CHAPTER I

FOCUSSING HERITAGE AND CULTURAL TOURISM:
INDIA AND TAMIL NADU SITUATION

The concept of culture is explained in the Encyclopedic Britannica as, "culture may be defined as behaviour, particular to Homosapiens together with material objects used as an integral part of this behaviour; specifically, culture consists of language, ideas, beliefs, customs, codes, institutions, tools, techniques, works of art, rituals, ceremonies and so on". The function of this external, man made environment is to make life secure and enduring for the society of human beings living within the cultural system. Every socio-cultural system exists in a natural habitat. Of course, this environment exerts an influence upon the cultural system.\(^1\) The relationship between an actual culture and its habitat is always an intimate one. Therefore one finds a more or less close correlation between the kind of habitat and type of culture. Depending on the place of residence, the hills, seashores, forests, river beds, cities and villages, the type of culture varies. Appreciation of the relationship between culture and topographic area, suggests the concept of cultural types, such as hunting and gathering, or a special way of hunting and agriculture, configuration and pattern; what is common in all these is that, they

\(^1\) Encyclopedia Britannica, p.874.
view culture not in terms of its individual components or traits, but as meaningful organisations of traits such as areas, occupations, configurations or patterns. In course of time there is adaptation and change in culture. Every socio-cultural system exists in a natural habitat. This exerts influence upon the cultural system. The environment permits, encourages and also prohibits the acquisition or use of certain cultural traits but it does not determine cultural traits.²

Heritage

The concept of Heritage, became popular only in the 1970's, especially in Europe.³ Ordinarily heritage tourism is based on "heritage", where "heritage" is the core of the product, that is offered. Heritage is the main motivation for the consumers, i.e. the tourists. Moreover heritage is only heritage in tourism terms, when it is of interest to and accessible to, the tourists. Heritage contains both tangible and intangible products. It includes the following:⁴

- historic buildings and monuments
- the sites of important past events like, battles
- traditional landscapes and indigenous wild life

² *Idem.*
language, literature, music and art

traditional life styles including food and drink, sports

If tourism has to develop as a socially acceptable activity, without reinforcing prejudice, discrimination and resentment, it becomes necessary to preserve the cultural heritage of the place. In the recent years with the development of travel and tourism, there is an increase in the variety of artifacts. Some of them are, trains and rail services such as the orient express, the palace on wheels.

The History of the Development of Heritage Tourism

Cultural Tourism in its earliest form can be traced to the period of Romans. Mostly the rich undertook travel to enjoy and understand, different cultures. They considered such tours as a part of education of the royal people. It was a prestige symbol for the rich and the elite. In the middle age, in Europe, religious heritage, in the form of pilgrimage sites, was the main motivation for travel. By the beginning of the 18th century, the "Grand Tour" became an established activity for the sons of the aristocracy and gentry. It was mainly a tour to the places of artistic importance, especially in Europe. The end of the 19th century saw the beginning of the packaged heritage tourism, with

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6 *Encyclopedia Britannica*, p.874.
Thomas Cook's arrangement of the first holiday trip to see the ancient historical monument of Egypt. The development of heritage tourism picked up speed and more and more locations were brought under the canopy. Accessibility became better with the development of road transport, especially the emergence of cars. The development of airways and sea transport made it possible for people to take up overseas travel to enjoy and understand the cultural heritage of other countries. The heritage product is controlled by different types of organisations with different objectives:

- Private sector owner - profit motive
- Public sector owned - social objectives (education, leisure facilities)
- Voluntary sector - to generate revenue to fund conservation work.

**U.N Criteria for Selection of Heritage Projects**

In order to identify and preserve the cultural and natural heritage projects, U.N. came out with consolidated efforts through its convention concerning the protection of the world Cultural and Natural Heritage. These ideas were adopted by the General Conference of UNESCO in 1972. But only in 1992, this convention became the first

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international legal instrument to protect cultural heritage. The purpose of the convention is to ensure the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage of "outstanding universal value".

