

Role of Culture and Tradition in Promotion of Tourism

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Abstract: - The study of tourism industry got pace now-a-days as it has been identified as the most revenue generating industry by almost all the countries of the world. It gives international recognition to a country, keeps its rich culture alive and also helps many people to earn their livelihood. The research design used in this paper was both exploratory and descriptive in nature and data has been collected from various secondary sources. The findings resulted in identification of the fact that culture and tourism have a strong bonding and are inseparable. Also, culture plays an important role in the promotion of a place as a tourist destination. This study is also helpful for the marketers to maintain a good share of profit in the market.

Keywords: Culture, Tourism, Leisure, National Heritage.

I. INTRODUCTION

Human mind has an innate bent towards travel. The purpose, behind leaving a place and travelling towards a new one, is always to search something new and exciting. Aggressive Advertising Campaigns on tourist destinations especially to encash an exclusive event or happening led to the study of tourism industry in the country and across the world. Recently, this trend has been seen in India during the organization of Common Wealth Games 2010. Focus on tourism industry not only attracts tourists but it also increases the general income level of the local residing people as it also provides employment to millions of people both directly and indirectly. Also, it leads to the development of Infrastructure within the country. Tourism sector of Indian economy is currently experiencing a huge growth and has become the major revenue contributing sector in GDP. Tourism industry has registered a record growth in the previous years.

Tourism Society of England defines Tourism as, “Tourism is the temporary, short- term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes”. (slidestore.com)

Tourism as per **World Tourist Organization (WTO)**, “Tourists are people who are travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not

related to the exercise of an activity remunerated from within the place visited”. (Tourism in Europe and in the world, newkerala.com)

II. NEW DIMENSIONS OF TOURISM

The review of literature explored that following are the various new dimensions of Tourism:

1) Cultural Tourism:

It is concerned with communities who have diverse customs and practices that attract tourists. (Alam Minhaz, newkerala.com, Andrews Sudhir)

2) Heritage Tourism:

It is a branch of tourism that attracts tourists due to cultural diversity and glorious past of that place. (Alam Minhaz, newkerala.com, Andrews Sudhir)

3) Adventure Tourism:

It includes visiting places which have a rich diversity in terms of climate and topography providing opportunities like rock climbing, skiing, rafting and trekking etc. (Alam Minhaz, newkerala.com, Andrews Sudhir)

4) Pilgrimage Tourism:

Pilgrimage Tourism refers to places where people travel due to their beliefs and faith. Tourists visit such destinations in search of religion and spirituality. (Alam Minhaz, newkerala.com, Andrews Sudhir)

5) Neo Tourism:

Also termed as “Sustainable Tourism”. It is more conscious with the economic, environmental and cultural impacts. Apart from environmental issues considerations like impact of tourism on local economy are also incorporated. (S.E. Smith, newkerala.com, Andrews Sudhir).

6) Agritourism:

It is the act of visiting an agricultural farm, agri business operations for the purpose of enjoyment, education or active involvement in the activities of the farm. (Trailsrus.com, newkerala.com, Andrews Sudhir)

7) *Creative Tourism:*

It is a type of tourism where traveller participates in hands on experience that reflect local culture. Tourists learn something new that is being known only by that region. (newkerala.com, Andrews Sudhir)

8) *Dark Tourism / Disaster Tourism:*

This type of tourism involves travelers visiting places of death or a disaster area as a matter of curiosity. For eg- New York after 9/11 attack, volcanoes that that erupted, Tsunami sites. (Lennon, J, Folley.M, newkerala.com, Giray Leyla, Andrews Sudhir)

9) *Eco Tourism:*

It is a dimension of tourism related to tourism which promotes activities that do not disturb the environment. It includes travelling to areas to understand the culture and history of the environment simultaneously ensuring that the ecological balance is not altered or disturbed. (Fortune Ihunweze, newkerala.com, tourism.indiabizclub.com, Andrews Sudhir).

