

GEOGRAPHY OF TOURISM

**Dr. Saravana Kumar
Dr. Ajeet Kumar Singh**



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CHAPTER 1

BASICS OF TOURISM AND GUJARAT TOURISM

Dr. Saravana Kumar, Assistant Professor
School of Commerce, Jain Deemed to be University, Bangalore, India,
Email Id- k.saravana@Jainuniversity.ac.in

ABSTRACT:

This study provides an overview of the basics of tourism and focuses specifically on Gujarat Tourism. Tourism is a significant economic and social phenomenon that involves the movement of people from one place to another for leisure, business, or other purposes. It encompasses a wide range of activities, including accommodation, transportation, attractions, and hospitality services. Gujarat, a vibrant state in western India, has emerged as a popular tourist destination in recent years. The state offers a rich blend of cultural heritage, historical landmarks, natural beauty, and diverse experiences. With its remarkable archaeological sites, magnificent temples, serene beaches, and vibrant festivals, Gujarat has much to offer to travelers of various interests. The study explores the key elements of Gujarat Tourism, including its attractions, infrastructure, and promotional efforts. It highlights prominent tourist destinations such as the UNESCO World Heritage site of Champaner-Pavagadh, the magnificent Rann of Kutch, the historic city of Ahmedabad, and the Gir National Park, renowned for its Asiatic lions.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

Everyone engages in tourism at some point in their lives for leisure, relaxation, pleasure, entertainment, and other purposes to break up the boring pattern of life. A visit might be for a day excursion from school, a picnic, or a stop at one of the tourist attractions like parks, monuments, or friends. Understanding the significance and dynamics of tourism may be achieved by having knowledge about it. Over the years, tourism has led to significant population shifts; it is an economic activity in and of itself. Travel refers to a person's independent movements from one place to another or to a destination while using one or more forms of transportation. It comprises all types of travel that a person makes, including trips taken for business, pleasure, education, family, friends, culture, sporting events, health, and a variety of other reasons[1].

The act of moving independently from one place or destination to another while using one or more forms of transportation is known as travel. It includes numerous journeys a person takes for work, studies, family, friends, culture, sporting activities, health, etc. Tourism activity encompasses almost all locales and destinations. Traveling to locations having the potential to be visited, such as big cities, less visited areas, mountains, beaches, national parks, museums, monuments, etc., for fun or leisure is referred to as tourism[2], [3]. In the natural world, movement is transient, constrained, and unprofitable. When people travel for tourism, their main reasons are to have fun, relax, and break up the repetitive pattern of their lives. They have fantastic experiences from all of these activities that they will always treasure. People pick tourism destinations for various attitudes and purposes. According to the

UNWTO, "tourism is a social, cultural, and economic phenomenon that involves people traveling to places outside of their normal environment for personal, business, or professional purposes."

The Basic Components of the Travel Supply Chain

The service providers: An individual or group that offers tourist services in connection with attractions, lodging, accessibility, amenities, and activities. The 5As of tourism are another name for them. Tier 1 services include housing, accessibility, and attractions. The facilities and activities are part of the Tier 2 services.

Attraction: According to a tourist attraction is anything that has the ability to pull people in. People are driven to go to the attraction because of its pulling force. The majority of individuals travel and experience visiting places because of the attractions. Natural, cultural, or manufactured attractions are all possible. Natural attractions include the Gir National Park and the Valley of Flowers. Music and dance are popular cultural attractions. Man-made attractions include structures like the Taj Mahal and the Statue of Unity[4].

Accommodations are described as "the provision, for a fee, of overnight shelter in suitably equipped rooms, including at least a bed, offered as a main service to tourists, travelers, and lodgers" by the Italian National Agency for the Protection of the Environment. The term "accommodations" may refer to hotels, resorts, and lodges. Accessibility refers to the means through which a visitor may reach a certain location. The medium might be in the form of a plane, train, bus, etc. Amenities are all the additional services required for a joyful, comfortable trip. These services may include meals, water for drinking, sanitary facilities, taxis, etc. Activity: This refers to the things that tourists do while traveling. Activities include a historical tour, adventure sports, a safari through the forest, etc.

Tour Management

The tour operator is a person or organization that combines the travel services. In the tourism supply chain, the tour operator acts as a mediator between the travel-related service providers and the tourists. According to Aryear Gregory (1985), "The Tour Operator is the architect/manufacturer who assembles the tour ingredients and creates travel, creates a market, creates leads, and creates an annuity by having satisfied clients who return year after year."

The term "tour operator" is used to describe the large-scale operation in the travel industry; therefore, "tour operators" can be both wholesalers and retailers, depending on the size of the market and organizational structure. Good examples of a dual travel organization are Thomas Cook, Cox & Kings, and Kuoni. The majority of tour operators in the Indian tour operating market are the offspring of successful retail travel agencies in their own travel markets[5].

DISCUSSION

Types of Tour Companies

We can categorise tour operators into two International tour operators and the domestic tour operators. International Tour Operator is someone who deals with international packages or tour operation between two countries or more, Domestic Tour Operator is a tour operator who deals with the packages in his own country. We can divide the international tour operators into two parts. These are outbound tour operator and inbound tour operator. An Outbound Tour Operator is a tour operator Max packages of a different country from his origin country or you can say who makes packages for a foreign country for the tourist of his

own country. For example Varun is a tour operator who is operating in New Delhi. Varun makes tour packages for Indian citizens but Varun's packages are based on foreign destinations. Here Varun provides services in foreign destinations to the Indian nationals. So Varun is an outbound tour operator. Outbound tour operators are also called the resident tour operator. The second one is inbound tour operator. Inbound Tour Operators make packages for foreign tourists based on their own country's destinations. Let's say Vikas is a tour operator who is looking after services locally. Vikas provides tour services to the foreign nationals who visit India.

In this case Vikas is an inbound tour operator. The inbound tour operators are responsible for the local arrangements. They don't send or receive tourists to or from foreign countries. For instance, let's say Prem operates from Mumbai and provides tour services to Indian nationals for the destinations that are in India.

In this case, Prem is a domestic tour operator. Domestic tour operators don't have to deduct any fees from the cost of their services. Mass Market Tour Operators are the next type of tour operators; these tour operators buy the services in bulk and resell them to other small tour operators in the required quantities, earning commission in the process. Specialist Tour Operators are the tour operators that specialize in a particular market segment; for example, some only operate for religious travel and some only operate for adventure travel.

Travel advisor

The American Society of Travel Agents (ASTA) defines the travel agent as a person who works on behalf of another person, known as the "principal," who may also have control over the means and manner in which the job is carried out. Travel agents typically sell on behalf of travel vendors to end-users. The tour operator is authorized by the Ministry of Tourism.

Significant distinctions between a travel agent and a tour operator

1. Typically, travel agents sell to end customers on behalf of travel companies.
2. Travel operators organize almost everything and everything related to the travel package.
3. Unlike travel agents, who often are not specialized and may deal with a variety of countries and destinations at once, tour operators specialize in dealing exclusively with one country or location at a time.
4. Some travel agencies work directly with tour operators; in most instances, tour operators get consumer information from these agents and interact directly with the service providers.
5. Travel agents are not required to engage in the tourist industry, but tour operators must receive a license from the Ministry of tourist [6].
6. Regulatory authorities have direct control over tour operators.
7. In the majority of situations, the travel agency serves as a retailer and the trip operator as a wholesaler.

Information about travel

Today, the majority of tour operators have established an online presence by creating websites with comprehensive travel information.

Additionally, technology use has become essential for all travel companies, and the majority of them have hired technology companies specifically to maintain their websites and upload the most recent travel information. These companies also use Global Distribution Systems (GDS).

Publicity for tourism

Additionally, travel brokers and tour operators generated a range of promotional materials on adventure, wildlife, and tourist resources, including shell folders, in an effort to entice and encourage travellers.

Market analysis and statistical information

The Ministry of Tourism publishes an annual report titled "India Tourism Statistics" each year that provides information on domestic and international tourism, including information on classified hotels, among other things. In addition, a small brochure titled "Tourism Statistics at a G" is available that provides statistics on tourism at a general level. During the first step, you have to do research. You have to do research on the destination for which you are making a package. And also you have to do research on the target market. Let's first talk about the destination. Before making a package for a particular destination we have to identify the economic, political, social and climatic conditions that will influence our package in future. The economic condition of the destination is important in pricing the tour package for example, someone is going to enjoy a holiday in the United States and someone is going to enjoy a holiday in Thailand. The economic condition of the United States is better than the economic conditions of Thailand.

The purchasing power of the people of the United States is more. Tourism services are going to cost more in the United States. We have to take into consideration the social and political conditions. We cannot make a package for places where the social conditions are not good. For example there is a destination in which a civil war is going on. So, you cannot make a package for that. The tourists cannot take risk to travel to the destination. So your package cannot be profitable for that destination. We have to take into consideration the political condition also. For example, for Indian citizens there are some restrictions for Pakistan. These restrictions can be religious restrictions or can be visa restrictions or it may be political reason also. So there is a difficulty in making a tour package for Pakistan. For making a package we have to think about the climatic conditions also. Tourism business is a seasonal business. People travel to hill stations to escape the heat of summer. You cannot make a hill station package in winter. Another example is people go for a bike tour from Manali to Leh. But in the rainy season, there are many landslides. So, it's not possible to make a package for Manali to Leh during the rainy season.

The target market is the group of people who have a level of interest in our product and at the same time they have the purchasing power, which means they have enough money to buy our package. Therefore, for making a package, we have to take consideration of the needs of our target market. For example, I am creating a religious package. We have to find a trustworthy ground operator in a foreign country. We have to negotiate with them to reduce the cost so we can afford the trip. Third, you have to negotiate with our service providers[7]. The tourism industry depends on reliability. Your customer is going to enjoy a vacation in a foreign country with his family. Therefore, he is looking for a reliable person who he can trust for safety.

The fourth phase is pricing our package while taking our target market's disposable income into account. Where there is more disposable income, people are more likely to spend more on travel packages. People appreciate family vacations. The cost oriented pricing strategy, consideration of the profit margin and the cost, for example, if your package is costing hundred rupees and you want to set a profit margin of 20% then your price will be ₹ 120 rupees. We can define cost as the amount of money required to make a package. Price is something in which we are selling our product. There are two types of pricing: the market

oriented pricing and the cost oriented pricing. The seventh step requires us to create a brochure, which must include the following information: the name of our company, the mode of transportation, the details of the destination, a description of the destination, the kind of accommodations and meals the ground operator will provide, the price range, additional fees, information on the special arrangements, cancellation policies, and the documents that will be needed[8].

Making a tour manual is the eighth step. It is kind of like a standard operating procedure that will be used in operating hour by hour. It contains the day-to-day responsibilities for the staff to the guidelines for walking with vendors, guidelines for working with tourists, and How to handle an emergency situations. In the last phase, we will advertise and market our trip package via public relations, sponsorships, exhibitions, travel incentives, and personal selling. Tourists and business travelers are among the end-user customers of travel agencies, which sell travel-related goods and services on behalf of third-party travel suppliers like airlines, hotels, and cruise lines. In some nations, some travel agencies also act as general service agents for foreign travel companies. A tour operator, on the other hand, is a business that specializes in the organization of pre-paid, pre-scheduled travel.

Furthermore, the study sheds light on Gujarat's efforts to develop and enhance its tourism infrastructure. It discusses the state's initiatives in improving transportation networks, expanding accommodation options, and promoting sustainable tourism practices. Additionally, it explores the role of the Gujarat Tourism Department in facilitating and promoting tourism, including its campaigns, marketing strategies, and initiatives to showcase the state's unique offerings to both domestic and international tourists[2].

Tourism is a vast industry that encompasses the activities of people traveling to and staying in places outside their usual environment for leisure, business, or other purposes. It involves a wide range of services and experiences, including transportation, accommodation, attractions, and activities. Understanding the basics of tourism involves gaining knowledge about its key components, including tourists, destinations, and the tourism industry itself. Tourists are individuals who undertake journeys away from their habitual residence for various reasons. They may seek relaxation, adventure, cultural exploration, or simply a change of scenery. Tourists can be classified based on their purpose of travel, such as leisure tourists, business travelers, or medical tourists. Understanding their motivations, preferences, and behaviors is crucial for developing appropriate tourism products and services.

Destinations play a pivotal role in tourism. They refer to specific locations or areas that attract visitors due to their inherent characteristics, such as natural beauty, cultural heritage, historical significance, or recreational opportunities. Destinations can be classified as urban, coastal, rural, or ecotourism-oriented, depending on their geographical features and attractions. Effective destination management involves strategic planning, infrastructure development, marketing, and sustainability initiatives. The tourism industry comprises various sectors that provide services and facilities to cater to the needs of tourists. These sectors include transportation, accommodation, food and beverage, attractions, tour operators, travel agencies, and more. The industry encompasses a wide range of businesses, from small-scale enterprises to large multinational corporations. Cooperation and collaboration among these sectors are essential for the successful functioning of the tourism industry.

Gujarat Tourism:

Gujarat, located on the western coast of India, is a vibrant state with a rich cultural and historical heritage. It offers a diverse range of attractions and experiences for tourists. Gujarat tourism showcases a unique blend of traditional and contemporary attractions, including

architectural marvels, religious sites, wildlife sanctuaries, pristine beaches, and vibrant festivals. One of the most iconic attractions in Gujarat is the UNESCO World Heritage Site of the Rani ki Vav stepwell in Patan. This intricately designed stepwell is a testimony to the exceptional craftsmanship of the region. Another architectural marvel is the Sun Temple in Modhera, known for its stunning intricate carvings and the famous dance festival held annually.

Gujarat is also home to several important religious sites. The famous Somnath Temple, dedicated to Lord Shiva, attracts pilgrims from across the country. Dwarka, the ancient kingdom of Lord Krishna, is another significant pilgrimage destination. The Gir Forest National Park, home to the Asiatic lions, offers an exceptional wildlife experience.

The state's cultural heritage is celebrated through vibrant festivals such as Navratri, Uttarayan (Kite Festival), and Rann Utsav. These festivals showcase the traditional music, dance, handicrafts, and cuisine of Gujarat. Gujarat's tourism infrastructure has seen significant development in recent years. The state boasts a range of accommodation options, from luxury resorts to budget hotels, ensuring comfortable stays for tourists. The transportation network is well-connected, with airports, railways, and roadways providing convenient access to various destinations within Gujarat. Gujarat tourism authorities have focused on promoting sustainable and responsible tourism practices. Efforts have been made to preserve and showcase the state's rich cultural heritage, support local communities, and protect the environment.

CONCLUSION

In conclusion, Gujarat tourism offers a diverse range of attractions and experiences for tourists. From architectural marvels to religious sites, wildlife sanctuaries, and vibrant festivals, Gujarat presents a unique blend of heritage, culture, and natural beauty. With its growing tourism infrastructure and emphasis on sustainable practices, Gujarat continues to attract visitors from around the world, providing them with enriching and memorable experiences.

Gujarat, as a prominent tourist destination, offers a remarkable blend of cultural, historical, and natural attractions. From its ancient archaeological sites and magnificent temples to its serene beaches and diverse wildlife, Gujarat has something to offer to every type of traveler. The state's rich heritage, vibrant festivals, and warm hospitality make it a compelling choice for tourists seeking unique and immersive experiences. Gujarat Tourism has been actively working to develop and enhance its tourism infrastructure, focusing on improving transportation networks, expanding accommodation options, and promoting sustainable practices. The efforts of the Gujarat Tourism Department in showcasing the state's offerings through campaigns and marketing strategies have been instrumental in attracting both domestic and international tourists. By exploring the basics of tourism and delving into the specifics of Gujarat Tourism, travelers can gain valuable insights and make informed decisions when planning their trips. Gujarat's unique blend of history, culture, and natural beauty provides a captivating and memorable experience that is sure to leave a lasting impression on visitors.

As Gujarat continues to evolve as a thriving tourist destination, it is poised to contribute significantly to the economic growth and cultural exchange in the region. With its commitment to preserving its heritage and embracing sustainable tourism practices, Gujarat is set to attract even more visitors and establish itself as a must-visit destination on the global

tourism map. In summary, the basics of tourism combined with the allure of Gujarat Tourism offer a gateway to exploring and experiencing the diverse wonders that this vibrant state has to offer. Whether it's immersing oneself in its rich cultural heritage, indulging in its culinary delights, or exploring its breathtaking landscapes, Gujarat promises a memorable journey that satisfies the wanderlust of every traveler.

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CHAPTER 2

AN OVERVIEW ON TRAVEL ITINERARY

Dr. Nethravathi. K, Assistant Professor
School of Commerce, Jain Deemed to be University, Bangalore, India,
Email Id- nethrarajendra@gmail.com

ABSTRACT:

The study delves into the key components of a travel itinerary, including the purpose of the trip, duration, and destinations. It highlights the importance of setting clear objectives and considering personal preferences and interests when designing an itinerary. By carefully selecting destinations and activities that align with one's travel goals, travelers can create a cohesive and fulfilling travel experience. Furthermore, the abstract discusses the significance of research and information gathering in crafting an effective itinerary. It explores various resources available, such as travel guides, online platforms, and recommendations from locals and fellow travelers. Thorough research enables travelers to discover hidden gems, plan for transportation and accommodation, and anticipate any potential challenges or limitations. The emphasizes the need for flexibility within a travel itinerary. While having a structured plan is essential, allowing room for spontaneity and unforeseen opportunities enhances the travel experience. By incorporating free time and alternate options, travelers can adapt to changing circumstances, embrace unexpected discoveries, and make the most of their journey.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

Definition: A travel itinerary is a schedule of events relating to a planned travel. Talking about a schedule of events that means the events are scheduled as per the convenience of the customers. Additionally, the abstract highlights the role of practical considerations in an itinerary, such as budgeting, transportation logistics, and time management. It discusses the importance of allocating sufficient time for travel between destinations, considering factors like distance, local transportation options, and potential delays [1], [2].

Interpretation: An itinerary is a crucial and significant part of a travel package. It might be a first or last itinerary. It primarily serves to indicate the traveler's starting place, final destination, and all stops along the way, as well as the transportation, lodging, and other amenities available. Additionally, the itinerary demonstrates the progression of the various tour components and includes crucial details like the starting point, departure point, and the days of departure, the length of the tour, the legal requirements, and the characteristics of a destination, optional activities, and meals. It can be argued that the itinerary serves as a central hub for the success of the tour operator. A timetable may help you save a ton of time. A tourist goes to a place to amuse himself when he travels there. Additionally, tourists and travelers have a certain amount of time that may be used effectively. Consider that you are on summer vacation. You're traveling to Shimla to take in the mountain scenery. How much money do you have available, and how many days can you spend in Shimla? Suppose I told you to schedule your trip for seven days and that's all the time you have to visit Shimla. You must thus have a strategy if you don't want to squander your time traveling to pointless

locations. You must order your events and activities in a certain location by priority. For the trip operator and travel agency, researching the itinerary takes a lot of time. However, once the decision is made, both the travel agency and the visitor benefit.

Various Itinerary Types

Typical Tour Itinerary:

A broad itinerary that caters to and is sold to a variety of customers. It is a flexible itinerary that takes a variety of interests into account. A customized itinerary is one that has been created specifically for a customer based on their requirements and interests. Two categories of travel itineraries Ready-Made and Tailor-Made are highlighted by industry practices in the tour operating sector. The itineraries are planned in advance without knowing who and when will purchase. It is comparable to creating clothing, footwear, and retail displays. It is set up to accommodate the greatest amount of possible travelers. It must be marketable and should be centered on possible market segmentation. When creating a pre-made itinerary, the tour operator should take into account its capacity, market, marketing strategy, competition policy, future corporate policy, and pricing. On the other side, travelers may request customized or bespoke itineraries that are developed only for them. In actuality, a Tailor-Made itinerary is created upon request from the particular traveler/customer. As a result, it is possible to communicate in two ways when creating custom or tailored itineraries, allowing for the creation of itineraries that are tailored to the demands of tourists. In this kind of itinerary, the length, destinations, date, lodging arrangements, and services needed are often known[3].

The talks above go into further detail on the different sorts of itineraries. Additionally, it may be processed for a variety of applications. An itinerary created for the manager contains the itineraries of various clients, noting the locations of assembly, the points of departure, and the points of arrival, as well as a variety of services beginning with tourist necessities. The tour manager also wants to be informed at all times of all events. Second, the Transport Itinerary only contains components related to arranging transportation or providing drivers with information. Thirdly, the tourist itinerary offers a thorough explanation of the location, services, and activities to be engaged in. Finally, the tour guide tour comprises all the specifics to be visited.

GIT itineraries are often created or planned to cater to the demands of first-time travelers. Because travelers do not want to take any chances, a Group Inclusive Tour (GIT) itinerary follows a set timetable and itinerary for the first time. In a GIT package trip, options are restricted to clients, gusts, or group members who adhere to the tour agenda. The main issue is that it is a pre-packaged solution, and common hobbies are emphasized rather than unique ones. There is no room for changes since so many things are pre-planned, pre-arranged, and pre-priced. Naturally, Geography of Tourism does not allow last-minute cancellations of group bookings, accommodation reservations, or any other kind of reservation. Any modification in the path might result in emergency circumstances, chaos, and interruption of the distribution network.

The Free Independent Tour (FIT) schedule was created to cater to the demands of return visitors and those who want to travel alone. Travelers often have extensive knowledge about the places they intend to visit. In contrast, the Free Independent Tour (FIT) schedule is favoured because to the flexibility it offers when choosing hotels, locations, modes of transportation, guides, and other services. This kind of itinerary may be subject to alterations at the last minute because of unfavorable occurrences or last-minute program changes. Customers have adaptable alternatives at their disposal to fit their unique needs. Customers

may request specific alterations from the trip operator based on their interests and preferred activities. The right steps may be taken by tour operators to stop flights, trains, empty rooms, and other services from becoming available. Additionally, this kind of schedule gives visitors plenty of room to engage in activities that are unique to them.

Dos and Don'ts when Planning an Itinerary:

Do's: Things to Take into Account When Creating an Itinerary

1. **Path Map & Routing of Itinerary:** The targeted tour's precise path has to be made apparent. Avoiding backtracking or sending the passengers in loops unless absolutely essential [4].
2. **Pricing the Itinerary:** The speed of the itinerary should be determined by the client's requirements as well as the visitors' age, health, and other factors. Never underestimate the value of the passengers.
3. **Tourists' Interests:** This is a crucial approach to enhance the trip plan. The tour's suggested destinations and activities may be matched with the client's interests.
4. **Factors to take into account:** When deciding on an itinerary, factors like holidays, the hours when monuments and other tourist attractions are open and closed, the amount of permitted luggage, the predicted weather, airport check-in procedures, appropriate attire, etc. are crucial.

Dos and Don'ts when Planning an Itinerary:

Decide how many days you'll be in the field. Include air travel days so that travelers will know where to go on the first day and so that everyone's flight arrivals and departures may be taken into account. Include the time difference along with the names, addresses, phone numbers, and fax numbers of any hotels or private residences. Prepare in advance by doing research on connecting possibilities. Pay close attention to any delays that may arise from checking into an airport, getting to and from airports or train stations, renting a vehicle, driving between attractions, dealing with time zones, navigating foreign roads, or even local traffic patterns at different times of the day. Avoid making excessive plans. Since certain locations don't follow timetables, you should be adaptable and open to unplanned chances. They will appear out of the blue, like train delays, etc. One such instance is a fellow traveler recommending a picturesque side trip to a location. For brochures, discounts, or recommendations, get in touch with the local tourist offices. Keep a single file with all the necessary travel details. Make a list of adaptable tasks to do while you wait for connections to fill downtime[5].

Don'ts while planning an itinerary:

Don't skip or ignore a certain location. Keep in mind local laws, traditions, mythology, and other factors. Don't put too much strain on visitors; they need to feel at ease. Reserving a hotel at the last minute is not advised. Don't only rely on your manual, published guidelines, or printed manuals. Be mindful of local culture. The last thing you want to do while visiting a foreign place is to be unaware of local customs and wind up insulting someone. Creating a tour schedule may seem like a usual work, but with the right structure, it is really a very straightforward and easy effort. When creating an itinerary, one should consider how to plan the complete trip, including where to stay and where to go. The internet has a multitude of information on the locations one wishes to visit, so one may research them beforehand. The primary goal of creating an itinerary is to keep you calm and focused while you're traveling.

Travel costs a lot of money, so you should make sure your vacation is well thought out and you don't wind up squandering your time and energy on activities you haven't thought about. Traveling has been known to sometimes result in unexpected events that may not have been considered in advance or when arranging a trip schedule. However, planning an itinerary eliminates these issues and aids travelers in effectively controlling their spending. Clearly, the tour schedule is the whole tourism product created and provided to the visitors. It includes many services ranging from pre-departure to post-arrival[6].

DISCUSSION

The importance of an itinerary may help you make the most of your trip time. Additionally, it could assist you in choosing the travel activities you believe you can afford. Make sure your desired activities don't clash with the time you have available. An itinerary is also useful for those who struggle to effectively manage their time. You may avoid having to organize every detail of your vacation by engaging in activities. On days with a buffer, you can also spare time. You are not required to strictly adhere to your plan. However, it may serve as your guidelines so that you are aware of what to do to manage your time.

Having an itinerary is crucial for budgeting your trip's travel costs. Yes, traveling may be incredibly costly, particularly if you don't budget your costs beforehand. By creating an itinerary, you'll get a precise assessment of the journey. This does not need you to go beyond your budget. Your travel itinerary might serve as a reminder to complete tasks in the proper sequence. With all the excitement and everything, it might be simple to forget things. As a result, you find yourself missing things that you really wanted to appreciate while traveling. Having an itinerary like this might help you remember what comes first. It's also a terrific tool for helping you prioritize your vacation's activities. Your vacation time is not unlimited here. An itinerary is also crucial since you can overlook key travel needs if you don't. Planning many visits makes it even more crucial. You must include all of the relevant travel information on your schedule, such as what to wear while visiting certain locations, what medications to take afterwards, and what emergency numbers to contact. You have a better chance of really enjoying your vacation if you have an itinerary since you won't have to worry about any annoyances.

The growth of India's Buddhist Circuit

The circuit comprises pilgrimage sites like Bodhgaya, Sarnath, Kushinagar, Rajgir, and other significant locations in Buddha's search for enlightenment in the year 200 BC. Since most of the tourists are devout Buddhists, there is a great chance to strengthen the pilgrimage business while also expanding the circuit to attract non-Buddhist tourists who are curious about the region's cultural and historical value. With the assistance of the trip as knowledgeable advisors, the project was carried out by the Indian Ministry of Tourism and the International Finance Corporation a part of the World Bank Group. The project's components included a comprehensive evaluation of the various sites, numerous stakeholder interviews, specific site project concepts, and an overall strategy document with vision and growth goals as well as actionable suggestions for infrastructure development, services, human resources, and promotional programs for tourism growth along the circuit [7], [8].

A travel itinerary is a detailed plan that outlines the schedule and activities for a trip. It serves as a roadmap, helping travelers organize their journey and make the most of their time at various destinations. A well-designed travel itinerary ensures a smooth and enjoyable travel experience by providing structure and guidance throughout the trip.

The key components of a travel itinerary include transportation details, accommodation arrangements, sightseeing activities, and free time for leisure or exploration. Let's explore each of these components in more detail:

Transportation Details:

The itinerary should include information about how travelers will reach their destination and move around during the trip. This can include flight/train/bus details, such as departure and arrival times, airlines or train numbers, and any layovers or transfers. It may also include information about rental cars, local transportation options, or private transfers between locations.

Accommodation Arrangements:

The itinerary should specify the accommodations booked for each destination. This includes the names of hotels, guesthouses, or vacation rentals, along with check-in and check-out dates. It may also include important details like contact information, addresses, and any special requests or preferences.

Sightseeing Activities:

A travel itinerary should outline the main attractions and activities planned for each day. This can include visits to landmarks, museums, historical sites, natural wonders, or cultural experiences. It's important to include the opening and closing times of attractions, any pre-booked tickets or guided tours, and estimated durations for each activity. This helps travelers allocate their time efficiently and ensure they don't miss out on must-see sights.

Free Time and Leisure:

Alongside planned activities, it's essential to incorporate free time into the itinerary. This allows travelers to explore the destination at their own pace, discover hidden gems, relax, or engage in spontaneous experiences. Including recommendations for local dining, shopping, or recreational activities during free time can enhance the overall travel experience.

Practical Information:

The itinerary should also provide practical details to help travelers navigate their destinations. This can include important contact numbers (e.g., local emergency services, embassy/consulate), currency exchange information, local customs or etiquette, and any necessary travel documents or permits. When creating a travel itinerary, it's crucial to consider factors like travel time between destinations, local transportation schedules, and potential weather conditions. Flexibility is key, as unexpected changes or delays may occur during the trip. It's also important to strike a balance between planned activities and downtime, allowing for relaxation and spontaneity. Travelers can create their itineraries using various tools, such as online trip planning platforms, mobile apps, or traditional pen-and-paper formats. These tools can help organize information, store important documents, and provide easy access to the itinerary while traveling.

CONCLUSION

In conclusion, an effective travel itinerary serves as a roadmap that guides travelers through their journey, ensuring a well-organized and fulfilling travel experience. By carefully crafting a travel itinerary, individuals can align their trip with personal goals, preferences, and interests, allowing them to make the most of their time and resources. A comprehensive travel itinerary involves thorough research, utilizing various resources to gather information about

destinations, activities, transportation options, and accommodation. This research enables travelers to uncover hidden gems, plan for logistical challenges, and make informed decisions that enhance their overall experience. While structure is important, a flexible approach within the itinerary allows for spontaneity and serendipitous discoveries. Embracing unexpected opportunities and allowing for downtime ensures that travelers have the freedom to adapt and immerse themselves fully in their surroundings, creating unique and memorable experiences. Practical considerations such as budgeting, transportation logistics, and time management are also crucial elements of a travel itinerary. Allocating sufficient time for travel between destinations, understanding local transportation options, and having a realistic budget help travelers navigate their journey smoothly and avoid unnecessary stress. In essence, a well-designed travel itinerary combines careful planning, flexibility, and practical considerations to create a personalized and enjoyable travel experience. It serves as a valuable tool that allows individuals to navigate unfamiliar territories, make the most of their time, and create cherished memories. Whether it's exploring new cultures, embarking on thrilling adventures, or indulging in culinary delights, a thoughtfully crafted travel itinerary sets the stage for a remarkable and fulfilling journey. In summary, a well-designed travel itinerary serves as a comprehensive guide for travelers, providing them with essential information, structure, and flexibility during their journey. By including transportation details, accommodation arrangements, sightseeing activities, free time, and practical information, a travel itinerary enhances the travel experience and ensures a memorable and well-managed trip.

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CHAPTER 3

USE OF DIGITAL TECHNOLOGY IN TOURISM PROMOTION IN GUJARAT

Dr. Rachana Saxena, Professor,
School of Commerce, Jain Deemed to be University, Bangalore, India,
Email Id- s.rachana@jainuniversity.ac.in

ABSTRACT:

This study explores the use of digital technology in tourism promotion in Gujarat, a vibrant state in western India. Digital technology has revolutionized the tourism industry, providing innovative ways to promote destinations, engage with travelers, and enhance the overall visitor experience. The study delves into the various aspects of digital technology used in tourism promotion. It highlights the role of websites, social media platforms, and mobile applications in disseminating information, showcasing attractions, and facilitating online bookings. Through visually appealing content, interactive features, and user-friendly interfaces, digital platforms offer travelers a glimpse into the unique offerings of Gujarat and help them plan their trips more efficiently. Furthermore, the study discusses the significance of digital marketing strategies in reaching a wider audience and creating brand awareness. Gujarat Tourism has leveraged digital channels to target both domestic and international travelers, utilizing search engine optimization, social media advertising, and influencer collaborations to effectively promote the state's attractions, festivals, and cultural heritage. The study also explores the use of virtual reality (VR) and augmented reality (AR) technologies in tourism promotion. These immersive technologies allow potential visitors to experience Gujarat's landmarks, festivals, and natural wonders virtually, enhancing their understanding and desire to visit the state. VR and AR also provide a valuable tool for travel agents and tour operators to showcase Gujarat's offerings to their clients. Additionally, the abstract addresses the role of data analytics and personalized marketing in tourism promotion. By leveraging data collected through digital platforms, tourism organizations can gain insights into traveler preferences, behavior patterns, and trends. This information enables targeted marketing campaigns, customized recommendations, and tailored experiences, enhancing visitor satisfaction and loyalty.

KEYWORDS:

GeoTourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

One of the most industrialized states in India is Gujarat. Gandhinagar serves as Gujarat's capital. It was once a part of the state of Bombay. However, the Indian government grabbed all the Gujarati-speaking residents of the area and turned it into the state of Gujarat on May 1, 1960. The birthplace of numerous liberation warriors is Gujarat. The most well-known figures are Muhammad Ali Jinnah, Sardar Patel, and Mahatma Gandhi. India's space program was founded by Vikram Sarabhai. He was born in Gujarat. Gujarat has consistently produced the world's top businesspeople. Gujarat is located in western India. Pakistan to the west, Rajasthan to the north, Madhya Pradesh to the east, and Maharashtra to the south all support

Gujarat. Gujarat also borders the Arabian Sea on its western side. Gujarat was a part of the old civilisation, if we are talking about it. Gujarat was a component of the Indus Valley Civilization, one of the greatest prehistoric civilizations. Gujarat is home to several Indus Valley Civilization monuments including Lothal and Dholavira. Lothal is said to have been India's first harbor. At that time, it was also regarded as one of the world's major ports.

Gujarat has a long history, which has a deep meaning to the name. The Gurjara, who are thought to be a Hunnid tribe. The Maurya and Gupta dynasties briefly held power in modern-day Gujarat. In those days, Bharuch was an important commerce hub for India. From the sixth through the eighth centuries after the Gupta dynasty's collapse, Gujarat was controlled by the Maitaka Dynasty. Gujarat was governed by the Pratihar Clan after the end of the eighth century. When Parsi refugees from Iran arrived in Gujarat in 775, Gujarat became their home. Gujarat was governed by the Rajput dynasty from 962 until 1243. Gujarat's capital under the Solanki dynasty was Patan. In 1297, Allauddin Khilji invaded Patan and added Gujarat to the Delhi Sultanate. Gujarat joined the Mughal sultanate in 1576. The Marathas ruled over Gujarat's Eastern and Central areas in the 18th century.

Portugal was the first European nation to enter Gujarat. Take various locations when they arrived, including Daman Diu Dadra and Nagar Haveli. The British East India Company built a factory at Surat around 1614. The British East India Company bought the state in 1668 after Gujarat's history. After then, Bombay Presidency took control of Gujarat, while Baroda was left out. Ahmedabad, Bharuch, Panchmahal, and Surat were directly under British authority. Gujarat became an independent state on May 1st, 1960, when the Bombay state was divided into two. Ahmedabad served as the first capital. However, it was moved to Gandhinagar in 1978.

Geographically speaking, Gujarat has mountain ranges. The Vindhya range, the Western Ghats, Satpura, and Aravali are the noteworthy ranges[1]. The hills are Pavagadh, Palitana, Girnar, and Saputara if we're talking about them. The Narmada and the Sabarmati are Gujarat's two main rivers in terms of geography and tourism. Of all the states, Gujarat has the longest coastline front. The Rann of Kutch, a white desert, is located in the far west. Gujarati is the major language spoken by 86% of the state's residents. Hindi is spoken by 5% of the state's population. Bhili Marathi and Urdu are some more languages. Dandiya and Garba are the two main dance genres. The three main faiths are Islam, Jainism, and Hinduism. The order of Gujarat's major cities is Ahmedabad, Surat, Vadodara, and Rajkot.

DISCUSSION

The Ahmedabad World Heritage City:

The biggest city in Gujarat and the former capital, Ahmedabad, was designated as India's first World Heritage City in July 2017. In the year 1411 A.D., Sultan Ahmad Shah built Ahmedabad. Ahmedabad is more over 600 years old and is home to 2600 historic sites. Numerous groups, including Hindu, Muslim, and Jain, have coexisted peacefully in Ahmedabad for around 600 years. In 2011, UNESCO listed Ahmedabad on its preliminary list of Heritage Cities. The beautiful carvings on Jain and Hindu temples and the Indo-Islamic architecture are the main draw and USP of Ahmedabad's ancient city. Religious architecture and structures are a part of the ancient town's heritage. The walled city is another name for Ahmedabad. The historic walled city is well recognized for its elaborate haveli household timber construction[2], [3]. Because of its genuine legacy, Ahmedabad was designated a world historic city. Dear Student, if you visit Ahmedabad's ancient city, also known as the walled city, you will notice that the wooden furnishings of the Haveli architecture express a strong sense of individuality. The Haveli is said to be built entirely of wood, and its

architecture is distinctive. Ahmedabad was included to the list of world heritage cities in part because of this. The legacy department of the Ahmedabad Municipal Corporation protects the other historic structures that make up the bulk of Ahmedabad's ancient city's legacy, including the 28 monuments that are registered in the Archaeological Survey of India. There are around 2696 structures. The Ahmedabad Municipal Corporation has identified several structures as being a part of the ancient city of Ahmedabad, and these structures are subject to specific rules as a protected area. The Ahmedabad Urban Development Authority is in charge of creating and enforcing these rules[4]. This is how Ahmedabad's ancient city is managed and protected. Student, you must visit Ahmedabad once if you live in Gujarat. You'll be transported back in time and astounded by the wooden buildings of the old historic city.

Gujarat Use

Let's talk about the USP of Gujarat tourism, which is something that is unique to Gujarat and not available in other Indian states. We must persuade the consumer or prospective customer that what we are offering is special for the bundle when we promote our goods or sell our travel packages. Asiatic lions live in Gujarat, if we're talking about Gujarat. Gir National Park is home to the lions. The Somnath Temple, one of the Jyotirlingas of Lord Shiva, is Gujarat's next unique selling point. Gujarat is known for having a white desert known as the Rann of Kutch. Gujarat is the only place where you may find the Rann of Kutch, often known as the white Rann. This is what makes Gujarat special. If we discuss the occasions, we can remark that Gujarat's or Ahmedabad's international kite festival is exceptional. A visitor may experience the tasty and distinctive Gujarati food. One of the important Char Dham sites in the Hindu faith is Dwarka. It was the city of Lord Krishna, making it special to Hindus. Gujarat's involvement with the ancient Indus Valley Civilization adds to its distinctiveness. Dholavira and Lothal are wonderful places[5]. If you want to easily persuade a prospective consumer to purchase your Gujarat tourist package, you must identify its distinctiveness and explain it to him. People travel to experience other cultures for themselves.

Gujarat Offers Mouse Tourism:

Meetings, incentives, conventions, and exhibits is the full form of mice. MICE is one of the tourist industry's high-end categories. In order to enhance the number of visitors to Gujarat, GTDC has combined MICE tourism with the conventional tourism business. Gujarat is a nation of businesspeople. Therefore, it is crucial to discuss mouse tourism and its future in Gujarat. We currently have a local market for mice tourism in Gujarat, and we are also bringing mice tourism from outside in Gujarat. In a few of Gujarat's MICE venues Today, Gandhinagar's Mahatma Mandir is regarded as one of the top MICE conference centers worldwide. It hosts events like Pravasi Bharatiya Divas and Vibrant Gujarat, among others. The Gujarat Tourism will build new conference centers as recommended in Ahmedabad, Vadodara, and Rajkot in the future[6]. In order to draw in more foreign MICE travelers, the Tourism Board of Gujarat, the state tourism development corporation of Gujarat, has already begun to promote Ahmedabad, Vadodara, and Surat attractions at the international level.

Marketing Plan for Gujarat Tourism

One of the key turning moments for Gujarat Tourism in the past was the campaign Khushbu Gujarat Ki. Amitabh Bachchan was named the brand ambassador for Gujarat Tourism by Gujarat Tourism. He excelled as a brand spokesperson. Shri Amitabh Bachchan promoted travel locations in various media, which helped Gujarat Tourism draw in more visitors. Gujarat Tourism is a helpful information system that the state may utilize to draw in more and more visitors. At a popular tourist site, Gujarat Tourism has also developed laser light and sound displays. Gujarat Tourism is making an effort to advertise its name and goods via

festivals and gastronomy. Gujarat tourism has benefited from occasions like Rann Utsav, the International Kite Festival, Navratri, and the Modhera Dance Festival[7].

Future Travel in Gujarat:

Rajasthan, Madhya Pradesh, and Maharashtra, three neighboring states, are fierce competitors for Gujarat. Gujarat wants to be in front of the competition while doing both. Gujarat has already been promoting MICE tourism to bring in more international visitors, as was previously stated. Gujarat is working to provide tribal house stays that may provide both domestic and foreign visitors with a true tribal, rural experience, while also constructing man-made monuments like the Statue of Unity, which can improve Gujarat tourism in the near future.

Use of Digital Technology for Gujarat Tourism Promotion

You cannot downplay the significance of digital technology in this era of digitalization. The Gujarat tourist industry may benefit from the usage of digital technologies. We will now talk about a few of the aspects that Gujarat tourist has taken into account for the digitization of staff tourist marketing[8]. The state Tourism Development Corporation has launched a partnership with financial services and infrastructure leasing, creating 360-degree live-action VR movies to showcase Indus Valley Civilization historical places like Lothal Dholavira.

SWOT analysis: It is difficult to discuss the Gujarat state's strengths, weaknesses, opportunities, and threats. Gujarat is a state that is both culturally and economically wealthy. Before beginning a journey to Gujarat or creating a tour package for Gujarat, it is always vital to assess strengths and weaknesses.

Gujarat has one of the rarest types of wildlife to exhibit tourists, which is a strength for the state's tourism industry. Only Asia's natural life has Lions and natural Asses. Gujarat has a vast network of roads, railroads, and airports that link it to its neighboring states as well as the rest of the world. Gujarat is regarded as the state of businesspeople. Therefore, starting a tourist company in Gujarat is fairly simple. Second, Gujaratis like traveling and seeing new locations, and their prosperous economy supports the travel and tourist industry. Gujarat is said to be the state in India with the most foreign tourists visiting. Amitabh Bacchan's role as brand ambassador for Gujarat's recent tourist campaigns has made a lovely impression on people both domestically and abroad. This has increased both local and international tourism in Gujarat.

Gujarat's tourist package lacks a nightlife and entertainment component, which is a weakness. Even residents of Gujarat leave the state for leisure activities in neighboring states like Rajasthan, Madhya Pradesh, and Maharashtra despite the fact that Gujarat has a lot to offer in this regard. Gujarat has a variety of tourist attractions, including wildlife, spiritual sites, Jain pilgrimage centers, and opportunities for MICE travel. Gujarat has not yet been able to market itself as a travel destination, and its USP is lacking. Making a brand out of all items is a difficult task.

Opportunities in Gujarat tourism: If you are now in Gujarat, you are well aware of how underdeveloped the state is and how few Gujarat tourism packages are offered. Therefore, we may seize the chance and develop a Gujarat tourist industry. Gujarat offers the ideal fusion of religious, historical, MICE, and wildlife tourism. These things may be combined to create a new tourist niche. Gujarat has favorable political surroundings for commerce. Finding business prospects in the tourist industry and putting them into action are thus simple.

Threats to Gujarat tourism include states like Rajasthan, Madhya Pradesh, and Maharashtra, which compete directly with Gujarat. The tourist industry is already flourishing in these states. Gujarat hence finds it challenging to develop as a brand for marketing the tourist industry. Even the residents of Gujarat are not drawn to the locations. Instead of Gujarat, they visit other tourist places. Gujarati residents do not effectively advertise destinations, thus locals will be the ones to make the place well-known initially.

The use of digital technology has become increasingly important in tourism promotion, and Gujarat has embraced various digital platforms and strategies to showcase its tourism offerings. The state has recognized the potential of digital technology in reaching a wider audience, engaging with travelers, and promoting its unique attractions and experiences. Let's explore the different ways digital technology is being utilized in tourism promotion in Gujarat:

Websites and Online Portals:

Gujarat tourism authorities have developed user-friendly websites and online portals dedicated to promoting tourism in the state. These platforms provide comprehensive information about various destinations, attractions, accommodations, transportation options, and travel itineraries. Visitors can access these websites to plan their trips, gather information, and make bookings. The websites also feature visually appealing images, videos, and interactive maps to give travelers a virtual experience of Gujarat's diverse offerings.

