

Enlivening Tagore's Traditional Santiniketan Through the Essence of Baul Sangeet.

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Abstract

Tourism is one of the largest and fastest growing industries in the world without having chimney which can be a key to generate local employment opportunities with eradication of poverty. With the uniqueness of root touched educational system, Santiniketan has exclusiveness in music and the fine arts which makes our nation the highest means of national self-expression people and definitely Baul is one of them. Through a systematic knowledge review this paper proposes a sustainable and integrative model to generate an applicable procedure for destination development around the world through the attraction of Baul. The music of the Baul has wonderful feelings of our Bengali's root and the great red soil of Birbhum. In 2005, the Baul tradition was included in the list of "Masterpieces of Oral and Intangible Heritage of Humanity" by UNESCO. So we can develop the local tourism of Santiniketan by utilizing this fragrance of Baul. So we can give emphasis on developing short weekend trip with home like facilities to the areas where the Bauls reside became extended with traditional Bengali food. With the internationalization of Tagore's Santiniketan with its unique ground base the tourism can develop without having a huge infrastructure and competitive advantage can achieve with Baul for sustainable development. As our humanism is standing with constant change, our target should generate local employment with a new Baul based model of tourism in Santiniketan.

Keywords: *Competitive tourism, Baul Sangeet, local employment, Development, Revitalization*

1 Introduction: Travelling was always interesting and inquisitive to the global community right from the ancient era. In ancient times, man travelled to fulfill basic requirement of gathering food, he then made settlements and then travelled to sell his surplus crops and to meet his relations. Man travelled thereafter in search of knowledge as well as business opportunities sometimes for leisure only. West Bengal is such a state where all kind of tourism opportunities are present. This paper tries to emphasize destination development of Santiniketan tourism which is already renowned for the great Rabindranath Tagore with a fusion with Baul Sangeet. Though Rabindranath is always famous for his own creativity still he was also influenced by Baul Sangeet. Thus Baul Sangeet is highly attached with our soul and soil so it always touches our heart very easily. Santiniketan is well known for its Baul Sangeet. So many people are rushed for Santiniketan for grabbing both the opportunity of Tagore's essence with live Baul. People are also taking interest in reside the Baul places and culture. So not only Bengali rather people from different other countries are also coming to Santiniketan for education, research on Baul Sangeet and so on. But a detail

knowledge and idea of destination resources, destination environment and destination market analysis can generate tourism in its own way. Santiniketan has its own ethnicity in tourism for the purpose of observing the culturalexpressions of lifestyles of truly exotic people. Typical destination activities would include visits to Bauls reside, attending traditional ceremonies and dances, and possibly participating inreligious rituals.

2. Literature Review: Root, religious, cultural or tradition oriented tourism can be defined as travel to enjoy the world's amazing diversity of tourism which combines local economic development, protection of the quality of the environment and promotion of the cultural advantages and the history of an area. The combination of all or some of the above mentioned kinds of tourism could contribute significantly to the development of tourism in any country. Bauls are generally a combination of synthetic religious sect and a traditional music. Baul are not consists of homogeneous groups like Sufi or Vaishnava. So literally Bauls have no boundaries. It can go up to any extent; people from all over the world are taking interest in Baul as well as Santiniketan.

In this book, "Tourism Marketing and Management Handbook", (1989), Witt Stephen and Moutinho Luiz the authors explained about tourism marketing and management concepts, techniques and applications, ranging from marketing research approaches and the design of an effective marketing mix to strategic and operational management and computer modeling.

According to the authors in their articles on "Exploring the Economic Sustainability of the small Tourism Enterprise: A case Study of Tobago" mentioned that with current discussions on sustainable tourism development, small tourism enterprises are often regarded as one of the vehicles through which positive economic benefits can be spread within destinations. However, omitted from these discussions is that many small tourism enterprises operate within a peripheral or developing country context which may often limit their ability to impact upon the larger economy and society.

According to Kandari, O. P. and Chandra, A. (2004) in the book entitled "Tourism Development Principles and Practices" planning and assessment are important parts of sustainable development of tourism. He emphasized the light on issues of tourism development, particularly from economic, ethnic and environmental perspectives. They also mentioned that role of tourism in rural development is fundamentally an economic one and can help to sustain and improve the quality of life particularly.