10) *Medical Tourism / Health Tourism:*

It is the act of tourism to different destinations to obtain medical, dental and surgical case. The escalating cost of medical services in developed countries together with the long waiting list are reasons for promoting this dimension of Tourism. The place for health tourism also include Spa facilities, Sun bath and workshops for mental, physical and spiritual upliftment. (Sharma Vishal, Cane M. John, newkerala.com, Andrews Sudhir)

11) *Pop culture Tourism:*

It is the act of tourism to destinations after watching or reading about them in films, literature or any other type of popular entertainment. (Andrews Sudhir, newkerala.com)

12) *Shopping Tourism:*

Shopping being the most omnipresent activity in nearly all the destinations have been adopted by many tourist places as the basis of their promotional campaigns. Such places promotes shopping festivals where products and services come at attractive discount. Dubai, Hongkong and Singapore being the most locations by the tourists across the world. (Dallen J Timothy Shopping Tourism, Retailing & leisure, Channel view, newkerala.com, Andrews Sudhir).

13) *Sport Tourism:*

It is a travel which is undertaken to engage in a particular sport or to watch a favourite team play. International sporting events like Olympics, Cricket World cup etc. are common examples of this category. (travel-industry-dictionary.com, newkerala.com, Andrews Sudhir)

14) *Virtual Tourism:*

In this era of technology development a new dimension of tourism virtual tourism has crept in. It provides ample space to travelers to sit with comfort and with the help of various tools and internet can do a virtual travel if they do not have time, finances of opportunity to travel. (Andrews Sudhir, C K Venugopal, newkerala.com).

15) *Voluntourism:*

It is a rising western concept which includes an element of volunteering while on tour. It is a combination of service with pleasure. (Jio Eva, newkerala.com, Andrews Sudhir)

III. FACTORS AFFECTING TOURISM

Studies reveal that following are the broad categories of factors that affect tourism of any country:

1) *Demographic factors:*

Life cycle stages can impose restrictions on the choice of holiday destinations. Level of education also plays a considerably significant role.

Higher level of education motivates tourists to take calculated risks and adventure in tourist activities. Less well educated people prefer destinations which are more familiar, secure and play the part of obstacles in going abroad.

Level of Income is another major factor which acts to be a determining factor on the choice of holiday chosen. (Nagle Garrett, Nelson Thornes; Malviya Sanchee, Tourism: policies, planning & Governance).

2) *Economic factors:*

Exchange rate fluctuations also influence tourists choice of destination. Countries with a strong exchange rate do not enlist the preferred list of tourists while destination which offer a greater value for money attract tourists. (Nagle Garrett, Nelson Thornes; Malviya Sanchee, Tourism: policies, planning & Governance).

3) *Political factors:*

Since tourism industry tends to be most revenue generating and foreign exchange earning industry, the government may encourage / control tourism. Efforts taken by the government against terrorism create a feeling of security among the tourists. Assistance given for the Infrastructure and associated facilities also affect the destination choice. Amount spent for representation of the destination at International level in the

form of Ad Campaigns and various other promotional tools play a significant role. (Nagle Garrett, Nelson Thornes; Malviya Sanchey, Tourism: policies, planning & Governance).

4) *Technological factors:*

Tourists travel to different countries seeking pleasure and peace of mind. Technological factors include safety with better monitoring of aircraft and ships; safer travel in bad weather together with easy and quick booking, reservation, accommodation etc. attract tourists. Improvements in travel safety, reduced travel time and increased communication and information facilities aid in spread of tourism. (Nagle Garrett, Nelson Thornes; Malviya Sanchey, Tourism: policies, planning & Governance).

IV. IMPACT OF CULTURE ON TOURISM

The review of literature explored that culture and tourism together have become major drivers of destinations attractiveness and competitiveness. Cultural factors have the broadest influence, because they constitute a stable set of values, perceptions, preferences and behavior that have been learned by the consumer throughout life. (Brian Duignan, 2007). Cultural factors distinguish one human group from others by their beliefs, language, rituals, art, technology, style of dress, religion and political systems. The reason being culture is the soul of travel. Culture is where the charm of tourism lies. A large number of cultural tourism resources are rich and natural beauty undoubtedly is appreciated by the tourists of different countries. Secondly, people's faith in a foreign country's civilization, folk customs and curiosity is a typical human psychology sought by tourists while visiting different locations. Culture is also the source of prosperity and development of tourism. Being attracted by a country's culture visitors come and they spend lot of money on the specialized artistic and many other things available over there. It develops that location and make it prosper as well. Another most important impact is to achieve social and economic benefits by cultural exchange. Cross cultural exchange includes knowledge exchange, enhance mutual understanding, capital and personnel flow etc. for more economic benefits. (Richards Greg, OECD, Exploration of relationship between culture and tourism, Franklin Jenny, Brunetti Edmund, Ashani Neha).

