare collection of birds.



**Figure 8.12 Fort William**

Fort William is situated at the banks of river Hooghly. It was established by the British, initiated by Robert Clive in 1696; it got completed by 1780. The basic purpose of setting up Fort William was to prevent attacks from invaders. The



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area that was cleared around the fort has become a maidan, where several exhibitions and fairs take place till today. (Figure 8.12)

Victoria Memorial Hall (Fig. 8.13) in Kolkatta is a fabulous museum that was established in the year 1921. It is a fantastic place that takes visitors into the world of past history. Today, the Victoria Memorial is one of the finest art museums in Kolkata. It is a 184 ft tall edifice that was constructed on 64 acres of land.



Figure 8.13 Victoria Memorial

Do you know that **Eden Gardens Cricket Club** in Kolkatta came into existence in the year 1864. Today it has the capacity to accommodate about 1, 20,000 persons. Eden Gardens of Kolkatta definitely falls into the category of must see places for all tourists who visit Kolkata. (Figure 8.14)



Figure 8.14 Eden Garden

The construction of **Writers Building** began in 1690. It got its name owing to the fact that it served as the dwelling place for the junior writers of the East India Company. This Gothic structure came into existence during the tenure of Lt. Governor Ashley Eden (1877). (Figure 8.15)



**Figure 8.15** Writer's Building

### 8.6.3 Mumbai

Mumbai is located on the shores of the Arabian Sea, on the West Coast of India. You will be surprised to know that it was once a group of seven islands. Although its site has been inhabited since pre-historic times, the city of Mumbai dates only to the arrival of the British in the 17th century, when it came up as Bombay. However, it really took shape in the 19th century. It was the first Indian city to have railways. Along with Kolkatta, it was one of the first two Indian cities where newspapers came into existence.

During the second half of the 19th century many civic and public buildings were constructed in Bombay in Victorian Gothic Style e.g. the Secretariat (1874) the Council Hall (1876) and Elphinstone College (1890). But the most impressive style was the Victoria Terminus now known as Chhatrapati Shivaji Terminus, but it looks more like a cathedral than a railway station. It contains carved stone friezes and stained glass windows. (Figure 8.16)



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**Figure 8.16 Chhatrapati Shivaji Terminus**

The famous Gateway of India was built with yellow stone in Indo-Saracenic style of architecture to honour the visit of King George V and Queen Mary to India. It was completed in 1924 at a cost of Rupees 24 lakhs, which was a fortune in those days. It has a 26 metre high archway and is complete with four turrets and intricate lattice work carved into the yellow basalt stone. (Figure 8.17)



**Figure 8.17 Gateway of India**

Since independence, Mumbai has continued to be India’s leading commercial and industrial city. The stock exchange, the business centres, the famous film industry called Bollywood and anything you call in the name of westernization and modernization is all here. As you know, today it is the most important financial city of India with important industries like textiles, finance and film making. You are aware of the famous Bollywood, the biggest film industry in the world, where so many Hindi films are produced. Once known as the Gateway to India, traces of British rule are still evident in the city of Mumbai.



Notes



**INTEXT QUESTIONS 8.6**

1. Name 4 famous places in Chennai.
  - i) \_\_\_\_\_ ii) \_\_\_\_\_
  - iii) \_\_\_\_\_ iv) \_\_\_\_\_
2. Name 4 famous places in Kolkata.
  - i) \_\_\_\_\_ ii) \_\_\_\_\_
  - iii) \_\_\_\_\_ iv) \_\_\_\_\_
3. Name 4 famous places in Mumbai.
  - i) \_\_\_\_\_ ii) \_\_\_\_\_
  - iii) \_\_\_\_\_ iv) \_\_\_\_\_

**8.6.4 Delhi**

Do you know that Delhi became the capital of British India in 1911! That is why Delhi celebrated its 100th anniversary in 2011. Evidently, it was in 1911 that the modern city, now called New Delhi, came up. However, Delhi has a history much older than that. It is believed that there are at least seven important old cities that have come together to form Delhi. The first city of Delhi is believed to have been established on the right bank of the Yamuna by Yudhishtira, the eldest of the Pandava brothers by the name of **Indraprastha**. Surely, you remember the story of *Mahabharata*, which tells of the great war between the Pandavas and Kauravas.

According to folklore, Delhi was founded by Raja Dhilu. During the 2nd century C.E, Ptolemy, the Geographer marked Delhi in his map as **Daidala**. From that time onwards, Delhi has continued to grow. Today it has expanded so much that it is now one of the largest cities, not only in the country, but in the whole world.

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A very interesting legend is associated with Delhi. The story goes like this: A snake Vasuki was pushed underground by an Iron Pillar in the Qutab Minar Complex during the time of King Ashoka. Several years later, when the Tomar king Anang Pal of **Lal Kot**, established his rule in Delhi, he pulled out this pillar and set the serpent free. At that time, it was predicted that no dynasty would now be able to rule over Delhi for long. After the Tomars came the Chauhans, who built a city called **Qila Rai Pithora** in the Lal Kot area, near Mehrauli. Prithvi Raj Chauhan of this dynasty ruled from **Mehrauli**.



Figure 8.18 Qutub Minar

Delhi again came into prominence when the Slave Dynasty came into power. You will remember reading that Qutb-ud-din had started building the famous Qutub Minar, (Fig. 8.18) which was later finished by Iltutmish. Later, when Alauddin Khilji became the Sultan, it was **Siri** that became the centre of power. The Siri Fort still exists and this area in Delhi is known as Shahpur Jat.. Siri also has an interesting story to tell. Alauddin Khilji's rule was constantly threatened by the Mongol invasions. Some of these Mongols who stayed back in the city rebelled. Alauddin Khilji got them beheaded and their heads were buried under the walls of the city. That is how the place came to be called Siri. As you know the word *sir* means head. We still use that word for head.