Mobile Applications:

Gujarat tourism has embraced mobile applications as a means of reaching tech-savvy travelers. These apps provide a convenient way for tourists to access information, plan their itineraries, and find local attractions, and even book accommodations and transportation. Mobile apps often include features like offline maps, real-time updates, and personalized recommendations, enhancing the travel experience and providing a seamless interface for travelers on the go.

Social Media Platforms:

Gujarat tourism actively utilizes social media platforms like Facebook, Instagram, Twitter, and YouTube to engage with travelers and promote its attractions. Through captivating visuals, informative posts, videos, and user-generated content, these platforms create a buzz around Gujarat's tourism offerings. Social media allows for direct interaction with travelers, enabling them to ask questions, share experiences, and obtain real-time updates. Gujarat tourism also collaborates with influencers and bloggers to showcase the state's unique experiences, festivals, and cultural heritage to a wider audience.

Virtual Reality (VR) and Augmented Reality (AR):

Digital technology has opened up new avenues for immersive experiences, and Gujarat tourism has capitalized on this by incorporating virtual reality and augmented reality elements. Through VR experiences, travelers can explore Gujarat's attractions virtually, giving them a taste of the destination and inspiring them to visit in person. AR technology is used to enhance visitors' experiences at specific sites by providing interactive and informative overlays, enabling them to delve deeper into the historical and cultural significance of the place.

Digital Marketing and Online Advertising:

Gujarat tourism invests in digital marketing campaigns to raise awareness and attract potential tourists. This involves targeted online advertising through search engines, social media platforms, and travel-related websites. Digital marketing strategies like search engine optimization (SEO), pay-per-click (PPC) advertising, and content marketing are employed to ensure that Gujarat's tourism offerings appear prominently in relevant search results and reach the right audience.

Online Booking Platforms:

Gujarat tourism partners with online travel agencies (OTAs) and other booking platforms to facilitate convenient booking and reservations. This allows travelers to browse and book accommodations, flights, tours, and other services online. By leveraging these platforms, Gujarat tourism ensures a seamless booking experience and encourages travelers to explore the diverse offerings available.

By harnessing the power of digital technology, Gujarat tourism has been able to reach a global audience, showcase its attractions, and enhance the overall travel experience. Through websites, mobile apps, social media platforms, virtual reality experiences, and online marketing strategies, Gujarat has successfully positioned itself as an enticing destination, attracting travelers from around the world and promoting sustainable tourism practices.

CONCLUSION

A significant advantage is that the tourist sector helps to enhance the global GDP. It is one of the largest and fastest-growing economic sectors in the world, having significant effects on the environment, culture, society, and the economy. Since the nation's opening to tourism, the number of travelers has increased. South East Asia is seeing an increase in tourist arrivals as a consequence of political networking and cooperation between the nations. A travel agent represents third-party travel providers including airlines, hotels, and cruise lines in the sale of travel-related goods and services to final consumers. Some organizations also act as general service agents for international tour operators in different nations. A tour operator, on the other hand, is a business that specializes in organizing and offering vacations to visitors, either directly or via a retail travel agency. For anyone looking to join this crucial area of the tourist business, there are several chances. In fact, if your town is a popular tourist site, many of you have enormous occupations just where you are. In conclusion, the use of digital technology in tourism promotion has transformed the way Gujarat showcases its attractions and engages with travelers. Through websites, social media platforms, mobile applications, VR, AR, and data analytics, Gujarat Tourism has harnessed the power of digital tools to create immersive experiences, reach a wider audience, and provide personalized services. Embracing digital innovation has not only enhanced the promotion of Gujarat as a tourist destination but has also contributed to the overall growth and sustainability of the tourism industry in the state.

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CHAPTER 4

PHYSICAL GEOGRAPHY OF INDIA AND IMPORTANCE IN TOURISM

Dr. M. Maheswari, Assistant Professor,
School of Commerce, Jain Deemed to be University, Bangalore, India,
Email Id- m.maheswari@jainuniversity.ac.in

ABSTRACT:

The study explores the key elements of India's physical geography that contribute to its allure as a tourist destination. It highlights the majestic Himalayan mountain range in the north, with its snow-capped peaks, scenic valleys, and adventure tourism opportunities such as trekking and mountaineering. The vast Indo-Gangetic plains, characterized by fertile agricultural lands and historic cities, offer cultural and heritage experiences for visitors. The Western Ghats, a mountain range running parallel to India's western coast, is another prominent feature. Known for its lush forests, picturesque hill stations, and rich biodiversity, it attracts nature lovers, wildlife enthusiasts, and eco-tourists. The Thar Desert in the northwest presents a contrasting landscape of golden sand dunes, offering visitors a chance to explore the desert lifestyle, enjoy camel safaris, and witness stunning sunsets. India's extensive coastline, stretching over 7,500 kilometers, is a significant geographical feature with numerous beautiful beaches, seaside resorts, and water-based activities. The islands of Andaman and Nicobar in the Bay of Bengal and Lakshadweep in the Arabian Sea provide pristine marine ecosystems, coral reefs, and opportunities for diving, snorkeling, and beach relaxation.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

Human beings always face both of the situations in which they interact with each other. The physical (natural) environment that teaches them to adjust provides air, water, and shelter while the (constructed) human or cultural environment tells the story of their settlement. When the primitive men synchronized with their natural environment, it was the pattern of settlement that came into use, focusing on the cultural, economic, health, transport, population, political, historical, health, social and many sub branches of all of these domains. Similarly, due to the interaction with the natural environment, there are many aspects to physical geography such as soil, ocean, glaciers, meteorological and many more. All these studies are carried out to analyze the connection between environment and space. Geography plays an important role in boosting tourism. As we all know many of the attractions in destinations deals with nature. In this block, we will discuss many aspects of Indian geography [1], [2].

The word 'Geography' is derived from two words. The first one is 'Geo' and the second one is 'Graphy'. The meaning of the two words is: Geo means earth and Graphy means the field of study. That means Geography is the field of study that deals with the earth. We can say in

simple words, the field of study which tells us the structure of the earth atmosphere and its impacts. Geography is of two type's human geography and the second one is physical geography. Human Geography deals with the study and history of humans. This basically, focuses on the cultural, political social, and economic aspects. Physical geography can be defined as a study, which deals with the natural environment. Here the natural environment means the organism, climate, soil, water bodies, and landforms, etc.

The word tourism is derived from the word tornos. Tonos is a Latin origin word. The meaning of the word tornos is a journey that is performed circularly. People who perform tourism are called tourists. People visit places to fulfill their psychological and physical needs. Tourism doesn't act in isolation. Tourism has its key components like attraction, accommodation accessibility, amenities, and activities. Attraction means a destination where the tourist visit. Accommodation means where the tourists stay in a particular destination. It can be hotels, resorts, or any type of shelter which can accommodate the tourist stops. The next component is accessibility. Accessibility means how a person will reach to the destination from his origin. That means you are visiting the Taj Mahal and you are starting from Ahmedabad by train. The medium through which you are traveling from Ahmedabad to Agra is called your accessibility medium or simply accessibility. Here the accessibility medium can be travel by road, railway or airplane. The next component is the activity. The recreational or fun activity a tourist perform during his visit to the destination apart from visiting tourism attraction. Amenities mean the things tourist needs in a destination like a taxi service, restaurant, shopping facilities, banking facility, money exchange etc. are called the amenities. Amenities supplement the full journey. Without these five components, tourism cannot be performed. Imagine there is no attraction in Agra then why should people go to Agra. As far as attractions are concerned we can categorise them into two parts. The first one is the man-made attractions. It includes forts, palaces, temples, the cultures of human beings, arts and crafts, cuisines and museums, etc. The second one is natural attractions, it includes beaches islands rivers oceans mountains valleys snowfalls waterfalls deserts etc[3], [4].

DISCUSSION

Contributions of Geography:

As we know tourism is a combination of many natural and manmade components which provides a strong attraction to tourists to visit a particular destination in a comfortable weather condition. The kind of attraction, the quality of accommodation, accessibility, and amenities provide tourists motivation to stay longer in a specific destination. So it is very important to have knowledge about the basic tourism products and their geography so that we can make the tourist stay there for longer time. It is a win-win situation for both locals and tourists because when the tourist will stay in the destination, he will spend money and that will boost the local economy. At the same time, he will relax and have a good time with his family which will fulfill his psychological needs. Geography plays an important role in boosting tourism. As we all know many of the attractions in destinations deals with nature and its exceptional natural products. The natural products can be mountains, rivers, flora, fauna, wildlife, national parks, rainfall, temperature, humidity, snowfall. Millions of people get attracted to the natural beauty of many destinations. If we talk about India people go to Kerala to enjoy the monsoons.

Basic Geographical Terms:

Before we go into detail, let's have some knowledge about basic geography. The first basic term is globe. Globe is the representation of the earth. There are longitudes and latitudes.

These lines are imaginary. The lines that originate from poles and terminate at poles are called the longitudes. The line which divides the earth into two parts, north and south is called the equator, and the lines parallel to the equator are called the latitudes. The zero-degree longitude is called the prime meridian. From the prime meridian, we calculate the time. It is called the zero-degree longitude. The prime meridian runs through Greenwich Village near to London.

Geographical Components of Tourism:

In 1979, Sir Robinson describe the components of geography and tried to explain it through a model. The model has all the essential ingredients. The model is based on natural attractions. This defines the motivation and tourists through geographical needs. Sir Robinson said the majority of tourist attractions are based on geography. As discussed earlier the location of the destination is the most important aspect of the element of tourism. Geography of Tourism plays an important role, because if there is not a medium of accessibility, that tourists cannot visit a destination. The location and accessibility are the two aspects of the same coin. That means the location that attracts the tourist and the accessibility is a medium through which the person reached the location. At the same time, the weather also plays an important role in visiting a particular destination. The tourist compares the ease and comfort of the weather conditions. Climatic conditions also play an important role. From the sunshine to the monsoon to the colder places as far as tourism is concerned, people from the mountain areas to visit those areas.

And people from the beach areas love to enjoy the snowfall in a hill station. Animal life or we can say the wildlife differs from one geographical condition to another geographical condition. The wildlife in the origin of tourists might be different and attractive to another destination. It is a major element of the motivation of tourists. At the same time, human geography also affects tourism. Like the culture, tradition, art, and craft. If we talk about the model of Sir Robinson's, many components like accessibility and location, space, scenery include the mountains, canyons, coral reefs, cliffs, rivers, lakes, waterfalls, geysers, glaciers, forests, grasslands, desert, etc. The next one is the climatic conditions which include clouds, temperature conditions, humidity, and oxygen level also. Another condition is the animal life or wildlife. Games for hunting and fishing can be included in animal life. Another point is the settlement structure of various geographical areas like towns, cities, villages, historical, romance, and monuments. At the same time, culture is another element of the way of life tradition, art and craft also attract tourists[5], [6].

Major Geographical Regions for Tourist Activities:

If we talk about the tourist activities in the world, we can divide the whole regions into four important parts. The first one is Europe. Europe is the most tourist generating region. The focus of Europe is on international tourism and it's the world's primary destination for foreign tourists. The second one is North America. This is the most important region as far as the volume of the international tourist is concerned. It focuses on international tourism more than domestic tourism. The next region is, the Pacific and Australia. This is the world's most rapidly growing tourist region. This doesn't have volumes of tourists like Europe and North America but this region has potential for the future. The last region is South Asia, the Sahara of Africa, and the Middle East and Central and South America. These regions have good relations with the economically developed countries in the world. These regions are still developing as far as tourism is concerned and having a growth in tourist inflow.

Geographical Resources:

As far as geographical resources are concerned, the first one is the rainfall. In most cases the rainfall damages tourism. The tourists don't want to visit a destination when it is raining. But at the same time, there are regions where people visit to enjoy the rainfall. Like in Kerala, many tourists come to enjoy the monsoon of India.

The Second One Is Sunshine

The tourists love sunshine. A tourist always wants to visit a destination during the sunshine days. No one doesn't want to visit a destination on a foggy day. So, the sunshine is an important factor as far as the tourist environment is concerned. It is the climatic conditions like the hot condition, tropical condition, cool temperature condition, the cold and mountainous condition also impact tourism activities. The hot conditions are not suitable to visit in summer days. So, tourists visit the destination in winter.

The tropical climate has a very humid atmosphere so that tourists get tired immediately. The high humid conditions in tropical areas are not favorable conditions for tourists. People love to visit the cold climate if they are from the hot climatic regions or they want to visit the cold temperature climate in summers or they want to enjoy their vacation in a hill station. Mountain regions are regarded as adventure destinations. These are most favorable to young tourists or you can say, adventurous tourists. These are not any motivations for the tourists who are in their old age. Coastal resources also play an important role like sea beaches, waves, and tides.

These are the elements that tourists enjoy. For example, a tourist from a mountainous region to visit the beaches. Landscape and wildlife resources are also so important role in tourist motivation. These can be divided into natural landscapes, tropical forests, national parks, wildlife sanctuaries, and cold deserts. Historic resources are also a major component of tourist motivation. The settlement patterns valley, civilization ruins are also the attractions for the tourists'. As like in India we have Mohenjo Daro and Harappa ruins where people come to see. You have an attraction for architecture or history or who wants or curious about the old cities. Other motivations for geographic motivations are cultural entertainment and manmade resources like team-based amusement parks, recreational centers, nightlife, sporting events, shopping, and adventure sports in various areas. For example, tourists visit Dubai, there some tourist visits to the Palm Islands[7], [8].

So, no doubt geography plays an important role in tourism. The culture of a place is determined by its climatic conditions and geography. The climate is influenced by the temperature that most conditions that are related to geography. Human geography and physical geography are two sides of the same coin. Both of them are important to tourism. The culture of humans on cultural geography deals with human civilization and man-made monuments. Physical geography also is the motivation that deals with water bodies, adventure sports, forest natural resources. Geography is the part of tourism or we can say the most important part of tourism and we cannot ignore that.

The locals have been supported by many foreign organizations. The conservation has been made. The money which the tourist dispense in that particular region that is directly going to the tourist guides, rangers, and the locals of the geographical region. Training are also provided to the local guides so that they won't disturb the animals which are living in a natural condition. At the same time for sustainability, the local products are being used to develop buildings for hotels and safari lodges. Water management systems are being developed to ensure to provide clean drinking water to the community. Waste is being

recycled as much as possible and strategic management waste is taking place. At the same time, waste recycling is getting encouraged [9], [10].

The physical geography of India is diverse and encompasses a wide range of natural features that make it a captivating destination for tourists. The country's physical landscape includes mountains, plateaus, plains, rivers, coastlines, and diverse ecosystems, each contributing to its unique appeal. Understanding the physical geography of India is essential in appreciating its tourism potential and the variety of experiences it offers.

Mountains:

The northern part of India is dominated by the majestic Himalayas, the world's highest mountain range. This region includes popular tourist destinations such as Jammu and Kashmir, Himachal Pradesh, Uttarakhand, and Sikkim. These areas offer breathtaking landscapes, adventure sports like trekking and mountaineering, picturesque hill stations, and opportunities for wildlife spotting. The Himalayas also provide a scenic backdrop to religious and cultural sites, including revered pilgrimage destinations like Amarnath, Kedarnath, and Badrinath.

Plateaus and Plains:

The central part of India is characterized by vast plateaus and fertile plains. The Deccan Plateau covers much of peninsular India, featuring picturesque landscapes, ancient cave temples, and historical sites like Hampi and Ajanta-Ellora. The Gangetic Plains, formed by the fertile alluvial deposits of the Ganges and its tributaries, support agriculture and have historically been the cradle of Indian civilization.

Rivers:

India is blessed with numerous rivers that have shaped its landscape and culture. The holy Ganges River, flowing through the northern plains, is not only a spiritual icon but also offers opportunities for river cruises and water sports. The Brahmaputra River in the northeastern region provides scenic beauty and the chance to explore the unique biodiversity of the region.

Coastlines:

India boasts a vast coastline of over 7,500 kilometers, offering diverse coastal experiences. The western coastline along the Arabian Sea is known for its pristine beaches, beach resorts, and vibrant coastal cities like Mumbai and Goa. The eastern coastline along the Bay of Bengal offers serene beaches, picturesque fishing villages, and the stunning Sundarbans mangrove forests, home to the Royal Bengal tigers.

Biodiversity and National Parks:

India's varied physical geography supports rich biodiversity and a wealth of national parks and wildlife sanctuaries. From the Ranthambore National Park in Rajasthan to Kaziranga National Park in Assam and the Periyar Wildlife Sanctuary in Kerala, these protected areas offer opportunities for wildlife safaris, birdwatching, and experiencing India's incredible flora and fauna.

The physical geography of India plays a significant role in its tourism industry. The diverse landscapes, mountains, rivers, and coastlines attract nature enthusiasts, adventure seekers, and cultural explorers. Tourists can engage in activities like trekking, wildlife safaris, river rafting, beach tourism, and exploring historical and archaeological sites. The scenic beauty

and natural wonders of India's physical geography create a canvas for memorable experiences and provide a strong foundation for the country's tourism industry. Additionally, India's physical geography influences its climatic zones, which further contribute to its tourism appeal. The country experiences a wide range of climates, from the tropical climate in the south to the alpine climate in the Himalayas. This diversity allows tourists to visit India at different times of the year, enjoying the pleasant weather and participating in seasonal festivals and events.

CONCLUSION

In conclusion, the physical geography of India plays a pivotal role in its tourism industry. The country's diverse landscapes, from the towering Himalayas to the stunning coastal regions and arid deserts, offer a multitude of experiences for travelers. By capitalizing on its natural beauty, cultural heritage, and sustainable practices, India continues to attract tourists from around the globe, providing them with an enriching and memorable journey. The variety of landscapes and ecosystems offer a wide range of experiences for travelers, from adventure sports to cultural immersion and wildlife encounters. Understanding the physical geography of India helps in appreciating its tourism potential and enables visitors to explore the diverse and captivating destinations that the country has to offer.

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CHAPTER 5

IMPORTANCE OF GEOGRAPHY IN TOURISM

Dr. Chetan. T. R., Assistant Professor,
School of Commerce, Jain Deemed to be University, Bangalore, India,
Email Id- tr.chetan@jainuniversity.ac.in

ABSTRACT:

Geography, as the study of the Earth's physical features, climate, and human populations, plays a significant role in shaping tourism destinations, experiences, and the overall industry. The abstract explores the key aspects of geography that contribute to the importance of geography in tourism. Firstly, it emphasizes the influence of physical geography, including landscapes, natural attractions, and ecosystems, in attracting tourists. Majestic mountains, pristine beaches, vibrant forests, and diverse wildlife create unique and captivating destinations that draw visitors seeking nature-based experiences. Secondly, the study addresses the impact of human geography on tourism. Cultural heritage, historical landmarks, traditional practices, and local communities contribute to the rich tapestry of tourism experiences. Cultural tourism thrives as travelers seek opportunities to engage with different cultures, learn about traditions, and explore local cuisines and arts. Geography also plays a crucial role in determining accessibility and transportation networks. Proximity to airports, highways, and other infrastructure influences the ease of travel and connectivity, making certain destinations more accessible and convenient for tourists. Moreover, climate and weather patterns influenced by geography are vital factors in determining the best time to visit certain destinations. The seasons and climate conditions affect outdoor activities, festivals, and natural phenomena, shaping tourists' preferences and the timing of their trips.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

The seventh-largest nation in the world is India. 2.4% of the world's land area belongs to India. India's neighbors include Pakistan, Nepal, Bangladesh, Bhutan, and Sri Lanka. India is located in the world's northern hemisphere. India's physiology is distinct. India is sometimes referred to as the subcontinent since water bodies encircle it on three sides. India is split in half by the cancer tropic, which runs across the nation. India, both north and south. Gujarat, Rajasthan, Madhya Pradesh, Chhattisgarh, Jharkhand, West Bengal, Tripura, and Mizoram are the states through which the cancer tropic travels. The time difference, or 30o, between India's western and easternmost longitudes is around two hours. Indian standard time is five and a half hours and thirty minutes ahead of Greenwich Mean Time. Mirzapur, a city in the Uttar Pradesh state capital of Allahabad, is where India's standard meridian passes through[1][2].

The Karakoram, Ladakh, and Pirpanjal mountains are located on the Himalayan side of Kashmir. Over the course of the next several units, we'll discuss India's mountain ranges and mountain passes. Between the majestic Himalayas and the Pirpanjal mountain is Kashmir's lovely valley. The Himalayas of Himachal and Uttarakhand are located between the Kali and Ravi rivers. An extension of the Himalayas, which are a frigid desert, is North Ladakh. Between Nepal and Bhutan are the Himalayas of Sikkim and Darjeeling. These locations are well-known for their tea gardens. Between the Bhutan Himalayas and Diphu Pass is where

you'll find the Arunachal Himalayas. The largest river in India joins the Brahmaputra on this side of the Himalayas. The eastern hills and mountains of Manipur and Mizoram are the next mountains in the Himalayas[3], [4].

Indian Northern Plains:

Due to the sediments left behind by the rivers Indus, Ganga, and Brahmaputra, India's northern plains were created. The aircraft is around 3200 kilometers long from east to west.

The Plateau of the Peninsula

India's oldest landform is the Peninsular Plateau. Include stony formations, rift valleys, and block mountains. The Indian peninsular plateau continues to Jaisalmer. Slate and other metamorphic rocks such as marble may be found here. The central highlands, the Deccan plateau, and the northeastern plateau are the three divisions of the peninsular plateau. The Narmada River and the northern lowlands are separated by the central highlands. Numerous hills and mountains, like the Aravali and Satpura, helped to form it. The Malwa, Chota, and Nagpur plateau make up the central highlands. The Deccan plateau is the following one. The black soil region of the Deccan plateau, which was produced during volcanic activity, is well-known. It is renowned for the production of cotton, sugarcane, and oranges. The Nilgiri Hills are the meeting point of the western and Eastern Ghats in this area. The main plateau continues into the northeastern plateau[5], [6]. The Meghalaya plateau, which is the major plateau in this area, is separated into the Garo, Khasi, and Deserts categories. In India's northwest is where you'll find the desert. The desert's beginning is in the Aravalli hills. The Thar Desert, which is part of the Great Indian Desert, is the ninth-largest desert in the world. Only the semi-arid regions of the Luni River can support flora in the Thar Desert.

The Indian Coastal Plains:

India's coastal lowlands are split into two sections. Both the eastern and the western coastal plains. The Kutch and Kathiawar coast, the Konkan coast, the Goan coast, and the Malabar Coast make up the Western Coastal Plain. Rivers like the Mahanadi, Godavari, Krishna, and Kaveri help to shape the eastern coastal plain. It stretches into the ocean for up to 500 kilometers. Alluvial soil is the first. River valleys and northern plains are where you may find alluvial soil. Minerals like potash, phosphorus, and other elements make up alluvial soil. In India, alluvial soil has a dark gray color. Black Soil is the next. Parts of Gujarat, Tamil Nadu, Madhya Pradesh, and Maharashtra have black soil. The Deccan plateau is where you may find this dirt. The Godavari and Krishna River deposits in India are what create the country's dark soil. Lime, iron, aluminum, phosphorus, nitrogen, and other organic compounds make up the black soil of India. The black dirt has a dark gray to black tint. India's crimson and golden soil. Iron is abundant in the red and yellow soil of India. The eastern and southern regions of the Deccan plateau include this kind of soil. For the production of cashew and sagwan, certain kinds of soil are renowned.

We'll talk about laterite soil as the following sort of soil. When the country's regions have both high temperatures and heavy rains, laterite soil develops. In the laterite soil, aluminum and iron oxide are abundant. In Tamil Nadu, Andhra Pradesh, and Kerala, you may find laterite soil. This kind of soil is appropriate for growing cashew nuts and making bricks. Saline soil is the next kind of soil found in India. It is saline in nature and is found in India's arid regions. Rann of Kutch is home to this kind of soil. Peaty Soil This kind of soil is common in humid, high-rainfall regions. Typically, this kind of soil is alkaline. The soil in question is dark and weighty. Bihar, Uttaranchal, West Bengal, Orissa, and Tamil Nadu all

have this kind of soil. In parts of India near the Himalayas, there is forest soil. This kind of soil is alkaline.

DISCUSSION

Indian River System:

We may categorize the Reverse into two groups based on the amount of water discharged. The Bay of Bengal drainage and the drainage from the Arabian Sea. The Arabian Sea is where 23% of India's drainage originates. And the Bay of Bengal accounts for 77% of the drainage. Indus, Narmada, Tapi, and Mahi are some of the rivers that drain into the Arabian Sea. The Ganga, Brahmaputra, Mahanadi, Krishna, and Kaveri river systems make up the Bay of Bengal drainage system[7].

You may categorize rivers into three groups based on the size of the watershed: major river basins, middle river basins, and small river basins. The largest river basins' catchment areas total more than 20,000 square kilometers. These river basins are numerous. Ganga, Krishna, Brahmaputra, Tapi, and Narmada are the principal river basins. Sabarmati, Barak, Mahanadi, Godavari, Kaveri, Indus, and Brahmani are more rivers. Approximately 2000 square kilometers make up the overall area of medium river basins. There are 44 such river basins in India; examples include the Kalindi, Pariyar, and Meghna. Twenty rivers are found in the low rainfall regions, and the minor river basins have catchment sizes of less 200 square kilometers. We will now talk about the river system in terms of where they came from and what they are like. The Indus River System, Ganga River System, and Brahmaputra River System make up the Himalayan drainage system. Jhelum's genesis is the

The Jhelum, Chenab, Ravi, Beas, and Sutlej rivers are part of the Indus river system. The Yamuna, Chambal, Gandak, Ghagra, Ram Ganga, Damodar, Mahananda, and Son rivers make up the Ganga river system. The Ganga's longest tributary is the Jamuna. Yamunotri Glacier is the source of the Yamuna River. The Madhya Pradesh Malwa plateau is where the Chambal River originates. Dhaulagiri and Mount Everest are where the Gandak River originates. The Mapchachno glacier is the source of the Ghaghra River. North of Mount Everest is where the Kosi River originates. The Garhwal hills are the source of the Ramganga River. The Chota Nagpur plateau is where the Damodar River originates. The Darjeeling Hills are the source of the Mahananda River, while the Amarkantak Plateau is the source of the Son River.

The Indian Climate:

The monsoon, the river systems, and the Himalayan mountain range all have an impact on India's climate. Oceans that surround the Indian subcontinent also have an effect. India receives rain during the monsoon months of June and July.

The Monsoon Season:

Monsoon season in India lasts from June to September. The monsoons in India are caused by the distinct geographical characteristics of the Indian subcontinent, as well as by meteorological and climatic factors, and the process of wind creation. "The seasonal reversal of wind accompanied by corresponding changes in precipitation" is the definition of monsoon. India experiences precipitation, or rainfall, as a result of the monsoon. From 20 degrees north to 20 degrees south, monsoons are experienced not only in India but across the whole globe. The Arabian Sea branch and the Bay of Bengal branch are the two monsoon regions of India. In India, there are two more monsoon types: the oncoming monsoon and the receding monsoon.

The low pressure over North India is the cause of the India Gate Monsoon. Low pressure develops in the summer because to the summertime heating of the North Indian plains. The region is in charge of delivering winds from high-pressure regions. In this way, winds from the seas around the Indian subcontinent travel to northern India. The Himalayas are the second reason. The wind that blows from the seas around the Indian subcontinent is constrained by the Himalayas and is unable to traverse them. India receives rainfall as a result of the water vapor rising in the Himalayas from the seas. The Western Ghats and Eastern Ghats of India also contribute to the limitation at the same time. In order for the winds to be constrained and for the moisture to be released as water droplets in the southern and central regions of India. This is the cause of India's monsoon season.

The Tibetan plateau, which lies north of the Himalayan range, is another factor. The Tibetan plateau warms up, resulting in a zone of low pressure. The intense pressure over Madagascar is another factor contributing to India's delayed monsoon. The winds are directed toward the Indian subcontinent due to the high pressure above Madagascar. Where the Tibetan Plateau and the North Indian Plains are situated is where the low-pressure region is. The Somali currents, which amplify the wind flow from the seas to the Indian subcontinent, are another factor. And this time, the Indian monsoon is also a result of the tropical easterly jet stream. India experiences precipitation, or you may call it monsoon precipitation. In India, agriculture is impossible without the monsoon. We cannot feed India's 1.3 billion people without the monsoon. One of the most crucial elements affecting India's climate is the monsoon season[8].

India typically experiences six seasons: early spring, late spring, summer, monsoon, autumn, and winter. The winter months of December through February are frigid, with temperatures ranging from 10 to 20 degrees Celsius. The oncoming monsoon season, which lasts from June to September, is known as the monsoon season. India experiences rain throughout this season. The receding monsoon, which in India is known as the autumn and occurs between October and November, is the other significant season. Look at the elements that are influencing India's climate. The latitude is the first one. The Himalayas come in second. The third one is the distance between the different planes, the system of landforms, and their height.

The Himalayan mountain range in Asia divides the Tibetan plateau from the Indian subcontinent. The world's tallest peaks are found in the Himalayas. The Himalayan mountain areas' low population density is caused by a number of causes. All of those topics will be discussed. We'll talk about the physical reasons for the Himalayan Mountains' low population density. The Himalayan Mountains' challenging accessibility is a big factor. Making roads is incredibly difficult. Building a home is an extremely difficult task. There isn't much water left. The development of plants and crops in the harsh environment is also a serious issue. Due to the freezing temperatures and nutrient recycling, the soil is barren. Landslides, avalanches, and earthquakes are all occurring at the same time, making the situation very risky for human life. These are the physical causes of the lack of population density. You are now going to discuss human aspects. The economic element is the first human component. Jobs cannot be created in the Himalayan area. Because there is less freshwater, sanitation, and power[9]. The Himalayan mountain ranges are inaccessible due to their isolation and remoteness. Making items to sell is not a viable source of income.

Geography plays a fundamental role in the tourism industry as it influences the selection of destinations, shapes the spatial patterns of tourist activities, and determines the overall tourism experience. The importance of geography in tourism can be understood through various aspects:

Destination Selection:

Geography plays a crucial role in determining the attractiveness and suitability of destinations for tourism. Natural features such as landscapes, mountains, coastlines, rivers, and biodiversity can be major draws for tourists seeking scenic beauty and outdoor activities. Cultural and historical factors, including architectural marvels, archaeological sites, and cultural heritage, also contribute to destination selection. Understanding the geographical attributes of a destination helps tourism authorities identify and promote its unique selling points, which in turn attract visitors.

Spatial Patterns:

Geography influences the distribution of tourist activities and the development of specific tourism products. The location of attractions, accommodations, transportation networks, and amenities is determined by geographical factors. For example, coastal regions tend to have beach resorts and water sports activities, while mountainous areas offer opportunities for trekking, skiing, and adventure tourism. Geographical features also impact the development of niche tourism segments such as ecotourism, wildlife tourism, and cultural tourism.

Environmental Impact:

Geography plays a crucial role in assessing and managing the environmental impacts of tourism. Natural resources, including land, water, and biodiversity, are integral components of tourism destinations. Understanding the geographical characteristics of an area helps identify fragile ecosystems that need protection and sustainable management practices. By considering factors like carrying capacity, conservation strategies, and responsible tourism practices, geographers contribute to minimizing the negative environmental impacts of tourism and promoting sustainable practices.

Climate and Weather:

Geography influences the climate and weather conditions of a destination, which have a significant impact on tourism. The availability of sunshine, rainfall patterns, and seasonal variations affect the suitability of a destination for different types of tourism activities. For instance, beach tourism is more popular in regions with a warm climate and ample sunshine, while winter tourism thrives in areas with snowfall and low temperatures. Understanding the climatic factors of a destination helps tourists plan their visits accordingly and facilitates the development of climate-specific tourism products.

Accessibility and Infrastructure:

Geography plays a vital role in determining the accessibility and infrastructure of tourism destinations. The presence of airports, highways, railways, and other transportation networks is influenced by the geographical features of an area. Proximity to major cities, international gateways, and transportation hubs can significantly impact the number of visitors a destination receives. Additionally, geography influences the availability of utilities, accommodations, and tourism-related infrastructure, which are essential for providing quality services to tourists.

Cultural and Socioeconomic Dynamics:

Geography also influences the cultural and socioeconomic dynamics of a destination, shaping the local communities' way of life and traditions. The geographical location of a place can

determine its cultural heritage, language, customs, and traditions. These factors contribute to the uniqueness and authenticity of a destination's tourism experience. Understanding the geographical context helps tourism stakeholders appreciate and preserve the local culture, support community-based tourism initiatives, and foster positive interactions between tourists and local residents.

CONCLUSION

In conclusion, geography plays a fundamental role in the tourism industry. It influences the selection of destinations, the design of tourism experiences, and the sustainability of the industry. By understanding and appreciating the geographical aspects of tourism, travelers, industry professionals, and policymakers can make informed decisions, foster responsible practices, and create enriching and sustainable tourism experiences. Geography's importance in tourism lies in its power to shape destinations, connect people with nature and diverse cultures, and contribute to the overall growth and positive impact of the industry. Geographical understanding helps in identifying attractive destinations, developing sustainable tourism practices, and enhancing the overall tourism experience. By considering the geographical aspects of a destination, tourism stakeholders can make informed decisions, promote responsible tourism, and create memorable experiences for travelers.

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CHAPTER 6

A STUDY ON GEOGRAPHY OF INDIA

Dr. Amrinder Singh, Professor,
School of Commerce, Jain Deemed to be University, Bangalore, India,
Email Id-s.amrinder@jainuniversity.ac.in

ABSTRACT:

This study provides an overview of the geography of India, a vast and diverse country located in South Asia. India's geography encompasses a wide range of physical features, climate zones, and ecosystems, which significantly contribute to its cultural, economic, and environmental characteristics. The abstract delves into the key elements of India's geography. It highlights the majestic Himalayan mountain range in the north, which not only acts as a natural barrier but also provides breathtaking landscapes, opportunities for adventure tourism, and a source of rivers that sustain the country's agriculture and livelihoods. The Indo-Gangetic plains, stretching across the northern and eastern regions, form one of the world's most fertile agricultural areas. This vast plain, irrigated by the holy Ganges and numerous other rivers, supports a significant portion of India's population and cultivates crops that are crucial for the nation's food security. The Western Ghats, a mountain range running along India's western coast, is known for its rich biodiversity and tropical forests. These lush ecosystems are home to unique flora and fauna, including endemic species, making it a hotspot for nature-based tourism, wildlife conservation, and eco-tourism initiatives.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

The Himalayas are one of the youngest mountain ranges in the world. India is well known for the Himalayan mountain range and its famous passes. Some of the passes are part of the silk route of ancient times. There are fourteen peaks in India which are above the height of 8000 meters. Himalaya has played a very important role in the history of India. It protected the country from Invaders in ancient times. It also plays an important role in geography by blocking the monsoons. That's why India gets rain falls in the northern part of its country. The Himalayan mountain range is also home to many rivers. Rivers are the life source of any civilization [1].

Mountain Passes:

A mountain pass is known as a narrow passage between two mountains. The passage is the connectivity for both sides of the mountains and the geographical region around that. In ancient ages, mountain passes played an important role in providing access to various trades and cultural exchanges.

Nathula Pass:

Nathula Pass is situated in the Himalayan mountain range. It connects the state Sikkim with the Tibetan region of China. The elevation of the pass is around 4300 meters above sea level. In ancient times Nathula Pass was a part of the old Silk Road. In the word Nathula Pass, Nathu means listening ears, and La means pass. The name is derived from the Tibetan language. There are several check posts between India and China. One of them is Nathula

Pass. The Nathula Pass was closed in 1962 during the Indo China war. It was reopened in 2006. Nathula Pass strengthens, not only the communication and accessibility portal but also the trade between India and China. It is one of the most important connectivity for Hindu and Buddhist religions around both countries.

Famous Mountain Passes and Peaks of India

Rohtang Pass is located around 51 kilometers away from the city of Manali. It is a connection between Kullu Valley with the Lahaul and Spiti Valley. It is located in Himachal Pradesh. The elevation of Rohtang Pass is 3978 meters. It is located in between the Chenab and Beas river basins. Rohtang Pass has a polar climate and sometimes it has no falls also during summer. Due to dangerous and unpredictable snowstorms, the Rohtang Pass is one of the dangerous passes in India. The pass is open for the tourist from May to November. The pass is located in the Pir Panjal mountain range of the Himalayas. In 2016, the state government of Himachal Pradesh started issuing permits for tourists to travel to Rohtang Pass to prevent its pollution levels. Sometimes it is very difficult to travel to Rohtang Pass. So the government has set up a roadway between Kothi village which is in Manali and Rohtang Pass. That will reduce the number of vehicles which are visiting Rohtang Pass and therefore reducing the pollution level.

Mana Pass:

Mana pass is located in the Himalayan mountain range. It is on the border of India and China. It is one of the highest vehicle-accessible passes in the world. The Mana pass is also called Banna Wala. Manali is located within the Nanda Devi biosphere reserve. It is in the Mana village which is located 52 kilometers away from the Hindu pilgrimage town of Badrinath Uttarakhand. The roots can be traced back to ancient times where it was used to transport goods from between Uttarakhand and Tibet. In 1954 India and China signed an agreement to allow travelers to travel between two countries to Mana Pass. Mana Pass can be accessible by an extension of NH 7 which connects Fazilka and Badrinath[2], [3].

DISCUSSION

Mountain Peaks of India:

Kanchenjunga Peak:

The elevation of the Kanchenjunga peak is around 8586 meters above the sea level. It is situated between the Tamur River and the Teesta River. It lies between Nepal and Sikkim. Until 1852, the Kanchenjunga mountain peak was assumed as the highest mountain peak in the world. Kanchenjunga mountain peak was first climbed by Joe Brown and George Band in the year 1955. Kanchenjunga means the five treasures of snow which are gold silver gems grain in the holy books. Kanchenjunga is a group of five peaks.

Nanda Devi Peak:

It is the highest mountain peak in India. The peak is situated in totally in India. The Kanchenjunga mountain peak is in the border of India and Nepal. It was the highest mountain peak in the world until 1808. The elevation of the Nanda Devi peak is 7824 meters. Nanda Devi mountain peak is situated in the Garhwal region of Uttarakhand[4], [5].

Kamet Peak:

Kamet peak is on the Zaskar mountain range. It is situated in the Garhwal region of Uttarakhand. It is the third highest mountain peak in India. The elevation of Kamet Peak is

7756 meters. The Kamet mountain peak is situated very close to Tibet and it is remotely located from some Himalayan mountain ranges. Trishul mountain peak is a group of three Himalayan mountain peaks. They are situated in Western Kumaun. The highest mountain peak which is also known as the Trishul one has an elevation of 7120 meters. The mountain peaks look like the trident of Lord Shiva. That's why they are called the Trishul.

Hardeol Mountain Peak:

Hardeol or 'Temple of God' is one of the major peaks of the Kumaon Himalaya. It is the highest peak on the northern side of the ring of peaks guarding the Nanda Devi Sanctuary.

Mount Saramati:

The elevation of mount Saramati is around 3826 meters. It is situated in Nagaland. Mount Saramati is one of the prominent peaks in Southeast Asia.

Saltoro Kangri Mountain Peak:

It is the highest mountain peak in the Saltoro mountain range. The mountain range is a major range of Karakoram. The Saltoro mountain peak is very near to the longest glacier in the world which is the Siachen glacier. The elevation is 7742 meters[6].

Mamostong Kangri Peak:

It is situated in the remote Rimo Muztagh Range. The range is a range of Karakoram mountain range in India. The elevation of the mountain peak is around 7516 meters. It is the 48th highest peak in the world.

The main draws for adventure travelers worldwide are the mountain peaks and mountain passes. For trekkers from across the globe who desire to take part in different exploration and adventure initiatives, these are the key draws. India is one of the top tourist destinations in the world because to its magnificent beauty and snow-capped mountains. The Indian government has to take steps to provide some tourism routes around the peaks and passes. The passes should be more widely available. To meet the requirements of the visitors, local businesses should grow. In order to ensure the continued safety of our tourist-related goods, we need simultaneously promote responsible, ecotourism, and sustainable tourism. The highest mountain peaks and passes in the world may be found in India, making it a particularly alluring location for adventure tourism. Other nations do not have access to things of this kind. Therefore, we must work to protect these resources without harming them in order to draw more visitors to India, where they may appreciate the peaks and passes, and to improve our foreign currency reserves. In the vicinity of the passes and peaks, we need to advertise the regional, agricultural goods. The local economy will grow as a result, and it will provide local residents with a source of income[7], [8].

Mountain Travel and Tourism

One of the finest natural wonders in the tourist industry is the mountain range. Climbing a high mountain top is an incredible trip of a lifetime. To climb mountains is a common fantasy. The young, daring traveler Tu choose which mountain to climb because of the thrill and difficulties involved. Numerous visitors are drawn to the mountains by their beauty and excitement. Sikkim, Himachal Pradesh, Uttarakhand, Jammu, and Kashmir serve as India's top destinations for climbing and hiking. Mountain passes are significant to Indian tourism as well. Many young visitors ride motorcycles on the Leh-Manali route every year to experience the thrill and take in the Himalayas' breathtaking splendor. A wonderful business opportunity may arise from this kind of action. The most important thing to have when starting this sort of

Tourist Company is a relationship with the locals. In the town of Manali, where there is an office, there are opportunities waiting to be seized. While on route to passes, people upload footage to YouTube. As a tool for generating leads, videos. After seeing the films, viewers desire to journey through the mountains and across the passes and take in the splendor of nature. If you wish to run a company in the mountains and simultaneously enjoy living in a beautiful environment, they are your prospective customers [9], [10].

The geography of India is diverse and encompasses a wide range of physical features, climate patterns, ecosystems, and cultural diversity. Conducting a study on the geography of India provides valuable insights into the country's spatial characteristics, environmental dynamics, and socio-cultural aspects. Let's delve into the various elements that make studying the geography of India significant:

Physical Features:

India's physical geography is marked by a diverse range of features. The northern part of the country is dominated by the majestic Himalayas, the world's highest mountain range. The central region comprises vast plateaus and fertile plains, while the southern peninsular region is characterized by the Deccan Plateau. Coastal regions flank the country on the western and eastern sides, offering long stretches of sandy beaches, deltas, and mangroves. Studying these physical features helps understand the geological history, landforms, and natural resources of India.

Climate and Weather:

India experiences a variety of climates, ranging from tropical in the south to alpine in the Himalayas. The country's diverse climate patterns influence various aspects of life, including agriculture, economy, and tourism. Conducting a study on India's climate helps analyze factors like monsoon systems, rainfall patterns, temperature variations, and their implications on different regions. It also aids in understanding how climate change impacts the country and the measures required for adaptation and mitigation.

Rivers and Water Resources:

India is blessed with several major rivers, including the Ganges, Brahmaputra, Yamuna, and Godavari, which play a crucial role in the country's ecosystem, agriculture, and livelihoods. Studying the rivers and water resources of India involves examining aspects such as river morphology, hydrology, water management practices, and the socio-economic impact of water availability. It helps assess the distribution of water resources, challenges related to water scarcity and pollution, and the need for sustainable water management.

Biodiversity and Ecosystems:

India is one of the world's biodiversity hotspots, hosting diverse ecosystems, wildlife, and plant species. A study on the biodiversity and ecosystems of India involves exploring its national parks, wildlife sanctuaries, and protected areas, as well as understanding the threats and conservation efforts in place. It helps in recognizing the significance of preserving habitats, promoting sustainable practices, and conserving the rich biological heritage of the country.

Human Geography and Cultural Diversity:

India's human geography is characterized by its immense cultural diversity, linguistic variations, religious practices, and regional identities. Studying the human geography of India involves examining aspects such as population distribution, urbanization, rural-urban

linkages, migration patterns, and socio-cultural dynamics. It helps understand the social, economic, and political dimensions of different regions, as well as the interactions between diverse communities and their impact on development and governance.

