

TO STUDY THE AWARENESS OF CULTURAL TOURISM

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Abstract

Tourism is one of the benefits of business. The tourism sector is based on nature and reveals rural life, culture, art, and heritage in both rural and urban settings, helping both social and economic communities. Tourism has had an economic and socio-cultural impact, and there is a strong potential for employment on the other hand. Vasai has a lot of natural beauty with its coastline region, hill stations, spiritual attractions, and historical locations. Cultural tourism is a relatively new outgrowth of the tourism industry that has developed into a profitable business in its own right. Cultural tourism is a sort of nature-based tourism that promotes rural life, culture, art, and legacy, benefiting both socially and economically local communities.

Keywords: Tourism, Culture, awareness, Music, Art, Dance Destinations, Challenges, Opportunities, Historic Tourism, Spiritual Tourism, Mtcd.

Introduction

Tourism is a social, social and financial discipline that involves the development of individuals to nations or places outside their typical climate for individual or commercial/skilled purposes. These individuals are called guests (who may be vacationers or transients; residents or outsiders), and the tourism industry refers to their practices, some of which are related to the use of the tourism industry. travel, activity and the process of being away from home to rest, relax and refresh using business services.

Tourism as such is a product of modern social arrangements born in Western Europe in the 17th century, although its prehistory dates back to classical antiquity. (John K. Walton,2023)

Modern tourism is a commercially organised, increasingly intensive activity having roots in the industrial and post-industrial West. The aristocratic grand tour to France, Germany, and notably Italy, including those linked with classical Roman tourism, dates back to the 16th century. Nonetheless, it flourished quickly, expanding its geographical territory into alpine environments in the second half of the 18th century, between European conflicts.

Culture and tourism have always been inextricably linked. Cultural attractions, sights and events are important incentives for travel, and travel itself creates culture. But only in the last few decades have

the connection between culture and tourism begun to be more clearly recognized as a form of special consumption: cultural tourism. Cultural tourism is about main motivation of the visitor is to learn, discover, experience and consume the tangible and intangible cultural objects/products of the tourist destination Emergence of cultural tourism as a social phenomenon and object of academic research. Can be attributed to the rise of leisure tourism after World War II. Traveling in Europe helped increase cultural understanding and rebuild broken economies. As income and consumption continued to grow in the 1960s and 1970s, as did international travel and to the consumption of culture. In the 1980s, the flow of international tourists to important destinations and the attractions began to attract enough attention that the title of cultural tourism was attached emerging niche market.

Objectives:

1. To Know the General Awareness about Cultural Tourism
2. To Study the Various Cultural Tourism Destinations

Research Methodology:

Data pertaining to sites, areas, has been collected from various available books, reports, journals, magazines, and website. An exploratory research is used in the study. This study was designed to find out the Awareness About the Cultural Tourism. 62 tourists were taken as sample for this research. For collecting information structured questionnaire was prepared

Literature Review

“Cultural Tourism as a Business Model in India” by Raja Sarkar explores how cultural tourism can be a business model and analyses the challenges. It showcases that the tourist all over the world still continue to view India as a cultural tourism hub and hence India has a great potential to be a source of tourism growth. (Sarkar, Citation2018)

“Success of Digitalization in Tourism Industry in India” by (Shigaonker, Citation2018) explores the concept of digitalization in travel & tourism, and how mobile, online travel portal and social media are creating an impact and further discusses the challenges faced by them.

This review examines the evolution of cultural tourism as a research field over the last decade, identifying major trends and research areas. The UNWTO recently reaffirmed cultural tourism as a major component of international tourism consumption, accounting for more than 39% of tourism arrivals. (Greg Richards, September 2018)

The evolution of cultural and heritage tourism is examined in this review article. The study is based on opposing viewpoints expressed by contemporary historians. Cultural heritage monuments or groups of buildings and sites with universal aesthetic, archaeological, scientific, ethological, or anthropological value are referred to as cultural heritage. Cultural heritage includes properties that cover people's living styles such as customs, traditions, dress, food habits, music, dance, and so on. (Ashwini S (2021)

General awareness about cultural tourism:

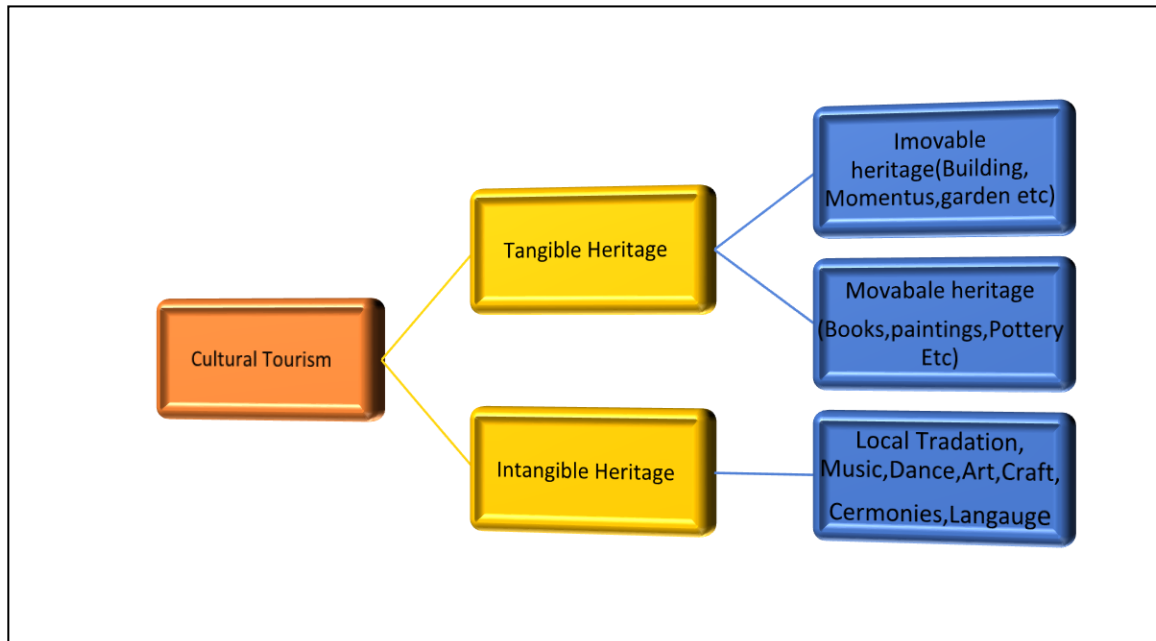
Tourism can renew local architectural traditions if regional characteristics, ancient heritage and cultural environment are respected. In the most favourable cases, tourism can even provide an opportunity to revitalize the social and cultural life of local residents and thereby strengthen the community of residents, promote connections within the country, attract young people and encourage local activities. Tourism contributes financially to the development of many local crafts and cultures, thus influencing the income of local craftsmen and artists. Tourism also helps preserve, preserve and enrich our cultural heritage. In addition, tourism opens up new perspectives for multi-social cultural activities. Through

tourism, culture, subculture and microcultures reached distant countries through photos and videos. They attract and increase tourists.

Why Countries Preserve Cultural Tourism:

Communities in the local area profit from cultural tourism. The following represent a few of the advantages of cultural tourism that the government and local tourism authorities should be aware of:

- Cultural tourism has a positive economic impact on a destination and can contribute to the



expansion and growth of underserved communities.

- The proceeds from this type of tourism can be used for the benefit of local communities.
- It contributes to the preservation of local culture by allowing communities to highlight the distinctiveness of their culture in order to distinguish it from other places.
- This assists destinations in marketing themselves and competing on an equal footing with more competitive regions.

India has a rich cultural heritage which can be seen in the myriad attractions in the country. Laced with some splendid heritage sites, India allures travellers from all around the world. Cultural tourism in India has taken people to some scenic hills, pretty beaches, historical temples and royal palaces. (Srivastava, P. (2022, September 1

Cultural tourism destination in Maharashtra:

1. Konkan Region:

Konkan is a picturesque section of India's western coast. It features a 720-kilometer-long sea face which extends from Dahanu and Bordi in the north to Vengurla in the south. Bombay City, Mumbai Suburban, Thane, Palghar, Raigad, Ratnagiri, and Sindhudurg are its seven districts. The Konkan region is the location of a variety of places of geographical, cultural, and architectural interest. Palm groves, mango trees planted in agricultural areas, temples, churches, Mosques, creeks, sea forts, harbours, hot water springs, caverns, and tiled dwellings dot the shoreline. It is one of Maharashtra's most popular tourist destinations. The gorgeous beaches, flora, world-renowned Warli art, and sea forts of Konkan draw a steady stream of visitors and tourists

Famous Cultural Tourist Destination: Vajreshwari, Vasai, Ganpatipule, Murud-Janjira, Karnala Fort, Dahanu Warli tribal Festival, Vasai Festival And chikoo Mohtsav and Shimga.