Some years later, when the Tughlaq dynasty came to power, Sultan Ghiyasuddin Tughlaq constructed the city called **Tughlaqabad**. This was designed as a fortified town. After Ghiyasuddin's death, Mohammed Bin Tughlaq (1320-1388) enclosed the earlier cities of Delhi into a single unit and named it **Jahanpanah**. (Figure 8.19)



**Figure 8.19 Tughlaqabad Fort**

Ibn Batuta, who served in the court of Mohammed Bin Tughlaq, has given a very interesting description of this city. He has described it as “.....the metropolis of India, a vast and magnificent city, uniting beauty with strength. It is surrounded by a wall that has no equal in the world, and is the largest city in India, nay rather the largest city in the entire Moslem Orient.”

Another important ruler of Tughlaq dynasty was Firoz Shah. During his reign, Delhi had an enormous population and covered an extensive area. He constructed **Firozabad**, located near Firoz Shah Kotla. However, the invasion of Timur, the king of Samarkand, in 1398, destroyed its glory, including the city of **Jahanpanah**. Timur took with him Indian architects and masons to build the mosques at Samarkand. The succeeding rulers shifted their capital to Agra.

It was the Mughal ruler Humayun, who built **Dinpanah** on the mound of ancient Indraprastha. However, it was Humayun’s great grandson, Shah Jahan, who revived the lost glory of Delhi. He started building the Red Fort in 1639 and finished it in 1648. In 1650, he started the work of building the famous Jami Masjid. Shah Jahan’s city was called **Shahjahanabad**. Great poets such as Dard, Mir Taki Mir and Mirza Ghalib, etc. made ghazals and the language of ghazals, i.e. Urdu famous during this period. It is believed that Shahjahanabad was more beautiful than Baghdad in Iraq and Constantinople in Turkey. Over the centuries, the city was looted and destroyed by the armies of Nadir Shah (1739), Ahmad Shah Abdali (1748) as well as continuous attacks from within. All these weakened the city. But, in spite of all these problems, Delhi still had much to offer - music, dance, drama and variety of delicious food along with a rich cultural language and literature.

It was said that Delhi was the home to at least 24 Sufis of which the most famous were from the Jahanpanah area. Some of them were:

1. Kutbuddin Bakhtiyar Kaki whose khanqah or dera was at Mehrauli;



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2. Nizamuddin Auliya, whose khanqah was at Nizamuddin;
3. Sheikh Nasiruddin Mahmud, who is popularly known today as Chiragh-e-Delhi;
4. Amir Khusro, who was a great poet, musician and scholar.

After 1707, the Mughal power weakened and Delhi became a pale shadow of itself. In 1803, the British occupied Delhi after defeating the Marathas. The areas around Kashmere Gate and Civil Lines became important centres, where the British built many structures. In 1911, the British shifted their capital to Delhi and built an entirely new city called New Delhi. It was made on a majestic scale. The large structure of the India Gate, the Viceroy House which is now the Rashtrapati Bhavan, Parliament House and the North and South Blocks were all made to impress the Indian subjects of the British rule. They were meant to show the supremacy, the majestic power as well as the regality of the British. This new city was completed by 1932. The Connaught Place still remains an important commercial centre of the city. Delhi remains an important commercial, cultural and political centre of India. Massive buildings, beautiful parks, flyovers, the Metro, a beautiful airport, educational centres, museums, big wholesale markets, Embassies and High Commissions of all countries of the world, large malls, major industries, etc. all contribute to making it a beautiful city. It is said: *Dilli hai dil walon ki* (Delhi belongs to those who have a large heart).



### INTEXT QUESTIONS 8.7

1. Match the cities within Delhi with the king who built them

S. No.	Name of the City	Name of king who built it
1.	Indraprastha	Prithvi Raj Chauhan
2.	Lal Kot	Mohammed Bin Tughlaq
4.	Mehrauli	Yudhishtira
5.	Siri	Firoz Shah Tughlaq
6.	Jahanpanah	Humayun
7.	Tughlaqabad	Shah Jahan
8.	Firozabad	zabad Alauddin Khilji
9.	Dinpanah	Anang Pal Tomar
10.	Shahjahanabad	Ghiyasuddin Tughlaq

2. Name 4 famous Sufi saints of the Jahanpanah area.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_



### WHAT YOU HAVE LEARNT

- The history of Indian architecture and sculpture is as old as the civilization of Indus Valley.
- Architecture holds the key to the understanding of the cultural diversity of any part of India as it is influenced by the cultural traditions and religious practices of different times.
- Buddhism and Jainism helped in the development of early architectural style of India in building stupas, viharas and chaityas.  
During the time of Gupta, Pallavas and Cholas temple architecture flourished.
- Delhi Sultanate and Mughals brought with them Persian influence and we witness an Indo-persian style of architecture.
- The British and other colonial powers brought the European impact on Indian architecture and effected a synthesis of those with indigenous styles and also instituted the typical colonial style of architecture where materials were used to fashion majestic buildings and offices.
- Starting from the Harappa civilization, India has had a very long history of town planning, which can be traced back to 2350 B.C.E.
- Several towns have come up since then.
- There were 2,837 towns in 1594.
- By the beginning of the 20th century, Bombay (now Mumbai), Kolkatta (now Kolkata) and Madras (now Chennai) had become well known important cities for administration, commerce as well as industries.
- Delhi became the capital of British India in 1911. However, Delhi has a history much older than that.
- It is believed that there are at least seven important old cities that have come together to form Delhi. These are probably Indraprastha, Lal Kot, Mehrauli, Siri, Tughlaqabad, Firozabad and Shahjahanabad



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### TERMINAL EXERCISE

1. Describe architectural styles of Harappan civilization.
2. Elaborate the contributions of Gupta, Pallavas and Chola rulers to the temple architecture of India.
3. What were the different styles of architecture and sculpture found in India?

