



Contribution of Heritage tourism in India and it's future prospects

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Abstract

The tourism industry has grown leaps and bounds. Indian tourism products have immense potential for the world. The heritage tourism in specific is most sort after inbound product. This paper unleashes the possibility of generating revenues through creative showcasing of the Heritage destinations in India.

Keywords:Heritage, Infrastructure, contribution and religion.

Introduction

Heritage tourism is a type of tourism that focuses on the cultural and historical heritage of a destination. It can include visiting historical sites, museums, archaeological ruins, and other places that have a significant cultural or historical value. Heritage tourism can also involve participating in traditional activities or learning about the local culture.

There are many reasons why people might choose to engage in heritage tourism. Some people are interested in learning about history and culture, while others are looking for a more authentic travel experience. Heritage tourism can also be a way to connect with nature and the outdoors.

Heritage tourism can be a valuable tool for economic development. It can create jobs, generate revenue, and attract investment to a destination. Heritage tourism can also help to preserve and protect cultural heritage, as it can raise awareness of the importance of these sites and encourage people to visit them.

There are many different types of heritage tourism. Some popular types of heritage tourism include:

- **Archaeological tourism:** This type of tourism involves visiting archaeological sites, such as ruins of ancient civilizations.
- **Cultural tourism:** This type of tourism involves visiting cultural attractions, such as museums, art galleries, and historical landmarks.
- **Ethnic tourism:** This type of tourism involves visiting destinations that are home to ethnic minorities.



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- **Rural tourism:** This type of tourism involves visiting rural areas, often to experience traditional lifestyles and activities.
 - **Urban tourism:** This type of tourism involves visiting cities, often to experience their history, culture, and architecture.

Heritage tourism can be a great way to learn about the past, experience new cultures, and connect with nature. It can also be a fun and rewarding way to travel.

Benefits of Heritage Tourism:

- **Learn about history and culture:** Heritage tourism can be a great way to learn about the history and culture of a destination. Visitors can learn about the people who lived there in the past, the events that shaped the place, and the customs and traditions that are still practiced today.
- **Experience new cultures:** Heritage tourism can also be a great way to experience new cultures. Visitors can learn about the different ways of life of the people who live in a destination, and they can try new foods, visit festivals, and learn about the local language.
- **Connect with nature:** Heritage tourism can also be a great way to connect with nature. Visitors can visit national parks, forests, and other natural areas, and they can hike, camp, and fish.
- **Support local economies:** Heritage tourism can also support local economies. Visitors often spend money on local businesses, such as hotels, restaurants, and shops. This helps to create jobs and boost the local economy.

Challenges of Heritage Tourism:

- **Overcrowding:** Heritage sites can become overcrowded, which can damage the site and make it difficult for visitors to enjoy their experience.
- **Lack of access:** Heritage sites can be difficult to access, especially for people with disabilities or mobility issues.
- **Cost:** Heritage tourism can be expensive, especially if visitors need to travel long distances to reach a destination.
- **Cultural appropriation:** Heritage tourism can sometimes lead to cultural appropriation, which is when people adopt elements of a culture that is not their own without understanding or respecting the meaning of those elements.



Contribution of heritage tourism

Heritage tourism is a major contributor to India's tourism industry. In 2017, heritage tourism accounted for 27% of the total tourism earnings in India. This means that heritage tourism generated over \$40 billion in revenue for the country.

There are many reasons why heritage tourism is so popular in India. The country has a rich history and culture, dating back thousands of years. There are many historical sites and monuments in India, including the Taj Mahal, the Red Fort, and the Hampi ruins. India is also home to a variety of ethnic groups, each with its own unique culture. This diversity makes India a fascinating place to visit for people interested in learning about different cultures.

Heritage tourism is a major source of employment in India. The industry employs over 10 million people, directly and indirectly. Heritage tourism also helps to boost the local economy by generating revenue for businesses such as hotels, restaurants, and shops.

The Indian government is committed to promoting heritage tourism. The government has launched a number of initiatives to improve the infrastructure and facilities at heritage sites. The government is also working to promote awareness of India's rich heritage among domestic and international tourists.

As India's economy continues to grow, the demand for heritage tourism is expected to increase. This is good news for the Indian tourism industry, as heritage tourism is a major source of revenue and employment for the country.

The Most Popular Heritage Tourism Destinations in India:

- **The Taj Mahal:** The Taj Mahal is one of the most famous buildings in the world. It is a white marble mausoleum built by Mughal emperor Shah Jahan in memory of his third wife Mumtaz Mahal.
- **The Red Fort:** The Red Fort is a massive red sandstone fort in Delhi. It was built by Mughal emperor Shah Jahan in the 17th century.
- **The Hampi ruins:** The Hampi ruins are a UNESCO World Heritage Site located in Karnataka. They are the remains of a 16th-century Vijayanagara Empire city.