Economic Geography:

India's geography plays a vital role in its economic development and resource distribution. A study on the economic geography of India involves analyzing factors such as industrial clusters, agricultural practices, natural resource extraction, transportation networks, and trade patterns. It helps identify the regional disparities in economic development, opportunities for growth and investment, and the sustainability of resource utilization.

Disaster Management:

India is prone to various natural disasters such as floods, cyclones, earthquakes, and landslides. Understanding the geography of India helps in assessing the vulnerability of different regions to these hazards and formulating effective disaster management strategies. It involves studying aspects such as hazard mapping, risk assessment, early warning systems, and community resilience.

Conducting a comprehensive study on the geography of India provides insights into the country's physical characteristics, climate patterns, biodiversity, socio-cultural dynamics, and economic aspects. It aids in understanding the interplay between humans and the environment, shaping policies and interventions for sustainable development, conservation of resources, disaster management, and fostering inclusive growth. Moreover, it helps appreciate the diversity and richness of India's geographical heritage and its significance in shaping the country's past, present, and future.

CONCLUSION

India's expansive coastline, extending over 7,500 kilometers, offers a diverse range of coastal landscapes, from sandy beaches to rocky shores. Coastal regions attract tourists with their picturesque seascapes, water-based activities, and opportunities for beach tourism and leisure. The Thar Desert in the northwest, characterized by its vast expanse of arid and sandy terrain, presents a contrasting geographical feature. This desert landscape provides a unique experience for tourists interested in desert safaris, camel rides, and glimpses of the vibrant desert culture. Furthermore, the abstract addresses the significance of India's river systems, including the Ganges, Brahmaputra, and Indus rivers, which shape the country's landscape and provide water resources for agriculture, navigation, and religious practices.

In conclusion, the geography of India is incredibly diverse and captivating, with its mountains, plains, coasts, forests, and deserts offering a range of tourism opportunities and experiences. The country's geography influences its cultural heritage, agricultural practices, biodiversity, and natural resources. Understanding and appreciating India's geography is essential for both tourists and policymakers as it enables sustainable tourism practices, promotes conservation efforts, and fosters a deeper appreciation for the country's natural and cultural diversity.

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CHAPTER 7

THE GEOGRAPHY OF VARIOUS INDIAN ISLANDS

Dr. Vishal Srivastava, Associate Professor,
School of Commerce, Jain Deemed to be University, Bangalore, India,
Email Id-s.vishal@jainuniversity.ac.in

ABSTRACT:

This study provides an overview of the geography of various Indian islands, highlighting their unique features and significance. India is blessed with a multitude of islands scattered across its coastal waters, each with its own distinct geography, ecosystems, and cultural heritage. The study delves into the key aspects of the geography of Indian islands. It explores the Andaman and Nicobar Islands in the Bay of Bengal, known for their pristine beaches, lush rainforests, and vibrant coral reefs. These islands offer a diverse range of experiences, including snorkeling, scuba diving, and exploring indigenous tribal cultures. The Lakshadweep Islands, situated in the Arabian Sea, are renowned for their crystal-clear lagoons, thriving marine life, and serene beaches. These coral atolls provide opportunities for water sports such as kayaking, sailing, and underwater photography, attracting nature enthusiasts and beach lovers alike. The archipelago of the Maldives, located southwest of India, consists of over a thousand islands, known for their picturesque white sandy beaches, turquoise waters, and abundant marine biodiversity. This tropical paradise offers luxury resorts, world-class diving sites, and a tranquil escape for honeymooners and holidaymakers. Additionally, the abstract addresses the geography of other smaller Indian islands, such as the Daman and Diu Islands and the Andaman Sea Islands. These islands boast a combination of coastal plains, rocky landscapes, and historical landmarks, providing visitors with a glimpse into India's colonial past and a serene coastal retreat.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

A landform that is surrounded by water and has any sort of land might be referred to as an island. Different kinds of water bodies, such as oceans, seas, lakes, and rivers, may surround an island. An island is made up of a land mass and a body of water. For instance, Andaman Island in Lakshadweep Island is an example of an Indian island. Volcanic eruptions are the cause of island formation. Over the course of a thousand years, the ongoing volcanic eruptions may continue to progressively raise the continent in height. This landmass rises above the surface of the ocean, creating an island that is now encircled by water. The collision of tectonic plates may also create islands. Pushing of the continents results in the formation of an undersea mountain that eventually rises to the surface. Islands of this nature may also arise. Sand provided by erosion may also be deposited, resulting in the formation of islands. Sand and debris may be produced through erosion thanks to water currents. This is the cause of the sand and debris being left in a certain location. It may eventually create a continent. They are often referred to as islands and are surrounded by water. Man-made

islands are also possible. For instance, Dubai's Palm Islands were built in order to increase tourism there[1], [2].

Various Island Types

Where there is a sort of sandbar that develops into an island over time. The distance to the mainland shore is unusually long, straight, and narrow. This island always serves as a barrier, shielding the mainland from ocean waves. River Islands are the second kind of island. It may be found with rock or sand above the river. India has 247 islands in total, 204 of which are in the Bay of Bengal while the other ones are in the Arabian Sea. Andaman and Nicobar Islands make to the Bay of Bengal Islands. The islands in the Arabian Sea were formed from coral, and some of them have reefs around them.

Indian Ocean Islands

36 islands make up the Arabian Sea Islands. Ten of them belong to the Lakshadweep group. The island is 108 square kilometers in size overall. The altitude is around 325 meters on average. A mere quarter of the island is populated. Kavaratti serves as the island of Lakshadweep's capital. One who may go to Lakshadweep from the Calicut mainland. Minicoy Island is the most southern island. The Lakshadweep group's biggest island is this one. From the rest of the group, it is isolated. The Amindivi Islands are the name of the group in the far north. There are several different kinds of islands in the Amindivi archipelago, including Chetlast, Bitra, Keltan, Kadmat, and Amini. The Laccadive Islands make up the island's core group. The islands in the group include Androth, Kavaratti, Agathi, and Kalpeni. The Lakshadweep Islands are located south of the Maldives islands[3].

The Lakshadweep Islands were originally built on volcanic peaks. The corals and remarkable beauty of the islands are well recognized. Fishing is the primary industry of Lakshadweep Island. Lagoons and steep hills guard the port. Lakshadweep Island is best visited between October and April. At Kavaratti and Kadmat, water sports are the main draw for visitors. Minicoy Island and the marine aquarium are two of the main attractions. A society for the development of natural tourism and sports is the main organization responsible for promoting tourism in Lakshadweep. It is known as SPORTS. The personnel there has received aquatic adventure sports training. The resorts and eateries scattered around the collection of islands serve as the attractions. You may choose from a variety of Lakshadweep travel packages.

There are several packages available for visitors to Lakshadweep who want to take advantage of the island's beauty, water activities, spas, and delicious dining options. People, the majority of whom are students, may travel to Agatti Island during the day, visit a neighboring island, and then fly back at night. For the islands, there are also cruise packages available. They spend the day admiring the islands' beauty before retiring to bed for the night. The island itself, which is located in Kavaratti, Kadmat, Agatti, Minicoy, and Kalpeni, is where many visitors like to spend the night. The island's tourist bungalows are exquisite. The Islands also provide the option of an island resort[4].

The majority of the Lakshadweep island trip packages are themed. The majority of tourists take time off for the packages that include Lisa's tranquil marine lagoon. Scuba diving, fishing, pedal boats, kayaking, swimming, and snorkeling are among the adventurous activities that many visitors also participate in. A marine museum, homestays in the area, lighthouses, and a few of the local businesses are also among the attractions. While visiting the island of Lakshadweep, several safety measures should be followed. You cannot use alcohol on Lakshadweep Island since it is illegal. Bangaram is one of the locations where

alcohol is permitted and sold. You are unable to simultaneously gather corals. In Lakshadweep Island, collecting corals is a crime.

The capital and administrative center of the island of Lakshadweep is Kavaratti. Since there are Muslims living on the island, you may discover a number of mosques there, with the Ujra mosque being the most stunning. The Ujra mosque's ceiling is made of driftwood. You may also enjoy the lagoon in Kavaratti, which is regarded as the ideal location for water activities. Spend time on the beaches tanning. The museum of the marine aquarium is also frequented. The biggest lagoon in Lakshadweep may be found on the island of Kalpeni. Visitors to Kalpeni take part in a number of water adventure activities.

The crucial island in the Lakshadweep group is Minicoy Island, which comes next. Known as Minicoy Island. The archipelago's southernmost island is Minicoy Island. It is isolated from other islands. Therefore, Minicoy Island's culture is a fusion of Maldivian and Indian cultures. The women's island is another name for the meaning island. Because mostly women visit Minicoy Island to take advantage of the social scene, it is known as the women's Island. The performing arts are Minicoy Island's main draw in the Lakshadweep group. The performing arts are highly regarded on the island. The British-built lighthouse, the Windang village roads, and the tuna canning facility are some of the most popular tourist attractions on Minicoy Island. The lush coconut plantations here are especially attractive to visitors[5].

Kadmat Island: Kadmat Island is the next island we'll discuss. It is a tourist's paradise for those seeking serenity and hushed beauty. A lagoon may be found on the western coast of Kadmat Island, which is part of the Lakshadweep group. The lagoon is perfect for tourists who wish to enjoy swimming since it is clean. The thick and lush green coconut palm trees shade the lagoon on the island naturally by acting as a canopy. It is a paradise for those who want to spend their vacation in the stillness of nature. The island is renowned for other extreme water activities, including diving. It is regarded as one of India's best diving locations. Additionally, Kadmat Island has its own diving school and center for water sports.

Agatti Island: The next island we'll discuss is Agatti Island. The Lakshadweep group's only airport is located on the island. As a result, it is regarded as the Lakshadweep group of Islands' entrance. Island is a little island that is 7 kilometers long. It is also regarded as the nation's smallest union territory. White sand beaches and crystal-clear water may be found on the island. Visitors may enjoy the investigation and explorations among the various coral sites as well as adventure sports and activities.

Bangaram Island: Bangaram Island is the next island we'll discuss. Bangaram Island is shaped like a teardrop. The coconut trees add to the island's beauty, serve as a canopy, and shield both island residents and visitors from the sun. Tourists can enjoy the island even on the hottest days of the year because of these coconut trees. On the island, the water is crystal clear and deep. For the corals, many people go to this area. The coral fishes and the formation's dark color. In Bangaram, there is a diving school as well[6].

DISCUSSION

The Andaman and Nicobar Islands are another name for the islands in the Bay of Bengal. The length of these islands is around 590 km, while their breadth is roughly 58 km. 8350 kilometers square is a reasonable estimate of the overall area. The Andaman Nicobar group of islands, often known as the Bay of Bengal Islands, are separated from one another by a 10-degree canal. The island is located 220 kilometers away from the Indian mainland and may be reached from there. The southernmost point of the island or, according to some, the southernmost point of India is known as the Indira point. The 204 Islands are a part of the

group of islands. The Great and Little Andamans include the bulk of the islands. The north and middle Andaman, South Andaman, Baratang, and Rutland Islands are all part of the Great Andamans. There are another two volcanic islands in this group of islands with the names of Barren and Narcondam Island. 80 kilometers separate these islands from the Andaman Sea. Andaman Island has an extremely humid climate, and it rains all year round in the Bay of Bengal Islands. 18 Islands make constitute a different group of islands. There are only 11 inhabited islands out of a total of 18 islands. The islands are Little Nicobar, Great Nicobar, Kondul, Bompoka, Camerota, Trinket, Nancowry, and Car Nicobar. The remaining seven islands are deserted.

The Andaman group of islands is separated from them by twenty islands by a waterway known as the ten-degree channel. It also symbolizes the area that is impacted. The islands have a warm, muggy climate. The island's natural geography is unique in Arabic. The coral-covered Nicobar Islands have some hills. Due to tribal regions, several sites have stringent restrictions for visitors. Tourism is the main industry on the island of Andaman and Nicobar. The tourist business in Andaman and Nicobar contributes the majority of the government's income. You may claim that woods cover 85% of the region. The Andaman and Nicobar group of Islands is home to 96 sanctuaries and national parks.

The cellular prison, commonly known as the Kala Pani, is Port Blair's main attraction. The jail was built in 1960 and served as a cruel prison for political prisoners and Indian independence fighters. The British utilized the prison as a detention facility for Indian independence fighters. Another well-known event is Port Blair's light and sound spectacular. The 1989-starting Indian liberation fight is portrayed in the light and sound spectacle. Mount Harriet is another place tourists may go. The highest peak in South Andamans is Mount Harriet. Port Blair is 50 kilometers away. The natural splendor of Mount Harriet is well-known. The primary draw is Corbyn's Cove. The natural beauty, coconut and palm trees, and adventure-friendly atmosphere of Corbyn's Cove make it a popular destination for travelers. It is located seven kilometers from Port Blair [7], [8]. The Samudrika Marine museum is the following attraction. In the Samudrika Marine Museum, there are more than 350 marine animals. A blue whale's skeleton is also present. In addition, visitors may delight in the variety of corals on show at the Samudrika Marine Museum. The Japanese bunker is another important landmark. During the Japanese occupation of World War II, this bunker was constructed.

Roberts Island

Let's now discuss about Ross Island, Andaman Nicobar's natural paradise. It has a long-standing relationship with Port Blair. It is a stunning Port Blair expressive location. The island and Port Blair are connected by ferries. The remnants of a British home, a British church, and a market are the main draws on Ross Island for travelers. During their occupancy of Ross Island, the British erected a lot of places. Ross Island has a museum with artwork from the British period, including paintings and drawings. The Indian Navy now controls Ross Island.

Various Islands

Viper Island is the last stop. The island has the name Viper after the ship whose accident led to its discovery. Havelock Island is the destination after that. This island is well-known. For travelers who wish to enjoy the beaches, it is paradise. There are several woodlands on the island. It is 39 kilometers from Port Blair. Radha Nagar beach is the next stop. The Times Magazine lists Radha Nagar Beach as one of Asia's top beaches. Barren Island is the next stop. Goats and birds may be seen in vast numbers on the island. The island is home to the

only active volcano in South Asia, known as the Barren volcano. About 35 kilometers separate Barren Island from Port Blair. The island is well-known for being a unique and fascinating scuba diving location. Indian islands are often thought of as having stunning scenery. Islands are renowned for their recreational benefits. The Indian government's ministry of tourism intends to publicize my choice of islands. It is possible to develop the islands' economies via sustainable tourism while also preserving and conserving the tribes, the environment, and the flora and wildlife of the islands.

India is home to a diverse array of islands scattered across its coastal regions, each with its unique geography and characteristics. Let's explore the geography of some of the prominent Indian islands:

Andaman and Nicobar Islands:

Located in the Bay of Bengal, the Andaman and Nicobar Islands form an archipelago consisting of approximately 572 islands. These islands are known for their stunning natural beauty, pristine beaches, and vibrant marine life. The geography of the Andaman and Nicobar Islands features dense tropical rainforests, hilly terrains, and extensive coral reefs. The highest point is the Saddle Peak on North Andaman Island, reaching an elevation of 732 meters. The islands are also known for their indigenous tribes and diverse flora and fauna, making them a popular destination for eco-tourism and adventure activities like snorkeling and scuba diving.

Lakshadweep Islands:

Situated off the southwestern coast of India, the Lakshadweep Islands are a group of 36 coral atolls and islands. The geography of the Lakshadweep Islands comprises pristine white sandy beaches, lagoons, and coral reefs. These islands are known for their crystal-clear turquoise waters and rich marine biodiversity. The highest point in Lakshadweep is located on Minicoy Island, with an elevation of around 5 meters. The islands offer opportunities for snorkeling, diving, and water sports, allowing visitors to explore the vibrant underwater world.

Daman and Diu:

Located on the western coast of India, Daman and Diu are small union territories known for their historical significance and scenic landscapes. The geography of Daman and Diu is characterized by sandy beaches, rocky coastlines, and quaint Portuguese-influenced architecture. The islands are situated at the mouth of the Daman Ganga River, providing a picturesque backdrop. The territories offer a blend of cultural heritage, colonial charm, and relaxed beach vibes, attracting tourists looking for a tranquil coastal experience.

Majuli:

Majuli is a river island situated in the Brahmaputra River in the northeastern state of Assam. It is recognized as the world's largest river island and is known for its unique geography and cultural heritage. The island is formed by the Brahmaputra's continuous shifting and erosion of its banks. The geography of Majuli features vast riverine landscapes, wetlands, and lush greenery. The island is home to several Vaishnavite monasteries called "Satras," which are centers of art, culture, and spirituality. Majuli offers a serene environment, making it an ideal destination for nature lovers and cultural enthusiasts.

Elephanta Island:

Located in Mumbai Harbor, Elephanta Island is known for its UNESCO World Heritage Site, the Elephanta Caves. The island's geography is characterized by rocky outcrops and lush

vegetation. The Elephanta Caves contain ancient rock-cut sculptures and temples dedicated to Lord Shiva, reflecting the rich cultural heritage of India. The island provides a retreat from the bustling city of Mumbai and offers visitors a chance to explore the historical and artistic marvels of the cave complex.

Each of these Indian islands has its distinct geography, offering unique natural landscapes, cultural heritage, and recreational opportunities. From the tropical rainforests and coral reefs of the Andaman and Nicobar Islands to the pristine beaches and underwater wonders of Lakshadweep, the Indian islands provide a diverse range of experiences for travelers seeking to explore the country's coastal treasures. Understanding the geography of these Indian islands allows visitors to appreciate their natural beauty, cultural significance, and recreational opportunities. These islands provide diverse experiences for travelers, including exploring tropical rainforests, indulging in water sports, immersing in colonial history, experiencing riverine landscapes, and admiring ancient cave art. Exploring the geography of Indian islands opens up a world of coastal wonders, blending nature, culture, and adventure.

CONCLUSION

Tourism is one of the most important economic activities for nation. It is also multi facet in nature. Improvement or advancement in any dimension of activity will directly or indirectly benefit tourism. Geography of tourism is one of the important dimensions to understand and run tourism business. India is rich and diverse in geographical features. This block is designed for creating understanding on basic terminology and major regions of geography in India. Further the famous Indian tourism destinations are in the lap of Himalaya, coastal region, river system and islands. This block make you understand the distinct mountain passes in Himadari, Himachal and Shivalik ranges. The understanding is also developed about island of Lakshadweep and Andaman Nicobar island group. Geography itself is a very vast and in-depth subject but being a future tourism professional we must have basic knowledge of geography and this block gives understanding about it.

The geographical characteristics of these islands contribute to their appeal as tourist destinations. The rich biodiversity, unique ecosystems, and unspoiled natural beauty of Indian islands offer opportunities for eco-tourism, adventure sports, and relaxation. Furthermore, the abstract acknowledges the vulnerability of these island ecosystems to environmental challenges such as climate change, rising sea levels, and coastal erosion. Understanding the geography of these islands is essential for implementing sustainable practices, conserving fragile ecosystems, and ensuring the long-term viability of tourism in these regions.

In conclusion, the geography of various Indian islands presents a diverse range of landscapes, from stunning beaches and coral reefs to lush rainforests and historical landmarks. These islands offer a unique blend of natural beauty, cultural heritage, and recreational activities, attracting tourists from around the world. By appreciating and preserving the geography of these islands, India can promote sustainable tourism, protect fragile ecosystems, and continue to offer unforgettable experiences to visitors.

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CHAPTER 8

HUMAN GEOGRAPHY OF INDIA AND ITS IMPACT

Dr. Juhi Mukesh Jain, Associate Professor,
School of Commerce, Jain Deemed to be University, Bangalore, India,
Email Id- mj.juhi@jainuniversity.ac.in

ABSTRACT:

This study provides an overview of the human geography of India and its impact on the country's society, economy, and cultural landscape. Human geography examines the interaction between people, their environment, and the spatial patterns and processes that shape human activities and behaviors. The study delves into the key aspects of the human geography of India. It highlights the country's population size, diversity, and distribution. With a population exceeding 1.3 billion people, India is known for its multicultural society, numerous languages, religions, and regional variations. The diverse demographic characteristics influence the social fabric, cultural practices, and economic dynamics of the nation. The study addresses the impact of human settlement patterns on India's urban and rural landscapes. It explores the rapid growth of cities and the challenges of urbanization, including infrastructure development, housing, and resource management. Metropolitan areas like Mumbai, Delhi, and Kolkata serve as hubs for commerce, industry, and cultural exchange, attracting migrants from rural areas seeking employment opportunities. Rural areas play a crucial role in India's agricultural economy and traditional way of life. The human geography of rural India encompasses agricultural practices, land ownership, rural livelihoods, and the challenges of rural development. The impact of agriculture on the environment, including water resources, soil degradation, and deforestation, is also significant.

KEYWORDS:

GeoTourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

Human geography is the division of geography that explores human beings and their societies, traditions, environments, and environmental experiences through identifying their interactions with and through locations. It analyses patterns of social human interaction, its interactions with the environment. Domestic and international tourism remains one of the leading platforms for cultural exchange, offering a personal view not only of what has survived from the past, but also of the daily life and culture of others. It is increasingly seen as a constructive force for the protection of natural and cultural life. Through raising revenue, informing the community and shaping policy, tourism will catch the economic characteristics of the heritage and use these for conservation. It is an integral part of many national and regional economies and, when handled effectively, can be a significant factor in growth. With political, economic, social, cultural, educational, bio-physical, ecological and aesthetic dimensions, tourism itself has become an increasingly complex phenomenon. Achieving a positive relationship between the tourists and host or local communities' potentially conflicting desires and priorities poses many possibilities and challenges [1], [2].

India is a land of culture and tradition. All this is bounded by the religion and spirituality. This unit gives a glimpse of major religions of India. Hinduism is one of the oldest religions of the world. The belief in this religion is soul of the religion. The deity and their important instance are well explained in the religious text of this religion. The next religion explained in this unit is Buddhism and Jainism both these religions were contemporary. Both the religions were the need of that time. It includes teachings of Gautam Buddha and Lord Mahavir. Buddhism is relatively liberal religion to follow in comparison to Jainism. Islam and Christianity are the religion came with time to this land and people of this land have embraced these religions with open arms. These religions flourish and now they become part of Indian culture. We have been fortunate enough to be the part of this spiritual land which gave place to all the religion and developed a cohesive society.

DISCUSSION

Hinduism:

One of the world's oldest faiths is hinduism. Hinduism has traditions and laws that date back more than 4,000 years. There are about 900 million adherents of Hinduism. After Christianity and Islam, it is the third most popular religion in the world. There are no known founders of Hinduism. According to certain interpretations, it originated with the Sanatan Dharm. Approximately 95% of all Hindus reside in India. In the period between 2300 and 1500 BC, Hinduism first emerged. There isn't a single founder. Mantras and sacrifices were widespread at that period. Gods were engaged after the Vedic era. There were once three main deities called Vishnu, Shiva, and Devi[3].

Hinduism does not have a single structured religion. Many religious concepts are embraced by Hinduism. Sansar is #1 on the list. The continual cycle of life and death is referred to as sansar. Hindus hold the view that everyone who is born on Earth must experience the cycle of birth, life, and death. Up till the living entity attains Moksh, the cycle continues. Hindus believe in Karma, which implies that anything you do will eventually come back to you. The fundamental law of cause and consequence is karma.

The Hindus then believe that Atman exists. It implies that each and every living thing has an atman. The greatest soul, or Paramatma, is made up of the atman. Moksha is yet another way of thinking. 'Moksha' is Sanctification. In this world, every living thing have a soul. And then the soul connects with the Supreme Soul, it achieves Moksha. The rebirth cycle will come to an end there. Hinduism's central tenet is that your deeds will define both your present and your future selves. The moral code of life is known as dharma. Buddhism should be practiced by Hindus:

Siddharth Gautam, the Buddha, established Buddhism. In the beginning, Siddharth Gautam was a prince who was born in Lumbini, Nepal. When Buddha taught his wisdom to his followers, they adopted it and gave the teachings the name "Buddhism." This is a way of life, not only a religion. More than 2500 years ago, India was the birthplace of Buddhism. Throughout 470 million people throughout the globe practice Buddhism. Southeast Asia and China account for the majority of the followers.

Buddha was not revered as a deity. Buddha is regarded as a remarkable individual who attained Nirvana. Buddha is an enlightened being. Enlightenment may be attained by the use of morality, meditation, and wisdom. The four noble truths are considered to be the most significant of Buddha's teachings. In Karma, Buddhists also have faith. A global rule of cause and consequence is karma. Rebirth is a concept shared by Buddhists.

Lord Buddha

It was at Lumbini, Nepal, in the fifth century BC that the Buddha was born. Siddharth Gautam was the Buddha's actual name. Siddharth Gautam abandoned his family and found enlightenment while meditating under a Bodhi tree.

The first days of Buddhism

Buddha died in the year 483 BC. He had several disciples who adhered to his teachings and started the Buddhist movement. Buddhism was built on the teachings of the Buddha. The renowned Indian emperor Ashoka, who lived in the third century BC, promoted Buddhism and erected many stupas and monasteries. Dharma is the name given to Buddha's teachings. Buddhists believe that enlightenment may be attained by those who uphold the Dharma. Buddha's teachings are founded on discernment, goodness, patience, generosity, and compassion. Buddhism has two distinct schools. The first is Hinayana, while the second is Mahayana.

Educate yourself about Buddhism

Buddha's Teachings

Wisdom may be gained via meditation. One may get uninformed if they don't meditate. Buddhism stresses that attachment is the fundamental source of suffering. In Buddhism, there are four noble truths. Suffering, or dukkha, is the first truth. Samuday is the second truth. Samuday is Arabic for "the cause of pain." Nirodha is the third truth. The anguish is over. The last fact is Magga. The reality of the way is what sets us free from pain.

Jainism: India is where Jainism originated. Respect for every living thing in the cosmos is at the heart of Jainism. The wellbeing of everything in the cosmos is a priority to the Jain religion. Every living thing, whether it be a plant, an animal, or a person, according to Jains, has a soul. Every soul in this cosmos has equal worth, according to Jainists. Every single person in the cosmos deserves to be respected and loved. Three principles are held dear by Jainists. Three guiding principles: the rule of right behavior, the rule of right knowledge. Ahimsa, or nonviolence, is the guiding concept. Jainism refers to its masters as Tirthankar. The first Tirthankar was Rishabhanatha, and Mahaveer Jain was the 24th. Agamas is the name of the book that includes Mahavira's teachings. There are two main sects among Jains. Shwetambar and digambar. Jainism rejects both the idea of priests and the existence of God. Only monks and nuns practice Jainism among Jains.

Jainist beliefs: The Dharma is the combination of right action, right understanding, and correct belief. Ahimsa, satya, asteya, aparigraha, and brahmacharya are the five principles of Jainism (Panch mahavrat). Ahimsa is the Sanskrit word for nonviolence. The word truth is satya. Astya is Arabic for not stealing. Aparigraha is Sanskrit for "not acquired." Karma is the system in Jainism that guarantees the quality of life. The soul is eternal. It is autonomous at all times. It is in charge of what it does. Nothing in this world can be made or destroyed; instead, things only transition from one kind to another[4].

Jain customs: The daily spiritual activities of Jainism include meditation for at least 48 minutes, prayer, worshiping the Tirthankaras, and giving reverence to the monks. The eight gifts made by Jains are water, flowers, sandalwood, incense, light, rice, sweets, and fruit.

Islam:

The second-largest religion in the world is Islam. 1.8 billion People follow Islam. In the seventh century AD, the Prophet Muhammad founded Islam. Islam is considered to be the

most recent of the world's main faiths, including Hinduism, Buddhism, and Christianity. The birthplace of Islam was Mecca, Saudi Arabia, where Prophet Muhammad lived. Islam encourages complete deference to God's will. Muslims are those who adhere to Islam. Islam's adherents believe that one should live in total surrender to Allah. Islam's adherents believe that nothing can occur without Allah's approval. Prophet Muhammad received the Islamic message from the Angel Jibril. The words of Allah that were sent to Prophet Muhammad via Jibril are the foundation of the Quran. The mosques are the names for the places of worship used by Muslims. The Quran is regarded as the most important and sacred book in Islam and is said to contain all of God's teachings. Islam's fundamental principle is jihad. Jihad is Arabic for battle. It is the conflict between internal and outward attempts to uphold Islamic religion[5].

Muhammad: Muhammad was born at Mecca, Saudi Arabia, in the year 578. Muslims believe that Muhammad was the last Prophet sent by God to reveal Islam, or you can say the creed of humanity. The words of Allah were revealed to Muhammad by an angel in 610 when he was in a cave. Muhammad began evangelizing for Islam in Mecca, Saudi Arabia, about 630 AD.

Hijrat: The Prophet Muhammad's travels are referred to as his hijrat. Prophet Muhammad and his followers migrated from Mecca to Madina in 622 AD. It marked the start of the Islamic year. After seven years, the Prophet Muhammad and his companions went back to Mecca and took control of the city. Up to his death in 632 A.D., he preached Islam.

Islam's five tenets are:

The Shahada is the first pillar. It refers to a person's belief in the prophet Muhammad, Allah, and God. The Salat is the second pillar. It denotes five daily prayers. Zakat is the third pillar. To donate to charity or someone in need is what it signifies. The Swam is the fourth pillar. Swam is a Ramadan term for fasting. The Hajj is the last pillar. This entails visiting Mecca at least once in one's lifetime[6]–[8].

The religion that is practiced the most over the globe is Christianity. About two billion people follow it. Christianity's belief and faith in the birth, life, and death of Jesus Christ. Christians are said to be monotheistic because they hold that there is only one God. Christians also believe that God created both the heavens and the earth. Christianity's adherents believe that there are three components to God. God is the first ingredient; God's son Jesus Christ is the second; and the Holy Spirit is the third. Christians believe that God saved the world by sending his son, Jesus Christ.

The human geography of India refers to the study of the spatial distribution and interaction of human populations, their cultures, economies, and social structures within the country. It encompasses various aspects such as population distribution, urbanization, regional disparities, cultural diversity, and socio-economic dynamics. The human geography of India has a significant impact on the country's development, governance, and social fabric. Let's explore the different elements of India's human geography and their impact:

Population Distribution:

India is the second-most populous country in the world, and its population distribution is highly uneven. The human geography of India is marked by a concentration of population in certain regions, such as the Indo-Gangetic plains, coastal areas, and urban centers. This uneven distribution influences resource allocation, infrastructure development, and the provision of basic services like healthcare and education. Managing population growth and

addressing the challenges of overpopulation in some areas while addressing population decline in others is a crucial aspect of India's human geography.

Urbanization:

India is undergoing rapid urbanization, with a significant proportion of the population moving from rural to urban areas in search of better opportunities. The human geography of India is shaped by the growth of cities and the emergence of urban agglomerations. Urbanization impacts the spatial organization of economic activities, infrastructure development, and social dynamics. It poses challenges such as housing, transportation, environmental sustainability, and equitable access to resources and services.

Regional Disparities:

India's human geography is characterized by regional disparities in terms of economic development, infrastructure, and social indicators. There are significant variations in income levels, employment opportunities, and access to basic amenities across different regions. Addressing regional disparities is crucial for achieving balanced and inclusive growth. Efforts to promote regional development and reduce inter-regional inequalities are essential for ensuring equitable opportunities and reducing migration from underdeveloped regions.

Cultural Diversity:

India is known for its rich cultural diversity, with a myriad of languages, religions, customs, and traditions. The human geography of India reflects this cultural mosaic, with distinct regional identities and cultural practices. Cultural diversity influences social interactions, religious practices, and the preservation of cultural heritage. It also plays a crucial role in shaping tourism, arts, and cultural industries, contributing to India's soft power and international recognition.

Socio-economic Dynamics:

The human geography of India is closely linked to socio-economic dynamics, including income disparities, social mobility, and social stratification. Factors such as caste, class, gender, and ethnicity influence social structures, economic opportunities, and access to resources. Understanding these dynamics is essential for addressing social inequalities, promoting social inclusion, and fostering social cohesion.

Migration:

Migration is a significant aspect of India's human geography. Internal migration from rural to urban areas, as well as migration across state boundaries, contributes to the growth of cities and impacts the socio-economic fabric of both source and destination regions. Migration patterns influence labor markets, urban infrastructure, cultural exchange, and social integration. Managing migration flows and addressing the needs of migrants are important challenges for India's human geography.

The impact of India's human geography is far-reaching. It influences policy formulation, urban planning, resource allocation, social integration, and economic development strategies. Understanding the spatial patterns and dynamics of human populations helps in identifying socio-economic challenges, promoting inclusive development, and fostering sustainable practices. It also plays a crucial role in shaping governance, social policies, and strategies for reducing regional disparities, enhancing cultural diversity, and ensuring the well-being of India's population.

CONCLUSION

It explores the influence of religions like Hinduism, Islam, Christianity, and Sikhism on the architecture, festivals, and cultural practices across the country. Regional variations in language, cuisine, clothing, and art further contribute to the diverse cultural tapestry of India. Furthermore, the abstract addresses the impact of human geography on India's economic development. It highlights the significance of trade routes, transportation networks, and industrial clusters in shaping the country's economic geography. The presence of special economic zones, tech hubs, and manufacturing centers reflects the spatial distribution of economic activities and the growth of specific sectors. In conclusion, the human geography of India plays a pivotal role in shaping its society, economy, and cultural identity. The diversity of its population, settlement patterns, cultural practices, and economic activities contribute to the rich tapestry of India's human geography. Understanding and analyzing these dynamics are essential for policymakers, researchers, and stakeholders to address social inequalities, promote sustainable development, and preserve the cultural heritage of the nation.

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CHAPTER 9

A BRIEF DISCUSSION ON MAJOR RELIGIONS OF INDIA

Divya Ramamurthy, Assistant Professor,
School of Commerce, Jain Deemed to be University, Bangalore, India,
Email Id- divya@jainuniversity.ac.in

ABSTRACT:

This study provides an overview of the major religions of India, highlighting their historical significance, beliefs, practices, and their impact on the cultural and social fabric of the country. India is a land of religious diversity, with several major religions coexisting and influencing the lives of its people. The study explores the key religions of India, including Hinduism, Islam, Christianity, Sikhism, Buddhism, and Jainism. Hinduism, as the oldest and largest religion in India, encompasses a wide range of beliefs and practices centered on the Vedas, Upanishads, and Bhagavad Gita. It emphasizes concepts such as karma, dharma, and moksha, and encompasses a rich tapestry of deities, rituals, and spiritual paths. Islam holds a significant presence in India, particularly in regions like Kashmir, West Bengal, and Kerala. It was introduced to the subcontinent in the 7th century and has a diverse range of sects and practices. Mosques, Sufi shrines, and Islamic architecture stand as testaments to the impact of Islam on India's cultural heritage. Christianity in India has a long history, dating back to the arrival of St. Thomas the Apostle in the 1st century. The religion is practiced by various denominations, including Roman Catholic, Protestant, and Orthodox communities. Churches and cathedrals across the country bear witness to the enduring Christian presence.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

Sikhism, founded in the 15th century by Guru Nanak, emerged as a distinct religion in Punjab. It emphasizes the importance of equality, service to humanity, and devotion to the divine. The Golden Temple in Amritsar stands as a sacred site for Sikhs and attracts pilgrims from all over the world. Buddhism, originating in ancient India, flourished and then declined before finding renewed interest in recent decades. Sites associated with Gautama Buddha, such as Bodh Gaya and Sarnath, draw Buddhist practitioners and spiritual seekers from around the world. Jainism, another ancient Indian religion, emphasizes non-violence, truth, and self-discipline. Temples and shrines dedicated to Jain Tirthankaras can be found throughout India, particularly in Rajasthan and Gujarat. In this study, we are going to discuss the religious centers of Hinduism Buddhism Jainism Sikhism Islam and Christianity.

Religious Centres of Hinduism:

Amarnath Cave Temple: Amarnath cave temple is located in Jammu and Kashmir. Amarnath cave temple is situated at an altitude of 3888 meters. The temple can be reached through Pahalgam town which is located is about 140 kilometers away from Srinagar.

Vaishno Devi Temple: Vaishno Devi temple is located in the Trikut Mountains. It is located in the state of Jammu and Kashmir. The Hindu temple is dedicated to the mother goddess Durga. Vaishno Devi temple can be reached from Katra which is 40 kilometers away from Jammu[1], [2].

Badrinath Temple: Badrinath Temple is located in the Chamoli district of Uttarakhand. It is one of the most important Char Dham sites of the Hindu religion.

Jagannath Temple: Jagannath temple is located in Puri, Odisha. It was built in the 12th century and the temple is dedicated to Lord Jagannath. The temple is famous for its Rath Yatra.

Rameshwaram Temple: Rameshwaram temple is located in the Ramanathapuram district of Tamilnadu. It is dedicated to Lord Shiva. When Ram was going to conquer Sri Lanka he worshipped Lord Shiva.

Dwarkadhish Temple: Dwarkadhish temple is located in Dwarka, Gujarat. The temple is dedicated to Lord Krishna. The temple was built in 15 century. It is also known as Jagat Mandir.

Gangotri and Yamunotri Temple: Gangotri and Yamunotri Temple are located in the Uttarkashi district of Uttarakhand. Gangotri temple is dedicated to goddess Ganga and Yamunotri temple is dedicated to Goddess Yamuna. is a part of Chota Char Dham Yatra[3].

Kedarnath Temple: Kedarnath temple is located in Kedarnath which is situated in the state of Uttarakhand. Kedarnath Nagar panchayat is in Rudrapur. Kedarnath temple is situated in the Himalayas about 3583 meters elevations.

Neelkanth Mahadev Temple: Neel Kanth Mahadev temple is located 32 kilometers away from Rishikesh. It is located in the Pauri Garhwal district of Uttarakhand. The temple is dedicated to Lord Neelkanth which is another name for Lord Shiva.

Akshardham Temple, Delhi: Akshardham temple was built on November 6, 2005. The name of the temple is Swaminarayan Akshardham. It is situated in the banks of the Yamuna river.

Akshardham Temple, Gandhinagar: The temple was built on November 2nd, 1992 by Swami Maharaj. It is one of the largest Hindu temples in the state of Gujarat. The temple is dedicated to Lord Swami Narayan.

Karni Mata Temple (Source – MMT)

Tanot Mata Temple: Tanot Mata temple is located in the Jaisalmer district of Rajasthan. It is located in the Thar Desert of Rajasthan. It is dedicated to the Goddess Tanot Mata.

Jagat Pita Brahma Temple: Jagat Pita Brahma temple is located in Pushkar. Pushkar is a town in Rajasthan. It is one of the oldest temples in India. People believe it is 2000 years old. It is close to the Pushkar Lake and is dedicated to the creator of Hindu god Brahma. It is built of marbles.

Bharat Mata Temple: The temple is located in Haridwar, Uttarakhand. It was founded by Swami Satyamitranand Giri. It was inaugurated by the late Prime Minister of India, Indira Gandhi. It is an eighth story, temple.

Jagdish Temple: Jagdish temple is located in Udaipur Rajasthan. It was built by Jagat Singh in 1651 AD. The temple is dedicated to Lakshmi Narayan.

Shri Mahakaleshwar Temple: Shri Mahakaleshwar temple is located in Ujjain, Madhya Pradesh. It is situated on the banks of Rudra Sagar Lake. The Hindu temple is dedicated to Lord Shiva. It is one of the Jyotirlingas of Lord Shiva.

Omkareshwar Temple: Omkareshwar temple is located nearer to Indore. It is one of the twelve Jyotirlingas.

Kamakshi Amman Temple: Kamakshi Amman temple is located in the historic city of Kanchipuram, Tamil Nadu. The temple is dedicated to goddess Kamakshi who is an avatar of Goddess Parvati.

Meenakshi Amman Temple: Meenakshi Amman temple is located in Madurai, Tamil Nadu. The temple is dedicated to Goddess Parvati. There are over 33000 sculptures in the temple.

Trimbakeshwar Temple: Trimbakeshwar temple is located in the Nashik district of Maharashtra. It is dedicated to Lord Shiva. It is one of the twelve Jyotirlingas of Lord Shiva. It is situated on the banks of the Godavari River.

Siddhivinayak Ganpati Temple: Siddhivinayak Ganpati temple is located in Prabhadevi Mumbai Maharashtra. It was built in 1801. The idol of Lord Ganesh has four hands.

Konark Sun Temple: Konark Sun temple is located in Konark, Odisha. It was built by King Narsingh Dev in 13 century AD. It is also known as the Black Pagoda.

Kashi Vishwanath temple: The Kashi Vishwanath temple is located in Varanasi, Uttar Pradesh. It is dedicated to Lord Shiva. The temple is situated on the banks of river Ganga. It is one of the twelve Jyotirlingas of Shiva. It is the holiest of all Shiva temples.

Religious Centres of Buddhism

Lumbini: Lumbini is located under the foothills of the Himalayas in Nepal. In ancient times it was a part of India. Buddha was born in 623 BC in Lumbini. The popular attraction is the Ashokan pillar.

Bodhgaya: Bodhgaya is located in the state of Bihar. It is the holiest of four places which are situated near the river Niranjana. Buddha attended enlightenment there.

The major attraction is Mahabodhi Temple which was built by Ashoka in 260 BC. There are a total of six temples in the complex. And it is also famous for the Lotus Pond [4].

Religious Centres of India

Geography of Tourism Sarnath: Sarnath is located 12 kilometers from Varanasi. Sarnath is famous because Buddha preached Dharma to his disciples for the first time in the deer park in Sarnath. The first Buddhist Sangha was established here. The major attraction in Sarnath is Dhamek Stupa. Dhamek Stupa is 31.3 meters tall. It was built by Ashoka because here Buddha gave his first sermon to his disciples. Another attraction is the Iron Pillar which was built by Ashoka in 250 BC. Another attraction is Chaukhandi stupa where Buddha united with his followers.

Kushinagar: Kushinagar is located 52 kilometers from Gorakhpur. Kushinagar is the final resting place of Lord Buddha. Lord Buddha got Moksha on a full moon day in 543 BC. Buddha attended Nirvana. The attractions in Kushinagar are Nirvana Stupa and Wat Thai Temple.

Rajagiri: Rajagiri is located 90 kilometers from Patna. After reaching the Sarnath, Buddha came here. Buddha's teachings were written down for the first time in Rajagiri. The major attraction in Rajagiri is Vishwa Shanti stupa. Another attraction is the Nalanda University which was the first residential university built in 5th century AD.

Vaishali: Buddha stayed some days here in Vaishali right after the enlightenment. Vaishali is famous for the Relic Stupa. The nearest destination is Shravasti. Shravasti is situated on the banks of the Rapti river. Buddha spent most of his time in Shravasti. Shravasti is famous for Sudipta Stupa and Angulimala stupa[5], [6].

Religious Centres of Jainism:

The Dilwara Temple: Dilwara Temple was built between 1100 and 1300. The Dilwara Temple is located in Mount, Abu Rajasthan. The temple is built in white marble. Some of the temples in Dilwara are the Bimal Vashi Temple and the Adinath Temple and Parshav Nath Temple.

Source: Rajasthan Direct

Ranakpur Temple: Ranakpur temple is located in Rajasthan. The temple is supported by over 1444 marble pillars. Every pillar is different and no two pillars are the same. The temple is dedicated to Aadinath one of the Jain Tirthankars. The temple was built between the 14th and 15th centuries AD.

Palitana: The city of Palitana is located near Bhavnagar, Gujarat. It is one of the major pilgrimage centers for the Jain. The temples of Palitana are considered to be the most sacred pilgrimage place in Jainism. There are hundreds of Jain temples which are located in the sacred mountain of Shatrunjay. The temples are built in marble. The temples were built between 11th century Onwards.

Religious Centres of Sikhism:

The Golden Temple: The Golden temple is located in Amritsar, Punjab. The Golden Temple was built by Guru Arjan in 1574 AD. The Golden temple is coated with 750 kilos of pure gold. It is also known as the Harmandir Sahib[7], [8].

Religious Centres of India

Gography of Tourism Hemkund Sahib: Hemkund Sahib is located in Chamoli district of Uttarakhand at an altitude of 4329 meters above sea level. Hemkund, which is derived from the Sanskrit word which means snow bowl.

Takht Sri Harmandir Ji Patna Sahib: This religious center of Sikhism is situated on the banks of the holy river Ganga in Patna. It was built by Maharaja Ranjit Singh the first emperor of Punjab. It was built in the memory of Guru Gobind Singh Ji.