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4. Buddhism and Jainism had contributed in the architectural development in India - Discuss.
5. How would you view the construction of monuments during the regime of Delhi Sultanate?
6. The architecture during Mughal period was a synthesis of the Indian, Persian, Mongol and Mughal style. Elaborate.
7. Narrate the story of Delhi in your own words.
8. Find out the truth about the saying *Dilli hai dil walon ki*. Write an essay on it. You can search on the internet or get books from a library.



### ANSWERS TO INTEXT QUESTIONS

#### 8.1

1. The emergence and decay of great empires and dynasties in the sub-continent influenced the growth and shape of Indian culture.
2. Many thick layers of well baked bricks laid in gypsum mortar were joined together for the purpose of making the whole construction very strong. The strength of the buildings can be seen by the fact that they have successfully survived the ravages of atleast five thousand years
3. The Public bath at the site of Mohenjodaro is an evidence of their engineering skills.
4. During Gupta period

#### 8.2

1. Sanchi stupas and Sarnath stupas
2. On Monolithic stone pillars
3. Gandhara School, Mathura School, Amaravati School
4. In Orissa
5. The Rashtrakutas
6. The Pallavas
7. A temple architecture style having vimana or shikara, high walls and the gateway topped by gopuram.
8. Brihadeshwara Temple

9. Temples constructed with shikaras (spiral roofs), the garbhagriha (sanctum) and the mandap (Pillared Halls)
10. Narshimha Deva I
11. Dilwara Temple

### 8.3

1. Domes, arches, minarets
2. Quwwat-ul-Islam mosque at Delhi, Qutab Minar - At Delhi Tomb of Mohammad Tuglaq Tomb of Firoz Tuglaq, Tomb of Ibrahim Lodhi - At Delhi Sher Shah Tomb at Sasaram
3. Gol Gumbaz
4. Decorative design in inlay work in building constructed during mughal period.
5. Buland Darwaza

### 8.4

1. Basilica Bom Jesus and the church of Saint Francis.
2. Lutyens
3. Greek and Roman architectural styles.
4. It houses museum full of colonial artefacts.
5. French architect Corbusier.
6. An Austrian architect Stein
7. (i) Raj Rewal (ii) Charles Correa

### 8.5

1. Harappa, Mohenjo-Daro, Kalibangam, Surkotada Rajgir, Varanasi, Ayodhya, Hastinapur, Ujjain, Sravasthi, Kapilavastu, Kaushambi or any other not mentioned in this lesson.
2. Any 5 out of Panaji, Bombay, Machilipatnam, Nagapattnam, Madras, Kolkatta or any other/s not mentioned in this lesson.
3. Any 5 out of Mussoorie, Simla, Nainital, Darjeeling, Shillong, Nilgiri, Kodaikanal or any other/s not mentioned in this lesson.
4. Civilian Officers
5. Army Officers



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#### 8.6

1. The High Court Building, The Ice House, Church of St. John, General Post Office or any other/s not mentioned in this lesson.
2. Any 4 out of Howrah Bridge, Marble Palace, Writer's Building, Fort William, Eden Gardens, Victoria Memorial Hall or any other/s not mentioned in this lesson.
3. Any 4 out of Secretariat, Council Hall, Elphinstone College, Victoria Terminus (modern Chhatrapati Shivaji Terminus), Gateway of India or any other/s not mentioned in this lesson.

#### 8.7

1. 

S. No.	Name of the City	Name of king who built it
1.	Indraprastha	Yudhishtira
2.	Lal Kot	Anang Pal Tomar
4.	Mehrauli	Prithvi Raj Chauhan
5.	Siri	Alauddin Khilji
6.	Jahanpanah	Mohammed Bin Tughlaq
7.	Tughlaqabad	Ghiyasuddin Tughlaq
8.	Firozabad	Firoz Shah Tughlaq
9.	Dinpanah	Humayun
10.	Shahjahanabad	Shah Jehan
2. Qutbuddin Bakhtiyar Kaki, Nizamuddin Auliya, Sheikh Nasiruddin Mahmud, Amir Khusrau, or any other/s not mentioned in this lesson.

# CURRICULUM OF TOURISM (SENIOR SECONDARY COURSE)

## 1. Rationale

People have been moving from one part of the country to another since time immemorial. But, today it has assumed great proportions. People now travel for leisure, for business, for pilgrimages or simply to get outside their city of residence for fun. But India is a large country. It has a total area of 3,287,263 sq. kilometres which is divided into 29 states and 7 union territories. So now welcome to the world of national and international trade and tourism.

Since tourism is a social, economic, cultural and environmental phenomenon with primary objective of promoting travels outside the city of domicile, it is an important branch of study. In the beginning, tourism was taught along with history in the schools but now it has occupied an important place in the school, college and university curriculum.

Today, tourism is taught as a general as well as a vocational subject and derives its basic theoretical inputs from history, geography, economics, sociology, psychology, philosophy and management. Thus, students pursuing secondary and senior secondary courses are now provided with an opportunity of understanding the complex functioning of the tourism industry. At the senior secondary stage, tourism has become a natural choice of students to build professional career as most of the frontline jobs can easily be performed by the senior secondary qualified students. Those students are taught about the conceptual background and industry practices. These lessons mostly generate curiosity among the learners to become an

information and knowledge seeker. The primary objective of Tourism as a full-fledged subject is to bridge the gap between the demand for tourism services and the supply of those tourism services through a well-developed curriculum for the senior secondary students, who can enhance their skills to work for the industry in a more professional manner. At the same time there is also an attempt to develop a sense of pride and consciousness towards cultural heritage and nature, as they are the key elements of tourism resources. With this background and an ample scope to widen their knowledge and skills, the students can confidently opt for tourism course at the senior secondary stage.