Table No. 1

Number of Properties Inscribed on the World Heritage List

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Types of Property</th>
<th>Number in Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cultural Properties</td>
<td>563</td>
</tr>
<tr>
<td>2</td>
<td>Natural Properties</td>
<td>144</td>
</tr>
<tr>
<td>3</td>
<td>Mixed Cultural and Natural Properties</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>730</td>
</tr>
</tbody>
</table>

The UNESCO World Heritage site is a site that is on the list maintained by International World Heritage Programme administered by UNESCO World Heritage Committee, composed of 21 state parties which are elected by their General Assembly for four year term.

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9 www.worldheritagesites.org
10 Ibid.
11 www.unesco.org
What is Cultural Tourism?

In its broadest definition it is travel directed towards experiencing the arts, heritage, and special character of unique places. It includes arts (galleries, studios, performing and visual arts), cultural activities (festivals, celebrations, rituals, events) and physical heritage (buildings and environments). ICOMOS (the UN's International Council on Monuments and Sites), in its International Cultural Tourism Charter states that: 12

"At the broadest level, the natural and cultural heritage belongs to all people. We each have a right and responsibility to understand, appreciate and conserve its universal values".13

The Benefits of Cultural Heritage Tourism14

The local economy reaps a lot of fruits out of the development of cultural heritage tourism. The benefits can be listed as: 15

(i) Economic benefits → new business, jobs, higher property values

(ii) Less tangible benefits → pay offs, improvement of the quality of life

(iii) Promotes pride of the community → this happens when the community works together to develop a thriving tourist industry.

15 Ibid., p.2.
Culture and Heritage Tourism in India

It has been observed by Dr. E.R. Allchin, the UNESCO expert, who had been invited to study the scope of cultural tourism in India that "India is a large populous country with a great past and great tradition. It can boast of some five thousand years of civilized life, and as such it must be ranked as the one of the great civilizations whose traditions arise directly from its past. For these reasons, for any foreigner a visit to India must have a profound cultural impact and in this first broadest sense, all tourism in India involves at least an aspect of cultural tourism".16 The Indian National Trust for Art and Cultural Heritage was set up to protect and conserve the Indian heritage. This organisation (INTACH) strives to:

- spread heritage awareness among public
- Protect and conserve India's heritage
- Document cultural resources of India
- formulate policy and regulations
- Train and develop skills and related professions.
- Emergency response to save heritage
- form strategic partners and collaborations

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16 Lavkush Mishra, Cultural Tourism in India, New Delhi, 1999, p.267.
This INTACH is a registered society with its head office at New Delhi. This organisation concentrates on rendering specific aspects of cultural heritage conservation initiatives. It contains enthusiastic members from all parts of the country. Its attention is mainly on the development and welfare of the artisans. It has adopted a logo.\textsuperscript{17}

The logo of INTACH has been derived from the 3000 year-old anthropomorphic copper figure of Shahabad, U.P and discovered in the copper hoards of the Ganges valley. A similar monolithic figure in granite, 35 meters high, stands majestically amongst the ruined megaliths near Tiruvannamalai in Tamil Nadu.

It is believed that, this human like figure is an ancient reminder that we are responsible for our cultural and natural heritage. The arms of the figure turned inwards seem to suggest that the future of the earth lies in the hands of human beings and it is the duty of every individual to protect and care for their cultural legacy.\textsuperscript{18}

