

PONDICHERRY UNIVERSITY

(A Central University)

DIRECTORATE OF DISTANCE EDUCATION

Tourism Products of India

Paper Code : MBTM 3003



MBA - TOURISM

III Semester

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ISBN No. 978-93-81932-08-7

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Paper - XIII

Tourism Products of India

Objectives

- To study the vast Tourist resources of India;
- To conceptualize a tour itinerary based on variety of themes; and
- To identify and manage emerging tourist destinations.

Unit - I

Tourism products: Definition, Types and unique features - Tourism resources of India - Natural, Socio cultural, Diversities in Landform & Landscape - Outstanding Geographical features - Climate, Flora & Fauna.

Unit - II

Natural resources: Wildlife sanctuaries - National parks - Biosphere reserves - Mountain Tourist Resources and Hill stations - Islands - Beaches - Caves & Deserts of India.

Unit - III

Major tourism circuits of India: Inter State and Intra-State Circuits - Religious Circuits - Heritage Circuits - Wildlife Circuits. Cases of select destinations - Kerala, Rajasthan & Goa.

Unit - IV

Manmade resources: Adventure sports - Commercial attractions - Amusement Parks - Gaming - Shopping - Live Entertainments - Supplementary accommodation - House boats - Tree houses - Home stays - Tourism by rail - Palace on wheels - Deccan Odyssey & Golden chariot.

Unit - V

Emerging Tourism Destinations of India: Ecotourism - Rural Tourism - Golf Tourism - Wine Tourism - Camping Tourism - Medical Tourism - MICE Tourism - Pilgrimage Tourism.

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UNIT - I

Tourism Products of India

Learning Objectives

After studying the chapter the reader will be able to

- Differentiate tourism product from other manufactured products from a marketing view point
- To comprehend the vast Tourist resources of India;
- To conceptualise a tour itinerary based on variety of themes; and
- To identify and manage emerging tourist destinations.

Unit Structure

Lesson 1.1 - Tourism Products

Lesson 1.2 - Tourism Resources of India

Lesson 1.3 - Climate, Vegetation and Culture

Lesson 1.1 - Tourism Products

Introduction

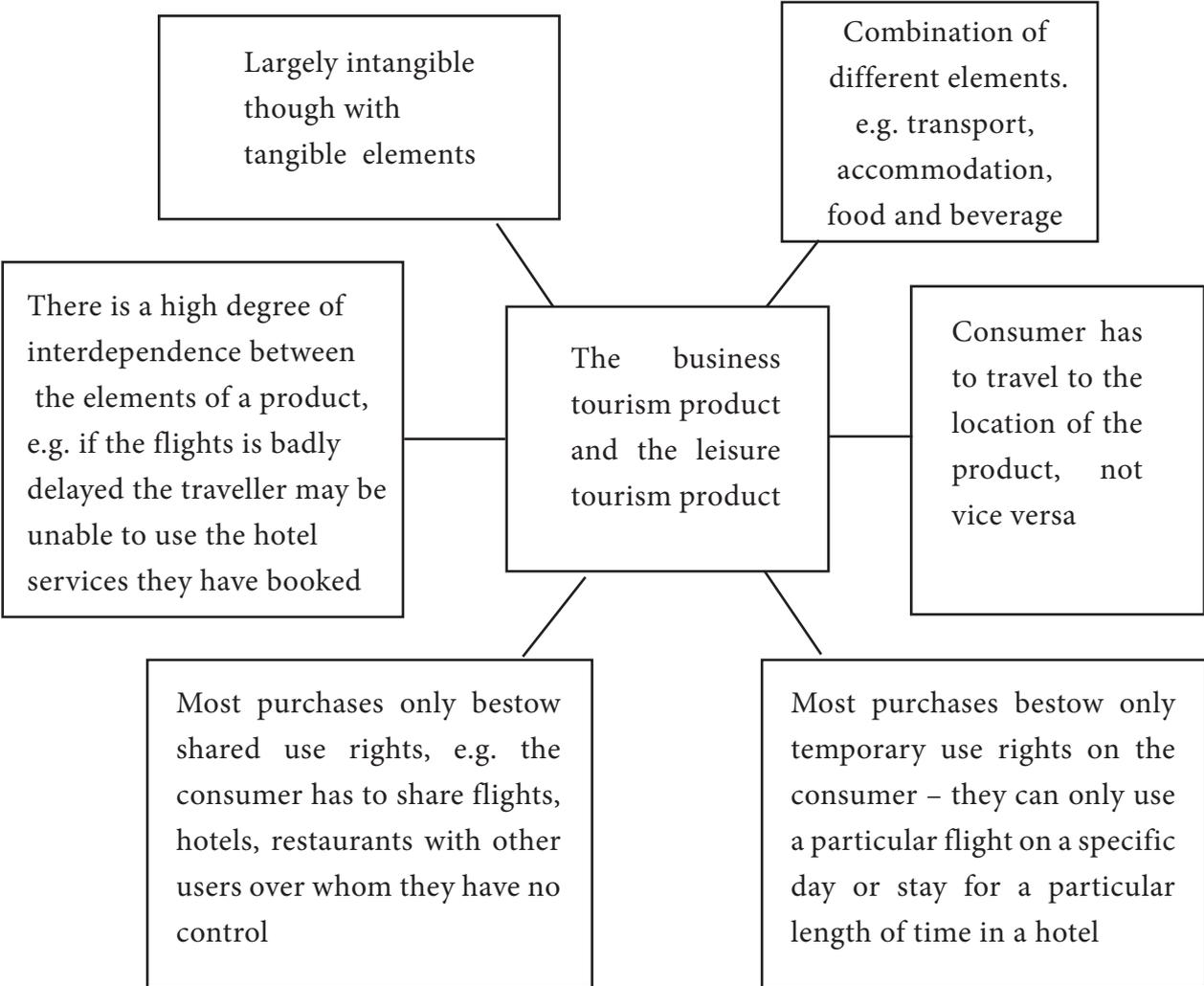
Tourism as we have understood so far is the phenomena that encompass many related services under its broad ambit. Some people say tourism is a business of networking. Tourism is basically a service industry. Tourism services differ from other manufacturing goods in terms of four main factors viz. intangibility, heterogeneity, perishability, and inseparability. First, tourism services are intangible since they cannot be inspected and sampled in advance before the actual purchase is made. Therefore, an amount of risk is involved on the part of the purchaser. For example, a tourist 170 booking a hotel room through a travel agent may not have any knowledge about it. In one way, this helps the marketer as there is no physical distribution of the product and no storage of the product is required. However, intangible products suffer from many drawbacks as lack of actual delivery by middlemen like travel agent reduces their commitment to the product. The use of a reservation system to book rooms and airlines seats unnecessarily adds to the cost of the product without adding any value to it. Thus, a marketer must try to present the product in form of brochures and development video cassettes to overcome the drawbacks.

Secondly, tourism products are heterogeneous, unlike other manufacturing goods. A TV set, or a motor bike are units in mass production sharing identical characteristics. Although package tour has gone a long way in making the experience standardized in association with the airlines, hotels, and other providers, some aspects of the product are beyond control of any operator. For example, a rain during the tour can spoil the experience and a strike in the high ways can obstruct the movement of traffic. These are the instances on which the operator does not have any control.

Third, tourism product is highly perishable. A piece of mobile phone, if is not sold in a shop can be sold on the next day or may be after a

month with some discount. However, an unsold hotel room for a day and a flight with an empty seat is lost forever. Tourism industry suffers from time variable demand. Tourism demand is normally more during the peak season. And in off season, the rooms remain empty for certain duration to increase the overall cost of the product. This is the most important aspect in tourism marketing especially in pricing the products. Pricing strategies can help in spreading demand by offering substantial discounts during the off season to an extent.

Finally, tourism services are inseparable from its seller. While buying a television set, a customer brings the product to home after a demo at the shop. The seller may not be present in the consumption or use of the goods. Whereas, the guide needs to be present during his description about the product and a tourist enjoys the description of guide at the destination. The travel agent sells the product, the airline cabin crews cater to the needs of the travelers, and the front office executive receives guests are some of the examples of tourism services.



Types of Tourism Product

I. On the Basis of Usage of Products

Tourism product can be studied from two different perspectives i.e. from the perspective of the suppliers (sellers) and that of the consumers (tourists). Services produced by suppliers may range from transportation, lodging, food and beverages, entertainment facilities and so on. Similarly, tourists or consumers may demand the products based on their satisfying needs such as attraction, amenities and accessibility. Further such needs may be categorized on the basis of tourists' participation and use of natural resources of a country. While suppliers based categorization will be studied as part of tourism systems, this unit will focus on consumers' participation in natural resources and typology based on such participation.

II. On this Basis of Attractions Types

On this basis of attractions types, tourism products can be classified into Natural, Man made and symbiotic products.

i Natural Tourism Product

This kind of product includes mostly attractions that act as a pull factor for a visitor to visit a destination. Natural settings such as unique landscape, dense forest, mountains, lakes and beaches have traditionally been centre for attraction for tourists worldwide.

Case –Nature Attractions at Sharavati Wild Life Sanctuary

Nourished by Sharavati river the wildlife sanctuary at Mupanne is home to a variety of mammals, birds and reptiles. The sanctuary is a refuge of the endangered Lion-tailed macaque. Other mammals include tiger, leopard (black panther), wild dog, jackal, sloth bear, spotted deer, sambar, barking deer, mouse deer, wild pig, common langur, bonnet macaque, Malabar giant squirrel, giant flying squirrel, porcupine, otter and pangolin. Reptiles include king cobra, python, rat snake, crocodile and monitor lizard. Muppane is a village in Shimoga district in Karnataka having nearest railhead at Thalaguppa which is 40 km away the place is 350 km from Bangalore. Nearest town for Sharavathi Wildlife Sanctuary is

Sagar town which is some 20 kilometers away from this unpolluted nature camp. The ecotourism activities at Muppene nature camp is under the control of Karnataka forest department. The second highest waterfall Jog Falls is located in this sanctuary. It is spread over an area of 431 Kms. The sanctuary is nourished by the Sharavathi River. Linganamakki reservoir spread over an area of 128.7 kms is a part of this sanctuary. The remaining area has been divided into core zone 74.33 kms, buffer zone 170.67 kms and tourism zone 57.53 kms. The Sanctuary is cloaked in evergreen, semi-green and moist deciduous forests. Muppene Nature Camp has Forest Dormitory and Tents, which are maintained by the Wildlife Division of the Karnataka Forest Department. The dormitory is on the edge of the Linganamakki reservoir, amidst semi- evergreen forest, approximately 3 km from the main road. The northern part of the sanctuary is mainly semi evergreen forest, degraded in many areas. The entire route from Kargal, through the sanctuary, has numerous villages often bordered by plantations. A large part of the eastern part of the sanctuary is the Linganamakki reservoir. The Sharavathi backwater the main attraction of the place apart from the lush green forest is originated from the Sharavathi River. The back water has 70km long and 35 km width. The Sharavathi backwater is used for drinking water in the Muppene village. It is a favorite among visitors for water sports like, Canoeing, kayaking and wind surfing, boating and swimming. Dabbe Falls is a pristine waterfall near Hosagadde in Shimoga. This falls is deeply hidden in the mountains near Hosagadde. The trek route through the deep valley leads to the delightful Dabbe Falls. Hosagadde, 20 km from Kargal, is on the way to Bhatkal from Sagar via Thalaguppa and Kargal, which is famous for the Jog falls. Dabbe is one of the few waterfalls of Karnataka which have not been polluted with frequent tourist and hence still preserves its heavenly touch. The water plunges into narrow gorge, to witness one need to negotiate steep descent. Jog Falls is the second-highest plunge waterfall in India Located near Sagara, Karnataka, these segmented falls are a major tourist attraction. They are also called Gersoppa Falls and Jogada Gundi. Jog Falls is created by the Sharavathi River falling from a height of 253 m (830 ft), making it the second-highest plunge waterfall in Asia after the Nohkalikai Falls with a height of 335 m (1100 ft) in Meghalaya. The Sharavathi, flowing over a very rocky bed about 250 yards wide, here at Jog falls reaches a tremendous chasm, 290 m (960 ft) deep, and the water comes down in four distinct falls known as the Raja, the Roarer, the Rocket, and the Rani. The Tourism Department has built steps from the viewpoint to the

bottom of the hill where the waterfall can be seen at the opposite side. The pristine environment, unpolluted nature camp and trails, open sky near the camp and perfect silence make the camp a best place for nature lovers and ecotourists.

ii Man-made Tourism Product

Human being over centuries, have created facilities for comfort of living. Such creations are natural manifestations of human endeavor in the process of evolution. Such manifestations, elegant structure or facilities by creative humans become attraction for commons in the civilisation. These types of products include not only core attractions but facilities and services those have made a mark in themselves and have become attractions for most. For example palace on wheel, tourists train basically a mode for transportation is graduated as an attraction in itself. Theme park is another example of man-made attraction, which means the basic term for a compilation of rides and other amusement attractions pull together for the purpose of entertaining a group of people. A theme park includes a combination of attractions which can be classified into several categories: thrill rides, roller coasters, family rides, water attractions or (indoor) dark rides. Major part of theme parks' revenue comes from entrance fees. Most theme parks also charge for car parking and ticket prices do not include food, which can be very costly. Almost all amusement parks operate using one of two admission principles: Pay as you go (pay for rides individually) or Pay one price (one big admission charge, for almost all of the attractions).

Case - Theme Park - MGM Dizee World

MGM Dizee World is an amusement park located in Chennai, Tamil Nadu, India. It is located in East Coast Road. The theme park is frequented by the residents from Chennai and other cities in South India for a fun-filled, high-energy entertainment. Various fun games and entertainments are available for Adults, Kids and family visitors. Apart from the entertainment and fun games the park also exhibits a breathtaking amphitheatre for a variety of events. MGM has more than 60 Imported and Indian Rides apart from water related rides. Owned by MGM Group of Companies, MGM Dizee World is designed by an Italian

architects which is spread out on a huge lush green area against the scenic blue beach front of the East Coast Road, at Muttukadu, about 30 kms away from Chennai city. Known for its qualitative, entertainment with value based services and experience, MGM Dizzee World, Chennai, is one of the largest theme parks in the country that attracts over one million visitors every year.

iii Symbiotic Tourism Product

Apart from pure natural and man-made products there are some types of products which are blend of both natural and man-made features. For instance a zoo, a water park, aero sports zone are human creations at natural attractions. Nature here is the core resource on which human being has created facilities. These products thus are called as creations by symbiosis of nature and man.

III. On the Basis of Site and Event Based Attraction

The tourism products can be categorised differently when the attraction is the congregation of human beings or when the attraction is a site or geographical destination.

i. Site Based Tourism Products

When an attraction is a physical setting at place or a site it is termed as site based tourism product. As physical settings such sites are permanent and can only be modified but can not be replaced totally. For examples beaches, hill stations, monuments & historical places. There are occasions/ seasons however when tourists flock to the destination in large number.

ii. Event Based Tourism Products

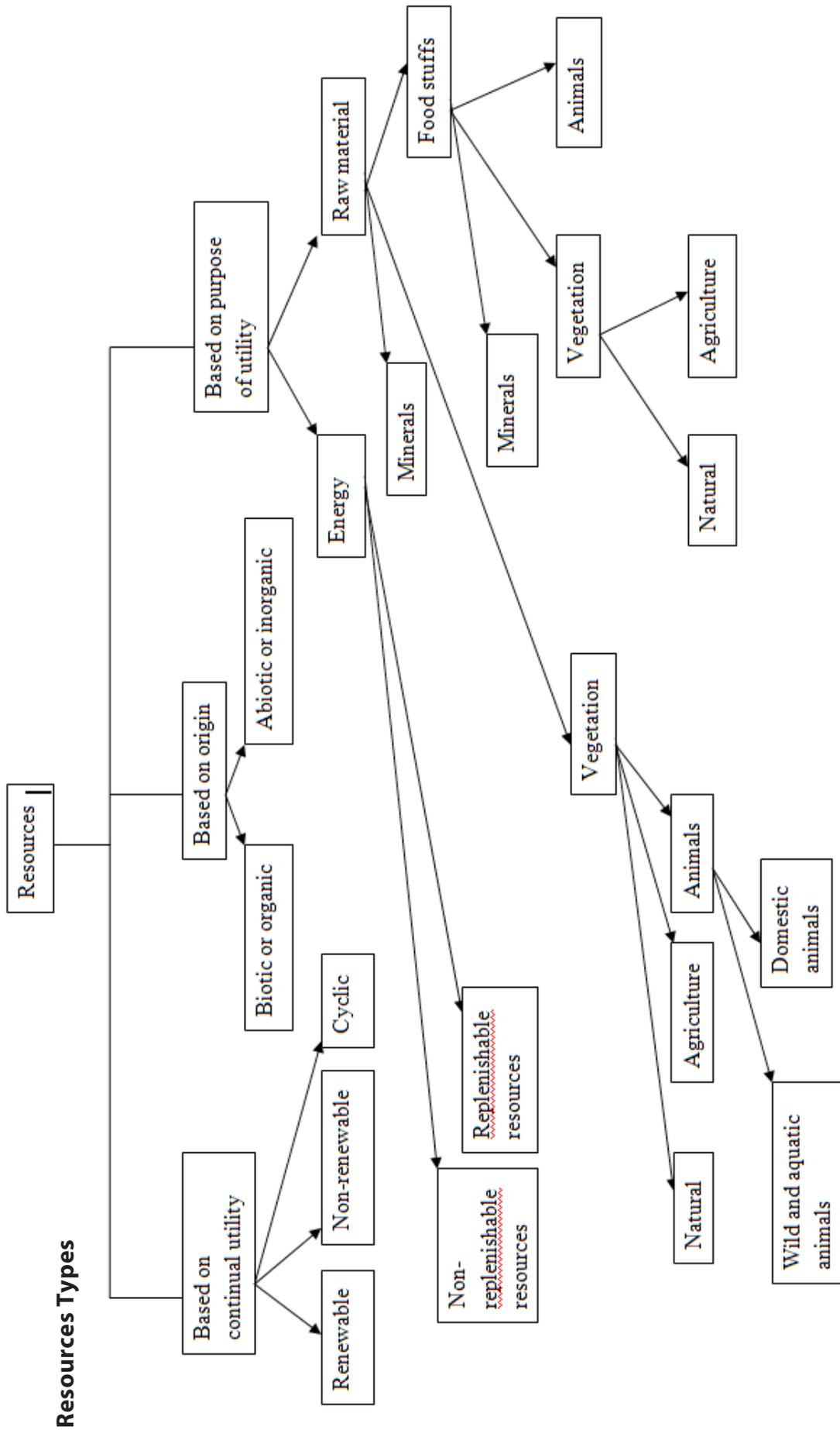
Where an event is an attraction, tourists visit the event as spectators, participants or sometimes for both. The events may be traditional, occasional or promotional in nature. The famous kumbh mela at Allahabad, Ujjain, Nasik and Hardwar, Rath-Yatra (car festival) at Jaggannath Puri are traditional gathering of more than lakhs of pilgrims. Occasional events are social or cultural gatherings for examples marriages, kitty parties,

Notes

conferences and conventions or business meets where participants belong to specific target group. On the other hand promotional events are gatherings organised to popularize the destination or a company product or are gatherings for some specific purpose. Indian Premiere League (IPL) is promotional event organised by Board of Cricket Control India (BCCI) and is attended by lakhs of spectators. Event as tourist attractions are temporary, and are often mounted in order to increase the number of tourists to a particular destination. Some events have a short time span such as the republic day parade; others may last for many days such as the Khajuraho dance festival or even months like the Kumb Mela.

Lesson 1.2 - Tourism Resources of India

Before going to tourism resources it is important to understand the meaning of the word 'resources'. So what are resources? We talk about natural resources, human resources and so on. However the word resources can be defined as 'any material that can be transformed in a way that becomes valuable and useful'. While land, air, water, forests, minerals are known as natural resources, human skill and capability at a region is known as human resource. Incredible India is known for its rich biodiversity, diverse socio-cultural lifestyle and burgeoning economy across the world.



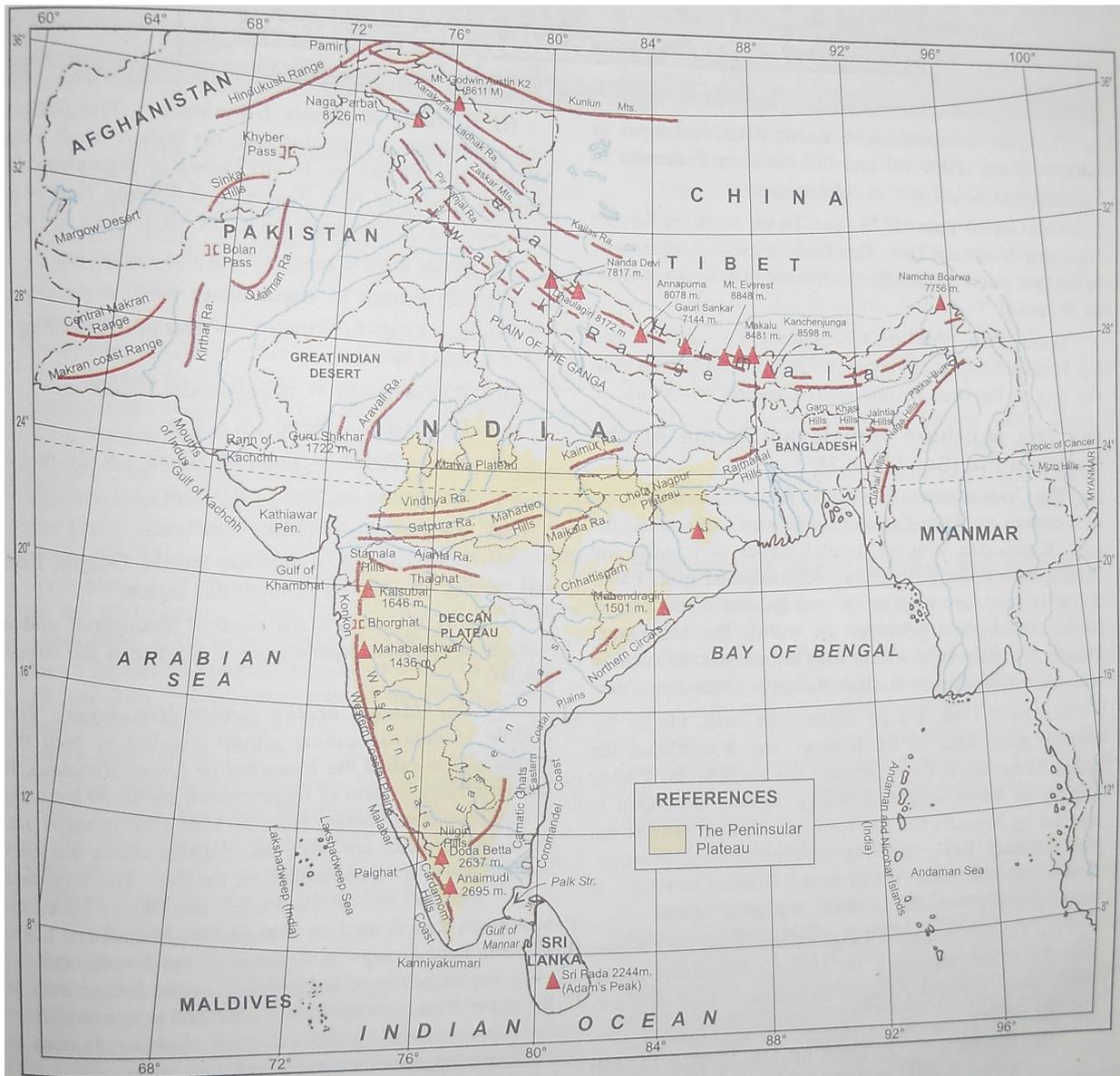
Source: M.H. Qureshi (1997) Principles of Geography

Physiography of India

Physiography is defined as the science of physical geography or systematic description of nature in general, it is also known as geomorphology. India geographically has a well defined frontiers. Mountains to the north, north-west, north-east, seas to the east, south and west make the country a distinct landmass. With an area of 32,87,263 sq. Km. The country India is the seventh largest country in the world. With total population of over 1.21 billion the country is second largest only next to China. The mainland of the country spreads from 8.4 degree north to 37.6 degree north latitude and 68.7 degree east to 97.25 degree east longitude. Tropic of cancer divides the country into almost two equal parts. India is surrounded by Pakistan and Afghanistan to the northwest, China, Nepal and Bhutan to the north, Myanmar and Bangladesh to the east as neighboring countries. The Physical geography of India is discussed below under the following heads viz. Mountains, Rivers, Plateaus, Plains, Climate and Vegetation.

List of important mountain ranges in India

- The Himalayans Mountain Ranges
- The Aravalli Mountain Ranges
- The Vindhya Mountain Ranges
- The Satpura Mountain Ranges
- The Karakoram Mountain Ranges
- The Patkai or the Purvanchal Mountain Ranges
- The Eastern Ghats
- The Western Ghats



Physical Division of India

India is a vast region that has a great variety of different geological structures. It is, however, possible to divide the region into five physiographic regions, namely –

- The Mountain
- The Great Plain of Indus & Ganga
- The Peninsular Plateau
- The Coastal Plains
- The Islands

The Mountains

About 120 million years ago, the arrangement of continents and Oceans was quite different. There used to be a shallow area, known as the Tethys Sea, lying between the Angara land in the north and Gondwanaland in the south. Literary meaning of the Himalayas is 'abode of snow'. Considered to be the youngest mountain range of India, the Great Himalayas was born during Gandwana period some 50 millions years ago. The mountain born out of collision of two tectonic plates is called fold-mountains and the Himalayas is such a mountain.

Division of the Himalaya

The Himalaya consists of a series of parallel mountain ranges stretching in a north west to south east direction. The total length of the Himalayan is about 2415 km. The Himalayas are the highest mountain range in the world. It is divided into three divisions, namely

- The Northwest Himalayan Range
- The Northern Himalayan Range
- The Northeast Himalayan Range

(i) The Northwest Range

A series of mountain ranges radiate from Pamir Knot – Hindukush toward south westward, Kunlun towards the east and Karakoram towards the south – east with Ladakh and Zaskar as parallel ranges from the great northern wall. The northern western ranges are almost dry, devoid of any vegetation. They have three prominent passes associated with three small rivers – The Kabul, The Gomal and The Bolan.

(ii) The Northern Range

The great Northern Range run in the form of a convex arc from Kashmir in the west to Assam in the east. It is a very high range and has the distinction of having the highest peaks of the world. The Great Himalayan Range extends from west to east over 2400 km. It's comprises three distinct, parallel ranges.

- The Himadri or The Great Himalaya – Overlooking the Tibetan Plateau (5000 to 6000 m above sea level), it is also called Inner Himalayan
- The Middle or The Lesser Himalayan – also called Himachal at an elevation of about 3000 m;
- The Shiwalik Range or The Outer Himalayan – whose height varies between 1000 to 1500 m above sea level.

(iii) The North East Himalayan Ranges

On India's northeast side are located the Purvanchal Mountain (the Eastern Hills). These hills running through Arunachal Pradesh, Nagaland, Manipur, Mizoram, Tripura and eastern Assam are series of hills mostly composed of sedimentary rocks with steeper western slopes and are highly dissected and slightly accurate (bent like a bow) with convex side facing west.

The Great Plain of India

To the south of the Himalaya and to the north of the peninsula lies the Great Plain of North India. It is a gradational plain formed by the depositional work of three major river systems viz the Indus, Ganga and the Brahmaputra. The Great Plain of North is the largest alluvial tract of the world extending nearly 3200 km and having average width that varies from 150-300 km. It covers a total area of about 7.8 lakh sq km. The northern boundary of the plain is well-defined by the foothills of the Shiwaliks. Average elevation of this plain vary upto 200 m above sea level.

Regional Division of the Great Plain of India

- The Rajasthan Plain
- The Indus Punjab-Haryana Plain
- The Ganga Plain
- The Brahmaputra Plain

The Rajasthan Plain

The Rajasthan Plain extensively is sandy desert in the northern India and eastern Pakistan. This Plain is also called the Thar or The Great

Indian Desert. Thar Desert is bounded on the northwest by the Sutlej river, on the east by the Aravalli Range, on the south by the Rann of Kutch and by the Indus Valley on the west. It covers an area of about 800km in length and about 490 km in width. The total area of this plain is above 3.35 lakh sq km. The average elevation of the plain is about 457 m in the Aravalli and 61 m in the Rann of Kutch, above sea level. A number of short seasonal streams originate from the Aravalli.

The Indus Plain

The Great Indian Desert imperceptibly gives way to the fertile plain of the Punjab and Haryana towards the east and north-east. Extending to a length of 640 km in north-west to south-east direction and about 300 km wide in east-west direction the total area of this plain is above 1.75 lakh sq km, the region is drained by the river Indus and its tributaries viz the Sutlej, the Beas, the Ravi, the Chenab and the Jhelum. The northern part of this plain adjoining the shivaliks hills. The area between the Ghaggar and the Yamuna rivers lies in Haryana and is often termed as 'Haryana Tract'.

The Ganga Plain

This is the largest unit of the great plain of India stretching from Delhi to Kolkata in the of Uttar Pradesh, Bihar and West Bengal covering an area of about 3.75 lakh sq km. This plain has been named after the river Ganga. The Ganga along with its large number of tributaries originating in the Himalayan ranges viz, the Yamuna, the Gomti, the Ghaghara, the Gandak, the Kosi, etc., create a tract of river basins those are very fertile. The Peninsular river such as Chambal, Betwa, Ken, Son, etc., merge into the Ganga river system contributing to the formation of this plain.

The Brahmaputra Plain

Also known as the Brahmaputra Valley or Assam Valley or Assam Plain is often treated as the eastern continuation of the great Plain of India. It extends from the Eastern Himalays of Arunachal Pradesh in the north, Patkai and Naga Hills in the east and the Garo-Khasi-Jaintia and Mikir Hills in the South. Its western boundary is formed by the Indo-Bangladesh border as well as the boundary of the lower Ganga plain. The entire plain covers an area of about 56 thousands sq km.

The Peninsular Plateau

Plateau is a high raised flat terrain and is otherwise known as table land or high land. The Peninsular Plateau of India extends from edge of Great Plain of India in the north and the Kanniyakumari in the south. In the west it extends from Kuchchh along the western bank of the Aravalli Range to near Delhi in the Ganga delta. It is surrounded by the hill ranges on all three sides. To its north are the Aravalli range, the Vindhya, the Satpura, Barmr and the Rajamahar Hills. To the south of about 22 degree North latitude, the Western Ghats and the Eastern Ghats form its western and eastern boundary respectively. The entire plateau measures about 1600 km in north-south and 1400 km in east-west direction. It covers a total area of about 16 lakh sq km which is about half of the total land area of the country. It is thus, the largest physiological unit of India.

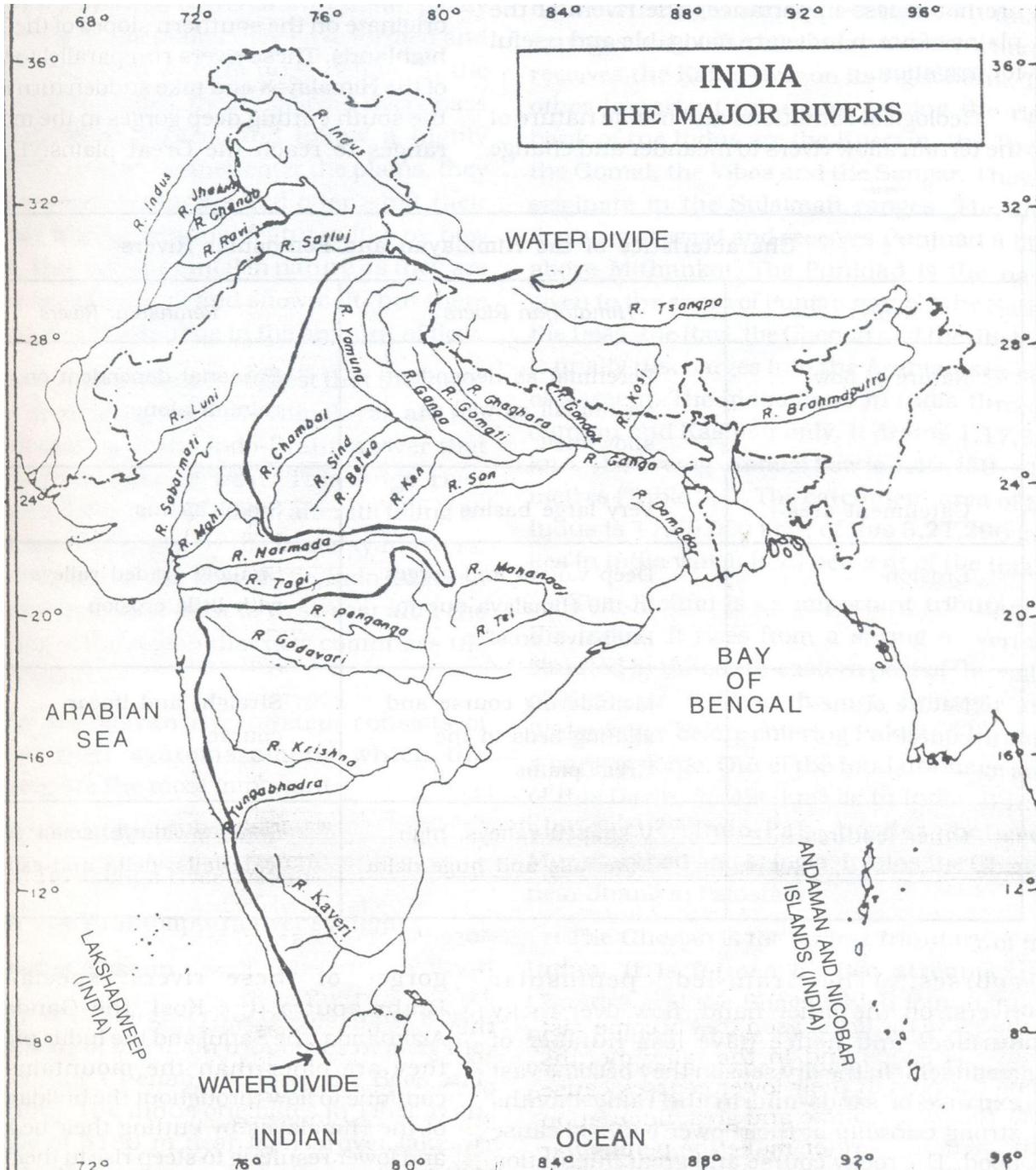
Division of the Peninsular Plateau	Hill Ranges of the Paninsula
<ul style="list-style-type: none"> ➤ The Marwar Upland ➤ The Central Highland ➤ The Bundelkhand Upland ➤ The Malwa Plateau ➤ The Bangelkhand ➤ The Chotanagpur Plateau ➤ The Meghalaya Plateau ➤ The Deccan plateau 	<ul style="list-style-type: none"> ➤ The Aravali Range ➤ The Vindhya Range ➤ The Satpura range ➤ The Western Ghats ➤ The Eastern Ghats

The Coastal Plains

The narrow coastal strip between the edge of the peninsular plateau and the coastline of India running for a distance of about 6000 km from the Ran of Kutch in the west to the Ganga-Brahmaputra delta in the east is called the coastal plain. The area between the Western Ghats and Arabian Sea Coast is known as the West Coastal Plain and the between the Eastern Ghats and the Coast of the Bay of Bengal is called the East Coastal Plains. The two coastal plain meet each other at the southernmost tip Kanniyakumari. The west coastal Plain is further divided into The Kachchhh Peninsula, The Kathiawar Peninsula, The Gujarat Plain, The

Konkan Plain, The Karnatka Coastal Plain and The Kerala Plain. The East Coastal Plain is divided into three namely, The Utkal Plain, The Andhra Plain and The Tamil Nadu Plain.

The Islands



Source: Noor Mohammad (2002) India: Physical Environment National Council of Educational Research and Training

Perennial Himalayan Rivers

The rivers flowing from the great Himalayas are both rain fed and glacial fed. As during rainy season they carry rain water and during summers, the ice melt and such waters flow in these rivers. For this the rivers flowing for the Himalaya are perennial. Though there are several river systems flowing from the Himalayas, the below mentioned three are most important.

(i) The Indus System

One of the largest river basin in the world the Indus river system comprises of five main tributaries namely the Jhelum, the Chenab, the Ravi, the Beas and the Sutlej. The Indus originates in the Tibet near Mansarovar lake. From the origin it flows north-westward it enters India near Damchok in Jammu and Kashmir. After flowing through Ladakh, Baltistan and Gilgit it enters Pakistan near Chilas in the Dardistan region.

(ii) The Ganga System

Popularly known as the Ganga, the river is the longest in the country. Sacred to the Hindus, the river originates in the name of Bhagirathi from the Himalayas, at Gaumakh. However the name Ganga follows only after the confluence of river Bhagirathi and Alaknanda at Devaprayag, a small town 74 kilometers from Rishikesh in the Garhwal Himalaya. Though the river has so many streams joining the flow, there are six popular main streams namely Alaknanda, Dhauliganga, Nandakini, Pindar, Mandakini and Bhagirathi and five of their confluence namely *Panch Prayag* in order Bishnu Prayag (Dhauliganga merges into Alaknanda), Nanda Prayag (Nandakini joins Alaknanda), Karnaprayag (Pindar joins Alaknanda), Rudraprayag (Mandakini joins Alaknanda) and Devaprayag (confluence of Bhagirathi and Alaknanda) are popular and considered to be sacred in India. The river Ganga is 2510 kilometer long and flows through China, India, Nepal and Bangladesh. The basin of the river Ganga is one of the most fertile and densely populated region in the world covering an area of 400 000 sq miles (1 000 000 sq km). Other main tributaries to the river Ganga are Yamuna, Son, Gomati, Ghaghara, Gandak, Kosi and Brahmaputra.

The river Yamuna the western most prominent tributary of the Ganga originates in the Yamunotri glacier, and travels more than 750 kilometers before it merges into the Ganga at Allahabad. Tributaries like Chambal, Betwa, and Ken flow northward to merge into river Yamuna before the river Yamuna itself merges into the Ganga.

(iii) The Brahmaputra

The Brahmaputra River flows 2,900 km from its source in the Kailas range near Mansarovar lake around same region from where the Indus originates in the Trans-Himalayan region. From the origin it traverses eastward in the Tibetan region of China and enters India west of Sadiya town in Arunachal Pradesh. The river finally enters Bangladesh near Dubari and then flowing southwards it merges into Padma river which discharges in the Bay of Bengal. The flows through China, India, and Bangladesh, but its watershed includes Nepal, Bhutan and Myanmar as well.

The Peninsular Rivers

The peninsular rivers are considered to be older than the Himalayan river system. A large numbers of rivers here are non-perennial and dependent on the rainfall. The main river basins of the peninsula are the Mahanadi, Godavari, Krishna, Kaveri those discharge their waters in the Bay of Bengal. Rivers flowing westward are small and do not form delta. Most important amongst them are Narmada and Tapti.

The river Narmada's originates from the mountains 'Maikal' in Madhya Pradesh. It rises on the summit of Amarkantak Hill in the Madhya Pradesh state and pursues a direct westerly course to the Gulf of Khambhat. It falls into the sea in the Bharuch district of Gujarat. Similarly the river Tapti rises in the Eastern Satpura range in Madhya Pradesh and going westward it drains into the Arbean Sea.

The river Kaveri flows through the states of Karnataka and Tamil Nadu after orginating from the Brahmagiri Mountains in Mysore at a height of 1320 metres above sea level. This river runs through some of the most fertile lands of South India.

Godavri the longest river of South India with a drainage area of 313,000 sq kms flowing with its tributaries in seven different states like Maharashtra, Andhra Pradesh, Karnataka, Madhya Pradesh, Chattisgarh and Orissa. Its tributaries include Sabari, Indravati, Pranahita and Manijra rivers.

Krishna originates in the Western Ghats at an altitude of 1300 ft above the sea level in Mahabaleshwar and merges into Bay of Bengal flowing through the three states Maharashtra, Karnataka and Andhra Pradesh. it covers an approximate length of 1300 kms.

