

**CULTURAL TOURISM IMPACT ON THE ROAD MAP
OF AN EMPLOYMENT OPPORTUNITY IN SOUTH
INDIA**

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ABSTRACT

Tourism is not only a growth engine but also an employment generator. According to the Economic Survey 2011-12, the sector has the capacity to create large scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6-7 per cent of the world's total jobs directly and millions more indirectly through the multiplier effect as per the UN's World Tourism Organization (UNWTO). The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5 jobs directly and around 85-90 jobs indirectly in the way of exploring by cultural based tourism . In comparison, agriculture creates only 44.6 jobs and manufacturing a mere 12.6 jobs. Moreover tourism is the third largest foreign exchange earner after gems and jewelers and ready made garments

Key words: Economy, Opportunity, tourism and culture

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I. INTRODCUTION

During 2011 FTAs in India were 6.31 million with a growth of 9.2% over 2010. FTAs during 2012 were 6.65 (provisional) million with a growth of 5.4%, as compared to the FTAs of 6.31 million during 2011.

Tourism is an important sector of Indian economy and contributes substantially in the country's Foreign Exchange Earnings. FEEs from tourism, in rupee terms, during 2011 was Rs.77, 591 crore (provisional), with a growth of 19.6%, as compared to the FEEs of Rs.64, 889 crore (provisional) during 2010. During 2012, the Foreign Exchange Earnings (FEEs) from tourism registered a growth of 21.8% from Rs.77, 591 to Rs.94, 487 crore (provisional) when compared Business, family, mission meetings.

The role of the Government in tourism development has been redefined from that of a regulator to that of a catalyst. Apart from marketing and promotion, the focus of tourism development plans is now on integrated development of enabling infrastructure through effective partnership with various stakeholders.

Tourism development in India has passed through many phases. The development of tourist facilities was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan.

II. RELATED WORK

A special initiative was launched in 2009-10 for the creation of employable skills among youth belonging to economically weaker sections of the society in the age group of 18-25 years (upper age limit raised to 28 years in November, 2010) with the basic objective to reduce the skill gap affecting the hospitality and tourism sector and to ensure the spread of economic benefit of tourism to the poor. The programme offers short duration courses of 6 to 8 weeks which are fully funded by the Ministry of Tourism. Initially covering two courses viz. (i) food and beverage service; and (ii) food production, courses in Housekeeping, Utility, Bakery and Patisserie were

added subsequently. With the growing acceptability of the initiative more trades/training areas were added like- to bring up drivers, golf caddies, stone mason, security guards and tourist facilitators etc. For the year 2012-13, 21,175 persons have been trained under the initiative up to 31 January 2013.

As part of its domestic and global publicity and marketing strategy to promote tourism and create social awareness through the print and electronic media. Campaigns highlighting the tourism potential of North-East and J&K were also carried out through Doordarshan. Campaigns were also taken up for “Incredible India” branding on TV during 2nd Formula Grand Prix and London Olympics, 2012, during the International Film Festival of India (IFFI) held in Goa, and during the International India Film Academy (IIFA) Awards 2012 in Singapore.

The Ministry had participated in major international Travel Fairs and Exhibitions in important tourist generating markets the world over, as well as in emerging and potential markets, to showcase and promote the tourism products of the country. These included Arabian Travel Market (ATM) in Dubai, International Trade Business (ITB-Asia) in Singapore, World Travel Market (WTM) in London, International Meetings Exhibitions (IMEX) in Frankfurt, International Tourism Trade Fair (FITUR) in Madrid, etc.

To showcase and project the Buddhist Heritage of India, an International Buddhist Conclave was organized by the Ministry of Tourism in Varanasi in September 2012 and attended by 132 international delegates from around 30 countries. The delegates were taken for a visit to Sarnath and Bodh Gaya. For the first time, an International Tourism Mart was held at Guwahati in January, 2013 to showcase the largely untapped tourism potential of the north-Eastern region in the domestic and international markets.⁷⁹ International Buyers and media delegates from 23 countries and hundreds of tour operators from different parts of India participated in the Mart and engaged in one-to-one meetings with sellers from the North East Region and West Bengal. The international delegates were taken on Familiarization Tours of the North Eastern Region.

