

To Study the various factors affect the Heritage Tourism in India

Ankathi Raghu

Indira Gandhi National Tribal University Amarkantak Madhya Pradesh

Abstract

*This paper attempts to explore the scope of heritage tourism in India, which can help in forming our society. Heritage Tourism is considered as one area that might drive development, contribute remote trade, upgrade employability and result in community advancement. The most essential dimension of heritage tourism is the cultural exchange among different nationalities that visit the nation and the multifaceted interface that should clear path for all inclusive peace and harmony. As on one hand tourism is seen as an economic alternative and on the other side the more prominent social and human impact. There is unfathomable scope heritage tourism in India. The government ought to urge private undertakings to advance heritage tourism in different less prominent regions. For developing heritage tourism in such areas, required to comprehend **nature, demography, socio culture and economic** background of wherever to make it an attractive tourist spots. To build up a strategic marketing plan for tourism we need to comprehend the target customer their necessities and needs and how to match it with our heritage tourist spots' framework.*

Key words: - Heritage tourism, nature, demography, socio culture and economic, Historic Preservation, Locales, National heritage, Local, Regional etc.

Introduction

Tourism, the world's biggest industry, is fundamental to a community's economic essentialness, manageability, and productivity.

Heritage tourism is not another thing to cultural tourism. Heritage tourism is also part of cultural tourism. Heritage Tourism is the exercises of persons going to and staying in spots outside their usual surroundings and environment for not more than one back to back year for leisure, business and different purposes not identified with the activity of an action compensated from inside the spot went to. Heritage Tourism is going for recreational or relaxation purposes. The World Tourism Organization characterizes visitors/tourists as individuals who "go to and stay in spots outside their usual surroundings for not more than one back to back year for recreation, business and different purposes not identified with the activity of an action compensated from inside the spot went to".

"Heritage tourism is travel coordinated toward experiencing the heritage of a city, area, state or nation. This travel empowers the visitor to find out about, and be encompassed by, local custom and traditions, conventions, history and culture". – Texas Historical Commission



Heritage tourism is a vital segment of the tourism business. As indicated by the National Trust for Historic Preservation, going by memorable destinations or exhibition halls ranks just third behind shopping and outside interests for explorers in this nation. The National Trust for Historic Preservation is a non benefit association that gives administration, training, backing, and help to spare India's different memorable places and revive communities.

Heritage tourism protects historic and memorable, cultural, and common assets in towns and urban communities by including individuals in their community. When they can identify with their own, local, regional, or national heritage, individuals are all the more regularly spurred to defend their historic assets. Heritage tourism educates inhabitants and guests about local and provincial history and shared customs. Through association and presentation to nearby notable locales, occupants turn out to be better educated about their history and customs. Understanding the significance of one's heritage gives progression and connection to a group's occupants, and it reinforces citizenship values, manufactures group pride, and enhances personal satisfaction.

In the course of the most recent decade, travel industry research affirms that cultural and heritage tourism is one the quickest developing sections of the travel business. For a few travelers, social and heritage encounters are "quality included," improving their satisfaction/enjoyment in a place and improving the probability that they will return. For a developing number of guests, be that as it may, who are worn out on the homogenization of spots far and wide, true encounters are an essential component and helper for their travel choices and desires.

The tourism business today envelops cultural and heritage pros, who are a vital asset for the travel and tourism industry in giving these customers exact, shrewd elucidation of local resources. Communities throughout the India have developed successful programs linking the arts, humanities, history and tourism. Cultural and heritage associations, for example, galleries, museums performing expressions associations, celebrations, humanities, and historic preservation groups—have framed organizations with visit administrators, state travel offices, convention and visitors bureaus (CVBs), lodgings, and air bearers to make activities that serve as models for comparable endeavors over the India.

Culture and Heritage Sites

Cultural heritage is the legacy of physical artifacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations.



Source: - en.wikipedia.org

Below are mentioned the heritage sites.

- ▶ Art Galleries and Exhibitions
- ▶ Interpretive centers
- ▶ Museums
- ▶ Theatres
- ▶ Ranches and farms
- ▶ Historic destination
- ▶ Wineries
- ▶ Aboriginal and cultural centers
- ▶ Historic forts, lighthouses, and homes
- ▶ Outdoor public art and sculpture

One of the standard goals of cultural heritage tourism is cooperation with neighborhood associations and public to develop feasible economies. Tourism makes employments, new business opportunities, and fortifies local economies. It secures and protects natural and cultural assets, which enhance the personal satisfaction for occupants and explorers who take part in the administrations and attractions. Heritage tourism additionally promotes

community pride by permitting individuals to cooperate to upgrade financial and cultural improvement through distinct community opportunities. Examines demonstrate that traveler are more able to visit places with a solid community identity.