Coastal Rivers

The coastal rivers are present in the peninsula of India and they drain into the Arabian Sea and Bay of Bengal. The important rivers which drain into Arabian Sea are Shetrunji, Bhadra, Dhadhar, Vaitarna, Bharathapuzha, Bedti, Sharavati and Periyar. The Shetruni originate near Dalkahwa in Amreli district and Dhandhar near Ghantar village in Panchmahal district in Gujarat which has a 2770 m² area of basin. The Sharavati originates in the Shimoga district of Karnataka and has the famous Jog Water Falls. The Bharatpuzha being the longest river in Kerala is also known as the Ponnani. The rivers which drain into the Bay of Bengal are Subarnarekha, Baitarani, Brahmani, Vamsadhara, Penner, Palar and Vaigai. The Vamsadhara rises in the southern part of Odisha through Andhra Pradesh and flows into the Bay of Bengal. The Palar has the basin area of about 17,870 km². The attributes of the minor coastal rivers are steep gradients, heavy silts and flashy flow. These rivers are the major source of irrigation of agricultural lands in the coastal areas.

Soil

As the nature of the land changes, the type of vegetation also changes. The vegetation in the mountainous region would be different from that of plateau region or plain region. Similarly the dry region would have different vegetation than the wet region. The fertile land is used for agricultural purpose where as the undulated grasslands and the rough terrains of the woodlands are a home to variety of animals. There is a difference in the quality of soil which decides the type of vegetation. The cactus and the thorny bushes are grown in the sandy soil where as the

mangroves grow in the deltaic soil. The conical trees can be sighted in the hill slopes which have some depth of soil. The temperature determines the attribute of the vegetation along with the factors like humidity, precipitation and soil. The fall and the rise of temperature decide the vegetation which ranges from tropical to subtropical temperature and the alpine vegetation in the Himalayas and the hills of the peninsular. The latitude, altitude, season and duration of the day decides the amount and duration of the sunlight. As in summers the duration of sunlight is longer, the trees grow fast in this season.

Soil regions of India

- **Aridisols:** Northwestern India. Because of Salts content and lack of organic matter the quality of soils and less fertile.
- **Alfisols:** Northern sections of the Gangetic plain and extending to Kathiawar Peninsula. They are also found in area south of 20 degrees N latitude and along the Coromandel Coast.
- **Inceptisols:** Found in the Gangetic plains and the Malabar Coast. They are fertile but weakly developed soils.
- **Vertisols:** An extensive area from north of Mumbai (Bombay) to the Ganges River. These soils are rich in clays and crack deeply during dry periods.
- **Ultisols:** They are found in northeastern India (Bihar and Orissa).

Case - Benefits of organising mega sports events to a Destination

There is a dynamic interface between sport and tourism in India. The sports tourism has been experiencing an exponential growth as number of mega sports events are being conducted in India frequently. These events are considered to have emerged from culture and tradition of general public. As the tourism market has grown to wider aspect the increased demand among the tourist for mega sport event, which is one of the main causes for the rise of sports tourism in recent years. Organization of sports events brings in new sports infrastructure; those are handed over to the local clubs for maintenance and proper use.

Staging a mega sport event such as the world cup has been traditionally viewed as a golden opportunity for urban regeneration and economic development. Particularly recent sports events like cricket IPL, SAFA games, common wealth games, Asian games have created an image for India as a sporting nation across the South Asia. Hospitality service providers get an opportunity to host millions of visitors associated with mega sports events that brings clear business benefits in all aspects. Apart from promoting sporting culture rapidly at a destination organisation of mega sports events has a long term effect on the lifestyle of citizens in terms of health and fitness.

IV. Continuum of Tourism Products

In addition to the above classifications tourism products are also classified on a continuous range. On this basis products can be classified into the following categories:

- Activity
- Event
- Destination
- Package
- Circuit

Activity: An ongoing event where the tourist gets an opportunity to physically participate can be grouped separately. For example adventure sports at a destination require participation of the delegate, shopping festival is an event where tourists buy souvenirs and yoga or meditation camps are organised for participants to personally participate and feel through own experience.

Events: As discussed earlier events both traditional, social or promotional can become attractions for tourists. They can derive pleasure either by being as a spectator or by participating in one of those events or sometimes both. Events Pushkar fair of Haryana, Snake boat race of Kerala, or Dance festival at Konark and Khajuraho are frequented by tourists.

Lesson 1.3 - Climate, Vegetation and Culture

Climate

The seasonal reversal of wind systems being experienced in some regions of the world is called as the monsoon. Air flows from land to sea with dry conditions in winter and a sea-to-land movement in summer with humid conditions which create rainfall. The monsoon is the dominant climatic force. The causes of the monsoon in India are the shifting of the Jet stream north and south of the Himalayas and the differential heating between land and water. During the summer the jet stream moves north of the Himalayas allowing moist air to penetrate the continent from the oceans and in winter, the jet stream is divided with one part south of the Himalayas. The air movement effectively prevents moisture from the oceans from moving into the core area of India.

The Indian Meteorological Department recognizes four seasons:-

- Winter Season (December – February)
- The Summer season (March – May)
- The Rainy Season (June – September)
- The Post Monsoon Season (October – November)

These are four broad climates – regions based on the rainfall. Practically entire Assam and its neighborhood, the Western Ghats and the adjoining coastal strip and parts of the Himalayas experience rainfall throughout the year. Some places in the Khasi and Jaintia hills of Meghalaya receive the highest rainfall in the world. Mawsynram in Meghalaya is the place that receives highest rainfall in the world. In contrast, Rajasthan, Kutch and the high Ladakh plateau of Kashmir extending westward to Gilgit are regions of low rainfall. While the rainy season in most parts of the country is from June to September, the region of Tamil Nadu and Andhra Pradesh experiences rain fall during October – November because of retreating rainfall.

Climatic Regions

Tropical rainforest: Coromandel and Malabar coastal regions.

Humid subtropical: Ganges Valley.

Tropical savanna: Western reaches of Vindhya

Subtropical steppe: Deccan Plateau

Subtropical Desert: Indus Valley and the Thar (Great Indian) Desert.

Deserts

The deserts in India are divided into two divisions viz. the great desert and the little desert. (a) The great desert is a part of the Thar Desert spread over Pakistan in the west from the Runn of Kutch and crossing the Luni River in the north. This desert covers the whole of the Rajasthan-Sindh frontiers. (b) The little desert covers the sea from the Luni till the northern-west between Jaisalmer and Jodhpur in Rajasthan. An area consisting of rock land and limestone ridges, an absolutely non-agricultural land, exists between the great and little desert Zone. A cold desert of 70,000 sq km exists in the Ladakh range.

Natural Vegetation and Wild Life

India ranks tenth in the list of twelve mega bio-diversity counties of the world because of its rich plant species which counts to be approximately 47,000. It ranks fourth in Asia in plant diversity. India contributes 6% of the world's total flowering plants which comes to be 15000 in number. India has many non flowering plants too like algae, ferns, and fungi. The country has 89000 species of animals and a variety of fresh water and marine water fish. The cultivated crops and fruits and the orchard form a part of vegetation but not natural vegetation as the natural vegetation is the plant community which grows naturally without the interference of human activity and is left untouched by the humans for a long duration. **Flora** is the plant life occurring in the particular region and **fauna** is all the animal life of any particular region. The variety in the flora and fauna is due to the factors like, type of soil, land, climate, temperature and rainfall etc.

Forests

India experiences rainfall due to the advance south west monsoon and the retreating monsoon (June to September). Areas having more rainfall have dense vegetation than the areas getting less rainfall. Forests play a major role to boost up the quality of environment. The contribution of this renewable resource is as follows:

- Modification of local climate
- Controlling of soil erosion
- Regulating the stream flow
- Supporting a variety of industries
- Providing livelihood for many communities
- Offering panoramic or scenic view for recreation
- Controlling wind force and temperature resulting in rainfall
- Providing humus to soil and shelter to wildlife

The factors like the growing demand for cultivated land, development of the industries and mining, urbanisation and over grazing are responsible for diminishing natural vegetation of India. Due to the human activity the vegetation of the country is no longer the same except in some hilly regions like central India and Marusthali and the Himalayas. Nearly 22.8 percent of India's total area is covered by the evergreen forests, constituting 2 percent of the world's forest area. The forests in India are divided into eight distinct floristic regions, such as:

- Western Himalayas (Extending from Kashmir to Arunachal Pradesh cutting through Nepal, Sikkim, Bhutan, Meghalaya, Nagaland and the Deccan Peninsula).
- Eastern Himalayas (Extending from Sikkim eastwards and Covering Darjeeling, Kurseong).
- Assam (Brahmaputra and the Surma Valleys).
- Indus Plain (Plains of Punjab, western Rajasthan and northern Gujarat).
- Ganga plain (a small area consisting of differing types of flora).
- Deccan plateau area.

- Malabar (Humid belt of the mountain country to the west coast of the peninsula).
- Middle India (Vindhya, Chhotanagpur and Satpura mountain range area).

Types of Vegetation

Our country has the following major types of vegetations

- Tropical rain forests
- Tropical deciduous forests
- Tropical thorn forests and scrubs
- Mountain forests
- Mangrove forests

Tropical rain Forests

These forests are present in the areas which receive heavy rainfall i.e. 200 cm with a short dry season. The trees acquire the height of up to 60 cm or even high. This warm and wet region has the evergreen forests with a variety of vegetation such as trees, shrubs and creepers.

Some trees of commercial importance of this forest are ebony, mahogany, rosewood, rubber and cinchona. The animals found in this region are elephants, lemurs, monkeys and deer. One horned rhinoceros are found on the jungles of Assam and West Bengal. Also a lot of bats, birds, sloths scorpions and snails are found in this jungle.

Tropical Deciduous Forests

They are also known as the Monsoon Forests and cover the maximum area in the country. They are usually present in the area receiving the rainfall between 200 cm and 70 cm. The trees in these forests shed their leaves for six to eight weeks in dry summer. They are further divided into moist and dry deciduous forests on the basis of availability of water. The moist deciduous forests are found in the eastern region of the country, more precisely in the north-eastern states, along the foothills of Himalayas and Jharkhand, west Odisha and Chattisgarh and on the

eastern slopes of the Western Ghats. They exist in the areas with rainfall between 200 to 100 cm. Here Teak is the most dominant species and others are Bamboo, Sal, Teak, Sandalwood and Mulberry.

The dry deciduous forests are found in the rainier areas of the peninsular plateau and the plains of Bihar and Madhya Pradesh with the dominating trees species of Teak, Sal, Peepal and Neem. They are found in the areas having rainfall between 100 cm to 70 cm. The animals found in these forests are lion, tiger, deer, and elephant. Lot of birds and variety of reptiles like lizards, snakes and tortoise is also found.

Tropical Thorn Forests and Scrubs

This type of forest is present in the north- western part of the country including semi- arid areas of Gujarat, Rajasthan, Madhya Pradesh, Chattisgarh, Uttar Pradesh and Haryana. They exist in the region with rainfall less than 70 cm and consist of trees like Acacia, Palms, Euphorbias and Cacti. The trees have long penetrating roots to get moisture. Animals in these areas are rats, mice, rabbits, fox, wolf, tiger, lion, wild ass, horses and camels.

Mountain Forests

This includes the wet temperate type of forest with evergreen broad leaf trees such as oak and chestnuts. They are found in region of 1000 to 2000 m. The temperate forests containing coniferous trees like pine, deodar, silver fir and cedar are found in the area between 1500 m and 3000 m. These forests are found in the southern slopes of Himalayas and places with high altitude in southern and north- east India. The Alpine vegetation is present in the areas having an elevation of 3600 m above the sea level containing trees like silver fir, junipers, pines and birches. These are used for the grazing by nomadic tribes like Gujjars and Bakarwals. The animals found in this region are Kashmir stag, spotted deer, wild sheep, jack rabbit, snow leopard, red panda, sheep and goats with thick hair.

Mangrove Forests

The Mangrove forests are found in the coastal areas with their roots submerged under water. They can be found in the deltas of Ganga,

Mahanadi, Krishna, Godavari and Kaveri. Ganga- Brahmaputra delta has the Sundari trees known for its hard timber. Other than this, palm, coconut, keora and agar also grow. Royal Bengal tigers, snakes, Ghadiyals and crocodiles are found in these forests.

Wildlife

India constitutes of 13% of the world's total fauna with 89000 species of animals, 1200 of birds and 2500 species of fish. It also contributes to the 5 to 8 % of the world's amphibians, reptiles and mammals. The animals range from the elephants to the one-horned rhinoceroses. The arid areas are habitat for the wild ass and the camels. Other animals are Indian bison, nilgai, chousingha, gazel and monkeys. India is the only country having both tigers and lions in the Sudarbans and the Gir forests respectively. Ladakh is the home for the yak, shaggy horned wild horse, Tibetan antelope ibex, bear, snow leopard and the red panda. India has also a good variety of crocodiles and turtles in its water. Birds like peacocks, pigeons, parakeets, cranes and ducks are also found.

To protect the flora and fauna of the country the government has taken the following steps:

- They have set up 14 biosphere reserves in the country
- They provide financial and technical assistance to botanical gardens since 1992.
- They have introduced project tiger, project rhino, project great Indian Bustard and many other
- 89 national parks, 49 wildlife sanctuaries and zoological garden are set up.

Mineral Resources

Fairly rich in minerals India has large reserves of iron ore, coal, manganese, copper and mica. The valleys of the river Domodar in West Bangal and Jharkhand, the valley of the river Mahanadi in Chhattisgarh, Madhya Pradesh and Odisha and the Godavari basin in Maharastra and Andhra Pradesh, contain practically the entire mineral wealth of the country. The significant mineral deposits outside this area

are petroleum, copper and gold. Gold, silver and diamonds make up a small part of other natural resources available in India. Major portion of the energy in India is generated from coal, and the eastern and central region of the country has the highest reserve of coal. Huge reserves of petroleum have been found off the coast of Maharashtra and Gujarat.

Electrical energy is generated by hydroelectric power, coal and nuclear energy. In villages around India, people use wood or dried cow-dung cakes as fuel for cooking and heating water. The demand for firewood and the increasing population is affecting the existing forests.

Flora and Fauna

Another natural resource is forest resource. Forestry is a primary activity and depends for the development to a great extent on the physical environmental conditions. Timber and firewood are called major forest products while the rest are minor forest products. Timber producing forests grow mainly in areas of ample precipitation and the major species of such trees in India are teak, sal, shisham, deodar and pine. The sandal wood tree, a valuable species, grows in Karnataka. Bamboo, gum and the leaves of some trees are important forest products. Which are used in many purposes. Kattha and Lac (sealing wax) are also obtained from the forests of Madhya Pradesh, Uttar Pradesh and Bihar.

Natural resources hold a lot of significance for tourism development. For example, ecotourism is nature based and emphasizes on conservation of resource. The north east India is recognized as a region uniquely rich in biodiversity. This region has environmental diversities for its tropical locations, varied physical features and climatic types. These include sanctuaries, lakes and rivers, adventure spots etc and these offer enormous opportunities for development of eco tourism.

Vegetation

The main vegetation regions of India are the following:

- ▶ **Broadleaf deciduous:** Extensive area in northwestern India and Pakistan. Shrubs can grow to a maximum of one meter (three feet) singly or in groups.

- **Broadleaf deciduous:** Same as above except trees grow to a minimum of one meter singly or in groups. It surrounds the area above.
- **Broadleaf deciduous (terai):** An extensive area from the Gangetic Plains to southern India. Terai Lowlands in Nepal.
- **Broadleaf evergreen:** Malabar Coast, Coromandel Coast and Sri Lanka.
- **Semi-deciduous: broadleaf evergreen and broadleaf deciduous:** They are found in an area inward from the Malabar Coast and the lower valley of the Ganges.
- **Broadleaf deciduous trees.** Bihar and Orissa. **Broadleaf evergreen,** shrub form, minimum height one meter (3 feet).

Indian Culture

India which is also called Bharat is one of the few countries which can boast of an ancient, deep rooted and diverse culture, which stretches back to 5000 years. In the ancient times India was known as 'Bharata Varsha', the country of the legendary king of Puranic times called Bharat. The culture of India has been shaped by the long history of India, its unique geography and the absorption of customs, traditions and ideas from some of its neighbors as well as by preserving its ancient heritages, which were formed during the Indus Valley Civilization and evolved further during the Vedic age, rise and decline of Buddhism, Golden age, Muslim conquests and European colonization.

India's great diversity of cultural practices, languages, customs, and traditions are examples of this unique co-mingling over the past five millennia. Hinduism is considered to be the oldest of all living religions on this human earth. Known differently as *Sanatana* Dharma was first practiced by Aryans in its complete form. There is no dispute that the present Hindu religion that reached its complete form during Aryan period is an extension of Indus Valley Civilisation. In the words of A.L. Basham in his book 'the Wonder that was India' "..... the salient features of Harappan religion appeared again in a new form that was quietly practiced by the humblers people". Unlike other religion, Hinduism has no founder. It is not founded by any single person. Vedas and the Upanishads are considered to be the base of Hindu philosophy. The Sanskrit word Veda

means 'knowledge' or that is known. Vedas indicate the religion of early Aryans that is still regarded as sacred book of Hindus.

Summary

In this chapter we discussed the typicality of tourism products in terms of Intangibility, Inseparability, Perishability and its peculiarity over other manufacturing products. The products are also discussed with its various types with cases. The unit also described physical distribution of the country narrating mountains, river systems, plains, islands, and soil types. The climate, vegetation, wildlife of the country also discussed in brief to understand the natural resources for Tourism available in India. The brief background of Indian culture is outlined at the end with explanation how culture attracts tourists to a destination.

Self Assessment Questions

1. Outline the various types of tourism products with suitable examples!
2. Discuss the river systems of India.
3. Write a brief note on the river Alaknanda explaining tourist destinations on its bank.
4. What are tourism resources? How is it different from Tourism Product?
5. Explain the tourism attractions in the central Himalaya.
6. What is cultural tourism? Write a brief note on the Vedic culture of India.

CASE STUDY

Puri Beach Festival

Puri is considered as the most happening and auspicious place of Odisha which is coming under the four Dhams of Hindu pilgrimage. It is the abode of Lord Jagannath the great deity of Odisha situated on the east coast of Odisha. The beach festival is celebrated in every year in the month of November from 23-27 in marvellous and golden colour sun bathed

beach of Puri. It attracts millions of tourists from every nook and corner of India and also from the abroad. This festival is organised by the Hotel and Restaurant Association of Odisha (HRAO). It is co-sponsored by the Ministry of Tourism, Government of India; the Department of Tourism, Government of Orissa; Development Commissioner of Handicrafts and the Eastern Zone This festival is a five days event and an amalgamation of all the classical and folk artists of India who are well versed in dance and songs. The most renowned classical and folk artists of India gather here to perform their dance and music. The colourful costumes marvellous dance of Indian artists makes this festival a successful event. Apart from the dance the colourful handicrafts by the local artists, the mouth watering cuisines of Odisha, fashion shows, pop songs, DJs, exhibitions and cultural programmes are the other attractions which caters to the needs of heterogeneous tourists. This event has all the potentials to be an International event.

UNIT - II

Natural Resources

Learning Objectives

After reading this chapter the learner will be able to:

- Comprehend various wildlife sanctuaries and bio-sphere reserves in the country.
- Get a detailed knowledge of beaches and related tourism attractions of the country.
- Identify popular desert tourism destinations in India
- Summarise various natural resources for tourism and their promotions in the country.

Unit Structure

Lesson 2.1 - Natural Resources for Tourism

Lesson 2.2 - Hill Stations and other Natural Resources

Lesson 2.3 - Caves of India

Lesson 2.1 - Natural Resources for Tourism

Introduction

In the last Unit you have studied the brief outline of tourism products, their underlying features and classifications. In this unit, let us understand in detail about the first and core attraction of tourism i.e. natural resources. We all know that India is unique in the richness and diversity of its natural resources. These natural resources can be discussed under the heads of vegetation, wildlife and other natural resources such as beaches and caves. India is a country which is blessed by the nature with all its beautiful creations and for this reason it is a top listed destination for the tourists from all over the world. This country offers a vast diversity of languages, religions, ethnicities, cultures and nature. India's national parks and wild life sanctuaries (including bird sanctuaries) from Ladakh in Himalayas to Southern tip of Tamil Nadu are outstanding and the country continues to charm the tourists with its rich bio-diversity and heritage inherited.

Wildlife Sanctuaries and National Parks

Indian wildlife sanctuaries attract a large number of tourists, from across the world, due to its uniqueness and rich bio-diversity. India has 96 national parks and more than 500 wildlife sanctuaries across the country dotting its large landscape. The Jim Corbett Tiger Reserve – Uttarakhand, Kanha National Park and Bandhavgarh National Park in Madhya Pradesh, Ranthambhor National Park - Sawai Madhopur, Gir National Park - Sasangir (Gujarat) etc. are some of the most important tourist destinations, though many other parks and sanctuaries have not been promoting tourism to a bigger scale as their priorities have been more on the preservation part.

All the national parks and sanctuaries stand testimony of country's vast natural heritage and are very important places for conservation and preservation of flora and fauna. Many parks and sanctuaries have been

created for preservation of specific flora or fauna species. For example, Bhartpur, Rajasthan boasts as the second home of the Siberian Cranes, with a magnificent bird sanctuary, acts as a breeding ground for these exotic birds along with the native birds of India.

In the Indian deserts, the Great Indian bustards are found in a large number. Birds like Himalayan Monal pheasant, western tragopan, koklass, white crested khali pheasant, griffon vultures, lammergiers, choughs, ravens are seen in the western part of the Himalayas. The Andaman and Nicobar region has about 250 species and sub species of birds of which most are endemic to the region, such as rare Narcondum horn bill, Nicobar pigeon and megapode. Mostly north and east Indian parks and sanctuaries are prominent in the world map, however the south Indian parks are gaining prominence in the recent times, For e.g., Mudumalai in Tamil Nadu and Bandipur Tiger Reserve and Nagahole National Park in Karnataka. Let us have a discussion on prominent national parks of our country.

National Parks in India

The list below provides the details of important national parks in India along with their important attractions.

Corbett National Park

The Corbett National Park lies at the foothills of Himalayas, 300 kms. North east of Delh., The Ramganga River, flows through it. In 1952, park was named Corbett National Park after Jim Corbett who shot the man-eaters of this area and who was responsible for the establishment of the park.

Ranthambhore National Park

Ranthambhore National Park lies 132 kms from Jaipur and it is last and virgin forest of Central India and what is left is very small stretches of verdant bush. The park is known for its tiger population. The tiger safari promoted by the forest department is a model wildlife tourism promotion in the country.



Wildlife sanctuaries and national parks in India

Sasan Gir National Park

Outside Africa this is the only free habitat of the lion. The National Park is located among the low, undulating and excellently irrigated hills in the Junagadh district of Gujarat.

Bandhavgarh National Park

The Bandhavgarh National Park is situated in the Vindhya Mountain Range of Madhya Pradesh, and it is 195 kms. from Jabalpur and 237 kms. from Khajuraho. Mixed vegetation is found in the forests of the national park. It has grassy fields and also the surfaces which are rugged and hilly. Bandhavgarh National park is a valley with Sal and mixed forest in the upper parts of the valley.

Pench National Park

Pench National park is situated 93 kms. from Nagpur. The park has got tropical moist deciduous forest and was recently declared as Tiger Reserve under Project Tiger, which was set up for the better protection of the tigers and prevent them from extinction.

Palamau National Park

At a distance of 170 kms from Ranchi lies the beautiful forest of Palamau National Park. The reserve forest has landscape of Sal forest. Palamau was originally established in 1960 at a much lesser area and then extended to present area.

Simplipal National Park

The national park is situated at the North Eastern part of Odisha. The landscape is thickly wooded slopes and ridges with beautiful varied hills. The region is accessible from both Bhubaneswar and Kolkata.

Kaziranga National Park

The national park is well known for the preservation of single horned rhinoceros. This Reserve Forest is situated on the banks of river Brahmaputra. It is the home of the great Indian one -horned Rhinoceros besides a range of bird species.

Bandipur National Park

Bandipur is situated among the foothills of Western Ghats. It is a typical South Indian forest. The Park is situated on Mysore - Ooty

highway. This place is 80 kms. to the south of Mysore. It has in its fold the wild elephants and deers which attract the tourists to the national park.

Eravikulam National Park

It is located at a distance of 135 Kms. from Kochi, this Wildlife Sanctuary is set up for the preservation of the endangered Nilgiri Tahr, a wild goat which is the only one to be found south of the Himalayas, in other parts of the country.

Nagarhole National Park

Nagarhole National Park is located 80 kms. from Mysore, it is India's largest stretch of protected forest, the neighbouring sanctuaries of Bandipur, Mudumalai and Wyanaad are also included in the protected forests of this stretch.

Wild Life Sanctuaries in India

The important wild life sanctuaries of India are discussed below.

Gir Wildlife Sanctuary

It is the last preserve of the Asiatic Lion located in the dry deciduous forests of Gujarat. The sanctuary's waters are known to be filled with numerous marsh crocodiles catering to the reptilian interests of spectators.

Bori Wildlife Sanctuary

At a distance of 125 kms from Bhopal, the sanctuary is situated in the southern slopes of Satpura Range. The park has mixed deciduous and bamboo forests. The wild animals of the Bori Wildlife Sanctuary include Tiger, jackal, leopard, Indian wild dog, jungle cat, stripedhyena, Indian fox, chital, sambar, muntjac, chevrotain, nilgai, four horned antelope, chinkara or mountain gazelle, gaur and many others. The main attraction of the Bori Wildlife Sanctuary is the tiger.

Dandeli Wildlife Sanctuary

It is located at a distance of 125 kms from Goa, it is the largest wildlife sanctuary in Karnataka. The sanctuary has an area of over 834.16 sq.km. Dandeli wildlife sanctuary is famous for the teak, rose trees, valuable unidentified medicinal plants. Dandeli wildlife sanctuary situated on banks of Kali River. The sanctuary has at least 400 species of birds. Apart from the bird life, there is a rich content of animal diversity as well contained in the sanctuary. Among them are the famous Black Panthers, Slender Loris and big king cobra.

Periyar Wildlife Sanctuary

Among the Cardamom Hill region of Western Ghats lies one of the largest and most popular wild life sanctuaries of India. Periyar is situated close to the border of Kerala and Tamil Nadu. Apart from Elephants, the other animals to be seen in the Periyar sanctuary are Gaur, Wild Pigs, Sambar, Barking Deer, Mouse Deer, Dole or Indian Wild Dog and Tiger. Four species of primates are found at Periyar - the rare lion-tailed macaque, the Nilgiri Langur, Common Langur and Bonnet Macaque.

Illustration - Periyar National Park

Periyar National Park and Wildlife Sanctuary (PNP) is located in the districts of Idukki and Pathanamthitta in Kerala. A famous elephant reserve and a tiger reserve the total area of the national park is 925 square km and was declared as the Periyar National Park in 1982. Often known as the Periyar Wildlife Sanctuary or simply Thekkady, the park is located at 4 km from nearest road head Kumily, and 100 kms from Kottayam. The Pamba and Periyar Rivers flows in the region gives life through its water to flora and fauna species in the forest. The sanctuary surrounds picturesque 26 square kilometers Periyar lake, formed by the building of Mullaperiyar Dam in 1895. The tiger population in the sanctuary is mere 53 and elephants are numbered around 900 to 1000 as per 2010 survey. Other mammals found here include Gaur, Sambar, barking-deer, mouse deer, Dhholes, mongoose, foxes and leopards. Four species of primates are found at Periyar - the rare lion-tailed macaque, the Nilgiri Langur, the common langur, and the Bonnet Macaque. So far 320 different kinds of birds have been counted in Periyar including darters, cormorants, kingfishers, the

great Malabar Pied Hornbill and racket-tailed Drongos. The buffer zone of sanctuary is the home to the temple of Sabarimala, which is visited by about 4 million pilgrims annually.

Aralam Wildlife Sanctuary

Aralam Wildlife Sanctuary is located next to the Central state Farm at Aralam in the Kannur district in Kerala. The Aralam Wildlife Sanctuary was established in 1984. The Aralam Wildlife Sanctuary covers an area of 55 square kms. The major wildlife found in the Aralam Wildlife Sanctuary are the Elephant, Bison, Sambar, Deer, Boar, Sloth Bear, Leopard, Jungle Cat and different types of squirrels.

Idukki Wildlife Sanctuary

Idukki Wildlife Sanctuary is located in the Idukki district, about 40 kms. from Thodupuzha town in Kerala. The Idukki Wildlife sanctuary was formed in 1976. The Idukki reservoir or the lake which is about 33 square kms. surrounds the Idukki Wildlife sanctuary and is formed by the three dams Cheruthoni, Idukki and Kulamavu. The Idukki Wildlife Sanctuary covers an area of 77 square kms. The major wildlife animals found in the Idukki Wildlife Sanctuary are the Elephant, Deer, Bear, Leopard, Tiger, Wild Bison and Wild pig etc. Various reptiles and birds found in this sanctuary are Hornbill, Kingfisher, Woodpecker, Cobra, Viper, Python, Rat snake, etc.

Mudumalai Wildlife Sanctuary

Mudumalai Wildlife Sanctuary is situated between Mysore and Ooty. The Tamil word 'Mudumalai' means 'the ancient hill range'. Mudumalai Wildlife Sanctuary is located in the Nilgiri Hills at a height of 1000 m. This sanctuary covers an area of 321 square km. Mudumalai Wildlife Sanctuary has a variety of vegetation which ranges from tropical evergreen, moist deciduous and teak forests to grasslands and swamps. Different animals like deer, Chital or Spotted deer, Sambar, Barking Deer and elephants can be seen throughout the sanctuary. The other prominent animals which can be seen in this sanctuary are Jackal, Hyena, Wild cat, Civet cat, Bonnet macaque, Langur, the giant squirrel and flying squirrel. Alongside the animals, various birds are also found in this sanctuary

including the Malabar Trogon, the Malabar Hornbill, the Malabar Grey Hornbill, the Great Black Woodpecker, the Crested Hawk Eagle, Crested Serpent Eagle, Owls, Barbets, Parakeets, Minivets, Jungle fowl, Peafowl, etc.

Neyyar Wildlife Sanctuary

Neyyar Wildlife Sanctuary is located about 40 kms from Thiruvananthapuram in Kerala. It is the drainage basin of the Neyyar river and its tributaries, Mullayar and Kallar. The Neyyar Wildlife Sanctuary was established in 1958. This sanctuary covers a total area of 128 square km. The major wildlife which can be seen in the Neyyar Wildlife Sanctuary are elephant, gaur, sambar, barking deer, wild boar, Indian porcupine, three-striped squirrel, tiger, Malabar squirrel, lion-tailed macaque, mouse deer, bonnet macaque, Nilgiri tahr, Nilgiri langur etc. Various reptiles which can also be seen in this sanctuary are Cobra, viper, python, rat snake, flying snake, lizard etc. Various birds are also found in this sanctuary like Common myna, kingfisher, white-breasted water hen, little green heron, woodpecker, house crow, koel, Indian cuckoo, grey jungle fowl, hoopoe, jungle myna, darter, little cormorant, little egret, brahminy kite etc.

Parambikulam Wildlife Sanctuary

Parambikulam Wildlife Sanctuary is situated between the Anamala ranges of Tamil Nadu and the Nelliampathy ranges of Kerala. There are three reservoirs which harbours several varieties of aquatic fauna. The Parambikulam Wildlife Sanctuary covers an area of 285 square kms. The major wildlife found in the Parambikulam Wildlife Sanctuary are the Bonnet macaque, Nilgiri Langur, Loris, Gaur, Nilgiri Tahr, sambar, Barking deer, Spotted deer, Wild boar, Lion-tailed macaque, Jungle cat, Civet, Mongoose, fox, bear, elephant, tiger, leopard, pangoline etc. The crocodiles, varanus, pond terapin, cane turtle, gecko, skunk, chameleon, snakes like king cobra, spectacled cobra, krait, viper, python, green keel back, rat snake, vine snake, fishes like Aral, baral, Vattudi, Thilopia, Noovi, mooshu, Poochutti, Kollottie, exyprius, Taral, birds like darter, little cormorant, black eagle, lesser adjutant stork, black capped kingfisher, great Indian hornbill, broad billed roller, black woodpecker can also be seen in the Parambikulam Wildlife Sanctuary.

Peppara Wildlife Sanctuary

Peppara Wildlife Sanctuary is located in the vicinity of Thiruvananthapuram district in Kerala. The place was declared as a sanctuary in 1983. The Peppara Wildlife sanctuary covers an area of 53 square kms. The major wildlife found in the Peppara Wildlife Sanctuary are the Elephant, Gaur, Sambar, Barking deer, Wild boar, Tiger, Panther, Wild dog, Malabar squirrel, Lion-tailed macaque, Mouse deer and Nilgiri langur. Along with these, various reptiles are also found in the Peppara Wildlife Sanctuary such as King cobra, python and a variety of moths and butterflies. Various birds are also found in this sanctuary like Darter, little cormorant, pied kingfisher and egret.

Wayanad Wildlife Sanctuary

Wayanad Wildlife Sanctuary is located in the Wayanad district in Kerala. The Wayanad Wildlife Sanctuary was established in 1973. This sanctuary is rich in flora and fauna and an integral part of the Nilgiri biosphere reserve. Methods of scientific usage are been employed in order to protect the tribes, living in the region. The major wildlife found in the Wayanad Wildlife Sanctuary are Elephant, Tiger, Panther, Jungle Cat, Civet Cat, Monkey, Wild dog, bison, deer, bear, etc. Monitor lizard, variety of snakes, birds like peacock, babbler, cuckoo, owl, woodpecker, jungle fowl, etc. can also be seen in the Wayanad Wildlife Sanctuary.

Himachal Wildlife Circuit

The alpine landscape such as mountains, valleys and meadows and dense forest and climate make this region an in ideal hotspot for wildlife. There are several wildlife sanctuaries that come within the Himachal Wildlife Circuit. In total there are 32 wildlife reserves and national parks in Himachal Pradesh. Prominent amongst them are Chail Wildlife Sanctuary, Churdhar Wildlife Sanctuary, Majathal Sanctuary, Renuka Sanctuary, Kanawar Sanctuary, Daranghati Sanctuary, Kalatop Khajjar Sanctuary and Maharana Pratap Sanctuary. Besides wildlife sanctuaries, Mountain Rivers, breathtaking waterfalls, rocky forest trails and steep climbs offer ideal tourist experience. Wild animals like chital, Sambhar, blackbuck, barking deer, goral and Birds such as pintails, cranes, jungle fowl, Monal Pheasant are common in such sanctuaries.

Manas Wildlife Sanctuary

The Manas Wildlife Sanctuary is a tiger project in Assam. The Manas Wildlife Sanctuary is one of the India's well known World heritage site. It covers an area of 519.77 square kms. It is famous for its unique biodiversity. It is covered with tall grass and scattered patches of woodland with simul, khoir, udal, sida, bohera and kanchan trees. The wildlife which can be seen in the Manas Wildlife Sanctuary are the Tigers, Hispid Hare, Pigmy Hog, Golden Langur, Indian Rhinoceros, Asiatic Buffalo, Elephant, Leopard, Clouded Leopard, Himalayan Bear, Wild Boar, Sambar, Swamp Deer, Hog Deer etc. Hundreds of the birds like Riverchats, Forktails, Cormorants, Ruddy Shelduck, Indian Hornbill and the Great Pied Hornbill migrate here during winter. Otters are frequently seen in the Manas river.

Eaglenest Wildlife Sanctuary in West Kameng District of Arunachal Pradesh

Arunachal Pradesh attained its statehood on 20th February 1987. It is situated in the North-Eastern part of India with 83743 sq. kms area and has a long international border with Bhutan to the west (160 km), China to the north and north-east (1,080 km) and Myanmar to the east (440 km). It stretches from snow-capped mountains in the north to the plains of Brahmaputra valley in the south. Arunachal is the largest state area-wise in the north-east region, even larger than Assam which is the most populous. It is situated between latitude 26° 30' N and 29° 30' N and longitude 91° 30' E and 97° 30' E. Itanagar the capital of Arunachal Pradesh. West Kameng District of Arunachal Pradesh State in the Indian sub-continent is lying approximately between 91° 30' to 92°40' East longitudes and 26° 54' to 28° 01' North latitudes. The District is surrounded by Tibet region of China in the North, Bhutan in the West, Tawang District and East Kameng District of Arunachal Pradesh are in the Northwest and East respectively and the Southern boundary adjoins Sonitpur District of Assam. The District has vast tourism potential. Like other parts of North East Frontier Agency (NEFA), it was also under the 'Ministry of External Affairs' and overall in-charge of the District was a 'Political Officer. Later on Kameng Frontier Division was renamed as 'Kameng District' and the Political Officer was designated as 'Deputy Commissioner'. On 1st June 1980, Kameng District was again bifurcated into 'East Kameng District' and 'West Kameng District.

Eaglenest Wildlife Sanctuary is a protected area of India in the Himalayan foothills of West Kameng District, Arunachal Pradesh. It conjoins Sessa Orchid Sanctuary to the northeast and Pakhui Tiger Reserve across the Kameng river to the east. Altitude ranges extremely from 500 metres (1,640 ft) to 3,250 meters (10,663 ft). It is a part of the Kameng Elephant Reserve. Eaglenest is notable as a prime bird watching site due to the extraordinary variety, numbers and accessibility of bird species there. After the discovery of a new *Liocichla* in 2005 many birders made the birding pilgrimage to this north-east corner of India and thereby becoming a popular bird watching destination in the recent years. At 'Eaglenest you bird' along this wide track from Lama Camp (2300 m) up to Eaglenest Pass (2700 m) and then down to Bhompu (1900 m), Sessni (1200 m), Khellong and further down to the Doimara River (700 m). Tourist stayed in tented camps at Lama Camp and Bhompu and from these camps they birded along the different stretches of the road. The birding along this track with no traffic and through mostly undisturbed, pristine habitat was absolutely fabulous. This Sanctuary is surrounded by two tribes Bugun and Sherdukpen tribes. Eaglenest is an excellent showcase for biodiversity between 400m and 3000m. Other areas in the vicinity like Kaziranga (50m; grassland and woodland), Nameri (100m; swamp forests), Pakke (100-300m; lowland evergreen foothill forest) and Dirang (1500-4200m; conifers, alpine scrub etc) complete the suite of biodiversity of this region.

West Kameng lies approximately between 91° 30' to 92° 40' East longitudes and 26° 54' to 28° 01' North latitudes. The district shares an international border with Tibet in the north, Bhutan in the west, Tawang District in the northwest, and East Kameng district in the east. The southern border is shared with Sonitpur district and Darrang district of Assam. The topography of the district is mostly mountainous. A greater part of it falls within the higher mountain zone, consisting of a mass of tangled peaks and valleys. In West Kameng there are three principle mountain chains - part of Sela range, Bomdila range and Chaku range. The Sela range consists of a series of mountains arranged in the form of a big line from Tibet in the north to Bhutan in the west and thus forming a tough terrain to pass through. The altitude of Sela range varies from 14,000 to 15,000 feet and Sela pass is 13,714 feet high. The Bomdila range has an average height of 9000 feet. South of Bomdila range lies the Chaku range (foot-hills range) having hills of quite low altitudes and is full of tropical forests with trees of great economic value and various types of wild game. The district is

divided into three administrative sub-divisions viz. Bomdila, Thrizino, and Rupa and two independent Additional Deputy commissioner's office at Singchung and Dirang. All the circle headquarters of the district are connected with the district headquarters (Bomdila) by roads. Regular passenger services to Guwahati, Tezpur, Itanagar, Tawang and all the circle headquarters of the district are being provided by State Transport and private buses. Bhalukpong is the nearest railway station in the district situated at about 100 km from the Bomdila, while Salonibari (Tezpur, Assam) is the nearest airport about 160 km from the district headquarters. Eaglenest Wildlife Sanctuary conjoins Sessa Orchid Sanctuary to the northeast and Pakke (Pakhui) wildlife sanctuary and Tiger Reserve across the Eaglenest is notable as a prime birding site due to the extraordinary variety, numbers and accessibility of bird species there.