"India is a land of deep rooted heritage and history, dating back to several centuries. The ancient heritage monuments narrate the multihued heritage of India where you will find the saga of happiness, sorrow, love and betrayal, all woven together". India has a glorious past. It ensures that the present and subsequent generations have

\begin{footnotesize}
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\item[17] www.intach.org.
\end{enumerate}
\end{footnotesize}
plenty of historical and cultural heritage to be proud of. It is pointed out that, the fascinating monuments and heritage sites in the country stand quietly today to retell their story of joy, courage and sacrifice before you, which are enchanting and singular.\textsuperscript{19} India is a country which had attracted and welcomed many races, rulers and scholars from different parts of the world. These people had migrated into this rich, welcoming country with their respective culture and tradition. They have mixed with the rituals of the Indians. This gave birth to a new colour of heritage and culture. This amalgamation of culture have slowly and gradually have enriched the values and faiths of the Indians ever further with each sun rise and sun set in the sky. The host country welcomed this huge change with open hand, as a result of which the flavour of Hinduism, Buddhism, Islam, Jainism and Christianity floats in the atmosphere of India making it one of the largest secular country of the world, Where \textit{Diwali, Christmas, Eeth, Buddha Jeyanthi} are celebrated with equal enthusiasm and exuberance. It is said that the rich heritage of India comes with all its fragrance and colour which are still breathing in the heritage forts, palaces, temples and monuments, fringed in each and every corner of this multi-facet country. The splendid architecture, minutely carved motifs, embellished facades of

\textsuperscript{19} \textit{Ibid.}
the heritage monuments narrate the immense skill of the craftsmen of the yore, which have been fascinating the world of many centuries. The heritage sites of India are innumerable. It is heartening to note that UNESCO has come up with a mission to protect these treasures. These are the finest gifts to world from India we feel fortunate to inherit these incredible Indian sites. The future generation also will be proud of it. "Be it the exquisite marble inlay work of the Taj Mahal, or the titillating sculptures of the Khajuraho temple or the excellent fusion of science and art in Konark Sun Temple, Indian heritage sites are the manifests to the extremely rich heritage of India. There are a number of important and marvelous monuments and sites in India. A single tour cannot cover these multifarious facets of the wonderful heritage. The visit to at least a few of these will give the tourist a glimpse into the Indian history and heritage.

Tit the end of one of the tours, the desire becomes insatiable, each tourist would want more and more. To site a few examples belonging to the different category of heritage sites, the following can be considered.21

21 Pamphlet Published by Government of India Tourism Department.
(i) Heritage Places

Delhi
Khajuraho
Rajasthan
Agra
Chennai
Konark
Puri
West Bengal

(ii) Heritage Categories

Pilgrimage
History
Goa Heritage House
Shivaji Heritage
Forts
Palaces
Temples
Monuments
(iii) World Heritage Sites

<table>
<thead>
<tr>
<th>Agra Fort</th>
<th>Monuments of Hampi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ajanta and Ellora Caves</td>
<td>Khajuraho Temples</td>
</tr>
<tr>
<td>Taj Mahal</td>
<td>Nanda Devi National Park</td>
</tr>
<tr>
<td>Monuments of Mamallapuram</td>
<td>Valley of Flowers</td>
</tr>
<tr>
<td>Konark Sun Temple</td>
<td>Bhimbetta Caves</td>
</tr>
<tr>
<td>Monuments of Fatepur Sikri</td>
<td>Badani caves</td>
</tr>
<tr>
<td>Kasiranga National Park</td>
<td>Sundarbans National Park</td>
</tr>
<tr>
<td>Manas National Park</td>
<td>Darjeeling Toy Train</td>
</tr>
<tr>
<td></td>
<td>Ooty Hill Train</td>
</tr>
</tbody>
</table>

**Tourism Planning in India**

It is a known fact that tourism sector of the economy helps in earning foreign exchange, creates income and employment opportunities. The remote and backward areas benefit a lot. It also strengthens national integrity and promotes international understanding through intensified socio-cultural exchanges among people of different regions and countries.

The year 2002 was crucial in the history of tourism in India. National Tourism policy was brought out by the Ministry of Tourism in the year 2002. The major goal of the National Tourism policy was "to achieve a superior life quality for India's people through physical
invigoration, mental rejuvenation, cultural enrichment and spiritual elevation through tourism".22

The major objectives of this policy were:

- Positioning and maintaining tourism development as a national priority
- Enhancing and maintaining the competitiveness of India as a tourist destination
- Improving India's existing tourism products and expanding these to meet new market requirements
- Creating World class infrastructure
- Developing sustained and effective marketing plan and programmes.
- An Indian tourism brand position would be created by focusing on what makes India an unmatched tourism destination
- Digital Technology for marketing would be applied to enable tourism organisations help promote their destination projects by internet and other growing interactive multimedia platform.

