

T. Z. A. S. P. Mandal's Pragati College of Arts & Commerce, Dombivli
National conference organized by Department of History on 15 February, 2017 on the theme

DEVELOPING HISTORICAL TOURISM AND REGENERATION OF HISTORIC SITES IN INDIA



S. Lawa



One Day National Conference on
**DEVELOPING HISTORICAL TOURISM AND
REGENERATION OF HISTORIC SITES IN INDIA**
15th February 2017

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6.

**A TRADITION IN TRANSFORMATION: REGIONAL TOURISM
WITH SPECIAL REFERENCE TO TRIBAL SETTLEMENTS OF
CENTRAL INDIA**

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Introduction:

About sixty million people of India belong to what are variously known as tribes, scheduled tribes, aborigines and adivasis. Over the centuries advances in agriculture techniques and military technology inevitably led to the phenomenon of simple cultures becoming incorporated into the society of their powerful neighbors; the settled agriculturists. The tribals in India live predominantly in the hills and plateau that stretch in a curve from east to west separating the north from the south.

Within India, different culture was the dominant motivation for travel. The Renaissance aroused a new spirit of enquiry. Travel became the means of acquiring culture in EUROPE. Fanciers Bacon epitomized travel "in the younger sort as part of education; in the elder, a part of experience".

UNESCO also defined the meaning of tourism in terms of organizing activities of learning from direct experiences such as participating in activities and interacting with local people. The goal is that tourists are not just passive visitors, but they become an active member of the community. Regional tourism is a new way to travel. Tourism can be more than just spending time relaxing, or merely sightseeing visiting museums, natural attractions and historical sites.

The production of culture is an important expression of individual and collective creativity, so creative consumption has also become an important part of our everyday lives. The range of creative opportunities has also expanded beyond more formal participation in the arts towards the creative development of individual experiences. What we do and experience has become an important part of who we are.

Tribal of Central India:

The tribal communities living in different parts of the central India, it is convenient to divide them into five tribal regions:

1. The Western Tribal Zone comprising Jhabua, Dhar, Khargone, Khandwa, Raipur and some areas of the adjoining districts. The Bhil and Bhilalas are the dominant tribal communities of the area.



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2. Central Tribal Zone comprising Mandla, Betul, Chindwara, Saoni, Shadol and the areas of other adjoining districts. The Gonds, Korkus, Kols and Baigas are the prominent tribal groups of the area.
3. The North Eastern Tribal Zone comprising Sarguja, Raigarh, Bilaspur, Sidhi and areas of other adjoining districts. The Oraon, Korwa, Kol, Karwar and Panikas are the dominant tribal groups of the area.
4. The North Western Zone comprising Morena, Shivpuri, Guna and areas of other adjoining districts. The Saharias are the main tribal people living in this zone.
5. The Southern Tribal Zone comprising Bastar, Raipur, Durg, Gadchiroli, Nagpur, Gondia. The Marias, Murias, Halbas, Dalras, Bhatras, Gond and Sauras are the prominent tribal groups of the area.

Tribal Society:

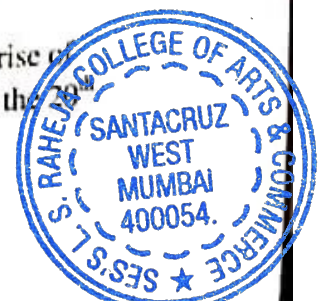
The culture of almost all the tribal peoples has been influenced by that of their Hindu neighbors depending on the length and degree of contact between the two. In tribal society artistic activity is not a separate domain; it is inextricably linked to the mundane activities of everyday life and the production of utilitarian objects. The tribal man and woman have highly developed sense of beauty. Tribal settlements are remarkably clean and their houses elaborately and artistically made. Their musical instruments, hunting, agricultural and fishing gear, dancing items, objects of household use, weapons of warfare such as spears, bows and arrows are all made, not only to serve their function efficiently but also to look attractive. Most tribals are experts at making beautiful baskets from bamboo, cane and other plant materials, as also articles of rope and wood. Some of the tribal groups, like the Warlis, Gonds decorate the walls of their houses and clay storage bins with beautiful paintings and appliqué designs of animals, humans and other subjects. The motifs are highly stylized and have close parallels with the cave art of the Mesolithic hunter-gatherers and their descendants and appears to be its continuation. Tribal women and, to some extent, men are very fond of decorating their bodies with tattoo designs.

However, with the fast disintegration of tribal society and culture, their art too is disappearing. Fortunately, whatever is left of it, is being sustained by tourist demand and the newly awakened interest in ethnic things among the urban elite.

Tribal Tourism and Cultural Events:

The growth of cultural tourism is related to some fundamental shifts in society. As society has developed, so the basis of human needs and wants has also changed. As we became increasingly able to satisfy our basic needs for food and shelter, we turned our attention to the satisfaction of higher order needs, such as status and self fulfillment. People are no longer just concerned to accumulate goods, but they also want to develop themselves and their own consumption skills through cultural and creative activities.