## 2. Course Objectives

The rationale for taking up the teaching of tourism at this stage is:

- To draw the attention of peace, fraternity and mutual understanding among the people of different cultures and faith.
- To broaden the understanding of the various types of tourism and tourist industry.
- To give an in-depth description of the rich cultural heritage and its contribution to the development of tourism.
- To generate interest and curiosity and also be familiar with a wide range of tourist attractions in India.
- To help in distinguishing between heritage and natural attractions.

- To provide sufficient knowledge of geographical features like topography, landforms, climatic conditions, sea routes and highways which will help them in guiding tourists.
- To recognize that geography and tourism are complementary to each other for the growth of global tourism.
- To infuse a sense of seriousness and work towards achieving nation's goals and objectives of attracting tourists to the country.
- To explain the use of management principles for making tourism resources meet the expectations of tourists and service providers.
- Provide a holistic development by implementing the principles of sustainable tourism for the present and future generations.
- To understand the significance of tourism industry for economic growth, human development, social harmony, international understanding, regional development and expansion of knowledge and wisdom.
- To internalise the role of each individual in helping tourism industry to grow and sustain amidst various socio- political and economic turmoil.
- To develop and appreciate the roles and functions of modern travel agency and tour operations in building the image of destination and country and in creating employment opportunity and generate foreign exchange for the country's economic growth.
- To outline the importance of travel trade industry in disseminating related information in a professional way.
- To appreciate the contributions of hospitality industry in extending the hospitality services to the guests.
- To appreciate the contribution of the hospitality industry in generating revenue for the country.

### 3. Approach

The course has been designed to provide conceptual and practical exposure to the learners in tourism and related areas for creating very relevant and professional approach for tourism sector. While the course focusses on all the major issues in tourism such as the availability of resources like culture and heritage, tourist destinations and attractions, transportation and hospitality facilities, travel agency, and tour operation, etc., special emphasis would be laid on the contemporary development of tourism at the national and international level. The subject matter also includes different types of tourists and tourism. Different modules on travel agency and tour operators and hospitality management aim at enhancing the employability of learners in this upcoming sector. The course also follows an interdisciplinary approach drawing inputs from other related disciplines.

- I. The course uses a unique blend of self instructional material, personal contact programmes, audio, video programmes and emphasis on the comprehensive continuous assessment of learners.
- II. It adopts a case study approach to expose the learners to operation of travel agencies, tours management, management of events and MICE (Meeting Incentive Conferences and Exhibitions) etc.
- III. It involves the study of tourism through socio economic, historical, cultural, geographical and management perspectives highlighting their relevance in the growth and development of tourism.
- IV. The focus is also on building an academic – industry collaboration for wider practical orientation of the learners which will help in enhancing their employability.
- V. Throughout the course tourism is looked at as a resource, profession and industry.

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### 4. Course Structure

Distribution of Marks and Study hours for each module is as follows;

Sl. No.	Name of Module	Marks	Study Hours
1.	Basics of Tourism	20	50
2.	Cultural Dimensions of Tourism	16	40
3.	Cultural and Heritage Aspects of Tourism in India	18	41
4.	Natural Diversity as Tourist Attraction	18	41
5.	Management of Tourism Business	16	40
6.(A)	Travel and Tour Operation Business	12	28
6. (B)	Hospitality Management	12	28
	<b>Total</b>	<b>100</b>	<b>240</b>

### 5. Course Description

#### Module - 1: Basics of Tourism

**Weightage: 20 Marks Study Hours: 50 Hours**

#### Approach

This module is developed to acquaint learners about the basic concepts of tourism. The learners would be able to understand tourism as a business. They will be introduced to different aspects of tourism such as excursion, holidays, sightseeing, mass tourism etc. They will be able to develop perceptions of how people and the world understand the concepts of travel, holiday and different modes of travel. They will be able to learn what tourism products are based on and how they are influenced by economic and social developments.

1. Evolution of Tourism
2. Tourism Industry and its Organization
3. Impact of Tourism
4. Fundamentals of travel and Tourism Geography
5. Transport for Tourism

#### Module - 2: Cultural Dimensions of Tourism

**Weightage: 16 Marks Study Hours: 40 Hours**

#### Approach

This Module is designed to familiarize the learners with the cultural dimensions of tourism. The Module gives an overall picture of the understanding of Indian culture and heritage with a special emphasis on the art and architecture. The learners in this Module are invited to know some interesting facts about the Indian architecture as tourist attractions. This module also acquaints the learners with some interesting facts about Popular and UNESCO declared Heritage sites not only in India but at the global level. This is an attempt to help to understand Indian culture and heritage which should further help in providing an understanding to the tourist visiting that place.

6. Understanding Indian culture and heritage
7. Performing Art Heritage in India
8. Indian Architecture as Tourist Attractions

**Module - 3: Cultural and Heritage Aspects of Tourism in India****Weightage: 18 Marks Study Hours: 41 Hours****Approach**

In this module we will take up the cultural and heritage aspects of tourism. The objective over here is to familiarise the learner with the countries heritage tradition from time immemorial. This important social and cultural input helps in raising the number of tourists coming to the country as they become familiar with the history of the country and can connect with the places they are visiting or the fine arts or performing arts they are enjoying which has its genesis in the past.