2. Pashcim Maharashtra:

Pune Division highlights indigenous Marathi culture and atmosphere, with a strong emphasis on education, arts and crafts, and theatre. The well-known commentary on the Bhagavad Gita, "Jnaneshwari," was written by the poet-saint Tukaram (Dehus) and Jnaneshvara (Aland). It is the birthplace of renowned liberators such as Bal Gangadhar Tilak, Agarkar, and Gopal Krishna Gokhale. Jayant Narlikar, a well-known modern scientist, is from Pune. North Indian classical music is centred in Pune. Every December, a three-night cultural presentation of instrumental and vocal performances called "Savai-Gandharva" is held there. Pune demonstrated how culture and legacy can coexist with modernization and its consequences. Pune is Maharashtra's cultural capital.

Famous Cultural Tourist Destination: Lal Mahal, agakhan palace, Sinhgad fort, Kolhapur Palace Shri Mahalaxmi - Ambabai Temple, Shree Kopeswar Mandir

3. North Maharashtra: The northernmost state of Maharashtra. This is the entrance to the north. Satpuda and Vindhya mountains protect this land. It has a long history with mentions in Ramayana and Mahabharata. Before the appearance of the Mughals, the Gupta, Satavahana Shrung Shaka Abhir, Wakatak Rashtrakoot, Kalchuri, Chalukya and Yadav dynasties ruled the region. It is known for its extensive rainforests. Cash crops are bananas, cotton and other fruits and vegetables. Gilding and export-import were successful. That's why shopping malls already existed before the Industrial Revolution. This country has contributed in all fields including culture, literature and independence fighters.

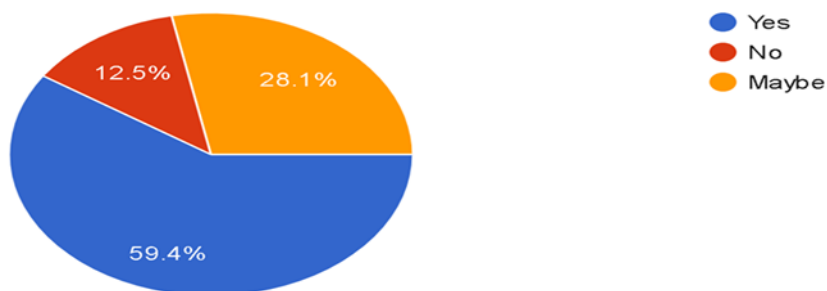
Famous Cultural Tourist Destination: Shirdi, Shani shingnapur, Trimbakeshwar Yatra, pandav Leni

4. Marathwada: Marathwada Tourism Festival-2023 is being organized by Marathwada Tourism Development Chamber. Marathwada is also a popular destination for religious tourists, with three of the twelve Hindu Jyotirlinga temples mentioned in the Shiva Purana located there. After the Harmandir Sahib (Golden Temple) in Amritsar, the second holiest location in Sikhism is Hazur Sahib Nanded. Additional Sufi shrines in Marathwada, the most notable of which is Turabul Haq Dargah near Parbhani, which attracts thousands of people of various religions each year.