Biosphere Reserves in the Country

Biosphere reserves consist of terrestrial and coastal ecosystems trying to promote solutions for the conservation of biodiversity by means of sustainable use. Biosphere reserves are used for testing out a model of integrated management of land, water and biodiversity. The origin of Biosphere Reserves goes back to the "Biosphere Conference" organized by UNESCO in 1968.

Each biosphere has 3 functions to do. They are:

- A conservation function,
- A development function, and
- A logistic function

Biosphere reserves are organized into 3 interrelated zones or areas, namely:

- The core zone
- The buffer zone
- The transition/ cultural area

The core zone requires legal permission to enter the area and permission is provide only on special consideration such as research. The buffer zone includes the indigenous settlements and their habitat. The

transition zone is open for public commute, usually where the tourist activities take place. The biosphere reserve concept can be used as a framework to guide and reinforce projects to enhance people's livelihoods and ensure environmental sustainability.

Illustration - Great Nicobar Biosphere Reserve

The Great Nicobar Biosphere Reserve encompasses a large part (about 85%) of the island of Great Nicobar in the Indian Union Territory of Andaman and Nicobar Islands. The Great Nicobar Island is the southernmost island of Andaman & Nicobar archipelago and also the southernmost part of India. It lies between 6°45' and 7°15'N latitudes and 93°38' and 93°55'E longitudes and is about 482 kms south of Port Blair. The Reserve has a total core area of approximately 885 km², surrounded by a 12km-wide "forest buffer zone". The Reserve was declared in January 1989 with the objectives of: (a) Conservation of the representative samples of ecosystem; (b) Provision of long-term conservation of genetic diversity in situ; (c) Promotion of basic and applied research work and its monitoring; and (d) Dissemination of experience for education and training.

The Bio-sphere Reserve incorporates two National parks of India, which were gazetted in 1992, the larger Campbell Bay National Park on the northern part of the island, and Galathea National Park in the southern interior. The non-Biosphere portions of the island are confined to the south-western and south-eastern coastal reaches. The reserve is home to many species of plants and animals, often endemic to the Andaman and Nicobar's bio geographic region. Species of fauna in the reserve include: Nicobar scrubfowl, the Edible-nest Swift let, the Nicobar Long-tailed Macaque, saltwater crocodile, giant Leatherback Sea Turtle, Malayan box turtle, Nicobar tree shrew, reticulated python and the giant robber crab.

The Great Nicobar Biosphere Reserve also incorporates territories and traditional lands of the indigenous Nicobarese and Shompen peoples. One of the major threats to this Biosphere Reserve is from foreign poachers from neighboring countries. These poachers frequently visit this island and also the nearby islands mainly for collection of sea cucumber, collection of nests of edible-nest swift let bird and also for poaching of Crocodiles, Turtles and other Wildlife. Increase in human population is also an important threat to the fragile ecosystem of this island. Main

reason of increase in population is influx of people from outside mainly from mainland. Increase in population has resulted in clearing areas for development activities in past and has affected the biodiversity adversely.

Nilgiri Biosphere Reserve (NBR)

A fascinating Ecosystem of the hill ranges of Nilgiris and its surrounding environments covering a tract of over 5000 Square kilometers was constituted as Nilgiris Biosphere Reserve by UNESCO in September 1986 under Man and Biosphere Programme. Nilgiris Biosphere Reserve is India's first and foremost biosphere reserves with a heritage, rich in flora and fauna. Altitude within the NBR varies from 250 m to 2670 m, and the reserve has a diversity of vegetation, ranging from tropical evergreen to thorny scrub.

The Gulf of Mannar Marine National Park - Biosphere reserve

The Gulf of Mannar Marine National Park is a protected area of India consisting of 21 small islands and adjacent coral reefs in the Gulf of Mannar in the Indian Ocean. It lies 1 to 10 km away from the east coast of Tamil Nadu. It is the core area of the Gulf of Mannar Biosphere Reserve which includes a 10 km buffer zone around the park. The park has a high diversity of plants and animals in its marine, intertidal and near shore habitats. Public can access the inside of the Park only through glass bottom boat rides.

Nanda Devi Biosphere Reserve

Nanda Devi Biosphere Reserve was designated as biosphere reserve in 2004 including the core areas of both Nanda Devi National park and Valley of Flowers National Park. The reserve is one of the beautiful areas of Western Himalayas covering an area of 6407.03 sq.km. The biosphere reserve has very diverse fauna and flora. The Valley of Flowers National Park, one of the core areas is well renowned for its meadows of endemic alpine flowers where more than 600 Himalayan species grow in an area of less than 2,500 hectares. The reserve is also the habitat of the endangered snow leopard, Asiatic black bear, brown bear, Himalayan musk deer and bharal.

Illustration - Valley of Flowers National Park

The valley of Flowers National Park is one of the most beautiful high altitude national park in the west Himalayas. It is situated near Badrinath in the state of Uttarakhand in India at a height of 11000 feet to 14000 feet above sea level. The park stretches over an area of 87.50 km². The valley of flowers changes its colour almost every day as it blooms with hundreds of different flowers with various shades of colours. It was declared a national park in the year 1982 and was listed in the list of UNESCO World Network of Biosphere Reserves in 2004. The locals believed that it was inhabited by fairies. The valley is home to many flowers like the Brahmakamal, the Blue Poppy and the Cobra Lily. It is a much sought after haunt for flower-lovers, botanists and trekkers.

The Valley is 20 km northwest of Nanda Devi National Park across the wide valley of the Bhyundar Ganga. Climate here is generally dry with low annual precipitation, but there is heavy monsoon rainfall from late June to early September. Prevailing mist and low cloud during the monsoon keeps the soil moist. From mid April to June temperatures are moderate to cool (19°C maximum). Valley is usually snow-bound for six to seven months between late October and late March where the snow accumulates deeper and at lower altitudes on the shadowed southern than on the northern side of the valleys.

The valley has three main vegetation zones: Sub-alpine between (3,200m and 3,500m), Lower alpine between (3,500m and 3,700m), and Higher alpine (above 3,700m). Characteristic of the sub-alpine zone are high altitude forests which help to retain moisture and snow and support a large number of floral and faunal communities. The habitats include valley bottom, river bed, small forests, meadows, eroded, scrubby and stable slopes, moraine, plateau, bogs, stone desert and caves. The Forest Research Institute in 1992 recorded 600 species of angiosperms and 30 Pteridophytes in the valley and surroundings, discovering 58 new records for the valley of which 4 were new for Himalayan Uttar Pradesh. Of these plants, 5 out of 6 species globally threatened are not found in Nanda Devi National Park or elsewhere in Uttarakhand. Some of the common herbs are *Arisaema jacquemontii*, *Boschniakia himalaica*, *Corydalis cashmeriana*, *Polemonium caeruleum*, *Polygonum polystachyum* (a rampant tall weed), *Impatiens sulcata* and *Trillidium govanianum*.

The flora was surveyed and inventoried in 1987 by the Botanical Survey of India, in 1992 by the Forest Research Institute and in 1997 by the Wildlife Institute of India which found five species new to science. Flowers mostly recorded are orchids, poppies, primulas, marigold, daisies and anemones carpet the ground. Sub-alpine forests of birch and rhododendron cover parts of the park's area. Flowers endows with 520 species of higher plants of these 498 are flowering plants. The density of wild animals in the Valley is not high but all the animals found are nationally rare or endangered. A total 13 species of mammals are recorded. The area is within the West Himalayan Endemic Bird Area but there have been no surveys specific to the Valley. 114 species were seen in 1993 in Nanda Devi Park. Species frequently seen in the valley include Himalayan vulture, yellow billed and red billed choughs, pheasant, the nationally listed Himalayan Monal Pheasant, scaly-bellied and yellow-nape woodpeckers, great and blue throated barbets, snow pigeon and spotted dove.

The area is relatively poor in reptiles: most often seen are the high altitude lizard, Himalayan ground skink, and Himalayan pit viper. A recent faunal survey in October 2004 has established the presence of snow leopard in the National Park. The perfect heavenly alpine location, vast natural strip of floral plants amid the panoramic snow-caped mountain views not only make the destination, the paradise for botanists and researchers but thousands of nature lovers, and trekkers who flock to the destination every year. Famous Sikh pilgrim centre Hemkund Sahib in the valley also attracts thousands of visitors every year.

Nokrek Biosphere

Nokrek Biosphere Reserve is located 2km from Tura Peak in the Garo Hills district of Meghalaya. Nokrek National Park with an area of 47.48 sq km is the core zone of the reserve which is an important source of many perennial rivers and streams. A green canopy of thick, tall and lush forests covers the reserve. At an altitude of 4650 ft above sea level, Nokrek is the highest peak in the Garo Hills and home to rare species of orange locally known as Memang Narang. The area also have many rare endangered and endemic fauna species like hillock gibbon, binturong, stump tailed macaque, pig tailed macaque, Himalayan black bear, tiger, leopard, elephant and giant flying squirrel.

Pachmarhi Biosphere Reserve

This biosphere reserve is situated in the foothills of Northern Satpura Range in the State of Madhya Pradesh. The biosphere reserve has an area of 1427 sq km. The tiger is an indicator species of the biosphere while other tertiary carnivore is the leopard. Major mammals present in this reserve are bison, Sambar, Chital, barking deer, Chinkara, Chausingha or Four Horned Deer, jungle cat, jackal, wild boar, mouse deer and Nilgai. Other interesting animals are Sloth bear, Langurs, Wild dog, wolf and rhesus macaque. Among nocturnal animals are civet, porcupine, ratel, fox and hyena. Giant squirrels and flying squirrels are often seen.

Tiger Reserves in the Country

Kanha National Park and Tiger Reserve

Situated 160 kms. southeast of Jabalpur. lies the India's largest National Park. "Kanha" is 945 sq. kms. in area. Kanha National Park also a Tiger Reserve located in the Mandla and Balaghat districts of Madhya Pradesh, India. The National Park was created on 1 June 1955 having an area of over 940 km² in the two districts Mandla and Balaghat. Together with a surrounding buffer zone of 1,067 km² and the neighboring 110 km² Phen Sanctuary becomes the area of the Kanha Tiger Reserve. The park has a significant population of Royal Bengal Tiger, leopards, the sloth bear, Barasingha and Indian wild dog. The lush Sal and bamboo forests, grassy meadows and ravines of Kanha provided inspiration to Rudyard Kipling who wrote his famous novel "Jungle Book" on this forest. Kanha National Park is home to over 1000 species of flowering plants prominent amongst them are Sal (*Shorea robusta*), bamboo on slopes (*Dendrocalamus strictus*), and Indian ghost tree (kullu). Amongst fauna species, besides the Tiger, Kanha carnivore population includes leopards, wild dogs, wild cat, fox and the Jackal. Swamp Deer or Hard Ground Barasingha, Indian Gaur (*Bos guarus*), spotted deer, sambar, barking deer and the four-horned deer, Black buck, Nilgai, Indian Wolf, Hyena and sloth bear, Langurs and wild boars are common in the sanctuary. The park can be reached by road from the town Jabalpur in Madhyapradesh which is some 175 Kiliometers. Other towns in the regions are Nagpur (260 km) and Raipur (219 km) which have airports. The park has got three entrance gates one, The Kisli gate is best accessed from Jabalpur Second, Mukki and the Third, most recently opened, gate is at Serai.

Other tiger reserves in the country are as follows;

Manas Tiger Reserve

In the foothills of Himalayas, 176 kms. northwest of Guwahati, Manas Tiger Reserve is Assam's only tiger reserve.

Panna Tiger Reserve

Panna Tiger Reserve (MP) Panna National Park is situated along the river Ken, which is 32 kms. from Khajuraho. Unspoiled with landscape of rocky hills, Panna National park is declared as Tiger Reserve under Project Tiger in the year 1995.

Sunderbans Tiger Reserve

Literal meaning of Sunderbans is beautiful forest. This place is the part of world's largest delta formed by river Ganges, Brahmaputra and Meghna. Almost half of the delta is in India (8371 sq. kms.) and rest is in Bangladesh. This area is also home to the largest mangrove forest in the world.

Sariska Tiger Reserve

Sariska is situated at a distance of 200 km from Delhi and 107 km from Jaipur, surrounded by barren Aravali Hills in the Rajasthan. The National Park was once a part of the princely state of Alwar and was the favourite hunting ground of late Maharaja Jai Singh.

Lesson 2.2 - Hill Stations and Other Natural Resources

Most of the hill stations in India were developed by the British, to get respite from the oppressive summer heat of tropical climate. Most of such hill stations are known for their picturesque views, dense forest and deep lakes. These hill stations are located at all regions of the country. Hill stations in the north have typical alpine temperate climate, while hill stations on the west have tropical forest of western Ghat. Hill stations in the south are popular tourist destinations as compared to their other counterparts. Hill stations like Darjeeling in the east too are considered extension of the Himalayan climate. The 10 most popular destinations in India are listed below.

1. Shimla

Shimla now the state capital of Himachal Pradesh, used to be the summer capital of the British Raj during colonial rule. The colonial style of buildings, and the mall with decorated fence and historic railway are the hallmarks of this beautiful hill station. There are plenty of adventure sports activities including pleasurable nature walks are attractions for tourists.

2. Manali

Manali, with its soothing backdrop of the Himalayas, offers a blend of tranquility and adventure that makes it one of northern India's most popular destinations. Located in the Kullu Valley of Himachal Pradesh, the place is bordered by cool pine forest and the raging Beas River.

3. Darjeeling

Darjeeling, in West Bengal, is also famous for its lush tea gardens. In addition, it's blessed with a stunning view of Mount Kanchenjunga, the world's third highest peak. Some of Darjeeling's most popular attractions include monasteries, botanical gardens and a zoo.

4. Munnar

Munnar in Kerala is synonymous with tea plantations. The area is blessed with the natural beauty of lush green vegetation, natural creeks, and forests full of exotic plants and wildlife. Many adventurous activities like trekking and mountaineering are available at the destination.

5. Ooty

It was established in the early 19th century by the British as the summer headquarters of the erstwhile Madras Presidency, Ooty is now a soothing place to escape the summer heat in Tamil Nadu. Ooty has its most popular attraction as the 22 hectare Government Botanical Garden, the other attractions include boating on Ooty Lake, and climbing Dodabetta Peak for a view of the Nilgiri hills.

6. Nainital

The hill station of Nainital, in the Kumaon region of Uttarakhand, has been a popular summer retreat since the British period. The place is endowed with unique vegetation around the lake on the hills of Kumaon. The Naini Lake and adjacent The Mall, filled with restaurants, shops, hotels, and markets are the hotspot for tourists.

7. Kodaikanal

Present in the Palani hills, Kodaikanal is nestled 120 kilometers from Madurai in Tamil Nadu. Its name in Tamil means “Gift of the Forest”, and one would find many varieties of flora and fauna there. There’s an annual horticultural show organized at the landscaped botanical Bryant Park. Herbs and aromatherapy oils are some of the important things to buy in Kodaikanal, with the eucalyptus oils being particularly popular.

8. Matheran

The closest hill station to Mumbai in Maharashtra, Matheran offers plenty of walking trails and lookouts. The most unique thing about it and what makes it so special, is that all vehicles are banned here including bicycles.

9. Mussoorie

Mussoorie, located around an hour drive from Dehradun in Uttarakhand, is a popular weekend destination for north Indians, as well as honeymooners. One of the reasons for Mussoorie's popularity is that it has a lot of facilities developed especially for tourists. Mussoorie also offers a good view of the Himalayas.

10. Srinagar

Srinagar, the summer capital of Jammu and Kashmir, delights visitors with its lovely lakes and relaxing houseboats. In fact, lakes and gardens are in such abundance there that Srinagar is often referred to as the "Land of Lakes and Gardens". In the winter, adventure lovers flock to Srinagar for snow skiing and other snow and mountain based adventure activities. Tourism had a serious threat during later half of 20th century due to insurgency however it is slowly reviving in recent times.

Islands and Beaches of India

Across the shores on both the sides are many eye catching islands that, acts as a crowd puller of the Indian tourism market space. India has a total of 247 islands (distant islands) of which 204 lie in the Bay of Bengal and remaining in the Arabian Sea. The Bay islands consisting of Andaman and Nicobar group of islands have a crescendo shape and denote the peaks of submerged Tertiary mountain ranges a continuation of the Arakan Yoma fold axis. In this discussion, the most familiar islands of touristic consumption are been discussed.

Andaman Nicobar Islands

The Andaman Nicobar Islands is a union territory of India. This Union Territory is stretched over an area of more than 700 Km. from north to south with 36 inhabited islands. The Islands consist of 2 groups, the Andaman and Nicobar. The capital city of these islands is Port Blair. Of the 527 islands, in only 38 islands are inhabited. The territory is home to about 225 species of butterflies and moths, including some of the larger and most spectacular of the world. Ten species are endemic to these Islands. Mount Harriet National Park is one of the richest areas of

butterfly and moth diversity on these Islands. Many cottage industries produce a range of decorative shell items. Giant clams, green mussels and oysters support edible shellfishery.

Illustration - Havelock Island

Havelock Island, with an area of 113.93 square km, is the largest of the islands which comprise Ritchie's Archipelago a chain of islands to the east of Great Andaman in the Andaman Islands. The island is named after Henry Havelock, a British general active in India. Havelock is situated 57 km North East of Capital City Port Blair. The population numbered 5,354 as of the census of 2001. The island's current population consists of Bengali settlers. It is one of the few places that the administration of the Andaman and Nicobar Islands union territory of India has permitted and encouraged development of tourism, with a focus on promoting eco-tourism. Beach No. 7 on the western coast, better known as "Radha Nagar" Beach, is one of the most popular beaches on Havelock and was named "Best Beach in Asia" by the Times in 2004. Other notable beaches include Elephant Beach on the northwest coast and Vijaynagar Beach (No. 5), Beach No. 3 and Beach No. 1 on the east coast. The five villages are Govinda Nagar, Bejoy Nagar, Shyam Nagar, Krishna Nagar and Radha Nagar. Havelock Island avoided much of the devastation which was visited upon most of the shores affected by the 2004 Indian Ocean earthquake and its resultant tsunami, however there were no documented casualties.

Known as a tropical island paradise in the cluster of the Andaman Islands, Havelock is popular for its striking white sandy beaches, crystal clear waters, and excellent corals. The island boasts of enormous forest covers; best explored on foot and a huge variety of flora and fauna. Various white sandy beaches permits travellers to go beach-hopping and find their place in the sun. Havelock Island offers an array of things to do. Snorkelling, scuba diving, trekking, sailing, parasailing, are some of the activities that you can enjoy here. Take a trip to Radhanagar or Elephant Beach for some adventurous sports or just to relax and sunbathe. One can also take a trip in glass-bottomed boat and see some marine action. Shop for local island crafts or savour some delicious seafood. Revel in the festivities of the festival celebrated here and let Havelock Island with its pristine beaches and clean fresh air, rejuvenates your senses.

The best time to visit the island is between October and May as the weather during this time is ideal for diving and other aqua sports. The days are warm and sunny and sea is calm to reflect blue clouds.

Havelock Island is considered as a paradise for water sports enthusiasts. Scuba diving, snorkelling, trekking, and hiking are some of the outdoor activities that can be enjoyed here. Subhash Mela held every year in January is the event celebrated on the birth anniversary of Netaji Subhash Chandra Bose and is a weeklong festival featuring cultural programmes, and food stalls.

Elephanta Island

Elephanta Island is one of the islands in Mumbai Harbor. This island is also known as the Gharapuri islands or the place of caves. This island is a very renowned and famous tourist spot. The famous rock cut, Elephanta Caves are situated here. The island has an area of 16 km². The Elephanta island is easily accessible by ferry from Mumbai. This island is around 10 km from the south east coast of the island city. The boats or the ferries leave daily from the Gateway of India to the Elephanta islands. It takes about an hour each way for the journey.

Kalpeni Island

Kalpeni is an island in the Union Territory of Lakshadweep. Kalpeni is famous for its scenic natural beauty. It is 287 km from Cochin and has an area of 2.79 sq km. It forms a single atoll along with the uninhabited island of Cheriyam, the Tilakkam and Pitti Island. A strange feature of Kalpeni is a huge storm bank of coral debris along its eastern and southeastern shorelines. The place is good to enjoy water sports activities on kayaks, sailboats and pedal boats.

Lakshadweep Islands

Lakshadweep is the smallest union territory of India. Lakshadweep is the northern part of the former Lakshadweeps. It consists of 12 atolls, 3 reefs and 5 submerged banks. The atolls are on submarine banks, harbor 36 islands having an area of 32 Sq.Km. Of these, only 10 islands are inhabited. The main languages spoken in Lakshadweep are Malayalam

and Mahl. Lakshadweep Islands are of coral origin which has been developed around volcanic peaks. The reef deposits have formed shallow lagoons which provide protected harbour for native crafts. In general, the lagoons are on the western (windward) side and relatively steep slopes predominant along the eastern margin.

Hills and streams are absent on these islands. The Minicoy is the largest (area 4.53 sq. km) and relatively more advanced which has a light house and a weather observatory. Nowadays, Lakshadweep is emerging as a major tourist attraction for Indians. This brings in considerable revenue to the region. Since such a small region cannot support industries, the government is actively promoting tourism as a means of income.

Rameswaram Island

Rameswaram Island is a small island in the Gulf of Munnar. It is one of the major pilgrim centres as it is believed to be founded by Sri Rama in his conquest of Lanka, the Kingdom of demon Ravana. Besides pilgrimage, Rameswaram Island has several places which are ideal picnic spots.

There are beautiful beaches at Olaikuda, Dhanushkodi and Pamban. Olaikuda beach is engulfed by coral reefs which make sea bathing safe and enjoyable. One can also enjoy scuba diving in the waters of Olaikuda beach. It is also one of the main fishing centers of Tamil Nadu. Exclusive fish variety like the prawns, lobster, and sea cucumber etc are easily found here.

Beaches of India

With more than 7,500 kilometers of coastline, India is dotted with many beach destinations on both the Arabian Sea coast and the Bay of Bengal Coast, apart from the island destinations. Some of these beaches have huge facilities and are ranked among the top beaches of the world. Beaches in India have attained worldwide acclaim for the scenic beauty and activities they offer. Gleaming sun, unending stretches of sand, salubrious climate and sweeping view of majestic sea make the atmosphere on the Indian beaches euphoric.

Beaches in Kerala

Alappuzha Beach

Alappuzha Beach is located on a thin strip of land which is located between the Arabian Sea and the Punnamada Backwaters. Due to the maze of canals, bridges and backwaters, this place is also called as Venice of the East also. This beach is very popular among tourists as it has almost everything from solitude to exciting water sports on offer.

Kovalam Beach

Kovalam Beach is situated on the Malabar Coast along the Kerala shoreline. Today Kovalam beach has become one of the most popular beach hangouts in India. Kovalam Beach is ideal for kayaking, swimming, surfing and skiing. One can have Ayurvedic massages and oil baths or learn in detail the methods of doing Yoga and meditation taught by experts.

Andaman Beaches

With a great location, the Andaman and Nicobar Islands are one of the unspoilt and untouched beaches which make it an ideal holiday destination. There are many beaches on the island but lesser resorts which make the tourists come here for originality of the place. The blue waterfront is simply a great sight. Radhnagar Beach is one perfect spot for an environment lover and is unpolluted. Harminder Bay beach is located 100 km from the city of Port Blair and is a beautiful place to be and enjoy.

Beaches in Goa

(i) Anjuna Beach

Anjuna beach is one of the most popular beaches in Goa. It was in the late 1950s to mid-1960s that Anjuna beach was “discovered” by the hippies. It became popular for its Trance Parties and the Hippies who tried to combine the spiritual traditions of the East and the art, ideas and the music of the West. The main attractions of Anjuna Beach are the magnificent Albuquerque Mansion built in 1920, the Mascarenhas Mansion, and the Chapora Fort.

(ii) Baga/ Calangute Beach

Baga Beach is part of a 30 km stretch of beach coastline along the west coast of Goa by the Arabian Sea, 10 km west of Mapusa, is basically an extension of Calangute beach. It is located by the Arabian Sea on the west coast of Goa. The scenery of this beach site is more varied, unspoiled and scenic. Baga beach is quite famous among the western tourists who love its water sports and fishing expeditions.

Beaches in Maharashtra***Juhu Beach***

Juhu Beach is spread across a stretch of 6 kms up north in Juhu-Vile Parle area of western suburbs in Mumbai. The Juhu Beach in Mumbai is one of the most famous Indian beaches. This beach is known to be the one of the most-visited beaches of India. It is located approximately 18 km from the city center and is a desired location for most film shootings. This place is known for its spectacular sunset view. Juhu Beach is frequently visited by lot of people round the year.

Beaches in Tamil Nadu***Kanyakumari Beach***

A unique beach where the confluence of the Arabian Sea, the Bay of Bengal and the Indian Ocean happens is the Kanyakumari Beach. One cannot sun bathe on the sands of the Kanyakumari beach as the shore is rocky and an artificial wall protects people from going afar.

The sand of Kanyakumari Beach is famous for its softness and various hues. There is a light house at Kanyakumari Beach from where panoramic views of the sea are available.

Marina Beach

Marina beach is a sandy beach which is located along the Bay of Bengal in the Indian Ocean along the city of Chennai in India. The beach is located along the 12 Km shoreline and is claimed by the locals to be

the longest or the second longest beach in the world. The Marina beach is famous for its beauty and jolly ambience and also rich ecosystems. An aquarium, situated near the beach, comprises of some of the most astonishing and splendid range of tropical sea and fresh water fish. It gives you a chance to be familiar with the aquatic life and see what God has blessed the sea life of Chennai with.

Lakshadweep Beaches

The island of Lakshadweep has some ten beaches which are open for the people. The natural state of these beaches has been preserved by Mother Nature and then by the authorities. There are twenty seven beaches in all in Lakshadweep but seventeen out of them are closed. The ten beaches that are open to public are the Agatti, Amini, Andrott, Bitra, Chetlat, Kadmat, Kalpeni, Kavaratti, Kiltan and Minicoy beaches. The tourists who come here to enjoy can lie down lazily and have some peaceful time. Also, those interested in some adventure can take up water sports like rafting, snorkelling, para-sailing, para-jumping.

Beaches in Odisha

Puri- Konark Beach

The beach is a long coast line from the Puri town to nearby famous Konark temple. The marine drive of 30 kilometers stretch is full of casuarinas forest on both sides of it. The beach at Puri (Swargadwar) is famous amongst domestic pilgrims, as it is believed to be the entry gate to the divine heaven. From the outskirts of Puri the entire stretch to Konark (Chandrabhaga) is virgin and has crystal clear water with golden sand. The stretch has now come up with a number of private resorts making it popular for international tourists. The beach is also famous for the world famous sand art. World famous sand artist Sudarshan and many other sand artists can be seen giving artistic touch to sand crafts on the beach. Hotels and Restaurants Association of Puri organizes Puri Beach Festival during November every year that brings artists from various corners of World to a joint platform. The Festival is being organized every year since last 18 years.

Gopalpur on the Sea

Barely 16 kilometers from the nearest railhead Brhamapur, Gopalpur on the sea is an upcoming beach destination in the state. Known for its lower elevated (1 m height) and unpolluted beach and folk culture Gopalpur also has a sea port. The district hotels and restaurant association of Ganjam since 1996, has been celebrating beach festival in the month of December every year.

Lesson 2.3 - Caves of India

Introduction

Caving in India is very popular considering the number of caves one can find here. Every state has a number of caves worth exploration. There is the right mix of history, spirituality, mystery, meditation, and adventure in cave explorations. Dating back to thousands years old, Caves in India are epitome of architectural masterpiece. Putting its charm alive despite being so old and dilapidated, these caves with its unique architectural beauty have become world famous tourists centre to be visited by visitors from all over.

1. Ajanta and Ellora Caves, Maharashtra

The Ajanta Ellora caves are the most famous caves of India. They are carved into hillside rocks and are located in the north of Maharashtra. One needs to see these caves to understand the magnificence of their beauty and form. There are in all 34 caves at the Ellora. These date back to the 6th and 11th centuries AD. There are 29 caves at Ajanta. These date back to the 2nd century BC and 6th century AD. The caves at the Ajanta are all Buddhist. However the caves at Ellora are a mix of Buddhist, Hindu as well as Jain.

Illustration - Ajanta Caves

The Ajanta Caves in Aurangabad district of Maharashtra is a home to about 30 rock-cut Buddhist cave monuments which date from the 2nd century BCE to about 480 or 650 CE. The caves include paintings and sculptures those are the finest surviving examples of Indian art, particularly painting and are masterpieces of Buddhist religious art, with figures of the Buddha and depictions of the Jataka tales. The caves were built in two phases starting around the 2nd century BCE, with the second group of caves built around 400–650 CE. The site is a protected monument in the care of the Archaeological Survey of India, and since 1983, the Ajanta

Caves have been declared a UNESCO World Heritage Site. The Ajanta caves are located at about 59 kilometers from Jalgaon railway station on the Delhi – Mumbai line and Howrah-Nagpur-Mumbai line of the Central Railway zone, and 104 kilometers from the city of Aurangabad. Ellora caves is 100 kilometers away from the Ajanta caves, which contain Hindu and Jain temples as well as Buddhist caves, the last dating from a period similar to Ajanta. Previously heavily forested, the caves were first rediscovered in 1819 by a British officer on a hunting party. Basically Buddhist monastic buildings, the caves are numbered 1 to 28 according to their place along the path, beginning at the entrance. Several are unfinished and some barely begun and others are small shrines. At the centre in the semi-circular location located the gorge having a number of waterfalls. The caves are early examples of Indian wall-painting. The elaborate architectural carvings in many caves are also very rare. The early Buddhist painting inside caves in a natural setting with waterfall at the centre attracts tourists from far and near.

2. Elephanta Island Caves, Maharashtra

The Elephanta caves are located on an Island just off the coast of Mumbai. There are in total seven ancient caves, which are hand carved out of a single rock. These caves date back to 450 and 750 AD and thus are very ancient. Out of all the caves, there is one main cave, which has many stunning large sculptured panels. These panels depict the Hindu god, Lord Shiva. One has to take a ferry from the Gateway of India to reach these island caves.

3. Badami, Karnataka

The caves of Badami are very attractive due to the presence of the many beautiful cave temples. The four temples are open daily for a specific time frame. The four caves are dedicated to individual deities like Lord Shiva (one), Lord Vishnu (two), and the Jains (one). These caves overlook the 5th century Agastyatirtha Tank and also the beautiful waterside Bhutanatha Temples.

4. Udayagiri and Khandagiri Caves, Orissa

The Udayagiri and Khandagiri caves are located on the outskirts of Bhubaneswar, Odisha. The landscape is dotted with many ancient caves.

There are many ornately carved caves, which are believed to be once occupied by Jain aesthetics. There is the mysterious Tiger Cave, which has an entrance shaped like a tiger's mouth, and the Queen's Palace Cave, which has the remains of the Jain symbols.

5. Tabo, Himachal Pradesh

One can find spiritually vibrant caves in Tabo, which offers the visitors a chance to meditate and go into a trance. Situated in the Spiti Valley, the rugged and rocky ridge is located in high altitude. One can explore a lot of small and big caves here as the mountains house many of them and thus there are many visitors annually.

6. The Many Caves of Meghalaya

Meghalaya is one state of India, where claims are there that, the caving exploration expeditions actually started. The place has many caves in almost all the nooks and corners of its landscape. Scores of cavers visit Meghalaya annually to undertake caving expeditions.

7. The Caves of Jammu & Kashmir

There are many caves in Jammu and Kashmir, but two important Indian caves include those dedicated to Lord Shiva. Thus, these are very popular with pilgrims from all over India. Shiv Khori is placed near Ransoo, deep in the Swalik Hills. It is a kilometer long cave and has a natural Shiva lingam made out of a nice stalagmite. Then there are the famous Amaranth caves on the mount amaranth. There is also a temple and a famous Hindu shrine in those caves, made of ice.

8. Undavalli and Mogalarajapuram Caves, Andhra Pradesh

In the city of Vijayawada, one can find the well preserved 7th century dated Undavalli cave temples. In the caves one can find many shrines that are dedicated to the Hindu deities like lord Shiva, lord Vishnu, and Lord Brahma. The Mogalarajapuram caves are an interesting find but they are in the ruins nowadays but still worth a visit. However, these caves are very famous for exploration and getting to know about their make and architecture is very interesting.

9. Trichy Rock Fort Temple and Pallava Caves, Tamilnadu

The Rock Fort Temple is the main point of Trichy, and one of the major attractions of south India. It was constructed by the Nayaks of Madurai. The temples are built on a rocky outcrop, almost 237 feet above the city. There are many captivatingly beautiful and ancient sculptures carved inside the caves. The 83m high Rock Fort is the only outcrop in the otherwise flat land of the city. The rock is one of the oldest in the world-approximately 3.800 million years, which makes it as old as the rocks of Greenland and older than the Himalayas.

10. Dungeshwari Cave Temples, Bihar

The famous Dungeshwari caves house the Buddhist temples that are very artistically structured. The Dungeshwari cave temples are also popularly known as the Mahakala caves. These are the caves where it is believed the Buddha spent a lot of years meditating, before going to Bodhygaya and attaining enlightenment. The place is thus a tourist hub, especially those who follow Buddhism.

Deserts of India

Natural resources don't only include the lush green forests and deep blue oceans, but also the barren deserts, which in recent years is beginning to emerge as favoured destinations to many in the world. Contrary to what many believe, deserts are not devoid of life, but offer some of the most beautiful landscapes on earth.

The Cold Mountain Desert of the Trans-Himalayas

The mighty Himalayas, is home to some of the starkest, most stunning landscapes made by the bare brown mountains, which receive abundant sunlight and snow, but no rain. In the lap of Himalayas lie the cold deserts of India. These are arid areas not affected by the Indian monsoons because they lie in the rain-shadow of the Himalayan mountain systems. They include Ladakh, Lahaul, Kinnaur, Spiti, Bharmour and some areas of northern states of Uttarakhand and Sikkim. Almost no vegetation can survive on such rough terrain, making the slightest hint of greenery or colour a treat for the eyes. The flora and fauna is unique to the area. Major

animal include yaks, dwarf cows, and goats. In winter, when temperatures dip below -30 degrees Celsius and the valley practically shuts off from the rest of India.

The White Salt Desert of Great Rann of Kutch

The Rann (Hindi word for desert) was originally part of the Arabian Sea, until a geological rising of the seabed disconnected it from the sea, forming a vast lake whose lower reaches gradually dried up, leaving a salty marshland. The Rann of Kutch is a seasonally marshy saline clay desert located in the Thar Desert bio-geographic province in the state of Gujarat. The desert gets submerged under water during the monsoon season, which makes it a breeding ground for flamingoes, the India wild ass and several other exotic birds & wildlife. The Rann is also famous for the Indian Wild Ass sanctuary, the Little Rann of Kutch, where the last of three species of Asiatic Wild Ass (*Equus hemionus khur* or *khar*), the only ones in Asia, still exists along with wolves, foxes, jackals, chinkara gazelles, nilgai antelope and blackbucks. The Rann of Kutch is also the only place in Pakistan and India which plays host to migrating flamingoes. There are 13 species of lark in the Rann of Kutch.

The Sandy Desert of Rajasthan

The Thar Desert or the Great Indian Desert is in Rajasthan, which spreads for more than 200,000 sq. km. It lies mostly in Rajasthan and extends into the southern portion of Haryana and Punjab and into northern Gujarat. The Thar Desert is bounded on the northwest by the Sutlej River, on the east by the Aravalli Range, on the south by the salt marsh known as the Rann of Kutch (parts of which are sometimes included in the Thar), and on the west by the Indus River. There are three principal landforms in the desert region — the predominantly sand covered Thar, the plains with hills including the central dune free country and the semi-arid area surrounding the Aravalli range. It is characterized by massive rolling sand dunes, excessive heat (50 degrees centigrade in May and June, with sand temperatures rising to 70 degrees), dust storms and dust-raising winds, often blowing winds with speeds of 140-150 Km/hr.

The Desert National Park, Jaisalmer, spread over an area of 3162 km², is an excellent example of the ecosystem of the Thar Desert. Great

Indian Bustard, Blackbuck, chinkara, desert fox, Bengal fox, wolf, desert cat etc. can be seen here. Tal Chhapar Sanctuary is a very small sanctuary in Churu District, 210 km from Jaipur, in the Shekhawati region. This sanctuary is home to a large population of graceful Blackbuck. The Jalore Wildlife Sanctuary in Jalore district (130 km from Jodhpur) is another small sanctuary that is privately owned where a sizeable population of rare and endangered wildlife is present including the Wildcat.

Illustration - The Golden City - Jaisalmer

Also known as The Golden city of Rajasthan for the forts and palaces in the deserts, the city is located at a distance of 575 Kilometers to the west from the state capital Jaipur. The city lies in the heart of the Thar Desert (Great Indian Desert) and has a population of about 78,000. The city is popular for shopping of Shawls, carpets and jewellery. Popular attractions in the city include Jaisalmer Fort, Sonar Quila, Nathmal Ji Ki Haveli, Salim Singh Ki Haveli, Patwon-Ji-Ki-Haveli, Jain temples dedicated to the 16th Tirthankara, Shantinath, and 23rd Tirthankara, Parshva, desert camps on Thar sand dunes near the Khuri village etc. The annual Jaisalmer desert festival held annually in the month of February showcase Jaisalmer culture through traditional folk dance performance like Ghair, Ghoomar, and Terahtal. Popular camel race and dance performances in open-air against the backdrop of the vast Thar Desert and the magnificent Jaisalmer Fort becomes the favourite of tourists visiting the destination.

Case - Khasi – Garo – Jaintia Hills in Meghalaya – A least explored tourists' paradise

One of the major bio-diversity hotspot of the country, the hill state Meghalaya is home to three hills Khasi, Garo and Jaintia and three such tribes by same name. The region best known its bio-diversity also is popular for the beautiful landscape and rich culture of the tribes living in the region.

Khasi Hills

Located in the East Khasi Hills is an administrative district in the state of Meghalaya in India. The district occupies an area of 2748 Sq

Km. and it lies between 25°07" & 25°41" N Latitude and 91°21" & 92°09" E Longitude bounded by Ri-Bhoi District on the north, Karbi Anglong District on the north east, Jaintia Hills district on the east, Bangladesh on the south and West Khasi Hills district on the west. The state capital Shillong is also the district headquarter of East Khasi Hills District. The region is best known geographically for Cherrapunjee (modern name Sohra) and Mawsynram being the wettest place on earth. In addition Shilong is one of the most beautiful hill stations in India. Guwahati is the nearest airport and railhead. Shilong can be reached by helicopters, car or bus from Guwahati.

(i) Physical Features, Climate and Vegetation

Physiography of East Khasi Hills District constitutes mostly high hilly terrains with deep gorges and ravines to the southern part. The state capital Shillong Plateau is divided by river valleys, forming deep gorges and ravine in Mawsynram and Shella-Bholaganj. The highest point in Shillong is the peak of same name lies at the outskirts of 10 Kms. from the city offering a panoramic view of the countryside. The climate of the district ranges from temperate in the plateau region to the warmer tropical and sub-tropical pockets on the Northern and Southern regions. The whole of the district is influenced by the south-west monsoon which begins generally from May and continues till September. The weather is humid for the major portion of the year except for the relatively dry spell usually between December and March.

(ii) Attractions in Khasi Hills

The region known as the seat of Khasi culture is popular for folk dance, fairs, dress and housing pattern of local tribes. The Nongkrem dance, is performed in Smit during November attracts hundreds of visitors every year. Located at distance of 25 kilometers from Shilong, Mawphlang is home to the famous sacred forest having variety of plants, flowering trees, orchids and butterflies, which make Mawphlang an ideal destination for nature lovers. Sohra (Cherrapunjee) a Sub-Division in the East Khasi Hills District of Meghalaya, is basically located on a plateau that is dotted with waterfalls and corresponding deep gorges. Fifteen kilometers further to Sohra, Laitkynsew holiday resort is located. Run by a private body, it offers visitors trekking, spring bath, expedition and other

adventure activities. The region is also known for the famous living root bridges across torrential streams. In Nongriat, an adjacent village, two such living bridges have been created by weaving and inter-twining roots of the same banyan tree that is popularly known as Jingkieng Nongriat or more commonly Double Decker. Another small village in the Khasi hills, Mawsynram is recently reported as the wettest place on Earth. Mawsynram is a place where nature-loving people frequently visit for the steep, sliding slopes, the fresh air, the rolling green mountains and the deafening but beautiful waterfalls. Jakrem located about 64 km from Shillong on the Shillong-Mawkyrwat road, is famous for its hot water springs of sulphur water which is believed to have curative medicinal properties. Jakrem has now developed as a potential health resort.