9. Culture and Heritages in India: Hinduism, Jainism and Buddhism
10. Culture and Heritages in India: Sikhs, Islam and Christianity
11. Cultural Attractions in India

**Module - 4: Natural Diversity as Tourist Attraction****Weightage: 18 Marks Study Hours: 41 Hours****Approach**

This module focusses on the natural diversity as tourist attraction in India. This aims at acquainting the learners with how the diverse geographical locations boost tourism. This module also throws light on the growth and development of tourism not only in India but around the world as well.

12. Natural Tourist Attractions in India
13. Growth and Patterns of tourism in India
14. Growth and Patterns of tourism in World

**Module - 5: Management of Tourism Business****Weightage: 16 Marks Study Hours: 40 Hours****Approach**

This module aims at developing the understanding of basic tourism management principles and practices

among the learners with regard to enhancing their practical decision-making skills and abilities and creating a sustainable and professional management culture in tourism sector. Besides providing the basic understanding of the principles, process and practices of all major functional areas of management like marketing, finance and human resources, the module strives to enhance the learner's communication skills and develop their personality.

It also highlights the impacts of tourism and emergence of tourism as a sunrise service sector.

15. Tourism Management
16. Human Resource Management-I
17. Human Resource Management-II
18. Communication and Personality Development
19. Tourism Marketing

**Module - 6(A): Travel and Tour Operation Business****Weightage: 12 Marks Study Hours: 28 Hours****Approach**

The module makes the learners familiar with the past and present business practices in a travel agency and in tour operation. This will help in understanding the origin of organized package tour in Europe and the North America. It gives an overview of the evolution and development of travel agency business in the world, including India between the 19th and 20<sup>th</sup> century. It helps the learner understand the factors responsible for increasing the demand for travel related services. It largely focuses on the organised and professional way of managing the travel agency business for customer satisfaction and profit optimization. Finally, the module describes the various dimensions of travel agency business with relevant examples. Knowledge about the travel related services like hiring a car or bus, booking and cancellations of air, train and bus tickets and booking hotel room for you or friends and relatives.

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Knowledge about the relationship between the wholesaling and retailing in tourism services through travel agency for providing complete travel solutions.

20. Fundamentals of Travels Agency and Tour Operation Business
21. Functions of Travel Agencies and Tour Operations
22. Itinerary Planning and Tour Packaging

### Module -6(B): Hospitality Management

**Weightage: 12 Marks Study Hours: 28 Hours**

#### Approach

This module gives description of the essential of Hospitality industry to make the learner familiar with its management. This helps in understanding, importance of hospitality sector and its operations. Awareness about the sectors being involved directly, indirectly with the hospitality sector supporting tourism. Different hospitality sectors are there to support and affect Tourism. Different Department of Hospitality Sectors are connected for smooth operations.

Key terms used in Hotel Sector i.e., a large overview of Hospitality Management in the Hotel Sector.

23. Hospitality and Catering Industry
24. Front Office Operations
25. Supporting Operations of Hotel

The optional modules are designed to give the learner maximum flexibility and freedom to choose a topic of their choice from one of the two modules. These two modules are designed with due care to give a deeper understanding of tourism of two areas like growth and pattern of tourism, cultural and heritage aspect of tourism.

## 6. Scheme of Study

The course in Tourism provides you with package of learning opportunities which comprise of: Printed

Self Learning Material (SLM) in four parts i.e. Part-1, 2, 3 and Part-4.

- Supplementary Materials in the form of Audio and Video Programmes.
- Video tutorials in Tourism are available on the NIOS website ([www.nios.ac.in](http://www.nios.ac.in)) as well as YouTube.
- Please contact your study centre for the Personal Contact Programme (PCP) schedule. Apart from the Face-to-Face Personal Contact Programme (PCP) at your study centre, live Personal contact Programmes (PCPs) through audio streaming are webcast on Mukta Vidya Vani, which can be accessed through the NIOS website ([www.nios.ac.in](http://www.nios.ac.in)).

## 7. Scheme of Evaluation

The learner will be assessed through Continuous and Comprehensive Evaluation (CCE) in the form of Tutor Marked Assignment (TMA) as well as through a Public Examination. The following table shows the details:

Mode of Evaluation	Syllabus/ Contents	Duration	Weightage
Tutor Marked Assignment (TMA)	All Contents under SLM	Self Paced	20%
Public/Final Examination	All Contents under SLM	3 Hours	80%

## Career Prospects

Diverse job opportunities are available for travel and tourism management professionals.

In Government sector, you may find a job at Tourism Boards (State as well as Central), Government Tourist information offices, Government run Hotels, Airlines, Transportation services etc.

And, in private sector, you may find jobs in Travel agencies as Tour operators or Travel consultants, in Airlines, Airports, Travel and ticketing websites, Visa and travel document service firms, Hotels, Resorts, Tourist information office, Cruise lines etc.

If one has entrepreneurship skills and access to decent financial resource, one may start ones own travel agency, ticketing firm, tour agency, travel consultancy, tourist information service etc.