In the book "Global Directions: New Strategies for Hospitality and Tourism" (1997), Teare, C. and Brown explored the relationship between the theory and practice of strategic planning and development in tourism. According to Lalon Shah Bauls can be identified by their own distinctive cloths, culture and unique musical instrument.

Baul are normally known by their own aesthetical culture with synchronisation with religious and traditional musical way of Vaishnava Hindus and Sufi Muslims.

Lalon Fakir is well known by his traditional Baul songs which is not only popular in West Bengal, so people are taking lots of interest in visiting his reside.

Baul music had a great influence on Rabindranath Tagore's poetry and on his music (Rabindra Sangeet).

Though Bauls comprise only a small fraction of the Bengali population, their influence on the culture of Bengal is considerable. In 2005, the Baul tradition was included in the list of "Masterpieces of the Oral and Intangible Heritage of Humanity" by UNESCO.

The word "Baul" has appeared in Bengali texts as old as the 15th century. The word is found in the Chaitanya Bhagavata of VrindavanaDasaThakuraas well as in the Chaitanya Charitamrita of Krishnadasa Kaviraja.

According to some scholars it is not clear when the word Baul took its sectarian significance, as opposed to being a synonym for the word madcap, agitated. Whatever their origin, Baul thought is a mixture of Tantra, Sufi Islam, Vaishnavism and Buddhism. Their thought also influenced by the Hindu tantric sect of the Kartabhajas, as well as Tantric Buddhist schools like the Vaishnava-Sahajiya.

According to Dr. Jeanne Openshaw from the end of 19th century Musical Baul are mostly appear in its oral form which can be easily understand by other persons who observe deeply. that the music of the Bauls appears to have been passed down entirely in oral form until the end of the 19th century, when it was first transcribed by outside observers. Though Baul does not appreciated by all people still it has an unique influence on Bangali culture.

"The Religion of Man" an essay based English book can give us the idea of the simplicity of life and love of bauls and their religious beliefs and aesthetics of real Bengali culture which has a similarity with Buddhism and their belief. Bauls tells the story of heart and soil.

Rabindranath Tagore, Bauls and Shantiniketan: Santiniketan is normally well known by our great Nobel Laureate Rabindranath Tagore and its educational centre, which is a world famous educational institute presently converted into a central university by the name of Viswabharati University. The University is enriched with the thoughts of Tagore and Humanities and different social science studies. The University itself generating a lots of tourist attraction from the beginning but presently Baul has introduced a new attraction for developing Santiniketan tourism. The Baul songs are normally comprises of our root, typical Bengali culture and the essence of our soil so it has always a great impact on our heart not only that sometimes Bauls has also the power to touch the mind of so many people from other country mainly Europe and America. At present people from different countries of the world are coming to Santiniketan not just as a casual visitor but to acquire all the essence of Baul and Viswabharati. Baul can be defined as a mixture of huge traditional poetry with the message of soul, soil and love.

3. Objectives: Santiniketan is not only famous for cultural and educational resources but also for manmade resources for the development of tourism. The availability of tourist packages involving Mela, Holy or Vasanta Utsav, Sonajhuri haat, and Bauls reside to entertain the tourist and provide information about the cultural wealth of that place on priority basis which reduce the concentration of tourist activity in certain areas and can improve and enrich the tourist.

So our basic objective is to develop Santiniketan Tourism in such an effective way which can attract more people around the world and generate local employment opportunities with economic development. But there are some other objectives which are -

1. To generate a community visitor centre by providing standard facilities cultural assets.
2. To develop a broader aspect of tourism development by utilizing the aesthetics of original Baul sangeet in association with Rabindranath Tagore.
3. To adopt a new strategy to revitalize the Rabindra sangeet through Baul to develop an old destination with new parameter which can attract more visitors.
4. To build a dynamic method of understanding the relationship between Tagore's Santiniketan and Baul sangeet.

4. Methodology: Special importance has given to the role of Baul Sageet and their traditional philosophy in generating weekend tourism. Short oral interview has been taken from some different Baul personality (especially Kartic Das Baul) and some interested person. This is a descriptive research study so it aims at focusing light on developing Santiniketan's tourism with generating local employment opportunities. The study was conducted through a method of data collection that enables to explain the present situation of interactive Baul more specifically with the possibility of employing local people. With its essence of reality this type of descriptive study is used to describe various aspects of the relation of Baul with Santiniketan and with its popular framework the paper tries to describe nature of tourism that can attract more tourist. This study closely associated with observational studies and it is limited with observation and collected data are not sufficient to establish a correlation. The most useful method for the collection for the proposed study is different case studies and few surveys.

