# PRAGMATIC STUDY ON CULTURAL TOURISM

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## ABSTRACT

The aim of this paper is to completely show the part and positions of cultural tourism, as one of cutting edge tourism industry's most powerfully creating branch, in today's worldwide tourism market both from the theoretical and the practical point of view. With the meaning of cultural tourism, this paper attempt to point at the intricate issues of the term as it is ended up being a questionable issue in tourism, since there is no sufficient definition existing. Without a consistently acknowledged definition, cultural tourism can be described both from the viewpoint of free market activity furthermore from the perspective of theoretical and practical approach. Cultural tourism is an extremely complex portion of the 'tourism industry,' its supply is diverse and versatile. The future positions of the order will most likely be reinforced both specifically and in a roundabout way as with the change of the recreational needs the plan to get to know the cultural qualities is emphatically expanding. So separated from the descriptive discussion, the section means to give a knowledge into the tourism fragments and fascination structure of cultural tourism also.

## INTRODUCTION

Defining cultural tourism is complex. It can mean distinctive things to various individuals. For some individuals, going by cultural attractions objects implies distinctive things and has different implications than for other individuals.
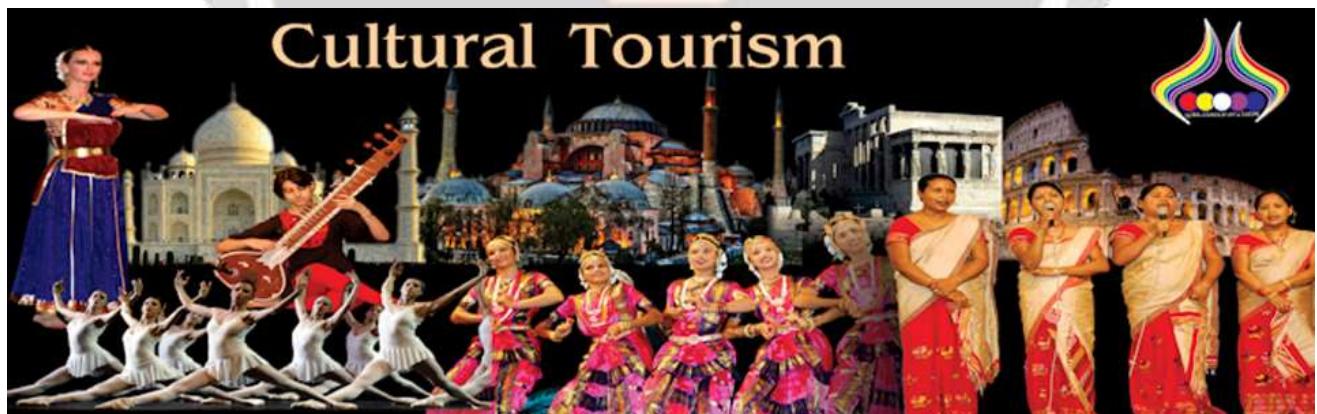


Source:- www.abssindia.org

Tourism has turned into the world's biggest industry, contributing altogether to the world's aggregate gross national item. It is likewise the biggest single business, with an expected number of 231 million individuals utilized worldwide in 2007 (WTTC, 2008).

**Defining the term 'culture'**

Cultural Tourism (or culture tourism) is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life  **(Wikipedia).**

Cultural Tourism incorporates tourism in urban zones, especially memorable or huge urban communities and their social offices, for example, galleries and theaters. It can likewise incorporate tourism in provincial territories showcasing the conventions of indigenous social groups (i.e. celebrations, ceremonies), and their qualities and way of life, and specialties like modern tourism and innovative tourism. It is by and large concurred that social vacationers spend generously more than standard voyagers do.



Source: - conscious.travel                           Source: - www.tanzania-expeditions.com

Cultural tourism as a matter of importance, need to decide the significance of the term culture. In this part it doesn't mean to explore this exceptionally complex idea from various angles and approaches or with an extremely itemized investigation yet here wish to give knowledge and a beginning stage since we feel that the determination of the setting gives us the basics to the researches on cultural tourism.