Greg Richards, Garrett Nagle, Sanchey Malviya, Sudhir Andrews and many more opine that culture and traditions have a strong relationship with each other. Tourism is undoubtedly the most important industry for every country. Besides providing revenues it also carries the culture of a place to far off places. Countries or places which have a varied culture promote themselves by focusing their culture or a heritage and become attractive tourist destinations. A person travels from one place to another to enjoy, to relax and get peace of mind. Change of place for a time being makes a

person readjust in his / her daily schedule easily. Culture not only includes the traditions and rituals of a society of place but it also includes the celebration of various festivals which are well known all over the world. Cultural attractions include history, music, dance, handicrafts, pilgrimage, heritage language and cuisine as well.

Tourists prefer to travel at places which are affordable, safer and provide full value for their money. Identifying such needs of tourists the governments of different countries provide tourists ample space for all of their needs. For eg- India being the most preferred tourist destination launched a promotional campaign naming " Incredible India" in which various cultures existing in the country are being emphasized upon. Rajasthan being the most colourful state together with various types of food items famous all over the world and folk dances are the main centres of tourist attractions. Art and craft including hand made material is also promoted Exclusive centres for export of such exclusive items have also been established by Government like 'Export Emporium' and 'Delhi Hatt' etc. Heavy amounts are being spent on promotion of tourism related Ad campaigns so that it continues to be an attractive tourist destination. In Indian culture guests are given a place next to God and with this we accept the concept of 'Atithi Devo Bahva'. Elderly people travel to locations where they can have quality medical treatments at economical price. From that point of view also India ranks top most position. Young and energetic people would prefer locations filled with thrill and adventure. In such cases locations with beaches or mountains are the most preferred locations. For eg- Goa has become famous round the world due to its unique culture. It is also a cultural aspect of tourism where arrangements are made so that people enjoy various cultural and spiritual events like 'Kumbh Mela', 'Navratri and Dandia Nights', recently held events like Common wealth Games etc. Since people want full value of their money so they choose a location which is economic together with full of entertainment. The 'Ayurvedic' system of treatment, culture of Spa and various other factors add attractiveness for choosing India as a destination. The world famous 'Taj Mahal', symbol of love also among the Seven Wonders of the World adds glory to the rich Indian culture attracts tourists.

Various countries in the world are famous for different things. For eg- Las Vegas known as 'casino Capital' of the world is famous for its night life and lavish casinos. Paris 'fashion capital of the world' is famous for its rich and ever changing fashion. Egypt famous for its pyramids, sculptures and preservation of the dead bodies of their forefathers in the form of mummies, England is famous for its Spa culture and massage, Europe famous famous for its 'Opera' form of dance and music, China famous for its food all over the world has also emerged have also emerged as a unique culture in itself. India famous for its Yoga all over the world has given something new and this could only be explored by the way of tourism. (Source: Classroom Discussions).

Apart from all these preserving a National Heritage in a country also counts important to attract tourists. This includes

a place where a historical event had taken place or an attempt to save some rarely species left. India again holds the leading position in preserving National Heritage like Kaziranga National Park, Tiger Reserve, Gir National Park, Khajuraho Temples, Qutub Minar etc.

V. CONCLUSION

The above discussion supports the fact that culture and traditions of a place acts as a driver to make a destination an attractive tourist destination. The opportunity should be identified and exploited by the government together with private players so that the benefits which this industry offers may be enjoyed to the fullest extent. It serves two way purpose; While on one hand it helps in preserving the National and cultural heritage of a country and on the other side it attracts tourists from various parts of the world.

The reviews of literature and practical examples have confirmed that tourism industry is very important for every country and culture plays a vital role in its promotion. It provides the researcher a background for further study in which the relationship can be proved empirically.

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