Garo Hills

The Garo Hills part of the Garo-Khasi range in Meghalaya is known for its rich and diverse flora and fauna. The headquarter town of Tura is 323 Km via Guwahati, has a beautiful landscape of hills. The highest peak of the hills Tura Peak is located at a height of 1,400 m at its summit and can be reached by a 5 km trek, partly by hiking and also by rock-climbing. The Garos predominant tribes living in the region have rich traditional folk tales of myths and legends. The Tura range has been declared a reserve forest with an observatory, a Cinchona plantation and a tourist bungalow located at its vicinity. The legend has it that the peak is a sacred shelter of 'Gods'. A magnificent view of the lower Brahmaputra valley and the golden yellow plains of Bangladesh from the peak is a tourist's delight. A colonial foot-track or path of pre-independence era is still in existence to reach Tura peak. Famous Nokrek Biosphere is located in the vicinity of the hill town. Nokrek hill is the home of a very rare species of citrus locally known as Memang Narang that is considered to be the most primitive and progenitor of all other varieties of citrus plants in the world. With a view to preserve this rare species of citrus indica the first gene sanctuary of the world has been established here. Balpakram located in the South Garo Hills District is known as the land of perpetual winds. The deep gorge in Balpakram is popularly known as Grand Canyon of the region. Besides this, the place is popular amongst the Garo tribes as abode of the dead spirits.

Jaintia Hills

Jaintia Hills a distinct district in the state is headquartered are located at Jowai. The region is rich in mineral deposits, the natural vegetation. The Jaintia hills is known for its biggest collection of monolithic or megalithic stones in one single area. The stand alone upright stones and flat stones at Nartiang is a major tourist attraction. The place is also known for the Durga temple built by a Jaintia Kings on his conversion to Hinduism. Thadlaskein Lake is a major man-made lake in the region is a popular picnic spot for locals. Umlawan Cave discovered recently is believed to be the deepest and longest cave in the Indian sub-continent. The Umlawan cave is interconnected with two other caves namely Kot-Sati and Umskor caves. The total length of these caves is more than 21 kms and about 100 m in depth. This place is 60 kms east of Jowai. Dotted across the entire district there are numerous caves and caverns with spectacular stalagmites and stalactite formations. Till now only a few of these caves have been explored and surveyed.

Summary

Natural resources are core tourism products on which marketers augment with additional services and facilities. India with its varied of climatic zones is bestowed with diverse flora and fauna. With growing consciousness around, the Government of India too has been proactive in declaring various ecologically important places in varied terms viz. Wildlife sanctuaries, bio-sphere reserve and tiger reserves. Besides rich flora and fauna, varied landscape of deserts, islands and natural and man-made caves have been centre of attractions for millions of tourists. In this unit we came across such natural resources like, wildlife sanctuaries and national parks, hill stations, beaches, Islands, and deserts which help in tourism promotion in the country.

Self Assessment Questions

1. Outline the popular beaches of South India with their attractions.
2. What are the tourists attractions of national parks? Make a circuit of national parks of Tamil Nadu.
3. What kind of tourism activities can be promoted in an Island?

Discuss your answer taking Andaman & Nicobar Islands as the case.

4. Desert tourism is as popular as any other tourism activities in the country. Compare and contrast with the case of Rajasthan tourism.
5. Write an essay on mountain tourism activities, also explain the places where such activities are popular.

CASE STUDY

Konark Dance Festival

The enchanting architectural beauty of the Sun temple of Konark is one of the major tourist attractions of Odisha. It is a world Heritage site. This 700-year old shrine is an architectural wonder is the manifestation of sculptures in the form of traditional dance that are depicted on stone. The dance and music festivals of Konark add more colour to this place. The dance festival of Konark is one of the most popular dance festivals of India. This festival is organised annually in the month of December (1st-5th) on open air auditorium at Konark. It is organised in the collaboration of Odisha Tourism, Odisha Dance Academy and Konark Natya Mandap. This festival showcases all the classical dances of India. The most celebrated classical dancers from all parts of India come to this festival to perform their dance in this grand occasion. The most popular dances are Odishi, Bharatnatyam, Manipuri, Kathak and Chau. The music instruments like Ghungroo bells, flute and Pakhauj give it real festive mood. The colourful handicrafts, delicious cuisine add valor to this festival.

Site: Site or physical setting at a destination location offers attractions. Such settings may be man made like Taj Mahal at Agra, Shore temple of Mahabalipuram, Sun temple of Konark or natural like beaches of Kerala and Goa, Hill stations on Western Ghat and Nilgiri mountains are some examples of site based tourism products.

Destination: Cities, metros or popular towns despite of having any particular sites are attractions for masses. Metros like Delhi, Hyderabad, Mumbai and Kolakata are frequented by lakhs of visitor every

Notes

day. Destinations further are characterised on the basis of centrality of attractions viz. *nodal* and *linear*. A nodal destination is where attractions of the area are closely grouped like French architecture of town planning in the coastal town of Puducherry. Linear attractions, on the other hand, are cities where the attractions are spread over a wide geographical such as cities like Bengaluru and Delhi.

UNIT - III

Learning Objectives

After reading the chapter you will be able to:

- Comprehend Indian religions and pilgrimage circuits in India
- Understand the Indian heritage and popular heritage sites in India
- Summarise popular Indian wildlife destinations
- Make on ones' own itineraries based on various themes of religion, heritage and wildlife of India

Unit Structure

Lesson 3.1 - Tourism Circuits & Pilgrimage

Lesson 3.2 - Heritage Tourism Circuits

Lesson 3.3 - Heritage Circuits of India

Lesson 3.1 - Tourism Circuits & Pilgrimage

Introduction

Tourism circuit can be defined as a cluster of tourist destinations offered as a group to tourists. Tourism promotion, marketing and operation are normally made for the entire group together. A country like India with its diversity can best be covered in clusters of tourists spots grouped together so that they are well connected for all travelers, especially international travelers and more especially repeat travelers. Circuits can be developed within a state or between states. Inter-state circuits could be based on various themes or on effective transport connectivity. State governments promote and thus we mostly see intra-state circuit tourism development. For example Goa, Rajasthan, Kerala states are individual success stories which promote tourism circuits inside their states. States like Uttarakhand is blessed with long standing tradition and natural resources and promotes Chardham Pilgrimage Circuit. The state of Gujarat plans to develop Kutch and Junagarh regions, West Bengal has identified circuits in the north Bengal region covering Dooars and places like Lava, Lolegaon, Bishnupur, Bankura, Tarapith and Shantiniketan and also historical places like Murshidabad and Plassey. Some times circuits are promoted centrally by Union Government or a conglomeration of few states who come to a mutual agreement to take benefit of their close proximity. Ministry of Tourism promotes golden triangle of India namely Delhi – Agra – Jaipur. The marketing of golden triangle tourism circuits is done by Govt. of India where as operation and infrastructure developments are vested with state governments and private bodies. An instance for Inter-state cooperation can be viewed from the group of northeastern states promoting their tourism destinations together. Southern states of Karnataka, Tamil Nadu, Kerala and Union territory of Puducherry, in recent times have come together for joint marketing strategies. The Golden Triangle circuit i.e. Delhi – Agra – Jaipur has been India's golden ace to attract international and domestic tourists alike since long time. However India has not created more popular circuits than this in past.

As discussed tourism circuits can be made based on various themes or accessibility. For instance theme based popular types of tourism circuits in India are outlined below.

1. Religious Circuit
2. Freedom Movement Circuit
3. Tribal Circuit
4. Harappan Circuit
5. Heritage Circuit
6. Art and Crafts Circuit
7. Wildlife Circuit
8. Island Circuits

Pilgrimage and Pilgrimage Circuits

In religion and spirituality, a pilgrimage is a long journey or search of great moral significance. Sometimes, it is a journey to a sacred place or shrine of importance to a faith. Members of every major religion participate in pilgrimages. A person who makes such a journey is called a pilgrim. Pilgrimage or Dharma – Yatra is not only peculiar to Hinduism. In Islam, Christianity, Buddhism, Sikhism and many other religions the same practice is prevalent. All of these religions have their special places of worship with sacredness attached to them. In India, religious faiths are deep – rooted in the mind of people, dharma is ‘a way of life’. It is much more and beyond religion or a particular form of faith and worship. Hindu epic Mahabharata reads that ‘Just as certain parts of the body are called pure, so are certain parts of the earth and certain parts of the water are called holy’. In fact, these places are not chosen by man, it is the manifestation of the sacredness of the place itself as something wholly different from the profane. A visit to such sacred places to experience the power of the Supreme Being is termed as ‘pilgrimage’. The practices of pilgrimage places have maintained their cultural and religious identity for centuries in human life. The concept of pilgrimage in its deeper sense, therefore, is a journey or a quest for a divine connection between man, environment and faith leading to an experience of a unified reality of nature, spirit and human psyche.

Pilgrimage Tourism in India

Pilgrimage tourism can be defined as a sacred journey or a modern substitute for religious Yatra. It is a practical experience of promoting the sense of re-establishment and re-searching the value involved in the power of the sacred place, an attempt to promote an integrated link between nature and culture for a sustainable future, leading even to what is now called as 'eco tourism'. As part of tourism promotions at international and national levels, pilgrimage tourism packages help not only sightseeing but also encourage taking part in rituals, walking around the sacred region, taking traditional foods and interaction with the local people, culture and nature. The Department of Tourism, Government of India, with the demand for better infrastructural facilities in pilgrimage centers decided to set-up a 'Pilgrimage Tourism Development Board' to advise the Department in matters relating to promoting Pilgrimage tourism for Domestic as well as International travelers.

India is a land of religions. India is known for the roots of several religions like Hinduism, Sikhism, Buddhism and Jainism. There is no religion in the world which is not professed in India. Most significant religions practiced in the country are Hinduism, Islam, Christianity, Sikhism, Buddhism, Jainism, and Baha'i. Further there are numerous sects under each of such religions worshipping at various centers. Existence of numerous religions and their followers make the country a matured democracy and a free society. As a conflux of different religions, India has attracted pilgrims from all over the world. Though Hinduism is the oldest religion in India, it has been the birthplace of various religions like Buddhism, Jainism, Sikhism and Sufism, and has always welcomed other religions brought in by different cultures into the country. India is home to many shrines of the world's major religions. There is probably more diversity of religions and sects in India than anywhere else on the planet. Hinduism, Islam, Christianity, Buddhism, Jainism and Sikhism all have places of worship and holy sites in India. Thus religious places belonging to a particular faith are grouped together and it is believed by people to have mandatory visits to such destinations to complete one's religious rites. The circuit which basically covers religious sites alone is called as religious circuit. Important religious circuits in India explained on the basis of various religions.

Hinduism Pilgrimage Circuits

Pilgrimage over the ages has been an important part of every religion. In Hinduism, visiting religious places is given due importance. Such visits to religious places is known as 'Teertha' the Sanskrit word by meaning 'tarayate iti' or that helps one to cross over. Thus every spiritual visit to various destinations gives one the knowledge which helps the individual to sail worldly happiness and sorrows smoothly. In Hinduism 'Teertha' expresses the commitment and desire of a person to be transformed into the vibes of a holy place.

General masses believe in the act of God and a sense of dependence on the powers of the almighty for which they make a visit to such abodes of God with some aspirations. India is known as the land of dharma. It is a country of diverse religions reflected by the profusion of temples present here. India is a country where spirituality is not restricted to the temples, mosques and churches, in fact it's the life blood of the nation.

1. *Chardham Hindu Pilgrimage*

The famous Chardhams (four seats) are linked to Vaishnav cult of Hinduism. Famous Chardhams designated by Adi Shankaracharya by establishing four mutts at four different directions of the country. Such places are Badrinath in the north (in the state of Uttarakhand), Dwarka in the west (in the state of Gujarat), Puri in the east (in the state of Odisha) and Rameswaram in the south (in the state of Tamil Nadu). Shankaracharya also established four mutts in four regions of the country namely Jyoti pith near Badrinath, Kalika pith at Dwarka, Govardhan pith at Puri and Jnana pith at Sringeri in Karnataka. The Chardham visit a long cherished dream of every religious Hindu.

The famous Chardham destinations are explained below.

- a. **Badrinath:** Badrinath is located in the North Indian state of Uttarakhand. It is in the Garhwal hills, on the banks of the Alaknanda River. The town lies between the Nar and Narayana mountain ranges and in the shadow of Nilkantha peak (6,560m). Badri refers to a berry that was said to grow abundantly in the area, and nath means Lord. The legend goes that Shankara discovered a

black stone image of Lord Badrinarayan made of Saligram (black basalt) stone in the Alaknanda river. He originally enshrined it in a cave near the Tapt Kund hot springs. In the sixteenth century, the King of Garhwal moved the idol to the present temple.

- b. Dwarka: Dwarka located in the West is in the state of Gujarat, India. The city derives its name from word Dvar meaning door or gate in the Sanskrit language. It is located close to where the Gomti River merges into the Gulf of Kutch. The city lies in the westernmost part of India. The legendary city of Dwaraka was the dwelling place of Lord Krishna. It is believed that due to damage and destruction by the sea, Dwaraka has submerged six times and modern day Dwarka is the 7th such city to be built in the area.
- c. Jagannath Puri: Puri is located in the eastern state of Odisha. Puri is one of the oldest cities in the eastern part of the country. It is situated on the coast of the Bay of Bengal. The main deity is Shri Krishna, worshiped as Lord Jagannatha. It is the only shrine in India, where goddess, Subhadra, sister of Lord Krishna is worshipped along with her brothers, Lord Jagannatha and Lord Balabhadra. The main temple here is about 1000 years old and constructed by Raja ChodaGanga Deva and Raja Tritiya Ananga Bhima Deva. Puri is the site of the Govardhana Matha, one of the four cardinal institutions or Mathas established by Adi Shankaracharya. This is the plume for Oriya people to celebrate a special day in this Dham which is also known as Rath Yatra, the Chariot Festival.
- d. Rameshwaram: Rameswaram is located in the South Indian state of Tamil Nadu. It is situated in the Gulf of Mannar at the very tip of the Indian peninsula. According to legends, this is the place from where Lord Rama, built a bridge Ram Setu to Lanka. The Ramanatha Swamy Temple dedicated to Lord Shiva occupies a major area of Rameshwaram. The temple is believed to have been consecrated by Shri Rama. Rameshwaram is significant for the Hindus as it is said a pilgrimage to Benaras is incomplete without a pilgrimage to Rameswaram. The presiding deity here is in the form of a Linga with the name Sri Ramanatha Swamy, it also is one of the twelve Jyotirlingas.

2. Char Dham Circuit of Uttarakhand

The famous Badrinath, Kedarnath, Gangotri and Yamunotri are considered as four dhams in Uttarakhand. The four places in together represent Vaishnava, Shaiva and Shakti cult of Hinduism. Badrinath is the temple of Vishnav cult, where as Kedarnath is of Shaiva cult. Gangotri and Yamunotri are the origins of famous The Ganga and the Yamuna rivers. Operators normally start their tour from Delhi as it is most popular entry point.

3. Kumbh Mela Circuit

The Kumbh Mela (the “pitcher festival”) is one of the holiest of Hindu pilgrimages that is held once in every three years; the location is rotated among four places namely Allahabad, Haridwar, Nashik and Ujjain. The celebrations are held on the river banks such as at Allahabad (UP) on the bank of sangam (confluence of Ganga, Yamuna and mystical river Saraswati), at Haridwar(Uttarakhand) on the bank of the river Ganga, at Nashik (Maharashtra) on the bank of the river Godavari, and at Ujjain (Madhya Pradesh) on the bank of the river Shipra. Apart from Kumbh mela, Ardha kumbh mela is organized at only two places namely, Allahabad and Hardwar every sixth year.

4. Old Temple-City Circuit

Old Holy cities as per Puranic Texts: Varanasi formerly known as Kashi, Allahabad formerly known as Prayag, Haridwar-Rishikesh, Mathura-Vrindavan, and Ayodhya. Major Temple cities are Puri, which hosts a major Vaishnava Jagannath temple and Rath Yatra celebration; Katra, home to the Vaishno Devi temple.

In addition three comparatively recent temples of fame and huge pilgrimage are Shirdi, home to Sai Baba of Shirdi, Tirumala - Tirupati, home to the Tirumala Venkateswara Temple; and Sabarimala, where Swami Ayyappan is worshipped. Shakti Peethas:, where the Mother Goddess is worshipped, the two principal ones being Kalighat and Kamakhya. Some of the popular religious towns in India are explained below.

Rishikesh

Located in the foothills of the Himalayas in northern Indian state of Uttarakhand, Rishikesh is known as The Gateway to the Himalayas. Rishikesh is surrounded by three other districts namely Tehri Garhwal, Pauri Garhwal and Haridwar. It is located approximately 20 km north of the holy city Haridwar. The place is named after Lord Vishnu. The place finds mention in early text of Skanda Purana.

Haridwar

Haridwar is an important pilgrimage city and municipality in the Haridwar district of Uttarakhand. The River Ganga, after flowing for 253 kilometres (157 mi) from its source at Gaumukh at the edge of the Gangotri Glacier, enters the Indo-Gangetic Plains of North India for the first time at Haridwar, which gave the city its ancient name, Gangadwára. Haridwar is regarded as one of the seven holiest places to Hindus. According to the Samudra manthan, Haridwar along with Ujjain, Nasik and Allahabad is one of four sites where drops of Amrit. This is manifested in the Kumbha Mela being celebrated every 3 years in one of the 4 places, and thus every 12 years in Haridwar. Amidst the Kumbha Mela, millions of pilgrims, devotees, and tourists congregate in Haridwar to perform ritualistic bathing on the banks of the river Ganges to wash away their sins to attain Moksha.

Varanasi

Varanasi is a city on the banks of the Ganga in Uttar Pradesh, 320 kilometres southeast of the state capital, Lucknow. It is holiest of the seven sacred cities (Sapta Puri) in Hinduism and Jainism. Hindus believe that death at Varanasi brings salvation. It is one of the oldest continuously inhabited cities in the world and the oldest in India. Many of the temples here were plundered and destroyed by Mohammad Ghauri in the 12th century. The temples and religious institutions in the city can be dated back to 18th century. The Benares Gharana form of Hindustani classical music developed in Varanasi. Gautama Buddha gave his first sermon at Sarnath located near Varanasi.

Allahabad

Allahabad is also known as Prayag or “place of sacrifice” it is the place of confluence the rivers Ganga, Yamuna and Saraswati. It is the second-oldest city in India and plays a central role in the Hindu scriptures. The city contains many temples and palaces. Allahabad is located in the southern part of Uttar Pradesh. Allahabad was originally founded as Kaushambi (now a separate district) by the Kuru rulers of Hastinapur, who developed it as their capital. Since then, Allahabad has often being the political/cultural/administrative head of the entire Doab area and beyond. First as Kaushambi, then as Prathisthanpur, and at last the Mughal emperor Akbar renamed Prayag as Allahabad and made it a prominent administrative centre of his kingdom.

Ayodhya

Ayodhya was previously known as Saket is an ancient city of India, and is considered to be the birthplace of the Lord Rama an incarnation of Vishnu. Ayodhya used to be the capital of the ancient Kosala Kingdom, and has an average elevation of 93 meters (305 feet) Ayodhya is located on the right bank of the river Sarayu, 6 km from Faizabad. According to the Ramayana, the city is 9,000 years old, and was founded by Manu, the first man in the Vedas, and law-giver of the Hindus.

Mathura

Mathura is located approximately 50 km north of Agra, and 145 km south-east of Delhi; about 11 kilometers from the town of Vrindavan and 22 kilometers from Govardhan. Mathura is believed to be the birthplace of the Hindu deity Lord Krishna for which it is also called as Braj or Brijbhoomi. According to the Mahabharata and Bhagavata Purana epics, Mathura was the capital of the Surasena Kingdom, ruled by Kansa the maternal uncle of Shri Krishna.

Temple cities in South India are explained below.

Tirupati

Tirumala Venkateswara Temple is a famous Hindu temple in the hill town of Tirumala, near Tirupati in Chittoor district of Andhra Pradesh.

The place is located at a distance of around 600 km from Hyderabad, 138 km from Chennai and 291 km from Bangalore. The Tirumala Hill is 853m above sea level and is about 27 square kilometers in area. It comprises seven peaks, called as Seshadri, Neeladri, Garudadri, Anjanadri, Vrushabhadri, Narayanadri and Venkatadri. The temple is on Venkatadri (also known as Venkatachala or Venkata Hill), the seventh peak. The presiding deity of the temple is Lord Venkateswara, a form of the Hindu god Vishnu. The temple is the richest pilgrimage centre, after the Sree Padmanabhaswamy Temple in Thiruvananthapuram, Kerala, of any faith (at more than 50,000 crore) and the most-visited place of worship in the world. The temple is visited by about 50,000 to 100,000 pilgrims daily (30 to 40 million people annually on average), while on special occasions and festivals, like the annual Brahmotsavam, the number of pilgrims shoots up to 500,000, making it the most-visited holy place in the world.

Chidambaram

Thillai Natarajah Temple, Chidambaram is a Hindu temple dedicated to Shiva located in the town of Chidambaram, East-Central Tamil Nadu, South India. The temple is referred to in all devotional literature as Bhooloka kailasam, or kailasam, as the Lord Shiva's abode on earth. The temples here have been renovated several times by the Pallava, Chola, Pandya, Vijayanagara and Chera royals in the ancient and pre-medieval periods. The temple as it stands now is mainly of the 12th and 13th centuries.

Sabarimala: Sabarimala is a Hindu pilgrimage center located in the Western Ghat mountain ranges of Pathanamthitta District, of Kerala. It is the largest annual pilgrimage centre in the world with an estimated 45–50 million devotees visiting every year. Sabarimala is believed to be the place where the Hindu God Ayyappan meditated after killing the powerful demoness, Mahishi. Ayyappanswamy temple is situated on a hilltop at an altitude of 1535 ft asl., and is surrounded by mountains and dense forests. Women between the ages of 10 and 50 are not allowed to enter the temple, since the story attributed to Ayyappa prohibits the entry of the women in the menstrual age group. This is because Ayyappan is a Bramachari (Celibate). The temple is open for worship only during November and December.

Bhadrachalam: Bhadrachalam is located at a distance of 312 kilometres east of state capital, Hyderabad, on the banks of the river Godavari. The place is an important site of pilgrimage for Hindus. Here the presiding deity is Lord Rama. Bhadrachalam town has a documented history of nearly 370 years ago. The present town is situated in an area, formerly part of the Dandakaranya forest. It is believed that Sri Rama, Sita and Lakshmana stayed here during their exile (vanavasam).

5. *Amarnath Yatra Circuit*

Amarnath cave is a famous shrine in Hinduism located in the Indian state of Jammu and Kashmir. It is dedicated to Shiva. The cave is situated at an altitude of 3,888 m (12,756 ft), about 141 km (88 mi) from Srinagar, the capital of Jammu and Kashmir and reached through Pahalgam town. The shrine forms an important part of Hinduism, and is considered to be one of the holiest shrines in Hinduism. The cave is surrounded by snowy mountains. The cave itself is covered with snow most time of the year except for a short period of time in summer when it is open for pilgrims. An annual pilgrimage is made to the Amarnath cave by lakhs of Hindu devotees on challenging mountainous terrain to see an ice stalagmite formed inside the cave.

6. *Vaishno Devi Yatra Circuit*

Vaishno Devi Mandir is one of the holy Hindu temples dedicated to Shakti, located in the hills of Vaishno Devi, Jammu and Kashmir. In Hinduism, Vaishno Devi, also known as Mata Rani and Vaishnavi, is a manifestation of the Mother Goddess. Vaishno Devi Temple is near the town of Katra, Jammu and Kashmir|Katra, in the Reasi district in the state of Jammu and Kashmir. The shrine is located at an altitude of 5300 feet and a distance of approximately 12 kilometres (7.5 mi) from Katra. Approximately 8 million pilgrims (yatis) visit the temple every year and it is the second most visited religious shrine in India, after Tirumala Venkateswara Temple. The Sri Mata Vaishno Devi Shrine Board maintains the shrine. A rail link from Udhampur to Katra is being built to facilitate pilgrimage. The nearest airport is at Jammu. All leading domestic airlines have their services to Jammu Airport.

Sikh Pilgrimages

The Sikh community is known for its sense of brotherhood and fellowship, a fact that is reflected in its pilgrimage sites. The Golden temple, situated in Amritsar is the holiest shrine of the Sikhs in India. Another sacred site is the Anandpur Sahib, where Guru Gobind Singh founded the Khalsa panth or the 'Pure Sect' in the year 1699.

Buddhist Pilgrimages

Buddhism is a religion that encompasses a variety of traditions, beliefs and practices largely based on teachings attributed to Siddhartha Gautama, who is commonly known as the Buddha. The Buddha lived and taught in the eastern part of the Indian subcontinent between the 6th and 4th centuries BCE. Gautam Buddha, was the son of a king called Suddhodana. Buddha is supposed to have lived between 567 BC and 487 BC. He was married to Yashodhara and had a son Rahula. Although he was a prince and could have enjoyed the luxurious life of a king, he renounced the world at an early age when struck by the scene of sufferings of an old man, a sick man, a dead body on a bier carried by four men and the life of an ascetic. Two major branches of Buddhism are Theravada (The School of the Elders) and Mahayana (The Great Vehicle). Theravada has a widespread following in Sri Lanka and Southeast Asia (Cambodia, Laos, Thailand, and Myanmar). Mahayana is followed throughout East Asia (China, Korea, Japan, Vietnam, Singapore, and Taiwan). According to some other classifications, Vajrayana; practiced mainly in Tibet and Mongolia, and adjacent parts of China and Russia - is recognized as a third branch, while others classify it as a part of Mahayana.

Buddhism offers four major sites of pilgrimage: the Buddha's birthplace at Kapilavastu, the site where he attained Enlightenment Bodh Gaya, where he first preached at Benaras, and where he achieved Parinirvana at Kusinagara.

These following are the four holiest sites in Buddhism;

- Lumbini, Nepal - The birthplace of the Gautama Buddha
- Bodh Gaya, Bihar - The site of the enlightenment of Gautama Buddha

- Sarnath, outside Varanasi, Uttar Pradesh - The site of the first sermon
- Kushinagar, Uttar Pradesh - the site of the Buddha's par nirvana

Buddhist Pilgrimage Sites

Bodh Gaya: Bodh Gaya is the most important Buddhist Pilgrimage Center located in the state of Bihar. It is the place where Lord Buddha got Enlightenment under the giant bodhi (pipal) tree. The magnificent mahabodhi temple in Bodh Gaya is an architectural amalgamation of many centuries, cultures and many heritages.

Sravasti: Sravasti known to be the capital of ancient kingdom of Kosala is located in the modern state of Uttar Pradesh. Sravasti has the honour of sheltering Buddha for 24 rainy seasons in the Jetavana Vihara. Buddha is said to have performed some miracles here, which we find depicted in sculptures and paintings.

Sarnath: Sarnath is the place where Lord Buddha delivered his first sermon after attending nirvana at Bodh-gaya, thus the laying the foundation of Buddhism. The great king Ashoka made a smooth glistening stone pillar, called the Ashoka Pillar commemorating his visit and laid the foundation of the Buddhist Sangha here. The Lion capital, once sitting on the top of this pillar, is now the National Emblem of India.

Kushinagar: Kushinagar is associated with Lord Buddha for his Maha Pari Nirvana. A temple dedicated to the event – The Mahaparinirvana Temple, with a huge Buddha image in lying posture is the main attraction of this place. Kushinagar is located in modern district of Gorakhpur in Uttar Pradesh.

Vaisali: Vaisali in modern state of Bihar is believed to be the place where Buddha gave his last sermon. This place is also known to be the first republic of the world. Emperor Ashoka erected a huge polished stone pillar with the image of a sitting lion to commemorate the spot of the last sermon.

Rewalsar: Rewalsar located in the state of Himachal Pradesh is the most sacred site of Lama Buddhism. The place possesses a pristine beauty

characterized by an emerald green lake, and surrounded by thick wood on all sides.

Lahaul-Spiti: Lahaul-Spiti is also located in the state of Himachal Pradesh. The main attraction of the place is a multi storied structure, with white-washed wall and fluttering flags, it houses a series of enormous prayer-wheels representing Buddha's Dharma-Chakra, which revolve on the slightest touch.

Ladakh: Ladakh in Jammu & Kashmir is popularly known as 'hermit kingdom'. Ladakh is a land of snow carved peaks, translucent lake, barren terrain and mystic culture. Quite like Tibet it has a great Buddhist tradition, which is evident from the high monk to people ratio of 1:8. It has about 13 major Gompas (Monasteries) of which Hemis is considered the Gompa of Gompas.

Tewnag: Tewang is located the state of Arunachal Pradesh and is known for the beautiful Tewang Monastery. The monastery overlooks the valley and is surrounded by mountains, which seem to be guarding the valley and its inhabitants.

Jain Pilgrimages

Jainism as a religion prescribes a path of non-violence towards all living beings. It is one of the oldest religions of the world finding its roots in ancient India. Tradition says that this belief has been preached by a succession of twenty-four propagators of faith known as Tirthankara. Jainism emphasizes spiritual independence and equality between all forms of life. Practitioners of this religion believe that non-violence and self-control is the means by which they can obtain liberation from the cycle of reincarnations. Jainism is a religious minority in India, with 4.2 million followers, and has adherents in immigrant communities in Belgium, the United States, in Canada, Hong Kong, Japan and Singapore. Jains have the highest degree of literacy.

Jainism is based on four main concepts given by its twenty third Tirthankara, Parsvanatha. They are Truth(Satya), Non-Violence(Ahimsa), Not Stealing (Aparigraha) Not Owning Property, (Asteya) and celibacy (Brahmacharya). Vardhamana Mahvira was the last and most popular

Tirthankara. He was the son of a Ksatriya ruler. He was also spreading his own teaching from the age of 42 like Buddha. After a penance of 12 years, he became a Jina. It is said that he was the twenty-fourth tirthankara or the enlightened teacher of Jain religion. In Jainism, a Tirtha is used to refer both to pilgrimage sites as well as to the four sections of the Sangha. A Tirtha provides the inspiration to enable one to cross over from worldly engagement to the side of nirvana.

Tirtha (Jain Pilgrimage centres) have significant importance in the religion. A true Jain is supposed to visit these Tirthas during his lifetime. Further such Tirthas were classified into the following categories.

Siddhakshetras: Known as site of nirvana liberation of an arihant (kevalin) or Tirthankaras like Ashtapada Hill, Shikharji, Girnar, Pawapuri, Palitana and Champa, capital of Anga.

Atishayakshetras: Where divine events were displayed by Mahavirji, Rishabhdev, Kundalpur, Aharji etc.

Puranakshetras: Such places are associated with great Tirthankaras; Ayodhya, Vidisha, Hastinapur, and Rajgir.

Gyanakshetra: Such places are associated with famous Acharyas or centers of learning like Mohankheda, Shravanabelagola and Ladnu.

In modern days the Jain Pilgrimage centres called the Tirthas are divided into six quarters geographically, such as:

North India: Hastinapur, Taxila, and Ashtapada

South India: Shravanabelagola, Moodabidri, Humbaj, Anantnath Swami Temple near Kalpetta

Eastern India: Shikharji, Pawapuri, Champa, Pundravardhan

Western India: Palitana, Girnar, Mount Abu, Mahavirji, Shankheshwar, Mahudi

Central India: Vidisha, Kundalpur, Sonagiri

Overseas: Siddhachalam, Nava Ashtapada, Siddhayatan

Jain Pilgrimage Centres (Tirtha)

Mount Abu: Mount Abu is located in the South-western corner of Rajasthan. Mount Abu is a popular Jain pilgrimage center because of one of the most beautiful Dilwara Jain Temple, located around a lake called Nakki in the mountains.

Palitana: Situated in the state of Gujarat in the foot of the Satrunjaya Hill, Palitana is group of 863 magnificent Jain temples built of white marble. The temples follow the contours of the valleys of the mountains with lush green forest.

Sauripur: Sauripura located at around 80 km from Agra, is considered to be an important place of Jain pilgrimage. There are seven big temples of the Svetambara Jain Samaj and two temples of the digambara Jain Samaj.

Bhadaini: - It is situated in Bhelupura, Bhadani Muhalla (UP) and known as the 'Jainghat'. It is the birthplace of the seventh tirthankara Suparsvanatha. There is a white coloured 68 cm high idol placed here and worshipped by the believers of Svetambara sect. on the other hand, a black idol of 46 cm height is placed here by the believers of Digambara sect.

Bhelupura: Bhelupura is situated near Kasi in UP. It is the birthplace of twenty-third Tirthankara Lord Sri Parsavanatha. It has a white stature of 60 cm, which is worshiped by the believer of Svetambara sect, and a black idol with hight of 75cm worshiped by the believers of Digambara.

Pawanagar: Pawanagar is situated in Gorakhpur, UP and is famous for being the place where Lord Mahavira attained Nirvana. A magnificent Manastambha has been constructed within the temple premises here. The temple houses four beautiful carved idols.

Deogarh: It is situated on the right bank of the Betwa River at the western end of the Lalitpur range of hills in Uttar Pradesh and Madhya Pradesh Border. The site was a Jain center from the Eighth to the seventeenth century AD. The natural setting of the fort houses a group of 31 Jain Temples.

Islam Pilgrimage Centres

Islam is the second-most practised religion in the Republic of India and Muslims believe that God is one and incomparable and the purpose of existence is to love and serve God. Islam came to India with Islamic invasions and Arab trade to the Malabar Coast in the 7th–8th century. Islamic expansion arrived in north India in the 12th century and Islam has since become a part of India's religious and cultural heritage. Over the years, there has been significant integration of Hindu and Muslim cultures across India.

Important Muslim Pilgrimage centres in the country are explained below.

Fatehpur Sikri

Fatehpur Sikri located in district Agra, Uttar Pradesh was founded in 1569 by the Mughal emperor Akbar. Fatehpur Sikri is one of the best preserved collections of Mughal architecture in India.

Dargah Sharif (Ajmer): The dargah (shrine) of Sufi Saint Khwaja Moinuddin Chisti, known as Dargah Sharif or Ajmer Sharif is a popular pilgrimage centre for Muslim, Hindus and Sikhs together as a symbol of communal harmony. Moinuddin Chishti the famous Sufi saint was born in 1141 and died in 1230 CE.

Sikh Centres of Pilgrimage

Sikhism was founded during the 15th century in the Punjab region, by Guru Nanak Dev. There were other ten successive Sikh gurus (the last being the Holy Scripture Guru Granth Sahib) those propagated the religion across length and width of the country. At present Sikhism is the fifth-largest organized religion in the world, with approximately 30 million followers. The followers of Sikhism are ordained to follow the teachings of the ten Sikh gurus. Though most Sikhs live in Punjab, there is a significant Sikh diaspora spread across the world. The Sikh religious places are outlined below.

Golden Temple: Also called as the Harmandir Sahib or Darbar Sahib, the Golden temple is located in the city of Amritsar, Punjab. The

temple was built by the fifth Sikh guru, Guru Arjan Dev, in the 16th Century where the holy scripture of Sikhism, Guru Granth Sahiv is being installed. There are four doors to get into the temple, symbolizing the openness of the Sikhs. In the early nineteenth century, Maharaja Ranjit Singh covered the upper floors of the Gurdwara with gold, which gives it its distinctive appearance and English name the Golden Temple.

Hemkund Sahib: Hemkund Sahib is a pilgrimage site in Chamoli district of Uttarakhand. On the bank of a glacial lake amidst seven mountain peaks, Hemkund Sahiv it is located in the Himalayas at an elevation of 4632 meters (15,200 ft). It is accessible only by foot from Gobindghat on the Rishikesh-Badrinath highway which is 17 kilometers away. Hemkunt Sahib is Sikh is devoted to Guru Gobind Singh Ji, the tenth Sikh Guru.

Anandpur Sahib: Anandpur Sahib located in Rupnagar district of Punjab is also known as “the holy City of Bliss”. The location is surrounded by picturesque natural scenery, with the river Sutlej forming a shimmering and shiny blue border on the south west at a distance of four miles.

Zoroastrian Pilgrimage Centres

Zoroastrianism is an ancient Iranian religion and a religious philosophy. Popular Zoroastrian Pilgrimage Sites are mostly located in Gujarat and Maharastra as the followers of the religion mostly are concentrated here, such places are explained below.

Sanjan: It is in Southern Gujarat near the sea-coast. It is the first sacred fire Temple of the Zoroastrians in India.

Navasari: In The early twelfth century, the Sanjan priests installed the sacred fire in Navasari, Gujarat.

Siganpur: The Earliest Consecrated Adaran Fire was founded in Siganpur, near Surat in Gujarat by Loji Wadia.

Religious Centres Related To Christianity

Christianity was world’s largest religion. The three largest groups of Christianity are the Roman Catholic Church, the Eastern Orthodox

Church, and the Protestantism. The Roman Catholic and Eastern Orthodox patriarchates split from one another in the schism of the 11th century, and Protestantism came into existence during the 16th century. Popular and Important Christian Pilgrimage Sites in India are explained below.

Basilica of Bom Jesus: The Basilica of Bom Jesus is located in Goa and has been declared as a UNESCO World Heritage Site. This basilica holds the mortal remains of St. Francis Xavier. The church is located in Old Goa, which was the capital of Goa during Portuguese rule. The Jesuit church is India's first minor basilica, and is considered to be one of the best examples of baroque architecture in India.

Se Cathedral: Se Cathedral located in old Goa, is the largest church in India and is dedicated to Catherine of Alexandria. It is one of the oldest and most celebrated religious buildings in Goa and is one of the largest churches in Asia.

Velankanni: Velankanni, is a panchayat town in Nagapattinam district of Tamil Nadu. It is a small town located on the shores of the Bay of Bengal 350 km south of Chennai. The Church here is a significant Roman Catholic shrine dedicated to 'Our Lady of Good Health'.

Lesson 3.2 - Heritage Tourism Circuits

The meaning of the word heritage as per dictionary is “Something inherited at birth, such as personal characteristics, status, and possessions”. It is anything that has been transmitted from the past or handed down by tradition. The evidence of the past, such as historical sites, buildings, and the unspoilt natural environment, considered collectively as the inheritance of present-day society. It is something that is reserved for a particular person or group or the outcome of an action, way of life, etc: the sea was their heritage.

Heritage is what one intends to conserve for future generation, including material culture and nature. It is the legacy that one inherits from the previous generation. Heritage is not a static phenomenon, it includes the practices and tangibles that are been passed on to the next generation (Howard, 2003).

The National Trust for Historic Preservation in the United States defines heritage tourism as “travelling to experience the places and activities that authentically represent the stories and people of the past,” and cultural heritage tourism is defined as “travelling to experience the places and activities that authentically represent the stories and people of the past and present.” Heritage Tourism is a Sustainable tourism activity that is, or can be, aligned to physical or intangible heritage.

There are various categories of heritage, namely Built heritage or Physical Heritage, natural heritage, and cultural heritage etc.

Built heritage includes; Built structures and surrounds; cultural landscapes; historic sites, areas and precincts; ruins, archaeological and maritime sites; sites associated with mining, industrial, scientific and agricultural heritage; sites of important events and commemorations; collections that house or collectively promote objects of heritage significance (eg museums, tours, trails and festivals) and created landscapes (eg botanic and public gardens).

Socio-cultural heritage or Intangible Heritage includes; Oral traditions, languages, rituals and beliefs, social practices, knowledge, human activities, multicultural interactions, and stories and histories that shape the essence and character of a host community.