Cultural tourism is, from a few perspectives, a paradox: however individuals have gone for quite a while to meet different culture, this type of tourism was recognized as a tourism item fairly late, in the eighth decade of the twentieth century, and is these days the most well known type of tourism of special interest.

Cultural tourism was characterized by a few researcher – as it happened with adventure tourism and ecotourism – a tourism market for the individuals who flew out as indicated by their way of life or shrewd tourism – a type of tourism connected to the increasing desire of tourists to gain some new useful knowledge when travelling: this is the thing that makes it a type of educational cultural tourism.

Cultural tourism is an important subject of history and human science of leisure and it has a place with the territories nearby cultural geology and to contemplate investigating cultural mobilities, cultural personalities, and the relationship between cultural orders at various levels of development.

The concept of cultural tourism again is exceptionally mind boggling thus there is a long debate among researchers about its definition and conceptualization (**Michalkó, 2004; Richards 2005; Shackleford, 2001**) because required to discover various definitions for this term. So as a standout amongst the most essential recent papers on cultural tourism – all the more precisely cultural city tourism – mentions, "there are an awesome number of meanings of cultural tourism being used, bringing about various definitions being utilized as a part of exploration studies identified with cultural tourism and in the field of cultural tourism" **(City Tourism and Culture – The European Experience, 2005).**

Source- www.indialine.com

Basically, cultural tourism expresses the path in which a visitor/tourist thinks about a progression of complexities between the present and the past, between a town and a cooperative, between one's own nation and different nations, between the generalizations of ordinary life and the fascinating, principal show amongst work and leisure.

**LITERATURE REVIEW ON CULTURAL TOURISM**

In the opinion of **Zhang (2011),** culture has been a noteworthy driver of tourism. Cultural tourism is another type of tourism by including cultural elements. A few people headed out particularly to pick up a more profound comprehension of the way of life or legacy of a destination. With a specific end goal to fulfill vacationers' cultural needs and wants, cultural tourism items commonly attracts in customers by the cultural qualities. A cultural attest is not a cultural tourism item unless it changes itself into items that could be consumed by tourists. The business sector estimation of cultural tourism can be acknowledged by cultural tourism items. Author investigates the advancement and assessment of cultural tourism items. By contemplating an instance of Xi'an in China, the paper investigates how cultural tourism items work in a real world. The assessment framework analyzes the nature of cultural tourism items gave by the Xi'an city. The experience of growing such items can be scholarly through the contextual analysis.

**Omar (2013)** inspects the advancement of cultural tourism in Malaysia, and inquiries in the event that this tourism improvement has been overseen in a supportable way. Recent national tourism policies in Malaysia progressively have been pointed towards advancing cultural tourism, connoting that cultural tourism could be possibly a standout amongst the most vital areas in the development of the nation's tourism industry. While tourism advancement has added to the nation's economic growth, for cultural heritage, the thrust of the tourism business is to take advantage of the nation's non-renewable resources. This proposal recognizes three key destinations required for making feasible tourism advancement in Malaysia: addressing the necessities of local communities, fulfilling the requests of a developing number of tourists, and defending the staying common and cultural resources.

In the opinion of **Huh (2002)** Cultural tourism is the fastest growing segment of the tourism business in light of the fact that there is a pattern toward an expanded specialization among travelers. This pattern is clear in the ascent in the volume of travelers who look for adventure, culture, history, archaeology and collaboration with neighborhood individuals **(Hollinshead, 1993).** Especially, Americans' interest for making a trip to cultural/legacy destinations has expanded as of

late and is required to proceed. For instance, cultural/legacy destinations are among the most favored tourism encounters in America (**Virginia Department of Historic Resources, 1998**).

The recent studies about cultural tourism concentrated on the attributes of visitors who went by cultural destinations. The study endeavors to examine the relationship between cultural/heritage destination properties and tourist satisfaction, and to distinguish the relationship between cultural/heritage destination traits and tourist satisfaction as far as chose voyagers' demographic qualities and travel conduct attributes.