5. Scope of the study: This study is primarily concerned with development of tourism in Santiniketan which is already renowned for the great poet Rabindranath Tagore in the context of a unique dimension of Baul sangeet. Baul in West Bengal has not received due attention from academic analysis within a policy framework. Even though they have been acknowledged in a general sense, the studies conducted on the subject are limited in their scope and lack elucidation of the implications for this particular issue. The main purpose of the study is to address the configuration of tourism destination development and dynamic imperatives within the tourism planning, policy formation and political economy realms and the implications for the development of tourism training and education infrastructure in the state of West Bengal.

6. Data Source: The data for the proposed study was collected from both primary and secondary sources. The primary data was supplemented by secondary data cited in the reports of Department of Tourism, Govt. of India, Govt. of West Bengal, Bengal National Chamber of Commerce and Industry, West Bengal Industry association, CII, etc. Apart from these some relevant journals, Magazines and news papers and case studies were also consulted. The research design was formulated keeping in mind of various essentials and requirements in developing tourism in Santiniketan given objectives of the study.

7. Findings: Presently Baul songs have been appreciated by the different group of people from and outside India. This study tries to bring out the scope of destination development in Santiniketan with new aid of Baul. The major findings of the study are following-

1. Very difficult to find out the original Baul singer and their residence because they are normally available in the remote village of Santiniketan.
2. Lots of gap exists within original and modern Baul singers.
3. The paper proposes to focus on destination development in Santiniketan but respondents are not at all willing to answer and very limited data were collected.
4. Our cosmopolitan culture is creating a huge hindrance against the search of our root and different category of Humanism.

8. Suggestions: The need for a package of physical and financial incentives for the establishment of new enterprise and their wider spread will facilitate the homestay in local village area of Baul reside to develop Santiniketan's tourism. The main idea is to encourage the Baul singers with local villagers to stay tuned to their old ways by making it financially beneficial, also with promoting Bengal's art, culture, dance and music to make that particular place incredible with its unique hospitality.

- 1) Government of West Bengal in association with Santiniketan's tourism should take active governance to implement the idea of promoting Baul and their reside through generation of homestay in rural village.

- 2) Local people of Santiniketan have to understand the employment opportunities through local tourism development by introducing their own unique art, culture and tradition.
- 3) Santiniketan tourism have to generate the activities of persons travelling to and staying in places outside their usual environment not for leisure only but to touch the soil and feel the sound of heart.
- 4) Provision of developing village culture will help the tourists to know about so many extinct culture of Tagore's Santiniketan with the essence of Baul.

Conclusion: Though the state West Bengal is endowed with lots of diverse attractions but Santiketan has its own relevance with Ravindra Sangeet and Baulsangeet. Though Bauls are found in Bihar, Jharkhand and some places of Bangladesh but Santiniketan's Baul has its own aesthetics with the essence of soil. Baul movemest was at its best in the 19th and 20th centuries but in West Bengal it is now gaining a new direction. People are taking interest in travelling by local trains and attending the Baul's reside to encounter Baulsangeet. The fundamental requirement for destination advantages and competitiveness isclassified into seven main areas such as built heritage resources, natural resources,created resources, primary, secondary and supporting resources. Resources developedby destination management organizations must look into these core resources formarketing and positioning the destination. Each destination invests massively oninfrastructure and marketing to become superior to other rival destinations. Adestination can only be prepared to welcome the arrivals of tourists with soundinfrastructure and superstructure. During the Poush Mela of Santiniketan, a large number of Tourists also come together to enthrall Bauls with their music. As because there are lots of Western Bauls in America and Europe under spiritual direction so lots of opportunities are there to develop the cultural tourism of Tagore's Santiniketan with aesthetics of Baul songs. So Santiniketan have a great potential to develop weekend tourism along with a cultural and traditional tourism. Not only Rabindranath Tagore but also other poet had lots of influence of Baul, as because always are non- sectarian and devoted to love only.

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