Common job profiles available for travel and tourism professionals include-

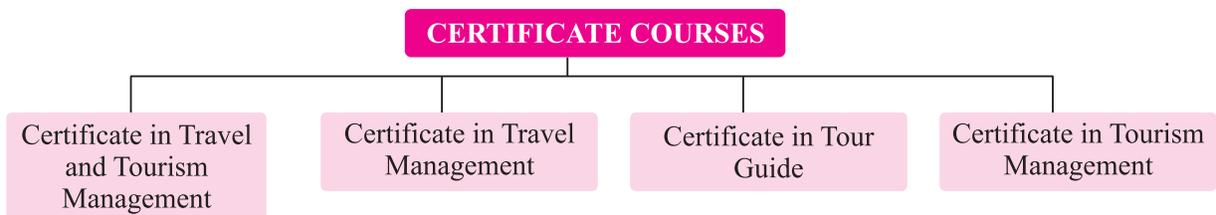
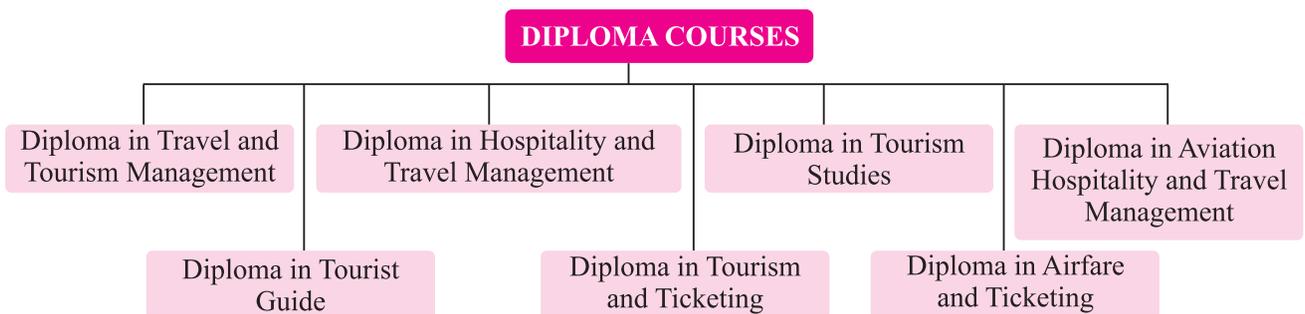
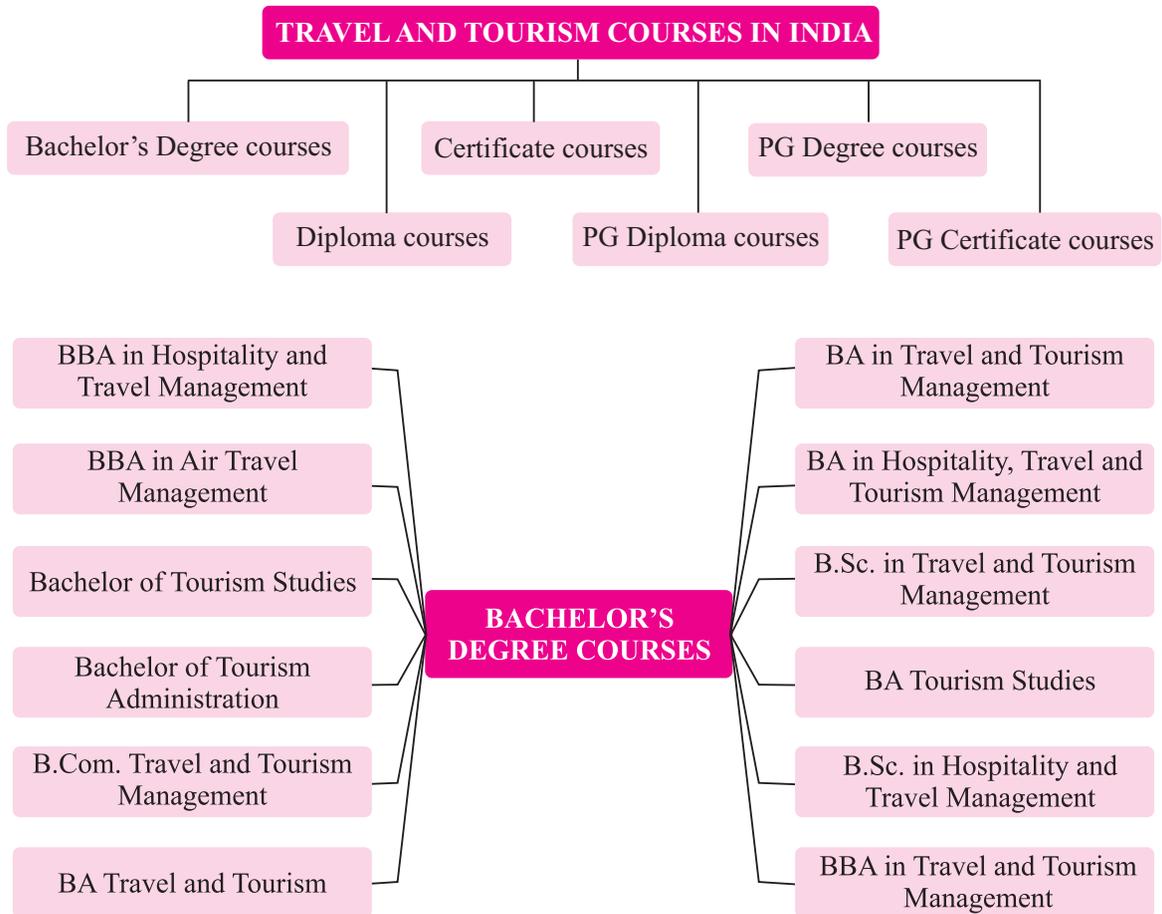
- Air hostess
- Airline employee / Airport staff
- Customer service manager
- Entrepreneur
- Event manager
- Ticketing staff

- Tour Guide
- Tour Operator
- Travel Agent
- Travel Agency staff
- Travel and Tourism Consultant
- Tour Manager
- Tourism Promoter / marketer

In India, travel and tourism courses are available in these formats-

- Bachelor's Degree courses
- Diploma courses
- Certificate courses
- PG Degree courses
- PG Diploma courses
- PG Certificate courses