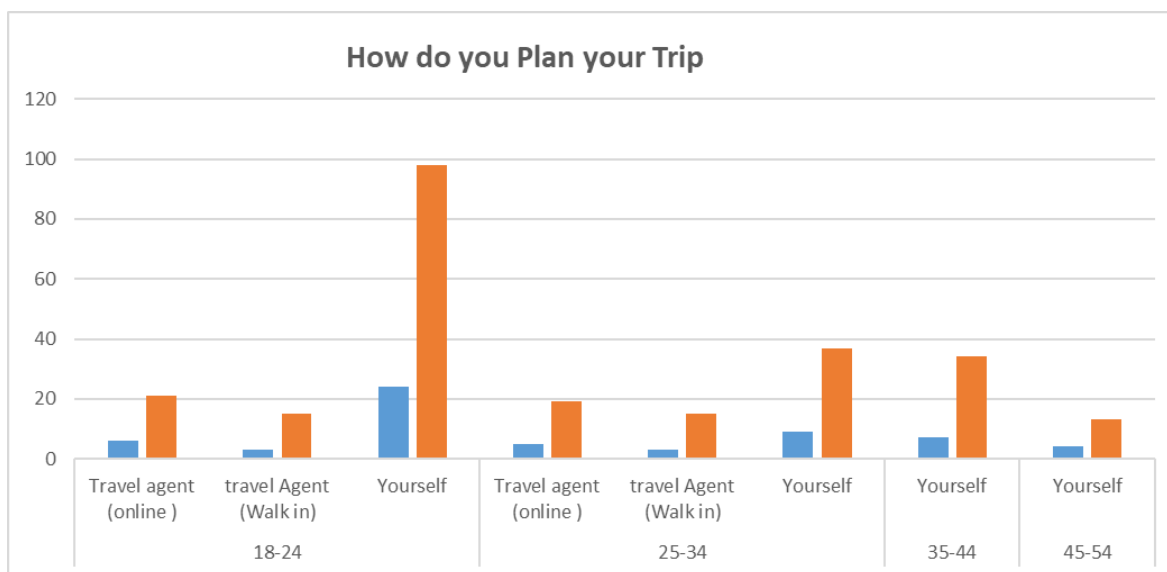
5. Vidharba: Vidarbha offers abundant deciduous trees that support diverse flora and fauna. A large number of people visit these places every year. Vidarbha is home to all the tiger reserves in Maharashtra. Although the western part of Vidarbha has less natural resources than the eastern region, the Tadoba Andhari Tiger Reserve, the oldest national park in Maharashtra, was established in 1955. It is also one of the 25 Project Tiger Reserves of India. Shegaon is a famous pilgrimage destination associated with the Hindu saint Gajana Maharaj who lived in Shegaon and is revered throughout Maharashtra