Giving more importance for the development of the cultural aspect of tourism, the tenth plan focused on the implementation of a comprehensive plan of preservation of the archaeological

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22 *Idem.*
heritage and development of the monumental complexes and museums, promote classical, folk and tribal crafts and oral traditions. At present the oral traditions are at the verge of disappearance. Hence without much delay these must be preserved. Further more attention is given to preserve and protect smaller museums. The Archaeological Survey of India is continuing excavation activities. Along with this the ASI is taking steps to initiate the process of modernisation of galleries, digital documentation of antiquities, publication of catalogues, museum guides, picture post cards and other information materials.\textsuperscript{23}

During the 9th plan efforts were taken for the development of Village and Heritage tourism by way of a budget provision to take care of accommodation, moments and to attend to maintenance works. But most of these were under the purview of the state governments. The central government concentrated on the financial assistance. There was not much impact on the overall development of the tourist destinations. Hence the process to take off could not be completed. The annual plans could not succeed in speeding up the schemes. Some of the schemes were restructured. The annual outlay of the central sector during 2002-

\textsuperscript{23} M.P.Bez Baruah, (ed.), \textit{op.cit.}, p.86.
2003 had been enhanced to Rs.225 cr. It was proposed that, during the tenth plan, in consultation with the state governments, selected circuits were to be developed to international standard.

The central government along with the National Tourism Corporation provided schemes for the improvement of the human resources in the sector such as the expansion of the existing network of institute of Hotel Managements, food craft Institutes. Along with these the government planned to set up additional institutes in the new states of Uttranchal, Chattisgarh and Jharkhand. Efforts were taken to build capacity for service provider in the unorganised sector.

The planners also took into consideration the need for considerable marketing both at home and abroad. Much effort was taken for brand building of India. Hence the plan posed an outlay of Rs.6 crores for domestic promotion and publicity and Rs.34 crores for overseas promotion. It was proposed to conduct a study to assess the impact of the scheme on creation of accommodation in the country. Along with this the information technology got a thrust from the planners, to promote Indian tourism. Special efforts were taken for the development of the North East and Sikkim. A special outlay to the

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tune of Rs.22.5 crores was set aside for the development of these newly developing areas.

In this present era, the developments of transport and communication facilities have expanded the knowledge vista of man. People come to know about different places and the importance of various natural and manmade attractions which are colourful and would give them joy and peace of mind. With improved education and knowledge, they are enthused to travel seeking an escape from the routine work, enjoyment of pleasure and thrill. They are looking for more knowledge and adventure and enhancement of knowledge about places and people, their life style and culture. These tours improve their understanding of culture, heritage and history. As a result people are becoming more conscious of preserving and protecting their own culture.

To add to this the governments are also waking up to the need preserving and protecting their resources, both natural and manmade attractions. More funds are being allotted to develop tourism. There are agencies, both national and international, interested in protection and preservation of resources. They conduct studies and allot funds for this purpose. In certain areas people themselves are realising the

\textit{Idem.}
importance of attractions and taking steps for improvement. More and more guided tours are being arranged and the knowledge arena is expanding.26

Strategy for tourism development in the 11th Five Year Plan

The 10th Plan had a double-pronged strategy of upgrading the tourism infrastructure and various marketing efforts under the banner of "Incredible India" as a global brand. The following 4 point journey was sought to be achieved to a large extent among the target tourists and in source of market:

- from non-awareness to awareness,
- from awareness to interest
- from interest to desire
- from desire to final action, (ie.) booking a holiday