Natural heritage includes the natural resources that a country or society has inherited from its ancestors. It includes wildlife sanctuaries, national parks and reserves and biodiversity of a place.

Heritage tourism occupies a significant proportion of the 'cultural tourism' spectrum, and while it often overlaps with and links to other tourism product, the historic or human dimensions considerably inform and shape all parts of the spectrum. In this sense, heritage provides an 'overarching' component or common thread for many tourism products in a country or localised area.

India, a platform of rich culture and tradition amidst a huge range of diversity and equality, is home to some of the excellent manifestations of art and architecture in various forms and shapes. Long and strong stretches of history have resulted in the creation of several artistic illustrations and cultural depictions. A ride through the entire sphere of these architectural masterpieces will help one to delve deeper into the country's cultural bias. East to west, north to south – travel through the vast stretches of the nation to explore the various heritage destinations of India and peep into the range of intricate forms of art and architecture of India. The heritage destinations in India basically calls for a closer look as the following options are some of the greatest landmarks in the world of culture and ethnicity of the country of ancient glory and grandeur:

Taj Mahal

Located in the district of Agra in Uttarpradesh, Taj Mahal is an architectural wonder. An epitome of love and romance Taj Mahal was built by the fifth Mughal emperor, Shah Jahan, in loving memory of his wife, Mumtaz. This is also one of the Seven Wonders of the World.

Nalanda

Nalanda, in Bihar bears the glory of Buddhist culture in the form of

the ruins of the Nalanda University. Having been visited by educationists like Fa Hien and Hieuen Tsang as students, this place is a very popular tourist destination.

Fatehpur Sikri

This red sandstone city at a distance of 37 kms from Agra was created by Akbar the Great, depicting a blend of Mohammedan and Hindu architecture.

Konark Temples

Approved as a United Nations (UNESCO) World Heritage Site, the temple at 65 km from Bhubaneswar is dedicated to the Sun God and depicts Orissa's medieval architecture.

Mahabalipuram

The erstwhile second capital of the Pallava kings of Kanchipuram, this tiny seaside village at 58 kilometers from Chennai is renowned for its sea shore temples and rock-cut architecture.

Khajuraho Temples

The master piece of intricate medieval Indian architecture of Nagar style, these group of temples were built during AD 950 and AD 1050 at the time of Chandela kings.

Ajanta-Ellora Caves

One of the choicest travel destinations for tourists around the world, these caves, outside the city of Aurangabad, about 400km northeast of Mumbai, represent the evolution of Buddhism, from 200 BC to 650 AD.

Natural Heritage of Kerala

Kerala is a state which is famous for its marvellous natural beauty the nature has conceived all its attributes in its lap. It is popularly known as the God's own country. From the time immemorial man is always attracted

towards the nature. it has been observed that there is a good mechanism between the human and nature. So Kerala is not a exception of it. Kerala is such a state which caters the needs of almost all sorts of tourists such as nature lovers, wildlife photographers, adventurares, historians, trekkers, pilgrims etc. It is the paradise of earth. It has an array of attractions from the virgin beach to it's back waters, the house boat, hill-station, ayurvedic centre, national park, biosphere reserve, tiger safari, elephant safari, fairs and from the festivals to it's classical dances and many more.

Alleppy Backwater

Alleppy is a place adorned with scenic beauty such as beach,back waters, canals and lagoons, it was considered as the 'Venice of the East' by Lord Curzon. Backwater of Alleppey is quite renowned almost all over the world and is the most distinguished tourist attraction of Kerala. A houseboat cruise in the backwaters always gives an exotic experience to the tourists.The other allaying attractions of this area are Sri Krishna Temple, Edathua Church, Champakulam Valia Palli, Krishnapuram Alappuzha which attract millions of tourist to Kerala in every year both domestic and international.

Munnar

Munnar is undoubtedly one of the most beautiful hill stations of India situated at 1600 m above from the sea level. The amazing beauty of Munnar gives the blissful feeling of joy to the tourists. Once it was the summer resort of the Britishers.It is filled with coffee and tea plants. The other attractions are the waterfalls, trekking paths, the Indo Swiss dairy farm project, the palatial buildings and cute cottages add more glamour to this place.

Thekkady

Thekkady happens to be the most beautiful place of Kerala.It has a wide range of attractions like viewing wild lifes such as tigers,elephants, bisons,deers, boars,lions and varieties of birds, boating and trkkings. Spending time in the resort which is in the heart of the lake is an exotic experience is the best place to observe the wild animals

Wayanad

Wayanad itself shows how marvellously the nature has decorated herself. The word Waynade is derived from the word Vayal nadu, Vayal means paddy field and nadu means land interpreted as the land of paddy field. Waynada is full of mountains, rocks, dense forests and the residence of many animals. Waynada is an ideal place for the passionate adventurers. It gives an outstanding experience to the tourists.

Kumarakom

Kumarakom is a beautiful place situated near the village of Ayemenem. It is famous for its mangrove lagoon, ayurvedic treatment, bird watching, boating and mouth watering cuisine.

Varkala

Varkala is famous for its beautiful beach and ayurvedic resort. The prime attraction of Varkala is Papanasam which is an ideal place to see the sunset and also famous for medical tourism. The destination with a small beach and a cliff side which is full of activity. Varkala is famous for its beautiful beaches and the ayurvedic resorts. Varkala is also famous for Medical Tourism. The lengthy sun bathed sandy beach and its fresh air along with its beautiful resort add more glamour to this place.

Kovalam

Kovalam beach is the most beautiful beach of Kerala. The name of this beach is derived from the coconut. It's a moon shaped beach. It is known as the paradise of south. The marvellous view of this beach along with its lighthouse and mosque is an pleasing experience for the tourists.

Kochin

Kochin offers an array of attractions to the tourists. It specially caters the tourists who are fascinated about culture and art history. Some of the outstanding features of this place are Fort Kochi, Mattancherry Palace, Dutch Palace on which the entire story of Ramayan has been depicted through the mural paintings, St. Francis Church which was the

original burial site of Vasco De Gama and it got the credit as the first European church built in India, apart from this the beautiful Cheri beach, Thripunithura Palace, St. Thomas church and the Chinese fishing net in the lagoons are the outstanding attractions of Kochin. More over Kochin itself is the shopper's paradise of Kerala.

Thiruvananthapuram

This is the capital of Kerala and it is an outstanding destination for many tourist attractions such as Kanakakunnu Palace Padmanabhapuram Palace and Kanakakunnu Palace, beaches like Shankumukha, Varkala, and Azhimala, hill stations like Ponmudi and other attractions like Poovar inside a short distance. Kovalam, one of the most beautiful beaches of the India.

Circuit: A tourist circuit is a chain of destinations located in a region, marketed together to catch attention of perspective tourists. Choice of destinations by policy makers and marketers depend on several factors such as distance, accessibility, nature of attraction and availability of necessary infrastructure etc. Policy makers chose destination-circuits too for concentrated development of infrastructure with the aim of developing tourism in the region. The famous golden triangle of India Delhi, Agra and Jaipur attract highest number of tourists every year. Apart from marketing the circuit is developed with integrated infrastructure connecting all the destinations in the circuit. For instance the famous 'Palace on Wheels' tourist train connects all the destinations of golden triangle which in itself has become an attraction for tourists.

Lesson 3.3 - Heritage Circuits of India

Introduction

Konark Temple of Bhubaneswar: (Odisha) Konark Temple is one of the most amazing examples of religious architecture in the world. The ruins of the Konark temple, dedicated to God Surya (Sun), have become so renowned, even in international level. It was built in 13th century A.D by Narasingh Dev of Ganga dynasty of the then Kalinga empire of present day Odisha. The Sun Temple, conceived as a massive chariot, hauling the Sun God across the heaven by the mighty of seven splendidly carved horses, standing aloft on 24 chariot wheels. Adjacent to the main temple lays the Natya Mandir or dance hall, intricately carved with musicians and dancers in various poses from the original temple dances.

Somnath Temple of Gujarat

The shore temple of Somnath, one of the 12 Jyotirlingas of Lord Shiva, situated 79kms from Junagadh and 25kms from Chorwad is one of the remarkable places of the Hindus. According to the legend, Somnath is as old as creation, built by none other than the Moon God Himself. Somnath was destroyed and rebuilt several times. Mehmood of Gazni having heard of its fabulous treasure raided it in 1026 AD and carried away camel-loads of jewels and gold. The present incarnation of the temple was commissioned by Sardar Patel in 1950. The temple has imposing architecture and is a beautiful sight facing the blue expanse of the Arabian Sea. A short distance from the Somnath is Bakhla Tirth, where Lord Krishna was said to have been struck by the stray arrow of a Bhil Tribal.

Khajuraho Temple of Madhya Pradesh

The temples of Khajuraho were the contribution of the Chandela Rajputs of Bundel Khand. It is possible given the eclectic patronage of the Chandelas and the wide variety of beliefs presented in the temples,

that they had the concept of farming a seat of religion and learning at Khajuraho. They were also believers in the powers of Tantrism; the cult which believes that the gratification of earthly desires is a step closer to the attainment of the infinite. It is certain however, that the temples represent the expression of a highly matured civilization.

Red Fort of Delhi

The largest of old Delhi's monuments in the Lal-Quila, or Red Fort, the thick red sandstone walls of which bulging with turrets and bastions, have withstood the vagaries of time and nature. The Lal-Quila rises above a wide dry moat in the northeast corner of the original city of Shah Jahanabad. Its walls extend up to 2kms and vary in height from 18mts on the riverside to 33mts on the city side.

Hawamahal of Jaipur

It was built in 1799, the Hawamahal, or palace of the winds, is one of the major landmarks of Jaipur. This five-storey building, which looks out over the main street of the old city, is a stunning example of Rajput artistry, with its pink semi octagonal and delicately honeycombed sandstone windows. It was originally built to enable ladies of the royal household, to watch the everyday life and processions of the city without getting noticed by anyone. The palace was built by Maharaja Sawai Pratap Singh.

Qutubminar of Delhi

Qutubminar is in Delhi and was built by Qutub-Ud-Din-Aibak of Slave Dynasty. It is excellent example of Afghan architecture. The Minnar is a 72.5 mts high victory tower. The construction of this tower was started in 1206 A.D and was completed by his successor Illututmish.

Tajmahal of Agra

The architect of the Tajmahal was Ustad Ahmed (1570 A.D to 1649 A.D) a native of Lahore who was awarded the title of Nadir-Ul-Asr (wander of the age) by Shah Jahan. He worked on Tajmahal under the supervision of Makramat Khan and Mir Abdul Karim, the two

government officials. Till 1930, it was wrongly believed that either the Italian craftsman Geronimo Vevoneo or the French goldsmith Augustin de Bordean designed the Tajmahal. In 1937 the scholars came across the text called Diwani Muhandis containing a collection of poems written by Ustad Ahmed's son Lutf Allah. Mention of Ustad Ahmad as the architect of Tajmahal is found in the text.

Bodhgaya of Bihar

Bodhgaya is in the state of Bihar, reckoned as the most important Buddhist pilgrimage center where Lord Buddha entered into meditation after being moved by the sufferings of mankind and finally attained Nirvana. The magnificent Maha Bodhi Temple in Bodhgaya is an architectural amalgamation of many cultures. The temple bears the stamp of the architecture of the Gupta dynasty and subsequent ages. The temple carries inscriptions recording the visits of pilgrims from Sri Lank, China, and Mayanmar in 7th and 10th century A.D. Hieun-Tsang, a Chinese traveler visited this temple in 7th century A.D.

Mahabalipuram Temple of Tamilnadu

Mahabalipuram or Mamallapuram, 60kms South of Chennai, nestling on the shores of the Bay of Bengal, was once a port of Pallavas. The pallava kings have created many marvelous monuments with Sculptural panels, caves and temples. Once a thriving port trading with many distant nations is one of the most serious facts of the then India. Pallava Chisels have breathed life into stone. The Pallavas art at this place emphasizes robust earthly beauty, imbued with life. These monumental splendours and sunny beach resorts attract tourists from all over the world.

Buddhist Sites of Amaravathi

Amaravathi is located 265 kms from Hyderabad, the state capital of Andhra Pradesh and 66 kms from Vijayawada. It is another important Buddhist site near the ancient Satavahan Capital, Dhyanyakataka, is now called Amaravati. Amaravati was one of the four major places of Buddhist worship in the country. Over two thousand years ago on the South bank of river Krishna, stood the Mahastupa, the largest stupa in the country. Andhra Pradesh was once the site of a flowering Buddhist culture.

Several Buddhist stupas and Viharas were built during the Satavahan and Salivahan period of Indian history.

Charminar of Hyderabad

The Charminar is as much the signature of Hyderabad as the Tajmahal is of Agra. Mohammed Quli Qutb Shah, the founder of Hyderabad built Charminar in 1591 at the center of the city. A legend has it that it was built as charm to ward off a deadly epidemic raging at that time. Built with granite and lime-mortar, the Charminar is a fine example of Indo-Islamic architecture.

Meenakshi Temple of Madurai

It is located in Madurai, the oldest city of Tamil Nadu (India), the Meenakshi temple is the city's main attraction. It is a wonderful example of Dravidian architecture. Dedicated to Meenakshi, the lovely consort of Lord Shiva, the original temple was built by Kulasekara Pandya, but the entire credit for making the temple as splendid as it is today goes to the Nayaks. The Nayaks ruled Madurai from the 16th to the 18th century and left a majestic imprint of their rule in the Meenakshi Sundareshwarar Temple. The grand gopurams of the Meenakshi Sundareshwar Temple tower over the city at the heart of which they stand. The temple complex covers 6 hectares right in the middle of the city and is flush with visitors from all over, each and every day. The towers that loom overhead are famous for detailed carvings of the gods and goddesses, mythological figures and running depictions of legendary tales. The huge southern gopuram has over 1500 sculptures! The temple is dedicated to Shiva and Meenakshi, an earthly incarnation of his wife Parvati, who was born to the childless ruler after many a prayer. The Temple Museum is at the 'thousand pillared hall' where each of the 985 pillars is carved in great detail.

India Gate of Delhi

Located straight down the road from Rashtrapati Bhavan, the foundation stone of India Gate was laid by His Royal Highness, the Duke of Connaught in 1921 and was designed by Edwin Lutyens. The 42 mt high structure is a war memorial in honour of the soldiers who died during the Second World War. The impressive has an eternal flame, amar

jawan jyoti to honour the memory of the unknown soldiers. On the walls of the structure are inscribed the names of all the soldiers killed in the Northwestern Frontier in the Afghan war of 1919. The entire arch stands on a low base of red Bharatpur stone and rises in stages to a huge molding, beneath, where the names of thousand unknown soldiers are inscribed. The trifling domed bowl at the top was intended to be filled with burning oil on anniversaries. Originally known as All India War Memorial, India Gate is a popular picnic spot during the winters and equally popular as a relaxation area during the summer evenings. During the night, it is intensely floodlit and the fountains nearby are lit up with coloured lights. Several vendors selling bhel- puri, ice cream, balloons, etc stand at night. One can very easily find families enjoying together, youngsters playing cricket and tourists, just standing and viewing this imposing monument.

Udayagiri and Kandhagiri Caves

Udaygiri and khandagiri are found in the hills, which are 6 km from Bhubaneshwar (orissa) One can reach these caves from Bhubaneshwar by bus or auto rickshaw. The caves on the two low hills of Udayagiri and Khandagiri give ample proof of Jain and Buddhist occupation of the region at least by the 2nd century B.C. Khandagiri means “broken hill” and Udayagiri means “hill of the sunrise.” These two hills rise 40m above the surrounding lateritic and infertile plain. The Archaeological survey of India has carried out major repair work-like supporting vital features of the caves and protecting important carvings of these coarse-grained sandstone caves. The Khandagiri Caves are reached via a steep path, which divides halfway up the hill. To the right is Ananta Cave with its carved figures of elephants, and women, which are worth a visit. It offers a fine bird eye view of Bhubaneshwar from its summit. The steep path up divides about third of the way up the hill. Further along there is a series of Jain Temples and, at the top, there is another Jain Temple dating from the 18th Century. At the base of the hill, to the right, are the two-storied “Rani Gupha or Queens Place” cave. This is the largest and most impressive cave on the lower story. Two sentries flank the right band wing. The sculptured friezes on the walls are exotic. Many of its weather beaten pillars have now been restored. The pilasters at the entrance to the cells and the arches are extensively carved. These carvings depict religious and royal scenes. Most of these caves were chiseled in these sandstone hills for the Jain monks, who had renounced the world to meditate in peace and quiet and to do

austere penance. The caves therefore inside one bore with no concessions to any form of comfort, other than to give basic dry shelter. They are just steeping compartments, which are cramped and low scooped.

Heritage Circuits of Rajasthan

Rajasthan is the most colourful state of India. This sun beaten state is full of sand dunes deserts and stunning palaces. This state has a rich culture and tradition. This is such a state which holds the Indian culture and tradition very firmly. It's art and craft, traditional dance and folklore are very flourishing. It is famous for it's rich ethnicity and is the hub of ethnic tourism. The Indian western desert which sprawling over the state gives a tedious look at first sight if somebody steps forward then gradually he can take the charm of the sweet sound, beautiful colours and fragrances. It gives a gigantic view to the gruelling tourists. The vibrant orange and green colour attire of the local women while fetching the water from far-away villages and colourful houses of the village with beautiful folk sound of a musician while playing with his sarangi will certainly mesmerise the tourist and gives a vibrant memory in his heart and which will compel him to recall this beautiful memory again and again even the long after his departure.

Ajmer

Ajmer is the beautiful city was founded by Raja Ajay Pal Chauhan, This city was located near to the holy city of Puskar which was the abode of lord Brahma. The name Ajmir was derived from the word 'Ajay Meru' is an impregnable hill, under foot hill of which the city stands. This city speaks the incredible stories of the great warriors of Chauhan dynasty. This city was once the centre of the powerful Chauhan dynasty. It was also ruled by the Mohammed Ghauri when Prithibiraj Chauhan was defeated by him. This city contains the substance of the great history. It is such a city where one can find a mix culture of Hinduism and Islam. Now it is the hub of education. The grand Pushkar fair is organised at here.

Bikaner - Citadel of Cultural & Camels

Bikaner is the most happening place of Rajasthan the medieval city was given name after the name of it's founder Bika. It was established

in the end of 15th century. The old medieval city has been carrying great architectural legacy of the great rulers of the bygone days and also contains the outstanding, aromatic snacks and rugs, forts and palaces and presently famous for its bet qualiyu sweets. Due course of time the economic structure of this place has got changed the camel caravan from the West Asia nomore passes through this way but yet this city contains the outstanding palaces and forts and currently it is famous for its colourful market, best quality sweets, aromatic snacks and rugs.

Bharatpur

Bharatpur is world famous for its Keoladeo Ghana Bird Sanctuary which plays an important role for the upliftment of Rajasthan tourism. Originally is called as Ghana means dense and the word Keoladeo obtained its name from the ancient temple of Keoladeo means Lord Siva. It is renowned for its large concentration of bird population both migratory and residencial. It stretches over an area of 29 sq km is famous as the winter abode of large number of migratory birds.

Jaipur the gate way of Rajasthan

Jaipur is the capital city of Rajasthan is popularly known as pink city of India. It is famous for its architectural legacy. It was founded by the Maharaja Sawai Nai Singh II. This colourful city is famous for its art and culture.

Jaisalmer

The marvellous city of caravan was founded in 1155 by Rao Jaisal. Jaisalmer. The yellow city is situated in the heart of the desert full with sand dunes and sand colour forts and palaces is famous for filigree work and is also called as museum city. The splendid evening has a different charm at here.

Sawai Madhopur

Swai Madhopur is the gateway city of the world's celebrated Ranthambhor National Park is renowned for its Tiger Reserve where one can visualise the tiger in their natural habitat most of the time in a day. It

gives home to a large number of birds both residential and migratory and also lizards and crocodiles. It is the paradise of wildlife photographers. It certainly attracts large number of tourists.

Udaipur - Venice of the East

Udaipur is the lake city popularly known as Venice of the east was founded in 1568 by Maharana Pratapsingh. It is surrounded by marvellous forts and palaces, hilltops, overwhelming temples and beautiful gardens with its sweet aroma is undoubtedly a great tourist place. Lake Palace is one of the most romantic hotels in the world.

Mount Abu - Verdant Oasis in the Hills

Mount Abu is the green oasis in the sterile desert of Rajasthan. Located at the southern tip of the Aravali range is famous for its deliciously cool and pleasant climate. It is one of the most beautiful hill stations of India blanketed with thick green trees and blossoming shrubs which gives the heavenly aroma. Apart from this it is quite famous for its marvellously carved marble temple.

Sariska

The Sariska which was used to be the royal reserve is a dense forest spreads over an area of 765.80 sq km forest gives an enchanting view to the tourists. In 1958 it was declared as the sanctuary and in 1979 it has come under Project tiger and has been declared as a national park in 1982 has much tourism potentials.

Kota Mighty City of Chambal

Kota is the beautiful city located in the eastern bank of the river Chambal an ancient city contains the glories of bygone days which depicted on fort and palaces. The most outstanding features of this city are. Jag Mandir, Brij Vilas Palace Gardens, Darra Wildlife Sanctuary, the ancient city Chandravati which is in a dilapidated stage attract more number of tourists.

Jodhpur

It is one of the famous city of Rajasthan situated on the border of the Thar desert, the royal city of Jodhpur recalls the tales of the distant past is famous for the Meharangarh fort. It was the capital of the Marwar and was founded in 1459 A.D. by Rao Jodha the great king of Rathore who belonged to Rajputs clan and considered themselves as the ancestor of the lord Rama.

Heritage Circuit of Goa

The Basilica of Bom Jesus

It is one of the oldest churches in Goa, as well as in India, The Basilica of Bom Jesus or Borea Jezuchi Bajilika (Portuguese: Basílica do Bom Jesus) is located in old Goa and is a UNESCO World Heritage Site. The basilica holds the mortal remains of St. Francis Xavier.

Chapel of Our Lady of the Mount

Another important chapel, The Chapel of Our Lady of the Mount is situated on top of the hill behind the St. Cajetan Church. The chapel was built in 1510 by Alfonso de Albuquerque after his victory over the Goan Muslim ruler Yusuf Shah and was renovated in 2001.

Church & Convent of St. Monica

Among the famous churches of Goa, The Church & Convent of St. Monica is among the most beautiful. It is built in typical Goan style of architecture. The Church and Convent of St. Monica is a huge three storied structure, made in laterite. It was built in the year 1627.

British Cemetery, Dona Paula

The British cemetery is located in the Dona Paula and in the immediate neighbourhood of the Cabo Raj Niwas. The tombs are dedicated to the British who died in Goa in the 19th century. The earliest tomb here is dated to December 19, 1808. The historic British cemetery was built to serve the British contingent stationed in Portuguese Goa from 1799 to 1813.

Mangesh Temple

Mangesh temple is situated on the Panaji-Ponda road. Mangesh (Siva) is the Presiding deity here. This temple was originally in Kushasthali which was destroyed in 1543. The Lingam was shifted to the present location to Mangeshi in Priol.

There is a Nandi in front of the main deity. There is also a shrine dedicated to Kala Bhairava near the entrance of the temple. One has to climb a few steps to reach the temple. The temple has a beautiful tank and is surrounded by lot of greenery. This 400 year old temple attracts many pilgrims and is situated in serene surroundings.

Chapora Fort

Long before the Portuguese occupation this fort stood testimony to a fierce battle between Portuguese and Mughals. In 1683, Prince Akbar joined the forces of Marathas and made this place as their base camp. Eventually the Portuguese recovered the spot back from the Marathas but after much bloodshed which led to strengthening of the site which eventually led to the fort being built to its present form in 1717.

Cabo de Rama Fort

Cabo de Rama Fort is one of the oldest forts in Goa, built much before the arrival of the Portuguese. Besides its historical significance it has a mythological legend also attached to it. It is said that Lord Rama accompanied by his wife Sita took refuge here during their exile period. This ancient fortress is located in the Canacona district of Goa. The original fort structure was Hindu constructed around 1763 by Hindu warriors; subsequently it was captured by Portuguese after defeating the Raja (King) of Soonda and renovated subsequently.

Reis Magos Fort

The Reis Magos fort is another fort built by the Portuguese rulers' for defence purposes & exhibits a fine example of Goan architecture. Located on the northern bank of the Mandovi River it was originally built by Sultan Adil Shah. It was finally annexed by the Portuguese in 1760.

Narora Fort

Narora Fort is located on Island of Divar. The island also known as the prehistoric Dipavati was a well-known holy place for the Hindus till the Portuguese took over the island.

Divar Island is most famously known for the Saptakoteshwar temple. In 1664 Shivaji constructed this temple. The temple is built typically on the Goan architecture. Only the lamp tower of this temple has a distinct design.

Summary

In this unit we discussed the definitions of a tourism circuit. Then we discussed various tourism circuits based on religion and heritage. Pilgrimage as we discussed, is given great significance in all religions, for which variety of centres of pilgrimage have been built across the country in various ages. Such centres of pilgrimage are the destinations of importance for tourism as well. Various religious centres of India have been discussed in detail in this unit. We also had a great deal of discussion on the heritage and heritage sites in India. A good knowledge of this would help a student to prepare ideal itineraries for tourists of varied tastes.

Self Assessment Questions

1. What is a tourism circuit? What are bases of preparing a tourism circuit?
2. What is Pilgrimage? Why do people visit for pilgrimage?
3. Explain popular Hindu Pilgrimage destinations of the state of Uttarakhand.
4. Write a brief essay on Sikh Pilgrimage in India.
5. List out popular Buddhist places in India connected to Buddha's life, with their importance.
6. Elucidate upon the Jain Pilgrimage sites in India. And also explain the importance of pilgrimage in Jain religion.
7. What is meant by heritage? Write a brief note of built heritage of India.

CASE STUDY

Golden Triangle of India

Golden triangle is one of the most popular tourist circuits of India which includes Agra, Delhi and Jaipur. It is called as triangle because all these three cities are situated more or less from the same distance. These cities are well connected by rail, air and bus. Delhi- the capital of India and erstwhile the capital of great Moguls is divided into two parts such as old Delhi and New Delhi. New Delhi is the well planned and organised. Delhi the cosmopolitan city of India is the hub of entertainment and shopping. The most famous monuments are India Gate, Red Fort, Jama Masjid, Chandni Chowk, Qutub Minar, Jantar-Mantar, Laxmi Narayan Temple, Akshardham Temple, Bahai Temple etc. Agra is the medieval city of India situated on the banks of the river Yamuna was founded by the Sultan Sikandar Lodi is globally acclaimed for the marvellous architecture of it's world famous monuments and the UNISCO world heritage sites such as Agra fort, Fatehpur Sikri and Taj mahal. Jaipur is the picturesque capital of Rajasthan is also called as the pink city India. The beautiful architecture, rich ethnicity, marvellous heritage hotels and the colourful fairs and festivals are the major tourist attractions of this place.

CASE STUDY

Case - Duniya Dekho, International Package Tour of Cox and Kings

Cox & Kings famous tour operator company, offers standard and customized tour packages to customers travelling outside with Indian meals and Indian Tour Managers under two packages namely 'Duniya Dekho' and 'FlexiHol'. The company also has domestic packages being marketed under the title 'Bharat Dekho'. Duniya Dekho is an escorted group tours designed and marketed by the company which includes accommodation, air travel, visa and other essential services. The hotels used are normally first class hotels ranging in the 3 star to 4 star categories. Cox & King also provide optional excursions which one can choose to enhance their experience. Duniya Dekho is a standard customised package tour where as 'Flexihols' are tailor-made packages suiting to individual taste and budget.

Duniya Dekho offers escorted International package tours with essential sightseeing and activities, first class hotels, Indian meals and Indian Tour Managers.

CASE STUDY

A prescribed model of **12 days itinerary** (ex-Delhi) is given below for visiting the **Chardham destinations**.

Day 01: Delhi - Rishikesh (230 kms / 6 hrs)

Pick up from Delhi airport/railway station/hotel & Depart for Rishikesh by road. The first night stay is at holy town of Rishikesh as the commercial vehicle has to get hill fitness certificate from local authorities. The rest of the day can be spent to explore the holy town, including Laxman Jhoola, Ram Jhoola & Swaragashram. Ganga Aarti on banks of Holy Ganges in the evening thrills one with spiritual vibrations. Night stay is at Rishikesh.

Day 02: Rishikesh – Barkot (180 kms/6.5 hrs)

After breakfast, proceed to Barkot (1280 metres altitude) in the terrain road with breathtaking view of Himalayan valleys and mountains. Barkot is a place of great scenic beauty with spectacular views of snow-capped mountains all around. A magnificent view of the eternal snow peaks of Bandarpunch can be seen from here. Overnight stay is at Barkot.

Day 03: Barkot – Phoolchatti - Yamunotri - Barkot (38 km road+7 km trek-one way)

After early breakfast, drive 2 hrs to Phoolchatti (at 2561 meters).& proceed onwards for 7 km steep uphill trek by foot, to Yamunotri shrine (at 3291 metres), dedicated to Goddess Yamuna. Pilgrims take a holy dip in the nearby tank filled by hot springs & perform sacred rituals. The actual source of the sacred river Yamuna, originates from the Champasar Glacier -another 1 km ahead of the shrine, at an altitude of 4142 mts & not easily accessible. Return to Barkot same way by the evening for night stay.

Day 04: Barkot – Harsil - (180 Kms,/7 hrs)

After breakfast, drive onwards to Harsil (at 2745 meters) en-route Uttarkashi and Gangnani for hot water spring bath. By late afternoon one can reach Harsil said to be one of the most beautiful valley in the world. Overnight stay is at Harsil.

Day 05: Harsil-Gangotri – Uttarkashi (125 km/5 hrs)

After early breakfast, drive 25 km/1.5 hrs to Gangotri (3048 metres altitude), the most sacred spot in Himalayas, where Ganga, the stream of life, touched earth for the first time. On arrival one can take a holy dip in the Holy river Ganga, called Bhagirathi here & perform Pooja at the shrine. Drive back 99 km/3 hrs to Utrarkashi town (at 1158 metres) for Night stay. Pilgrims may also if wish stay back at Gangotri & then proceed for 2 days/35 km return trek to Goumukh Glacier Cave (at 3350 metres) via Chirbasa & Bhujbasa.

Day 06: Uttarkashi – Guptakashi (280 Kms/ 8 Hrs)

After early breakfast leave for the longest journey of the Yatra by road. One would enjoy the view of the beautiful Mandakni River on the way to Guptakashi. Travel along this lovely stretch to reach Guptkashi is really memorable. One would arrive late at Guptkashi for night stay (at 1320 metres).

Day 07: Guptakashi – Gaurikund -Kedarnath - (19 Kms drive+ 14 Kms Trek)

After early breakfast, drive to Gaurikund (at 1982 meters) & after holy dip in hot water spring and leaving the extra luggage in the vehicle one would start a tough 14km /4 hrs trek to Kedarnath (at 3581 metres) one of the twelve Jyotirlingas of Lord Shiva..Overnight stay at Kedarnath is thrilling as temperature may go down to zero in the night. In the evening one would visit Kedarnath Temple for Darshan, Aarti & Pooja. Overnight stay is at Kedarnath.

Day 08: Kedarnath – Gaurikund-Rudraprayag – (14Kms Down Trek + 75 kms/3hr drive)

After Early morning, Temple Darshan trek down to Gaurikund & drive to Rudraprayag town via Guptkashi. Check in to a hotel at Rudraprayag (at 1000 metres) for overnight stay. Rudraprayag is the confluence of river Alaknanda and Mandakini.

Day 09: Rudraprayag – Joshimath (165 Kms / 6- Hrs)

After breakfast, at leisure leave for Joshimath (at 1890 metres), one may also enjoy cable car ride to Auli from Joshimath & discover local temples. Night stay is at Joshimath.

Day 10: Drive Joshimath-Badrinath-Joshimath (31 km/2 hrs one way)

Early morning line up at Joshimath barrier for drive to holy shrine of Badrinath, located at 3133 metres, amongst Nar & Narayana mountain ranges. Badrinath is the most important Dham for the Hindus & famous for its Badrinarayan temple, dedicated to Lord Vishnu, located on banks of river Alaknanda. The river originates from the Basundhara Fall which can be trekked from here. After taking holy dip in Taptakund proceed for temple darshan, & later drive back to Joshimath for night stay.

Day 11: Joshimath-Haridwar(275 km/7 hrs)

After early breakfast, proceed to Haridwar, via Rudrarayag, Srinagar & Devprayag. One would thus reach Haridwar in the evening for lamp immersion aarti at Har Ki Pauri. Overnight stay is in a hotel at Haridwar.

Day 12: Haridwar – Delhi (210 kms/5hrs)

After breakfast, walk through the narrow by-lanes of Haridwar & one may visit Har ki Pauri and also to Mansa devi temple that can be reached by cable car. Later drive back to Delhi & drop at Airport/Railway station/hotel.

Tour ends

UNIT - IV

Learning Objectives

After reading this chapter the reader will be able

- Comprehend the concepts of manmade resources for tourism
- Gain a thorough knowledge of adventure tourism destinations in India
- Assess the locate popular theme parks in the country and trend in entertainment sector
- Gain the knowledge of various supplementary accommodation available for tourism in India
- Make a detailed note of tourist trains of India

Unit Structure

Lesson 4.1 - Manmade Resources for Tourism

Lesson 4.2 - Supplementary Accommodation

Lesson 4.3 - India Train Tour Packages

Lesson 4.1 - Manmade Resources for Tourism

Introduction

In the second unit of this block we studied the natural resources of the country that are used as resources in the promotion of tourism. Subsequently in the third unit we came across various tourism circuits linking such nature based destinations. To gain a holistic view of tourism resources let us delve into the man-made tourism resources of India. Manmade attractions can be explained in the following way.

Human being over centuries, have created facilities for comfort of living. Such creations are natural manifestations of human endeavor in the process of evolution. Such manifestations, elegant structure or facilities by creative humans become attraction for commons in the civilisation. These types of products include not only core attractions but facilities and services those have made a mark in themselves and have become attractions for most. Theme park for example a man-made attraction, which means the basic term for a compilation of rides and other amusement attractions pull together for the purpose of entertaining a group of people.

A theme park includes a combination of attractions which can be classified into several categories: thrill rides, roller coasters, family rides, water attractions or (indoor) dark rides. Apart from pure natural and man-made products there are some types of products which are blend of both natural and man-made features. For instance a zoo, a water park, aero sports zone are human creations at natural attractions. Nature here is the core resource on which human being has created facilities. These products thus are called as creations by symbiosis of nature and man. There are debates however to distinguish some products as symbiotic as human interference apparently exist everywhere, starting from national park to a theme park, mountain top to the deep sea. For the purpose we have included symbiotic classification of tourism product into this chapter.

India as an ancient civilization is known for its culture, society and related life style created structures. Bountiful nature based attraction starting from the Mighty Himalaya to lush green forest and deep sea blend with matured and artistic human touch offers tremendous opportunities for leisure and recreation.

Adventure Sports

India one of the major biodiversity hotspot countries offers a plenty of opportunity for adventure activities. The adventure tourists indulge in hair rising and daring adventure sports. One can dive into the deep sea to catch a glimpse of the colorful and vibrant marine life or trek through the Jungle charting out one's own route, or may triumph over the swift swirling river as it gushes past spectacular mountains. One can also try to conquer the mighty Himalayas which have been a dream of every mountaineer. Let us discuss some of the adventure sports destinations in the country.

Skiing in Gulmarg

Gulmarg is grandly known for skiing, as it houses Asia's famous Heli-skiing resort. Skiing in Gulmarg is well-known because of Gandola Cable Car Lift. Having facilities for both novices and amateurs, Gulmarg has the highest ski slope (of 13,400 ft height from sea level) in the world and is one of the best places for individuals to learn skiing. The best time for Skiing in Gulmarg is during December when it has the thick blanket of snow. Skiing as an excellent fun-time recreation commences during mid-December and continues till mid-April. For the amateurs, skiing can be practiced on the beginner's slope before heading off to the more advanced sections of the mountains. The spectacular panoramic view of the Himalayan ranges, and the skiing tourists on the steep slope make it a fantastic attraction for the spectators as well.

Trekking in Zaskar

Among all the trans-Himalayan valleys Zaskar is the most isolated valley. This kingdom lies in the northwestern part of Himalayas and is a very ancient and secluded one. Winter temperatures here can dip as low as -30 C or more, making it the one of the coldest places of earth. There are

just about 10,000 residents in the isolated villages of Zaskar. Trekking in the Zaskar ranges is quiet strenuous with the deep gorge and high-rise mountains that surround Zaskar. The trekkers can come across a numbers of birds and animals on the way: large hares, a skittish mouse hare, beautiful painted chakors, a few redstarts and then phias (Himalayan marmots). The wild flowers carpeting in the meadows amidst the grass carpet attracts nature lover and photographers in plenty. The spectacular monasteries on the way of trekking work like pleasant resorts for trekkers. The panoramic view of tall, snow covered peaks during the trek is what makes the trekking so special.

Scuba Diving at Andaman Islands

Andaman's water offers a fascinating world of under-water marine life. The coral reef ecosystem of Andaman Island is considered to be the richest in the world. Scuba diving helps tourists to explore the specialty of the coral reefs and underwater formations as they have remained uncontaminated by human activity. Huge pelagic and a wide variety of sharks are found in abundance in these waters. Large shoals of Hammerhead are found at a distance from the reefs and other types of fishes such as nurse and leopard sharks, grey and white tip are found closer to the shore. The sea-beds of the Andaman Islands are home to an array of marine treasure in the form of underwater flora and fauna. The mysterious remains of the sunken ships can also be closely viewed and explored through scuba diving. The scuba diving in the Andaman Islands provides ample opportunities to the tourists for recreation with fun activities. Andaman Islands are the hub of diving adventure. The good choice of wrecks and reefs makes an incredible sight when explored under good visibility.

Forest Trails at Kaziranga National Park

Kaziranga holds an all-important place in the world's wildlife atlas as the single significant gene pool of the greater one-horned Rhinoceros. It is perhaps the only park where the presence of the tiger is overshadowed by the other big animals-rhino, elephants and wild buffaloes. Spread across 688 sq. km. and flanked by the river Diphlu River on one side and NH 37 on the other, this national park was established in the year 1908 to protect the endangered one horned Rhinoceros. Other animals that can be seen here

are the tiger, buffalo, swamp deer, hog deer, wild boar, Hoolock gibbon, capped langur and ratel (badger). Rock python, monitor lizard, crested serpent eagle, fishing eagle, grey headed fishing eagle are frequently seen here. Mihimukhi is the entry point to the park and elephants can be hired from here to enter the sanctuary. There are over 1,500 one-horned rhinos now in Kaziranga-a major leap from the handful that was there in 1908. Extreme steps were taken to curb extensive poaching and hunting that was taking place here. Henceforth, there is no more hunting, nor any human habitation or cultivation within its confines. The Kaziranga National Park is known for its diversity. It is home to some of the rare and endangered species. Trekking in Gangotri

Trekking in the Himalayas

Trekking in the Himalayas is a fabulous experience and most popular in the country. The beauty surrounded by the stretch of mountains, snow and clouds makes the tourists flock to such destinations. The ideal time for trekking in the Himalaya is in the month of June to September, since this place is filled with snow during rest of the months. As one treks to the snowy peaks of the Himalayas, a tourist would come across layers of different vegetation, starting from tall evergreen forest to alpine meadow at the end.

Famous Gangotri Trek leading to Gaumukh is full of boulders and rocks which makes it very important for trekkers to be vigilant. The river Bhagirathi begins to flow from a cave made up of glacier. This glacier is 4255 m above sea-level. The crystal clear water of this sacred river has a very divine taste. Gangotri is bounded by the grandeur of nature. Its dense forest comprising of deodar, oak, pine and rhododendron trees gives it a very primitive look. This trek is for the zealous adventure lovers who are eager to experience rock climbing, mountain climbing, boulder jumping and glacier traversing.