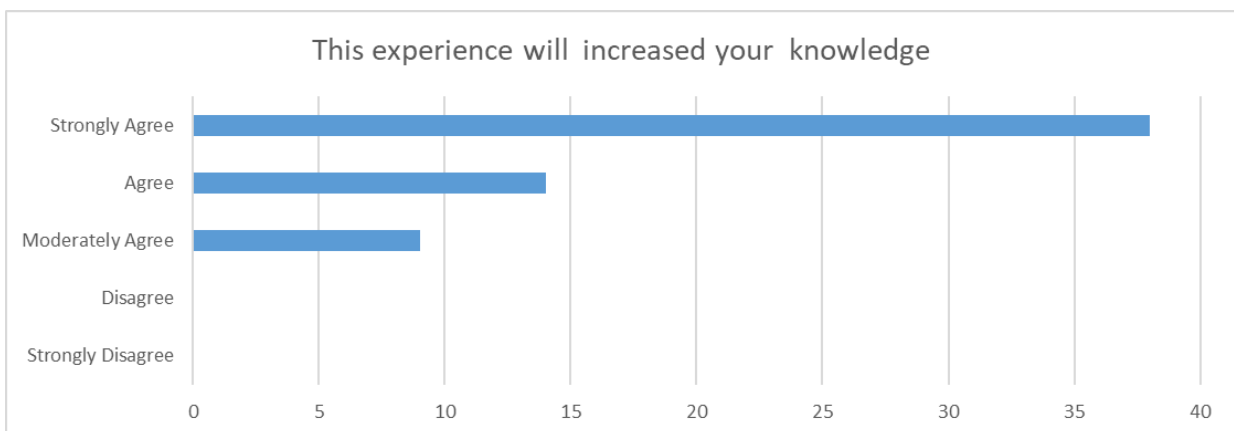
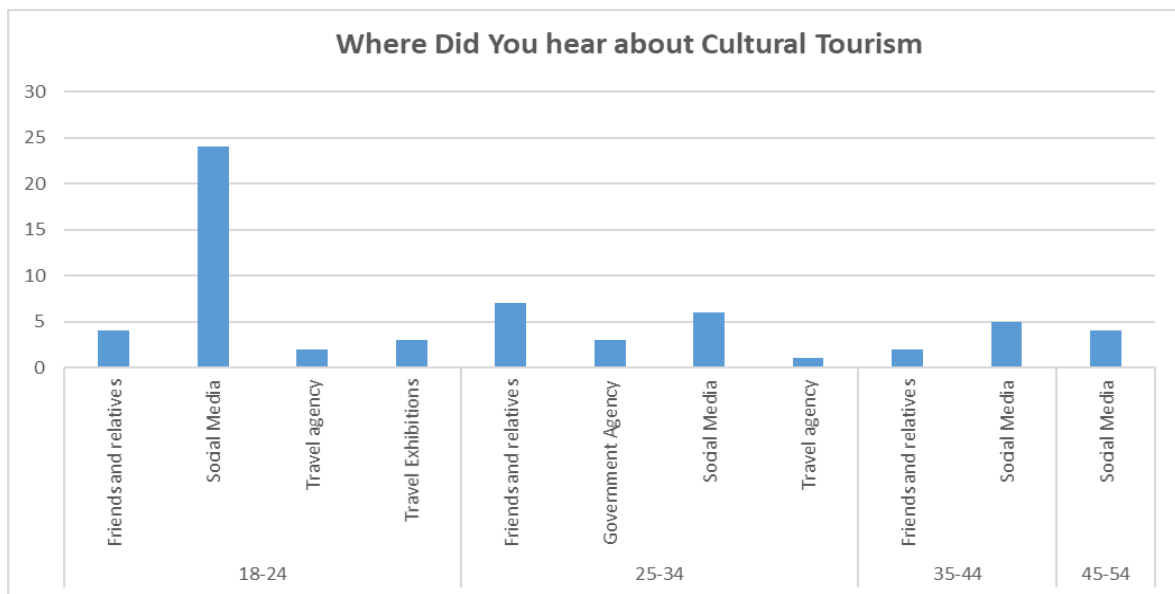
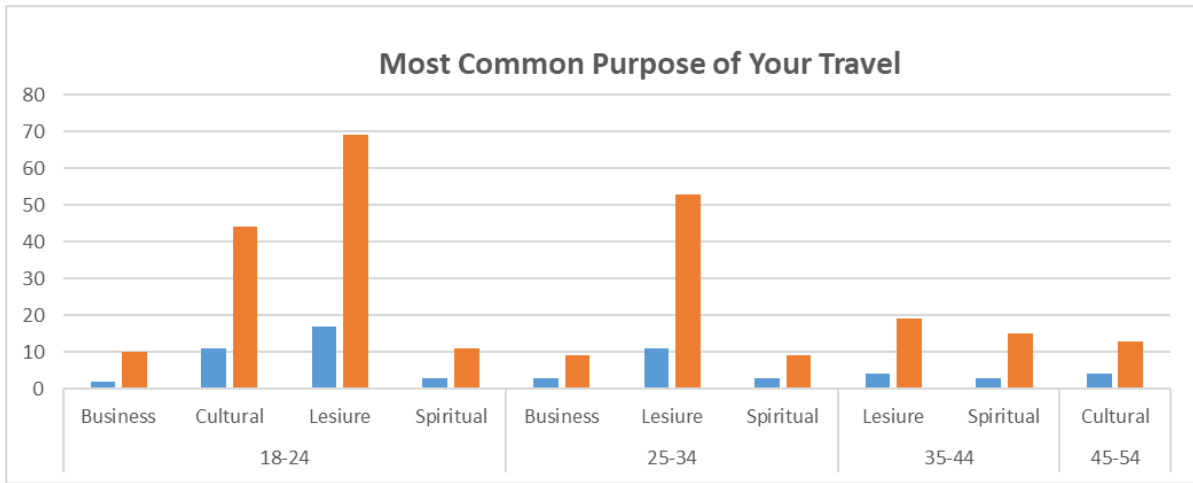
Data Analysis:

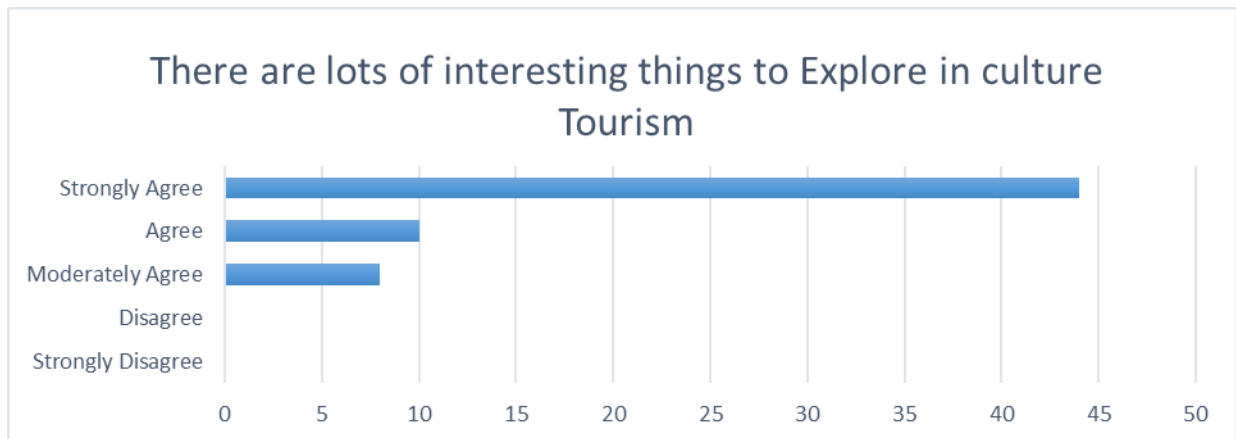
Are you Aware about the cultural Tourism



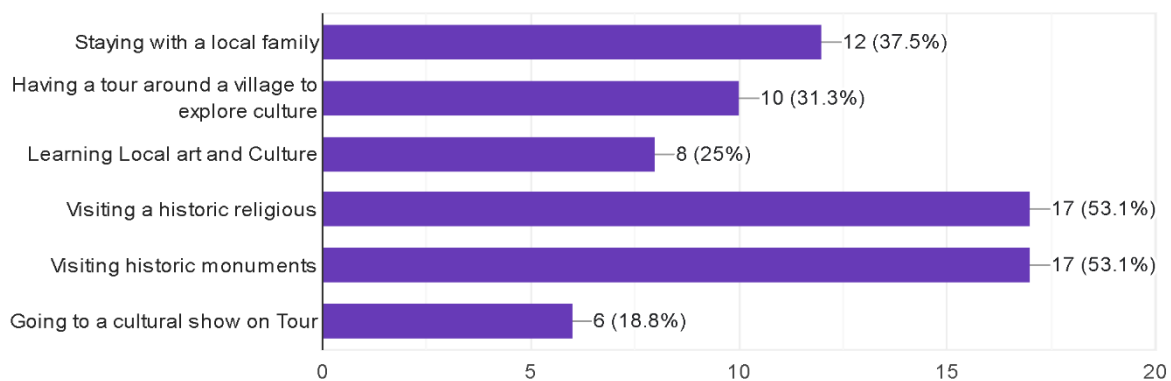
How do you Plan your Trip







Have you Experienced Cultural tourism activities before



Findings:

- From the Total Respondent 59.4 % respondent Agreed that they are Aware about Cultural Tourism
- Social Media is Most Impact full channel among Youth to discuss Cultural Tourism
- In age Group of 34 and Above Friend and Family are the Influencer for Cultural Based Tourism
- Most of the Respondent Plan their Travel on own while Many of them Rely on Travel agent, Online mode of Booking Cultural Tour is lower
- Most common Purpose of Travel for Age Group 18-24 is Leisure and a Cultural That is 70%
- Most common Purpose of Travel for Age Group 25-34 is Leisure and a spiritual Tour fall around 50%a
- Age Group of 35-54 Prefer Spiritual over Cultural Tours
- Around 25% of the Respondent Discuss about Cultural tours on Social media and
- 44% lots of interesting things to Explore in culture Tourism
- 53.1% People Prefer to Visit Historic Monuments and 37.5% People Prefer to Stay in Villages.

Conclusion:

Tourism is one of the most important resource of to generate income for economy Cultural Tourism resources available in different countries include space, facilities and values at the same time. A sector

of tourism known as "cultural tourism" focuses on the geographical regions of a nation that best represent its art, architecture, religion, and cultural traditions. The numerous airline operators followed the railway ticketing initiative and facilitation provided by the Indian government. Cultural tourism may be sustained and its contribution increased through initiatives to restore cultural places and implement active and interactive digitalization.during conflicts, for which the state.

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