## Curriculum



# QUESTION PAPER DESIGN

**Subject: Tourism**

**Level: Senior Secondary**

**Maximum Marks: 100**

## 1. Weightage to Objectives

Objective	Marks	Percentage
Knowledge	26	26
Understanding	50	50
Application	24	24
<b>Total</b>	<b>100</b>	<b>100</b>

## 2. Weightage to Question

Types of Questions	No. of Questions	Marks of Each Question	Total
Long Answer	7	6	42
Short Answer	9	4	36
Very Short Answer	11	2	22
<b>Total</b>	<b>27</b>		<b>100</b>

## 3. Weightage to Major Content Areas:

Sl. No.	Name of Module	Marks	Study Hours
1.	Basics of Tourism	20	50
2.	Cultural Dimensions of Tourism	16	40
3.	Cultural and Heritage Aspects of Tourism in India	18	41
4.	Natural Diversity as Tourist Attraction	18	41
5.	Management of Tourism Business	16	40
6.(A)	Travel and Tour Operation Business	12	28
	<b>OR</b>		
6. (B)	Hospitality Management	12	28
	<b>Total</b>	<b>100</b>	<b>240</b>

# TOURISM

## SAMPLE QUESTION PAPER

**Time: 3 Hours**

**Maximum Marks: 100**

1. Write any two special features of multi-dimensional tourism. 2×1=2
2. What is meant by secular outlook? Give any two points 2×1=2
3. Differentiate between travel and tourism. 1+1=2
4. Mysore palace is one of the most popular architectural style. Substantiate this with two examples. 2×1=2
5. Identify two prominent features of the Buddhist Stupa at Sanchi. 2×1=2
6. State with two examples of importance the major tourist circuits. 2×1=2
7. 'Women had a respectable place in society during the Aryan Age'. Justify it with two arguments. 2×1=2
8. Which two of the following statements are true about a wholesale travel agency? 2×1=2
  - (a) It may also sell package tours directly to the customers through its own set air outlets.
  - (b) It has a foreign currency exchange facility.
  - (c) It organizes sightseeing tours and excursion tours.
  - (d) It is less inclined to perform ground services.
9. Suggest any two skills required for personality development. 2×1=2
10. Explain the significance of travel insurance for a traveller. 2×1=2
11. Distinguish between National Highways and State Highways. 2×1=2.
12. Describe any four barriers to communication. 4×1=4
13. Explain any four recent trends of tourism in India. 4×1=4
14. The longitude of a place A is 40° East where the time is 10 AM. Another place B is located at 150° East longitude, what would be the time at place B? 4
15. Distinguish between advertising and sales promotion. 2+2=4
16. Highlight any four 'do nots' of an itinerary. 4×1=4

17. What according to you could be the possible reasons for celebrating some other days apart from the religious festivals as national festivals. Give any two possible reasons in support of your answer. 2+2=4
18. List any four reasons needed for human resource planning. 4×1=4
19. Explain any four factors responsible for affecting the growth of tourism in the world. 4×1=4
20. 'Like any other industry, the hospitality industry has also a number of uncontrollable factors that affect it'. Analyse the statement in any four points. 4×1=4
21. Describe any three negative and positive economic impacts each of tourism. 3+3=6
22. Suggest any six measures to boost tourism in India. 6×1=6
23. Explain with examples why and how religions and pilgrimage centres assume the status of tourist destinations. 6×1=6
24. Discuss any six most important factors which can affect tourism. 6×1=6
25. Management of human resources in tourism is very important. Justify this statement by giving any six arguments. 6×1=6
26. Describe any six steps followed in the package tour formulation process. 6×1=6
27. Discuss how the Sufi Dargahs have helped to promote tourism in India. 6×1=6

# MARKING SCHEME

## SAMPLE QUESTION PAPER

### TOURISM

1. Special features of multi dimensional tourism-
  - (i) It is efficient and profitable means to develop economic activity in many countries.
  - (ii) It is very well organized to take care of the tourists. 2×1=2
2. Secular outlook  
The constitution declares India to be a secular country. Everyone is free to profess and practice any religion of his/her choice. The state has no religion of its own and all religious are treated equally by the state. No one is to be discriminated on the basis of religion. 2
3. When we intend to undertake journeys from one place to another for any purpose, it is called 'Travel'.  
On the other hand tourism involves journey to a destination as well as stay over there. It is usually away from the regular residence or work place. 1+1=2
4.
  1. The architectural style is Indo-Saracenic
  2. Blends together Hindu, Muslim, Rajput and Gothic styles of architecture. 1+1=2
5. Two features are:
  - (i) Polished pillar
  - (ii) Jataka stories are inscribed on the gateways 1+1=2
6.
  - (i) It facilitates movements
  - (ii) Special arrangements can be made e.g. if they fall in the same circuit e.g. Delhi – Agra – Jaipur – Delhi.
  - (iii) It also proves to be economical and time saving. (Any two) 2×1=2
7.
  - (i) They could attend assemblies and participate in debates.
  - (ii) They could offer scarifies to Gods and participate in the yagna along with their husbands. 2×1=2
8. Statements (a) and (b) are directly related to wholesale travel agencies. 1+1=2
9. Communications skill and personal presentation. 1+1=2

10. Travel insurance ensures insurance security to travellers' personal as well as baggage losses. It provides security net to the travelers to compensate the losses of life, baggage and cancellations etc.

2×1=2

11. National Highways

(i) National Highways are principal roads connecting different state capitals to the main cities of the country.

(ii) Total length of National Highways is 70934 kms

State Highways.

(i) State Highways connect the state capital with district headquarters, important towns and cities within this state.