Illustration - Hampta Pass – A Trekkers Paradise

Manali offers a pleasant escape to the natural wonders of Great Himalayas. Located in the southeast of Manali town, Hampta Pass trek is the beginners delight in every way. Easy access, dense pine forest, beautiful meadows, adrenaline pumping river crossings and a high

altitude mountain pass called Hampta are the attractions on this trek. The mountain got its name from the Hampta village and shepherds and villagers used this pass to enter in Lahaul Spiti valley of Himachal. This was traditional alternative route between Lahaul and Kullu Valley before the road was made over Rohtang Pass. Hampta Pass is most delightful treks in Manali region, located in Himachal Pradesh. It is a moderate trek with a scope of varying the duration to suit ones time. Hampta Pass trek takes us over the majestic foothills of the Himalayas, the Pir Panjal Range, crossing at Hampta Pass (14100 ft.). The barren landscape in the upper region and the green valley below, makes the trail awe-inspiring and one of the must-experience ones in the part of the Himalayas. It offers a close view of Mt. Deo Tibba, Mt. Indrasan and their Glaciers. The initial trek follows the river valley leading to the Hampta Pass. Hampta Pass is a moderate trek with a scope of mixing lot of other adventure activities suitable to individual's interest and time. It starts from the Prini village and takes to the majestic foothills of The Great Himalayas. Trekking to Hampta Pass is quite an experience in life. You get snow storm in most part of the trekking which can be a thrilling experience for the people living in the plains. The trek to Hampta Pass goes through many exciting locations namely Chika, Balu ka Ghera, Sia goru, Chatru and Chandratal. On the first day you will move towards Chika and for this first you need to drive to Jorba.

The route to Jobra is over a series of steep hairpin bends, right over Manali town. 40 such bends and you will reach Jorba and further walk towards Chika. You will walk through mixed forest of Deodar, Toss, Oak and Maple trees. Walking here looks like some fairy tale through the tall dense Deodar trees rising at a height of 150 feet. The trek is gently ascending towards the edges of the Deodar forest. You will view numerous streams on the way. In about 2-2.5 hours you will reach Chika. Second day moving further the scenery changes rapidly and the valley narrows. You can also view snow patches on the way which keeps increasing frequency. Everything looks snow covered. After walking for a while you will come across a running stream which is very wide. Short climb over the boulders and you will reach the grasslands of Juara. Further on the way you may view Sheep and horses grazing. The path after this is through alpine meadows through the boulders and you need to climb over it. Finally you reach Balu Ka gehra; campsite for night. The next day you head towards Siagoru via Hampta Pass. Walking further you will step on the snow in

10 mins. It is all snow from this point and you can enjoy a bit of snow fight here. Now the tough climb on snow starts. The top of the climb is a small plateau. You will feel snow is soft and crunchy to walk on. At the top of the ridge you will see another plateau from where the Hampta pass is another 400-500 feet climb. After reaching Hampta pass you will move towards Siagoru. The soft snow makes walking down easy even though the gradient is steep or you can also get down from Hampta pass using ropes. You will reach Spiti, a wide valley covered in snow. The fourth day you will trek towards Chatru and Drive to Chandratal. The walk on snow feels good and very refreshing. Within 2 hours you will reach at the end of the valley. The valley trail is too narrow. Moving further you will get to see stream covered with snow and you will walk through it. Again a steep climb up to the main trail and you reach Chatru; settlement of 7-8 houses. The same to you drive back to Chandratal and the next day drive back to Manali brings an end of an excitement trek.

Paragliding in Manali

When hand gliding and parachuting are combined is called paragliding. A paraglider has to run down the hill at 40 degree slope, the running results in air filling in the columns of the keel, this allow the glider to take off. The Solang valley slopes are perfectly made for paragliding. Paragliding is organized all round the year in Kullu valley in areas like Solang Bijli Mahadev, Marhi and Fatru. Generally two types of flights are offered; in the short flight the inexperienced client is taken above 100-150 ft high and they join the pilot in the double seated paraglide. It gives one the thrilling experience of viewing the surrounding with the pilot taking care of maneuvering the glider. This flight lasts for one or one and a half minute. On the other hand high flight is conducted by experienced pilots and this flight lasts for 20-30 minutes. When the weather conditions are perfect it is possible to stay in the air for more than three hours and rise to a height of 3000 m. The geographical conditions of Manali are conducive for all grades of paragliding. Any person above 15 years of age and weighing between 45 and 85 kgs can paraglide. Training is a very important part of this sport. February to June and September to November are the best seasons for paragliding. One experiences ethereal serenity while sailing in air above the ground. Enjoy the high view of Manali from height, an experience which is surreal and peaceful. The bird's eye view of the beautiful scenery below gives the gilder an exhilarating feeling.

Commercial Attractions

Amusement Parks

Amusement Parks are artificially built structures for game and fun activities. With growing urbanization and related industrialization people of metros are always in a hunt for places for a perfect recreation during their leisure. With this objective amusement parks are built on the outskirts or in the heart of the cities. Artificially created water based and swing based activities give a perfect walk-out to the participants with a short travel. The oldest amusement park in the world was opened in 1583 is Bakken, at Klampenborg, North of Copenhagen, Denmark. A Black gang Chine amusement park, established in 1843 by Victorian entrepreneur Alexander Dabell, on the Isle of Wight, UK can be considered the oldest existing theme park in the world. The below is a list of the leading amusement parks in India.

i. Wonderla, Bangalore

Wonderla is an amusement park located near Bidadi, 28 Kilometres Bangalore, spanning over 82 acres of land. It has been promoted by V-Guard Group, based in Cochin, Kerala. It is the second theme park project from the group and has been operational since October 2005. It has been set up with a total investment of over ₹105 crores. The entertainment includes soft water rides, dry rides for kids and high dry and water rides from the adult. There a wonderla resort adjacent to the amusement park at Wonderla. After inauguration the company website claims to have 5 million visitors so far in last 5 years.

ii. Veegaland, Kochi

Veegaland is a popular amusement park in Kerala, India. The park is run by the Chittilappilly family which also owns V-Guard Industries, and Wonderla amusement park in Bangalore. The park is situated on the top of a hill at Pallikara, 12 Kilometres from the city of Kochi. Veegaland at present known as Wanderla Kochi is the first amusement park in the country to have ISO14001 certification for eco-friendliness and OHSAS 14001 for international safety standards.

iii. Black Thunder, Coimbatore

Black Thunder was known as Asia's No.1 Water Theme Park when it was first introduced in India. It is within the green hills of the Nilgiris. Black Thunder is situated at 41km from Coimbatore and 40 km from Ooty. Located amongst coconut plantation the park provides children play zone, health club, corporate conference facilities at its lush green lawn having a breathtaking view of Nilgiris. The park has got 40 deluxe rooms offering ideal atmosphere for theme and private parties.

iv. Athisayam theme park, Madurai

Athisayam is an amusement theme park located in Paravai on Madurai - Dindigul National Highway 7, 12 km from Madurai. The park is located in sprawling campus of over 70 acres and features about 40 games and 20 water rides. The park is popular for its water rides, recreating the experience of Courtalam waterfalls.

v. Ramoji FilmCity, Hyderabad

Ramoji Film City (RFC) is the world's largest integrated film studio complex spread over 2,000 acres (8.1 km²) of land. It is also a popular tourism and recreation centre, containing both natural and artificial attractions including an amusement park. It is situated between Hayathnagar and Peddamberpet towns on Hyderabad - Vijayawada, NH9 highway, about 25 km South-East of Hyderabad.

vi. Water Kingdom, Mumbai

Water Kingdom is said to be Asia's largest theme water park. The Water Kingdom has several enchanting attractions including the world's biggest wave pool, heart stopping rides 'n' slides, river adventure cruises and much more. Water Kingdom is located just next to Essel World, Gorai, Mumbai.

vii. Essel World, Mumbai

Essel World is an amusement park in Gorai, Mumbai, India. It is spread over 64 acres of land and attracts 10,000 visitors every day. It can be reached from the suburbs of Borivali or Malad. Essel world was started by Subhash Chandra of the Essel Group in 1986.

viii. Worlds of wonder Amusement Park, Delhi

‘Worlds of Wonder’ is one of the biggest amusement parks of India. It comprises of four zones: Teen zone, Family Zone, Kids Zone and a Water Park. The wonder world is an exciting amusement park, with Toy Train, Boating complex, Ice Land, Dance floor, Video Games and Pirate ship Inflatable for kids.

ix. Nicco Park, Kolkata

This park has a variety of fascinating and interesting rides including Asia’s largest wooden roller coaster. Other notable rides include Kolkata’s longest cable car ride and India’s first 4D movie experience. There is also a water park which has seven slides and Eastern India’s largest wave pool.

Shopping in India

Shopping is a favorite pass time of majority human being. India is a land of varieties. There is a peculiarity of every region and it is reflected in the Art work and culture of the place. As times are changing, shopping is becoming a multicultural affair. One can find Gujarati garments, Brass work from the south, Kolkata saris in nearly each Indian household. One can shop for all these items in one’s own neighborhood and at the various shopping festivals. Shopping in the various shopping festivals in India is full of fun and amusement. The experience is totally different from shopping in the latest and modern shopping malls. One can bargain for the things one is buying and be happy reducing the prices. One can shop at these shopping festivals to one’s heart’s content for all the necessities and wants. One can buy gift items from various places and they may cost one just a few rupees. This kind of shopping adds value to one’s gifts as these are exclusive as these cannot be obtained from any shop or mall.

There are various shopping festivals held at different seasons in nearly every part of the country. This way, goods and commodities from every region comes within reach. If one has a liking for a particular thing, one need not go that region and buy it. One can just find out if the shopping festival in ones area has a stall that sells that particular commodity. Starting from small items like the Kolhapuri chappals to some Pakistani Marble artifacts can bought in the shopping festivals. One can buy corals from

Kanya Kumari and also buy nice Kashmiri Pashmina shawls from the same shopping festival. The price may range from a few rupees to lakhs of rupees depending on the product. One can buy decorative furnishings for one's house. One can even buy various electrical appliances and other things of everyday use from these shopping festivals.

Various cultural programmes are also held at the venues of the various shopping festivals in India. These entertain the shoppers and attract huge crowds. One can enjoy dance shows, music performances by eminent musicians, mimicry, dramas, etc at the shopping festivals. These shopping festivals enrich one with a number of cultural programmes while one shop and drop. There are a number of food stalls that cater to ones cravings. One can relish authentic regional food stuff at the shopping festivals. This way, one can shop and also cater to ones taste buds at the same time. Many a times, the shopping festivals are held when the climate of the place is pleasant and tourism is at its peak. This gives a boost to the economy and also adds to the tourist attraction of the particular place. The festivals are held during holidays or during other important festivals. For example, the Sakaal shopping festival is held during the Diwali period. The Global Indian shopping festival in Kuala Lumpur is held during the summer holidays.

One can shop at the discounted prices at the various shopping festivals. One can also get a spot prize or a scratch and win prize if one are lucky. One also has a chance of winning the bumper prizes which are the attraction of many shopping festivals. Thus, shopping is a favorite pass time of all people- young and old. Everyone is always very enthusiastic to shop and get involved in all the related opportunities. The various shopping festivals held all over India help such kind of choosy customers. These shopping festivals are held annually or at regular intervals and these attract a huge crowd of visitors from all over. Let us take a view of popular shopping festivals in India.

Gurgaon Shopping Festival

This festival comes as bonanza for the local residents who instead of shopping at Malls flock to the festival for such purchase. This is important to the residents since it comes prior to the Diwali (festival of lights) festival during September and November of every year.

Amongst varieties one can choose from a variety of brands from local make, popular Indian brands to popular international brands in apparel, handicrafts & artifacts, home decors, and other household products. One can get nice bamboo work from the North East, Jute from West Bengal, silk from the South of India, etc. One can enjoy by participating as a viewer in a number of cultural events organized during the shopping festival. Starting from Bollywood actors, and great musicians to local folk performers grace the shopping festival with elegant performance.

Pondicherry Shopping Festival

Pondicherry is a beautiful town on the southern coast. The place has rich colonial culture and one can feel the French connection in the air. The place is famous for back waters, boulevards neatly lined, the beautiful beaches and the Pondicherry shopping festival. Shopping in Pondicherry is a rewarding experience. Shopping in Pondicherry is enjoyable as the taxes are very low. One gets to shop for the exquisite things like the handmade papers of Pondicherry. The Handmade papers are world famous and are in great demand for their texture and color.

Another best thing about shopping in Pondicherry is the antique furniture. One can expect to get antique furniture like the British colonial furniture, Tamil furniture, French and Keralite furniture. The Pondicherry shopping festival is celebrated for a month. This month long festival is usually conducted during the year end. This is the peak tourist season in Pondicherry and the shopping festival adds to the attractions.

The visitor to the shopping festival gets a lot of advantages as he can reach to a lot of people and get a first hand knowledge of local culture and lifestyle. The government promotes this festival with a lot of media coverage. The Advertisement coverage brings both buyers and sellers together thus this event can help one to create ones brand and promote sales.

Aprt from shopping cultural events like dance, singing, orchestra, comedy shows, mimicry, light and sound shows, etc are organized to entertain the visitors. The shoppers get entertained while they shop. The light show and other decorations lend a festive mode to the shopping experience.

Hyderabad Shopping Festival

Hyderabad is one of the popular tourist destinations in India. The place is popularly regarded as the land of Char Minars and famous Forts apart from recently being the IT hub of the country. Mouth watering Biryani which comes from this place is listed under the world delicacies. Hyderabad is also popular for one more thing, The Hyderabad shopping festival. The festival is a month long affair every year. It is usually organized during the month of May as the climate is suitable for various outdoor events. The pleasant climate attracts a number of tourists from all over and the shopping festival in Hyderabad adds to the attraction of the place.

Hyderabad shopping festival is one of the biggest shopping events in the country. Nearly 5 million people visit the festival each year. The shoppers comprise of locals, tourists from various states of India and a number of foreign tourists from all over the world. Many manufacturers and retailers participate in the shopping festival of Hyderabad. Many national and international brands compete with each other in this event.

The best part is, even the local brands from the city get to compete with the well known international brands. The shopping festival boosts up the local economy. One can shop for as little as Rs. 10 in the shopping festival to purchase of various bangles, jewelries, pearl sets, stone work, etc at the festival that may cost more than a million. One can take back some nice mementoes from the shopping festival in Hyderabad. The Lac jewelry and other similar items are in great demand in the festival. While shopping, one can relish local dishes like famous Biryani and the Khichada along with different dishes of Paya.

Hyderabad shopping festival is a huge crowd puller. Various cultural activities are organized during the shopping festival. One can expect events like the traditional dances, Dandiya night, rock music, musical nights, etc during the festival. All this adds to the fun factor while one shops in the shopping festival. Hyderabad shopping festival is an enjoyable event. One can also look forward on the Shopping festival at Charminar which is held on every year during the month of Ramzan. Other such shopping festival is the Airport Festival Shopping Carnival held at the Rajiv Gandhi International airport.

Delhi Shopping Festival

The capital city of India is a land of festivals starting from political to religious every occasion is a moment of celebration in the capital city. One can celebrate any festival with pomp and shopping festival is no different. People look forward to Delhi shopping festival. All the people young and old participate in the shopping festival in Delhi. The whole country is represented in the Delhi shopping festival. There are stalls from various regions that represent the culture of that particular place. One can shop to one's heart's content in the Delhi shopping festival. As it is, shopping in Delhi is fun. Shopping in the shopping festival in Delhi is more fun. There are product ranges from household goods to various luxury goods available in the festival at different price ranges.

There is a very nice thing about this shopping festival. There is facility for the men to read books, watch cultural shows, enjoy various cuisines and beverages while the women folk do the shopping. The stalls have names of the malls of the area they are located in. The shopping festival has a number of cultural activities to entertain the shoppers. One can enjoy shopping while one admires the programmes like of Jagjit Singh's Gazal. There are also many more such events that consist of musical shows, singing and dance programmes. There is a grand fashion show, rock show and jewelry festival. The food exhibition at the festival is always amazing and many customers take pleasure in and relish the healthy and tasty food. The busiest stalls are the chat stalls from Delhi. The shopping festival in Delhi is helping Delhi to come up as a shopping brand. The shopping festival is much similar to the shopping festival of Hong Kong, Dubai shopping festival, Kuala Lumpur shopping festival, etc. The shopping festival in Delhi is enjoyed by the locals and tourists. One can spot a number of foreign tourists at the shopping festival. They shop various souvenirs to be taken back home as mementos and gifts for loved ones. This is a place where one can expect great discounts and varieties of stuff from all over the country. Delhi shopping festival is a must visit affair in one's lifetime. One can go there with one's family or friends.

Live Entertainment

Live entertainment is a huge source of revenue for the global Media and Entertainment industry. Live entertainment - sometimes also called

event management- is growing at a fast and steady rate. The number of corporate awards, television, films and sports events is increasing rapidly, helping the sector grow at a fast rate. The current live entertainment segment of the Media and Entertainment industry comprises a small number of large event management companies and a large number of smaller companies.

Various types of live entertainment events organized in India are: Award shows, Celebrity appearances, Music concerts, Variety entertainment shows, Fashion shows/beauty contests, Branded Events (promotion and management of brands), Televised Events (Events specially created for television channels), and popular sports events like IPL etc. Such live entertainment events get their revenue from Sponsorship receipts, Ticket sales, advertising revenues, and Licensing / assignment of Intellectual Property Rights of television, music, video and internet.

Problems Faced by the event organizers in India include the followings:

- Lack of adequate infrastructure for organisation and staging of events,
- Sophisticated lighting and special effects equipment required is hired from abroad.
- As at present import duties and taxes have been hiked and because of lengthy procedure for import of such equipment, the organisers have no choice but to compromise with quality of services.
- High levels of entertainment tax imposed by the government make the events costly as becomes less competitive with other destinations of Southeast Asia.
- The major challenge faced by the segment is the unorganised nature of most event management companies, which continues to hinder the growth of this segment.

Lesson 4.2 - Supplementary Accommodation

Supplementary accommodation plays a very important role in the total available tourist accommodation in a country. This type of accommodation can cater to both international as well as domestic tourist traffic. In fact, in some countries more tourists utilize this type of accommodation than hotels. In France and Italy, as also in some other countries in Europe and elsewhere, there are more campers than hotel clients. Some of the principal forms of supplementary accommodation are:

- (i) Motel,
- (ii) Youth hostel,
- (iii) Camping sites,
- (iv) Pension,
- (v) Bed and breakfast establishments
- (vi) Tourist holiday villages, and
- (vii) Time-share and resort condominiums.

1. Motels

The concept of motel and motel-hotel was originated in the United States of America. Motel was meant for local motorists and foreign tourists travelling by road. Primarily designed to serve the needs of motorists, motels almost exclusively meet the demand for transit accommodation. They serve the function of a transit hotel except that they are geared to accommodate motor-travelling guests, for overnight stay. The services provided by motels include parking, garage facilities, accommodation, restaurant facilities, public catering and recreational facilities. With a view to provide the above services to the motorists, all the motels are equipped with filling stations, repair services, accessories, garages, parking space, elevator service to the automobile entrance, restaurants, etc. There is also equipment and tools available which the guest can use himself if he wishes to repair his vehicle. The price charged for accommodation and meals/ refreshments is much cheaper as compared to that in hotels. Motels are

mostly located outside the city limits in the countryside along with the main highway and preferably at an important road junction.

2. Youth Hostels

Youth hostel can be defined as a building which offers clean, moderate and inexpensive shelter to young people exploring their own country or other countries and travelling independently or in groups on holiday or for educational purposes. The objective of youth hostel is therefore not merely to provide accommodation and board, but also to serve as centres which offer opportunity to young people coming from different parts of the country as also young travellers from abroad to know and understand each other. In the form of a movement, youth hostels made their first appearance in Germany in about 1900. The movement which spread rapidly all over the world was based on the educational principles emphasising the need of youth of large cities to travel on foot throughout the country. In order to provide some sort of accommodation and services, the dormitories in the inns were equipped with cots, mattresses, sheets and blankets. Large rooms in inns were used as dining and living areas providing full board at low cost to the guests. There was also provision of additional kitchen where travellers could themselves prepare their own meals. Since the movement was started with a view to encouraging youth to travel in order to learn and know more about the country and also to socialize, it had an educational value. As such, no service was provided in the inns.

3. Caravan and Camping Sites

Caravan and camping sites constitute a significant accommodation category in many holiday areas. These are very popular in some European countries and in the United States. These are also known as open air hostels, tourist camps or camping grounds. Camping, originally practiced by hikers on foot, is increasingly giving way to car camping. The sites are usually located within the large cities in open spaces. Equipped to receive mobile accommodation in the form of caravans, the camping sites provide facilities for parking, tent- pitching, water, electricity, toilet, etc. Though the services provided generally include restaurants, recreational rooms, and toilets and at certain places a grocer's shop, the type of services often vary from place to place. Some countries have enacted legislation

establishing the minimum facilities that must be provided which include health and sanitation standards and prices to be charged for providing various services.

Illustration: Sharavati Nature Camp at Muppane, Shimoga Karnataka

Mupanne, a tiny hamlet on the Shravati Nature trail, is located at around 30 kilometers from the nearest railhead Talaguppa in the Shimoga district of Shimoga. This is the best place to get directly connected with nature. This camp is very rich in Flora and Fauna. The camp is under the control of the Sharavathi wild life sanctuary which takes good care of conserving and preserving the ecology of the place. The camp provides employment to the tribal people in the ecotourism activities in the camp. Sharavathi Nature trails (SNT) is a registered non -profit organization organises the Nature camps under a Project called HEAL (Human, Environmental & Animal Links). Project HEAL's mission is to nurture and restore a connection between people/children and nature who are dedicated to enriching the lives of people / children through experiences that provide meaningful interactions with the environment, deepen connection to community, and develop the human/animal bond. Project HEAL offers year round environmental education opportunities for children, families, school groups, and scout troops, in addition to our summer camp program, SNT Run Sharavathi Nature trails (SNT), is also working on various conservation models. One of the main aims of the organization is to conserve nature by providing alternative livelihood to the people residing in and around forests. For this very purpose organization has been conducting various Eco tourism activities. Aim is to provide rural employment to youths and also to contribute towards alternative economy in and around forest. So that locals' dependence on forest resources for living reduces considerably.

Activities at the destination

- Nature awareness camps for children
- Nature camp for the nature lovers of all age group
- Trekking to serene water falls
- Water sports activities like Kayaking, Canoeing, Still water rafting etc.

- Various rope activities.

During the travel by the bus one would enjoy the scenic beauty of the mountains, with animals, rivers and dams on the side of the road. The camp is completely cut off from human habitation where one would not get even telephone signals and supply of electricity. The path to the nature camp is full of stones and rocks in the middle of the jungle surrounded by the backwaters of the Sharavathi river.

Photo of Muppene Nature Camp



4. Pension Accommodation

Pensions are very popular in certain European countries, particularly in Italy, Austria, Germany and Switzerland. These establishments are used extensively by the tourists. A pension is also described as a private hotel, a guesthouse or a boarding house. Catering facilities are optional and are usually restricted to the residents. Many of them stay for a longer period than a week or a fortnight. The reservation for accommodation is made in advance. Mostly managed by a family, pension accommodation is much cheaper than hotel accommodation.

5. Bed and Breakfast Establishments

Also known in some countries as apartment hotels and hotel garnish, they represent a growing form of accommodation units catering for holiday as well as business travellers. These establishments provide only accommodation and breakfast and not the principal meals.

These are usually located in large towns and cities along commercial and holiday routes and also resort areas and are used by en-route travellers. Some of these establishments are very popular with holidaymakers.

6. Tourist Holiday Villages

Tourist villages were first established in some European countries after World War II. These villages were situated at warm seashores and in the regions which offer certain facilities for the tourists. In some countries like Italy and Spain, tourist villages are located in the regions which are economically not developed thereby helping the region economically. The villages are mostly promoted by important clubs, social organizations and also by tourist organizations. The village complex is a centre of accommodation providing extensive sports and recreation facilities, riding, swimming, tennis, volleyball, football, sauna, mini-golf, badminton, table tennis and yoga. These provide both board and lodging. The atmosphere in these villages is kept as informal as possible. Telephones, radios, newspapers and TV are banned unless there is an emergency. Wallets and other valuables are locked away at the beginning of one's stay. Instead of money, one uses colourful beads which can be worn anywhere as bracelets, necklaces, etc. The staff is educated young people who live on an equal basis with the tourists. The accommodation provided is usually in multiple units and may provide for self-catering. The furnishing provided in the rooms is minimal. The easy mixing of guests is encouraged by the banning of advance booking of tables in the village restaurants so one rarely finds oneself sitting with the same group twice. The holiday villages are usually based on family units, each providing a convertible living room, bath/shower and sometimes a kitchen. The villages are self-sufficient providing almost all necessities required by the residents. There is also a small shopping complex where one can buy articles of daily need. The services of a doctor are also available in the village. The accommodation is sold for a week or a fortnight at an all-

inclusive price. In Spain and Italy, these are classified into three categories according to the service and amenities provided. In India tourist villages have been selected on the basis of available attractions at such villages or in the surrounding areas. For example Raghurajpur village in the state of Odisha known for Patta painting is selected by government of India as a tourist village.

7. Time-share and Resort Condominiums

Time-share and condominiums provide a unique range of accommodation to a tourist. This type of accommodation provides on-site fun, flexibility and affordability to a large number of tourists around the world. In the case of condominium, a tourist owns a room or a suite within a condominium or hotel complex and uses the same as required. The same accommodation unit can also be rented out to her tourists. Normally, the owned condominiums are located within a complex of rooms or suites that are rented out as regular hotel or resort rooms. Time-share holiday, on the other hand; represents a very unique example of both international and domestic accommodation. It is a modification of condominium-ownership concept. In the past, in Western Europe the tradition has been for prosperous individuals to buy or build second homes. However, as these properties are often empty for large parts of the year, these are costly to maintain. Resort Condominiums International (RCI) is the world's premier and largest exchange company in the field of time-share resorts. Established in 1974, RCI is widely recognized as a catalyst for the growth of the global time-share industry. RCI is credited with having invented and pioneered the time-share holiday concept worldwide. Today, RCI is the largest time-share exchange company with over 3,300 resorts in 90 countries with more than 2.4 million time-share-owning households. Many hotel properties around the world have been benefited from this concept. This concept enables them to tide over low occupancy rates during lean or low seasons. Many time-share properties are affiliated with a time-share exchange programme that permit members to trade their weeks for time at another property with which it has an affiliation agreement. RCI exchange programme works in the following way.

When a member asks to make an exchange request, his/her weeks are deposited into the SPACEBANK Pool for someone else to take. The computer searches through its data bank to find a suitable holiday

match to the member's request. If a match is found immediately then the member will receive confirmation in writing within 21 days. If a close match is found, the same will be offered to the member. If the member accepts, then the confirmation is made immediately and member's holiday booked.

Indian Houseboats

In India, houseboats are common on the backwaters of Kerala, and on the Dal Lake near Srinagar in Jammu and Kashmir. Houseboats were originally used for transporting people as well as goods such as rice and spices across the Kerala backwaters. It played a significant role in the rural life at those times but later on lost its importance with the advent of motorized boats and other improved transportation methods. However, houseboats came back soon as a lure for tourists with its inbuilt accommodation facilities and its capability to traverse the backwaters gracefully and at a leisurely pace. And now they are popular as ever.

Kerala House Boats: 'Kettuvalloms' as it is known in the native language of Kerala, are erected by tying up wooden planks and other components together using coir ropes, just as its name in the native language indicates ('Kettu' means 'Tie' and 'vallom' means 'boat'). In other words, houseboats are entirely made of natural materials such as wooden boards, bamboo poles and palm leaves and are held together only by ropes without the use of even a single nail. This is perhaps a unique feature that one may not get to see in any other houseboat in the world. Obviously, the houseboats require a lot of skill and craftsmanship to build. Backwater cruises in houseboats is now a favourite activity in Kerala and attracts a lot of tourists from around the world. They are strong, perfected for luxury and offer great view of the scenery around. It forms the identity of Kerala and is a synonym for comfort and luxury. Backwater cruises in houseboats is now a favourite activity in Kerala and attracts a lot of tourists from around the world. They are strong, perfected for luxury and offer great view of the scenery around. It forms the identity of Kerala and is a synonym for comfort and luxury.

Houseboats in Kashmir: Unlike their counterparts in Kerala, the houseboats in Srinagar, Jammu & Kashmir are usually stationary. They are usually moored at the edges of the Dal and Nageen lakes. Some of the

houseboats were built in the early 1900s, and are still being rented out to tourists. These houseboats are made of wood, and usually have intricately carved wood panelling. The houseboats are of different sizes, some having up to three bedrooms apart from a living room and kitchen. The distinctive experience of staying in a wood panelled elegant bedroom along with a host of other facilities in the Houseboats in Srinagar goes a long way in making ones stay worthwhile and memorable. The houseboats provide one with all the luxury that an up market hotel would normally provide. The fantastic view of the lakes, mountain slopes and the sprawling gardens that Srinagar is famous for are all viewable from these Houseboats. The thousands of houseboats in Srinagar are moored along Dal and Nagin Lakes and River Jhelum. Some have Romantic names.

Other still are named in keeping with the beauty of the place. The Houseboats in Srinagar vary in their degree of luxury and have been categorized by the Tourist Department accordingly. The luxury category of Houseboats speak of class and elegance with wooden panelled bedrooms, balconies, fine dining experience and a host of other recreational facilities. The lowest categories of Houseboats in Srinagar are sparingly furnished but provide one with comfortable rooms and sumptuous meals. There is a houseboy in almost all of these Houseboats who cater to ones daily services from bringing tea to dusting the rooms. On board the Houseboats in Srinagar there are every comfort that a discerning customer wants. The rooms are incorporated with the latest amenities for a hassle free stay. Privacy is well maintained in these houseboats. One can visit many places while in these houseboats or can also rent a shikhara which can be seen moored alongside the houseboats. Every standard Houseboat in Srinagar provide one with a balcony, a lounge, dining room, and 3 or more bedroom with attached bathroom. Three meals are served daily and one can take ones pick from Indian, Kashmiri cuisine and Western fare.

Tree Houses

India tree house hotels, apart from being unique places to stay, are an absolute delight if one is a nature lover. One will find these tree houses dotted all over the country. They range from luxurious to rustic, and are perfect for a romantic getaway or just relaxing in peaceful surroundings. Here are five leading tree house resorts of India.

1. Tree House Resort, Jaipur

Situated around 30 minutes drive from the pink city of Jaipur in Rajasthan, the remarkable Tree House Resort is the largest resort in the world of its kind. It's located at Nature Farms in the Syari Valley. The idea behind it is to bring people back to nature, but with the same trappings of an urban existence. The accommodations are divided into a number of luxury "nests". Some even have tree trunks running through them. Activities include jeep safaris; birding, nature walks, or simply relaxes by the swimming pool.

2. Manali Tree House Cottages, Himachal Pradesh

Manali Tree House Cottages is a family-run property with one tree house, two other normal cottages, and a Swiss tent in the garden. It's like a home away from home. The tree house is set atop an oak tree on a farm near Katrain village, surrounded by orchards and lush fields; around 30 minutes drive from Manali. The hosts are warm and friendly, and home cooked meals superb. Accommodations are basic but comfortable.

3. Green Magic Nature Resort, Kerala

The three tree houses at Green Magic Nature Resort, in the Wayanad district of Kerala, are nestled 86 feet up in the jungle above pepper and cardamom plantations. These houses can be accessed by a cane pulley style lift Western style bathrooms are however provided in the tree houses. And there are a number of walking tracks for when one is not chilling and taking in the magnificent surroundings.

4. The Machan, Maharashtra

The Machan is perfect for those looking for an isolated getaway, especially families or friends traveling together. It's a huge three bed room, four level, tree house located in the midst of a private tropical forest in the Western Ghat mountains, near Lonavala (around two and a half hours from Mumbai). The house hangs over the edge of a precipice, providing a breathtaking view of the valley below. There are five kilometers of walking tracks, accessible only by guests, in the forest to explore.

5. Tree House Hideaway, Bandhavgarh, Madhya Pradesh

The Tree House Hideaway is an intimate property featuring five exclusive tree houses; spread though 21 acres of dense jungle bordering Bandhavgarh National Park (the best place to see a tiger in India). The tree houses are earthy and well appointed with modern attached bathrooms, hot water, living area, air conditioning, power back up, and mosquito netting. Their balconies overlook the national park, which is great for animal spotting.

Home Stays in India

Going over to other important supplementary accommodation unit, it turns out that, the home stays occupy an important position. From the many options available, here our discussion is on ten top home stays in India. Home stays are becoming increasingly popular, allowing one to experience real India at affordable prices. The Indian “home stay” experience has grown from strength to strength since the idea first emerged in Kerala, a decade or so ago. Now there are home stay tours and specialist agencies for the many hospitable families offering modestly priced accommodation in a variety of homes from city apartments to plantation houses. The majority are in the far north or the far south (Delhi, Rajasthan, Kerala), but the idea is spreading into other states. As a general rule, they are middle-class houses, largely run by the active retired professionals, though there are younger, or poorer, families among home stay hosts. Website galleries proudly feature pictures of “European-style toilets”; they often promise safe drinking water, station and airport pick-ups, and drinks in the lounge among the family portraits. Some simply offer homely bed and breakfast while others veer towards the boutique hotel (which is reflected in the price), but the ones to look for are those that invite one to join the family, sample home-cooked regional food and explore the suburbs, hilltops and backwaters of those corners of India one might never otherwise see. Some of the popular home stays in India as recognized by Tourism Department, Government of India are as follows.

1. Sirohi House, Old Delhi

The former home of the Maharajah of Sirohi, this mansion of a townhouse is close to Civil Lines, in the thick of Old Delhi, beyond the

gates, a private drive leads up to a grand entrance. It's big on ornate fireplaces, chandeliers, carved hardwood, bits of Hindu temple. For guests there's a choice of two standard doubles and two suites, all with bathrooms, air-condition and cable TV, plus the run of the communal rooms - including a cocktail lounge with bar where one can chat over. They serve up sit-down meals, buffets, barbecues, picnics, canapés and even room service. And a big plus is the lovely urban garden – a world away from the mayhem of the Indian capital.

2. Vikram and Paaro Ranawat's home, Jaipur

Vikram is a retired air force officer; Paaro is descended from the Rajput aristocracy and she has her own clothing company (kaftans and vegetable-dyed cottons). Their home is a suburban villa to the west of Jaipur; a series of airy, open-plan living spaces arranged around a flower-filled atrium; marble floors, a roof terrace, antique-modern furnishings, two guest bedrooms with a private lounge and a self-contained cottage in the garden. Paaro can organise cookery demonstrations, Hindi lessons, yoga classes, or a visit to her clothing factory.

3. Mr and Mrs Mehra's home, Dehradun

Set in a quiet residential area, the house has a bowling-green lawn, geraniums spilling out of window boxes and views of the Shivalik hills - this city in the Doon Valley is the capital of Uttarakhand and makes a handy stopover en route from Delhi to the Himalayan National Park. From the balcony one can see the misty forests of Mussoorie - the so-called Queen of hill stations. One can walk there in three hours or, for a modest fee, borrow the Mehra's car and driver.

4. Colonel's Retreat, Delhi

This smart city bolthole in south Delhi's Defence Colony is home to well-travelled couple Arun and Suman Khanna. Three bright guest rooms offer clean-cut decor and all modern consumer appliances. There are balconies to sit out on, views of the city, staff to look after one (all meals are provided on request), plus the help and hospitality of the charming hosts. Shops, markets, restaurants and the Humayun tomb, a World Heritage site, are all within walking distance.

5. Capella, Northern Goa

Jamshed and Ayesha Madon's lovely Goan house sits in lush tropical gardens in a quiet hamlet roughly halfway between the market town of Mapusa and Baga beach. Jamshed, an ex-merchant marine, and Ayesha, a former journalist, built the traditional-style house after moving south from Mumbai to start a new life. All rooms are furnished with snazzy modern bathrooms and antique beds. Relax on the verandah or the sala (the Madons' living room), enjoy simple, homemade lunches such as curries, rice and salads.

6. Spiti Homestays, Himachal Pradesh

This isn't one's homestay, rather the whole community of them – a choice of 14 in all, spread across six high-altitude villages all in the isolated Pin Valley, set against the frosted peaks of the Himalayas (Kibber, one of the world's highest villages, stands 4,500m above sea level). As home stays go, these mud-and-brick dwellings are a bit rougher than most (instead of bathrooms one get buckets of hot water, and the toilets are composting squats) but the guest rooms – one a household - are clean, and colourful, furnished with rugs and folksy fabrics. Besides home-cooked Spitian cuisine (momos perhaps, or noodle soup), one gets rugged scenery, invigorating mountain air, smiling faces and the odd yak safari. Not only will one step into a way of life in this Bhuddist community that hasn't really changed for centuries, but one will also help to keep it going.

7. Nelpura, Alappuzha, Kerala

At Kuttanad, a tranquil corner of the Keralan backwaters, this "heritage homestay" is the 150-year-old home of a Syrian Christian family, Chackochan Edayady (Mr Chacko) and his wife Salimma.. A traditional Keralan granary house (carved wood, a wraparound verandah, a pagoda-like tiled roof), provides three guest rooms (two are air-conditioned); and the food is fresh, homely and plentiful. Visit the magnificent St Mary's Forane church at Pulinconnoo, meet the locals, potter about in a country boat, or take a backwater trip to, say, Alappuzha (12 miles away).

8. *Evergreen Estate Bungalow, Mundakayam, Kerala*

In the heart of rubber country (between the hot coastal plains and the high tea gardens of the Western Ghats), George and Anju Abraham's 1950s house looks more Florida than Kerala - all Art Deco curves and decks of concrete - but what it offers is a taste of traditional Indian plantation life. Set in a tropical garden, peeking at the Mundakayam Valley through slender rubber trees, the bungalow has two large, simply furnished guest rooms, whirling ceiling fans, wicker chairs on shaded verandahs. George's family has farmed here for generations and he's keen to show one around: the Pullakaya River, the village rubber factory, Mundakayam's colonial-era planters' club. Dine en famille, while Anju bustles in and out with plate after plate of wonderful food: Appams with mild vegetable stew, fish moily, meat-ball curry, banana fry, fresh passion fruit juice (home grown). One can nip into the kitchen and see how it's done.

9. *Glenora Homestay, Wayanad, Kerala*

In the Wayanad District, a belt of rainforest in the northern Kerala highlands, Glenora is one of those homestays for whom success has meant a push upmarket - but that doesn't dim the quality of the experience. Home to the hospitable Rajagopal family, and registered as a "farm tourism provider", the house is set in 90 acres of coffee, pepper, betel nut, lime, ginger, guava and avocado among other fruit and spices. As well as three light, well-furnished rooms in the house, there are two new cottages on stilts (each of the latter has two balconies overlooking the plantation - birds, monkeys, foliage and not another house in sight). Activities include trekking, jeep safaris, badminton and trips to Sunrise Valley (less than a mile away), Meenmutty Falls or the Wayanad Wildlife Sanctuary.

10. *Nandan Farms, Sawantwadi, Maharashtra*

In the Sindhudurg region of southern Maharashtra, this rustic, adobe-style home offers two guest rooms opening on to a wide verandah that overlooks Ammu and Ashish Padgaonkar's farm - 12 acres of cashews, pineapples and coconut palms. It's off the beaten track, a bit of real India, but they offer hot water, proper loos and a great location. To the east is Amboli, the little hill station in the Sahyadri hills, to the west, the beaches

of Vengurla - both are less than 20 miles away. Hop on a train at nearby Sawantwadi station (on the mainline Konkan Railway), and one can be in northern Goa in half an hour (the state border is some 10 miles south). Or just stay put; try a local bullock-cart ride, kick back in a Nandan Farms hammock or enjoy Ammu's excellent cooking (fried mackerel, say, or Malvani-style chicken curry).

Apart from these popular home stay units, various state governments have promoted home stays in select tourist destinations through policy measures with the aim of providing employment and income to local residents. For example government of Puducherry promotes home stays by giving financial incentives and marketing help to the owners. Willing house owners apply to the government to designate their house for home stays and such applicant are selected based on their proposal and kind of houses they own. Heritage buildings are given priority for selection since income generated from such home stays can contribute maintenance of such houses.