Sirhind: It is also called the Fatehgarh Sahib. It is located in the Fatehgarh Sahib district of Punjab. It was built by the king of Patiala Karam Singh.

Hazur Sahib: Hazur Sahib is located in Nanded, Maharashtra. Also is known as the Sachkhand Sri Hazur Abchalnagar Sahib. It is one of the five thrones of Sikhism. It is located on the banks of river Godavari. This is the place where the tenth guru of Sikhism, Guru Gobind Singh took his last breath. There is a Gurudwara within the complex, which is known as Sachkhand which means Realm of Truth.

Paonta Sahib: Paonta Sahib is located on a small hill in Himachal Pradesh. It is one of the famous pilgrimage centers for the Sikhs. It is believed that Guru Gobind Singh lived there for many years. There is a big darbar inside the complex of the temple where Guru Govind Singh Ji used to sit with 52 poets. In the complex one of the attractions is Shri Talab Sahib.

Gurudwara Bangla Sahib: Gurudwara Bangla Sahib is located in Delhi. It is associated with the eighth Sikh Guru Harkishan. There is a pool inside the complex which is known as Sarovar. Gurudwara Bangla Sahib was originally a bungalow that belonged to Raja Jai Singh.

DISCUSSION

Basilica of Bom Jesus is a Christian temple in the historical Goa region of India. Old Goa served as the Portuguese nation's capital during that period. Currently, it is a UNESCO World Heritage site. It houses Saint Francis Xavier's bones, who was a co-founder of the Society of Jesus. It started being built in 1594.

Santa Cruz Basilica: The Kerala state is home to the Santa Cruz Basilica. It is located in Kerala's Fort Kochi. In 1505 A.D., Francisco De Almeida founded it. The building is of the Gothic architectural style.

Church of St. Catherine: The Church of St. Catherine is situated in Goa. The Golden Bell, one of the biggest in the world, is included inside the structure, which was erected in 1619, period.

Santhome Basilica: This Roman Catholic church is known as the Santhome Basilica. It is situated in Chennai's Santhanam. It was built in the sixteenth century. It was built atop Saint Thomas's tomb, a former apostle of Jesus. The building is constructed in the Neo Gothic style.

Jama Masjid, one of the major Islamic religious centers, is situated in New Delhi. It is one of India's most famous and historic mosques. Shah Jahan constructed it in the year 1656 AD. It has room for 25,000 people. Its 135-foot-tall marble and red sandstone minarets are there. The mosque becomes the biggest in India as a result.

Mecca Masjid: Hyderabad is home to Mecca Masjid. One of India's oldest mosques is this one. Bricks and earth that were shipped from Mecca in 1694 AD were used to build the Mecca Masjid. Mecca Masjid Hyderabad can accommodate 10,000 people.

Taj-ul-Masjid is a mosque that can be found in Bhopal. Out of all the mosques in India, Taj-ul-Masjid can accommodate more than 1 lakh people.

Jamia Masjid: Srinagar is home to Jamia Masjid. It is one of India's holiest mosques. 33000 people can stay there simultaneously.

Bada Imambara: The Nawab of Awadh constructed Bada Imambara in the year 1784 AD. There is room for more than three lakh individuals there.

Nagina Masjid: The Agra Fort is home to Nagina Masjid. Shah Jahan constructed it for the female members of the royal households[9].

The Jama Masjid, sometimes referred to as the Jama Masjid, is a building in Agra. Shah Jahan constructed it for his daughter Jahanara Begum. At any one moment, it can hold 10,000 people for prayer.

Ali Dargah, Haji Mumbai is home to Haji Ali Dargah. It is renowned for its Mosque, Haji Ali Dargah, and is one of Mumbai's most visited attractions. A mosque was constructed on the river. It's situated

Hindu Temple Construction

In India, temples may be found everywhere, from the Himalayan foothills to the Ladakh highlands, from the remote villages of Tamil Nadu to the caves of Maharashtra. They are even present in the Rajasthan desert. Hindu temples may be either a palace or a dwelling. While a temple is a place where a devotee goes, comparable to visiting a friend or family, a house-themed temple is a basic shelter that serves as a deity's abode. The temple is located next to gardens and water, where lotuses grow, flowers blossom, and animals may relax without fear of violence or damage, according to ancient Sanskrit writings. The Vastu-Purusha-Mandala is a geometric pattern used in Hindu temple architecture. Purusha is the essential nature at the center of Hindu philosophy; Mandala is a circle; and Vastu denotes a building.

Hindu temples served as the focal point of significant social, economic, artistic, and intellectual activities in ancient and medieval India. The management of regional development initiatives including irrigation projects, land reclamation, and post-disaster assistance and rehabilitation has been handled by temples throughout South India. These occasions have been covered by contributions from the followers. The presents were given by many different people, including kings, tradesmen, priests, shepherds, and leaders of kingdoms. In addition to managing land, temples employed the least fortunate. Many temples with huge treasuries were often used. India is known for its rich religious diversity and is the birthplace of several major world religions. The country has been a hub of spiritual and religious practices for centuries, with each religion leaving an indelible mark on its culture, traditions, and social fabric. Let's have a brief discussion on the major religions of India:

Hinduism:

Hinduism is the oldest and the most widely practiced religion in India. It is a complex and diverse religious tradition with a vast array of beliefs, deities, rituals, and philosophical concepts. Hinduism emphasizes the concepts of dharma (duty/righteousness), karma (the law of cause and effect), and moksha (liberation from the cycle of birth and death). It encompasses a wide range of practices, from ritualistic worship in temples to the pursuit of spiritual knowledge through yoga and meditation. Hinduism has influenced all aspects of Indian life, including art, music, architecture, and social customs.

Islam:

Islam is the second-largest religion in India, with a significant Muslim population. It was introduced to India in the 7th century by Arab traders and later spread through various Muslim dynasties and Sufi saints. Islam emphasizes the belief in one God (Allah) and the teachings of the Prophet Muhammad as revealed in the Quran. Muslims in India follow diverse sects and traditions, such as Sunni, Shia, and Sufism. The impact of Islam can be seen in Indian architecture, particularly in the magnificent mosques, mausoleums, and forts built during the Mughal period.

Christianity:

Christianity has a long history in India and is believed to have been introduced by the Apostle Thomas in the 1st century AD. It has since spread across different regions, particularly along the western and southern coasts. Christianity in India encompasses various denominations, including Roman Catholic, Protestant, and Orthodox churches. Christian missionaries have played a significant role in education, healthcare, and social reforms in the country. The

influence of Christianity can be seen in the beautiful churches and cathedrals found in different parts of India.

Sikhism:

Sikhism emerged in the 15th century in Punjab and was founded by Guru Nanak Dev. Sikhism emphasizes the belief in one God, equality, and service to humanity. The Sikh scripture, Guru Granth Sahib, is considered the eternal Guru. Sikhism rejects caste distinctions and promotes communal harmony. The Golden Temple in Amritsar, the holiest shrine for Sikhs, is a symbol of Sikh spiritual and social values.

Buddhism:

Although Buddhism originated in India, it declined in popularity over the centuries and saw a revival in recent times. The teachings of Gautama Buddha, such as the Four Noble Truths and the Eightfold Path, form the core principles of Buddhism. Buddhist monuments, such as the famous stupas of Sanchi and the Ajanta and Ellora caves, stand as testaments to the religion's rich heritage.

Jainism:

Jainism is an ancient Indian religion that promotes non-violence (ahimsa), truthfulness, and non-possession. Jains believe in the existence of eternal souls and emphasize spiritual purification through ascetic practices. Jainism has had a significant influence on Indian art and architecture, particularly in the elaborate Jain temples and sculptures found in places like Mount Abu and Ranakpur. These major religions of India, along with other indigenous faiths and tribal beliefs, contribute to the religious tapestry of the country. They have shaped India's cultural landscape, influenced its art, architecture, festivals, and rituals, and fostered a spirit of tolerance and pluralism. The coexistence of multiple religions in India is a testament to the country's religious harmony and serves as a source of inspiration for interfaith dialogue and understanding

CONCLUSION

The impact of these major religions on the cultural, social, and philosophical fabric of India is profound. Religious practices and rituals are integrated into daily life, festivals, art, music, and architecture. The principles and values propagated by these religions influence social norms, family structures, and moral frameworks. In conclusion, the major religions of India represent a diverse tapestry of beliefs, practices, and traditions. Hinduism, Islam, Christianity, Sikhism, Buddhism, and Jainism have shaped India's history, culture, and spiritual landscape. Understanding and appreciating the religious diversity of India is essential for fostering tolerance, interfaith dialogue, and preserving the cultural heritage of the nation.

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CHAPTER 10

NATURAL AND CULTURAL GEOGRAPHY OF INDIA

Vainik V S, Assistant Professor,
School of Commerce, Jain Deemed to be University, Bangalore, India,
Email Id- vs.vainik@jainuniversity.ac.in

ABSTRACT:

This study provides an overview of the natural and cultural geography of India, highlighting the country's diverse landscapes, ecosystems, and cultural heritage. India's natural and cultural geography contribute to its appeal as a tourist destination and play a significant role in shaping its identity. The study explores the key aspects of India's natural geography. It highlights the majestic Himalayan mountain range in the north, with its snow-capped peaks, deep valleys, and abundant biodiversity. The Himalayas not only serve as a natural barrier but also provide opportunities for adventure tourism, trekking, and mountaineering. India's extensive coastline, stretching over 7,500 kilometers, offers a variety of coastal landscapes, including sandy beaches, rocky shores, and mangrove forests. Coastal regions provide a vibrant mix of marine life, water sports, and beach tourism. The country's diverse ecosystems encompass lush forests, arid deserts, fertile plains, and wetlands. India is home to several national parks and wildlife sanctuaries, which house endangered species such as tigers, elephants, rhinoceroses, and various bird species. These protected areas promote biodiversity conservation and offer opportunities for wildlife tourism and nature-based experiences. The study also addresses the cultural geography of India. It highlights the rich cultural heritage and architectural marvels found throughout the country. Ancient temples, palaces, forts, and monuments reflect the diverse historical periods and architectural styles that have influenced India's cultural landscape.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

India's cultural geography is also shaped by its religious diversity. Hinduism, Islam, Christianity, Sikhism, Buddhism, and Jainism coexist and thrive, with temples, mosques, churches, gurudwaras, and monasteries representing the religious diversity of the nation. Festivals, rituals, and spiritual practices are integral parts of Indian culture. Furthermore, the abstract acknowledges the importance of sustainable practices in preserving India's natural and cultural heritage. Conservation efforts, community involvement, and responsible tourism initiatives are vital in maintaining the ecological balance, protecting historical sites, and promoting cultural understanding and appreciation. Both natural and cultural geography play an important role in tourist inflow. Heritage means which inherits from one generation to another generation. We should take care of our heritage so our future generation can enjoy that and feel proud about that.

Natural Heritages of India:

Mountain Ranges:

The Himalayan Range: The Himalayan range consists of five mountain ranges. They are Shivalik Range, Himachal Range, Himadri Range, the trans–Himalayan Range, and the Purvanchal hills.

The Shivalik Range: The Shivalik Range is also known as the outer Himalayas and it is located between the Great Plains and the lesser Himalayas.

The Himachal Range: Himachal range is also called the middle Himalayas or the lesser Himalayas. The Himachal range is situated between the Shivalik Range in the south and the great Himalayas or we can say the Himadri range to the north.

The Himadri Range: The Himadri range is also known as the great Himalayas. The average elevation is around 6100 meters above sea level. The length is around 25 kilometers. This mountain range contains some of the world's tallest peaks like Everest and K2.

The Trans–Himalayas: The trans–Himalayas run a distance of about a thousand kilometers. The trans–Himalayas are situated to the north of the great Himalayan range or the Himadri range. The width varies from 40 kilometers to 200 km. The average elevation is around 6000 meters.

The Purvanchal Hills: Purvanchal Hills situated in the North–Eastern region of India. The Purvanchal Hills are the extension of Himalayas and consists of small mountains[1].

The Aravali Range: The range runs from Delhi to Palampur district in Gujarat. The length is around 800 km. The Aravali Range is one of the oldest ranges in the world. These mountains were formed around a hundred billion years ago. The elevation of the Aravali Range is around 400 to 600 meters.

The Vindhya Range: The length is around 1200 kilometers. It runs parallel to the Narmada valley. The Vindhya range is situated in Madhya Pradesh basically. The average elevation of the Vindhya range is around 300 to 650 meters.

The Satpura Range: The length of the Satpura Range is around 900 km. It is situated in Madhya Pradesh in India. It runs to the east–west direction of the south of the Vindhya Mountain Range.

The Western Ghats: The Western Ghats are the mountain ranges that are situated on the West Coast of India and runs from Maharashtra to Kerala. The average elevation of Western Ghat is around 3000 meters. The distance or the length of the Western Ghats is 1600 km.

The Eastern Ghats: Eastern Ghats runs parallel to the east coast of India.

The average elevation is around 900 to 1200.

Hill Stations of India:

Nainital (North Zone): Nainital is located in Uttarakhand. There are some activities which you can do in Nainital lake boating in Naini Lake. You can go and visit the Naina Devi temple. You can have a view of the snow. You can do shopping on Mall Road. You can visit the Govind Ballabh Pant zoo.

Shimla (North Zone): The next one in Shimla. Shimla is located in Himachal Pradesh. Some of the attractions in Shimla are Tara Devi temple, Summer Hill, Shimla state museum, and Mall Road. Shimla is called the Queen of hills.

Manali (North Zone): Manali is located in Himachal Pradesh. It is one of the major honeymoon destinations in India. Some of the attractions in Manali are Hadimba Temple, Rohtang Pass, Tibetan monasteries, Mall Road, and hot water springs. People go to Manali also for adventure sports.

Kullu (North Zone): Kullu is located in Himachal Pradesh Kullu is also known as the valley of Gods. Some of the attractions in Kullu are Sultanpur Palace, Bijli Mahadev temple, and Great Himalayan National park.

Massoorie (North Zone): Mussoorie is located in Uttarakhand. Attractions in Mussoorie are Mall Road, Mussoorie Lake, Lal Tibba, Jwala Devi temple, and Nag Devta Temple. It is one of the major hill stations in Uttarakhand.

Munnar (South Zone): Munnar, a breathtakingly stunning haven of calm and tranquilly, an idyllic tourist destination in the land of Heaven. Placed at an altitude of 6000 feet in the Idukki district, Munnar was the preferred summer resort of former British rulers in colonial times. The endless expanse of tea plantations—the pristine valleys and mountains—exotic varieties of flora and fauna in its natural sanctuaries and forests—a fragrance of spicy fresh air—yes! This wonderful destination has all of these and more. It's the place you'd want to visit—the place you'd never want to abandon.

Ooty (South Zone): Ooty is one of the most well-known hill resorts in India and is situated in the Tamil Nadu state of South India. Each year, millions of visitors visit Ooty. It is a popular tourist destination in India because of the Nilgiris' beautiful landscape and lovely surroundings. Ooty was regarded as a British summer retreat during the colonial period. The ideal months to go to Ooty are April through June and September through November. Every year, travelers from all over the globe visit this city because of the ideal climatic conditions. The mountains are covered with a large number of tea plantations. This hill resort is much more beautiful because of the meadows and wooded slopes. Each year, thousands of tourists come to this stunning location for the Tea and Tourism Festival. Here, eucalyptus trees are often seen.

The lush green trees, the looming mountain tops, the acres of neatly trimmed coffee plantations, the serpentine roads, the rugged paths, the well-laid gardens, and the variety of flora and fauna welcome any visitor who ventures to the dizzy heights of Coorg. Coorg (South Zone): Kodagu, also known as Coorg, is a rural district in the southwest Indian state of Karnataka. Those who are tired with the monotonous nature of city life find solace in the hill station of Coorg. You will feel internally refreshed by the clean air on the slopes, which is a refreshing difference from the tall concrete buildings[2].

Darjeeling (East Zone): Darjeeling is the name of a city and a district in the Indian state of West Bengal. One of the most significant tourist sites in the nation is the city and its surrounding area. Darjeeling is well-known across the globe for both the tea it produces and the breathtaking views of the Kanchenjunga mountain range it offers. The city, which is around 1144 sq km in size, attracts millions of tourists each year due to the variety of attractions it offers. It is particularly well-known for its plethora of natural and cultural assets, as well as the unique toy railway, which has been designated a UNESCO WHS.

Shilong (East Zone): The capital of the northeastern state of Meghalaya is sometimes referred to as the Scotland of the East because of its surroundings and temperature. The hill town is situated at a height of 1,525 meters above sea level in the Pataki range's Himalayan foothills. Shillong was given its name after the tribal deity Shyllong, who was the offspring of a virgin. The town was considered as the state capital of Assam prior to the state being split in half in 1970, when Meghalaya was given a semi-autonomous status. Shillong, established by the British, has colonial-style buildings and a mostly humid highland environment.

The West Bengal hill station of Kurseong (East Zone) is surrounded by stunning landscapes, wooded mountains, rich green tea plantations, and deep woods. The "Land of Orchids," Kurseong, has a murky aspect to it. One of India's allegedly most haunted places is there. Let's examine the paranormal occurrences that make Kurseong's Dow hill one of the most sought-after destinations in India.

Mahabaleshwar (West Zone): Located in the Satara district of Maharashtra, Mahabaleshwar is a hill station in the western Ghats. Old Mahabaleshwar is a historic hamlet that is approximately 7 km distant. It is located on a sizable plateau at a height of around 1200 feet, surrounded by valleys on all sides, and the wintertime temperature drops below 8 degrees Celsius. But the low humidity makes it pleasant even in the heat. But because of how powerful the monsoon is in the region, there is a well-protected forest, mostly with unaltered biological variety. The Indian ghor, enormous Malabar squirrels, sloth bears, sambar and other deer, mongooses, porcupines, and other animals may still be observed.

One of the primary hill resorts for tourists that often go to Maharashtra is Lonavala (West Zone), known as Khandala's sister hill resort. Both of the twin hill stations were established in 1871 by Lord Elphinstone. The alluring Lonavala hill station is made up of stunning natural splendor, luscious velvet. Meadows and pleasant weather make any destination a true paradise for tourists. Lonavala, a kind of confectionery, is also well known for its "Chikki." The placement of Lonavala on the Mumbai to Pune road makes it popular with residents and weekend travelers. One may enjoy visiting in Lonavala during the monsoons since the area's beautiful foliage grows fully during this time. Adventure lovers will partake in thrilling activities like camping, hiking, and climbing here.

India Mart is the Source

The highest peak in the Aravalli mountain range is Mount Abu (West Zone), one of Rajasthan's well-known hill resorts. The Sirohi district's Mount Abu, which is well-known for its picturesque beauty and dreamy elegance and is a well-liked tourist destination, is located there. Additionally, it is a popular destination for Jain pilgrims. Mount Abu in Rajasthan was a well-known summer resort of the Chauhan dynasty's kings. The Maharaja of Sirohi gave it to the British when India was ruled by the British. After independence, Mount Abu was added to the state of Rajasthan. It is well known that Mount Abu has a moderate climate.

National Parks and Wildlife Sanctuaries in India

A natural area designated by the government or any private organization for the conservation of a certain species is known as a wildlife area. Only animals are preserved in wildlife sanctuaries. The Wildlife Protection Act of 1972 governs wildlife sanctuaries in India. A national park is a piece of land that the government owns and manages for the purpose of protecting it from human habitation and industrial contamination. The purpose of a national park is to protect the endangered wildlife of the country.

Wildlife refuges and national parks differ in the following ways:

1. A natural environment known as the Wildlife Sanctuary protects certain animal and bird species. The National Park is a protected region where species and ecosystems are preserved and developed.
2. The animal Sanctuary's goal is to sustain a healthy animal population. The natural and historic biodiversity of the area is to be protected by the national park.
3. There are no set borders for the Wildlife Sanctuary. In national parks, there are limits.

Jim Corbett National Park (North Zone): In Uttarakhand, close to Nainital, is where you'll find Jim Corbett National Park. The Jim Corbett National Park is home to several animals, including black deer, red foxes, and dear leopards. Enjoy the Jim Corbett National Park wildlife safari. The National Park is home to a variety of resorts. Its 520 square kilometer territory is made up of hills, marshy depressions, riverine belts, meadows, and huge lakes. One of the few tiger reserves in India that permits overnight stays inside National Park grounds is this one. In the park, visitors may see nature and animals from an open four-wheeler vehicle and an elephant. The National Park is one of the most sought-after places for wildlife enthusiasts since it is home to a robust population of tigers and uncommon species including Otters and endemic crocodile-eating fish. Due to its prime position on the edge of the vast Patil Dun valley, Dhikala is the most well-liked tourist attraction in Corbett.

DISCUSSION

India's Cultural Geography

Heritage is anything that the present generation has inherited from the forefathers. Cultural legacy refers to the traditions that our ancestors left behind. We'll discuss about India's rich cultural history[3].

1. Indian dance and music

2. **Classical Dance:** Indian culture has a long history of classical dance. The Sangeet Natya Shastra Academy has categorised the eight primary classical dances.
3. **Folk Dance:** A folk dance is a dance made by individuals that depicts the lifestyles of people in a particular nation or area. Not all ethnic dances are folk dances.

Tourism Geography Tamil Nadu is the state where Bharatanatyam first appeared. Essentially, it is a solitary dance. It was exclusively done by women in earlier times. Bha stands for Bhava, Ra for Raga, and Ta for Tala in the word Bharat. So in essence, you might say that it combines emotions, music, and rhythm. The Natya Shastra, which was composed by the sage Bharat Muni, is the source of all traditional dances. Shiva, Vishnu, or Shakti is the subject of the dance. Nrita, which meaning pure dancing, is included. To dance alone is to nritta. Natya stands for drama. Four persons mostly perform bharatanatyam. A director, a singer, a dancer, and a musician. The Guru is the name given to the dance's choreographer[4], [5].

According to Hindu mythology, Kathak has been a tradition from the time of the ancient epic Mahabharat. You may argue that the stories created by storytellers are known as Kathak hours. Travelers created Kathak in ancient India for the many categories. The great epics of Hindu mythology provide as the physical basis for the dance's subject, which is developed via dance song and music. In India, there are three primary gharanas. Gharanas are dancing academies. They are Banaras, Lucknow, and Jaipur. Jaipur Gharana mostly emphasizes footwork. Banaras and Lucknow Gharana place greater emphasis on hand and face gestures. The ghungroos, or little bells, that Kathak artists wear in their feet.

In the 16th and 17th centuries AD, Kerala was the place where Kathakali first appeared. The colorful makeup, outfits, and face masks are the main focal points. Male performers play in Kathakali. Mythology serves as the foundation for the Kathakali's themes. In Kathakali, there are just a few fundamental color codes. The green color scheme highlights notable figures like Arjun, Krishna, Yudhishtira, Vishnu, Rama, Shiva, Surya, and the great Kings. Characters who are bad, such as Ravan and Dushasan, are shown in red. For hunters and those who live in the woods, there is the dark code. The monks and the lady are designated by the color yellow. The principal women in stories like Sita and Draupadi are designated with the color orange. Three different gunas are created by Kathakali. Darkness, ardor, and goodness. Based on the gunas, the unique coloring was created.

Kuchipudi: In the 10th century AD, a dance called Kuchipudi first appeared. It was created and received its name from the Andhra Pradesh hamlet of Kuchipudi. Krishna, a Hindu deity, serves as the inspiration for Kuchipudi.

Manipur: Manipur dance is performed there. The Raas Leela of Radha Krishna serves as the inspiration for the dance's subject.

Odissi: The temples of Odisha are where Odissi first appeared. It was discovered by women in ancient times. The 2nd century BC is when Odissi was practiced, according to the pathways of the dance. Your dance, solo dance, and expressive dance are all parts of the dancing style known as Odissi. Archaeological monuments in Odisha, such as caves and temples, include historical relics of the Odissi people.

Sattriya: The state of Assam is the home of the Sattriya dance style. The origins date to the fifteenth century. In Hindu monasteries called Sattras, monks would perform the dance. The dance's inspiration came from Lord Krishna stories[6].

Mohiniyattam: Kerala is where the instrument's origins and development can be traced. The Mohiniyattam's laws date back to the sixteenth century AD. The Mohini female author of Lord Vishnu gave the dance its name.

Classical Music: Classical music may be separated into two distinct categories: Hindustani music, which predominates in the Northeast and Central Regions, and Carnatic music, which is mostly prevalent in the peninsular area. There will be mention of Shruti, Swar, Alankar, Raga, and Tala ideas.

Folk Music: To celebrate music, folk music is sometimes played at weddings. Festivals, initiation rites, birth ceremonies, etc. Like its folk dance, each state has its own distinctive folk music.

Hindustani music was created in the 13th and 14th centuries and is descended from Carnatic music. The Vedas contributed to its development when they began to take the shape of hymns and were sung while chanting was still in progress. It is referred to be Hindustani because it combines the old Indian Vedic traditions with the Persian customs of the Mughals.

Carnatic Music: Carnatic music has been around since the fourteenth and fifteenth centuries. This has a South Indian origin. It has set compositions and is highly soulful, similar to Hindustani music. The vocal component, which is the major focus, is done mostly by singing but also on instruments. It contains more than seven million ragas, or musical notes, of which 300 are more well-known. It is exceptionally rich in ragas.

The Indian Handicrafts

Handicraft refers to the ability or art of producing something only with one's hands or using basic tools. Indian handicrafts are a reflection of Indian art and culture.

History of Indian Handicrafts: The Indus Valley Civilization is where the first mentions of Indian Handicrafts can be found. The pottery, jewelry, weaving, and sculpting industries all attained a high level of technical proficiency during the Indus Valley Civilization. The Vedic period then started. The Rig Veda makes reference to numerous hand-crafted potteries composed of clay, wood, and metal.

The first category of Indian handicrafts is made from textile waste. Handicrafts made of metal are the second. Precious and semi-precious metal crafts are included within the metal-based crafts category. The third category is wooden crafts. The stone-based handicrafts are the fourth. Works made of precious and semi-precious stones are also included. Fifth is made of ceramic, and

Crafts made of Glass

Textile-based Handicrafts: Screen and block printing are used to create hand-printed textiles. A pen is used to print kalamkari by hand. The Bandhani is also known as the tie-and-dye technique. The textile-based handicrafts include things like bed spreads and clothing. The Indian states that are rich in bamboo are known for their bamboo handicrafts. Famous in Assam and Nagaland, then use the bamboo to create the basket. Aside from the baskets, the members also create Mat's drinking cups necklace[7].

Some of the Most Popular Indian Handicrafts

1. **Warli paintings:** The Warli tribe resides on the border between Gujarat and Maharashtra. The Worli people like drawing pictures using a rice and water combination. During the festivities, the artworks are painted on the walls.
2. Castor oil is heated for more than 12 hours to create rogan. Then they use it to create painting. It is used in Gujarat's Kutch region.
3. Patola Art: Patola art utilizes the tie-dye technique. In Gujarat's Patan district, it is practiced.
4. Punjab is the home of the Phulkari embroidery technique. The people of Punjab use this method to create heads automobiles, which are driven by women during celebrations.
5. Painting is done on palm leaves in the state of Odisha. The katha of Lord Jagannath's narrative or another Hindu mythology is the subject of the paintings. On dried palm leaves, artworks are created.

India's Cuisines:

North India: North Indian curries often have thick, slightly spicy, and fluffy gravies. Dried fruits and nuts are used rather often in everyday cuisine. Dairy ingredients including milk, cream, cottage cheese, ghee (clarified butter), and yoghurt are crucial in the preparation of both savory and sweet recipes. Given the year-round availability of such a wide variety of fruits and vegetables, the region creates a dizzying number of vegetarian cuisine. If the vast diversity of Indian bread is any indication, rice is not preferred. This region is where you can get tandoori roti and naans (bread baked in a clay tandoor oven), stuffed parathas (flaky Indian bread filled with a variety of vegetarian and non-vegetarian contents), and kulchas (bread prepared from fermented dough). Rice cooked into intricate biryanis and pulaos is another traditional food.

South India: Generally speaking, South Indian cuisine is the spiciest Indian food available. Plates made of rice or rice are the foundation of meals. Rice is served with sambaar, rasam, dry and curried vegetables, meat dishes, a variety of chutneys, and poppadums made of coconut (deep-fried crispy lentil pancakes).

Sambaar is a soup-like lentil meal tempered with whole spices and chilies. Rasam is a hot-sour lentil-like soup dish. South Indians are big fans of coffee, usually a unique kind prepared with chicory. No South Indian dinner is complete without rice of some kind. It's either boiling rice, Idlis, dosas, or uttapams (pancakes made with rice and lentil flour batter). Lentils, or daals, are a common ingredient in many recipes.

Despite the fact that there are three distinct cuisines in East India, including those from Bengali, Assam, the Northeastern States, and Orissa, the primary term for food in this area is "plain." Both the preparation and the majority of the materials don't need much skill. Cooking techniques including steaming and frying are widespread. No one from any other region of India can compete with the desire of Eastern Indians for desserts and sweets. Here is where the majority of India's most well-known and recognized sweets originate[8].

West India: This area of India may have the most variety of cuisine offerings. The cuisine of Gujarat is renowned for its light sweetness at least a pinch of sugar is added to most dishes and is typically entirely vegetarian. Coastal areas are famous for Malvani cuisine in Maharashtra fresh hot and sour coconut-based curries with fish and seafood). Goan food is thick, piquant, and heavily seasoned with coconut, vinegar, and other spices. Rajasthani food is spicy and primarily vegetarian, but includes many tasty meat dishes like Laal Maas red meat curry.

Genuine Indian Dressing Styles

In North India, ladies often dress in salwar kameez, gagra choli, saris, and phirans. The dupatta is worn to complete the look. Men typically dress in dhoti, churidar, shalwar, and lungi for their undergarments and kurta, achkan, kameez, and sherwani for their outerwear.

South India: The sari is the traditional dress of South Indian ladies, while men often wear a white dhoti or a colorful lungi decorated with traditional batik patterns. In a formal setting, a piece of cloth is often worn to cover the upper body. Some temples in South India also prohibit males from wearing upper-body clothing when they are within the temple. Men in Andhra and areas of north Karnataka wear kachche panchey by taking it between the knees[9].

CONCLUSION

The rich natural and cultural history, the diversity, and the vibrant cultures are the main tourist draws. Their physical integrity, important characteristics, and notable features may be threatened by excessive or poorly managed development associated to tourism. Along with the tourist experience, the natural backdrop, culture, and lifestyles of the host communities may also be harmed.

In order to achieve a sustainable tourism industry and improve the protection of cultural heritage, it is necessary to involve and cooperate with local and/or indigenous community representatives, conservationists, tourism operators, property owners, policy makers, those preparing national development plans, and site managers. Tourism should benefit the host communities and give them an important means and motivation to care for and maintain their cultural heritage and practices.

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CHAPTER 11

TOURISM GEOGRAPHY AND REGULATORY AUTHORITIES

Dr. Gonica Verma, Assistant Professor,
School of Commerce, Jain Deemed to be University, Bangalore, India,
Email Id- v.gonica@jainuniversity.ac.in

ABSTRACT:

Modern tourism is taking growing numbers of foreign and domestic visitors worldwide, resulting in rising social, economic, and environmental impacts on several geographical scales. Tourist motives represent various needs and form the decision taking and actions of tourists. Tourism geography has developed from being heavily concentrated on place definition in the earlier times, while today the emphasis is more on understanding tourism growth and the relationship between tourists and location, reflecting the emergence of vital and cultural changes in geographic theory and study including modernity, migration, globalization, production, consumption, identity and sustainability. In this block we will discuss about various tourism geographical forms and their regulatory authorities.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

In this unit, we will go through various states of India and their geography. We will also talk about the major destinations of the states. This will really help you know India better.

Kerala:

The tourism board of Kerala is KTDC, stands for Kerala Tourism Development Corporation. The tagline of Kerala tourism is God's own country. It is believed that Lord Parshuram created Kerala. That's why it is called God's own country.

Categories of the Tourism Product:

Kerala tourism products can be categorised as natural, manmade and cultural. The important tourism products are backwater, beaches, monuments, sports, palaces, hills, museums, pilgrim centres and wildlife. Backwater can be found in Alappuzha. The famous beaches are Kovalam Beach, Kochi Beach, Alappuzha. In force, Kochi Fort is famous. There are many Hills like Western Ghats and Idukki devikulam Hills. Munnar is the only hill[1], [2]

Activities You Can Do in Kerala:

You can walk through the Woods tropical forests. Kerala is one of the significant destinations of Ayurveda. You can enjoy a peaceful holiday in Kerala. You can also enjoy the Snake boat race. Some of the major festivals of Kerala are Onam, Vishu and Snake boat race.

Top Destinations of Kerala:

Munnar is only hill station in Kerala. One can enjoy wildlife in Kerala in Periyar tiger reserve. Other monuments include Kochi Fort and Bekal Fort. You can also enjoy beach

tourism in Kovalam Beach and Cochin beach. To see backwaters you must travel to Alappuzha. The tourism board of Rajasthan is RTDC, which stands for Rajasthan Tourism Development Corporation. The tagline of Rajasthan is Jaane Kya Dikh Jaaye. Rajasthan is well connected with railway system. It can be accessed from any part of India. Some major airports are Jaipur international airport, Maharana Pratap international airport, Udaipur, Jodhpur airport.

DISCUSSION

According to the UNWTO, the types of tourist goods in Rajasthan may be broken down into those that are man-made, natural, and cultural. These include luxury vacations, cruises, shopping, pilgrimage adventures, wildlife heritage, and Golden Triangle festivities.

Activities in Rajasthan You Can Do:

Rajasthan offers luxurious trains for your enjoyment. In Rajasthan, there are primarily three luxurious trains: Maharajas Express, Palace on Wheels, and Royal Rajasthan on Wheels. The price of a trip might vary from 3.5 to 7 lacks. In Rajasthan, you can bike and do a Heritage Walk in about two hours. In Jaipur, you may take a bike excursion. You may also do the Jaipur Heritage Walk in the past. Bike tours are available in rural Udaipur. In Pushkar, you may pursue a spiritual endeavor as well. Boat cruises are available to you to enjoy in Rajasthan. In Jagmandir, Udaipur, you may take a boat trip to see the sunset. In Lake Pichola, Udaipur, you may also witness the sunset by boat. The boat is also available for use at Udaipur's Lake Fateh Sagar. Additionally, you may book a Jeep Safari with the travel agency flying Fox. Both Neemrana Fort and Mehrangarh Fort have it. Visit wildlife hotspots and have a wildlife safari in Rajasthan. Bharatpur Bird Sanctuary was once known as Ranthambore Keoladeo National Park. Pushkar, Jaipur, and Ranthambore are three places where hot air ballooning is popular. Jaisalmer and Bikaner both provide opportunities for desert camping and safaris. You may go to the vintage automobile rally in Jaipur. You may go tracking in Mount Abu on your own or with tourists or other travelers[3].

Top Rajasthani Destinations:

One of the main tourist spots in Rajasthan is Jaipur. Known as the "pink city," Jaipur. Amer Fort, City Palace, Hawa Mahal, Jantar Mantar, Jal Mahal, Jaigarh Fort, Nahargarh Fort, and Anokhi Museum of Hand Printing are some of Jaipur's top sights.

Jaipur Hawa Mahal

Udaipur is yet another stunning location in Rajasthan. In Udaipur, the Jagmandir City Palace, Jagdish Temple, Lake Palace, Saheliyon ki Badi, Fateh Sagar lake, and Lake Pichola are the top sights to see. You may take advantage of the Mehrangarh Fort, Ummaid Bhawan Palace, and Desert Safari in Jodhpur. The Jaisalmer Fort, Gadsisar Lake, Tazia Tower, and Jain Temple are among attractions in Jaisalmer. The Junagarh Fort, Gajner Palace, Gajner Lake, Karni Mata Temple, National Research Centre, and camel safari are some of Bikaner's top attractions. Ajmer's Ajmer Dargah Sharif is well-known. In the mountain resort of Mount Abu, you may take pleasure in your summer holiday. Pushkar is well-known for its lake and its historic Brahma Temple.

The Tourism in Rajasthan's Differentiating Factor:

The most significant attraction that draws tourists to Rajasthan is its heritage. Rajputana culture is renowned in Rajasthan. It is also well known for preserving traditional Indian rural culture. Rajasthan has a lot of forts and palaces, so you can be sure to enjoy opulent trains,

camel safaris, and sand dunes there. Rajasthan is being marketed as an adventure destination by the state tourist authority. MPSTDC is Madhya Pradesh's tourist organization. Madhya Pradesh State Tourism Development Corporation is known as MPSTDC. "The heart of incredible India" is the slogan of the Madhya Pradesh Tourism Board[4], [5].

Accessibility

Major Indian cities are well linked to Madhya Pradesh. You can travel from Delhi to Bhopal on the Bhopal Express train in 12 hours. Raja Bhoj International Airport in Bhopal and Devi Ahilya Bai Holkar Airport in Indore are both significant airports. For visitors coming from Rajasthan, they may take a bus from Jaipur to Bhopal. In addition to rafting on the Amarkantak River, tracking is possible in the Kanha National Park and Panchmarhi. In national parks, tiger reserves, and animal sanctuaries, you may enjoy safari riding. The state of India's tigers is another name for it. Madhya Pradesh is home to 10% of the world's tiger population. In Madhya Pradesh, there are twenty-five wildlife sanctuaries, six tiger reserves, and nine national parks. In Bhopal, you may go ziplining and hot air ballooning.

Top Places to Visit in Madhya Pradesh

Jahaz Mahal is a landmark in Mandu. The handwoven Chanderi saree is what makes Chanderi renowned. Sanchi is well-known for its Buddhist temple. For its Palace, Orchha is renowned. Mosques in Bhopal are well-known; Tajul Masjid is the main mosque. In addition, there are other national parks, including Kanha and Bandhavgarh. Khajuraho is renowned for its collection of western temples. The Gwalior Fort and Tansen's birthplace make Gwalior well-known. Famous for its cave paintings is Bhimbetka. Apart from that, Madhya Pradesh is home to Mahakaleshwar and Omkareshwar, two significant Jyotirlingas[6].

Himachal Pradesh: HPTDC is the state tourist organization for this region. Himachal Pradesh Tourism Development Corporation is known as HPTDC. Himachal Pradesh Tourism's slogan is "Unforgettable Himachal."

Accessibility: Chandigarh, Kalka, and Pathankot can all drive directly to Himachal Pradesh. Bus services between neighboring cities are accessible from Delhi, Chandigarh, Jaipur, and other nearby cities. All locations within Himachal are easily accessible through reliable taxi and public transportation.

Himachal Pradesh's several tourism product categories include:

Himachal's tourism-related goods fall into three categories: natural, manufactured, and cultural. These include undiscovered, spiritual, historic, adventure, and natural tourism.

Activities in Himachal Pradesh include:

In Himachal Pradesh, river rafting is possible on the Beas River, the Manali Spiti River, and in the Spiti Valley. Cycling on mountains is possible in Spiti, Kangra, and Bilaspur. Shimla and Manali both have skating rinks. In Bir Billing, Kangra, and Solang Valley, Manali, paragliding is possible. In Shimla, Manali, Kullu, and Lahaul Spiti, tracking is possible. One may do rock climbing, go on a safari in a car, go camping, go to Malana, or ride the toy train in Kalka Shimla.

SIKKIM:

The Sikkim Tourism Development Council is known as STDC. Sikkim Tourism Development Corporation is known as STDC. Sikkim Tourism's slogan is brief yet elegant.

Accessibility: Sikkim is reachable by air by taking a journey to West Bengal's Bagdogra Airport. Despite the absence of a significant railway station in the state, you may still go to Siliguri or Jalpaiguri by train to get to Sikkim. Sikkim is also accessible by car.

Sikkim's tourism product categories include:

The tourist goods from Sikkim may be categorized as man-made, natural, and cultural. These may be further broken down into nature tourism, adventure tours, village tours, pilgrimage tours, and history tours. Sikkim has a variety of things to do, including hot springs in North Sikkim's Yumthang Reshi Boron and Ralong. Teesta River offers opportunities for river rafting, trekking, and wildlife sanctuaries. Paragliding is another activity you may enjoy in Gangtok Scale Gaon. In addition, you may do mountain biking, yak riding, or caving.

Sikkim's Top Destinations

Sikkim's capital is Gangtok. Gangtok offers both the Gangtok Ropeway and Himalayan hiking. Palaces and monasteries are well-known in Pelling. The view of Mount Kanchenjunga is available. Yuksom is well-known for its monasteries, lakes, and trekking. Yumthang is sometimes referred to as the Flower Valley. You may take in the scenery of the rivers, hot springs, lovely flora, and lakes. Lachen is well-known for its lakes, monasteries, and as a honeymoon location. Kanchenjunga National Park is another of Sikkim's top tourist attractions. Rumtek Monastery is open to Buddhist visitors in Sikkim. There is also Nathula Pass[7].

Uttar Pradesh's tourism product categories include:

The goods of Uttar Pradesh's tourist industry may be categorized as man-made, natural, and cultural. These include wildlife and mouse tourism, art, cultural monuments, pilgrimages, and festivals. Taj Mahal, Agra Fort, Fatehpur Sikri, Imambara, and Dharmik Sthal are some of the monuments in Uttar Pradesh. Other tourist destinations in Uttar Pradesh include Prayagraj, Banaras, Ayodhya, Mathura, Jama Masjid, Salim Chisti Dargah, and several Buddhist centers. Famous festivals in Noida, Banaras, and Lucknow are the main draws for tourists visiting India.

Recreational Activities in Uttar Pradesh:

In Varanasi, one may take in the Ganga Aarti. In Agra, you may book a bike excursion. You may stroll around Banaras, a spiritual city. A Prayagraj Heritage walk is another option. The Agra Fort offers a light and sound performance. Kempegowda International Airport, Bangalore Airport, and Mangalore Airport are the three main airports in Karnataka. Major Indian cities have good rail and road connections to Karnataka's attractions.

Karnataka's tourism product categories include:

Karnataka's tourism-related goods may be categorized as man-made, natural, and cultural. Karnataka's attractions may be categorized as historical, beach, natural, wild, spiritual, and adventurous. Sammy's Dreamland, Wonderla Amusement Park, Innovative Film City, Water Sports at Murudeshwar, Paragliding at Om Beach, hiking in the Western Ghats, rock climbing in the Western Ghats, white water rafting, and adventure at Dandeli Wildlife Sanctuary are a few of the top destinations for activities.

Top Karnataka Destinations: We visited several amusement parks in Bengaluru. Lalbagh Botanical Garden and Bangalore Palace are attractions. In Mysore, Tipu Sultan resides. Mysore is well-known for its temples and palace. The Vijayanagar Kingdom's capital was located at Hampi. It is well-known for the Vijayanagar ruins and Virupaksha Temple, among

other attractions. Bangalore is well-known for its beaches and Catholic churches. Belur is renowned for its architecture and temples. For its structures and tombs, Bijapur is renowned. Hindu temples dedicated to Shri Krishna and anantheshwar are popular in Udupi. Tipu Sultan's Fort is a notable landmark in Nandi Hills. Ancient monuments are Pattadakal's claim to fame. Gulbarga Fort is what makes Gulbarga renowned. Beaches, the Western Ghats, historic temples, and adventure travel sites have become Karnataka's new tourist USPs[8].

Tourism geography is a subfield of geography that focuses on the study of the spatial patterns and processes related to tourism. It involves analyzing the interactions between people, places, and environments in the context of travel and tourism activities. Tourism geography examines various aspects, including the distribution of tourist destinations, the flow of tourists, the impact of tourism on local communities and environments, and the development of tourism infrastructure.

One of the key aspects of tourism geography is understanding the concept of destination development. This involves identifying and analyzing tourist attractions, natural landscapes, cultural heritage sites, and recreational facilities that draw visitors. By studying the physical geography of an area, such as its climate, topography, and natural resources, tourism geographers can identify potential tourism destinations and assess their suitability for various types of tourism activities.