Tourism as an industry has also undergone major transformation in line with the rise of a skilled consumption and experiences economy. Tourism grew rapidly in the latter half of the



Century because the basic inputs were cheap and easy to mass produce. The rise of mass tourism also brought about several negative impacts, such as overcrowding, environmental problems, degradation of local cultural etc. Tourism is a labour intensive industry which has a goal of developing and re-doubling its existing facilities. With the development of tourist resources, more tourists will be attracted and which can generate employment. As a matter of fact, new trends are emerging in tourism from time to time. Many new concepts are emerging in the field of domestic and international tourism and hence scope of tourism industry is widening day by day.

The growth of cultural tourism are related to some fundamental shifts in society. As society has developed, so the basis of human needs and wants has also changed. As we became increasingly able to satisfy our basic needs for food and shelter, we turned our attention to the satisfaction of 'higher order' needs, such as status and self-fulfillment. People are no longer just concerned to accumulate goods, but they also want to develop themselves and their own consumption skills through cultural and creative activities.

There are major opportunities to expand creative tourism in India and the economic benefits can be substantial. Thus scope of tourism is ever expanding. The fact remains that the scope for tourism development in India is enormous. However it will require a major commitment on the part of both public and private entities make this happen with a more formal organizational structure and the commitment of additional resources.

Cultural Tourism includes wide ranges of activities, such as:

- Arts and crafts
- Designs
- Music, Singing, Dance
- Theater, storytelling
- Weaving, creative textile
- Gastronomy
- Languages
- Spirituality
- Nature
- Sports
- Festivals and Fairs

Cultural events can function as 'structural holes' in the social fabric of the city. They are a special window in time which opens up new possibilities for creative development by unfreezing existing relationships and forging new ones. Events attract attention, and they focus that attention onto the creation of new possibilities.

Enhancing the economy through Tribal Tourism:

- Develop and create more homegrown creative people and unique products



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- Generates new jobs in the creative tourism sector
- Guides
- Transportation jobs
- Local craftspeople
- Hosts
- Infrastructure development
- Use creative tourism to attract people interest in urban renovation

Regional Tourism Tangible and Intangible benefit:

- Cultural Capital: Increase of creative and cultural assets
- Innovation : Increase of innovation events to includes creative tourism for the benefits of the community
- Cultural heritage preservation: Cultural heritage is preserved mainly to serve as renewable resources for creative tourism
- Local Identity and uniqueness: The focus on unique local arts and crafts and authenticity. Contribute to the emphasis on local identity.
- Social Capital: By increasing social values that promote social cooperation to create and operate creative tourism products and services.
- Cultural Values preservation: Instead to destroy cultural values to 'please' the visitor, the local communities learnt that preserving their local cultural help develop creative tourism
- Global Human interactive with cultural exchanges: The very nature of 'experiences' and 'participation' modes in the creative tourism products and services foster a human interaction and cultural exchange more and more a global scale.
- Local cultural diversification: In order to compete successfully on the creative tourism marketplace, which is much more sensitive to uniqueness of the tourism offerings, communities are forced to emphasizes and preserve their local cultural identity, pride of place and thee provides a clear diversification of the creative tourism resource.

One of the problems of surviving in the global regional tourism marketplace at present is the fact that major investment are usually through necessary to compete. You either need to be a city that has a vast stock of cultural resources built up over centuries, or you need to be able to buy a custom made cultural icons. The creative tourist is usually keen to get to know a culture from the inside and meet real people and experience their everyday lives. Learning a craft or skill direct from local producers is one effective way of achieving this.

The city must develop a programme that is appropriate for the city at the time. Each city may be at a different phase of its historical, cultural, social and economic development and this context must be taken into consideration. The engagement and ownership by the local population need to be managed in an appropriate and effective manner. The development of partnership with market



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different stakeholders of primary importance and these may include event-driven cultural institutions, local independent associations and groups, business and tourism sectors and social services/community organization. The programme should be unique and visible with a balance of different types of projects. The event programmes should not be influenced by political interest, and the operational structure should have artistic or programming autonomy. The project however needs political support to ensure sustainable impact.

Conclusion:

Tourism remains basically a cultural phenomenon. People are travelling to experience the places and activities that represent the stories of people of the past and present. It includes historic, cultural and natural resources. The cultural heritage tourism has a greater contribution to India's tourism industry.

Tribal tourism is therefore about tourists getting actively involved in the creative lives of the places they visit and meeting and interacting with local people. Active involvement in creativity makes a deeper impression on tourist, implies the need for them to stay longer in the destination and offers the opportunities to develop meaningful relationship with the local community, enhancing the likelihood they will return. Creative tourism can help destination to rethink and refit cultural tourism in interesting and innovative ways. In doing so, places can not only increase their potential to attract creative tourist, but can also increase their general creative potential, helping to address broader cultural, social and economic problems. The tourist is also transformed from an incentives individual who is ignorant about local culture into a pupil and colleagues who is there to receive and exchange knowledge with their hosts.

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