III. EXPERIMENTAL ANALYSIS

Cultural tourism still existing in the rural areas is essentially an activity which takes place in the countryside. It is multifaceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco tourism. As against conventional tourism, rural tourism has certain typical characteristics: It is experience-oriented; the locations are less populated, it is predominantly in natural environments and it is based on the preservation of culture, heritage and traditions.

The scheme of cultural Tourism was started by the Ministry of Tourism in 2002-03 with the objective of highlighting culture of the common life, art, culture and heritage at rural locations and in villages which have core competence in art, craft, handloom, textiles and natural environment. The intention was to benefit the local community economically and socially as well as to enable interaction between tourists and local population for a mutually enriching experience. The promotion of village tourism was also aimed towards generating revenue for rural communities through tourist visits, which may stop exodus from rural to urban areas.

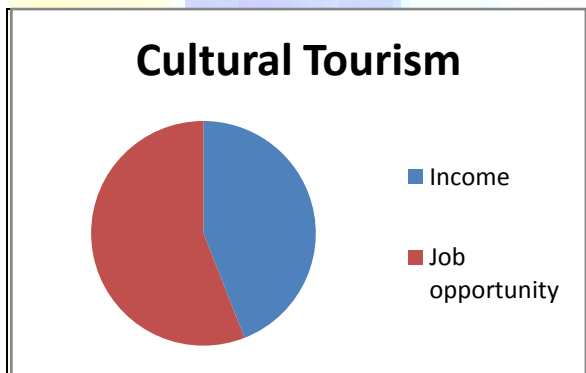


Fig 1.1 Cultural Tourism

From the above chart (fig 1.1) shows the details for the impact of the cultural tourism on the effect of job opportunities and income of the country's economy during the year 2012-2013.

Cultural Tourism can be harnessed as a strategy for rural development. Because, of the modernizations, cities are start to slowly loosing its heritages' and culture. The development of a

strong platform around the concept of Rural Tourism is definitely useful for a country like India where almost 74 per cent of the population resides in its 7 million villages. On the other hand, the growing trend of urbanization has led to falling of income levels, lesser job opportunities leading to desertion of villages. Cultural Tourism could be a solution to this.

At the same time there is a comparative work for the medical tourism, Agri-based tourism, Film tourism, Eco-Tourism along with the cultural based tourism in India during the period 2010-2013.

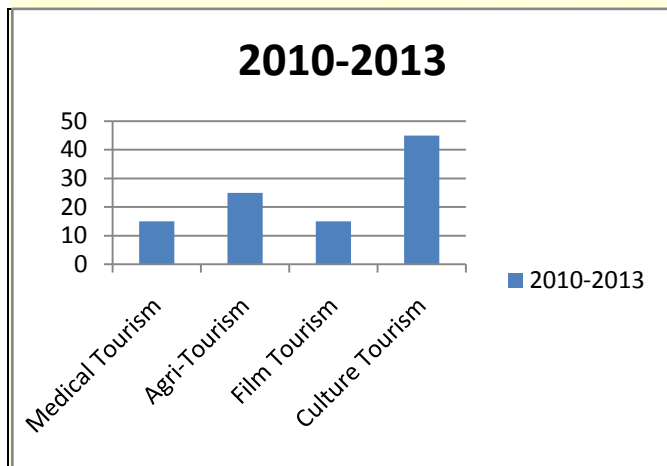


Fig 1.2 Comparison for the medical, Agri, Film and culture based tourism fact sheet during the period 2010-2013 in southern part of the India.

IV. CONCLUSION

The major challenges of cultural Tourism are viz. need to preserve the environment and natural resources, the need for education, proper understanding for both tourists and local people, and the need to generate a democratic movement which helps people at all levels to participate in tourism development. Also they need to focus on occupation training, handicraft promotion, and improvement of both the landscape and the basic infrastructure, to increase the quality of life of villagers by creating a healthy environment. In future there may be many researchers to carry the empirical research for the cultural based tourism to preserve the heritage of the country.

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