Lesson 4.3 - India Train Tour Packages

Rail is a favourite mode for tourists who are willing to explore the Indian core. India Train Tour Packages are a best way to uncover the mystique of India in the true essence. Travelling around all the directions of the country, these Trains link almost every state, city and village in its purview, lending it strengthened network and support. Indian Railways is reliable and convenient option to explore the country. Some trains in the country are famous for their exclusivity. The luxury trains and hill trains are known worldwide for their intrinsic charm and impeccable character, taking a tourist back into the journey of time. The immaculate hospitality of such trains equipped with modern facilities and intricate timeless charm is what makes Indian Train Travel a different journey altogether. With around 63,000 km of rail routes and 6,800 stations, Indian Train Tour Packages travels through different states, cities, districts and weaves together through the indispensable rail network. Let us discuss some of the popular tourist trains in the country.

Palace on Wheels

The Palace on Wheels travel package takes one to a vibrating journey to the royal land of sand dunes and regal palaces. Visit the majestic expanse where Royal Rajputs lived in a grand style. Explore this imperial land on the Palace on Wheels, the luxurious train of India that carries with it an intrinsic ambience that goes perfectly well with the majestic charm and beauty spread so lavishly here and there in Rajasthan. The Palace on wheels is rated as one of the top ten luxury train journeys in the world. It offers trip to the splendid forts and palaces of Rajasthan, Taj Mahal in Agra from the national capital Delhi. The journey commences every Wednesday evening at 1800 hrs from Delhi and ends on the following Wednesday early in the morning at 0730 hrs.

The train has a rich history behind it. The rulers of princely states of Rajputana, Gujarat, the Nizam of Hyderabad and the Viceroy of British India travelled by these luxurious coaches. After independence, these

coaches were parked and remained in this state for a quarter of a century until in 1981-82, when the Rajasthan Tourism Development Corporation and Indian Railways launched a special heritage tourist train for providing a unique memorable experience to the tourists visiting Rajasthan. The name Palace on Wheels was derived from its royal background of the coaches. Gradually State govt. and railway department brought many infrastructural changes in the coaches while keeping the same aesthetics of the interiors alive, matching the interiors of the royal state. The train was replaced by the air-conditioned broad gauges new train, which had 14 saloons, 2 restaurants cum kitchen cars, one Bar cum Lounge and 4 service Cars. The cabins of each saloon are attached with bath and shower. The train also has a well-appointed lounge, library and bar. The train is completely self-sufficient and is fully air-conditioned, comprising of 14 deluxe saloons. Especially facilitated for one with all modern amenities of everyday life, one would find the royal past haunting one in the historical coaches. The two dining cars are decked up in true Rajasthani style and each saloon has personal attendants, khidmatgars, for ones service.

Apart from 14 saloons, each having 4 cabins attached with bath and shower, the Palace on Wheels has two restaurants cum kitchen cars offering traditional Indian, Continental and Chinese cuisine with the Chef's special variety of the day. Its well stocked bar serves Indian liquor and variety of scotch, wine and cocktails. It has piped music in every saloon, and interesting games for children. The newly introduced spa saloon, offers aryuvedic massage to refresh oneself for next day tour. Other services include laundry services and Doctor on request. Souvenirs and gift items bearing the insignia of Palace on Wheels and a coffee table book on the history the train are also available. The names of the saloons given are based on the princely states of Rajasthan- Jaipur, Jodhpur, Alwar, Bundi, Kota, Jhalawar, Dungarpur, Dholpur, Bharatpur, Jaisalmer, Sirohi, Bikaner, Udaipur and Kishangarh. One will find that each saloon highlights the cultural ethos of the state, represented through the use of furniture, handicrafts, painting and furnishings. The ceiling in the lounge is of particular interest. Each saloon is different but the overall ambience of the decor of the saloons has been taken care of to provide continuity and harmony. Each saloon has cream yellow colour on its exterior walls and bears the Coat of Arms (logo) of the erstwhile princely states.

Mumbai to Mumbai - Deccan Odyssey

The state Maharashtra has a long history of over five thousand years, seen various dynasties beyond Vindhya ruling over the Deccan Plateau from the days of Rashtrakutas, Vakatakas, Satvahanas, Shilaharas, Chalukyas, Yadavas, Marathas, Portuguese and English. These dynasties have left behind their marks in the forms of monument and heritage sites, the wadas, the palaces, the churches, the temples, the synagogues, the mosques. The State with 27 wildlife sanctuaries, 4 National Parks, numerous religious sites, places of scenic beauty, scores of beaches, thousands of forts and unique culture depicted in its folk arts, the colourful festivals, its cuisine, handicraft. A tourist through Deccan Odyssey gets a glimpse of all the above destinations in seven days. The Train Deccan Odyssey Tour is a joint venture between Indian Railways & Tourism Department of Maharashtra. Where the off board logistics & sightseeing are handled by MTDC, onboard services are managed by dedicated professional Team from Taj Group of Hotel.

The 7 Nights /8 Days visit across The Deccan Plateau & Konkan Coast, highlights the best tourist places around Mumbai & in former Kingdom of Peshwas. The detailed program is as follows.

DAY 1: WED: Mumbai Depart

Tourists need to report by 3.30 p.m. on the first day at Mumbai, Chhatrapati Shivaji Rail Terminus a World Heritage Site. This is undoubtedly one of the famous Gothic buildings and an integral part of Mumbai's skyline. After check-in formalities & tour brief, train departs by 4.30 p.m. from Mumbai.

Day 2 Morning, Thursday: Sindhudurg Sea Fort

Next day the train reaches Sindhudurg Nagari Railway station at the tip of the Konkan coast. A luxury AC bus transfers one to Malvan Jetty from the station. A comfortable boat ride takes one to the Sindhudurg fort amidst breathtaking view of the sea having diverse flora and birds. The fort of Sindhudurg is believed to have been built by 6000 skilled masons who worked round the clock for 3 years. Its premises include temples dedicated to Bhavani, Mahadeo, Jarimari, Mahapurush and Shivaji.

Day 2 Noon: Thurs: Tarkarli Virgin Beach

From the fort next stop is at Tarkarli which is travelled by luxury AC coach. Tarkarli is a virgin beach at the confluence of river Karli and Arabian Sea with silver soft sands and pristine clear waters. The wide river, the beautiful sailboats, the tiny islands and the hamlets at the riverbank, are some of the attractions of the beautiful Tarkarli. After lunch at the MTDC beach resort, the group departs for Kudal Railway Station, visiting Dhamapur a village situated on the banks of a lake on the way.

DAY 3: Fri: GOA Beaches & Churches

From Tarkarli the group heads towards Goa. The main attractions of Goa are lush green fields surrounding village and hamlets. Besides these, Goa is known as the land of India's finest golden sandy beaches, jungle clad hills, imposing ancient churches and elegant mansions. Goa is indeed a great collage of sights, experiences and history. The tour of Goa, starts with the Old Goa. Old church buildings like Basilica of Bom Jesus, Se Cathedral and the Church of St. Francis of Assisi are the hallmarks of South Goa.

Day 4: Sat: GOA Temples, Spice Farm & Traditional Home

The train stops at Vasco station and tourists board the bus to visit Mhalsa and Mangeshi, a Hindu Temples of God Shiva revealing typical architecture of old temples. Tourists from here proceed to one of the biggest and finest Spice Farm in the Country a "Sahakari Spice Farm" at Ponda village. Situated among the lush green surroundings of Ponda place is extremely popular among international tourist. Visitors are traditionally welcomed at the entrance. After brief halt in the restaurant for welcome drink and snacks, a guided tour of the farm starts. This organic spice farm has variety of herbal and medicinal trees. The guide explains different spices and their medical values during tour which is about 45 minutes.

DAY 5 Morning, Sunday: Kolhapur Princely Town

Next day on the itinerary is Kolhapur, a city of many great attractions. This city is a unique blend of culture, history, nature & industry. Kolhapur has a long history of various rulers from the mythical

past to the modern age. The Hindu era lasted till 1347, followed by the Muslim rule which was from 1347-1700. The magnificent temples of Kolhapur were built during the glorious periods of the Satavahana kings and the Shilaharas. The Marathas controlled this area from 1700 to 1849. In 1849, the British took over and Chhatrapati Sahu Maharaj was installed as the ruler of Kolhapur. Most of the venues Bhavani Mandap, Mahalaxmi Temple, Shalini Palace, New Palace, Museum etc. reflect their own significance as major attractions. By noon Tourist-group drives back to Kolhapur station, to board the train & depart. After having afternoon & evening at leisure on board the train the group travels to Aurangabad.

DAY 6: MON: Aurangabad & Ellora Caves

The train reaches Aurangabad in the morning. After having breakfast in the train, a luxury coach takes the group to the majestic fortress of Daulatabad. Mughal Sultant Aurangzeb founded the city of Aurangabad. The ruins of Daulatabad is related to the famous king Mohammad bin Tughlaque who shifted his capital from Delhi to Daulatabad. The next stop of the train is at the world famous Ellora Caves. Just 30 kms. from Aurangabad the historical Ellora caves is now a World Heritage Site. The Hindu, Jain and Buddhist caves at Ellora are among the finest in India. Lying on the ancient trade route, the caves are thought to be the work of priests and pilgrims who used the route. Abandoned and forgotten for a few centuries, the 34 caves were cut out of volcanic rocks of the Deccan trap. 12 are Buddhist (600 to 700 AD), 17 Hindus (800-1000 AD) and five Jain (1000 -1300 AD). The Buddhist caves belong to the Vajrayana sect of the Mahayana School. The caves include 'Viharas' (monasteries) and 'Chaityas' (chapels) where the monks worshipped. The Hindu caves lie in the centre of the group. The most famous of them being the Kailasanatha Temple (8th century). It is the most magnificent of all the rock-cut structures at Ellora. Completely open to the elements, it is the only building that had begun from the top. The Jain caves, less grand in comparison to the others are richly carved with lotus, elephant, lions and 'tirthankaras' of Lord Mahavira. After the visit of Ellora temple the group returns to Aurangabad for lunch. In the afternoon, the group visits Bibi-ka-Maqbara, a replica of Taj Mahal and a grand piece of Moghul architecture.

DAY 7 Tues day, Morning: TUE: Ajanta Caves

The train on day seven stops at Jalgaon railway station from where the group travels to Fardapur resort. After the breakfast the group visits the Ajanta Caves. Older than the Ellora caves and dating back to 2nd century B.C, the caves at Ajanta are also rock-cut from the volcanic lava of the Deccan. This UNESCO World Heritage site was re-discovered in 1819, by a party of British officers on a hunting expedition. At Ajanta the paintings include Bodhisattva Padmapani, Bodhisattva Avalokitesvara, 17 Jatakas, The Birth of the Buddha, and The Thousand Buddha's, belonging to the Mahayana group, Hiragana group and the later Mahayana group, completing the spectrum of Buddhist development in India. The paintings on the ceiling, particularly the elephant scattering the lotus, charging bull, the black princess and the row of dancers with musicians mesmerize tourists from all over the world. From Ajanta the group returns to Jalgaon Station in the same luxury AC bus and the train departs for Nasik.

DAY 7 Thurs day Afternoon: TUE: Nasik Pilgrimage Town

The train stops at Nasik Road station with a traditional welcome of garlands, 'Aarti' and 'Kumkum Tilak'. After sightseeing of Panchavati Ghats, the group returns to the Nasik Road Station for return journey to Mumbai.

DAY 8 Friday Morning: MUMBAI Return

The train stops ends its Deccan Odyssey tour at the Chhatrapati Shivaji Terminus in the morning.

Golden Chariot (Mysore - Goa)

This South India version of Palace on Wheels, was launched in March 2008. The Vanity Fair - a leading travel journal of U.K., has rated Golden Chariot Train tour amongst the top seven train journeys in the world. Built & operated on same concept of its more famous North India counterpart, The Golden Chariot train Tour is a joint collaboration between Indian Railways & State Govt. of Karnataka. The onboard hospitality is managed by Maple Group of Hotels. Since Nov 2010, The Golden Chariot is operating on two different train circuits, 1. Bengaluru viz. 7

Nights Pride of South Golden Chariot from Bangalore to Goa covering Tiger reserve of Kabini, Mysore Palace, Goa beaches, UNESCO World Heritage Sites of Hampi, Pattadakal, Badami & Old Goa. **2. 7 Nights Southern Splendour Golden Chariot from Bangalore to Kerala, covering Mamalapuram Sea Temples, Auroville & former French Colony of Pondicherry, Temple towns of Trichy, Thanjavur & Madurai, Kovalam beach, Kerala backwaters & Cochin port town. Tour Itinerary of the train is as follows.**

Day 01: MON: Bangalore Depart

A tourist reports by 4.30 pm at Hotel Taj West End, Bangalore for check in formalities of Golden Chariot Train Tour, followed by Hi-Tea & brief presentation. The group of all tourists proceed for culture program & arrive by 8.00 p.m. at Yashwantpura Railway station for traditional welcome & be escorted to one's respective cabins. Dinner is served on board as train departs by 9.00 p.m. from Bangalore.

Day 02: TUE: Mysore / Kabini - Overnight Stay

Train arrives early morning at Mysore Station. After breakfast, the group heads for Kabini forests lodge that is a drive of around 2.5 hrs from Mysore Station. The group stays overnight at Kabini Forest lodge. The group after lunch departs for excursion to Nagarhole Tiger Reserve.

Day 03: WED: Mysore Palace & Srirangapatna Fort

The day starts with early morning boat ride in Kabini River, after which the group drives back to Mysore Railway Station & boards the Golden Chariot Train and later proceeds for excursion to 18th century Fort of Srirangapatna, famous for defeat of British army at hands of legendary Tipu Sultan. The group also visits, late 19th century built Mysore Palace, with rare collection of paintings, arte-facts & crystals.

Day 04: THURS: Hosalya Temples & Jain Monolith

The train reaches and the group visits Shravanabelagola, a steep uphill trek to view gigantic 17 metres high naked monolith statue of Jain Monk, Gomateshwara. The group then visits, intricately carved temples of Halebid & Belur, built under royal patronage of Hosalya Kings in 12th century.

Day 05: FRI: Hampi - UNESCO World Heritage Site

Hampi was capital city of once mighty Vijayanagara Empire. The nearby 15th century built Vittala Temple, with array of giant granite pillars & the iconic Stone Chariot.

Day 06: SAT: UNESCO World Heritage Site of Badami and Pattadakal

On the day six the group first visits to cave temples of Badami in the morning. The temple dates back to 6th Century A.D. The Lord Shiva with 16 hands in his Nataraja Cosmic dance pose is the most famous statue which the tourists visit. Later the group visits for excursion to 8th century built Pattadakal, offering unique confluence of Dravidian (Southern) and the Nagara (Indo-Aryan) styles of temple architecture.

Day 7: Sun: Goa Golden Beaches

After reaching Goa, the group first visits UNESCO World Heritage site of 16th century built Portuguese churches. Afternoon is spent at leisure in sea side resort hotel.

Day 8: Mon: Bengaluru Return

The train arrives back at Yashwantpura Railway station, Bangalore by 11 a.m. on the last day of the tour where the ends. This luxury train Deccan Odyssey offers option of twin/double/triple bedded luxury-furnished deluxe sleeping chambers with private washrooms having toiletries of international standard. There is a Bar Saloon & Two Dining cars with onboard kitchen. The tourists can also avail services of Aryuvedic Spa, saloon, Mini Gym & business centre with Wi-Fi facility. There are special discounted INR Rupees rates for Indian Nationals.

Summary

In this unit you studied various manmade resources that augment natural tourism resources at a destination. Popular adventure destinations are narrated with the kinds of sports played. Popular amusements parks with the kind of such facilities are explained in detail in the subsequent lesson. Various supplementary accommodations are discussed those

provide accommodation at popular tourist destinations in addition to the hotel sectors. House boats of Kerala and Kashmir were elaborated with their attractions for tourists. At the end of the unit tourists trains of India are being elaborated with their circuit for a better appreciation of human-made resources in India for tourism.

Self Assessment Questions

1. What do you mean by man-made resource for tourism? Do you agree the basis of product in terms natural and man-made? Substantiate your arguments.
2. Outline top five theme parks of the country and write in brief their facilities.
3. Prepare a comparative note of boat-houses in Kerala and Kashmir. Which as per your view is popular and why?
4. Write a detailed note on Deccan Odyssey as a tourist attraction and also outline a brief itinerary of the destinations it covers.
5. What is adventure tourism? List popular adventure destinations of South India.

CASE STUDY

27th International Surajkund Craft Mela, Surajkund Haryana

The Surajkund Craft first started in the year 1989 at Surajkund in the Faridabad district of Haryana has developed in its size, participation and volume of business every year. The year of 2013 the mela organized in the month of February was special in many aspects. The vibrant Karnataka – this year's theme saw the incense of sandalwood, weavers spinning out vibrant brocade saris and craftsmen giving finishing touches to large rosewood carvings. In addition, nine African countries, the SAARC nations and several Eurasian countries displayed their craft at the mela, which was inaugurated by President Pranab Mukherjee. Another highlight of the mela was the stalls from Afghanistan, Pakistan, Bhutan, and Thailand, have colourful knick-knacks. The soaring popularity of a mela can be judged by the increasing number of visitors every year. The 27th Surajkund Crafts Mela created history recording the highest

footfall on a single day at 1,42,000. This can be compared to the initial years when the mela was introduced. Way back in 1989 the total footfall of mere 1.75 lakh. This gradually increased to have a 7.54 lakh visitors in the year 2010. In 2011 there was an increase of 20%. According to officials of the tourism department, the success of Surajkund Crafts Mela can be attributed to the availability of modern amenities including safe drinking water, clean environment, high maintenance of law and order, clean and hygienic public conveniences and efficient transport facilities with the due efforts of policing and security agencies, district administration and mela authority. The area for the mela has been significantly reclaimed and as on date it stands around 40 acres and ensuring smooth movement of visitors numbering around 1.42 lakh on a given day. The theme state - Karnataka has lent a unique touch to the mela with an impressive melange of exclusive crafts and vibrant performances. The mela ambience has been another pull factor - the various moods of sun and dances forms of peacock adorn every corner of Mela that have been widely admired by one and all. In tune with the tradition of Haryana Tourism that has its resorts named after birds. The Crafts Mela has also embodied cultural amalgamation of various countries. The mela has gone international this year with the participation of 20 countries. The mela has been enriched by various foreign cultural troupes.

UNIT – V

Learning Objectives

After reading this chapter the learner will be able to:

- Comprehend various emerging tourism avenues in India
- Get a detailed knowledge of the concept and attractions ecotourism and rural tourism destinations in India.
- Conceptualise MICE tourism and related infrastructure in the country
- Appreciate socio-cultural diversity of the country through religious practices and centres in India

Unit Structure

Lesson 5.1 - Emerging Trends in Tourism

Lesson 5.2 - Medical & MICE Tourism

Lesson 5.3 - Pilgrimage Tourism & Sustainability

Lesson 5.1 - Emerging Trends in Tourism

Introduction

Traditional pattern visiting mass popular tourism destinations and undertaking stereotype activities at such destinations have in recent times been out of fashion in tourism industry. New age tourists have diversified to hinterlands from cities and metros, from polluted beaches to mountains, streams, dense forests, from sun, surf and sand activities to trekking, bird watching and admiring nature. The visits to natural and unpolluted places as per statistics have grown more than overall trend of tourism growth. In search of new tourism products, travellers and suppliers are today seeking to reshape the meaning of nature as a tourism attraction. Modern nature based tourism focuses on experiencing flora and fauna in natural settings. The nature based tourism related to nature, its attractiveness so that the visitors experience it in its natural settings. Tourism in the new age takes into account of unspoiled natural and socio-cultural attraction. Today the term nature tourism is often used synonymously with any kind of tourism. Today nature based tourism is the fastest growing segment of the tourism sector. It comprises around 40-60% of all international tourism. India with its diverse population, culture, religions, languages and life style, land, climatic zones have been attracting tourists of every kind over the years. The snow-clad peaks of the mighty Himalayas, tropical rain forests, hot deserts and breath-taking beautiful coasts are some of the hall marks of Indian tourism. Each diverse geographical region generates a different picture and exploring them provides a unique experience.

Ecotourism

Ecotourism is regarded as an emerging area that is being acknowledged widely as a thrust area for nature conservation and socio economic development. The declaration of International Year of Ecotourism by UN and WTO in 2002 has brought about a significant change and development in maintaining the environment and ecology of the surrounding areas. Visitors can not only enjoy the nature but also learn the technique

of conservation; in this process protected areas such as wildlife sanctuaries, national parks, Lakes, backwaters, coral reefs and islands can be protected in a sustainable manner. The promotion of ecotourism establishes a linkage among visitors, nature and host community in order to make a sustainable progress in the overall tourism development of the world. Identifying a place for ecotourism project and providing all supports for its development is not an end but to sustain the development for future should be the motto of all ecotourism projects. Ecotourism as a panacea for nature conservation in the protected areas should invite attention of visitors, planners, policy makers, promoters, operators, stakeholders etc; with a view to achieving sustainable tourism growth.

Ecotourism has recently come to be regarded as an alternative form of tourism that enables us to aggressively seek revenues with no obvious damage to ecosystems. As a concept ecotourism has gained momentum recently in India, but as a way of life, Indians have practiced ecotourism since times immemorial in their traditional approach to conserve nature and rich cultural heritage. The International Ecotourism Society in 1991 produced one of the earliest definitions of Ecotourism as “responsible travel to natural areas that conserves the environment and sustains the well being of local people”. The World Tourism Organization (WTO) has defined as “tourism that involves traveling to relatively undisturbed natural areas with the specified objective of studying, admiring and enjoying nature and its wild plants and animals, as well as existing cultural aspects (both of the past and the present) found in these areas”. According to World Conservation Union (IUCN, 1996) ecotourism is “Environmentally responsible travel to natural areas in order to enjoy and appreciate nature (and accompanying cultural features, both past and present) that promote conservation, have a low visitor impact and provide for beneficially active socio-economic involvement of local peoples”. In sum, the definitions focus on three significant aspects viz., nature, tourism and local communities. It differs in a meaningful way from mass tourism that aims at consuming nature and leaving it depleted on more than one front. Conservation, sustainability and biological diversity are three-interrelated aspects of ecotourism.

- ▶ Conserve biological (and cultural) diversity, by strengthening protected area management systems (public or private) and increasing the value of sound eco systems;

- Promote the sustainable use of biodiversity, by generating income, jobs and business opportunities in ecotourism and related business networks.
- Share the benefits of ecotourism developments equitably with local communities and indigenous people, by informing their consent and full participation in planning and management of ecotourism business.

The UN declaration in 2002 as the International Year of Ecotourism aims at increasing popularity of the concept and encouraging nations to develop their own programs related to it. The objective of International Year of Ecotourism (2002) makes an attempt to give much emphasis on:

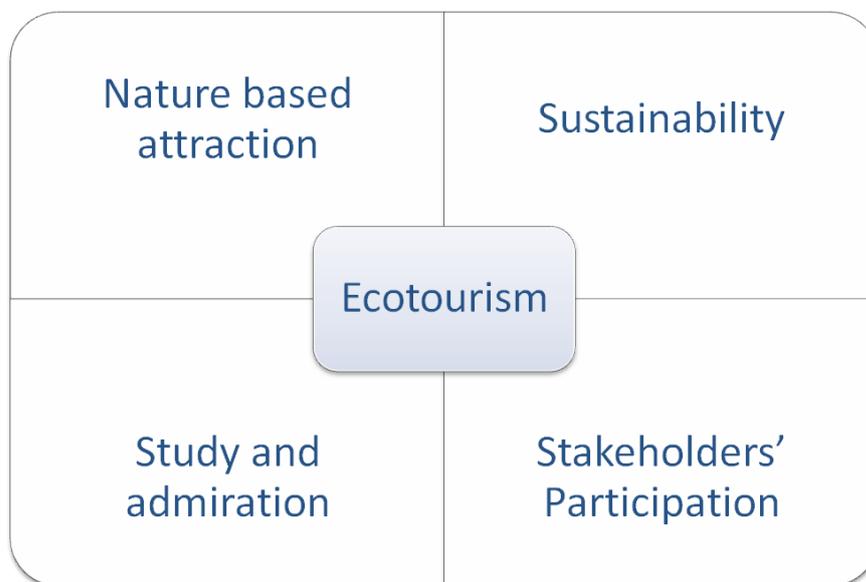
- Creating awareness campaign among the beneficiaries, the private sectors and consumers regarding ecotourism's capacity to contribute to the conservation of the natural and rural areas, and the improvement of living standards in those areas.
- Disseminating methods and techniques for the planning, management, regulation and monitoring of ecotourism to guarantee its long term sustainability, and
- Promoting exchanges of experiences in the field of ecotourism.

Objectives of Ecotourism

Ecotourism has a place in the major objectives for the management of protected areas in the State.

- To provide compatible and sustainable tourism \ to provide enlightened wilderness experience to visitors and local inhabitants.
- To impart nature education to different target groups i.e. children, teachers, bureaucrats, media persons, rural people and politicians who, influence the policy making decisions at local, state and national level.
- To provide park/ sanctuary interpretation facilities to foster conservation awareness among the visitors about the nature and its intricate relationship with human being; and by bringing about change in perception about one's own natural and cultural environment.

- To strengthen the staff and infrastructure for managing the ecotourism and interpretation programmes.
- Creating employment opportunities for local people to cater to the needs of visitors in providing taxi, hotels, paying guest houses, lodges services.
- To generate sufficient revenue and make the activity of ecotourism, self-sustaining to the extent possible.
- Involve local people in re-channelising the revenue from tourism for improvement of resources and facilities in the villages, by subsidizing alternate energy devices, improving educational and medical facilities.



Ecotourism Objectives

Source: Swain & Mishra (2012) Tourism Principles and Practices page. 511

Ecotourism Attractions in India

1. Wild life Sanctuaries and National Parks

The diversity of wild life in India is as rich as that of its flora and fauna. The great wealth of Indian wild-life can be imagined with the sight of majestic elephants, the dance of peacocks, the camel strides, the roar of tigers, at unparalleled acts of beauty. Watching birds and animals in their natural habitat is an experience in itself. The vastness of wild life

and wilderness is India unparalleled in the world. All these account for the immense opportunities for wild life tourism in India. The immense heritage of wild life in India comprises 80 national parks and another whopping 441 wild life sanctuaries including bird sanctuaries. These reserves and forest areas are spread across the breadth and length right from the foot hills of Himalayan, the Jim Corbet National park to six national parks in Andaman, from Ranthambhor national park in Rajasthan to Hazaribag wild life sanctuary in Bihar. India also boasts of the unique ecosystem at Sunderbans which is a UNESCO world heritage site and home to the largest number of tigers in the world.

The Himalayan region is renowned for being the national habitat for a variety of wild life, elephants, snow leopards, deer, panther, wild buffalos, wild ass, one horned rhinoceros, porcupine, snow leopards, etc. The Kaziranga Game Sanctuary is ideal habitat for the rhino that the nature lovers and environmentalists are fascinated by. The great Indian bustard and the black buck of Kerera sanctuary attract a lot of tourists. The Madhav National Park (Shivpuri Park) is another rich habitat for the wild life. The royal animal, tiger happens to be symbol of strength and speed. Amongst the best-known tiger reserves in India is Bandhawgarh in Madhya Pradesh. It is also known as the crown in the wild life heritage of India.

The variety of birds in India is enormous. Several hundred species of bird can be spotted across India. Indian wild life has its share of native birds along with migratory birds. The region of Andaman is home to rare species of birds like Narcondum hornbills, Nicobar pigeons and megaspores. The Himalayan region is well known as the natural habitat for the pheasant griffon, vulture and ravens. Dudhuwa wild life reserve, Keoladeao, Ghana national park, the Bharatpur bird sanctuary in Rajasthan is home to indigenous and migratory water birds. These bird sanctuaries are attracting tourists from far and wide. The details of National parks, wildlife sanctuaries and Bio-sphere reserves can be studied in the Unit -2 of this block.

2. *Fishing and Angling*

Among the amazing array of nature tours offered in India are those that offer angling and fishing. The waters of Indian sub-continent are mind-blowing grounds for the nature sports. The adventures settings range from

the majestic Himalayan valleys, snow fed streams and high altitude lakes and wide coastal stretches of the Arabia Seas and Bay of Bengal. Amidst the beautiful hills of the Himalayas is tented accommodation along the river beds, excellent option for adventure holidays in India. The Cauvery fishing lodge near Mysore, the hill stations of Munnar, and streams and lakes of Kerala and Kashmir are a paradise for anglers.

3. Hill Stations & their Ecosystems

At heights that range from 600 m to 3500m above sea level, most of the hill resorts of India are tourist destination in India. The hill stations add to the nature tour of India with majestic mountains and ravishing rivers. Mountain ranges of Shimla, Kullu Manali, Dalhousie, Palampur in Himachal Pradesh, Nainital-Almora-Kausani in Kumaon hills of Uttar Pradesh, Pachmarhi in Madhya Pradesh, Darjeeling are important for their snow-dusted peaks, lakes, parks and hot springs. The waterfalls, sulphur bath and all provide such an experience, which will linger in one's mind. Green heavens are on not only in the forest but the Islands are also a source of the best eco-tourism destinations. The tourism activities in Lakshadweep bring one close to the nature. Andamans that are covered with rainforest, ringed by coral reefs, marine life, swimming and sunbathing are good experiences.

For detail natural resources those are the attractions in ecotourism the reader is advised to refer Unit – 2 of this same block.

Rural Tourism

India lies in her villages as nearly 98 per cent of the total geographical area of India constitutes rural areas, in which majority of population (70.98 per cent according to 2001 census) live. Since independence most of the national policies have been focusing upon rural development. But issues like poverty, unemployment, illiteracy, regional imbalances, and environmental degradation through deforestation; health and sanitary factors in rural areas remain unsolved. Many of the planners blame commercial viability for this matter. At the same time these rural areas possess natural and socio-cultural resources, which are fantastic sources for tourism and recreation. Systematic tourism development in rural areas through public participation can contribute towards the socio-economic

development of these areas, and on the other hand it can increase the attraction base for the modern tourists, which ultimately brings in foreign currencies and contributes to the GDP of the country. It is in this backdrop rural tourism in the country is being promoted. Let us now see what constitutes rural first and rural tourism later.

The term 'Rural' can be characterised by two different features. First, rural people live in a farmstead. The number of houses varies from 5,000 to 10,000. Second, most of the people depend on the agriculture for their livelihood, thus spending most of their working hours on farms. As per the criteria nearly 98 per cent of the total geographical area of India constitutes rural area, in which around 72 per cent of the total population lives. Despite poverty and infrastructure inadequacy, these areas witness pleasing weather, unpolluted air, natural and scenic beauty, and unique culture, which are of great attraction to the city people. If properly exploited as visitors' attractions, these selected areas can have lots of tourists who can contribute to the socio-economic development of the area.

Development of rural tourism concept is now in its nascent stage. The complexity of attractions makes it difficult to draw an exact definition. However, Lane B (1994) gives a framework. In his view rural tourism should be

- Located in rural areas
- Functionally rural i.e. small scale enterprises, open space, natural contact, heritage, traditional and societal practices etc.
- Rural in scale
- Traditional in character.
- Take different forms representing the complex pattern of rural environment, economy, history and location.

According to Getz.D and Page S.J (1997) rural tourism can be described as

- The spectrum i.e. rural and wild.
- The rural appeal i.e. peace, solitude, lifestyle, nature, scenery, traditional people, recreation and adventure.
- The rural product and services.
- Involvement of rural entrepreneurs and operators.

Further Negi JM (1990) enumerated the attractions in rural areas. Which are:

- Enjoyment of rural scenery.
- The desire for open space, quiet and piece of mind.
- Rural sports like hunting, fishing etc.
- Ethnic attractions like folk life, custom, food, drinks and festivals.
- Educational and historical attractions like castles, churches, temples, monasteries etc.

Rural tourism has been identified as one of the priority areas for development of Indian tourism. Rural tourism experience should be attractive to the tourists and sustainable for the host community. The Ninth Five year Plan first identified basic objectives of rural tourism as: -

- Improve the quality of life of rural people
- Provide good experience to the tourist
- Maintain the quality of environment.

With attractive and unique traditional way of life, rich culture, nature, crafts, folk-lore and livelihood of Indian villages are a promising destination for the tourist. It also provides tourism facilities in terms of accessibility, accommodation, sanitation and security. Rural tourism can be used as a means to:-

- Improve the well being of the rural poor
- Empower the rural people
- Empower the women
- Enhance the rural infrastructure
- Participate in decision-making and implementing tourism policies
- Interaction with the outside world
- Improve the social condition of lower sections of the society.
- Protection of culture, heritage, and nature.

Central Government and State Governments have been encouraging rural handicrafts and fairs and festivals that have direct impact on preservation of heritage and culture of rural India. It also draws tourists from all over the world. Regional fairs, festivals help the growth of

tourism, provide a ready market for the handicrafts, alternative income to the community, and facilitate regional interaction within the country. The state governments have been monitoring closely the ecological relationship, socio cultural impact and conducting feasibility studies before selecting tourist sites. Development of rural tourism is growing rapidly. Increase in the share of earnings through rural tourism will no doubt; provide an attractive means of livelihood to the poor rural community. It increases the purchasing power at all levels of community and strengthens the rural economy. Development of infrastructure facilities such as rail, electricity, water, health and sanitation will definitely improve the quality of life.

Golf Tourism

Sports tourism in India is an upcoming market in India, especially after the successful completion of Commonwealth Games 2010 tourism importance of conducting mega sports events have largely been felt in all quarters. One of the latest trends in this sports tourism is the game of golf. The game has been a recent fashion amongst youth the world over. In order to tap this growing interest in golf tourism, the planners need to coordinate closely all the aspects of golf tourism under an institutional framework. Ministry of Tourism aims to create a comprehensive and coordinated framework for promoting golf tourism in India, capitalizing on the existing work that is being carried out, and building upon the strength of India's position as the fastest growing free market economy.

The objectives framed by the government for golf tourism are to:

- Promote India as a golf destination for domestic and international tourists.
- Earning of additional foreign exchange through development of this niche product and thereby contributing to economic growth.
- Socio economic development through employment generation, both for men and women.
- Encourage creation of additional world class golf infrastructure in the country.

Though a niche market, golf tourism is important for Indian tourism for multiple reasons. India has several golf courses of international standards. Golf events held in India attract domestic and international

tourists. The targeted participant for Golf sports are elites thus, the tourism arising out of this would maximise revenue from a limited number of tourists. According to an independent study, 52 % of travelling golfers are likely to take two or more golfing holidays in a year and they spend on an average, 33% more on their holidays as compared to regular holiday makers. It is stated that 70-78% golfers would be prepared to visit a new golfing destination and this community represents the wealthiest 50% of all golfers.

Wine Tourism

Wine tourism like other emerging products has emerged as the latest trend in the Indian wine industry with active participation of the major wine players. Wine players are extensively marketing wine tourism for monetary gains. Despite the country's vast population of around 1.2 Billion, the per capita consumption of wine is quite low. The low per capita consumption level indicates a huge potential for growth in the Indian wine market in the coming years. Wine consumption in India is expected to grow at a CAGR of around 30% during 2009-2013. The demand for foreign wines is also witnessing a significant growth pattern for the past few years. To cater to the growing demand for foreign wines, local players are including affordable imported wines in their product portfolios to attract new consumers. The majority of the wine consumption is from Tier-I cities, such as Mumbai, Delhi, Bangalore etc. However, it is expected to extend in future to tier II and tier III cities those would form a major part of wine consumption in the country.

Camping Tourism

Camping is synonymous with youth and adventure in the context of the tourism. Young tourists constitute the largest segments of global and domestic tourism. The young travellers are primarily experience seekers, collecting, enquiring unique experiences. Adventure and risk have a special role to play in the behaviour and attitudes of young travellers. The growing number of young travellers is being fuelled by a number of factors such as increased participation in higher education, falling level of youth unemployment, increased travel budget through parental contribution, search for an even more exciting and unique experience and cheaper long distance travel. Youth and adventure tourism appears to have considerable growth potential. The rising income in some major

potential source markets such as the Central and Eastern Europe, Asia and Latin America, combined with the lower travel cost, growing student populations around the world particularly in developing countries, has fuelled the demand.

It is evident that, India shares a very minimum fraction of the world adventure tourism traffic. The trend however over the years has been increasing steadily with the development of facilities and greater awareness about adventure tourism. Indian destinations offer both international and domestic adventurers a wide choice of adventures activities. Such activities can be outlined viz. water sports, elephant safari, skiing, yachting, hail-skiing, gliding, sailing, tribal tours, orchid tours, scaling the high peaks, trekking, riding the rapid waves, and camel safari in the deserts that are breath taking opportunities for nature enthusiasts. Regions such as Ladakh, the Garwal hills, the Himachal hills, Darjeeling, Goa, Lakshadweep, Andaman and Nicobar, Jaisalmer, Western Ghats and wildlife sanctuaries and reserves in India are popular adventure tourism destinations in India.

Both private and government institutions run adventure activities in the country. Indian Mountaineering Federation, Ministry of Tourism and State Governments are trying to improve trekking facilities and ensure safety and protection of travellers. The Institute of Mountaineering also organises courses for guides to train them in basic rock climbing safety procedures, environmental knowledge, and flora and fauna conservation. The major trek heads in the Himalayan region include Kashmir valley, Kirshwasser Zanskar, Ladhak, Lahul and Spiti, Champa and Manali, etc, Trekking in the Himalayas is a quite enjoyable.

Popular Government Institutions for Adventure Sports

1. Nehru Institute of Mountaineering(NIM), Uttarkashi, Uttarakhand
2. Himalayan Tourism and Adventure Tourism Board (HMTAB)
3. National Institute of Water Sports (NIWS), Goa
4. Himalayan Mountaineering Institute (HMI), Darjeeling, WB
5. Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports (ABVIMAS), Manali, HP

Let us now discuss some important adventure activities:

Camping During Mountaineering Expedition

This is the first and foremost activity in the Himalayas. In India, the expeditions are controlled and regulated by the nodal agency Indian Mountaineering Federation. Foreign expedition groups have to request the Indian Mountaineering Foundation (IMF) to book the required peak and IMF confirms the peak, by charging the royalty depending upon the number of persons and height of peak. Ministry of Defence, Home Ministry, Ministry of External Affairs are also involved in this process.

Camping During River Rafting and Water Sports

River rafting is an important form of adventure or camping tourism as it brings out the best from the adventure seekers. The Himalayan river's offer River rafting that run through the beautiful terrains, sandy white beaches, boulder studded rapids, river confluences, deep gorges, and some revered temples and towns. White-water sports are popular in Rishikesh, Manali, Zanskar Teesta, Beas, Central Ministry of Tourism has great extremely extended support to import inflatable rafts, canoes, kayaks, and accessories to boost water sports. Lakshadweep and Andaman have been promoted for scuba diving and windsurfing. To boost water sports, water skiing and sailing both in seas and lakes, and river facilities has been provided. Chilka Lake in Orissa, Kollam in Kerala, Bhopal Lake in Madhya Pradesh, Dal Lake in Kashmir are some of the places where facilities have been provided for water sports. In Himachal hills Heli-skiing is also being promoted in season. The Garwal Mandal Vikas Nigam provides regular skiing courses during the season. It can be said that India is a new destination for adventure tourism. The Ministry of tourism, The Himalayan Task Force and Himalayan Tourism and Adventure Tourism Board (HMTAB) meet every year to discuss conservation, promotion for Himalayan tourism, and conservation of ecology.