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- **The Golden Temple:** The Golden Temple is a Sikh gurdwara in Amritsar. It is one of the most important pilgrimage sites for Sikhs.
 - **The Meenakshi Amman Temple:** The Meenakshi Amman Temple is a Hindu temple in Madurai. It is one of the most important pilgrimage sites for Hindus.

Heritages of Different religion

- **Hinduism:** Hinduism is the oldest and most widely practiced religion in India. It is a vast and complex religion with a rich heritage. Hindu heritage includes temples, palaces, forts, sculptures, paintings, and other works of art.
- **Islam:** Islam is the second largest religion in India. It has a long and rich history in the country. Islamic heritage includes mosques, tombs, shrines, and other religious buildings.
- **Buddhism:** Buddhism is one of the oldest religions in the world. It originated in India and spread to other parts of Asia. Buddhist heritage includes monasteries, stupas, and other religious sites.
- **Jainism:** Jainism is an ancient Indian religion that emphasizes non-violence and compassion for all living beings. Jain heritage includes temples, shrines, and other religious sites.
- **Sikhism:** Sikhism is a relatively young religion that originated in India in the 16th century. It is a monotheistic religion that emphasizes the oneness of God and the equality of all people. Sikh heritage includes gurdwaras (Sikh temples), forts, and other religious sites.

Unexplored Heritage Sites

- **The Laxman Temple, Sirpur:** This 6th century temple is one of the finest examples of brick architecture in India. It is located in the town of Sirpur in Chhattisgarh.
- **The Undavalli Caves:** These 6th century caves are located in the Guntur district of Andhra Pradesh. They are one of the best examples of Indian rock-cut architecture.
- **The Pattadakal temples:** These 8th century temples are located in the Karnataka state. They are a UNESCO World Heritage Site and are considered to be some of the finest examples of Chalukya architecture.
- **The Hampi ruins:** Hampi was the capital of the Vijayanagara Empire, which was one of the most powerful empires in India. The ruins of Hampi are a UNESCO World Heritage Site and are considered to be one of the most important archaeological sites in India.



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- **The Ajanta Caves:** These 6th and 7th century caves are located in the Aurangabad district of Maharashtra. They are a UNESCO World Heritage Site and are considered to be one of the finest examples of Buddhist cave art in India.
 - **The Ellora Caves:** These 6th to 10th century caves are located in the Aurangabad district of Maharashtra. They are a UNESCO World Heritage Site and are considered to be one of the finest examples of Hindu, Buddhist, and Jain cave art in India.
 - **The Khajuraho temples:** These 10th and 11th century temples are located in the Chhatarpur district of Madhya Pradesh. They are a UNESCO World Heritage Site and are considered to be one of the finest examples of Hindu temple architecture in India.

These are just a few examples of the many unexplored heritages in India. The country is home to a vast and diverse array of historical and cultural sites, many of which are still waiting to be discovered.

Remedies for increasing heritage tourism in international market

- **Improve infrastructure:** One of the biggest challenges facing heritage tourism is poor infrastructure. This includes things like roads, transportation, and accommodation. Governments and tourism agencies need to invest in improving infrastructure to make it easier for tourists to get to and stay at heritage sites.
- **Make it easier to book tours:** Tourists often find it difficult to book tours to heritage sites. This can be due to a lack of information, or because the process is too complicated. Governments and tourism agencies need to make it easier for tourists to book tours, either online or through travel agents.
- **Provide more educational materials:** Tourists often want to learn more about the history and culture of the places they visit. Governments and tourism agencies need to provide more educational materials, such as brochures, guides, and websites, to help tourists learn more about the heritage sites they are visiting.
- **Promote heritage tourism:** Governments and tourism agencies need to promote heritage tourism to potential tourists. This can be done through advertising, public relations, and social media.
- **Create partnerships:** Governments and tourism agencies can create partnerships with businesses, organizations, and individuals to promote heritage tourism. This can help to share resources and expertise, and to reach a wider audience.



By taking these steps, governments and tourism agencies can help to increase heritage tourism in the international market.

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Conclusion

There are a number of things that can be done to increase heritage tourism in the international market. These include improving infrastructure, making it easier to book tours, providing more educational materials, promoting heritage tourism, and creating partnerships. By taking these steps, governments and tourism agencies can help to make heritage tourism a more attractive and sustainable option for tourists. Make the experience authentic since the Tourists are looking for authentic experiences when they visit heritage sites. This means providing them with opportunities to learn about the history and culture of the place they are visiting, and to interact with local people. Heritage tourism should be affordable for a wide range of tourists. This means offering a variety of tours and activities at different price points. Heritage tourism should be sustainable, so that future generations can enjoy the same experiences. This means managing the impact of tourism on the environment and on local communities.

- Heritage tourism is a growing market, and there is a lot of potential for growth in the years to come.
- Governments and tourism agencies have a role to play in promoting heritage tourism and making it more accessible to tourists.
- By working together, governments, tourism agencies, and businesses can help to create a more vibrant and sustainable heritage tourism industry.



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