The goals set for the 11th plan are;27 increase visitation, increase international visitor level of 10 million to 20 million, diversify principal source markets, including south Africa, China and Japan, attract higher quality tourists. There is seasonality and diversity in the flow of tourists. On an average the length of stay is 11 days. Efforts are to be taken to encourage the tourists to prolong the stay. Many of the travellers concentrate on leisure. But in order to increase the

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26 Planning Commission Published by Government of India, New Delhi, p.75.
27 Idem.
number of such travellers, there should be more and more business
related travel. The plan also stresses the need for preparing strategies
to increase per capita expenditure on shopping, and other non-
accommodation, non-transportation heads, to match international
benchmark of 30 per cent. In order to increase the average growth by
12 per cent the international growth must be complemented with
domestic tourism. This will help in eliminating seasonality. It is also
estimated that the approved quality accommodation units should be
increased from the current level of about one lakh to 2 lakhs by 2011
further hotels are to be developed near international airports and to
develop budget hotels.

Some of the important infrastructure projects which have been
sanctioned in the current financial year are;

**Heritage Destinations /Circuits (MOT - Ministry of Tourism)**

- MOT has recently sanctioned Rs.8.00 crores for the project of
  Illumination/lighting of monuments in Rajasthan.
- The tourist facilities at Sanchi and adjoining tourist places in
  Madhya Pradesh are being improved at a cost of Rs.4.64 crore.
  Tourist Facilitation Centre, Public Amenities, Parking and
  Landscaping and Beautification of approach roads will be done.

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28 *Idem.*
• The project of Development of Mahanadi Central Heritage (Rs.3.94 crore) has been sanctioned. In this project Jetties, River Bank, Nature Trail, picnic areas etc. will be developed at various places along the river to enhance the experience of visitors to these destinations.

• An India Freedom Circuit of Mahatma's Park in West Bengal is being developed at a cost of Rs.2.27 crores.  

• The project Bijapur-Bidar-Gulbarg Circuit sanctioned at a cost of Rs.6.40 crores.

• Art & Craft village at Goregaon film city has been sanctioned for an amount of Rs.3.86 crores.

• Revitalization of Gandhi Thidal and Craft Bazar, Puducherry sanctioned recently for an amount of Rs.2.67 crores.

• The project of Development of Srirangam Tamilnadu (Rs.3.72 lakhs) has been sanctioned.

• Development of Vallore fort area at a cost of Rs.0.89 crores.

• Sound and Talatal Ghar, Sivasagar in Assam (Rs.1.58 crores) has been sanctioned.

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30 Ibid., p.2.
Beach and Sea Tourism

- MOT has sanctioned a project of Rs.5.00 crores for development and beautification of Beach Promenade in Puducherry.
- Another Project for development of walkway along the bank of river Arasalar and Vanjiar in Karaikal, Puducherry (Rs.4.78 crores)
- The project of Development of Marina beach in Tamilnadu has been sanctioned (Rs.4.92 crores).

Eco Tourism

- A project of Eco tourism for development of Horsely Hill in Chittoor District of Andhra Pradesh has been sanctioned.
- The project of development of Satkosi in Orissa (Rs.4.25 crores) has been sanctioned in which Interpretation Centre, Landscaping, Elephant camps, Trekking park, Watch Towers and parking facilities, etc. are proposed to be developed.
- MOT has sanctioned a project for development of Eco tourism in Morni-Pinjore Hills and Sultanpur National Park in Haryana for which Rs.2.63 crores have been sanctioned.
- The project of Integrated Development of Tribal Circuit with special focus on Eco tourism in Spite in Himachal Pradesh has been approved for Rs.6.98 crores.
• Development of Wayanad in Kerala for an amount of Rs.2.01 crores.

• Development of Tourist Circuit (Western Assam Circuit) Dhubari-Mahamaya -Barpeta-Hajo has been sanctioned for an amount of Rs.4.97 crores.

• Development of Mechuka Destination (Rs.4.41 crore in Arunachal Pradesh).