In the opinion of **Kandel** (**2011**) "Tourism and its Impact on Traditional Culture: A contextual investigation of Sirubari town, Nepal" expected to concentrate on the town tourism being honed by the Gurung individuals in the Sirubari town of Syangja locale. Gurung people groups are one of the indigenous populaces for the most part living in the hill area subsequent to the noteworthy times. For this study, the territory Sirubari town as picked which is possessed chiefly by the Gurung people groups and Sirubari is viewed as the model town for the presentation and the advancement of town tourism".

### OBJECTIVE OF THE STUDY

  ❖ To study the importance of cultural tourism.
  ❖ To study the perception of respondents for culture and cultural tourism.

### RESEARCH METHODOLOGY

The data analysis of the cultural tourism would include a methodical effort to apply the test and pick up the understanding for the investigation identified with the cultural tourism. This will likewise assemble the base for testing the theory of the fundamental research.

### PROCEDURE OF DATA COLLECTION

Data collected through a fixed set of questionnaire. Total respondents were 45. Data collected from both sources primary as well as secondary.

### PRIMARY DATA

Primary data was collected mainly by personal administration of the structured questionnaire to the selected sample of tourists who travel for know the various culture.

### SECONDARY DATA

The secondary data or information was gathered from the distributed sources, for example, Journals, Government Reports, Newspapers and Magazines and so forth. The official sites like those of Ministry of Tourism, Government of India; Ministry of Tourism, Art and Culture, Government of Rajasthan and so on were likewise looked into to gather information's.

### ANALYSIS OF DEMOGRAPHIC VARIABLE

$H_{01:}$- There is no significant difference between **male and female** respondents towards the opinion about cultural tourism in India.

$H_{11:}$- There is significant difference between **male and female** respondents towards the opinion about cultural tourism in India.

$H_{02:}$- There is no significant difference between various **age groups** of respondents towards their opinion about cultural tourism in India.

$H_{12:}$- There is significant difference between various **age groups** of respondents towards their opinion about cultural tourism in India.

### Table 1.1 ANOVA ANALYSES

| ANOVAs | Frequency | Mean |
|---|---|---|
| **Gender (t=54.491*)** | | |
| **Female** | 46 | 1.767 |
| **Male** | 29 | 1.865 |
| **Age (years) (F=1.436)** | | |
| **18-30** | 9 | 1.746 |
| **30-40** | 23 | 1.816 |
| **41-50** | 30 | 1.798 |
| **51-60** | 7 | 1.833 |
| **60+** | 6 | 2.018 |

Source: - Primary data

**Table 1.1** illustrates that two-tailed independent t-test and one-way ANOVA results of the mean difference of cultural tourism by the demographic characteristics of the respondents. The results indicated that no significant difference in the overall satisfaction of the respondents was found by age and gender. Significant difference in the cultural tourism of the respondents was found only by gender **(t=54.491, $p<0.05$).** The results explained that female respondents were more interested in cultural tourism.

### CONCLUSION

Protecting the world's cultural heritage for the advancement and education of present and future eras is important. A lot of tourism depends on spots with natural, indigenous and historic hugeness which tourism items/products are based. With a specific end goal to regard the cultural significance of the destination, individuals include in tourism industry should be touchy to cultural groups who have a unique enthusiasm for them and they have to specifically include in the arranging and advancement and promotion of the destination. Cultural Heritage assets will assume a noteworthy part in practical cultural, cultural, monetary improvement of groups, so the physical fabric, that has impacted their creation, has additionally to be kept up. Along these lines, the watchful arranging of cultural legacy tourism prompts feasible local improvement. It is crucial to locate an appropriate approach to settle the issues and difficulties emerge amid overseeing and advancement of cultural legacy tourism, and once is made into move it will prompt the legacy tourism improvement demonstrate that will prompt the brilliant prospects of the general tourism business in the district.

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