(ii) Total length of these highways is much more than the National Highways 4×½ =2

12. Barriers to communication

(i) Noise

(ii) Distance

(iii) Information overload

(iv) Medium of communications

(Any four with brief description)

4×1=4

13. Recent Trends of Tourism in India-

(i) India is one of the favoured destinations of the foreign travelers.

(ii) Due to a great variety of tourist places as well as attractions, more and more tourists are visiting India.

(iii) India is a very economical destination

(iv) The economic factor has given a boost to medical tourism.

(v) The stay of foreign tourists in India is the longest.

(Any four points)

4×1=4

14. Difference between the longitudes of A and B places  $150^\circ - 40^\circ = 110^\circ$  ·  $110 \times 4$  minutes = 440 mts.  
440 mnts divided by 60 minutes = 7 hours 20 minutes

Since the reference is from place A which is in the west of place B. Hence the time of place B would be more than the time of place A by 7 Hours 20 mts. Hence the time of place B is 10+7Hrs. mts or 17 Hrs 20 mts or 5.20 p.m.

15 Advertising

- (i) Advertising is impersonal in nature
- (ii) It is aimed at creating demand
- (iii) It targets a huge population at a time
- (iv) Advertising does not provide immediate feedback

Sales Promotion

- (i) Sales promotion is personal in nature
- (ii) It is aimed at increasing sale
- (iii) Its scope is limited as compared to advertising
- (iv) Sales promotion provides immediate feedback to companies

8×1/2 =4

16 Do not's of an itinerary

- (i) Do not add too many details which might cause confusion
- (ii) Do not leave directions ambiguous
- (iii) Do not forget about the nature of group, such as age group, physical disabilities, eating habits and language basics
- (iv) Do not go overboard on the hotel recommendations.
- (v) Don't include shops which are not registered, restricted areas without availing permits
- (vi) Do not forget restaurant recommendations

(Any four)

4×1=4

17. (i) They are celebrated to commemorate important historical events like Independence Day on 15<sup>th</sup> August

- (ii) Republic Day is celebrated all over the country on 26<sup>th</sup> January with great festivity
- (iii) The birth of Father of Nation Mahatma Gandhi is celebrated on 2<sup>nd</sup> October

(Any two)

2+2=4

18. Reasons

1. Future Personnel needs
2. To create highly talented personnel
3. For protection of weaker sections

4. For international expansive strategy of the company.

5. It is the foundation for personnel function

(Any four points)

4×1=4

19. Factors

(1) More disposable income of the tourists

(2) Paid holidays or holiday entitlements

(3) Travel cost

(4) Technology

(5) Package providers /tour operators

(6) Update knowledge/media

(7) Growing middle class in developing countries

(Any four points)

4×1=4

20. Factors affecting the hospitality industry

1. Economic factors

2. Legal changes

3. Technology

4. Competitions

(All the four with analysis )

4×1=4

21. Negative economic impacts

(i) There are many hidden costs in tourism which are adverse to economic effects on the destination countries

(ii) In poor and developing countries, the money is used to develop the infrastructure for tourism

(iii) In all inclusive package tours there is no option left for making profit to the local economy

(iv) Any other negative economic impact

Positive Economic Impacts

(1) Income generated by tourism can increase growth in other economics sectors

(2) Foreign exchange is earned from foreign tourist

- (3) It creates employment opportunities
- (4) Any other positive economic impacts 3+3=6
22. (1) Proper information or location, distance and fare for tourist sites should be given.
- (2) Information regarding connecting bus, rail and aircrafts should be made available.
- (3) Updated arrival and departure information should be available on information boards, internet and telephone.
- (4) Help desk should be available round the clock.
- (5) Aged and physically challenged tourist should be treated well.
- (6) A system of standard signs and symbols should be developed and installed on roads, railway stations and air terminals.
- (7) Eco friendly terminals should be developed.
- (8) All terminals and stations should be neat, clean and tidy.
- (Any six points) 6×1=6
23. (i) Religion and pilgrimage are very important part of human life.
- (iii) People remain attached to their Gods and Goddesses
- (iv) Example Puri in Odisha is one of the four dhams of Hindus
- (v) Monstaries and Viharas
- (vi) Golden Temple in Amritsar
- (vii) Dargah of Hazrat Nizamuddin Aulia 6×1=6
24. (i) Geographical factors
- (ii) Cultural Events and celebrating festivals
- (iii) Safety and security of the place.
- (iv) Economic
- (v) Facilities and services like place to stay, transport, food etc.
- (vi) Government policies in making the stay of the tourists comfortable.
- (vii) Facilities for transport, security etc.
- (Any six points) 6×1=6

25. 1. Human Resources are an inseparable constituent of tourism
2. The tourism industry is a combination of different sectors and each sector has its own specialized requirements in terms of human resources.
3. Even within one sector there are specializations.
4. Different jobs require different types of trained manpower.
5. Each segment of tourism require different training.
6. Tourism is intermingled with human resource.
7. Tourism is a service industry and no tourist activity is possible without involvement of human resources.
8. Any other relevant point.
- (Any six points) 6×1=6
26. Sequence of steps followed in the formulation of tour package.
1. Market Research
2. Prepare an itinerary
3. Identification
4. Contracts
5. Costing of the package
6. Tour brochure
7. Marketing of the products
8. Documentation
- (Any six points) 6×1=6
27. 1. Devotees come here to pray, on the shrine for fulfillment of their wish.
2. Devotees whose wishes are fulfilled come here for thanks giving.
3. Shrine of Bakhtiar Kaki at Delhi – an important venue Phool walon Ki Sair.
4. Hazrat Bal in Kashmir has the sacred hair of prohet Mohammad etc.
5. Charan Sharif symbolies Hindu – Muslim unity.
6. Gesu Darag in Kashmir is popular pilgrimage.