• Development of Tourist Destination at Khensa at a cost of Rs.4.58 crores in Nagaland.

• Circuit - Udhayamandalam - Madumalai - Anaimalai, Tamil Nadu Rs.4.39 crores.

**Heritage and Culture Tourism**

Heritage and Culture tourism began to be recognized as a distinct tourism product category in the late 1970s, with the realization that a large number of people travel specifically to gain a better understanding of the culture or heritage of a destination. Nearly 40 per cent of international travelers are now considered cultural tourists, who visit destinations based on cultural heritage of a place - rural, ethnic and spiritual factors. There is a growing need to recognize culture and heritage tourism as a specialized sector of tourism to
develop this product for improving tourist traffic both indigenously and internationally.

In evolving a culture tourism policy, the following basic considerations should be taken into account.

- Tourism interests must develop an awareness of cultural heritage management, concepts, ideals and practices. Likewise cultural heritage stakeholders must also develop an understanding of what tourism as an how it works.

- Tourism industry professionals value cultural assets as raw material for their products to generate tourism activity and wealth. Cultural heritage management professionals value the same for their intrinsic merits.

- Tourism is driven by attractions. Attractions are the demand generators that give a customer a reason to visit a destination. Attractions act as a catalyst for the provision of all other tourism products and services. Cultural heritage assets therefore must be transferred into tourism cultural heritage products. The transformation process is integral to the successful development and sustainable management of the cultural tourism product.

- The need for a balance between tourism and cultural heritage management, with the need for strong partnership.
The recognition that tourism is essentially a commercial activity, and cultural values should not be sacrificed for commercial considerations.

As tourism numbers increase, a state of conflict is likely to emerge; especially in the vacuum of effective conservation management plans.

Effective conservation management plans are therefore crucial to the development of sustainable cultural/heritage tourism. The following five distinct levels of heritage tourism needs to be considered for tourism product development.31

a) Heritage sites recognized as the World Heritage Sites (India currently has 26);

b) Other heritage sites/circuits which have the potential of becoming WHS (14 on the current list of Archeological Society of India and growing substantially);

c) Heritage hotels converted from erstwhile Palaces, Forts and Haveliis (currently 130 in number);

d) Archaeological sites; and

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e) Heritage Assets managed by the Indian Railways such as the three World Heritage Sites; Darjeeling Himalayan Railway, the Blue Mountain Railway in South India (Ooty) and Victoria Terminus Station (Mumbai) and other prominent assets like the Palace on Wheels.

It is important to recognise culture and heritage as an essential and specialized product of Indian tourism under the Eleventh Plan. Hence, separate allocation should be made to develop the product during the Plan period. The Working Group felt that following strategy should be followed during the 11th Plan:\(^\text{32}\)

- a) Creating specific heritage tourism zones where the majority of tourist activity can be concentrated;
- b) To assess the anticipated environmental impact of tourist activity around the heritage centers;
- c) Developing tourist facilities which are in harmony with the local eco-system;
- d) To assess the carrying capacity of each area towards harmonizing tourist development of heritage centers with local ecological conditions. In some cases, prohibiting

\(^{32}\text{Ibid.}, \text{p.39.}\)
visitation or placing strict limits on the number of visitors.
Likewise, only culturally appropriate use may be permitted.

e) Improving awareness and exchange of knowledge between those responsible for and affected by heritage tourism at national, state and local levels;
f) Making heritage tourism an educative and informative experience supported by well produced printed materials, audio-visuals, and specialized tourist service;
g) Establishing consultative process to ensure effective dialogue and information sharing with the stakeholders as also to resolve conflicts that may arise;
h) Providing opportunities to private tourism sector to contribute to management initiatives through direct donation, in-kind services and other voluntary initiatives consistent with the approved guidelines.
i) Need for regulations to include sensitivity of design in the architectural style of construction of any new tourist facilities;
j) Evolving legislation for effective enforcement of existing laws with the active participation of all stakeholders,
approval of licensing processes for planning, setting
design and construction of tourism facilities around
heritage centre; and

k) The recognition that tourism is essentially a commercial
activity, and cultural values should not be sacrificed for
commercial considerations.