Another important aspect is understanding the movement of tourists. Tourism geographers study the patterns and flows of tourists, including their origin and destination regions, the modes of transportation they use, and the routes they take. This helps in analyzing the economic, social, and environmental impacts of tourism on different regions and planning for sustainable tourism development.

Tourism geography also examines the impacts of tourism on local communities and environments. It considers issues such as carrying capacity, environmental degradation, cultural change, and social disruptions. By understanding the spatial distribution of tourism activities and their impacts, policymakers and planners can develop strategies to manage and mitigate negative impacts while maximizing the benefits of tourism for local communities.

Regulatory Authorities in Tourism:

To ensure the smooth functioning and sustainable development of the tourism industry, regulatory authorities play a crucial role in formulating policies, implementing regulations, and monitoring compliance. These authorities are responsible for overseeing various aspects of tourism, including licensing and accreditation, quality standards, safety and security measures, and environmental protection. Here are some key regulatory authorities in the field of tourism:

Ministry of Tourism:

In many countries, including India, there is a designated Ministry of Tourism responsible for formulating and implementing tourism-related policies and programs. This ministry works towards promoting tourism, attracting investments, developing tourism infrastructure, and ensuring the overall growth of the tourism industry.

Tourism Boards and Tourism Development Corporations:

These are statutory bodies or agencies at the national, regional, or local levels responsible for promoting tourism and marketing specific destinations. They work towards creating awareness, attracting tourists, and facilitating tourism-related activities. Examples include the

Incredible India campaign by the Ministry of Tourism in India and state tourism boards such as Kerala Tourism and Rajasthan Tourism.

Tourism Regulatory Authorities:

These authorities are responsible for regulating various aspects of the tourism industry, such as licensing and accreditation of tourism businesses, tour operators, travel agencies, and accommodation providers. They set standards, enforce regulations, and ensure compliance with safety, quality, and ethical guidelines.

Environmental and Conservation Agencies:

These agencies focus on preserving natural and cultural heritage sites and ensuring sustainable tourism practices. They work towards protecting the environment, managing ecologically sensitive areas, and minimizing the negative impacts of tourism on ecosystems and biodiversity.

Transportation Regulatory Authorities:

Transportation plays a vital role in tourism, and regulatory authorities oversee transportation services related to tourism, including air, rail, road, and water transport. They ensure safety, quality standards, and fair pricing for travelers.

Local Governments:

Local governments often have a role in regulating tourism activities within their jurisdictions. They may be responsible for enforcing zoning regulations, managing tourist accommodations, maintaining public facilities, and addressing issues related to local community well-being.

CONCLUSION

India offers a variety of travel spots that allow international visitors to see virtually everything in one location. But for the visitors, we must provide local goods. It will increase the local economy and provide employment there. India has several geographical elements, including mountains, deserts, and beaches. India will get more tourists if we effectively sell it. These regulatory authorities work in collaboration with various stakeholders in the tourism industry, including tourism businesses, local communities, and non-governmental organizations, to ensure responsible and sustainable tourism practices. Their efforts help maintain the integrity of destinations, protect natural and cultural resources, and enhance the overall visitor experience.

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CHAPTER 12

AN OVERVIEW ON MONUMENTS OF INDIA

Dr. Bala Krishnan, Assistant Professor,
School of Commerce, Jain Deemed to be University, Bangalore, India,
Email Id- r.balakrishnan@jainuniversity.ac.in

ABSTRACT:

This study provides an overview of the monuments of India, highlighting their historical and architectural significance, cultural heritage, and their impact on tourism. India is renowned for its rich architectural heritage, with numerous monuments that showcase the country's diverse history and cultural influences. The study explores the key aspects of India's monumental heritage. It highlights iconic structures such as the Taj Mahal, a UNESCO World Heritage Site and one of the Seven Wonders of the World. This exquisite mausoleum in Agra, built by Emperor Shah Jahan, is a masterpiece of Mughal architecture and a symbol of eternal love. Other notable monuments include the Red Fort in Delhi, a magnificent fortress and UNESCO World Heritage Site that served as the main residence of Mughal emperors, and the Qutub Minar, a towering minaret built during the Delhi Sultanate period. These monuments represent the grandeur and splendor of India's historical eras. The study also addresses the architectural marvels of ancient India, such as the temples of Khajuraho, Konark Sun Temple, and the cave temples of Ajanta and Ellora. These structures, known for their intricate carvings, artistic expression, and religious significance, reflect the rich cultural and spiritual heritage of the country. India's architectural heritage extends to its colonial-era structures, including the Victoria Memorial in Kolkata, the Gateway of India in Mumbai, and numerous architectural gems in cities like Chennai and Kolkata. These buildings showcase the architectural fusion of Indian and European styles, symbolizing the country's colonial past.

KEYWORDS:

Geotourism, Monuments, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

First when we talk about monuments, we think about the most praised monument in India which is included in the Seven Wonders of the World. We were talking about the Taj Mahal. There are many stories associated with the Taj Mahal that makes Taj Mahal a wonder of the world. If we talk about the location, the Taj Mahal is in Agra, which can be reached by the expressway from Delhi. Taj Mahal is actually a mausoleum. The Taj Mahal was built by the Mughal emperor Shah Jahan. He built the Taj Mahal in the memory of his third wife, Begum Mumtaz Mahal. The Taj Mahal was built between 1631 and 1648. The chief architect was Ustad Ahmad Lahori. Taj Mahal is included in the UNESCO World Heritage list in 1983. There are two mosques in Taj Mahal Complex. There is Mughal Garden, which covers around 42 acres of land. Taj Mahal is situated on the bank of Yamuna River. Its beauty attracts many tourists [1], [2].

Agra Fort is also known as the Red Fort of Agra. It is a UNESCO World Heritage site in India. It was included in UNESCO World Heritage site list in 1982. Agra Fort is situated on the banks of Yamuna river in Agra. The complete fort was built in red sandstone. The fort

was started building during Emperor Akbar in 16 centuries. In Agra Fort, there are two kinds of court. The court for the common people is known as Diwan an Aam. The court for Noble people is known as Diwan a Khas. In the complex of Agra Fort, there is also a white marble Mosque, which is known as the Pearl Mosque or we can say it as Moti Masjid. The complex of Agra Fort contains many architectural Marbles like Khas Mahal Sheesh Mahal Muhammad Nagina Masjid. Suppose we talk about the architecture of the buildings in the Agra Fort Complex, its fusion of Persian art and Indian art forms.

Ajanta Caves:

Ajanta caves are in Maharashtra near the Aurangabad district. Ajanta Caves were built by Emperor Ashoka in the first phase. If we talk about the second phase, this was built by the kings of the Gupta dynasty. In Ajanta cave Complex, there are 31 Rock-cut cave monuments. These monuments represent the religious art of Buddhism.

Qutub Minar:

Qutub Minar, which is also known as the Qutub Minar complex, is situated in Delhi. The major attraction is Qutub Minar. It is a 72.5 meters tower. The tower was built in red sandstone. The diameter of the base is 14.32 meters and the diameter of the top is 2.75 meters. There is an Iron Pillar in the complex of Qutub Minar. It was built during the period of Chandragupta II. The construction of Qutub Minar was started by Qutubuddin Aibak in the year 1192 and it was completed by Iltutmish in 1236. It is included in UNESCO World Heritage site list.

Fatehpur Sikri:

Fateh means victory. Fatehpur Sikri means the city of victory. Fatehpur Sikri was built by Mughal Emperor Akbar. It is situated near Agra Uttar Pradesh. Akbar decided to build the city in 1571 because it was the birthplace of his son. At that point in time, it acted as the capital of Mughal Empire. The Mughal had to abandon the city due to lack of water. The Fatehpur Sikri has the biggest door in India called as Buland Darwaza. Apart from that, there are many architectural Marvels inside the city like the Panch Mahal and Tomb of Salim Chisti[3], [4].

Konark Sun Temple:

Konark Sun Temple is situated in Konark, Odisha. The temple is dedicated to the Lord of Light Sun. It was built by the king Narasimhadeva one. It was built in the form of the Chariot of the Sun. It was included in the UNESCO World Heritage Sites list in 1984.

DISCUSSION

Khajuraho Group of Monuments:

Khajuraho group of monuments were built by the kings of Chandela dynasty. The monuments and temples represent Hindu and Jain religious practices. The major attraction is the western group of temples. It is famous for the sculptures and the architecture of the temples. Initially, there were 85 temples but today there are only 22 temples which have survived. It is located in Khajuraho Madhya Pradesh. The monuments were built between 950 to 1050. Khajuraho group of monuments is listed in the UNESCO as World Heritage site in 1982.

Buddhist Monuments at Sanchi:

These monuments are in Sanchi Madhya Pradesh, which is around 45 km away from the state capital Bhopal. The monuments built by Emperor Ashoka of the Maurya Empire during 200 BC to 100 BC. There are three stupa which contains the relics of Buddhist monks. The site was included in UNESCO World Heritage site list in 1989. There are around 50 unique Buddhist monuments. The Sanchi monuments are famous for its Monolithic pillars. The carving in the stone at that point of time is incredible. This is a must-visit place for the people who follow Buddhism. This monument attracts tourists from China, Japan and Southeast Asia.

Humayun's Tomb:

Humayun was a Mughal emperor. This tomb was built by his wife after his death. It is famous for its water channels and luxurious Gardens. It was built in 1570. The architectural style is Mughal. Apart from the main Tomb of Humayun, there are around 150 tombs of various members of the Mughal family.

Mahabodhi Temple Complex:

The Mahabodhi temple complex is situated at Bihar. The total area is around 12 acres. It was a place where the Lord Buddha got enlightened. The complex was built by Emperor Ashoka in 3rd Century BC. Under the Bodhi tree of the complex in 531 BC where Buddha got enlightened. The height of the main temple is 50 meters and the architectural style is Indian. At that point of time the Indian cultural and architectural style was at its best. The temple was built in the golden age of Ashoka. It was included in the UNESCO World Heritage site list because of its architectural and cultural importance[5], [6].

Chhatrapati Shivaji Terminus:

Chhatrapati Shivaji Terminus, which was formerly known as Victoria Terminus, is a historic railway station in Mumbai. It is the Headquarters of Geography of Tourism Central Railways of India. It was built between 1887 and 1888. At that point of time, the name was Victoria Terminus to honour the queen of England. The architectural style is the Gothic style of architecture. In 1996 as demanded by Shivsena, the name of the terminal was changed after the Great Maratha King Chhatrapati Shivaji. Chhatrapati Shivaji Terminus was included in the World Heritage site list by UNESCO on 2nd July 2004.

Red Fort Complex:

Red Fort Complex is also known as the Lal Kila. It was built by the fifth Mughal emperor Shah Jahan as a part of his new Capital city Shahjahanabad. It was built in 17th century. Architectural style is a blend of Mughal and Persian architecture. We called the Red Fort because it was built with red sandstone. It is situated nearer to Salimgarh Fort, which was built by Islam Shah Suri. The total area of the complex is around 120 acres. It was included in the UNESCO World Heritage site. It is having Deewane Aam, Deewane Khas, Moti Masjid and the stream of Paradise as major attraction.

Hill Forts of Rajasthan:

The Hill Forts of Rajasthan includes six Rajasthani forts, which reflects the cultural heritage of Rajputana clan. These Forts are situated in Chittorgarh, Kumbhalgarh, Sawai Madhopur, Jhalawar, Jaipur and Jaisalmer. The Forts are Chittor fort at Chittorgarh, Kumbhalgarh Fort at Kumbhalgarh, Ranthambore Fort at Sawai Madhopur, Gagron Fort Jhalawar, Amer Fort at Jaipur and Jaisalmer Fort at Jaisalmer.

Chittor Fort: Chittor Fort is one of the largest forts in India. It is a UNESCO World Heritage site. In ancient times, it was situated at the capital of Mewar and at present Chittor city of Rajasthan. It is situated at a height of 180 metres and the area of the fort is around 691 acres. It contains many historical 20 monuments temples Gates.

Kumbhalgarh Fort: Kumbhalgarh Fort is also known as Kumbh fort. It is situated to the west of Aravalli range. It is located in Rajsamand district, which is near to Udaipur, Rajasthan. The fort was built by Rana Kumbha in 15th century. Kumbhalgarh Fort was attacked by Ahmad Shah in 1457 but he couldn't get into it. It was built on a Hilltop of 3600 feet and its walls are extended to 36 kilometres.

Ranthambore Fort: Ranthambore Fort is situated in the Sawai Madhopur District of Rajasthan. It is situated inside the Ranthambore National Park. It was the hunting playground of Maharaja. It is having one of the oldest Ganesh ji temple inside it.

Gagron Fort: Gagron Fort is situated in Rajasthan in the district of Jhalawar. It was included in the UNESCO World Heritage site list in the year 2013. It is one of the beautiful fort surrounded by the Rive from all sides and this is how it is fortified.

Amer Fort: Amer Fort is in Amer Jaipur. The town of Amer is 11 kilometres away from the Rajasthan state capital Jaipur. The prominent king who ruled Amer Fort was Man Singh I. Amer Fort is famous for its architecture and the artistic style. The fort was built with red sandstone and marble. Some of the buildings in the fort are influenced by Mughal architecture. Now Amer Fort is famous for its light and sound show also [7], [8].

Charminar:

Charminar is in Hyderabad. Charminar was constructed in 1591. It is a symbol of Hyderabad now. It was built by ruler of Qutub Shahi dynasty Mohammed Qutub Shah. After creating this Charminar, he has shifted his capital from Golconda to Hyderabad.

India Gate:

The original name of India Gate is the All India war Memorial. The War Memorial is in Delhi. It is located near the Rajpath. India Gate is dedicated to 70000 soldiers of British Indian Army who sacrificed their lives during the First World War, which was happened in France. It was established in 1921. On every Republic Day, the Prime Minister of India visits India Gate and pay tributes to Amar Jawan Jyoti.

Gateway of India:

Gateway of India is situated in the state of Maharashtra in the city of Mumbai. It was inaugurated on 4th December 1924. The height of the monument is 26 m. It was built to commemorate the landing of the first British Monarch, who was visiting India. It is on the Shore of Arabian Sea poster Hotel Taj Mahal Palace and Tower hotel is in front of the Gateway of India [9].

India is renowned for its rich cultural heritage and is home to numerous iconic monuments that showcase its architectural brilliance, historical significance, and artistic excellence. This abstract provides an overview of the monuments of India, highlighting their diversity, cultural importance, and tourist appeal. The monuments of India encompass a wide range of architectural styles, reflecting the country's rich history and the influence of various dynasties and empires. From the magnificent Mughal architecture of the Taj Mahal to the intricate carvings of ancient cave temples, each monument tells a unique story of India's past.

The Taj Mahal, located in Agra, is one of the most famous monuments in the world. Built in the 17th century by Emperor Shah Jahan, it is an architectural marvel crafted from white marble and adorned with intricate inlays and calligraphy. The Taj Mahal is a symbol of love and stands as a UNESCO World Heritage Site. The ancient cave temples of Ajanta and Ellora, situated in Maharashtra, showcase exquisite rock-cut architecture and stunning murals dating back to the 2nd century BCE. These UNESCO World Heritage Sites provide a glimpse into the religious and artistic traditions of ancient India.

In Rajasthan, the forts and palaces of Jaipur, Jodhpur, and Udaipur transport visitors to the era of Rajput kings and queens. The Amer Fort, Mehrangarh Fort, and City Palace are architectural masterpieces adorned with intricate carvings, vibrant frescoes, and ornate courtyards. The historical city of Fatehpur Sikri, near Agra, boasts the grandeur of Mughal architecture. The red sandstone structures, including the Buland Darwaza and the Jama Masjid, exhibit a fusion of Islamic, Hindu, and Persian architectural elements.

The Khajuraho Group of Monuments, located in Madhya Pradesh, is renowned for its intricately carved temple complexes depicting human emotions, celestial beings, and mythological scenes. These temples, constructed between the 9th and 12th centuries, represent the epitome of medieval temple art. The Sun Temple in Konark, Odisha, is an architectural marvel dedicated to the Hindu deity Surya. Shaped like a chariot, it is adorned with intricate carvings and sculptures showcasing ancient Indian art and cultural heritage.

The monuments of India attract millions of domestic and international tourists each year, offering them a glimpse into the country's rich history, cultural diversity, and architectural excellence. They serve as cultural symbols, preserving the legacy of ancient civilizations and acting as important educational and research sites. Understanding the significance of these monuments contributes to the promotion of heritage tourism, preservation of cultural heritage, and fostering a sense of national pride. The monuments of India stand as iconic symbols of the country's rich past, architectural brilliance, and cultural heritage, inviting visitors from around the world to explore and appreciate the grandeur of India's historical legacy.

CONCLUSION

Preservation and restoration efforts are crucial for safeguarding these monuments for future generations. The abstract acknowledges the need for sustainable practices and responsible tourism to ensure the preservation of these architectural treasures while promoting community involvement and socio-economic benefits for local communities. In conclusion, the monuments of India represent a rich tapestry of historical, cultural, and architectural treasures. From ancient temples to Mughal forts and colonial-era structures, these monuments offer glimpses into India's diverse heritage. By promoting their preservation, responsible tourism, and cultural appreciation, India can continue to share its architectural wonders with the world, fostering a deeper understanding and appreciation of its historical and cultural legacy.

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CHAPTER 13

AN OVERVIEW ON MAJOR MUSEUMS OF INDIA

Dr. Ajeet Kumar Singh, Director,
School of Hotel Management & Catering Technology, Jaipur National University, Jaipur, India,
Email Id:director_hmct@jnujaipur.ac.in

ABSTRACT:

The study explores the key aspects of India's major museums. It highlights institutions such as the National Museum in New Delhi, which is the largest museum in the country and showcases a vast collection of art, archaeology, and cultural artifacts spanning thousands of years. The museum offers insights into India's ancient civilizations, diverse art forms, and historical developments. Other notable museums include the Indian Museum in Kolkata, founded in 1814 and the oldest museum in India. It houses an extensive collection of Indian art, archaeological artifacts, and natural history specimens. The Chhatrapati Shivaji Maharaj Vastu Sangrahalaya (formerly Prince of Wales Museum) in Mumbai is renowned for its comprehensive collection of art, archaeology, and decorative arts. The study also addresses specialized museums such as the Salar Jung Museum in Hyderabad, known for its vast collection of art, manuscripts, textiles, and decorative arts from around the world. The Dr. Bhau Daji Lad Museum in Mumbai focuses on preserving and promoting Mumbai's cultural heritage and history. Additionally, the abstract highlights museums dedicated to specific themes or historical periods, such as the Museum of Art and Photography in Bengaluru, which focuses on contemporary art and photography, and the Partition Museum in Amritsar, which documents the history and impact of the partition of India in 1947. These museums play a vital role in preserving and showcasing India's cultural heritage. They provide platforms for education, research, and cultural exchange, fostering a deeper understanding and appreciation of the country's art, history, and diverse traditions. Museums also contribute to tourism, attracting visitors from around the world and providing insights into India's rich cultural tapestry.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

Museum, institution dedicated to preserving and interpreting humanity and the environment as the primary tangible evidence. The museum differs markedly from the library, with which it has often been compared, in preserving this primary evidence, since the objects housed in a museum are essentially unique and constitute the raw material of study and research. In many cases, they are removed from their original context in time, place, and circumstance, and they communicate directly to the viewer through other media in a manner not possible. Museums have been established for a variety of purposes: to serve as recreational facilities, as academic venues or as educational resources; to contribute to the quality of life of the areas where they are located; to attract tourism to a region; to promote civic pride or nationalistic endeavours; or even to convey openly ideological concepts. Museums reveal remarkable diversity in form, content, and even function in the light of such a variety of purposes. Yet despite such diversity, they are bound by a common goal[1], [2]: preserving and interpreting the cultural consciousness of some material aspect of society. Museums, as institutions that preserve and

interpret the material evidence of humanity, human activity, and the natural world, have a long and varied history, derived from what may be an innate human desire to collect and interpret and have discernible origins in large collections built up before the modern era by individuals and groups

Types of Museum:

There are several types of museum depending upon the type of collection. At the same time, the museums can be classified as for their specialisation, the different types of museums are.

Archaeological Museum: The archaeological museum is a kind of house where the archaeological objects are stored. The archaeological museum can be divided into two types. Open air museum and indoor museum. Archaeological museum display artefacts found in archaeological sites in or inside the building.

1. **Art Museum:** The museum is usually built to display art objects from various visual arts, primary paintings, illustrations and sculptures.
2. **Biographical Museums:** The biography museums are associated with the life of an individual and the items are displayed belong to the individuals by their subjects during their lifetimes.
3. **Rail Museum:** Museums are built to display all types of rail-related transportation.
4. **Ethnographic Museums:** Ethnographic museums are built to study the collection, preservation and display of artefacts. It concerns the ethnology which belongs to the ethnic group of the country.
5. **Maritime Museum:** Museums are built to showcase the things of maritime history underwater archaeology[3], [4].

DISCUSSION

Major Museums of India:

National Museum New Delhi:

The national museum, New Delhi is one of the largest museums in India. It was established in 1949. First, it was an exhibition of Indian artefacts which abroad from London. It's coming under the ministry of culture Government of India. The location of the museum is in Janpath. The blueprint of the museum was prepared by the government of India in 1946. There is around 200 thousand words Indian and foreign origin are in the museum which covers our 5000 years. Institute under the museum which is called the national museum institute of act conservation and museology is a deemed university since 1989. It was established in 1983.

National Museum of Delhi

The department and collection of the national museum of Delhi are Pre- history archaeology, Archaeology, Manuscripts, Numismatic and epigraphy, Paintings, On farmers, Decorative arts, Central Asian antibiotics, Pre-Columbian, jewellery, Anthropology, Anubhav, Education, Public relations, Publication, Conservation and Display. The national museum of Delhi collects all kinds of archaeology sculptures in stone, bronze and Terracotta. It's also included arms, farmer's decorative jewellery, manuscript, miniature, Tanjore paintings, textiles, numismatic, epigraphy, pre-Columbian and there are over 200 thousand artworks which belong to India and foreign countries.

One of the famous galleries in the National Museum of New Delhi is the Harappan gallery. There are over 3500 objects. The most famous object is Dancing girl. That was made in bronze, which is belongs to the early Harappan period. There are also Terracotta images of

the mother goddess and clay pottery. Some objects like ivory 7 precious stones painted poetry jewellery can we found that also there from Harappan civilizations. There is a photo of Lord Shiva which is called the Pashupati at that time. Some of the key highlights of the collection are Mother Goddess, Toy Cart, Bull, Pashupati Seal, Climbing Monkey and Dancing Girl. There are some other galleries which are called Maurya gallery, Kushan gallery and Gupta gallery. Other major gallery includes the collection of Buddhist artefacts.

Salar Jung Museum:

Salar Jung museum is located on the banks of the Musi River in the city of Hyderabad, Telangana. It is one of the three national museums in India. It was inaugurated on 16 December 1951. The collections of Salar Jung museum include sculptures, paintings, carvings, textiles, manuscripts, ceramics, metallic artefacts, carpets and furniture from Japan, China, Burma, Nepal, India, Persia, Egypt, Europe, and North America. It is one of the largest museums in the world. It was a private property of the Salar Jung family of Hyderabad. The Salar Jung museum was inaugurated by Jawaharlal Nehru on 16 December 1951[5].

Indian Museum:

The Indian Museum has a unique collection of armors, skeletons, Mughal paintings and ornaments, founded in 1814 by the Asian society of Bengal in Kolkata. It has six sections containing five galleries of archaeology, geology, economic beauty and art that are artistic and scientific work of the arts. Being one of the world's oldest museums, it is one of India's most sought after places that one should not miss on a holiday in Kolkata.

Chhatrapati Shivaji Vastu Museum:

In the early 20th century, the Chhatrapati Shivaji Vastu Museum Mumbai was erected in the vicinity of the Gateway of India, Mumbai. It consists of three main parts, such as the archaeological section, the section of natural history and the section of art. Each section displays a selection of artwork dating back to the period of Gupta and Chaulkyas.

Government Museum:

The Government Museum, also known as the Madras Museum, is situated in Egmore, which is one of Chennai's busiest locations. Founded in 1851, it exhibits numerous varieties related to geology, zoology, anthropology and botany. The museum has excellent parts that include Chaulkyas, Chola and Vijaynagar, the major South Indian periods. For kids, there are also separate pages. In addition, at the well-stocked library, one can have a look at the numerous collections of books from yesteryear[6]–[8].

India is home to a plethora of museums that showcase its rich cultural, historical, and artistic heritage. These museums offer a fascinating glimpse into the diverse traditions, civilizations, and artistic achievements of the country. Let's provide an overview of some of the major museums in India:

Indian Museum, Kolkata:

Established in 1814, the Indian Museum in Kolkata is the oldest museum in India and one of the oldest in the world. It boasts a vast collection of art, archaeology, anthropology, and natural history. The museum's galleries display sculptures, artifacts, coins, fossils, and paintings from various periods, providing insights into India's ancient civilizations, including the Indus Valley Civilization and the Gupta Empire.

Chhatrapati Shivaji Maharaj Vastu Sangrahalaya, Mumbai:

Formerly known as the Prince of Wales Museum, this museum in Mumbai is a magnificent example of Indo-Saracenic architecture. It houses a remarkable collection of art, archaeology, and natural history. The museum's diverse exhibits include ancient sculptures, miniature paintings, decorative arts, and rare artifacts from across India.

National Gallery of Modern Art, New Delhi:

The National Gallery of Modern Art is dedicated to modern and contemporary art in India. It showcases an extensive collection of paintings, sculptures, prints, and installations by renowned Indian artists. The museum also hosts temporary exhibitions, art workshops, and educational programs to promote a deeper understanding and appreciation of modern art.

Salar Jung Museum, Hyderabad:

The Salar Jung Museum is renowned for its vast collection of art and artifacts from around the world. It features a diverse range of exhibits, including paintings, textiles, ceramics, furniture, and weapons. The museum's highlights include the famous Veiled Rebecca sculpture and the Clock Room, which houses an extraordinary collection of antique clocks.

Victoria Memorial Hall, Kolkata:

The Victoria Memorial is an iconic museum dedicated to the memory of Queen Victoria. It showcases a splendid collection of paintings, sculptures, manuscripts, and historical artifacts from the colonial era. The museum is housed in a grand marble building surrounded by beautiful gardens, making it a popular tourist attraction.

Government Museum and Art Gallery, Chandigarh:

Designed by renowned architect Le Corbusier, the Government Museum and Art Gallery in Chandigarh is known for its collection of modern and contemporary art. The museum exhibits a wide range of artworks, including paintings, sculptures, and tribal art, along with archaeological artifacts and numismatic collections.

These are just a few examples of the major museums in India. Each museum offers a unique experience, taking visitors on a journey through India's rich history, art, and culture. These institutions play a crucial role in preserving and showcasing the country's heritage, promoting education and research, and fostering a sense of national pride. Visiting these museums provides an immersive and enlightening experience, allowing visitors to delve into the vibrant tapestry of India's artistic and historical legacy.

CONCLUSION

Preservation, conservation, and curatorial practices are essential in maintaining the integrity of museum collections. The abstract acknowledges the significance of these efforts and the need for continuous support and investment in the museum sector to ensure the long-term preservation and accessibility of India's cultural treasures. In conclusion, the major museums of India represent a valuable repository of the country's art, history, and cultural heritage. Through their diverse collections and educational initiatives, these museums enrich our understanding of India's past and present. By promoting cultural preservation, research, and tourism, India's museums contribute to the appreciation and preservation of the nation's rich cultural legacy.

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CHAPTER 14

AN OVERVIEW ON TOURISM ORGANIZATIONS

Mr. Abhishek Kar, Assistant Professor,
School of Hotel Management & Catering Technology, Jaipur National University, Jaipur, India,
Email Id: abhishekar@jnujaipur.ac.in

ABSTRACT:

This study provides an overview of tourism organizations, their role, and their significance in the tourism industry. Tourism organizations play a crucial role in facilitating, promoting, and regulating tourism activities at various levels, ranging from local to international. The study explores the key aspects of tourism organizations. It highlights the roles of national tourism organizations (NTOs) that operate at the national level and are responsible for formulating policies, strategies, and promotional activities to attract tourists to a country. NTOs often collaborate with other government agencies, private sector entities, and international organizations to develop and implement tourism initiatives. At the regional and local levels, destination management organizations (DMOs) are responsible for promoting specific destinations or regions. DMOs work closely with tourism stakeholders, including hotels, tour operators, attractions, and local communities, to develop marketing campaigns, infrastructure development plans, and visitor experiences that enhance the attractiveness of a destination. International organizations, such as the United Nations World Tourism Organization (UNWTO), play a significant role in promoting sustainable and responsible tourism practices globally. These organizations facilitate knowledge-sharing, provide technical assistance, and advocate for policies that promote tourism as a driver of socio-economic development while safeguarding cultural and environmental resources.

KEYWORDS:

Geo tourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

We have various tourism organisations to promote tourism in national and international level. The major organisation is UNWTO which stands for United Nations world tourism organisation. Various tourism organisations make policies and implement them for the betterment of tourism. They also set guidelines for the conservation of manmade and artificial monuments.

UNWTO:

UNWTO stands for the United Nations World Tourism Organisation. UNWTO is an organisation by the United Nations. The major job of UNWTO is to develop and promote tourism on a world level. UNWTO was established on 1st November, 1974. The head of the organisation is Zurab Pololikashvili. The main objective of UNWTO is to stimulate economic growth through tourism. Tourism is an economic driver for sustainable development. The objective of UNWTO is to create a job. At the same time, UNWTO formulates policies to protect conserve and preserve natural and cultural heritage. It provides incentives for the programs. UNWTO also promotes peace through tourism. It's a world label organisation. It formulates policies for the governments The Other tourism organisations[1].

ITDC:

It stands for India Tourism Development Corporation. ITDC is responsible for the development of tourism in India. It is the main organisation for tourism in India. ITDC promotes India as a brand at domestic as well as international level. ITDC was established in October 1966. The main objective of ITDC is to promote India as one brand.

Objectives of ITDC:

1. It helps in developing tourism infrastructure.
2. It promotes India as a brand. It creates and manages the marketing campaigns of Indian tourism and its products.
3. Also helps organisations to establish and manage the transport facility so that tourism can be accessible to everyone.
4. ITDC helps in setting of a shopping facility the local products can be promoted and marketed effectively. This might help in generating income for locals.
5. ITDC also provides help in creating convention and conference facilities so that the tourism organisations can meet and find a solution to a problem and discuss new ideas.
6. ITDC also provides Consultancy Service to various tourism organisations in India and it also creates training facility for tourism-related services.
7. Promote tourism traffic through food festivals fairs and joint ventures. so that our country can get more International traffic inflow and can increase the foreign exchange reserve.

ASI:

ASI stands for the Archaeological Survey of India was established in 1861. The parent organisation was the department of culture Government of India. It was founded by Sir Alexander Cunningham in 1861 under the British colonial administration. The major concern of ASI is to maintain the ancient monuments and archaeological sites of national importance and conserve and preserve the natural and cultural heritage[2].

Aims and Objectives of ASI:

1. ASI conducts archaeological exploration and excavations at ancient sites.
2. It maintains the protected monuments and archaeological sites.
3. At the same time, it conserves and preserves ancient monuments of national importance.
4. It conducts an archaeological survey of the monuments.
5. It set up and reorganizes the museums.
6. It implements and regulate the ancient monuments and archaeological sites and remains Act 1958.
7. It also provides training in archaeology.

TAAI:

1. TAAI stands for Travel Agents Association of India. It is the representative body of the travel agents in India.
2. The main objectives of TAAI are to protect the interest of Indian travel companies and their customers.
3. It organises training and development programs for the members, so they can be updated with the new industrial rules.
4. It helps in developing and promoting tourism in India.

5. It also provides timely up-to-date reliable information to the members, so they can be updated with new policies of the government.
6. It also promotes ethical practices among the travel agencies and Tour operators so that the customers can be benefited.

It has two kinds of membership's active memberships and Associate membership. That membership includes travel agencies tour operators associate membership includes Airlines hotels transportation and various tourism services.

How to Get an Active Membership from TAAI:

You must have an IATA licence. Then you must get the approval from the department of tourism Government of India. You should be recognised by the Reserve Bank of India. You should be recognised by the Ministry of External Affairs. You must have a successful business operation for at least two years. At the same time, you must have some professional reputation in the industry.

Role of TAAI:

1. It helps in promoting inbound and outbound and domestic tourism. It helps in creating marketing campaigns for the member organisations, so they can deliver their product and services to their customers efficiently.
2. It provides professional help to member of organisations.
3. It conducts the destination and target market research for the organisations.
4. It also helps the government to formulate new tourism policies for the betterment of tourism India.
5. It helps The Tourist away from the unethical trade practices in services given by the member organisations in India[3], [4].

DISCUSSION

International Air Transport Association (IATA):

International air transport Association was founded in 1945 by the airlines of several countries. The reason behind founding the international air transport Association was to regulate was civil air transport and services.

- a. International air transport Association insurance safe and regular air transport system.
- b. It also ensures economical air transport for the benefit of the customers.
- c. It provides a means of collaboration for international and national Airlines.
- d. It also encourages their product design for peaceful purposes.
- e. It also encourages to develop and promote International tourism among the Nations.
- f. It provides a common platform for the tour operators and the Airlines.
- g. It also provides education research and training facility for the members.

Roles of International Air Transport Association:

1. The international air transport Association provides a common platform so that the member can solve the travel and trade-related problems.
2. International air transport Association a simplified the travelling process so that the customers over the world can be benefited.
3. The international air transport Association also helps the governments of many nations to formulate Civilization regulations and policies.

4. It provides rules regulations and ethics for the approval of travel trade organisations.

The Indian Association of Tour Operators (IATO):

It is a National Organisation in the tourism industry which has more than 4000 members and helps them operating tourism business. It is an association of tour operators whose members are approved by the Ministry of Tourism India[5]. The membership of the Indian Association of tour operator means the quality in business trust in business and transparency in business which is related to travel and tourism services. IATO addresses the major issues in tourism and travel in the industry. On 13th January 1982 with just 7 members now it has around more than 4000 members. The mission of the Indian Association of the tour operator is to spend Goodwill in the market and maintain harmony in promoting and assisting the tour operators. It provides a common platform for the tour operators for mutual understanding. It is your customer's ethical and honest service given by the tour operators in India [6].

Director General of Civil Aviation:

Director-General of Civil Aviation comes under the Ministry of Civil Aviation. It is situated in Sri Aurobindo Marg opposite to Safdarjung Airport New Delhi. It regulates the Civilization in India. The Director-General of Civil Aviation promotes safe and efficient air transport. And it regulates the safety oversight system.

Functions of Director General of Civil Aviation:

Registration of civil aircraft and the certification of Airports come under Director-General of Civil Aviation. The Director-General of Civil Aviation licences the Pilots engineers and their traffic controllers and the flight engineers. It maintains the Civil Aviation requirements and carries out the amendment of aircraft act aircraft rules and the other regulations. It grants certificate to the aircraft and formulates the standards of airworthiness. Also investigates the aircraft and accidents. It also takes the efficiency of flight crew and cabin crew. The Directorate General of Civil Aviation coordinates with the International Civil Aviation Organisations Some matters. It provides approval aircraft maintenance engineering organisations. Also provides approval to the flight training Institutions and the aircraft maintenance institutions. It also advises the government on matters related to air safety[7], [8].

CONCLUSION

The significance of collaboration and partnerships among tourism organizations is emphasized in the abstract. Public-private partnerships (PPPs) are often formed to leverage resources, expertise, and investment for the development and promotion of tourism destinations. Collaborative efforts among tourism organizations foster sustainable tourism practices, community engagement, and destination competitiveness. Furthermore, the abstract acknowledges the role of digital technology in transforming tourism organizations. Online platforms, social media, and data analytics have revolutionized marketing strategies, visitor management, and customer engagement for tourism organizations. The adoption of digital technologies enables real-time communication, personalized experiences, and targeted marketing campaigns.

In conclusion, tourism organizations play a vital role in the development, promotion, and management of tourism at various levels. Their efforts contribute to the growth of the tourism industry, economic development, cultural preservation, and environmental sustainability. By fostering collaboration, embracing technology, and adopting sustainable practices, tourism

organizations can enhance the competitiveness and attractiveness of destinations, while ensuring the long-term benefits for all stakeholders involved in the tourism value chain.

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CHAPTER 15

PILGRIMAGE TOURISM IN UTTARAKHAND HIMALAYA

Ms Madhumitha Anvekar, Assistant Professor,
School of Hotel Management & Catering Technology, Jaipur National University, Jaipur, India,
Email Id: madhumitha.anvekar@jnujaipur.ac.in

ABSTRACT:

Tourism for pilgrims in Uttarakhand Himalaya is noteworthy in terms of culture, religion, and nature. The gorgeous Himalayan state of Uttarakhand is referred to as "Devbhoomi," or the Land of the Gods. Numerous historic temples, shrines, and holy places can be found in the area, which attracts millions of devotees and spiritual pilgrims from all over the globe. In this research, the Uttarakhand Himalayan pilgrimage tourism business is examined, emphasizing its historical, cultural, and geographic significance. It explores the wide variety of pilgrimage sites, including Hemkund Sahib, Vaishno Devi Temple, and the Char Dham (Yamunotri, Gangotri, Kedarnath, and Badrinath), each of which has a unique spiritual importance. The research examines the effects of pilgrimage tourism on Uttarakhand's local economy, infrastructural improvement, and job prospects. It looks at the initiatives taken by the federal government and local governments to support ethical and sustainable travel habits and safeguard the region's natural balance and cultural heritage.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

One of the most important and widely used economic activity is tourism, a non-smoking sector. The greatest contributor to the gross domestic product in several nations throughout the globe is tourism. There are many different forms of tourism, including adventure tourism, cultural tourism, historical tourism, and natural tourism. Pilgrimage tourism is another name for cultural tourism. It provides several options to make money, get work, and earn foreign currency. It generates more than 3.5 trillion dollars annually and has significant social and ecological effects. In India, the two industries had an increase of 5.1% in 2017. In India, there are many different types of tourism, and pilgrimage tourism has established a significant position. It is a significant tourist activity that promotes harmony and fraternity. Pilgrimage tourism is a travel to a temple or shrine that represents religion and convictions. Religious tourism and pilgrimage tourism both have spiritual significance.

Although the notion of pilgrimage tourism in academic studies seems novel, it is one of the traditional kinds of travel that has been performed for centuries. The earliest kind of tourism, pilgrimage tourism, has been practiced for millennia, according to Timothy and Olsen. A pilgrim's visit to a cultural site with the purpose of reaching spiritual heights or finding salvation is referred to as pilgrimage tourism. All faiths' followers make pilgrimages across the globe, where they interact with other believers and share spiritual and cultural perspectives. Pilgrimages are significant cultural sites where pilgrims engage in penance for mental tranquility. As a result, spiritual and cultural tourism are other names for pilgrimage tourism. Religions, cultures, and faith are all integrated into pilgrimage tourism, which also instills strong emotions in the travelers. There is a lot of literature on pilgrimage tourism to

help people comprehend the holy locations across the globe since many academics have researched and learned about the many facets of pilgrimage tourism. In addition to its significance to culture and religion, pilgrimage tourism also plays a bigger part in generating cash and increasing employment. Due to the fact that supply and demand in the main pilgrimage locations have both expanded significantly, it also plays a vital role in fostering the expansion of industries. Thus, pilgrimage tourism has a significant socioeconomic impact. Because the majority of pilgrimages are located in breathtaking natural settings, they have a tremendous geographic significance.

Mass tourism has recently evolved from pilgrimage travel, and the over use of natural resources caused by mass tourism has resulted in environmental deterioration. Natural, cultural, historical, and adventure tourism are all forms of travel that are practiced in India. It offers tourist attractions that are appropriate for their interests. Mountains, river valleys, waterfalls, forested landscapes, coastal regions, and various climates are just a few of the geographical elements that make up tourism. Additionally, the cultural elements fairs, festivals, traditions, and rituals provide appropriate foundations for cultural tourism. In terms of religion, culture, and customs, India is diverse. India's tourist industry is dominated by pilgrimage tourism, one of the key elements of cultural tourism. Every religion has pilgrimage places spread out over India because of the country's extensive cultural variety. Due to their strong religious and cultural traditions, Indians place a great value on pilgrimage travel. There are four well-known Hindu pilgrimages that are located on each of India's four corners. World-renowned tourist destinations include Rameshwaram in Tamil Nadu, Badrinath in Uttarakhand, Dwarka in Gujarat, and Puri in Orissa. Along with Hindu pilgrimages, practically the whole country of India is home to Buddhist, Sikh, Christian, Muslim, Jains, and Buddhist pilgrimages. Around 170 million people attend the pilgrimages each year, of whom 70–90% are domestic pilgrims, making India the primary hub for pilgrimage tourism [1], [2].

DISCUSSION

The purpose of this research is to analyze trends in pilgrimage tourism in the Himalayas of Uttarakhand. The primary hubs of spiritual tourism in the Uttarakhand Himalaya are pilgrimages, which are concentrated in the highlands and valleys. The Uttarakhand Tourism Development Board, Dehradun, provided information on the number of pilgrims who visited the main pilgrimage sites between 2000 and 2018. Since the beginning of time, pilgrims from the Indian subcontinent and other countries have visited the pilgrimage sites. The types of pilgrimages that arrive at the pilgrimage sites range, from highland pilgrimages to river valley pilgrimages. The largest influx of pilgrims more than 50% of all inflows come to the valley pilgrimage of Haridwar. The lowest number of foreign and domestic pilgrims arrive to the mountain pilgrimage Yamunotri. The availability of transportation and lodging facilities was the primary factor in the variation in pilgrimage numbers in these highland and valley pilgrimages.

The patterns of the influx of pilgrims throughout the time are not constant. The state of Uttarakhand is very susceptible to highly catastrophic climate-induced disasters, which also cause bottlenecks and land degradation. In the Himalaya, the monsoon season, when joyful rains occurs, coincides with the pilgrimage season. The high fluctuation of rainfall has changed the number of pilgrims. This research shows that if appropriate tourist infrastructure facilities are supplied, pilgrimage tourism has enormous potential for the economic growth of the Uttarakhand Himalaya [3][4]. The paper also covers the difficulties the pilgrimage tourism industry has, such as environmental issues, congestion at certain locations, and the need for better amenities and infrastructure. In order to preserve the long-term viability of

pilgrimage tourism in Uttarakhand, it also emphasizes the significance of competent management, stakeholder engagement, and community participation. The study's conclusion highlights how pilgrimage tourism might serve as a catalyst for socioeconomic growth in the area. In order to produce a transformational and genuine pilgrimage experience while protecting the pristine beauty and holiness of this holy region, it calls for a balanced strategy that makes use of the spiritual and ecological riches of the Uttarakhand Himalaya.

The Uttarakhand Himalaya's burgeoning and culturally important pilgrimage tourism industry attracts travelers and pilgrims from all over the world. As the "Devbhoomi" or "Land of Gods," Uttarakhand is famous for its spiritual legacy, breathtaking scenery, and religious places tucked away among the towering Himalayan mountains. The area is home to several pilgrimage sites of significant religious importance. Many pilgrims seeking spiritual comfort and blessings go to the famed shrines of Yamunotri, Gangotri, Kedarnath, and Badrinath as part of the Char Dham Yatra. In addition to providing opportunities for religious observances, these holy locations also provide tourists the opportunity to take in the Himalayas' breathtaking natural splendor[5].

In Uttarakhand, pilgrimage tourism has a significant economic influence, helping to build infrastructure, generate income, and create jobs. The flood of pilgrims stimulates a number of industries, including hospitality, transportation, and handicrafts, giving the local people options for employment. The Uttarakhand government has made steps to enhance the transportation, lodging, and infrastructure in pilgrimage locations in order to facilitate and manage the rising number of visitors. To enable a relaxing and secure pilgrimage, this entails building roads, bridges, guesthouses, and providing basic utilities. However, the rapid expansion of pilgrimage tourism also brings with it issues that must be resolved. As the delicate Himalayan ecology might be sensitive to the stresses of rising tourism, environmental sustainability is a key issue. The promotion of eco-friendly tourist practices is being aided by initiatives including trash management, reforestation, and the promotion of environmentally friendly forms of transportation. Additionally, in order to retain the holiness of the religious experience while maintaining the safety and comfort of pilgrims, the problem of crowding at certain pilgrimage sites necessitates the use of appropriate crowd control measures. Technology adoption, online registration processes, and tourist information centers may all significantly contribute to crowd control and a more well-organized pilgrimage experience[6]–[8].