Review of literature on heritage tourism

Many authors have been done their study related to heritage culture. Some of selected studies are mentioned below.

Rana studied on Heritage scrape and cultural landscape: An Appraisal In this paper author has talked about the heritage is a cultural personality to be reflected in the domain of individual, one of a kind and numerous layers of pluralism, particularly as for religion, at any rate in old societies that kept up their conventions and continuity. In the range of time the layering of different cultures put their imprints, which in the succession of time swing to be the issue of contentions because of case by the distinctive groups. The concept of heritage scrape is in this manner to disclose interrelated social frameworks to pass on both the tantalization of fleeting, spatial and cultural powers that the UNESCO wishes to cultivate.

Richards (2013) studied on the topic "Tourism and the World of Culture and Heritage" –In this paper researcher discussed the terms cultural tourism and heritage tourism. As indicated by him, cultural & heritage tourism covers visits to a wide range of cultural attractions, including discrete attractions, for example, exhibition halls and landmarks, cultural exhibitions and other social appearances, including the utilization of the 'lifestyle' of different societies. Cultural tourism has as of late seen as shift far from "soft" cultural assets, for example, manufactured attractions towards "delicate" assets, for example, exhibitions.



Source:- usa.greekreporter.com

Mark wick studied on the topic of Diversification, Cultural Tourism and Sustainability on Malta's Tourism Industry Since 1985. In this paper author concentrated on cultural tourism expansion and manageability. The paper questions whether cultural tourists are a gift or blight, and considers the rising ramifications for the maintainability of tourism in Malta, analyzing Malta as a touchy experiment for tourism advancement procedures.

In the opinion of **Hasan and Jobaid (2013)** Heritage tourism promoting assumes a noteworthy part to attract tourists in heritage destinations. Bangladesh is enriched with recorded and archeological destinations. The nation has all the possibility to be a critical heritage destination on the planet. All around arranged promoting of these heritage destinations is an essential necessity to pull in both foreign and local tourists. There are a few hindrances which can obstruct fruitful heritage tourism showcasing in Bangladesh. Absence of coordination among partners, inadequate subsidizing and giving less significance to the requirements of the visitors can hinder effective heritage tourism marketing. Creating innovative limited time program, coordination among relevant stakeholders, preservation and assurance of heritage destinations and dynamic investment of both private and open area are important to actualize heritage tourism marketing in Bangladesh.

Objective of the study

- To distinguish imperative heritage tourism items in India.
- To discover the present status of heritage tourism marketing in India.
- To discuss the factors those affect the tourist.

Methodology of the Study

To accomplish the targets of the study both the primary and secondary data have been gathered. Secondary data sources are diaries, daily news papers, sites and reports of various tourism related associations. The quantity of literary works on the present status and limited time parts of heritage tourism is not satisfactory hence meets have been taken structure 100 respondents. The respondents are tourists who visit diverse heritage destinations in India and the people who are connected with tourism industry.

Hypothesis

H₀₁:- There is no good impact of **environment/nature** of the tourist attraction for heritage spot.

H₁₁:- There is good impact of **environment/nature** of the tourist attraction for heritage spot.

H₀₂:- There is no good impact of **demographic** structure for tourist attraction to heritage spot.

H₁₂:- There is good impact of **demographic** structure for tourist attraction to heritage spot.

H₀₃:- There is no good impact of **socio culture** on growth of heritage tourism.

H₁₃:- There is good impact of **socio culture** on growth of heritage tourism.

H₀₄:- There is no good impact of **economic background** of heritage spot for growth of heritage tourism in India.

H₁₄:- There is good impact of **economic background** of heritage spot for growth of heritage tourism in India.