With the above strategy, the working group made the following
recommendations:\textsuperscript{33}

- Ten Heritage sites should be identified and developed every year
  starting with the World Heritage sites and then moving on to
  other popular heritage circuits. This way, by the end of the 11th
  Plan 25 Heritage circuits would have achieved world class
  standard.

- Conduct Tourism Impact Assessment studies under multi-
  disciplinary agencies to assess the socio-cultural, economic and
  political impact of tourism on the heritage site as well as the host
  community. Visitor surveys to be conducted and compiled with
  other tourist data already available with the tourism or state
  agencies. Surveys should contain information like Visitor
  profile: Details of the visit; Time spent on site; Areas visited;

\textsuperscript{33} Ibid., p.40.
Expenditure; Decision-making in choosing the site; Effectiveness of advertising; Main reason for visit; Rating of quality of information; Ease of moving about; Opinion about the site; Entertainment; educational value; Overall satisfaction; Suggestions for changes/improvements.

- Examine the tourist facilities available at these heritage sites and develop those that are unavailable. As a start, 6 cities/towns could be taken up on priority basis namely, Hampi, Agra, Konark and Khajuraho, Buddhist and Jain circuits.

- Buildings that are abandoned or that continue to be left vacant are at the risk of physical decay through lack of maintenance or they risk destruction through vandalism or fire. Finding an appropriate use, that will enhance the cultural value of a building will add to its tourism potential and can also ensure its survival. A number of monuments, for example, form an ideal backdrop for cultural events. This should be considered.

- There is a need to identify museums in potential tourism circuits, and to make them visitor-friendly. Most of our museums need improvements in basic facility maintenance, greater sophistication in labeling and display, and addition of facilities like cafeterias and museum shops. Utilization of audio-visual
and other new technologies will generate interest, understanding, and excitement. Work to upgrade to world class standards need to commerce with six Museums one each in Delhi, Mumbai, Kolkata, Chennai, Bangalore and Cochin.

- Places of important religious pilgrimage may require substantial development of tourist facilities. Possibility of developing other attractions and activities should be reviewed and planned in order to increase visitor length of stay, expenditure and satisfaction. To begin with eleven places of pilgrimage namely four dhams of Uttaranchal - Kedarnath, Badrinath, Yamunotri and Gangotri; Sabrimala in Kerala; Kamakhya Temple in Guwahati (Assam); Dwarka in Gujarat, Puri in Orissa; Ujjain in Madhya Pradesh; Kanchi Kamkoti and Rameshwaram in Tamil Nadu should be taken upto identify and provide the required tourist facilities.

- Rural villages which have immense cultural heritage potential need to be developed to show case India's vast heritage. Infrastructure and other tourist facilities should be developed and local community involved in the management so as to percolate socio-economic benefits of tourism to rural areas.
- A Special Task Force should be constituted to assess culture and heritage endowments in the North-Eastern States which need to be conserved and developed for tourism.

- With India dominating the South Asia Tourism belt, the Ministry of Tourism needs to take support from NGO's like INTACH for implementation of its heritage programmes.

- The Inland Water Ways Authority as well as National Highway Authority of India should provide suitable tourism facilities on their routes.

- Budget tourist accommodation and the catering provided by dhaba's, particularly on road side and highways, need to be attended to and improved in a systematic manner. For this purpose, the State Governments (in the Tourism Department) need to be encouraged to play a progressive role.

- Beach and Coastal Tourism on the beaches of Goa, Kerala and North Karnataka have already been pursued for development due to the easier accessibility of these places by air. Kerala and the Andaman & Nicobar Islands have been developed as International cruise destinations. Riverine Tourism should be developed now along traditional routes which will have an
exotic appeal as also help sustain villages and settlements along the routes. This way, Village Tourism can also be promoted.