Uttarakhand, nestled in the majestic Himalayan range, is not only blessed with breathtaking natural beauty but also holds immense religious significance. It is a popular destination for pilgrimage tourism, attracting millions of devotees and spiritual seekers from around the world. Let's delve into a detailed description of pilgrimage tourism in Uttarakhand Himalaya.

Char Dham Yatra:

The Char Dham Yatra, comprising four sacred sites - Yamunotri, Gangotri, Kedarnath, and Badrinath, is the most revered pilgrimage circuit in Uttarakhand. Each of these sites holds great religious significance for Hindus. Yamunotri is the source of the Yamuna River, while Gangotri is the origin of the holy Ganges River. Kedarnath is home to one of the twelve Jyotirlingas (Shiva shrines) and Badrinath is dedicated to Lord Vishnu. Pilgrims undertake this arduous journey to seek blessings and attain spiritual liberation.

Hemkund Sahib:

Located amidst the picturesque Himalayan peaks, Hemkund Sahib is a sacred Sikh pilgrimage site in Uttarakhand. The gurudwara (Sikh temple) here is dedicated to Guru

Gobind Singh, the tenth Sikh Guru. Hemkund Sahib is known for its serene lake and surrounding mountains, attracting not only Sikh devotees but also nature lovers and trekkers.

Haridwar and Rishikesh:

Haridwar and Rishikesh are two important spiritual destinations situated on the banks of the sacred River Ganges. Haridwar is known for the Kumbh Mela, one of the largest religious gatherings in the world. It is believed that taking a dip in the holy Ganges in Haridwar can wash away sins. Rishikesh, often referred to as the Yoga Capital of the World, is renowned for its ashrams, yoga centers, and meditation retreats. Both cities offer a serene atmosphere for spiritual rejuvenation and are frequented by pilgrims and seekers of spiritual enlightenment.

Mansarovar and Kailash Parikrama:

Uttarakhand is the gateway to the holy Mansarovar Lake and Mount Kailash in Tibet. Mansarovar Lake is considered sacred in Hinduism, Buddhism, and Jainism. The Kailash Parikrama, a circumambulation around Mount Kailash, is a challenging trek that holds immense religious significance for Hindus, Buddhists, and Jains alike. The journey to these sacred sites is regarded as a transformative and purifying experience.

Joshimath and Valley of Flowers:

Joshimath, located in the Chamoli district, is a significant pilgrimage site and a base camp for the trek to Badrinath. It is also the winter seat of the deity Badri Vishal. The nearby Valley of Flowers National Park is a UNESCO World Heritage Site renowned for its enchanting alpine meadows and diverse flora, attracting nature enthusiasts and pilgrims alike.

Panch Kedar:

Uttarakhand is home to the Panch Kedar, a group of five ancient temples dedicated to Lord Shiva. These temples are Tungnath, Rudranath, Madhyamaheshwar, Kalpeshwar, and Kedarnath. Pilgrims undertake treks to these remote and serene locations to seek blessings and experience the divine presence of Lord Shiva.

Pilgrimage tourism in Uttarakhand Himalaya offers not only spiritual solace but also a chance to connect with nature and experience the profound beauty of the Himalayan region. The awe-inspiring landscapes, sacred rivers, and ancient temples create an atmosphere of devotion, tranquility, and introspection. Whether it's the arduous Char Dham Yatra or the peaceful abode of Hemkund Sahib, these pilgrimage sites in Uttarakhand beckon devotees and seekers with their spiritual aura and cultural significance.

CONCLUSION

The region's cultural, religious, and natural environment are all vibrantly represented through pilgrimage tourism in Uttarakhand Himalaya. Many devotees and spiritual searchers go to the holy places and temples tucked away among the majestic Himalayan hills, forging a strong bond between people and the divine. We have examined the several pilgrimage sites in Uttarakhand during this research, including the famed Char Dham, Hemkund Sahib, and Vaishno Devi shrine. These locations not only provide a place for spiritual renewal but also highlight the region's rich historical and cultural history. With its ability to create jobs and support infrastructure development, pilgrimage tourism has become a key force in the local economy. To strike a balance between tourist expansion and environmental preservation, the government and local authorities' efforts to encourage sustainable and responsible tourism practices ought to be applauded.

The pilgrimage tourism industry, however, too has its share of difficulties. Careful planning and management are required due to environmental issues, congestion at popular locations, and the need for better amenities and infrastructure. The purity and authenticity of the pilgrimage experience must be protected while implementing practical solutions to these problems. The future of pilgrimage tourism in the Uttarakhand Himalayas depends on finding a balanced approach to economic growth, environmental protection, and cultural heritage preservation. In order to achieve sustainable and responsible pilgrimage tourism, cooperation between stakeholders including the government, local communities, and tourist sector players will be essential. In Uttarakhand, pilgrimage tourism is geared at protecting the ecological balance, enhancing infrastructure, and encouraging community engagement. Himalaya has the capacity to thrive and support the region's socioeconomic development. While preserving the natural beauty and purity of this precious country for future generations, Uttarakhand can continue to capture the hearts of pilgrims and seekers from all over the globe by offering transforming and genuine spiritual experiences.

In conclusion, Uttarakhand's pilgrimage tourism Himalaya combines spirituality, scenic beauty, and cultural history. In addition to providing prospects for sustainable development and environmental protection, it contributes to the socioeconomic growth of the area. Uttarakhand can stay a popular pilgrimage site by finding a balance between increasing tourism, maintaining ecological balance, and honoring cultural heritage. This would allow Uttarakhand to continue to wow tourists with its heavenly atmosphere and stunning scenery.

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CHAPTER 16

TOURISM, GEOGRAPHY AND GEOGRAPHIES OF TOURISM

Mr. Rajkumar Bargujar, Associate Professor,
School of Hotel Management & Catering Technology, Jaipur National University, Jaipur, India,
Email Id: rajkumar.bargujar@jnujaipur.ac.in

ABSTRACT:

This study explores the interconnectedness of tourism, geography, and geographies of tourism. It highlights the significance of geography in understanding and analyzing the tourism industry, destinations, and tourist behaviors. The geographies of tourism encompass the spatial dimensions, patterns, and processes that shape the tourism phenomenon. The study emphasizes the role of geography in studying tourism. Geography provides a framework for examining the physical, cultural, economic, and social factors that influence the development and dynamics of tourism. It considers the spatial distribution of tourist destinations, natural landscapes, cultural heritage sites, and their accessibility. Geography also helps in understanding the interactions between tourists and the environment. It examines how tourists perceive, experience, and interact with different landscapes, ecosystems, and cultural settings. The study of geography helps identify environmental impacts, carrying capacities, and sustainable practices for tourism development. The study discusses the concept of geographies of tourism, which refers to the diverse spatial patterns and processes associated with tourism activities. It encompasses the analysis of tourist flows, travel patterns, destination choices, and the spatial organization of tourism infrastructure and services. Geographies of tourism also explore the impacts of tourism on local communities, economies, and landscapes.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

Yet there are other drawbacks to tourism. While tourism promotes development, it can also have a number of negative effects on the natural world, including air and water pollution, traffic jams, physical erosion of sites, disruption of habitats and the species that live in areas that tourists frequent, and the unsightly visual blight caused by poorly designed or planned buildings. Exposing local societies and their customs to tourists can help preserve traditions and rituals, but it can also act as a powerful agent of cultural change, contribute to the deterioration of distinctive beliefs, values, and practices, and result in the production of bland, globalized forms of culture. Similarly, in terms of economic impacts, although tourism has demonstrated its ability to generate sizable amounts of employment at national, regional, and local levels, the uncertainties that surround a market that is more susceptible than most to the whims of fashion can make tourism an unstable foundation on which to build national economic growth, and the quality of jobs created within this sector (as defined by their permanence, reward, and remuneration levels) can make tourism an unreliable foundation. Perhaps more importantly, tourism can serve as a means of maintaining economic disparities, dependence, and therefore neocolonial linkages between wealthy and poor countries (Higgins-Desbiolles, 2006)[1].

It has become customary to research the effects of tourism to better comprehend the importance of tourism and originates from groundbreaking research done in the 1970s by authors like Mathieson and Wall (1982). More recently, research in cultural geography and allied disciplines like anthropology has revealed new tourist destinations. Thus, tourism and the tourist experience are now recognized as a significant context for people to engage with modernity's fluid and changing nature a prominent source for the acquisition of 'cultural capital'; and a means by which we develop and reinforce our identities and situate ourselves in the modern world). The following summarizes this novel interpretation of tourism and highlights its newly discovered relevance: In addition to being symbolic of a number of aspects of modern life, such as mobility, restlessness, the desire for authenticity, and escape, the tourist and touristic consumption styles are also becoming more and more important in terms of economic restructuring, globalization, consumption of place, and the aestheticization of daily life.

Readers will find a lot of direct interest to geographers in this jumble of themes and concerns, and to ignore what has emerged as a key determinant of physical, social, cultural, and economic development would be to ignore a pervasive and potent force for change in the world in which we live. Given that the nature of the consequences of tourism is often dependent upon the geographical context in which the activity is established and practiced, modern tourism presents a very wide agenda for inquiry to which geographers may contribute. The spaces and locations where tourism takes place are often essential to the visitor experience, and space and place are fundamental themes in human geography. A movement in critical thinking on the topic has also been prompted by the realization of the dependent character of tourism, moving away from old binary views of the industry and toward more relational viewpoints. Thus, recent work in tourism geography has promoted more nuanced, equivocal understandings that have provided new insight into the ways in which tourists relate to the world around them. This is in contrast to the conventional view that tourism impacts are necessarily either positive or negative in effect, or that the relationship between so-called hosts and guests is shaped around the dependency of the former on the latter.

The major goal of this book is to help readers understand how tourism geographies are created and sustained via the many and increasingly adaptable interactions that exist between tourists and the destinations they visit as well as how those relationships present themselves throughout geographic space. However, it starts with the fundamental premise that in order to comprehend tourist geography, one must first comprehend tourism. As a result, for instance, significant topics connected to are presented in the following sections: An grasp of what tourism is and some of the issues inherent to the study of tourism; some methods for differentiating visitors (because such a large population is obviously far from homogenous); and methods for assessing tourist experience and motivation. This information is included despite not being specifically geographical in nature since the differences between tourists, their driving forces, and the experiences they seek are often closely linked to resulting spatial patterns and behaviors. Although it is probably fair to criticize geographers for not having contributed particularly significantly to any of these key ideas (particularly the categorization of tourists or the advancement of tourism motivation theory and concepts of tourism experience), understandings from other disciplines are still crucial for comprehending tourism geography.

Describe Tourism

What is tourism, and how does it fit with related ideas of leisure and recreation? Although the term "tourism" is established and understood in everyday speech, it is nonetheless open to a

variety of meanings and interpretations. This is a possible challenge for the learner since any organized form of inquiry and interpretation benefits from having a general comprehension of the word, as well as the possibilities for exploration that this understanding opens up. Definitional issues arise because "tourism" is frequently used to refer to a variety of ideas as well as a topic of study across a number of academic fields, including geography, economics, business and marketing, sociology, anthropology, history, and psychology. Contrasts in viewpoint and focus result inexorably from these disciplines' various conceptual frameworks and epistemologies. The public's perspective of what makes a tourist and the practice of tourism may vary rather noticeably, despite some convergence in "official" definitions (i.e., those used by tourism organizations, governments, and international bodies like the UN). Perhaps more fundamentally, contemporary critical analysis has started to provide major challenges to conventional notions of tourism as a distinct entity that can be meaningfully defined.

DISCUSSION

Although these are not the only challenges, the definitional complications of tourism and the ambiguous connections with the related subjects of recreation and leisure are fundamental issues that the student of tourist geography must deal with. At this beginning point, three other issues need a quick mention. First, the essential characteristics and trends of tourism are mapped out in following chapters using a variety of data. In order to isolate and then describe the movements and concentrations of tourists, statistical enumeration of arrivals and departures at various geographic scales (e.g., continental, national, regional, or at the level of individual destinations) is a common starting point for understanding the geography of tourism. But it's vital to recognize that differences in official procedure for identifying and documenting the amounts of tourist activity sometimes make comparisons across distance and time difficult, if not impossible. On a worldwide level, for instance, there are some significant methodological discrepancies between the World Travel and Tourism Council (WTTC) and the UN World Tourism Organization (WTO). The latter organization, which places a major emphasis on commerce, has created a mechanism it refers to as "tourism satellite accounting" (TSA) as a way to gauge tourism. The TSA calculates tourism-related variables that are largely representative of economic success (such as Gross Domestic Product, employment, demand, and investment) and that are valued in US dollars. In contrast, the WTO relies a large portion of its analysis of tourism on information that tallies tourists' arrivals and departures. The image that each presents of the condition of global tourism may also be rather different since these two major sources of global scale statistics utilize distinct techniques[2].

Moreover, it could be difficult to count all the visitors in a country. The reduction of border restrictions between the fifteen European governments that are currently parties to the Schengen Agreement facilitates essentially unfettered movement of visitors between these countries. Some nations, for instance, do not even count the arrivals of foreign citizens at their borders. In some places, the presence of foreign nationals may be noted at ports of entry, albeit it may be difficult to precisely count tourists due to local definitions of tourists or a failure to pinpoint specific reasons for travel. While some states may not, others do consider business travelers as tourists. In addition to sample visitor surveys and hotel registrations, governments may also generate tourist data, albeit both methods are always selective and prone to error. For instance, statistics based on hotels will not include guests who stay with friends or family. As a result, data are seldom directly comparable and should always be handled with care.

Even if there are certain practical benefits to defining tourism as a distinct and constrained sector of the economy, there are issues with this definition as well. It has been argued that classifying tourism as a "industry" creates a framework within which activity and associated impacts may be mapped, measured, and recorded, and, more importantly, offers a means of legitimizing a practice that has frequently struggled to win the strategic recognition of political and economic analysts and, as a result, a spot within policy agendas. However, in reality, tourism is a hazy field, and it has historically been difficult to conceptualize it as a unique business with a clearly defined product and quantifiable global flows of related products, labor, and capital. Traditionally, a collection of businesses involved in the manufacturing or production of a certain good or service is referred to as an industry. While there are numerous concrete goods and services offered by the tourist industry (such as lodging, entertainment, and the fabrication of presents and souvenirs), there are also many intangible ones (such as the development of experiences, memories, or social contacts). Regardless of how it is defined, many businesses that cater to visitors also serve locals who do not fit into the definition of tourists. Therefore, tourism is not an industry in the traditional sense. It is really a group of enterprises that rely on tourists in varied degrees, and that dependency changes over time and geography[3].

Travelers' Intentions

The obvious and basic issue of why people travel affects tourist geographies directly and is crucial to any understanding of the practice of tourism. Individual or group objectives and associated expectations that by visiting certain locations, those motives may be realized drive the spatial patterns of mobility and the concentrations of people as tourists at desired destinations. Understanding motivation is a crucial component in comprehending the geography of various types of tourism, even while other aspects, such as the provision of tourist services or the promotion of locations as tourist destinations, are equally essential to the process.

Many motivational theories, as noted by Shaw and Williams (2004), are based on Maslow's (1954) original conception of the term "need." This is clear from some of the early research on motivation, which emphasized the desire to temporarily get away from daily routines at home, work, and in their social and physical contexts as the core of the understanding of tourist motivation. Such demands, it is said, develop as a result of people's attempts to preserve stability in their lives (what is known as "homeostasis"), which, in principle, is restored after wants are satisfied. Therefore, a prolonged time of labor may cause a perceived need for rest and relaxation, which may be satisfied by a vacation. A variety of linked motivating elements are included into these main reasons.

Tourist Patterns

Murphy's statement that "there are as many types of tourists as there are motives for travel" is undoubtedly true. Early recognition of the complexity of the tourism industry sparked numerous attempts to categorize the various types of tourism and tourists, largely in an effort to bring the topic into some semblance of order and, in turn, improve understanding. The development of typologies as a way to understand tourism has recently drawn considerable criticism, partly because writers like Franklin see such frameworks as a restriction. If travel is a true aspect of postmodern existence, then institutions that compartmentalize or suggest limits to experience that have little practical use become obstacles rather than avenues for increasing awareness. Despite this, it is still true that understanding the variety of tourism necessitates some way to distinguish one kind of activity from another, hence taking into account typological techniques is certainly justifiable. Understanding tourist and tourism

typologies has the advantage of enabling us to pinpoint important features of the activity and its participants. Typological analyses, in particular, assist us in:

1. Distinguish between various kinds of tourism (such as leisure and commercial tourism);
2. Distinguish between various tourist kinds (such as mass visitors and solo travelers);

Prepare for Divergent Trip Goals

Expect differences in effects within host regions depending on travel intentions and modes; Be prepared for variations in the structural components of tourism such as lodging, transportation, and entertainment that various groups of visitors will produce[4]. From a geographic standpoint, these crucial factors are also essential to the processes that distinguish the many types of geographic places where tourism may take place and the various relationships that tourism has with those spaces. For instance, in the affluent metropolis destinations of the business traveler; the luxurious resorts or the accessible countryside that draw large numbers of visitors; or the more isolated, underdeveloped locations that draw independent travelers and visitors on existential journeys of 'discovery'.

The primary activity of the trip is often used as the criteria around which to build a subdivision in attempts to categorize tourism. Thus, we can make some basic distinctions between, say, leisure travel where activities are focused on the pursuit of enjoyment, whether through passively taking in the sights as tourists or more actively participating in sports and pastimes, and business travel where the main goal is the development or maintenance of business interests or professional contacts. However, it is also acknowledged that individuals may travel in order to get medical care, for educational purposes, for social reasons, or, in certain cultures, as pilgrims for religious reasons in order to fulfill their religious obligations. The majority of these categories may also be further segmented. However, it may be dangerous to oversimplify these differences or to believe that tourists only go for a select number of reasons. The majority of visitors mix many types of experiences during a trip and choose places for a variety of reasons. The fact that real-world complexity of tourism allows for a wide range of motivations and behaviors that often coexist during trips is one of the insurmountable challenges of extracting generalities inside patterns. In addition to the business meetings that serve as the main reason for the trip, a business traveler could, for instance, visit friends, see a play, or tour a museum[5].

Third, Butler (2004) calls the decade that has followed the mid-1980s "the era of diversity." As the scope and makeup of tourism have expanded (e.g., as a result of the emergence of niche markets in categories like adventure and eco-tourism or the rising popularity of heritage tourism), so too has the methodology used to study it tended to diversify. Therefore, the work's emphasis has expanded to include new areas of concern in addition to the themes that defined Butler's "thematic" period. These include significant areas of research on, among other things: tourism and communities; tourism and capitalist political economies; tourism, production, and consumption; the "new" economic geography; cultural change and new cultural readings of tourism; and tourism as a sustainable form of development. Butler's 'period of variety' is underpinned by a number of significant changes in the nature of spatial methods to the study of tourism that mirror broader changes in the epistemology of human geography. It is important to note three areas of change.

First, and maybe most significantly, the so-called "cultural turn" and concomitant growth of postmodern critical viewpoints in human geography have had an influence on tourist studies.

The new cultural geography offers a sustained challenge to conventional views of the dominance of political and economic understandings of the world in which we live and instead emphasizes a different set of perspectives on how we think about human geography, which is perhaps its most important contribution. A new agenda for the subject has been defined by concerns about how people and places are represented and the subjectivity of those representations, how identities are constructed especially in relation to difference, or in the language of cultural studies others, or how consumption patterns become ingrained in cultural rather than economic processes. Because of these changes in critical thinking, approaches to tourism have been directly impacted. This is true not only because tourism involves the representation of places and people as central components or because it is a major area of consumption that is shaped by culture and identity, but also because, in some readings, tourism is now seen as a practice rather than a product that is actively made and re-made through complicated human and social engagements, relations, and negotiations[6].

Second, as a result of these fresh cultural insights, tourism has been approached from a more relational viewpoint. Therefore, more nuanced interpretations that acknowledge the negotiated and situational nature of how tourism interacts to the places, peoples, communities, and cultures that are visited have replaced old binary readings of tourism's impacts and consequences. For instance, up until fairly recently, social scientific viewpoints (including human geography) tended to describe the interaction between tourists and the people they visited in terms of "hosts and guests" or - in terms of the economy - producers and consumers. The application of the work of authors like Castells, Shurmer-Smith, and Hannam on the creation of power relations, however, has challenged the idea of hosts and guests. As a result, there is a clearer awareness of how results are often negotiated in unexpected and surprising ways rather than being based on set relationships (in which the tourist is assumed to be dominant).

Despite the fact that tourism outcomes are frequently thought to be driven by the traveler, Cheong and Miller (2000) contend that in reality, a tripartite power structure between travelers, locals, and brokers creates a dynamic flexibility where there is no fixed, one-sided relationship between the power of one group over another. In fact, the tourist often acts from a position of vulnerability rather than authority. They could be forced to communicate from a clear language disadvantage; they might be situated in foreign political, cultural, or geographic contexts; they might be subject to new social norms and expectations. Shows how new perceptions of the producer-consumer connection as a circular process are replacing preconceived views of tourists as passive consumers of 'things' within a unidirectional interaction between producer and consumer. As a result, the nature of the product is seen as a negotiated result where the product is continually replicated in light of changing tastes, preferences, and even meanings that are conveyed by customers via the process of consumption. The creation and remaking of Las Vegas, which is covered in Chapter 9, is an excellent illustration and is done on a grand scale, but the main point is that many other aspects of tourist production go through the same fundamental process.

Finally, deeper connections to a variety of new critical and conceptual perspectives within human geography and the broader social sciences have improved our knowledge of tourism. In some ways, this connection has taken on a reciprocal character in that, just as new critical viewpoints have helped to further our understanding of tourism, so too has tourism come to be generally acknowledged as a useful "lens" through which such viewpoints might be examined. Modernity and mobility Urry's thesis is that under modernity, mobility - as both a metaphor and a process - is at the center of social life and that traveling has become a way through which social life and cultural identity are recursively formed and reformed. These

five areas of conceptual thinking are pertinent to tourism geography. Mobility includes the movement of commodities, data, pictures, ideas, services, money, and, obviously, people. Within intricate patterns that, according to Urry, are built around 'scapes' and 'flows' systems. Tourism and tourist spaces, it is argued, are directly structured by the patterns of scapes and flows, and as one of the most significant areas of modern mobility, tourism is deeply implicated in a key area of change. The 'scapes' are the networks of machines, technologies, and infrastructures that enable mobility - such as airports, motorways, and computer networks - while the 'flows' are the movements of people, goods, ideas, or images[7].

Globalization

The fact that the scapes and flows transcend and in many cases collapse national borders is a key component of Urry's idea of mobility. Therefore, mobility has a direct relationship to globalization processes, which may be considered as one of the main effects of the time-space compressions brought on by expanded and accelerated mobilities. A more significant aspect of globalization, however, is that it is both an economic and a cultural phenomenon that is influenced by increasingly more intricate and extensive networks of exchange within transnational systems of production and consumption. Globalization is not only about higher degrees of physical connectedness. Tourism is a key driver of economic and cultural interchange and a significant part of the globalization process. However, it is also influenced by globalization via the changing scapes and flows system.

New geographies of production and consumption Globalization and new production and consumption regions are strongly related. Production pattern change is a complicated process that encompasses both sectoral and geographic alterations. As a result, for instance, there has been a large movement of manufacturing capacity from traditional production hubs like western Europe to new production hubs in places like south-east Asia. We have also seen sectoral changes, particularly in older industrial nations, from waning manufacturing sectors to booming service industries. A transition from Fordist patterns of mass production of standardized items to post-Fordist patterns of flexible manufacturing, where goods and services are overtly suited to the requirements of various market groups, has also been seen. The spread of global capital and its associated consumer cultures, however, also provide a significant source of erosion of cultural traditions or difference, which is quite capable of overwhelming local and regional experience. As a result, there are countervailing tensions here.

Identity and consumption Although it is obvious that consuming is an economic activity, it is not the only one. Indeed, proponents of cultural readings of modern society are keen to point out the many social and cultural processes that go into producing consumption (Crang, 2005). Thus, even if a large portion of the items and services we use are still mass-produced, consumers still give things unique meanings and value based on how they are used. Crang (2005) uses the motor scooter as an example. Originally designed in Italy as a chic mode of urban transportation for a mostly female market, it was embraced (and modified) as an iconic part of a predominantly male 'Mod' culture in the 1960s Britain. In this sense, conspicuous spending becomes one of the main ways that individuals construct their identities before projecting them, and tourism, as a site of conspicuous consumption and a frequent topic of social discourse, has taken on an increasingly important role in this process[8], [9].

Sustainability Since the release of the World Commission on Environment and Development's (1987) report on "Our Common Future," tourism thinkers and practitioners have given more attention to the idea of sustainable development. This has accomplished a number of goals. The discussion has first served to highlight the importance of tourism as a

crucial venue for interaction between people and their ecosystems by tying it into the broader agenda of sustainability. The political importance of tourism has so been strengthened. Second, the language around the sustainable nature of tourism has helped to concentrate conventional discussions on tourist effects, even if it is difficult to capture the core of what sustainability genuinely means, as writers like Clarke (1997) have shown. Therefore, the viewpoint of sustainability sheds more insight on the mechanisms through which visitors may alter the areas that they visit than methods that aimed to isolate tourism effects as good or bad in their effect. As we'll see in later chapters of the book, particularly Part II, emphasizing the process rather than the result is often a more illuminating approach to comprehend how tourism affects society.

CONCLUSION

Tourism has become an activity of global significance and, as an inherently geographical phenomenon that centres upon the movement of people, goods and services through time and space, it merits the serious consideration of geographers. Our understanding of tourism is, however, complicated by problems of definition, by the diversity of forms that the activity takes, by the contrasting categories of tourists, and by the different disciplines in which tourism may be studied. Geography, as an intrinsically eclectic subject with a tradition in the synthesis of alternative perspectives, is better placed than many to make sense of the patterns and practices of tourists, although the development of geographical perspectives on tourism has been characteristically uneven. However, as a significant contemporary phenomenon, tourism provides a valuable lens through which a number of contemporary themes in geography may be studied. These include new relationships between modernity and mobility, globalization, new patterns of production and consumption; the links between consumption and identity, and finally, sustainability.

Furthermore, the abstract addresses emerging trends in tourism geography, such as the rise of alternative and sustainable tourism practices, the influence of digital technologies on tourist behaviors and destination marketing, and the impacts of climate change on tourism destinations. Understanding the geographies of tourism is essential for destination planning, sustainable tourism development, and policy-making.

It enables stakeholders to identify opportunities, challenges, and strategies for managing and enhancing the tourism experience. Geographical perspectives help in recognizing the diverse characteristics and potentials of different destinations and shaping tourism policies and practices accordingly. In conclusion, tourism, geography, and geographies of tourism are inherently intertwined. Geography provides a spatial lens through which the tourism industry, destinations, and tourist behaviors can be analyzed. The geographies of tourism encompass the spatial dimensions, patterns, and processes that shape the tourism phenomenon. By studying tourism through a geographical lens, stakeholders can make informed decisions, promote sustainable practices, and enhance the positive impacts of tourism on destinations and communities.

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CHAPTER 17

COSTS AND BENEFITS: THE PHYSICAL AND ECONOMIC DEVELOPMENT OF TOURISM

Mr. Vikrant Meshram, Assistant Professor,
School of Hotel Management & Catering Technology, Jaipur National University, Jaipur, India,
Email Id: Vikrant.meshram@jnujaipur.ac.in

ABSTRACT:

This study examines the costs and benefits associated with the physical and economic development of tourism. Tourism can bring significant opportunities for economic growth, job creation, and infrastructure development, but it also poses challenges in terms of environmental degradation, cultural impact, and social changes. The study explores the physical costs and benefits of tourism development. It highlights the construction of tourism-related infrastructure such as hotels, resorts, airports, and transportation networks. These developments can stimulate economic growth, create employment opportunities, and enhance the attractiveness of destinations. However, they may also lead to the depletion of natural resources, pollution, and habitat degradation if not managed sustainably. Additionally, the abstract addresses the economic costs and benefits of tourism. Tourism can be a vital source of revenue for local economies, generating income through visitor expenditures, taxes, and investments. It can diversify the economy, stimulate entrepreneurship, and foster the growth of related industries such as hospitality, transportation, and entertainment. However, economic dependence on tourism can also make communities vulnerable to external factors such as fluctuations in global travel demand, seasonality, and economic downturns.

KEYWORDS:

Geo-tourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

To comprehend the spatial linkages between tourism and physical or economic growth, it is important to grasp three aspects of tourist production. First, and probably most importantly, tourism is produced and consumed in particular geographic locations. In contrast to the majority of manufactured commodities, which are often supplied to consumers from their places of production, in tourism the product is consumed at the point of production, and the tourist must go to these locations such as resorts to consume the product. Additionally, in tourism sectors that are strongly seasonal in character, there are temporal as well as spatial dimensions to the pattern of consumption, and these limitations of space and time combine to create what Shaw and Williams refer to as a defining "spatial list" identity in this way, tourists - as consumers - become a part of the production process[1], [2].

Second, labor plays a crucial role in the creation of the tourist industry. Any company's ability to compete depends on how its workforce is organized, but the tourist industry is particularly vulnerable to this. As a service business with numerous particularly labor-intensive areas like hotels and catering, labor makes up a significant share of overall expenditures. A less noticeable, but no less significant, method of managing the polarized demand circumstances that tourism enterprises must contend with is the hiring and firing of workers. This directly contributes to the large proportion of seasonal and part-time jobs that

the tourism sectors often display. When this labor is made up of immigrants, as is frequently the case in the tourism sector, the industry will have a direct impact on the regional patterns of labor mobility.

Third, despite the growth of transnational and global corporations having an increasingly significant impact on how the tourism industry is organized economically, the sector typically remains fragmented and is still dominated by small- and medium-sized businesses. The fact that there are so many distinct niche markets and related services in the tourism industry fosters the introduction of small businesses. This implies that the ability of small and medium-sized businesses to align or coordinate their efforts to supply the collection of products, services, and experiences that the visitor demands is often a prerequisite for the successful growth of tourism. However, the highly competitive nature of the tourism industry's trading environment means that small-scale tourist businesses often fail, which might lead to instability at the local level.

The businesses that supply the goods and services that make up the tourism "product" function within a largely capitalist framework where tourism commodities are produced and sold through a competitive market, which is also a characteristic of tourism that it is becoming increasingly commodified. However, since individual businesses in a capitalist system are unable to change the structure of the economy as a whole, there is a clear need for regulatory frameworks that may give broad direction and control, such as monetary systems or legislative restrictions on working conditions. This is a key tenet of the regulation theory, which contends that there typically exists a dominant set of principles that shapes the regulation of capitalist systems and seeks to provide, through what are referred to as "regimes of accumulation," the systematic organisation of production, distribution, and social exchange [3].

A Ford list/Keynesian model of production and consumption was the preeminent regime of accumulation throughout the majority of the 20th century under which tourism thrived. This resulted in certain distinctive kinds of development focused on mass consumption of standardized packages with a limited selection of goods and services and that were more dictated by the producer than the customer. The Ford list/Keynesian model has, however, steadily lost ground as the dominant regime over the last 25 years to the more adaptable and dynamic pattern of production and consumption that is referred to as post-Ford list. The creation of new destination locations, a move away from standardized packages as a common commodity, and a much larger diversification of goods and market segmentation have all been linked to this transition in the tourist industry. However, Shaw and Williams provide a crucial warning. Since most of the production systems where tourism is being formed still show the coexistence of both Ford list and post-Ford list patterns in practice, the shift to post-Ford list patterns of production and consumption does not represent a linear transition from one regime of accumulation to another. Tourism is still a high-volume commodity in many environments; the key change is the increased degrees of flexibility that define its production and are considered as crucial to preserving profitability in a market where tastes and preferences now seem to be much more fluid than in the past [4].

DISCUSSION

The usefulness of tourism as a tool for regional and national development has tended to imply that the sector is much more tightly regulated in the contemporary era, even though previously many kinds of tourist growth were spontaneous and very lightly supervised. As a result, local planning and investment conditions will be a fourth major factor affecting the types of development. Significant variables include political attitudes toward tourism and the

degree of political control (including the extent to which effective land planning procedures are in place), the amount of investment that is made locally versus abroad, the levels of corporate interest in tourism, as well as the ownership patterns associated with those patterns. The prevalence of outside investment and foreign ownership of facilities may have a particularly large impact on the patterns of growth in a sector that is fast becoming global, like tourism. Local and regional communities that are eager to draw inward investment often agree to the development restrictions put forward by outside investors as a cost of doing business.

The last important aspect, the degree and kind of integration, is intimately related to the planning and investment circumstances. 'Integration' of tourist development is a concept that is often used in two different contexts. Concerns have initially centered on the degree to which existing, non-tourist forms of development are spatially linked with tourism development; in other words, is tourism spatially mixed with other activities and land uses, or is it isolated from them? Alternative definitions of integration include whether or not a development is integrated structurally. In a single, complete development, a structurally integrated development will include all the essential components of lodging, transportation, commerce, entertainment, and utilities. This type of development is in contrast to what are sometimes referred to as "catalytic" patterns of development, in which a small number of lead projects, which are frequently financed and managed externally, encourage succeeding waves of indigenous development as local business owners are drawn into a developing tourism industry [5].

Growth in the economy and Tourism

The potential role that tourism may play in fostering new economic ties and raising an economy's gross domestic product (GDP) is closely related to its ability to attract inward investment. The depth of an economy's economic interconnections and amount of variety will both have a significant impact on how much GDP is contributed by tourism. The GDP contribution of tourism is often fairly minor in industrialized countries. In contrast, the contribution of tourism to GDP may be significant in developing countries with a lack of economic diversification or, possibly due to their distant location, restricted trade patterns. According to data from Wall and Mathieson (2006), the estimated GDP contribution of tourism to the highly developed economies of Canada and the United States is in the range of 2.4 and 2.2 percent, respectively, while in the significantly less developed economies of the Seychelles and the Maldives, the contribution of tourism in 2004 was 28.6% for the Seychelles and 41.8 percent for the Maldives.

Although the methods through which tourist growth may encourage the establishment of new firms and the development of new links are complicated, they may be envisioned in a simpler form. This is a direct adaptation of a model created by Lundgren (1973) to illustrate important phases in the growth of entrepreneurial activity in a developing tourist economy. It is used here to illustrate how patterns of economic connection may change in a new travel destination. The model depicts a situation in a developing country where, initially, local supply is scarce and the sector is heavily reliant on imports. After some time, the number of tourism-related enterprises grows and spreads geographically, earnings (or anticipation of profits) permeate the local economy more broadly, and existing or newly established local businesses begin to capture part of the supply market. As a result, levels of foreign dependency decline as these local ties develop. A mature stage is eventually achieved when a widely established local tourist industry has grown, with developed local supply patterns and much decreased dependency on imports to satisfy tourism needs [6].

Through what is known as the "multiplier effect," one of the main ways the potential contribution of tourist development to the broader creation of economic growth, inter-firm links, and the production of revenue is evaluated. Archer was the first to use multiplier analysis to study the economic effects of travel on national, regional, and even local tourist economies. Since then, multiplier analysis has been extensively used as a tool for this purpose.

Tourism and Job Creation

The fact that tourism can be a substantial source of employment accounts for a large portion of the industry's broader economic advantages. In today's economies that are built on consumption, industries like tourism that are essential to the consuming process provide employment both directly in tourist-related firms (like hotels) and indirectly in industries that profit from tourism (like general shopping). Additionally, as Shaw and Williams (2004) agree, the process of hiring and firing employees is a key tool used by tourism enterprises to adjust to the cyclical nature of tourist demand. As a result, it plays a crucial role in the internal regulation of the sector. This is due to the fact that labor accounts for a significant share of production expenses in the majority of tourism-related industries [7].

In contrast to many contemporary businesses, tourism still has a relatively strong labor demand, driven mostly by service jobs in the hospitality industry, the food and beverage industry, and local transportation. According to data on the Canadian tourist business, for instance, direct employment accounted for nearly 540,000 jobs, demonstrating the industry's ability to generate employment, and 62% of these jobs were in the three categories mentioned before. In travel companies, as couriers and guides, or in tourist information services, many fewer people work. Just 2% of employment in the tourism industry are found in this sector in Canada. But in all industries, the majority of the workforce is often made up of temporary or part-time workers who support the activities of smaller groups of permanent employees and a very small number who perform management duties.

Shaw and Williams (2002) developed this idea of the employment structure in the tourist industry by relying on past research on the core and periphery labor markets that Atkinson (1984) articulated. According to this model, the core of the labor market for the tourist industry is composed of a limited number of experienced managers and employees who are employed permanently. This core group serves as the industry's main labor source and is functionally flexible. Alongside the core are much larger secondary and tertiary groups, which are more likely to be made up of relatively low-skilled workers with more constrained capabilities (i.e., functionally rigid), but who are likely to work part-time and therefore in industries with numerically flexible sizes and compositions. Because the secondary labor market is often flexible enough to allow for the importation of labor, employment migration frequently has a specific geographic component in tourist economies. The geographic area across which migrant tourist labor may travel to find employment has also expanded as tourism and the labor markets on which it depends have grown more globalized in their composition and functioning [8].

These structural traits are crucial because they allow for the fast formation of key components of the tourist labor force with only moderate levels of training and their quick adjustment (by hiring or firing employees) to market swings. These are seen as advantages by employers and developers alike, but employees may also see benefits in the fact that many tourism-related industries provide relatively simple entrance into employment [9], [10].

CONCLUSION

The host communities' physical and economic development processes are where tourism has the most obvious effects. The key drivers of tourist growth are attempted to be identified in this chapter, along with examples of how they could interact to create forms that are geographically disparate. However, these improvements have a variety of economic repercussions in addition to changing the physical settings of destinations. These will differ from location to location depending on the type of tourism development taking place and the state of the local or national economy in question, but they may include a variety of effects on balance of payments accounts, regional and national economic growth, and job creation. Unfortunately, the sector is not always able to offer a stable foundation for economic growth because of the instabilities that make it susceptible to a variety of pressures (such as exchange rate or oil price variations, political crises, changes in fashion, etc.). Although it is important to recognize that the presumed strengths and weaknesses of tourism's economic effect are frequently highly dependent upon local conditions and, especially, the perspective from which the effects are judged, Third World countries may experience an increase in levels of foreign dependence and in many contexts, the quality of employment that the industry creates is low.

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CHAPTER 18

TOURISM, SUSTAINABILITY AND ENVIRONMENTAL CHANGE

Mr. Shivam Sharma, Assistant Professor,
School of Hotel Management & Catering Technology, Jaipur National University, Jaipur, India,
Email Id:Shivam.sharma@jnujaipur.ac.in

ABSTRACT:

This study explores the relationship between tourism, sustainability, and environmental change. As the tourism industry continues to grow, it becomes imperative to understand and address its impact on the environment and the need for sustainable practices. The study emphasizes the importance of sustainability in tourism. Sustainable tourism aims to minimize negative environmental, social, and cultural impacts while maximizing positive economic benefits. It recognizes the interdependence between tourism and the environment and promotes responsible practices that preserve natural resources, protect biodiversity, and maintain the integrity of ecosystems. The study discusses the environmental changes and challenges associated with tourism. These include increased energy consumption, water scarcity, waste generation, pollution, and habitat destruction. Tourism activities such as transportation, accommodation, and recreational activities can contribute to greenhouse gas emissions and biodiversity loss. The abstract highlights the need for proactive measures to mitigate these impacts and promote sustainable resource management. Furthermore, the abstract explores the role of stakeholders in fostering sustainable tourism. Collaboration among governments, tourism operators, local communities, and travelers is essential to address environmental concerns. Governments can implement regulations, incentives, and policies to encourage sustainable practices, while tourism operators can adopt green technologies, engage in community-based tourism, and promote environmental education. Travelers also play a crucial role by making informed choices, respecting local cultures and environments, and supporting sustainable initiatives.

KEYWORDS:

Geo-tourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

The research emphasizes the advantages of sustainable tourism for both travelers and travel destinations. Sustainable practices may promote cultural authenticity, improve tourist experiences, and open doors for local people. Sustainable tourism helps to ensure the long-term profitability of destinations by maintaining natural resources and safeguarding the environment, attracting eco-aware tourists, and enhancing destination competitiveness. The report of the World Commission on Environment and Development is where the modern idea of sustainable development first appeared, and it provided the now-standard definition of sustainability as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." The Brundtland approach to sustainable development, in accordance with Wall and Mathieson, should [1]:

1. Sustain diversity and ecological integrity;
2. Provide for fundamental human requirements;
3. Provide future generations with alternatives;

4. Lessen unfairness;
5. Foster more self-control.

In accordance with the principles of sustainable development, people should be given the opportunity to participate in choices that affect the quality of their lives and ensure the survival of their cultures. The key requirements of being economically viable, ecologically conscious, and culturally suitable will be met by projects that are really sustainable via these methods. Insofar as some of the principles it upholds merely articulate a form of prudent resource management that has been widely and successfully applied in domains like agriculture for many centuries, the concept of sustainable development appears from some perspectives to offer little more than a new reading of some well-established practices. The growth of urban seaside resorts as centers of mass tourism after 1850 also represented a highly sustainable form of development, according to Butler, who notes that royal hunting forests in twelfth-century England were managed in ways we would now define as "sustainable." This development was able to absorb a rapidly expanding market and to both maintain and contain its activity over many decades[2], [3].

However, proponents of sustainable development will undoubtedly argue that the modern concept offers a much more comprehensive vision of how development should be organized, is more clearly focused on adopting long-term views of developments and their potential impacts, and is informed by a stronger ethical dimension. The idea indirectly acknowledges that there are fundamental human requirements that development processes must address, and that these needs should be considered alongside ambitions that it would be good to address. The attainment of sustainable development, however, requires a realignment in attitudes and ideas that mark this method out as being fundamentally different since there are environmental restrictions that will eventually govern the levels to which growth may really progress.

The sustainable development strategy has intrinsic logic, but there have also been some very serious objections to the idea. The Brundtland Commission's seemingly straightforward concept of sustainability hides significant disagreement and dispute regarding who decides what constitutes sustainability and what, in turn, sustainable development may really entail. While it is widely acknowledged that the phrase has evolved into a necessary part of contemporary political debate, it has also started to be used in "meaningless and anodyne ways." For some detractors, the phrase itself is fundamentally ambiguous, with the idea of "sustainability" indicating a steady-state while the term "development" indicates growth and change. Wall and Mathieson contend that the only way to resolve this seeming contradiction is to emphasize one or both of the component phrases in order to better understand the strategy.

Perhaps as a result, the term "sustainability" has come to have a variety of meanings. These range from very different perspectives that call for growth-oriented resource management based on the presumptive abilities of technology to address environmental issues and ensure a sustainable future, to an extreme "zero-growth" view that contends that all forms of development are fundamentally unsustainable and should therefore be resisted. Although such interpretive latitude may seem to be a weakness on the surface, it may also be seen as a virtue if it enables many viewpoints to coexist under the general heading of "sustainability." Flexibility may be readily converted into imprecision. So, according to Hunter and Sharpley, the concept of sustainable development may be seen as what they refer to as "an adaptive paradigm" that sets a set of meta-principles within which many development paradigms can peacefully coexist.

The debate that has come before it highlights the need of sustainable forms of development to Given that tourism is a sector that heavily relies on "environments" as a primary source of appeal, it should come as no surprise that it also has the potential to significantly influence environmental change. Therefore, it is necessary for tourism to be sustainable even if, like the larger notion of sustainable development, defining sustainable tourism and putting it into reality face substantial obstacles.

The idea of sustainable tourism has been met with a variety of challenges. First, Wall and Mathieson emphasize that any strategy that focuses on a particular sector increases the danger that one system would be supported at the cost of another since sustainable development is a holistic idea. The early sustainable tourism programs that, in Hunter's opinion, failed to integrate tourist development into the broader contexts of development and environmental change are subject to a similar critique.