Lesson 5.2 - Medical & MICE Tourism

Medical Tourism

Medical tourism in recent times has found a new vigour in the territory of India. India is promoting the high-tech healing provided by its private health care sector as a tourist attraction, which is being readily accepted by the industry. This budding trade in medical tourism, selling foreigners, the idea of travelling to India for world-class medical treatment at lowest cost, has really got attention in the overseas market, which is being reflected in the charts of the passengers flowing down to India for the purpose of medical tourism. The medical system which is perceived in India is highly differentiable from the practices of the West. The Indian system of medicine, which incorporates ayurveda, yoga, sidha, unani, naturopathy and other traditional healing treatments, is very unique and exotic, hence attracting a large number of seekers for this experience. This medical expertise coupled with allopathic and other modern methods become our new focus segment to project India as a Global Healing Destination. The cost factor in favour of Indian medical practices act as a major factor in feeding the tourism circuit with a constant supply of medical tourists. The cost of same treatment in the US is ten times more than that in India. Many state governments like Kerala, Andhra Pradesh, Uttarakhand and Karnataka have been showcasing their medical tourism segment in certain focused market like the Gulf and African regions.

With the process of privatisation taking place in the Indian markets, the medical industry has seen a four-fold increase in the recent past. Indian private sector hospitals have brought in a massive investment in the area of health. These super-specialty hospitals employ efficient and expert doctors and other paramedical staffs with modern facilities. The experienced doctors and dedicated service minded experts have made available their services for giving alternative system of medicines and treatments. Health camps, lecture training classes are also arranged for general awareness, which may help in increasing the concept of medical tourism also to the locals of the nation.

The concept of Yoga has become highly popular and widespread across the globe leading it to be a part of the booming medical tourism industry, which has led to many public, private and other organisations conducting Yoga lessons at various levels of cost, clearly segmenting the market. Ayurveda, naturopathy and nature treatments are also gaining in popularity around the world, which is in next phase of medical tourism would get a prominent position, for the world to accept them, in the place of other traditional medical practices.

The concept of Medical Tourism India refers to visit by overseas patients for medical treatment and relaxation. The opportunities in Indian Healthcare sector in medical infrastructure and technology are just as good as those in the West. Medical infrastructure and technology in India are accepted to be on a par with the UK and the US and the efficient services and affordable hospital expenses make it an attractive choice for patients seeking treatment abroad.

Types of Medical Tourism

The medicine system and the type of treatments in India is quite different from that of the west as here in India the traditional methods of curing like Ayurveda, siddha, unani, yoga, naturopathy, are used. The medical expertise along with allopathy and other modern equipment has made India a Global Medical Tourism destination. The major attraction of tourists toward India for the medical tourism is the cost factor. The treatment which they procure in western countries in a much high rate is given here in India in a very low rate with the same technique and equipment. Many surgical procedures are available at one-tenth the cost of those in developed countries.

The yoga is the most popular part of the medical tourism in India which has attracted several tourists and has encouraged many organisations to conduct classes for different segments of market. Similarly the Ayurveda, naturopathy and the other nature treatments are also gaining popularity in the world and will soon be recognised and practiced.

Ayurveda proves to be the most ancient and popular medical practice among the tourists arriving to India for the treatment. Vedas and Samhitas of Charaka, Bhela and Shusruta contain the earliest mentioned

Indian medical practices. It works on the principle of prevention is better than cure and is a natural way to diagnose and heal the body and mind by preserving the balance between the elements - Earth, Water, Fire, and Air -that constitute the body. Ailments like arthritis, paralysis, obesity, sinusitis, migraine, premature aging and general health care are cured by Ayurveda. To curb excessive toxins, a cleaning process called Panchkarma is recommended that revitalizes the mind and body. Ayurveda also has natural remedies for treatment of skin, hair and beauty problems to the more serious ailments such as paralysis and diabetes. Kerala is a world renowned tourist destination famous for stress-releasing therapies of Ayurvedic research centers and hospitals. The climate of Kerala along with the blessing of nature has turned this land into the ideal place for ayurvedic, curative and rejuvenating treatments. Some prominent treatments offered by Ayurveda in South India are Abhyangam, Dhanyamla Dhara, Thalam, Kativasthi, Kizhi, Ksheeradhoomam, Lepamam, Nasyam and Yoni Prakshalanam.

Now Ayurveda is sought after as a gentle healing system, which leads to a long and healthy life, by people in and outside India. Travel has become a popular leisure activity for people from western countries opt to come to India to spend their leisure time and to undergo treatments which are highly expensive in their home countries. The state like Kerala which proudly bears the caption “Gods own country” is being preferred as tourism destination for foreigners. It has already been in vogue that in the field of tourism Kerala is ranked first among the Indian states, and also Kerala is one of the ten “must see destination” of the world. The most favorable factors for Kerala as health tourism destination are its authenticity in rich Ayurvedic healthcare heritage with multifaceted attractions. Women in Kerala are playing a very tremendous role in the promotion of Ayurveda. The reasons highlighted were better hospitality and management skills, more punctual, regularity, and also have more patience. They were considered to be rendering better services. The elevation of economic status of the population at high level and the better literacy rate have helped the people to be more aware of the need of a healthy living. Needless to say, leaps and bounds of Ayurveda among the healthcare methods are ascribed to Panchakarma therapies. Ayurveda resorts are providing treatments for ailments such as arthritis, paralysis, obesity, sinusitis, migraine, and skin ailments.

Homeopathic system of medicine works on the belief that human beings have an intrinsic ability to heal themselves and works towards removing illness by re-establishing mental, physical, spiritual and emotional harmony. Its medicines work wonders for the sick, but when given to a healthy person, these medicines produce effects that mimic symptoms produced by the disease itself.

Unani postulates that the body contains a self-preservative power, which strives to restore any disturbance within the limits prescribed by the constitution or state of the individual. The physician merely aims to help and develop rather than supersede or impede the action of this power. It is based on the principle of four basic elements of Air, Water, Earth and Fire that constitute the human body have an assigned temperature code. When these elements mix together in the body in different proportions they are called as humor.

Naturopathy deals with the healing power of nature since it believes that all healing powers are within one's body. This means that within every human organism there is a healing energy, which includes our immune system in the fuller sense of both the physical and the psyche, which is responsible for our wellness and our ability to heal and maintain health.

Siddha medicine employs a variety of herbs and minerals, many of which were developed in the ancient past under advanced scientific techniques, even by today's standards. The development of medicine has been a continuous process in India although it has always taken a more natural approach to healing than western medicine. Many chronic diseases, considered incurable in western medicine, can be treated successfully with Siddha medicine. Most medicines are for the most part natural and processed in such a way as to be readily absorbed within each cell in the body, giving it proper nourishment to sustain a long and healthy life.

Yoga means giving care to one's body, mind and breath. This means that the century-old practice includes yoga postures (asanas), breathing techniques (pranayamas) and meditation. Through these, the body, mind and breath come in harmony with each other and that very moment yoga happens. Yoga was developed 5000 years ago and is in the process of evolution since; the base of yoga is described in the Yoga

Sutra of Patanjali. This describes eight stages of yoga. These are Yam (universal moral commands), Niyam (self-purification), Asana (posture), Pranayama (breathing control), Pratyahara (withdrawal of mind from external objects), Dharana (concentration), Dhyana (meditation), and Samadhi (state of super-consciousness). To get the benefits of yoga, one has to practice Asana, Pranayama and Yoganidra.

The spa industry in India has seen some phenomenal growth in recent years. Kerala, with its ayurvedic roots, has emerged as a hot destination for spa tourism. Some wonderfully refreshing destination spas can be found in the mountains, and enticing resort spas in India. As well as skin treatments and massages, most spas in India have now evolved to include a number of different therapies, such as reflexology, hydrotherapy, aromatherapy, and meditation.

Allopathy

With the opening up of the economy, India has made rapid strides in advanced health care systems, which provides world-class allopathic treatment. This has become possible because of the emergence of the private sector in a big way in this field. More and more foreign tourists are realizing that, India is an ideal place for treatment. Indian Multi-specialty hospitals are providing world-class treatment at economical costs as compared to the west. Quality services and low price factor primarily go in favour of India.

The range of medications covered in the Indian hospitals is very diverse and are also able to cater to the needs of all segments of the population, for whom it is intended. The cardio care, bone marrow transplantation, dialysis, kidney transplant, neuron-surgery, joint replacement surgery, urology, osteoporosis and numerous other diseases are treated at Indian hospitals with full professional expertise that can be compared to any western countries at a lower cost. Apollo hospital group, Escorts in Delhi, Jason Hospital, Global Hospital, and Max Health Care are catering to medical care for international patients in the areas of diagnostic, disease management, preventive health care and incisive surgeries. These institutions have brought in many number of health tourists from around the globe to India.

MICE Tourism

The process of extensive expansion of industries and their growing needs, the acronym MICE have gained prominence. The meetings, incentives, conferences and exhibitions (MICE) industry is extensively and rapidly growing and is largely associated with travel for business purpose. MICE related events include meetings, conferences, conventions, exhibitions and incentive travels. Though each of these different subsections of MICE has quite different characteristics the industry is often referred to with the popular acronym as MICE. Increasingly convention bureaus serve the needs of meetings and exhibitions organizers for which the service providers bring in all the necessities for each of the sectors. With the Indian economy opening up and government restrictions loosening, Mumbai, Bangalore, Hyderabad, Chennai, Delhi and Kolkata are assuming importance as major centres of business activity in the country, with tier two and tier three cities starting to give them good competition, with the improvement of infrastructure and other related facilities, as result of growth of the nation. Since the liberalization of the Indian economy, MICE tourism is a growing segment in India. More business people have been coming to India for business purpose and with business the concept of pleasure is also included in their India tour.

Definition

MICE is an acronym for the Meetings, Incentives, Conventions and Exhibitions tourism Segment.

This is therefore a business-oriented segment, involving obligatory (or non-discretionary) travel. The Incentives part of MICE is the odd one out – though it is related to business, as it is usually provided to employees or dealers/distributors as a reward, it tends to be leisure based. This MICE segment of tourism business is the fastest growing section of the International tourism market. It caters to various forms of business meetings, International conferences and conventions, events and exhibitions. Each of these different subsections of MICE has quite different characteristics although the industry is often referred to as MICE. Increasingly convention bureaus serve the needs of meetings, incentives and exhibitions organizers and service providers supply each of the sectors. Incentive travel has emerged as a popular means of rewarding

the employees' achievements and contributions, by several business houses especially multinational companies, Insurance Companies, Banks, Pharmaceuticals Firms, etc. Incentive tours market has become fast growing sector within the tourism industry.

Being a hot favourite tourist destination, India is also very much into the business. After the hot-spots like Hong Kong, Malaysia and Dubai, India is fast gaining its pace in the competition to become an ideal MICE destination. With the advanced technology and facilities, warm hospitality, personalized services coupled with immense natural beauty and rich cultural heritage, the goal seems to be not very far. MICE tourism is the new buzzword in the international tourist market and relates to various business groups and individual travelers.

The importance of the MICE industry lies in the fact that it converts the annual business meetings and conferences into a glamorous and enjoyable event for the delegates and attendants. Be it a meeting to bring people together either from within one company or from a broader spectrum or an international conference of 100 delegates or product launch party or exhibition, MICE tourism finds itself being inevitable in all the occasions. What makes India different from any other destination is the myriad of experiences that it offers. Amidst the countless ways that India can capture world attention as a tourist paradise, there also exists a dynamic business opportunity as a splendid venue for international conferences and conventions of no less than global standards. India is undoubtedly a unique Conference Destination as it offers cultural and heritage sites, the exotic and mystical, excellent facilities of beach and adventure holidays which can be combined as pre and post conference tours.

Enchanting India's image as a conference destination is also projected through the chains of hotels, providing international standards in facilities and services. Exclusive business hotels and exotic resorts, with meeting rooms of distinction, spacious convention facilities, modern business centers and a wide range of conference facilities, the different cities and places across the length and breadth of the country.

India is in a continual process of upgrading its MICE (Meetings, Incentives, Conferences & Exhibitions) facilities. There are multiple plans on the anvil for more world-class convention centers, airports that contest

with the best in the world and efforts to team the famous Indian hospitality with customisation as per a visitor's requirement.

The Infrastructure for MICE

India provides an impressive combination of accommodation and other conference support facilities to hold a successful Conference. To mention a few; Vigyan Bhawan in New Delhi, Centre Point, Renaissance Hotel and Convention Center in Mumbai, the BM Birla Science and Technology Centre in Jaipur, the Jaypee Hotels & International Convention Centre, Agra and the Cochin Convention Centre, Kochi etc together with facilities in the business hotels and resorts at various centers in the country.

India is going the global way and MICE is fast becoming a major part of its travel and promotional budgets. In the Indian context, incentives is at present the largest component of MICE but in a maturing market, it's only a matter of time before the entire gamut of MICE activities are undertaken by the Indian corporate world.

With the expansion in the network of airlines operation on the domestic routes, better tourist surface transport systems including the Indian Railways, new centers of information technology, many new convention centres, hotels and meeting facilities, India is now an important MICE destination. The Indian sub-continent is emerging as one of the finest Incentive destinations in the world owing to the diverse culture and geography. From the icy Himalayas to the tropical islands and from citadels in the desert to verdant jungles it is a world in itself. With the emergence of exciting new destinations every year one has unparalleled choices for the incentive operator here. The incentive programmes are a combination of old world charm and tradition interlaced with modern cosmopolitan sophistication. Today, there are distinct travel divisions within tour companies and airlines that exclusively target MICE movement. Destinations have also begun to market MICE products to specialised agencies and the corporate world at large. The business of MICE holds enormous potential for any country. It is estimated that a person travelling to a country for a conference or convention spends anywhere four to eight times more than a normal leisure traveller. They spend more on food, more on business centre services.

India is globally connected to a network of over 50 international airlines and several domestic airlines, which provide convenient connectivity within India. Added to this is an elaborate network of surface transportation system. There is an excellent Railway system running through the entire country. All-important cities are connected with state-of-the-art 'Shatabdi & Rajdhani' Express trains. Special trains like Palace on Wheels and Royal Orient Express, comprising of air-conditioned saloons decorated in the old Maharaja style offer guests a chance to stay on the train and visit colourful Rajasthan and fascinating Gujarat. An excellent network of roads, national and state highways, luxury coaches, Indian & foreign-made vehicles add to the convenience and comfort of surface travel. India offers an educated manpower base where fluency in English and other official international languages can be expected. A large number of Convention Centres are available in India with a seating capacity of up to 1700 persons. Some important hotel chains like the Taj Group, ITC-Welcomgroup, the Oberoi's, Meridien Hotels, Marriott Hotels etc. also have excellent conference facilities.

The exhibition industry has also gained fresh impetus with exhibition centres like Pragati Maidan in New Delhi, the Nehru Centre in Mumbai and the Chennai Trade Centre in Chennai amongst several other options. Let us discuss the popular MICE destinations in the country.

MICE Venues in India

(i) Hyderabad

The Pearl City Hyderabad is has become hub for information and technology in India. Studded with numerous heritage monuments, the heritage city Hyderabad has come up with a sophisticated business venue, Hyderabad International Convention Centre – HICC. The lavish HICC is able to meet the requirements of a convention of 5000, a seminar for 500 or a meeting of 50. The HICC is spread over 15 acres of landscape area and has a pillar-free hall measuring 6,480 sq mts, which can be partitioned into six halls. The centre has already hosted a number of prestigious international and national meets in a short period of time and has been appreciated by the organizers.

(ii) Delhi

The capital city New Delhi has been the favourite MICE destination for quite some time. The numerous charm of the city varies from ancient monuments to excellent shopping options making the business meeting and conference here an absolute pleasure. The Ashok, New Delhi, has been hosting meetings and conventions on the international scale for more than four decades. Spread over 16,435 sq ft, the pillar-less Convention Hall at The Ashok is a favourite venue for the top businessmen and government officials. The Ashok also has a banquet hall, a cocktail lounge and an open air theatre in the 3rd floor. Other business meeting venues of the capital are the Habitat World Convention Centre, Vigyan Bhawan and a number of hotels with excellent convention facilities including Taj Palace, Maurya Sheraton, Le Meridien, etc.

(iii) Cochin

Rich with the lustrous beaches and emerald backwaters, Kerala is an ideal leisure destination. After fascinating the whole world with its breathtaking beauty, Kerala now finds itself as an inevitable destination in the business tourism itinerary. Nestled in the midst of the nature, Le Meridien, Cochin boasts of a number of well equipped conference and banquet halls. It houses a convention hall to seat 1,600 approx, with a ceiling height of 15 mts. The recent additions to the hotel are four new conference halls, 52,000 sq ft of air-conditioned space and 95,000 sq ft of lawn area. Ayurveda is the major attraction here amongst the business delegates and their family. Jewish Synagogue and Dutch Palace are the other attractions of Cochin.

(iv) Noida

Situated on the outskirts of New Delhi, Noida is fast growing as one of the most modern cities of India. The city flaunts a number of venues catering multiple opportunities of business tourism. The Delhi International Expo Centre is a smart venue to hold B2B and B2C exhibitions, conferences, seminars and banquets. The infrastructure here is able to hold exhibitions across 1,500 to 10,000 sq mts of area and banquets for 25 to 5000 people. India Expo Centre in Greater Noida is another centre offering an impressive international business environment ideal

for product launches, seminars, dealer meets, exhibitions and corporate functions. The excellent golf course in the vicinity of the centre is there to give the guests a refreshing escape from the meetings and conferences. The 28,000 sq metres of exhibition space spread over 8 halls, 800 sq metres of banquet space with sound proof partition and pre-function area are the other facilities that make this Expo Centre special.

(v) Chennai

The amalgam of the ancient heritage and natural beauty makes Chennai a prime tourist destination in the country. A walk in the long stretches of Marina Beach offers an unforgettable experience. Now, the Tamil Nadu government has come up with the Chennai Convention Centre (CCC) to promote the world-class business tourism. The CCC has a banquet space ranging from 250 sq ft to 20,000 sq ft holding 22 to 2000 delegates at a time. The 67,000 sq ft of air-conditioned space and 75,000 sq ft of lawns offer plenty of space for conventions and other events.

(vi) Agra

The city of the Taj, Agra famous for its splendid Mughal architecture, Taj Mahal, gives an excellent chance to turn the business tour to an ideal heritage tour. The Jaypee Palace Hotel and Convention Centre has some nice arrangement to hold conventions, conferences and meetings. The convention centre can comfortably cater to 1500 delegates whereas equipped with the state-of-the-art facilities, such as audio-visual recording, satellite uplink and multi lingual interpretation. The sprawling banquet hall here has a capacity to hold 350 guest with exclusive pre-function area for 200 guests and an attached garden for 300 guests. The hotel has successfully hosted a number of national and international gatherings till date.

(vii) Mumbai

As the commercial capital of India, Mumbai is one of the best MICE venues in the country. Business delegates visit this city for high-profile conventions, conferences, meetings and seminars. The proximity with business hubs like Pune, Pimpri-Chinchwad and Nashik gives added benefit to the city as a MICE venue. The Renaissance Hotel and

Convention Center in Mumbai set the standards for the new wave of convention centers in India. The convention center offers 15 meeting rooms and a full service business center along with other world -standard amenities. Mumbai's stock of 5 star convention and meeting facilities has been further enhanced with the recent opening of the Four Seasons Hotel.

Off the Mumbai Pune highway, spread over 10,000 undulating acres on the Sahyadri Mountains, Amby Valley City is slowly gaining recognition as a MICE venue. Amby Valley's world class infrastructure and an innovative range of luxurious locations makes every conference, product launch, incentive programme or annual meet conducted here a memorable one. Some state-of- the art confentions centers are also coming up in Pune.

(viii) Shimla

Shimla and Manali are one of the upcoming and ideal destinations for holding conferences as most of the hotels provide facilities for conferences and its scenic beauty allows you to enjoy in pleasurable activities and also provides peace of mind. The conference in Shimla few of the hotels providing such facilities are The Oberoi Cecil, Windflower Hall, Hotel De Park and Grand Leela Regancy etc.

(ix) Jaipur - Udaipur

Jaipur city founded in year 1728 has many conference venues including B. M. Birla Science center, ITC Rajputana, Clarks Amer and Mansingh Tower all providing world-class facilities. Udaipur, the city of lakes offers ample choices for holding a conference. The hotels of Udaipur not only provide the latest amenities but also the charm of royal era. Some of the prime venues are Hotel Trident, Taj Lake Palace, Rajputana Palace and Hotel Lakend etc.

Case: Town planning in the Puducherry – An attraction

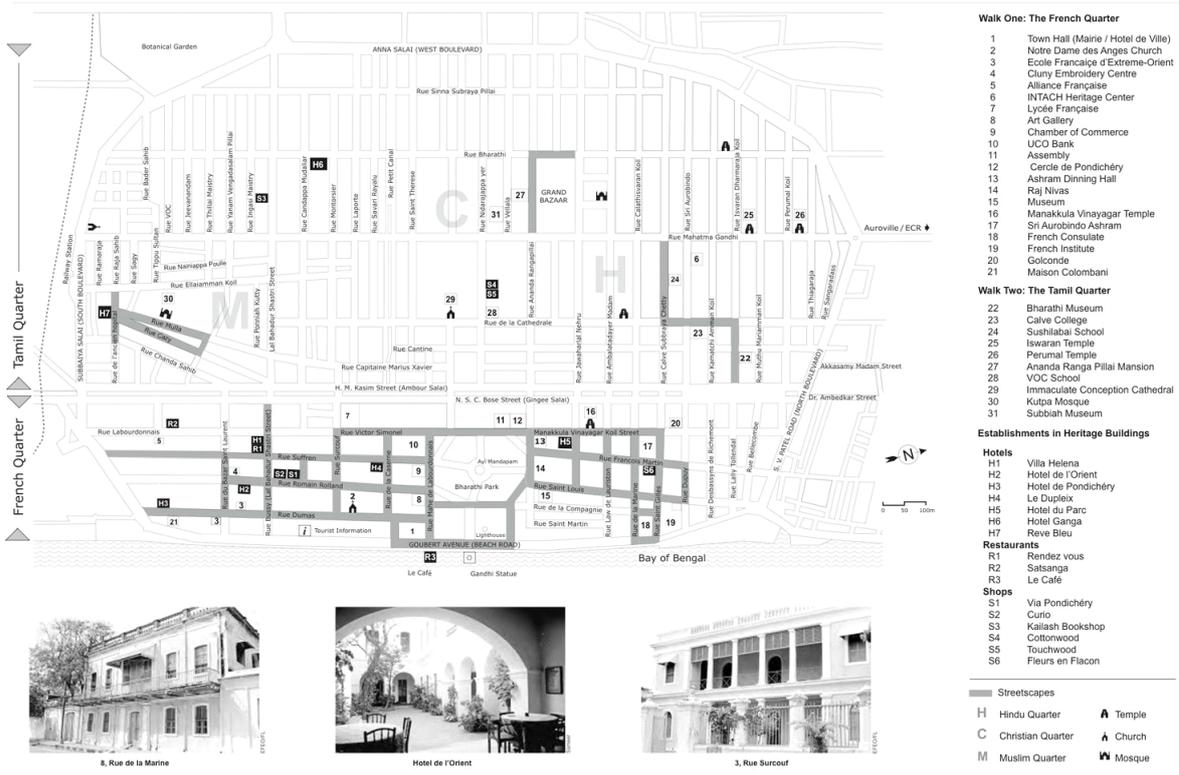
The modern plan of Pondicherry has a long history of development, during the 1694 during the Dutch occupation, then during French rule keeping the local taste in place. Pondicherry thus is very much a town of contrasts- the French Quarter closest to the sea and across the canal

and away from the sea the Tamil Quarter. The French quarter includes development along the beach and around the present Bharathi Park. Residential villas extend on either side interspersed by institutional structures. The buildings fall into two main categories: residential and public buildings. Residential buildings are simple and varied, and public buildings are located amidst large plots with fenced enclosures. Both architectural styles were made to suit to the local climatic conditions. The street facades are usually continuous wall with elaborate gateways and arched windows. Wooden balconies are common in public buildings giving proper ventilation and lighting arrangements, however roof-porticos protect the building from rain.

The Tamil quarter in northern side of the town can be characterised as native style with streetscapes very different in character from the French streetscapes. The streets are laid along east-west direction. The exterior facades mainly feature a thalvaram (street veranda with a lean-to roof over wooden posts) and a thinnai (semi-public veranda space).

Going inside a house, the mutram (colonnaded courtyard) used as the central family space. The old Hindu old Hindu quarters are simple and single storied, whereas later Hindu and Christian quarters are two-storied houses. Muslim quarters in the town are ornamented and colourful both in terms of exterior facade and intricate design of doorways. Overall the French and the Tamil quarters differ significantly in their respective styles. The French quarter has structures in the European classical style, whereas the buildings in the Tamil quarter are in the vernacular style of Tamil Nadu. The two styles have influenced each other with the result that many buildings in both parts of the town are a harmonious blend of European and Tamil architecture patterns. This unique French style of town planning and house building has become a significant attraction for tourists who go in a Heritage walk to appreciate and enjoy the style of architecture. A large number of film makers from India and abroad too show case such architecture in short, feature and advertisement films.

Source: Adapted from http://www.ifpindia.org/ecrire/upload/english_catalogue/ss2_urban_periurban_development.pdf accessed on 10 April, 2013



Town Planning of Puducherry Town

Source: http://www.intachpondicherry.org/English/pdf/Heritage_Trail_Map_Pondicherry.pdf accessed on 10 April, 2013.

Package

Instead of buying individual services separately like accommodation, travel and guiding etc. tourists prefer an all inclusive tour package prepared by specialist operator. This most often saves time and cost of tourists while making hassle-free booking and visit to the destination. The operator since buy main components of the tour such as travel, accommodation, catering, entertainment and recreation services in bulk, it gets a margin which in part it shares with tourists. Such amalgamation of services pertaining to resources visit (natural and man-made) accommodation and other facilities in a single price arrangement is called package tour and considered to be separate product. Tour Operators in recent times get most of their income from sale of package tour.

Lesson 5.3 - Pilgrimage Tourism & Sustainability

Pilgrimage Tourism

India has been known as the seat of spiritualism worldwide and India's cosmopolitan nature is best reflected in its pilgrim centres. It is said that religion is the life-blood for Indians, and people of all religions live here with perfect harmony. Major religion and sects in India are Hinduism, Islam, Christianity, Sikhism, Buddhism, Jainism and Zoroastrianism who have lived here for centuries.

The religious fervour is witnessed in the architecture of temples, mosques, monasteries, Gurudwaras and Churches spread across the length and breadth of the country presents themselves as embodiments of compassion where one gets peace of mind. India is not only known as a place rich in its culture with varied attractions but also for many places of worship, which presents an opportunity for the expansion of pilgrimage tourism, which currently is practised in only a few select pockets of the country.

From the above discussion it can be seen that India has been respected as a destination for pilgrimage tourism for domestic and international tourists alike. Spiritual tourism is also termed as religious heritage tourism. It includes all the religions mentioned above; religious places associated with, emotional attachment to these centres and infrastructure facilities for the tourists. This can also be referred to as pilgrimage tourism, as clients are not looking for luxury but arduous journeys to meet the divine goal or simple life. The essence of pilgrimage tourism is inner feeling through love. Love should not be rationed on the basis of caste, creed and economic status or intellectual attainment of the recipient. Religions come into existence for the purpose of regulating human life; what are common to all of them are the principles of love. Thus through religious tourism there is a sincere effort to bring better understanding among various communities, nations and thus foster global unity. Pilgrimage tourism as a tool of religious harmony and economic development is been

presented here as a case on case basis, taking prominent religions into considerations. Let us discuss popular centres of religious worships in the country with the basic doctrines of it.

Hinduism

Hinduism is one of the oldest religions of India. Over 5000 years of religious history created wonderful temples and survived through ages all over India. The most popular spiritual tours are those that are cantered on holy Ganges River. Badrinath, Kedarnath, Haridwar, Gangotri, Yamunotri, Allahabad, Varanasi. Jaganath temple at Puri, Bhubaneshwar, Konark in Odisha, Mata Vaishnodevi of Jammu and Kashmir, are some of the important pilgrim centers in north India. There are many spiritual sites in South India as well which dates back beyond the 10th century. Rameshwaram, Mahabalipuram, Madurai Meenakshi temple in Tamilnadu and Tirupati in Andhra Pradesh are some pilgrim centres. Every year millions of tourists, both domestic and international, visit these places.

India is special to Buddhists all over the world and India is the destination for pilgrimage because Buddhism emerged in India. The country is dotted with places that are associated with the life and times of Gutham Buddha; Lumbini-the birthplace of Buddha, Saranath where Buddha delivered his first sermon, Buddha Gaya where lord Buddha attained enlightenment and Vaishali where he delivered his last sermon and announced his nirvana.

Sikhism also emerged in India. The Golden Temple in Amritsar, the Hemkund Sahib, and Gurunanak Devji Gurudwara at Manikaran, which is also known for its hot water springs with healing properties, the holy city of Patna Sahib and Anandpur Sahib are important for Sikhs.

The Jain temples of Dilwara and Mount Abu in Rajasthan, the Gomateswara temple at Karnataka, draw thousands of Jain followers. Even small communities like the Bahais have their own Lotus Temple at Delhi.

The Sultanate and Mogul empires built many historical monuments and mosques during their reign, all over the country. Red Fort, Fatehapur Sikri, Jama Masjid, TajMahal, Charminar etc., bear testimony to the blend

of the Indian and Islam traditions of architecture. The followers of Islam have many mosques and shrines of Sufi Saints, like Moin-Uddin Chisti and Nizamuddin Aulia.

For Christians, spiritual tours to Goa among other place like Mumbai and Kolkata are must. Among the most popular sites in Goa is the church of Our Lady of Rosary, the Rachel Seminary, and Church of Bom Jesus.

In addition to pilgrim centres there are personalities like the Satya Sai Baba, Osho, Shirdhi and others. This shows that spirituality and religion in India is a serious pursuit. The State Governments concerned, charitable trusts, temple trusts have made elaborate arrangements for accommodation, transport and ritual ceremonies. These organizations are also running hospitals, educational institutes, ashrams, meditation centres which benefit local community. More than 500 religious places have been identified and efforts are being made to develop these centres by Central and State Governments with private participation.

Illustration: Chardham of Uttrakhand

Char Dham is referred to the four Hindu religious sites in Uttarakhand state of India. These are Yamunotri, Gangotri, Badrinath and Kedarnath. Nestled in the lap of majestic Himalayas, these four sites are the epicenter of religious activity in north India. Traditionally, the Chardham yatra is undertaken from the west to the east. Thus, the yatra starts from Yamunotri, then proceeding to Gangotri and finally to Kedarnath and Badrinath. Amongst the four Char Dhams, Yamunotri and Gangotri are dedicated to goddesses Yamuna and Ganga respectively. On the other hand, Kedarnath is dedicated to Lord Shiva while Badrinath is dedicated to Lord Vishnu.

Moreover, people also visit Hemkund Sahib in the vicinity, which is one of the highest located religious sites in the country. Thus, pilgrims visit all these places in aspiration of washing away their sins and to attain salvation, by the blessings of the Lord. Owing to the significance of this religious circuit, devotees from all over the world, come here to experience the eternal bliss. Char Dhams are hustling and bustling with activity during the summer months, as hundreds of devotees embark

upon the holy journey. The picturesque surroundings of the mountainous region are simply enthralling, giving the visitors a perfect opportunity to unwind themselves by filling their lungs with fresh air. Moreover, these otherwise silent and tranquil locales resound with the names of the Lord as the pilgrims advance towards their destination.

Badrinath: Badrinath Temple is one of the holiest Hindu shrines in India is situated in the hill town of Badrinath in the Chamoli district of Uttarakhand state along the river Alaknanda. The gates of the temple are open only for a period of six months, due to extreme weather conditions in Himalayas. There are a number of hot water pools here namely Tapt Kund, Narad Kund etc.

Kedarnath: Kedarnath, the snow-capped mountains of Himalayas, near the river Mandakini is dedicated to Lord Shiva and believed to have been built by Adi Sankaracharya. The only way being, a 14 km trek path from Gaurikund.

Gangotri: The sacred place is the source of river Ganga worshipped by every Indian. Some of the main attractions of Gangotri include Gangotri Temple, Gaumukh (source of Ganges), Gaumukh Glacier and Nandanvan. Drifting towards the adventurous aspect of Gangotri, it offers a number of sports for fun lovers such as river rafting, and trekking etc.

Yamunotri: Yamunotri is another revered pilgrim spots in the state of Uttarakhand and is the source of sacred river Yamuna and also the abode of goddess Yamuna. It is famous for its thermal springs, glaciers and scenic locales.

Source: <http://www.char-dham.com/index.html>

Sustainable Tourism

The concept of sustainability means that mankind must live within the capacity of the environment that supports. Sustainable development has been defined briefly as “that which meets the needs of the present without compromising the ability of future generations to meet their own needs”.

The definition brings out certain important aspects of sustainable tourism:

- Conservation and enhancement of resources for the future generation
- Protection of biological diversity
- Equity within and between generations
- Integration of environmental, social and economic considerations

The concept of sustainable development is all about conservation and stewardship of resources for the future. The support for ecologically sustainable development emerging strongly in the tourism sector, as it is the logical way of balancing environmental concerns with growth and development of the industry. Environmental problems facing the world today are of such magnitude that urgent actions have to be taken at the highest levels to counter this fatal degradation. But it is not just enough for government organisations to work towards sustainable development. Every individual, every neighborhood, and every community has to contribute in every way possible to get close to the goal. Since the earth summit, the concept of sustainable development has been placed firmly on the global agenda. This issue is assuming great significance in the development of tourism in India also. Tourism activities depend upon nature and natural heritage, it is essential to ensure that tourism development is ecologically sustainable –ecological process must not be neglected. Similarly tourism offers real experience of unique culture of the country. Hence the development should ensure that social and cultural sustainable tourism development compatible with the culture and values of the local people.

The World Tourism Organization (WTO) defined sustainable tourism development as “that which meets the needs of present tourist and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential for ecological process, biological diversity and life supporting system”. Thus tourism has to be human and adapted to the needs of the tourist, respond to the needs of the local communities, be socio-economic and culturally well planned and environmentally sound. The tourism must offer products that are operated in harmony

with the local environment, community attitudes and culture so that they become permanent beneficiaries and not the victims of tourism. The basic cultural identity of these local people should not be adversely affected. Sustainability also ensures economically sustainable-development process in the efficient management of resources and such management to ensure that the resource supports the future as well as the present generation.

Thus sustainable tourism aims to: -

- Improve the quality of life of people.
- Provide good experience to the tourists
- Maintain the quality of environment that is essential for both tourists and the local community.

Tourism can be one of the effective tools for building a prosperous community economically, socially and culturally. It must be environmentally sustainable and based on the sustainance of the natural and cultural base. Each destination should examine whether it has adequate attractions and facilities for tourism and there is a potential for tourism generating markets to be open to exploitation. The carrying capacity is the central principle in environmental protection and sustainable tourism development. It determines the maximum use of any place without causing negative effects on resources on community, economy and culture. Thus tourism has to be environmentally sustainable in both natural and cultural environment.

Basic Guidelines for achieving sustainable tourism

The following are certain guidelines that have to be followed to achieve sustainable tourism:

- A general tourism policy incorporating sustainable tourism objectives at national regional and local level should be followed.
- Targets established for the planning, development and operation of tourism involving various government departments, public and private sector companies, community groups and experts could provide widest possible safeguards for success.
- Primary consideration should be given to the protection of natural and cultural assets.

- All tourism participants will follow ethical and sound behavioral and conservative rules regarding nature, culture, economy, and community value system.
- The distribution of tourism development project should be rationed on the basis of equity.
- Public awareness of benefits tourism and how to mitigate its negative impacts should be pursued.
- Local people would be encouraged to assume leadership roles in planning and development.

In the Tourism Policy, 1982 the guidelines in Eco-tourism have attempted to achieve sustainability in tourism. It indicates that the key players in the ecotourism are Central Government and state governments, local authorities, developers, operators, visitors and local community. Each of them has to be sensitive to the environment and local traditions and follow the guidelines for successfully development of sustainable tourism.

Summary

In this Unit we discussed the emerging trends in tourism. To summarize this unit we can conclude that new age tourists have diverse needs and wants. The new age tourists are travelling to hinterlands from cities and metros, from polluted beaches to mountains, streams, dense forests, from sun, surf and sand activities to trekking, bird watching and admiring nature. However at the same time the existing metros and cities are renovated to suit to the growing needs of humankind. We in this unit discussed emerging tourism in the country in the form of eco, sustainable and rural tourism. We also discussed pilgrimage tourism and such centres in the country. The emerging markets such as medical tourism, camping tourism and golf tourism have also been narrated with popular destinations.

Self Assessment Questions

1. What are the factors responsible for new and emerging types of tourism?
2. What is MICE? Write a detailed note on the MICE destinations in India.
3. What is sustainable tourism? Outline basic principles of sustainable tourism!
4. What is ecotourism how is it different from sustainable tourism?
5. Discuss various characteristics of pilgrimage tourism and also budhist tourism circuits of India.

CASE STUDY

MICE in the city of Hyderabad

The heritage city of Hyderabad in its new avatar as the IT hub has sophisticated facilities to host MICE at the Hyderabad International Convention Centre. Convention facilities including a 6500 sq. m hall for 5000 delegates have been created over 15 acres at the HITEC City. The success of the HICC has led to a build up of similar facilities in six other centres across the country, expected to be completed by 2010-11. In recent time Hyderabad has become a major centre for MICE tourism activities in India. With its state of art convention centre of international standard, it recently hosted the annual convention of the Travel Agents Association of India in early September 2012. Besides the IT sector, there is also a booming healthcare and medical sector creating business demand. With companies like Satyam, Dr Reddy's, Visual Soft and many more having set shop here, the need for convention and conference venues became a necessity. Events like the annual Confederation of Indian Industries (CII) conference, GITEX, the Indian Association of Tour Operators (IATO) annual convention and the recently concluded and much acclaimed Afro Asian Games have placed Hyderabad on the top of Indian business map. In hotel accommodation, at present, Hyderabad has eight five-star category hotels, fourteen three and four star category hotels and there are many more in the pipeline. In addition to hotels, Hyderabad also has resort properties that can be ideal venues for business cum leisure.

Now Hyderabad because of its good air connectivity from many gulf countries & Asian countries lot of Gulf and South East Asian Business conferences are expected to come to Hyderabad. These hotel as part of the convention complex provides very comfortable accommodation such as special rooms with modern facilities for business travelers, private lounge & special thematic cuisine restaurants. All these facilities give good choice for business clients to enjoy during their stay. In addition to hotels, Hyderabad also has resort properties that can be ideal venues for business cum leisure.

HITEX: To host exhibitions, there is HITEX (Hyderabad International Trade Expositions Ltd) City, located 20-25 kms away from the city. HITEX is developing a trade fair centre in two phases, the first phase is operational with three exhibition halls, trade fair building and a functional entrance plaza. In the second phase, a convention centre-cum-hotel is being planned that would have a capacity to seat 4,500 people along with five more exhibition halls. The existent exhibition halls showcase state-of-the-art facilities to meet international standards. The Centre also boasts a 1000-car park area. Some of the major events that have been conducted at HITEX are GITEX Hyderabad 2002, CIDEX Trade Fairs, etc. Hyderabad boasts numerous gardens across its length and breadth. For instance, Ramoji Film City by itself has about 100 different gardens within the property. Apart from gardens, Hyderabad has numerous resorts, clubhouses, etc.

Aalankrita - an ethnic business getaway resort is situated on Shameerpet Road. The most striking feature of it is the abundance of flora and fauna. Set in a tranquil location, Aalankrita boasts of traditional conference set-ups. With a capacity ranging from 20 to 2,000 people, the property has everything from an open-air auditorium - Taraana - to a conference cum banquet hall and multicuisine restaurants.

Ramoji Film City: A breathtaking destination by itself, what sets Ramoji apart is its theme-based conferences. The 10 to 12 convention halls there can cater from 20 to 6,500 people. And in the evenings one can visit a theme park, take a stroll at one of the many gardens, or even drop in to watch a film shooting,

Tourists Attraction of Hyderabad

Apart from its budding business potential, Hyderabad has a lot to offer visiting tourist in terms of heritage and culture. Right from the city's icon - Charminar - a captivating structure, to the splendid age-old Golconda Fort. A must-see is the light and sound show at the Fort. The Salarjung Museum, the Qutub Shahi Tombs, Hussain Sagar lake are favourite spots for spending time by the business tourists.

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