- Indian Cuisine has caught the fancy of people across the globe. This can be capitalized on by developing culinary tour routes into different regions for enthusiasts to taste and learn to cook the authentic way. Also, it is proposed to create a highly skilled workforce of culinary professionals not only for India but also to promote Indian cuisine internationally. The Ministry of Tourism should work on a rating and recognition system for Indian Restaurants overseas, so that a customer is assured of its authenticity and standard.

- India's great Wild Life Sanctuaries and National Parks be made an integral part of the Indian Tourism product. The tourist facilities at the parks need be enhanced and a proper site and visitor management plan be prepared so as not to disturb the ecological balance and disturb the local habitat but have a sustainable tourism product.

- India's rich flora, fauna and natural wonders especially in the North Eastern States are yet to be exploited for tourism purposes and made an integral part of the Tourism Product mix. This
shall be done in the 11th Plan by involving the State Governments and local communities.

- India offers the best Mountain Based adventure tourism in the world in the Himalayas. Already a lot of work has been initiated in this segment but they have to be made comparable or better than what is being offered in the Alpine countries. Regulations and certifications for adventure tourism operators should be a must so that laid down standards of safety and conservation are adhered to:

- India's medical expertise has been gaining popularity in the West where the costs are prohibitive. The development of this special interest tourism segment will accrue greater socio-economic benefits. Coupled with this, India's already popular holistic healing and rejuvenation packages will position India as a complete "wellness Destination".

- India should develop a world-class international Conservation city not only for the purpose of tourism but also to develop international and domestic trade and commerce, exchange of knowledge and understanding.

- India should be developed into a centre for knowledge and learning to attract scholars, students and special study groups in
partnership with the world class Indian institutes. There is an increasing outflow of Indian teachers overseas, and if reverse flow can be achieved, it will not only benefit tourism but impact the education sector too. Also the *gurukul* concept of learning should be introduced.

- Indian textiles, handlooms and handicrafts, its furniture and jewelry are already popular abroad. Now with Indian designers also receiving global recognition, shopping has become an integral part of a tourist's itinerary. Hence the development of dedicated shopping centres and special interest shopping tours should be encouraged as it will help revive traditional crafts and craftsmen, textiles and weavers and give families livelihood.

- Indian Art and Artists are gaining world recognition and the development of such a niche-based special interest product-mix will position India as a unique destination.

- Facilities for Golf, Sports, Ayurveda and Astrology, etc would need the necessary tourism flavour.

- Rail Tourism - In the interior parts of the country which enjoy a rich heritage but where infrastructure is lacking in the form of quality accommodation, road/air connectivity, but railway lines are available, such sectors should be developed through on-
board rail tourism on the lines of Palace on Wheels, Royal Orient etc. Steam-hauled trains can also attract rail enthusiasts as also the five hill railways which are comparable to the best hill railway systems in the world. Railways would however need to provide hotel accommodation along with catering facilities and improvement in platform and train services.

- As one of the major purpose of Domestic Tourism in India is pilgrimage, travel facilities as well as facilities as pilgrimage centres need to be strengthened and made more tourist friendly. Pilgrimage centers should be identified and integrated with new domestic tourist circuits wherein transport, accommodation, catering and _darshan_ are all synergized to make pilgrimage tourism into a popular and comfortable mode.

- Poor infrastructure, inadequate connectivity and high hotel tariffs, while discouraging foreign visitors, also lead to an increase in the outflow of high spending domestic tourists from the country as neighbouring competitive destinations are offering far better value for money. This should be taken care of. The government has prepared a meticulous planning for promoting cultural heritage tourism in India. One of these plans are implemented India's cultural heritage can be popularised and
India can get hold of a major portion of world tourism market. In order to achieve this, a micro level study is necessary, hence the researcher is taking up an in-depth study of Tirunelveli district in Tamil Nadu which is renewed for its cultural heritage potential, since most of the cultural potential of this district are not brought to the limelight, the study tries to rectify these defects as much as possible.