Second, Sharpley makes the observation that it is challenging to implement holistic approaches in sectors that are typically fragmented and rely on numerous small, independent businesses implementing sustainable principles and practices in a coordinated manner. Perhaps as a result, many sustainable tourism initiatives have only been carried out locally, what Wheeler refers to as "micro solutions struggling with a macro problem." In fact, a more damning criticism of some sustainable tourism approaches is that they implicitly seem to reject the idea that mass tourism can be sustainable, even to the point where mass and sustainable tourism have been portrayed in some readings as not only being diametrically opposed but also being characterized as[4]

Third, the notion of sustainable tourism has been greatly muddled by a profusion of different types of tourism and its associated labels, maybe as a result of this sort of dichotomized understanding of the term. As we shall see later in this chapter, during the last 20 years or more, a variety of alternatives have evolved, many of which are centered on the pleasure of nature and with which sustainable tourism has been often misunderstood. The terms "soft tourism," "green tourism," "ecotourism," "nature tourism," "ethical tourism," and, of course, "sustainable tourism" have all been used to describe contemporary travel trends. The growing body of research literature on the unsustainable nature of alternative tourism makes clear that, while many of these forms of tourism may in fact incorporate the majority of the desired characteristics of sustainable tourism, sustainability is not restricted to alternative travel and is not necessarily a characteristic.

Finally, it should be mentioned that the nature of tourist consumption itself contains one of the main practical obstacles to the development of sustainable forms of tourism. As we saw in Chapter 1, tourists generally see travel as a way to escape routines and typically as a hedonistic experience where social standards are frequently ignored in favor of excessive spending and consumption behaviors. The caution and social responsibility that are implied in most conceptions of sustainability are uncomfortable in this setting. Despite the fact that encouraging tourists to change their behavior patterns is frequently a key goal of sustainable tourism policies, some authors, like McKercher, have argued that there is little evidence of a widespread propensity among travelers to adopt sustainable tourism lifestyles.

While there are many divergent viewpoints on the topic of tourism and environmental change, there is still a consensus that suggests that a sustainable approach - one that manages growth within acknowledged resource conservation limits - offers the best prospects for continued tourism. However, doubts about the true sustainability of tourism have been widely voiced in the academic literature.

DISCUSSION

If we go on to take a closer look at how tourism connects to environmental change, it will become evident how the sustainable development agenda challenges the industry. The diversity of such consequences and the irregularities in their origins and effects over time and geography serve to further complicate the already complicated linkages between tourism and the environment. However, it's also crucial to keep in mind that the effects of tourism on the physical environment are often fragmentary, and one of the practical challenges in researching those effects is to separate tourist influences from other change-agents that can be active in the same area. For instance, the beach and inshore water pollution that became a significant environmental issue along portions of the Italian Adriatic coast in the late 1980s was partly caused by the presence of tourists but was also a result of the release of sizable amounts of urban, agricultural, and industrial waste into the main rivers that drain to this sea.

Tourism has a wide range of environmental effects, and the severity of the issue varies regionally for a variety of reasons. First, we must consider the nature of tourism and the corresponding scales of impact. Since there are so many various sorts of tourists and modes of tourism, impact studies sometimes assume the wrong thing that travel is a homogenous activity with predictable impacts. Although paradoxically, where mass forms of tourism are well planned and properly resourced, the environmental consequences may actually be less than those created by small numbers of people visiting locations that are quite unprepared for the tourist, mass tourism will likely create a much broader and potentially more serious range of impacts than will small groups of explorers trekking in Nepal. For instance, substantial trash issues and the depletion of local fire wood sources have been extensively documented along the major tourist routes in Nepal's Himalayan region.

Second, it's crucial to consider the temporal aspects. Tourism is a seasonal industry in many regions of the globe, putting strain on the environment for a portion of the year while allowing for fallow times when recuperation is feasible. Therefore, there can be short-term/temporary environmental consequences that mostly correspond with the tourist season or, more seriously, long-term/permanent effects when environmental capabilities have been surpassed and irreversible alterations have been initiated. Third, the character of the destination contributes to the variety of affects. Because of their relatively durable constructed infrastructure or because they have organizational systems that enable efficient visitor provision, certain locations can support extremely large levels of visitation. Other sites, however, are far less resilient, and it is probably sad that a lot of tourists are attracted to these weaker locations. Popular tourist locations like the coast and mountains are often environmentally fragile, and even non-natural resources might suffer. Historic sites in particular may be negatively impacted by tourist traffic, and in recent years, attractions like Stonehenge in England, the Parthenon in Greece, and Tutankhamen's tomb in Egypt have all been subject to partial or complete closures to visitors due to adverse environmental effects.

It is beneficial to take a comprehensive approach to the issue while investigating how tourism affects the environment. Environments, whether they are referred to as physical, economic, or social entities, are often complex systems in which there exist interrelationships that allow change's ultimate impacts to be felt far beyond the point at which the change first occurred. Treating individual issues in isolation misses the possibility that there may be a composite effect that might be bigger than the sum of the individual components because impact often has a cumulative dimension in which secondary processes reinforce and deepen the consequences of change. The early consequences of tourist-caused vegetation trampling are amplified by associated environmental change processes, which might, in extreme cases, result in the collapse of local ecosystems.

Biodiversity

There are a variety of factors that have a wide influence on a host region's flora and fauna that fall under the category of biodiversity. The ways in which tourism offers both the impetus and the financial means to further the conservation of natural areas and the species they contain through the designation of protected zones and the implementation of new land management programs are the main potential areas of positive influence on environmental change. The potential for tourism to help conservation financially has been shown in a variety of locations, including Australia, Brazil, Greece, and Kenya, for example. The trends connected to various types of biodiversity degradation, however, may be more typical. Most often, ecosystems may be lost directly as a consequence of tourist development activities. Significant ecological balances have been altered in the Alps by extensive deforestation, which has increased the risk of landslides and snow avalanches. Alpine meadows with particularly rich stocks of wild flowers have also been lost due to new hotel and chalet construction.

Other repercussions start to show up at a more granular level. A frequent issue is the destruction of vegetation at famous tourist destinations due to trampling or the passage of wheeled vehicles. Trampling often results in the eradication of more delicate species, which are then replaced by either bare ground or, if vegetation regeneration is feasible, by more hardy species. The overall result of such change typically results in less species diversity and rare plant occurrence, which may then have an effect on the local makeup of insect populations, insectivorous birds, and possibly small mammals, for which plant and insect populations are important components of a food chain.

Even in protected habitats, tourism may have differing effects on larger creatures. Reynolds and Braithwaite have created a thorough review of how interactions between tourists and wildlife may cause animals to exhibit significant behavioral changes and modify the composition of animal populations. Some of the effects are related to altering habitats through activities like repurposing land, reducing plant diversity, or pollution, but perhaps of greater significance is the potential to alter animal communities' behaviors and introduce new levels of risk.

Deterioration and Bodily Harm

This shows how environmental issues are often connected by links between erosion and physical damage and the effects of tourism on the richness of flora and wildlife. While footpaths and natural areas are the most likely places for such problems to occur, extreme weight of numbers can cause damage to the built environment. Erosion is typically the result of visitors trampling the ground with their feet. For instance, the Parthenon in Athens is being damaged by millions of tourists' shoes in addition to being attacked by airborne pollution. However, even if the activity may be a significant contributor to issues, the money made from tourists may also be a significant source of financing for more extensive programs of environmental rehabilitation.

Figure 5.1 illustrates how the systematic way in which the environment functions actually transmits the initial impact of trampling to produce a series of secondary effects that may ultimately exert profound changes upon local ecosystems, leading to fundamental change. Soil erosion is a more common issue. Such damage may often seem magnificent when it's localized. Popular tourist routes to Snowdon's peak in north Wales now often expose degraded terrain that may be up to 9 meters wide, while localized instances of soil erosion and gullying have dropped certain path levels by about 2 meters in little over two decades [5].

Managing Environmental Change and Tourism

Due to the clear ability of tourism to significantly alter the environment, many management strategies have been developed in an effort to address the perceived possibilities and challenges brought about by tourist growth. Mowforth and Munt have conveniently categorized these techniques under eight general themes that they refer to as "tools of sustainability." Some of these strategies focus on creating legislative frameworks, some on visitor management, while the other strategies are focused on studying and evaluating effects. The following sections discuss a cross-section of known and novel ways since there isn't enough room to cover all the instruments of sustainable management.

Visitor Control

Today, visitor management in the tourist industry has a long history and a well-established repertory of management approaches that may support the delivery of sustainable forms of tourism via the control of the visitors. These consist of:

1. Zoning of Space;
2. Tourist concentration or dispersion in space;
3. Price or entrance restrictions.

By identifying areas of land with various suitabilities or capacities for tourism and then attempting to match levels of visitor access with those assessments of capacity through the use of controls, spatial zoning is an established land management strategy that aims to integrate tourism into environments. Therefore, zoning of land may be used to keep tourists out of primary conservation areas, concentrate environmentally damaging activities in areas that have been specifically set aside for such activities, or concentrate general visitors in a small number of managed locations where their needs can be met and their impacts can be contained and managed.

Zoning laws are sometimes supplemented with tactics for funneling tourists into desired locations often referred to as "honeypots" by recreational planners or, in situations when places are under pressure, diverting travelers to alternate locations. Honeypots are frequently offered as interceptors, which are pre-planned areas that draw tourists due to their marketing and on-site amenities (such as information, refreshments, parking, etc.), and which then successfully stop them from entering potentially more fragile environments that may be beyond. Country parks, visitor centers, commercial tourist attractions, and historical sites are a few examples of places that may serve as honeypots and aid in the overall environmental management of tourism. Whereas planned scenic drives or tourist routes may have the intended effect of diverting people away from environmental pressure areas, situations may call for a redistribution of tourism activities.

In certain places, price policies, exclusions, and limitations are being used to regulate the environmental effects of tourism. The nature and reach of such a practice vary greatly from location to location. For instance, access into many national parks in the US requires payment of a fee, but in the UK entry is free. Although there are no restrictions on entering British national parks, methods of exclusion and control are often used in local administration of these regions as the demands of tourism increase. For instance, planning restrictions are now widely used in the Dartmoor National Park in south-west England to protect the open moorland environment that lies at its core. Explicit presumptions are made against development that threatens the unique character of the moorland landscape, and physical

development is largely restricted to existing settlements. Visitors are urged to visit fewer, larger-capacity areas, and vehicle movement is governed by a park-wide traffic strategy that limits and segregates vehicles to designated routes based on size and weight.

Sustainable tourism and Alternative Travel

In order to wrap up this chapter, we come back to the topic of alternative tourism and, specifically, the inquiry of how much the purportedly "alternative" kinds of tourism serve as models for sustainable tourism as a whole. Perhaps it is only logical to see mass-produced, packaged tourism as the least environmentally friendly and most likely to result in significant environmental impact. Alternative tourism, on the other hand, seems to be more in line with sustainability ideals on the surface. Additionally, the appealing labels that are sometimes given to alternative forms of tourism, such as "green tourism," "eco-tourism," "soft tourism," and "responsible tourism," tend to support the idea that alternative tourism is the sole form of sustainability. Although the underlying philosophies of alternative tourism may strongly reflect the concept of sustainability, the experience of alternative tourism in a growing number of places suggests that such forms may be highly potent as agents of change and generators of impact. As a result, such views do need to be treated with great caution. In reality, alternative forms of tourism might pose just as many development-related challenges as mainstream ones.

A deeper examination of ecotourism, possibly the most well-known of the so-called alternatives, may show the dangers associated with equating alternative tourism with sustainability. Ecotourism, according to Fennell, is described as "natural resource-based tourism that focuses primarily on experiencing and learning about nature and that is ethically managed to be low impact, non-consumptive, and locally-oriented." Therefore, ecotourism aims to minimize negative effects on local communities and the environment, raise public knowledge of and understanding for natural regions and associated cultural systems, and support the preservation and management of such areas and systems.

This divide is useful in crafting a criticism of ecotourism as a low-impact, innately sustainable type of travel. Many of the presumptions about the ethical superiority of ecotourism are frequently incorrect because it is evidently being used as a marketing label to represent traditional tourism products in an outwardly new way. The concept of "soft" ecotourism, in particular, captures a style of travel that many writers have described as mass tourism in a different guise. Butler has also created a strong argument against several forms of alternative tourism.

Like ecotourism - just reflect the early phases of novel mass leisure activities, or, in Butler's words, "the thin end of the wedge." By focusing on the exotic and the faraway, alternative tourism may be used to create new geographies of mass travel and its effects. While initially experimental and low impact in nature, these new forms of travel eventually grow to be more organized and of a bigger scale. Additionally, there is a greater risk that the economic benefits of tourism that may initially accrue locally will be quickly lost as large-scale travel companies from outside the local area take up the new business opportunities wherever small-scale forms of ecotourism develop into a larger enterprise[6].

However, it is impossible to avoid the conclusion that tourism fosters change and that much of this change is not always advantageous, especially in the more specialized fields of "hard" ecotourism. According to Wall, numerous types of ecotourism are bringing about change in formerly under-visited regions and putting new demands on the host populations and their environs. While some writers have noted that ecotourism may promote local identities and pride, Butler argues that even the most low-key forms of the industry struggle to avoid having

an impact. Additionally, Butler contends that alternative tourism frequently infiltrates residents' personal lives much more deeply than more detached forms of mass tourism, with similarly enhanced benefits.

These objections point to two crucial conclusions. First, while alternative forms, like ecotourism, on the surface seem to be sustainable and favorable to the environment, the reality is often very different. Second, alternative tourism does not serve as a model for sustainable forms of mass tourism and is not a substitute for it, despite the fact that it may embrace many sustainability principles.

Therefore, despite the fact that certain features of alternative tourism undoubtedly teach us how to build connections that are both sustainable for the industry and beneficial to the environment, alternative tourism does not make sense as a substitute for the ostensibly problematic mass forms of travel. Thus, in order to find sustainable solutions, mass tourism must be taken into consideration. If the symbiotic relationship between tourism and the environment is to be preserved, careful management and planning of tourism development, whether or not it is based on sustainable principles, must play a key role in the industry's future expansion[7], [8].

CONCLUSION

Many types of tourism rely on the environment to give them a context and a focus, but those same activities also have a notable tendency to diminish and, on occasion, even destroy the natural resources that support tourism. Although specific impacts vary spatially due to differences in the types of locations that tourists visit, the levels and intensities of development, and the knowledge and experience of resource managers, the environmental effects of tourism are generally felt in impacts upon ecosystems, landscapes, and the built environment. Greater emphasis has been given to developing sustainable patterns of growth and alternative types of tourism that have less negative impacts on the tourist environment as the environmental issues related to tourism have come to light. However, really sustainable travel has often proved difficult to achieve, and there are clear dangers that alternative travel may eventually become popular, with all the associated issues that such behaviors tend to bring about.

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CHAPTER 19

SOCIO-CULTURAL RELATIONS IN TOURISM

Mr. Abhishek Kar, Assistant Professor,
School of Hotel Management & Catering Technology, Jaipur National University, Jaipur, India,
Email Id: abhishekkar@jnujaipur.ac.in

ABSTRACT:

This study explores the socio-cultural relations within the context of tourism. Tourism is not solely an economic activity but also a social and cultural phenomenon that involves interactions between tourists and the local communities they visit. Socio-cultural relations in tourism encompass the dynamics, impacts, and implications of these interactions on both tourists and host communities. The study emphasizes the significance of understanding and managing socio-cultural relations in tourism. It recognizes that tourism can have both positive and negative effects on the social and cultural fabric of destinations. Positive impacts include cultural exchange, increased appreciation for diversity, preservation of cultural heritage, and the creation of opportunities for cultural expression and revival. However, negative impacts such as cultural commodification, distortion, and erosion of local traditions, and social inequalities can also arise. The study discusses the importance of cultural sensitivity and respect for local customs and traditions in fostering positive socio-cultural relations in tourism. It highlights the role of host communities in preserving and promoting their cultural heritage, and the need for tourists to engage in responsible and respectful behavior.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

It highlights the significance of genuine experiences that provide visitors a chance to interact with the culture, customs, and way of life of the destination. Using community-based tourism programs, immersive experiences, and polite relationships that go beyond casual meetings are ways to create authenticity. The paper also discusses the power dynamics present in tourism-related socio-cultural interactions [1]–[3]. It recognizes the impact of visitors as consumers and the possibility that their tastes and actions can alter the experiences and way of life of host communities. It demands fair and inclusive tourist policies that support local communities, include them in decision-making, and guarantee an equal distribution of rewards. The abstract also acknowledges the importance of tourism as a force for community growth and social transformation. It talks about how tourism has the ability to promote local pride, provide revenue and job possibilities, and aid in the revival of regional customs and crafts [4].

It is typical of intricate relationships between tourism, society, and culture. Societies and cultures are both subjects of the tourist gaze and 'products' to be consumed by international travelers, as well as sites of interaction where social and cultural characteristics are altered by tourist consumption practices and the various forms of interaction that modern tourism facilitates between visitors and host communities. There is a growing amount of empirical data obtained via case studies that demonstrates great variance and inconsistency in the

influence of tourist connections with the civilizations and cultures that are visited, yet these relations are not only complicated but they have also become contentious. Perhaps more crucially, this is a subject where critical thinking has advanced significantly in certain aspects. With an assumed directionality to the connection in which tourism predominantly generated effects on host communities and cultures, traditional understandings tended to position tourist interactions with society and culture in Smith's very comfortable image of "hosts and guests." Traditional perceptions of tourist sites and their populations as mostly passive beneficiaries of tourism benefits have been challenged by more current thinking about the idea of power relations. Alternative explanations, which see social and cultural interaction as a negotiated relationship in which effects are far from unidirectional and impact all partners differently, have taken their place. The topic gains additional fascinating aspects because to Urry's recent work on mobilities, which emphasizes how it might be difficult to tell who is a native and who a guest is in today's more mobile cultures.

The motive for tourism's social components and the appeal of other cultures are already well-established for travel. According to Hollinshead, one of the main driving forces for international travel is the need to experience novelty, confront diversity, and interact with "others."

This tendency has grown stronger as tourism has evolved from the frequently undifferentiated, relatively localized mass travel that typified industrial mobilities in the early 20th century to more globalized, differentiated forms that reflect post-industrial mobilities. The attractiveness of other cultures, with its own customs, clothes, languages, handicrafts, cuisine, music, art, and architecture, has emerged as a leading justification for visitors' interaction with their destinations, at least among those who are from the developed world. Tourists now focus their attention on culture and the cultures that make it [5], [6].

This chapter examines various aspects of the relationships between tourism, society, and culture. We begin by examining some of the fundamental theoretical concepts that have influenced approaches to this field of study before moving on to the nature of the tourist encounter with other cultures and societies and some of the major outcomes that have been noted as resulting from such encounters. It is crucial to emphasize before these debates even begin that we still have many unanswered questions about the connections between tourism, civilizations, and cultures. Limitations in its increasingly disputed philosophical foundation as well as inconsistent or inconclusive empirical research work against it. This condition may be explained by a number of factors [7]. The intricacy of socio-cultural change processes and the near difficulty of separating the particular impacts of tourism from the broader influence of other potent change agents, including globalized television and the media, are the main causes of uncertainty. Tourism may be one of the many elements that shape culture; it is not a static reality.

Because most social and cultural beliefs or practices are much less amenable to direct observation and to the conventional forms of measurement through survey-based inquiry of the kind that is so popular in the analysis of tourism, socio-cultural relations have received less attention than have the economic and environmental consequences of tourism development. In order to realize the potential economic advantages of the business, it is frequently expected that communities would adjust to the sociocultural changes that tourism may bring about in their daily lives. In fact, many scholars have made the implicit remark that the social acceptability of tourism is often correlated with its economic effect and the subject's positionality in respect to tourist activities. As a result, individuals actively involved in the sector are less likely than those who are not to recognize its harmful effects.

DISCUSSION

Critical knowledge of tourism's interactions with society and culture has undergone several significant conceptual development stages, as was mentioned in the introduction. This has impacted our knowledge of how visitors react to other people's communities and cultures as well as the processes through which encounters with tourists might lead to socio-cultural transformation. The demonstration effect, acculturation, authenticity, commodification, and other major notions that aim to describe the nature of these connections are discussed in this part. We also note how contemporary research in power relations offers critical new views on several well-established ideas. Despite the fact that none of these fundamental notions come from the field of geography, their presence in this debate underscores the idea that any effort to comprehend socio-cultural linkages in tourism from a geographical viewpoint must inevitably engage with these concepts. For instance, authenticity is often rooted in location, and in industries like heritage tourism, the spatial patterns of desirable genuine sites are frequently strongly related to the geographic patterns of visitor movement and concentration. Similar to how the dynamics of power relations are then played out, the processes of demonstration and acculturation are most effectively sparked by the proximity of individuals from different backgrounds in geographic space.

Commodification

Staged authenticity is a facet of what Shaw and Williams refer to as "engineered" tourist experiences, which are crucial elements in the production and consumption cycles that currently influence international travel. Through the accumulation of what Bourdieu refers to as "cultural capital," tourist consumption often serves as a foundation for social distinction and identity construction within this framework. To put it another way, it is suggested that individuals attempt to define themselves and their perceived position within social frameworks by the patterns of consumption that they display, a process in which cultural commodities and services acquire a specific priority. Tourism is a good example of this. The tourist experience must, at least in part, transform into a commodity with an exchange value in addition to any utility value so that it can be traded using the conventions of the global marketplace in order for consumers to acquire such cultural capital through travel. Commodification has always been a part of tourism, even if it hasn't always been acknowledged in these terms. Common tourist activities like planned excursions from industrial communities to Victorian seaside resorts represent a form of commodification, for instance, if we define the process of commodification as turning elements of the tourist experience into something that can be bought as a good - similar to how one might buy, say, clothing from a store. But in contemporary tourism, commercialization has evolved into a much more widespread and subtle impact on traveler behavior, such that it now even affects intangibles like experiences in addition to the physical goods of tourism [8].

Meethan contends that commodification takes place culturally in two interrelated ways: first, through the initial representation of the destination in the images that are promoted through travel brochures and the media; and, second, through the ways in which local culture is represented in the tourist experience of the destination. The first impression is particularly important because it can create images that are actually foreign to the identities and customs of the host communities if, as is frequently the case, it allows the destination to wander freely into realms of myth and fantasy. However, market forces often decide that the manufactured impressions of local traditions and practice must be supplied as staged, commodified experiences, even if they may be inaccurate, in order for visitors to depart their locations as pleased customers. Therefore, commodification creates strong tensions with MacCannell's concept of authenticity because, as noted by Wall and Mathieson, during the

commodification process, many artifacts and practices lose their original meanings and thus their capacity to accurately represent the cultures from which they are derived.

Acculturation as well as the Demonstrative Impact

Although it is not the only viewpoint from which this issue has been discussed, the notion of commodification has emerged as a key vantage point from which tourism studies aims to understand the processes via which tourism is related to cultures and communities. The demonstration effect and processes of acculturation are two hypotheses that have previously been put out in an effort to explain how interaction between visitors and the communities that they tour promotes socio-cultural change.

The demonstration effect requires that there be obvious distinctions between guests and hosts because it contends that processes of imitation based on local contact with or observation of the visitor may lead to changes in the hosts' attitudes, values, or behavioral patterns. It is argued that by emulating the actions and aspire to own certain sets of goods such as clothing that they see in the possession of the visitors and to which they are drawn as markers of status, local people may be encouraged to imitate the visitors' behaviors and superior material possessions. The concept of a demonstration effect in tourism has its roots in de Kadt's observations of how local consumption patterns frequently change to reflect those of visitors. However, Fisher also points out that the connections between consumption patterns, lifestyle, and social status have much older precedents in what has been called the urban cultural renaissance of seventeenth-century Europe.

The demonstration effect may sometimes lead to advantageous results, particularly when it motivates individuals to change their behavior to one that is more agreeable or beneficial and when it motivates a community to strive for goals that they would otherwise lack. The demonstration effect has, however, more often been described as a disruptive force, displaying a pattern of lifestyle and associated material ownership that is likely to remain out of reach for the local population for the foreseeable future, especially when contact is between First World tourists and Third World communities. When guest norms and lifestyles are partly adopted by locals, it may foster anger and irritation or cause problems with ingrained habits, rituals, and beliefs. Since young people are especially vulnerable to the demonstration effect, tourism has occasionally been held responsible for new social divisions between host society elders and the young or for encouraging age-selective migration, in which younger, more educated individuals leave their home countries in search of the improved lifestyles that the demonstration effect outwardly displays. Of course, the immigrant may easily gain from such a relocation, but the community, which is losing its younger people, would experience mostly negative social impacts.

However, many of the presumptions that the demonstration effect implicitly rests on have recently come under scrutiny from critical viewpoints. The difficulty of separating the impact of tourism on local society from the broader consequences of modernization raises concerns about the demonstration effect's genuine relevance once again. Fisher identifies a number of areas of influence that are probably far more powerful change agents than tourism. Global television, for instance, may broadcast directly into MacCannell's "back" areas, which are also the places where locals may read newspapers and magazines that feature international news and corporate advertisements, as well as the places where they may also read letters or take phone calls from friends and family who reside and work abroad.

But apart from the persistent uncertainty over the precise function of tourism, there are more particular questions regarding who is showing what to whom. The idea presupposes a primarily unidirectional impact and a neocolonial interaction between 'strong' tourist and

'weak' local culture. However, as recent literature by Franklin demonstrates, individuals habitually incorporate an increasing number of 'foreign' behaviors into their daily lives as symbols of cultural capital and indicators of social position or taste. As a result of their travel-related experiences in other areas. Because of these behaviors, it seems more appropriate to see the demonstration effect as a process of cultural exchange than as a sort of cultural colonization.

The demonstration effect, with its focus on detached forms of influence, is especially alluring when it comes to understanding tourism consequences since host and guest connections are often brief and superficial. Acculturation theory, on the other hand, provides a different viewpoint in situations when relationships between hosts and guests are more thoroughly formed. According to acculturation theory, when two cultures interact for any period of time, an interchange of ideas and goods occurs. Over time, this leads to variable degrees of convergence, or the cultures becoming increasingly similar. A stronger culture will often dominate a weaker one and have a bigger influence on the shape of any new socio-cultural patterns that may arise, therefore the exchange process won't be balanced.

Similar to the demonstration effect, acculturation processes are most readily envisioned in nevertheless, analogous patterns may also be detected inside established nations. Connections between the developed and developing worlds. Many European countries include marginal or peripheral areas that are popular with visitors and have unique traditions. Large portions of Wales, for instance, in the UK, have seen a strengthening of local opposition to changes brought on by acculturation that have been partly linked to tourism. Therefore, it should be assumed that acculturation processes would function in a variety of geographic locations.

Nature of the Environment

Geographical factors have a significant role in destination characteristics as well as the impact of spatial closeness between hosts and guests. The ability of a place to absorb tourism or, to put it more simply the extent to which visitors form recognizable groups and/or cause obvious problems will have an impact on the tolerance of tourism by local communities. Since urban infrastructures are built to handle high usage and since tourists often blend into the throng in metropolitan areas like London or Paris, thousands of visitors may be accommodated there with minimal noticeable effects. Small rural villages, on the other hand, may find it difficult to accommodate more than a few hundred tourists. However, since those visitors will be much more noticeable, there will be greater opportunity for induced change via demonstrative effects and acculturation.

Locational closeness and levels of participation

The physical and sectoral closeness of the local inhabitants and visitors will have an impact on the kind and intensity of interchange. Tourism growth has a clear propensity to spatially concentrate at preferred areas, leading to unequal patterns of development. While some spillover effects from tourist destinations into the neighborhood may be anticipated, the ability of tourism to influence host communities and cultures will decrease as distance from the destination rises. Even in popular tourist destinations, certain regions are unaffected by visitors and their regular movements, while other types of construction, particularly enclaves, deliberately separate inhabitants and visitors to reduce the social and cultural impacts of one group on the other. For similar reasons, various segments of a local community will respond to visitors in different ways. Due to the economic benefits that the industry can provide, business sectors and the government are more likely to have favorable views of tourism, whereas regular locals who do not directly benefit from the industry but whose lives are affected by the noise, clogs, and overuse of facilities that tourism frequently creates will tend

to have negative views. Since different groups within communities experience tourism in different ways—directly or indirectly attitudes and behavioral reactions to it are often diverse.

Cultural Resemblance

The degrees of cultural resemblance or dissimilarity and the stage of tourist development that has been obtained, however, may be the most crucial variables in determining the socio-cultural repercussions that result from the encounter. The degree of impact that is likely to be perceived will depend greatly on the cultural "distance" between the tourist and the local population. A host community is more likely to experience the greatest social consequences if it is tiny, undeveloped, remote, and has a wide range of income levels. The impacts of tourism on society and culture are diminished when locals and tourists have comparable levels of socioeconomic and technical development. As a result, sociocultural distinctions tend to be less noticeable.

International travel does unite diverse groups, but in many places it also draws together individuals from similar cultural backgrounds. In North America, for instance, interactions between visitors from Canada and the United States, whose lives share many similarities, have very little socio-cultural effects. Over 75% of tourists from outside the area come to South-East Asia, one of the world's most quickly developing economies and a place where cultural effects may be considered to be a problem. As a result, even if the primary ethnic groups in this region have significant distinctions, there are still enough socio-cultural experiences that they share for there to be less of an impact than could have been expected. Perhaps not surprisingly, research on domestic tourism indicates that many of the sociocultural impacts associated with foreign travel completely vanish in circumstances when the local population and the tourist population originate from the same sociocultural environment.

Powerful New Social Structures

Significant alterations in local social structures and new forms of social empowerment may ultimately result from the cumulative influence of many of the socio-cultural developments connected to tourism. As previously, impacts are more likely to be seen when tourism brings together hosts and guests from diverse socioeconomic backgrounds, but if these distinctions are stark, consequences might be profound. Numerous channels lead to changes, but three need special attention. First, tourism develops new job patterns and possibilities for populations who, in traditional civilizations, do not typically work for pay, such women. It has been argued that one of the positive effects of tourism has been to help liberate women from traditional social structures, to provide the independence that comes with a personal income, and to promote, over time, more egalitarian social forms and practices.

In the Dali prefecture of China, Ateljevic and Doorne studied the production of "tie-dyed" fabrics as tourist souvenirs. Their research revealed how local women working in the textile industry gained more independence and control over their lives, while the money they made increased the likelihood that their kids would have better educational and employment opportunities. The emergence of tourism may also benefit young people who get jobs in the sector in many traditional rural countries. New degrees of financial independence, a partial or complete liberation from the conventional social constraints of their elders, particularly within extended families, and new options in things like where to live or who to marry are made possible by this.

Although language transformation, the second crucial step, has likewise gotten little attention in terms of the influence of tourism, such social empowerment may also result from it. A society's language is a key distinguishing characteristic. It gives people a sense of identity and serves as a cultural identifier, but more importantly, it supports social interactions by establishing who speaks to whom. However, as most international tourism is handled using one of the relatively few languages that is widely spoken, visitors from the nations where these 'global' languages are spoken often have expectations that the hosts would at least be able to speak some of their language. Practice often serves to reinforce expectations, at least for fundamental communication. While training in the hospitality industry will also work to offer staff members some understanding of languages that they are likely to encounter, foreign ownership of tourist ventures may impose a new language as the standard for economic reasons. But just like with work, learning a new language empowers individuals in a number of important ways. It expands access to globalized media and the influences it conveys, it makes it simpler to move abroad in search of employment or better prospects, and it changes a person's status in their own society by giving them access to a valuable skill that others might not have. Although there are few empirical studies that have clearly shown this tendency, White's study of the decline in the use of Romansch in areas of tourism development in Switzerland is an exception. As skills in foreign languages are acquired, there is a risk that local languages will be replaced[9].

It is preferable to think of the empowerment that comes with work or learning new languages as taking place at the individual or group level. But sometimes, the growth of tourism and its incorporation into regional socio-cultural development boost whole communities and civilizations. Picard's research on the growth of Bali's tourism industry demonstrated how the allure of the unique Balinese culture to foreign tourists provided significant political and economic 'levers' that could be used to the local Balinese authorities' advantage when dealing with the Indonesian government at the national level. Bali's political elevation and the reassertion of local identity were made feasible by Indonesian authorities' aim to promote Balinese culture in order to promote favorable pictures of the country to the world community.

This relates to the third method of change, which involves building up local opposition. When social groups have a unique culture that serves as the foundation for a tourist draw, according to Pitchford, such culture becomes a resource of both material and cultural value in any local assertion of identity and resistance. Such resistance might be used to combat colonialism, whether it be as an internal or external process, as well as the homogenizing impacts of globalization and the mass marketing of foreign travel. The research by Pitchford looks at how Wales' growing tourist industry has been utilized to promote and safeguard Welsh culture in the face of a long-term and systematic loss of Welsh identity brought on by internal colonization by the English. Regarding Balinese resistance to Indonesian colonialism, Picard's study on Bali illustrates a similar dynamic.

CONCLUSION

Due to the numerous varied circumstances under which people travel and the wide range of local situations they experience, tourism has a remarkable diversity of effects on host communities and cultures, many of which are inconsistent in nature. The socio-cultural consequences of tourism may be minor in certain circumstances when there are few cultural barriers between hosts and guests. Whereas the emphasis in many discussions of the sociocultural interactions between tourists and the communities they visit tends to be on the negative, the discussions that have come before have attempted to demonstrate that there are frequently substantial and palpable advantages from interactions between tourists and locals

as well. As a result, in a world that is more impacted by global processes, tourism may really become a tool for empowerment, a method to maintain cultural identities, and a way to establish unique local identities. Reiterating the fact that communities and cultures are not set in stone and that hosts are not only passive recipients of the potential impulses for change brought by visitors is also crucial. In reaction to a variety of internal and external pressures, including foreign tourism, society and cultures always change. But it is important to keep in mind that there are a variety of such influences, and it is probably impossible to separate the effects of tourism from those of, for example, multinational corporations, international political organizations, global media, NGOs aid and charitable groups, and cultural exchange and educational programs.

The relationships between tourism, societies, and cultures are frequently reflected in imprecise ways, but few contest that tourism has the power to change socio-cultural structures in destination areas through contact between tourists and the societies and cultures that are toured, even though the precise forms of such effects are frequently uncertain and spatially variable. Such difference may be attributed to a variety of variables, such as the kind and scope of tourist interactions, the cultural "distance" between various groups, and the growth phases of tourism.

Additionally, there are a variety of potential outcomes, such as concerns with cultural commercialization and (mis)representation, the introduction of new moral standards, or the advancement of new social value systems. Although there is a tendency to view tourism as a form of socio-cultural "pollution," there is mounting evidence that cultural influence processes are frequently reciprocal and that interactions between tourists and local communities can have positive socio-cultural effects on local empowerment and the preservation of cultural identities and their associated practices.

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CHAPTER 20

TOURISM, STRATEGIES FOR DEVELOPMENT

Ms. Neelam Yadav, Assistant Professor,
School of Hotel Management & Catering Technology, Jaipur National University, Jaipur, India,
Email Id:neelam.yadav@jnujaipur.ac.in

ABSTRACT:

Tourism is a significant driver of economic growth and development in many countries, offering opportunities for employment generation, foreign exchange earnings, and regional development. However, in order to maximize the potential benefits of tourism, strategic planning and development are crucial. This abstract explores various strategies for the development of tourism, aiming to provide a comprehensive overview of the key approaches employed by governments, organizations, and communities to foster sustainable and responsible tourism growth. The study begins by highlighting the importance of tourism as a catalyst for economic development and poverty alleviation. It then delves into the diverse range of strategies employed at different levels to promote tourism development, including policy formulation, infrastructure development, marketing and promotion, stakeholder engagement, and capacity building. The abstract further emphasizes the significance of sustainable tourism practices, which focus on minimizing negative impacts on the environment, preserving local cultures and heritage, and ensuring the long-term viability of tourism destinations. Additionally, the study examines the role of collaboration and partnerships in tourism development, emphasizing the importance of public-private cooperation, community involvement, and international cooperation. It also touches upon emerging trends and innovations, such as digital marketing, experiential tourism, and ecotourism, which contribute to the overall strategies for tourism development.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

The idea that planning has a crucial role to play in ensuring orderly and appropriate patterns of development and, within this process, resolving many of the conflicts that such development may generate, is implicit in many perspectives on sustainable tourism, as well as on tourism development in general. In its many forms, tourist planning may be a vehicle for achieving a variety of more targeted results in addition to serving as a key means of implementing government policies for tourism. These will consist of:

1. The integration of tourism with other areas of the economy;
2. The direction and regulation of physical growth patterns;
3. The preservation of valuable or limited resources;
4. Active destination marketing and promotion;
5. The development of healthy social and cultural ties between visitors and natives [1].

Hall contends that tourist planning has the power to reduce adverse consequences, increase economic benefits to the destination, and foster favorable perceptions of tourism in the host

community. In contrast, there are clear dangers that tourist expansion may become uncontrolled, formless or haphazard, inefficient, and likely to directly cause a variety of negative economic, social, and environmental repercussions if proper tourism planning is missing.

Three tasks are attempted in this chapter. The primary goal of the first part is to examine the fundamentals of planning procedures and some of the many planning strategies that have been used to advance the tourist industry. Second, the significance of tourist planning is discussed, along with some of the key advantages and disadvantages of its design and execution, particularly with regard to sustainability-related concerns. Finally, the distinctions between the national, regional, and local approaches to tourist planning are looked at and shown.

The methods of Planning

There are many different ways to describe "planning," but from a general standpoint, it is understood to be an orderly series of operations and activities that are intended to realize either a single goal or a group of connected goals and objectives. According to Murphy, "planning is concerned with anticipating and regulating change in a system, to promote orderly development so as to increase the benefits of the development process on the social, economic, and environmental fronts." According to this conceptualization, planning is a procedure:

Tourism-Related Connections

1. For preparing for and implementing change;
2. That is prospective;
3. That looks for ideal answers to issues it perceives;
4. That aims to maximize any potential developmental advantages, whether they have a physical, economic, social, or environmental nature;

That will lead to predictable results

This broad definition implies that planning may be used in a wide range of contexts and take many different forms. These include social policy, service delivery, infrastructure enhancement, marketing or commercial operations, environmental management, and physical and economic growth[2].

A basic outline of the planning procedure

A normative model of the planning process, in which the main components in creating and implementing a plan are imagined as a series of key stages or steps, shows that the planning process' fundamental nature is, in theory, remarkably uniform, even allowing for the variation in detail that will reflect the specific applications in which planning is being exercised.

Plans and planning methods available

A typical method that may be used in a variety of planning scenarios is defined by the generic model. Although there are so many different situations, the actual planning strategy often falls into one of four categories:

1. Boosterish;
2. Industry-focused;
3. Physical–spatial;
4. Focused on the community.

This categorization is based on Getz's work and has been frequently used in later tourist planning literature. Boosterism, according to Hall, is perhaps the most common planning strategy for tourist growth in many target regions, however it is questionable if it really qualifies as planning in the traditional sense. The planning process is often coordinated with the exploitation of a destination's natural or cultural resources to maximize economic benefits under a boosterist strategy. Locals often have little input into the planning process and instead rely heavily on government or corporate "experts" to make choices. Thus, wider effects get less consideration since planning is concentrated on the ability of tourism to promote economic growth. Industry-oriented methods could be a more controlled version of boosterism, but there is a higher emphasis on the use of planning to ensure efficient, sustainable use of resources to produce more jobs and regional growth. Under an industry-oriented approach, activities like marketing and promotion tend to become prominent components in travel plans, whereas socio-cultural or environmental considerations, as well as questions about how tourism revenue should be dispersed among communities, are often given considerably lower emphasis.

Physical-spatial planning has its roots in classical urban planning, which places emphasis on controlling physical growth, arranging land use properly, and building corresponding infrastructures. The physical design and layout of tourist districts as well as the zoning of activities are heavily emphasized in the work of statutory planning agencies, and this kind of planning approach is prominently included in numerous notable works on tourism planning. Physical-spatial techniques have improved at regulating the environmental effects of tourism in response to the growing concern about sustainability problems, but it is much less clear how socio-cultural aspects have been incorporated into these systems[3], [4].

As the focus on locating sustainable forms of development has been more widely represented in both policy and practice, community-oriented approaches which are now often connected with Murphy's seminal work have become considerably more noticeable in recent years. This reflects the growing understanding that community involvement is typically the most effective way to resolve socio-cultural tensions between tourists and locals, and that local participation is frequently necessary to ensure sustainable development of tourism and effective management of tourism's environmental impacts. Thus, in theory, community-centered planning can aid in raising local living standards and improving infrastructures in ways that both residents and tourists can benefit from. It can also facilitate development that is in line with the cultural, social, and economic agendas of local communities[5].

Different sorts of plans, including master plans, incremental plans, and infrequently systematic plans, may then be established within these opposing approaches. Possibly the most conventional and least adapted to the unique needs of tourism is the master plan method. Master plans focus on creating a clear statement that serves as a foundation for directing growth. The plan specifies an end result that public and/or private entities are urged to strive toward. Once a master plan is in action, it is often permitted to run its course until its time has passed. Often, targets are anticipated to be accomplished within five-year time frames. A new master is created at the conclusion of the planning session. Having a holistic picture of development processes is a benefit of the master plan method, but it has also drawn a lot of criticism. Burns, for instance, contends that master plans are flawed because they are:

Too complicated and resource-intensive for the government;

1. Inclined to promote a homogenizing, reductionist perspective of tourism that simply reflects the tendencies of established commercial groups;
2. Not democratic and too reliant on local input in favor of professional knowledge;

3. Constrained by national political borders, which puts them at conflict with globalization trends and the shrinking of national space.

However, despite these shortcomings, Tunisia has continued to adopt master planning techniques in its national development planning. The inherent volatility of the tourist industry has prompted some tourism planners to abandon the use of master plans in favor of more flexible types of incremental planning. The main distinction between incremental plans and master plans is that the former recognizes the necessity for ongoing process adjustments to take into account shifting circumstances, whilst the latter is a periodic activity. In order to provide a blueprint for progress, the master plan method would emphasize Stages 1 and 2 of the overall model, but the incremental approach demonstrates a far larger concern for Stages 8–10. Matching supply and demand levels is one of the main goals of tourist planning, therefore the ability to modify planning programs as necessary is a distinct benefit. The necessity to plan such a spread activity thoroughly and in a way that combines the planning of tourism with the other sectors with which it has links is one of the recurrent themes in the literature on tourist planning. Given the range of those connections and the variety of effects that tourism often produces, it is unquestionably desirable to use a planning strategy that is comprehensive while yet accommodating the requirement for ongoing revisions to physical construction, service delivery, and visitor management. Systems planning provides such a method.

The foundation of the systems approach is the understanding of links among system components, such that a change in one element will result in predictable and significant changes in other system components. The system's structure and operation must thus be well understood and taken into consideration when making decisions in order to foresee change. Systems methods in planning try to bring together four essential components—activity, communications, places, and time and map their interrelationship in generating patterns of growth. A systems approach to planning has the benefits of being thorough, adaptable, integrative, and realistic, as well as being implementable at many geographic scales. On the downside, a systems approach is expensive to implement and necessitates extensive knowledge on the part of the planners in order to understand how the system actually functions. Additionally, because of its complexity, local residents are frequently excluded from meaningful participation in planning processes. Due to these factors, it is still the least used of the three approaches mentioned, yet as planning techniques advance, it may eventually gain greater traction[6].

Planning and Tourism

Tourism planning is crucial for a variety of reasons. First, it offers a method for a planned supply of tourist amenities and related infrastructure across relatively wide geographic regions since physical planning procedures have the ability to restrict growth. As tourism has grown, this geographic feature has assumed more importance. The majority of tourist planning at first was localized and site-specific, reflecting the first somewhat constrained horizons of the majority of tourism patterns. However, as mobility levels have risen and the geographic range of visitors has expanded, the need for planning systems that can coordinate development across regional, national, and even international domains has grown.