Analysis of various values of respondents (tourist)

Table 1: - Descriptive and Reliability Statistics for the Four Constructs

Construct	Mean	Standard Deviation	Chi-square	Composite Reliability	Average Variance Extracted	Cronbach's Alpha	P value
Nature/environment	5.1	0.82	3.27	0.91	0.72	0.91	0.03
Demography	3	1.03	1.21	0.94	0.79	0.94	0.04
Socio Culture	4.8	0.77	0.82	0.87	0.63	0.86	0.05
Economic background	4.2	0.83	3.97	0.95	0.76	0.94	0.00

Above table 1, presented that mean value for Nature/Environment, Demography, Socio Culture, Economic background are (5.1, 3, 4.8 and 4.2), standard deviation given for these four factors are (0.82, 1.03, 0.77 and 0.83) respectively. The Chi-square values (3.27, 1.21, 0.82 and 3.97) and the reliability and cronbach alpha values for all four factors are above than 80%.

The p significant value for Nature/environment is 0.03, which is less than 0.05 so we reject the null hypothesis and accept the alternative hypothesis. It could also interpret that there is good impact of environment/nature of the tourist attraction for heritage spot.

The p significant value for demographic is 0.04, which is less than 0.05 so we reject the null hypothesis and accept the alternative hypothesis. It could also interpret that there is good impact of demographic structure for tourist attraction to heritage spot.

The p significant value for Socio Culture is 0.05, which is equal to 0.05 not more than 0.05 so we reject the null hypothesis and accept the alternative hypothesis. It could also interpret that there is good impact of Socio Culture on growth of heritage tourism and tourist attraction for heritage spot.

The p significant value for Socio Culture is 0.00, which is less than 0.05 so we reject the null hypothesis and accept the alternative hypothesis. It could also interpret that there is good impact of economic background of heritage spot for growth of heritage tourism in India.

Conclusion

India with its rich history and culture has all the potential and elements of heritage tourism advancement. Heritage tourism can make a huge commitment in the economy of India. All around arranged and viable tourism marketing arrangement for heritage destinations is fundamental to draw in adequate number of tourists. However effective heritage tourism marketing can't occur without anyone else's input. It needs coordination among all the relevant stakeholders, imaginative limited time program and infrastructural improvement. Tourist attracts by the nature, demography, socio culture and economic background of tourist spot. Tourist's facilities, for example, nourishment, shopping and transportation and so on ought to be created to meet the fundamental needs of the tourists. Or more all, both private and public areas ought to approach and join their hands to make heritage tourism promoting effective in India.

Suggestions

The success of heritage tourism marketing in a nation relies on upon government as well as on private sector stakeholders. The majority of the stakeholders ought to play an alternate yet organized part for fruitful heritage tourism marketing.

- Key for enhancing heritage tourism marketing is successful security and protection of historic and archeological assets. By effectively recognizing and enlisting heritage places at nearby level and universal level particularly with World Heritage Organization some level of safeguarding and protection of these notable assets can be guaranteed. Preservation club ought to be framed for essential heritage place so protection will be guaranteed.
- Well prepared tourist guides who can translate heritage destinations in an imaginative and exciting way are required for making a fruitful tourism experience. These guides can play the part of salesman for heritage destinations of India.
- Giving quality support of the tourists is a vital piece of heritage marketing. In this way, the satisfactory wellbeing and security of the tourists ought to be guaranteed to remove negative picture. Tourism facilities and administrations like settlement, nourishment and refreshment, entertainments, travel specialists, visit operations, shopping centers, stores, transporters must be set up in great number in global standard for heritage places by open and private areas.
- Improve the nature, demography, and socio culture, economic and political background of tourist spots to attract the national and international tourist.

References:-

- © **Greg Richards (2013)**, "Tourism and the World of Culture and Heritage" *Heritage Preview PDF*. Access option. DOI:10.1080/02508281.2000.11014896. Pages 9-17. Published online: 19 Nov 2013

- © **Hasan Mahamudul, Jobaid Md. Imrul (2013)** “*Heritage Tourism Marketing: Status, Prospects and Barriers*” IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 16, Issue 5. Ver. IV (May. 2013), PP 40-48 www.iosrjournals.org
- © **Marion Mark wick (1985)**, “*Malta’s Tourism Industry Since 1985: Diversification, Cultural Tourism and Sustainability.*” Sustainability Preview PDF Access options DOI:10.1080/00369229918737066. pages 227-247
- © **Rana P.B. Singh (2002)**, “*Heritage scapes and Cultural Landscape*” Shubhi Publications http://whc.unesco.org/documents/publi_wh_papers_07_en.pdf