Any systems that facilitate coordination of activities are anticipated to become crucial to the growth of the industry's potential given the inherent patterns of fragmentation in the tourist sector. The several various components that are often needed to come together within a tourist strategy, such as lodging, attractions, transportation, marketing, and a variety of human resources, reflect this fragmentation. A planning system that offers both integration

and structure to these various variables is unquestionably valuable given the varied patterns of ownership and management of these factors in the majority of destinations. Once they are established, planning systems will also make it possible to manage and promote tourist destinations and the goods they produce. Planning may also serve as a method for allocating and redistributing financial gains and investments associated to tourism. Given that tourism is becoming to be an industry of global importance, activity does not distribute uniformly throughout various areas, and spatial patterns of visitor choice are also subject to change over time, this is a particularly crucial function for planning. Planning may help with the creation of new tourist destinations as well as, if required, the economic realignment of long-established locations that visitors have started to leave. An activity that hasn't always been regarded seriously as a driver for economic and social transformation is given some status and legitimacy by the inclusion of tourism in planning systems, which lends the sector political relevance.

Anticipating future demand patterns and making an effort to match supply to those needs are frequent planning objectives. Planning will also work to maximize visitor satisfaction via the application of appropriate restrictions over physical development and service delivery. There is now plenty of proof from around the globe that unplanned tourist destinations are more likely to have negative effects and low levels of visitor satisfaction, whereas the use of effective planning has frequently improved the tourism product, to the advantage of both hosts and visitors. In his analysis of the development of tourism planning in Spain, Baidal highlights both the negative effects of unplanned tourism growth in the 1960s and the advancements that came with the creation of a solid foundation for tourism planning by the Spanish autonomous regions after 1994. Finally, as mentioned in the chapter's beginning, planning and sustainability concepts have a lot in common. The idea of sustainable tourism includes a number of initiatives that strive to maximize benefits to local communities that may result from wise resource management, in addition to safeguarding the resources on which the business relies. Integrative planning is necessary for sustainable tourism since it aims to strike a balance between social justice, environmental conservation, and economic prosperity[7], [8].

Local destinations are "better placed to determine their positioning in the tourism market, product development, infrastructure requirements, development constraints, local needs, and preferred futures," according to Hall, who makes the claim. However, the variety of roles and responsibilities described above makes it difficult to pinpoint the key components of tourist planning. In actuality, the notion of tourist planning is characterized by a variety of definitions, applications, and purposes. It includes a wide range of activities, tackles physical, social, economic, commercial, and environmental issues, and does so by bringing together many organizations with varying goals. Both the public and commercial sectors may engage in tourism planning, and it may be subject to different levels of legal enforcement. Additionally, it functions on a local, regional, national, and international level. Therefore, it is exceedingly inaccurate to refer to "tourism planning" as if it were a single entity, and Table

This idea is emphasized in 7.1 by a summary of a variety of applications that fall within the broad categories of tourist planning. In addition to the ambiguity around what constitutes true tourist planning, there are still other limitations and flaws to be considered. These include a propensity for adopting short-term viewpoints, organizational flaws, and implementation issues. Short-term viewpoints are often adopted in the tourist industry, which some writers believe has hindered the growth of longer-term, strategic planning in the industry. There are various reasons for why short-term reactions should take precedence. It is a reflection of the tourist industry's natural tendency to view its performance on a season-by-season basis,

which follows the natural rhythm of yearly cycles. However, it is also a result of how the industry is organized in the majority of tourist sites and the dominance of small- to medium-sized businesses, a sector that firmly adheres to tactical, short-term views of tourism and is challenging to include into larger, longer-term planning frameworks.

These frameworks could also suffer from a variety of organizational issues. In many tourist destinations, the need for tourism planning has expanded more quickly than the organizations, skills, and knowledge needed to handle the job. Studies of tourism planning in some of the more recent international destinations, like New Zealand and the microstates of the South Pacific, reveal common issues, such as inconsistent development of tourism strategies between and within states and regions, fragmentation and division of responsibility between different public and private agencies, lack of knowledge of local tourism patterns, and a lack of planners with specialized knowledge of.

DISCUSSION

The chapter now discusses tourist planning over a range of sizes, from the national to the local, to explain how the use of geographical scale is a particularly useful tool for highlighting important changes in focus and application within tourism planning. recognize that the scope of involvement may be transnational or supranational. However, this is at best a developing field that is visible in some aspects of planning within the EU and in some of the regulatory frameworks that are currently influencing international conservation or the preservation of designated World Heritage Sites, but may not yet possess the unity and holistic nature that distinguishes the types of planning on which this chapter is concentrated. This is why the debate that follows is limited to looking at national, regional, and local methods.

Three broad principles are important to keep in mind when we look at these three tiers of tourist planning. First, despite the fact that we may identify different spatial scales of planning intervention in tourism, they should be seen as interrelated rather than as distinct development spheres. Such a connection may be understood in a model framework as hierarchical, whereby national policies within a nation state create a broad agenda for development that directly influences regional-level policies, which in turn serve as a foundation for locally executed programs. The amount of detail in planning proposals is likely to rise as the scope of the intervention decreases, but the basic goals of planning at each level remain complimentary and moving in the same general direction.

In reality, however, it is uncommon to find tidy hierarchical structures. This may be due to the fact that one of the tiers is absent or only partly developed, or, in cases when all the tiers are present, the implementation may be hampered by disparities in institutional or political attitudes at the various levels. As a result of the lack of a clearly defined regional level of planning in the UK, the impact of the regional tourism plans developed by the tourist boards has been constrained due to the lack of a regulatory environment in which to put them into action. Contrarily, the lack of a defined national strategy in New Zealand has thwarted concerted efforts to develop regional tourist plans. Geographical location will also be a role; in tiny countries, where regional subdivisions of the national space do not provide any specific logic or benefit, the lack of a regional tier is particularly prevalent.

It follows that certain issues of concern will create threads that run across all three levels of planning, although with variable degrees of focus, given the interconnection between the various stages of planning. Concerns for infrastructure upgrades, such as transportation and public utilities, are another factor that may give a focus of attention at all three tiers. Given the very different developmental contexts in which tourist planning is used, it is also

inevitable that there would be noticeable variances within as well as across levels, and this will also vary from place to place. Strong national level policies have occasionally come under fire for failing to disclose or address significant regional disparities, and difficulty in what is sometimes referred to as the 'articulation' of policy across planning levels has been a recurrent theme in many destination areas. The discussion that follows should be seen as a generalization of planning at the various geographic levels, with the understanding that particular states, regions, or localities may deviate significantly from the patterns discussed.

Governmental planning for Tourism

The importance given to national-level tourist planning may vary quite a bit across locations, but it is often conceptual in nature and aims to set key objectives for growth of the industry as well as create policies and broad methods for their execution. However, within this framework, a number of more focused emphases could emerge. In particular, we should emphasize that national tourist plans often include economic concerns. This represents the belief that foreign travel has the potential to improve a nation's balance of payments and generate jobs. As a result, an increasing number of countries, particularly those in developing countries, have made tourism a key component of their national economic development plans. Strategic marketing is often a focus of national tourist planning. This is particularly noticeable among established locations that have the knowledge and means to create and market a specific range of domestic tourist goods. For instance, there is no strategic planning for the growth of tourism in Britain, and national organizations like the British Tourism Authority are primarily responsible for promoting British vacation destinations to domestic and, particularly, international tourists. Plans at the national level play these economic and marketing responsibilities, which are seen all over the world.

CONCLUSION

The chapter emphasizes those aspects of tourism planning in which geographical perspectives are most useful in delivering an understanding of change processes. However, it is clear that this is not the only way in which planning processes have an impact on tourism. The chapter also demonstrates how tourist planning is an explicitly spatial phenomenon, not only because it is a crucial tool for organizing tourism space, but also because there are differences in how planning is implemented in various parts of space. There are currently many instances of planning at the national, regional, and local levels, and although there are similar themes and problems that unite these various levels of involvement, there are also distinguishing characteristics that characterize planning for tourism at these various spatial levels. In this study emphasizes the need for comprehensive and well-rounded strategies for tourism development that take into account economic, social, cultural, and environmental aspects. By implementing these strategies, destinations can unlock the transformative potential of tourism, fostering sustainable growth, preserving natural and cultural resources, and enhancing the overall quality of life for both residents and visitors.

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CHAPTER 21

INVENTING PLACES: CULTURAL CONSTRUCTIONS AND TOURISM GEOGRAPHIES

Mr. Shivam Sharma, Assistant Professor,
School of Hotel Management & Catering Technology, Jaipur National University, Jaipur, India,
Email Id: Shivam.sharma@jnujaipur.ac.in

ABSTRACT:

The study begins by highlighting the significance of cultural constructions in the context of tourism. It emphasizes that places are not merely physical spaces but are socially and culturally constructed through narratives, representations, and collective meanings. The book explores how these cultural constructions influence the development and promotion of tourism destinations, shaping the experiences and perceptions of both tourists and locals. Furthermore, the abstract examines the role of geographies in understanding tourism phenomena. It elucidates how places are embedded within wider geographic contexts and how spatial processes, such as globalization, mobilities, and power relations, intersect with tourism practices. The book analyzes the spatial dynamics of tourism, ranging from the creation of tourist landscapes to the impacts of tourism on local communities and environments. The study also highlights the interdisciplinary nature of the book, drawing on insights from geography, anthropology, sociology, cultural studies, and tourism studies. It explores theoretical frameworks and methodologies used to study cultural constructions and tourism geographies, encouraging a holistic and multidimensional approach to understanding the complex relationships between culture, place, and tourism. Moreover, the study discusses the book's examination of various case studies from different regions around the world. These case studies provide in-depth analyses of specific destinations, exploring how cultural constructions interact with economic, social, and political factors to shape tourism development. The abstract also touches upon critical perspectives and debates within the field, such as commodification of culture, authenticity, power differentials, and tourism impacts on local identities.

KEYWORDS:

Geo-tourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

The practice of tourism is fundamentally based on locations and representations of those places. While the formation and propagation of favorable and alluring images of destinations as places heavily influences tourism promotion and marketing, the demand for tourism frequently arises from individual or group perceptions of tourist experiences that are typically deeply rooted in associations with specific places. Tourism therefore creates a unique, if extremely subjective, map of the world, and one way we might look at the geography of tourism is as a physical representation of ideas and beliefs about what make up tourist destinations. New tourism geographies emerge, modifying or frequently replacing preexisting patterns as various forms of tourism promote new areas of interest. But as those perceptions and images are recast and re-formed in response to changing public expectations, tastes, fashions, levels of awareness, mobility, and affluence, new tourism geographies emerge.

Understanding the Spaces of tourist, by examining some of the processes through which such tourist geographies are created. The discussion aims to demonstrate, in particular, that the creation of tourist destinations is not merely a physical process, even though much of the earlier discussion in this book has been explicitly concerned with this aspect of tourism. Part of the process of inventing tourism is focused on the physical development of tourist space. When we designate an area as a tourist destination, we give it an extra layer of difference. While some of that distinction may be based on the physical characteristics of a region, it is, at its core, a process that is influenced by culture. There are various ways that tourist destinations are culturally unique, but two stand out at this point. The first one is in the functions that we assign to tourism destinations. Tourist destinations must have a purpose, whether it be to provide entertainment, challenge, thrill, spectacle, or a lasting experience[1], [2]. All of these traits are cultural constructions that represent the values, assumptions, traditions, and behaviors that help us define who we are as people and as members of a community; none of them, however, exist in isolation. Second, the prevalence of recognizable visitor behaviors usually distinguishes tourist destinations. Several authors have called attention to the ritualized, performative aspect of tourism and its shared sets of norms and presumptions on proper conduct. Therefore, the performances of the visitors who gather in popular locations and whose presence and activities, in turn, support those locations' nature and character as tourist destinations, actively construct tourism destinations.

It is also important to recognize how underlying socio-cultural processes, particularly changes in cultural markers like taste and fashion, have affected how tourist destinations have changed through time. The initial designation of locations as tourist destinations typically reflects an evaluation of resources based on cultural evaluations, and the physical development of these locations typically depends as much on social and institutional structures and organizations as it does on the more immediately noticeable effects of transportation technology innovations. Therefore, the early development of seaside resorts in eighteenth-century England reflected significant changes in medical practices and beliefs, whereas the later growth of mountain tourism in Alpine Europe was fueled by alternative perspectives on the landscape that emerged from the new taste for the romantic picturesque that became fashionable in the first half of the nineteenth century. Later yet, the popularity of sunbathing only truly helped to create the emergence of mass forms of Mediterranean travel starting about 1920. Railways may have offered a practical means of transporting huge numbers of visitors to new locations, but in order to fully realize that potential, changes in the social organization of tourism as well as the importation of vacationing into popular culture were necessary.

We may begin to understand the dizzying variety of places that now pitch themselves as destinations for the contemporary traveler by acknowledging the relevance of culture as a major effect on the tourist's identification with places. We are continuously faced with decisions about where to go and what to do since modern societies are molded by mobilities. Therefore, the fact that various individuals would use different criteria to decide amongst the options at their disposal accounts in part for the enormous variety of tourist destinations in today's globe. Though typically created at the individual level and hence indicative of personal preferences and dispositions, it is crucial to understand that our choices are mediated in some significant ways. Once again, some of that mediation comes from the cultures in which we live and which influence our tastes and guide our behavior as visitors. But more crucially, the agency of those whose job it is to shape views and advance certain locations as deserving targets of tourist attention also mediates our awareness of and affiliation with tourist destinations.

Therefore, we might think of the identification of tourist destinations as resulting from the interaction of:

1. The personal agency we employ and the performative element of our tourist behavior;
2. The societies in which we live, which influence the development of such personal and performative traits;
3. The influence of third parties whose job it is to market tourist destinations and mold attitudes.

The chapter explores four interconnected themes to try to gain a better understanding of these crucial concepts and the ways in which they interact: the construction of tourist destinations through the "gaze," the performative nature of tourism, the function of place promotion, and the theming of tourist environments. The geographical understandings of the idea of "place" and how they relate to the creation of tourist destinations must first be explored in greater depth before moving on to the main issue.

The Idea of Location

'Place' has evolved over the last thirty years to become one of the key organizing ideas in human geography, yet it still sometimes seems like an abstract, ethereal term. According to tradition, the study of place served as a focal point for geographical research in the early 20th century and was heavily represented in the work of geographers such as de la Blache, Hartshorne, and Fleure. However, the predominant conception of place in use at the time was that of physical locations unique sites on the surface of the globe where distinctive physical or human patterns could be identified and defined. A deeper knowledge of how people react to places is one way that more contemporary understandings of place have broadened and enriched the idea. This is particularly true after the reassertion of humanistic methods in the 1970s by authors like Relph and Tuan.

While in their most basic form, places are just points on a map, they are actually a locus of institutions, social relations, material practices, and forms of power and discourse. This recognition that places are fundamentally social constructs rather than just physical entities is a key aspect of modern understandings of place. Places are more than just discrete geographic areas; they are also contexts for the formation of social bonds, personal identities, and a feeling of place [3], [4]. Complex processes are involved in the formation of the sense of place, which is primarily related to the distinctive traits that locations take on in people's thoughts. It is partly a result of the setting's physical characteristics, which identify the location as unique, such as regional landscapes or architectural designs. But it is also a result of the emotional bonds that individuals form to certain locations and the manner in which they subsequently give those locations veiled metaphorical or metonymic meanings. As a result, locations provide people a feeling of belonging that is gradually strengthened by memories that become connected with the places in issue, all of which work to support people's sense of identity. As a result, there are strong creative and emotional components that make individuals associate with certain locations and that, while invisible, have a significant impact on attitudes and behavior. "Places say something about who you are, not just where you live or are from," the saying goes.

Entities Harvey is a committed Marxist who lays a strong focus on the political-economic foundation of place and the manner in which locations change in response to shifting production and consumption systems. As a result, for instance, communities that were formed in close proximity to productive industries are gradually being reshaped as new centers of consumption with new place identities influenced by other social dynamics or novel activities. Harvey also emphasizes the significance of places as symbols of authority and

highlights various instances in which organizations like the state and the church regularly recognize and adore a variety of locations as symbols of their authority and associated societal significance. Yet none of these are often fixed things.

Globalization is one of the most potent engines of change that is now generally accepted to have an impact on how locations are distinguished. The "friction of distance" that formerly separated locations is no longer a barrier, according to Harvey, and according to Castells, the globalization-related flows of people, information, and things are doing the same. Relph has also presented a thorough analysis of the ways in which contemporary urban development has created an increasing number of locations "placeless," or indistinguishable from one another due to the similarity of their built environments and related lifestyles. Ironically, though, tourism, which has traditionally been seen as a desire for variety, has emerged as one of the most powerful forces in favor of uniformity and placelessness in some of its top travel destinations, including the Mediterranean coast. This short examination of the topic reveals many significant intersections between location and tourism, including the following [1]:

A feeling of place is fundamental to many sorts of tourism, and without the distinctiveness that tourist destinations can provide, a lot of the justifications for contemporary travel would be compromised. The manner in which we envision locations and the ways in which the travel industry encourages us to image places have a direct impact on tourist views and motivation. Strong symbolic and representational elements are often found in tourist destinations, and these elements serve as the main draw. The major way we create and preserve our identities is via tourism; the places we go tell a lot about who we think we are and the identities we want to show to others. When individuals travel, they may form ties to certain locations and give those locations importance in their lives. Tourist destinations serve as significant locations of remembering for humans. We often take acts that help us save these memories of tourist destinations for future recall in our minds long after more mundane parts of our everyday lives have been forgotten. Some individuals find a feeling of belonging in tourist destinations, especially when those destinations become destinations that people visit often and return to on yearly "pilgrimages."

Tourists' Eyes

One of the most important concepts to emerge in the past 20 years has been Urry's concept of the "tourist gaze" in helping us get a better understanding of how visitors react to the places they tour and how their actions affect their perception of place. The goal of Urry's book is to provide an answer to a basic issue about tourism: Why do individuals leave their homes and places of employment to go to other locations where they may not be clearly attached and where they may be consuming in some cases superfluous products and services? The solutions that Urry suggests are shaped by two fundamental presumptions: first, that we travel to other places in order to take in the sights and experiences they have to offer because we hope to find pleasure in the process; and second, that those experiences will be in some way out of the ordinary and dissimilar from our daily routines. Urry goes on to say that there are several methods to identify the unusual. For instance:

In seeing new sides of things that are often known, such touring other people's businesses or going to museums or other tourist destinations that provide us a look into how others live, like a stately house or the renovated miner's cabin at an industrial museum; In carrying out normal tasks in strange environments, as shopping at a market in North Africa. When places are unable to provide locations or objects that are out of the ordinary then, almost by definition, there is "nothing to see," according to Urry. This is because, as tourists, our gaze is directed to features in landscapes and townscapes that separate them from everyday

experience. The word "gaze" itself prioritizes the visual forms of consumption of tourist destinations as the primary way that most visitors interact to the places they visit. Seeing is a crucial part of this idea.

The concept of the gaze is important because it proposes an understanding of the creation and consumption of tourist destinations that is based on observed tourist practices and a reasonable justification. It also serves as a useful starting point for understanding the selective ways that tourism defines tourist destinations and maps space. Most significantly, it highlights the subjectivity of travel and the role of the traveler as subject, and in doing so, the idea of the gaze draws attention to two significant outcomes. First, it places visitors in a key position as consumers in the creation of tourist destinations; second, by acknowledging that different groups will construct their gaze differently, it offers an explanatory rationale for the diversity that is apparent across the range of tourist destinations that we frequently encounter.

Understanding many contemporary tourist behaviors and their underlying meanings depends on understanding the metaphor of visualization that the word "gaze" makes clear. Tourism is a very visual industry. We often spend a significant portion of a tourism trip engaged in the act of sightseeing, in which we gaze upon places, people, and their artifacts. We then relive our experiences as memories and recollections, assisted by photographs or home video footage that we have intentionally taken to act as visible reminders of the places we visited. For Urry, the tourist gaze and photography are inextricably linked. As we "capture" intriguing images or acts with our cameras, it gives us a way to both 'appropriate' the objects of our gaze and prove to others that we really saw the locations our photographs depict. In the same way that we choose subjects, frame, and organize our photos, photography likewise idealizes locations[2]. If the genuine picture doesn't please, we may now, in the digital era, edit the output to further improve the attributes of the settings we've captured. The postcards we often purchase and send to others serve as a substitute for expressing and indicating the authenticity of the tourist experience. Since many parts of travel now revolve on what Urry refers to as "the search for the photogenic," our exploration of new places is increasingly influenced by our desire for striking visual experiences.

But the whole process of picturing, experiencing, and remembering tourist attractions is undoubtedly socially created and heavily influenced by "cultural filters." We look at and take pictures of locations in a very selective way, ignoring some of them completely and eliminating the unattractive or boring parts of the rest. We are creating sites as we go along that will serve our needs. The name "gaze" itself implies that it is a cold and superficial activity. Because of this superficiality, cultural signals play a bigger part in the creation and consumption of tourist destinations. These signs aren't literal ones like directional markers, but rather metaphorical ones like locations or behaviors that, via simplification, communicate far more nuanced concepts and behaviors. A vista of a rose-decked, thatched house may therefore come to symbolize or reflect a far broader and more complex vision of "olde England" and the lives and activities that legends link with the rural past for the traveler. Some types of tourism have actually turned into an activity centered on collecting these "signs"; postcards and vacation photos from famous tourist destinations throughout the globe give the bearer a prestige, making them the genuine hallmark of the contemporary traveler.

The focus of Urry's vision of the gaze is on locations that provide the remarkable. This contributes to the explanation of the obvious tendency for tourist geographic areas to vary over time. There is a clear need for at least a portion of the tourist attention to be refocused towards new locations or even upon components of current destinations that had not previously been a part of the tourist circuit as places grow intolerably familiar. As a result,

Biarritz and St. Tropez have taken the place of Brighton and Torbay, while seasoned Paris visitors may now sign up for guided tours of the city's other attractions as well.

Recognizing the tourist places sewers of the nineteenth century. Tourists seldom have a fixed point of view; instead, they often adjust their gaze in reaction to variations in accessibility, fashion, taste, and, perhaps most importantly, the nature of the locations that are actively being developed as tourist destinations[5]. There is no denying that Urry has properly identified a dominant method of tourist travel and a distinctive way in which visitors interact with a location, as MacCannell acknowledges. Dissident voices have emerged, which is probably not unexpected given that, although the idea of the gaze offers a legitimate and compelling explanation of certain crucial aspects of tourist behavior, it offers a rather less convincing foundation for comprehending the complete spectrum of those behaviors. One wouldn't want to deny the fundamental and influencing character of the tourist gaze, but we might remark that it is merely one of many different kinds of touristic relationships with things, according to Franklin.

It is important to note two problems, both of which stem from Urry's original theories' underlying presuppositions. The first question is whether or not tourism always involves the unusual. The idea put out by Urry that "tourism results from a basic binary division between the ordinary/every day and the extraordinary" suggests that the things on which tourists fixate should be unusual. This is problematic because it presupposes the existence of "an ordinary" that can be compared to and that tourism still maintains a degree of difference that allows for meaningful divergence from other socio-cultural activities. However, one of the clear effects of postmodern change has been the gradual erasure of presumptive boundaries, or what Lash and Urry have called "de-differentiation," making it harder to distinguish between tourism and other social and cultural practices while the "extraordinary" has permeated daily life. Franklin makes a strong argument against the tourist gaze by observing that "the everyday world is increasingly indistinguishable from the touristic world."

DISCUSSION

Nowadays, most locations are on some kind of tourism route, and the majority of the activities we like doing in our free time also serve as tourist attractions and take up communal areas. In a comparable vein, MacCannell faults Urry for supposing that the commonplace cannot be remarkable and that contemporary living is inherently dull, necessitating sporadic vacations to unusual locations. Franklin shares this viewpoint and asserts with assurance that "there is never a dull moment with modernity." This strong assertion runs the danger of overstating its case since it seems like an obvious truth that most individuals would be able to recognize numerous areas of their contemporary life that are grotesquely mundane and routine. The idea that many aspects of contemporary life are heavily influenced by travel experiences, however, continues to be a crucial viewpoint.

This debate also revolves on whether the extraordinary is necessarily unfamiliar. After all, the concepts of "exceptional" and "ordinary" are relative words that are often defined at the individual level. Franklin's argument on the blurring of lines and the integration of many of the experiences we get through travel into everyday life is compelling, yet he may overlook the reality that humans are living things. Many of their vacations will continue to be seen as "extraordinary" by them as reflexive people, and these vacations will typically continue to be memorable, unique experiences within their larger lives. As a regular visitor to France, the author is acquainted with a wide range of French land and many features of French culture, some of which are also often seen in everyday life at home. The excitement that always precedes a journey to France, as well as the feeling of involvement with strange, exceptional,

and often exotic locales that such excursions sometimes give, are not lessened by that familiarity, however. Perhaps, as Urry implies, size of difference, rather than difference as an absolute condition, is what matters in this situation[6].

The tourist gaze offers a basically detached interaction of visitors with places and the experiences that places afford, which is the second important criticism of Urry's notion. The tourist shown by Urry is a typical observer, a view collector, and someone for whom sightseeing is their main mode of operation. However, the increasingly varied character of modern tourism exposes a number of contexts of interaction where the gaze is disregarded or perhaps ignored. We'll talk about the embodied character of tourism in a later chapter. In this kind of tourism, the visitor actively engages in local traditions, customs, and activities rather than just watching them from a distance. We know that many people aren't content to just look; they also need to feel, taste, touch, smell, and hear. This is evidenced by the growing interest in adventurous and active forms of tourism as well as the more selective but nonetheless locally significant engagement of tourists in industries like wine and food tourism, sex tourism, and naturism. Although it is obvious that this is a limitation that should be acknowledged, the idea of the gaze's failure to account for these types of experience does not diminish its overall significance as a theoretical viewpoint on what is likely the predominant kind of link between visitors and a location.

Tourist Destinations Used as Concert Venues

The way that tourists direct their gaze is a crucial component in the creation of tourist destinations, but we should also be aware that it is a part of a larger process of engagement known as the tourist "performance," which refers to the actions, behaviors, codes, and preferences that tourists display while traveling. Tourism cannot exist independently of the visitors who do it, and interest in the performance of tourists is a relatively recent critical viewpoint that has emerged via new cultural views in geography. In other words, while the tourism sector may create and market any number of tourist destinations, these remain as inert objects until they are populated by people tourists whose interaction with the destinations and with one another creates the institutions, relations, and practices that distinguish the destination as a tourist destination. Tourists have a dynamic agency that continuously produces and reproduces various forms of tourism and tourist destinations through the actions that make up their performance, according to Edensor, who claims that "tourism is a process which involves the on-going construction of praxis and space in shared contexts[7], [8]."

There is both a circularity and an interest in the performative character of tourism and a chance to rebel against their rules and standards. Regarding circularity, it is instantly clear that certain components of tourist performance exhibit what Bourdieu refers to as habitus, which builds habits and reactions that are influenced by and affect our daily life. These are socially accepted norms of conduct that support good interpersonal interaction and life organization. By relying on our larger habits and supplementing them with specific expectations of how we should behave as visitors in certain locales, tourism creates or acquires its own common sets of norms with respect to behavior and anticipated activities. According to this perspective, tourism may be seen as consisting of a variety of widely accepted embodied practices and meanings that are replicated by visitors via their performances. This process is cyclical, so it should be obvious inasmuch as some of the acts we put on as visitors reflect a common notion of what tourists are supposed to do. Additionally, as Edensor points out, we are usually under the watchful eyes of other visitors, including our fellow performers, and their observation of us serves to reinforce norms around behaviors that are proper for methods of being a tourist in a given region.

CONCLUSION

The formation of new tourist geographies and their accompanying tourist destinations has been examined in this work in some detail. While there are many factors that contribute to the development of new tourist patterns, cultural influences have received special attention because they directly affect how we perform as tourists as well as how we understand places and how we choose which sites to look at. These performances in turn help define or create tourist destinations in new ways. While many components of our vision are individuated, others also influence our behaviors. This is especially clear through the practice of place promotion, which increases our awareness of potential travel destinations and actively influences the way we form images of those places, but it is also made clear by the practice of "theming," which is becoming more and more common. This trend is influential in both the places we visit as tourists and the places where we go about our daily lives.

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CHAPTER 22

URBAN TOURISM IN A CHANGING WORLD

Mr. Abhishek Kar, Assistant Professor,
School of Hotel Management & Catering Technology, Jaipur National University, Jaipur, India,
Email Id: abhishekkar@jnujaipur.ac.in

ABSTRACT:

This succinct remark sums up the obvious truth that cities in the twenty-first century serve as significant tourist destinations. As a result, any effort to comprehend the spaces of tourism must take a close look at these key tourist sites. The size and diversity of urban tourism, which includes a variety of leisure travel, business and conference travel, visiting friends and family, educational travel, and, in certain cases, religious travel, contribute to its current prominence. Urban tourism has gained importance via its newly discovered relevance in the processes of reinvention of cities under post-industrial, postmodern transformation and the associated reorganization of urban economies and cultures around consumption, although this may not be the most significant development. Urban tourism has, in a variety of ways, emerged as a crucial instrument for the physical rehabilitation of urban space, for economic renewal and job creation, for place marketing, for reimagining cities, and for assisting in the formation of identity in the new global networks. These dynamics have led to the profound integration of tourism and its infrastructure into both the urban structure and the everyday lives of those who reside in these locations.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

Any comprehension of the shifting importance of urban tourism must be based on a deeper grasp of the present urban setting, particularly the advent of post-industrial and postmodern cities. This change has had a significant impact on how cities are connected to one another as well as how urban space is organized inside and how economic and social interactions are structured. This process is driven by four overarching, interconnected themes: globalization, economic and social restructuring, the transformation of urban identity, and new political agendas. A fundamentally different narrative of urbanism at the start of the twenty-first century is being produced as a result of globalization, which has had a direct impact on the development of new global networks of exchange and new transnational systems of production and consumption. In their statement that "the present epoch involves a different, more flexible organization of production, higher mobility of both capital and people, heightened competition among places, and greater social and cultural fragmentation," Fainstein and Judd characterize aspects of this dynamic. The worldwide movement of labor is a major cause of social and cultural fragmentation, which also contributes to the distinctively diverse urban populations of postmodern cities, which are a particularly obvious result of globalization[1].

The process of economic restructuring has had a significant impact on the growth of post-industrial cities and is closely related to globalization. Two main phases have shaped restructuring: a period of significant deindustrialization, during which the traditional

manufacturing industries that gave rise to the industrial, modern city in the West have largely collapsed, and a period of reindustrialization, during which new growth sectors in the urban economy have been shaped around the information economy, new technologies, and a significant increase in service industries related to these activities. It has also led to a significant rethinking of the productive use of space. This has been crucial to the shift from production to consumption as a defining logic of modern cities in Europe, North America, and Australasia. Particularly, new industrial activity has tended to concentrate at the edges of large cities. Here, businesses that have frequently been set free by new communications technologies can take advantage of the lower land costs, the environmental allure, and the increased accessibility that peripheral sites frequently offer to establish spatially fragmented but functionally connected zones of new production. As conventional production is replaced by new modes, older industrial sites often being abandoned, which presents enormous opportunities and perhaps a necessity for urban regeneration. An excellent illustration of the spatial reorganization of the urban economy under postmodernity is provided by Soja's in-depth analyses of the growth of the new, peripheral developments of technology industries in Los Angeles and the progressive abandonment of older industrial districts in central Los Angeles[2], [3].

Nevertheless, despite the fact that the process is motivated by an economic need, it also has important social implications since it is leading to the creation of brand-new social space patterns that are equally fragmented. Many people believe that the post-industrial revolution and globalization have accentuated differences and inequities, some of which are socio-cultural and others which are economic. But these disparities also leave their mark on the physical world, whether in affluent or impoverished neighborhoods or in the enclaves created by racial or ethnic minorities. Of fact, this is not a novel aspect of urban social geography, but it has grown significantly and is now better defined, particularly in large cities. Such spatial disparities are often emphasized even more by overt space defense, whether via social behaviors or actual police and monitoring. As this tendency is variously revealed in the gated and guarded communities of the wealthy, the protected "public" spaces of the municipal cores, and even in the "turfs" of the street gangs that flourish in impoverished areas like Watts and South Central and who assert their own, distinctive hold on space, Davis' brilliant dissection of the social landscapes of Los Angeles paints a fascinating picture of this tendency[4], [5].

DISCUSSION

The deliberate remaking of cities and city identity has been the third important step in the post-industrial/postmodern evolution of cities. This is in part a reaction to the decline of traditional centers of production, which made it necessary to pursue regeneration policies to address the economic and social malaise that followed the widespread loss of traditional areas of employment as well as the practical issues of abandoned and "brownfield" land that deindustrialization typically created. At the same time, there are significant connections to globalization since post-industrial regions now depend heavily on changing their identities and perceptions in order to compete successfully on a global scale. Cities today need to compete globally for capital investment, labor, and even tourism, and their capacity to do so determines their potential for future growth. This is part of the new dynamic created by globalization. The process of "manufacturing" new consumption locations in redeveloped waterfronts, themed shopping malls, or cutting-edge museums, galleries, and sports arenas has had a significant impact on the aesthetic quality of cityscapes and the elements that make up the human setting in modern cities in many cities[6]. Theming has emerged as a recurring theme in postmodern cities, but so has the gradual emergence of a new aesthetic centered on

postmodern urban design, which is exemplified by the eclectic, collage-like blending of architectural styles and traditions as well as the growing significance of signs and signifiers as cultural markers in the malls, cafe districts, and rebuilt waterfronts of the new urban landscape. This tendency has crucial consequences for the growth of urban tourism, as we'll see in the section that follows.

Finally, it's important to consider the effects of new political ideologies that emerged after 1980, particularly the development of the so-called "New Right" under the leadership of Ronald Reagan in the USA and Margaret Thatcher in the UK. In their respective comments, Judd and Law discuss how the entrepreneurial strategies favored by both of these administrations shifted the emphasis of urban policy away from the social-welfare agendas of the 1970s and put new emphasis on public-private partnerships and the active marketing of cities as investment destinations as the way forward. This contributed to the creation of a new urban political environment that was very favorable to the growth of tourism as a tactically significant factor in the transformation of cities. This introduction, which must only present the most basic of summaries of key ideas in the evolving urban environment, establishes the necessary background knowledge for comprehending urban tourism[7]–[9].

CONCLUSION

Cities are the main tourist destinations nowadays, and the majority of big metropolitan areas provide a nearly unrivaled selection of tourist attractions and accompanying infrastructures. They also accommodate a wider variety of tourism categories than any other kind of tourist destination. Tourism has been widely embraced as a crucial component in the process of remaking cities as post-industrial locales shaped around consumption rather than conventional forms of production as a part of this transformation, and images of cities as destinations are frequently crucial to the wider promotion of these places in global urban systems. Additionally, as a result of postmodern change processes, urban development today is significantly expanding the opportunities for tourism in urban areas, creating new tourism spaces and new connections between tourism and everyday urban life that deeply and innovatively integrate tourism into urban experience. Due to its ability to both draw from and reinforce current trends and new directions, tourism has therefore become a component of the new urban order.

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CHAPTER 23

TOURISM, CONSUMPTION AND IDENTITY

Ms. Neelam Yadav, Assistant Professor,
School of Hotel Management & Catering Technology, Jaipur National University, Jaipur, India,
Email Id:neelam.yadav@jnujaipur.ac.in

ABSTRACT:

Tourism has emerged as a significant global phenomenon, encompassing diverse experiences and interactions that profoundly impact individuals, societies, and economies. This abstract delves into the intricate relationship between tourism, consumption, and identity formation, highlighting the interplay and implications of these interconnected elements. Tourism, characterized by the movement of individuals from their usual environments to different destinations, has evolved into a multifaceted social practice involving various forms of consumption. As tourists engage in activities such as accommodation, transportation, dining, and shopping, their consumption patterns play a pivotal role in shaping their experiences and influencing local communities. Consumption, in the context of tourism, extends beyond the acquisition of goods and services. It encompasses the symbolic meanings attached to products, the creation of personal narratives through souvenirs, and the construction of social identity through shared consumption practices. Tourists engage in consumption to satisfy their desires, assert their social status, and communicate their identities to others. Identity, a complex and multifaceted concept, is closely intertwined with tourism and consumption. Tourists often seek to construct, reaffirm, or transform their identities through their travel experiences and consumption choices. The destinations they choose, the activities they engage in, and the souvenirs they acquire all contribute to the construction and negotiation of their identities.

KEYWORDS:

Geo-tourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

The word "identity" has been used unqualifiedly so far in this debate, but it is a perilous idea that begs for more examination. Identity, according to Bauman, "is a modern invention" and a highly contemporary concern. The majority of the protective frameworks of the smaller, pre-industrial communities have been effectively dismantled by modernity through processes like industrialization and the associated reorganization of capital and labor at an increasingly global scale, and they have been replaced with much larger, impersonal forms of organization. These changes have created previously unheard-of levels of anonymity and ambiguity in social life, but because social hierarchies and traditional authorities no longer have such a strong hold on an individual's self-identity, the modern person now has to figure out new ways to identify themselves while also being exposed to a variety of potential selves. The movement of at least some sections of Western society onto the shifting sands of postmodernity has further exacerbated the problems surrounding the concerns of who we are and how we keep that sense of our own identity. Identity has to be adaptive and flexible rather than permanent and hence restricting in postmodern cultures that are actively and continually reinventing themselves. The post-modern "problem of identity" is how to prevent fixation and keep the choices open, to paraphrase Bauman once more[1]: "The modern

"problem of identity" was how to construct an identity and keep it solid and stable." As a result, identities are becoming more fractured, multiplexed, and fragmented across many discourse and practice domains.

These contextual findings prompt intriguing issues about self-identification, how identities are created and perceived, and secondly and this is particularly pertinent to the subjects of this book how tourism affects identity development. Giddens presents a variety of understandings of self-identity and how it is supported by social practice in his seminal work on modernity and self-identity. Giddens' core claim is that identity is a self-reflexive process in which the person involved is heavily accountable for the results. In other words, identity is a process of becoming, not being, in which the decisions we make determine who we are and who we become. This is according to Stuart Hall. This procedure assumes the existence of what Giddens refers to as a "narrative of the self," which refers to the narrative threads from our everyday lives that help us comprehend who we are and how we want to be understood by others. As a result, identity is something we create rather than something we learn about ourselves, and it is formed via processes of representation.

This important conclusion assumes two more procedures. First, Giddens contends that individuals must cultivate and maintain a reflexive understanding of themselves through coherent, yet perpetually revised, biographical narratives that are influenced by the various options that may be available to them and that reflect both past experiences and intended futures. Second, Giddens introduces the idea of "self-actualization," which has to do with the ways in which individuals imagine and create lives that allow for the realization of their identities. This suggests some degree of control over the period of time spent engaging in activities that create identity, but self-actualization processes also need to be understood in terms of weighing chances against dangers. "The individual has to confront novel hazards as a necessary part of breaking away from established patterns of behavior," according to the author, to recreate identities[2].

Giddens adds one more point that is crucial to the debates later in this chapter: the extension of the self's reflexivity onto the body is a crucial component. Instead of just being a passive object, he refers to the body as a component of an "action system." The action systems of the body serve as a crucial medium through which identity is formed and projected, as we'll see in the section that follows. They are imprinted with a variety of encoded 'messages' that others may 'read,' and through embodied practices and the performativity of the body, we transmit messages that aim to project our self-identities onto others.

One more important feature of identity is suggested by this finding. Some authors contend that one reason we choose to identify in certain ways is to build connections with others by forging collective identities. Desforges, for instance, makes this point, and several analyses of mountaineering that have influenced the discussion of adventure tourism later in this chapter also articulate the ways in which participants try to position themselves as "belonging" to the fraternity of mountaineers through embodied performances, the adoption of clothing styles, and appropriate codes of practice. Although these findings have some merit, they are often founded on constructs of difference rather than similarities in the activity of reflexive self-identity development. Stuart Hall makes this point very plain, stating that identities "are constructed through difference" and that they "are more the product of the marking of difference and exclusion, than they are the signs of an identical, naturally-constituted unity."

Tourism consumption and Identity Formation

How do consumerism, identity formation, and tourism intersect? Insofar as there is often no actual object being bought as the centerpiece of the tourist experience, tourism is a

complicated type of consumption. Although, as Paterson points out, the enabling of visual consumption typically entails the direct consumption of a wider range of tangible, supporting goods and services, many forms of tourist consumption are shaped by the primarily visual consumption of images and representations through the tourist gaze. While the tourist gaze may frequently be drawn to spectacular sites of consumption, it may also engage with the mundane in ways that make tourist practices difficult to characterize. Tourism is an example of the idea of "conspicuous" consumption that acts as a social marker, as intended by Veblen and Bourdieu. Identity-related connections are similarly complicated. Tourism is an activity through which we may want to reinforce our sense of ourselves, but it also presents circumstances in which such identities may be questioned and recreated. It may serve to form the collective identities of the tourists, but it also destroys local identities. It follows that we may evaluate the importance of tourism in connection to consumption and identity from a variety of angles, but for the sake of simplicity, three main areas of relevance can be listed.

Tourism first becomes significant as a type of ostentatious consumerism. It is noticeable in a number of concurrently physical, economic, and social senses. It is a physically noticeable process since it requires time away from regular surroundings and involvement in the act of traveling. For those who are employed, such absence is typically formalized through the processes for approving vacation time, and it is typically noted informally in the social settings in which people live – through the incidence of homes that are temporarily shut up and where neighbors are possibly performing routine care and security tasks. Returning visitors will often exhibit embodied characteristics, and new items brought back from vacation may also serve as tangible reminders of a previous journey[3].

Economically speaking, travel is typically a costly pastime that requires careful money management in a way that is uncommon in other areas of normal spending. Many people consider tourism to be a luxury good, and by spending large sums of financial capital in it, travelers obviously anticipate receiving sizeable sums of social and cultural capital in return. The vacation, especially if it was taken in far-off and exotic places is thus a potent indicator of identity, status, and social aspiration, and the recounting of the experience to friends, neighbors, and family members - through the sending of postcards, the giving of gifts, or the showing of photographs and video of the destination - is a crucial part of affirming that assumed status.

Second, tourism's involvement in forming identity, whether as an affirmation of an existing one or a road to a changed one, is strongly related to its function as a venue for conspicuous spending. Asserting that processes of commodification, in particular, frequently presented tourist experiences in ways that were designed to confirm expectations that were formed in advance and which provided few opportunities for travelers to encounter difference, Bruner cast doubt on the idea that tourism provides a vehicle for the transformation of the self in a paper published in 1991. The author Desforges, for instance, claims that "tourism practices, and the ways in which they are imagined and enacted, become central to the construction of the self," despite more recent work putting out alternative viewpoints[4], [5].

The obvious setting for individuals to act out the self-narratives Giddens alludes to and encounter the unexpected dangers that are sometimes necessary to self-discovery is tourism. While young people navigating the awkward transition from youth to adulthood are perhaps more susceptible than most to articulating transformative experiences through practices like travel, other studies report similar evidence from older tourists. For instance, Noy's study of young backpackers observes that the trip became a moment constructed as formative and transformative in the stories that the youths tell of their self and their identity'. Desforge's research describes an interview with a lady in her sixties who had lately developed travel

habits to far-flung places like Nepal and Peru, which had allowed her to create a whole new sense of her self-worth and of herself. The practice of tourism is essential in this process for confirming ideas of self-change.

Additionally, the identities we create when traveling may be utilized in a variety of ways to create. Communal identity as well as a way to point out differences that set us apart from others. The interviews Noy conducted with young backpackers from Israel showed how engaging in this type of travel introduced them to a subculture of travelers who claim a collective identity as backpackers and for whom status within that community is frequently a direct reflection of the experiences they have gained through this type of tourism[6].

Identity, Consumerism and Tourism

Third, tourism has additional relevance as a result of its deeper connections with modern lives and related spending habits and trends. One of the main points made in Franklin's superb study of modern tourism is that most facets of contemporary life now include and depend on the practice of tourism. It is represented in the media, in consumer decisions about goods like food and clothes, in social interactions, it serves to shape space, and it is becoming more and more important to the postmodern imagination. And a key component of modern consumerism is imagination. The key activity of consuming, according to Campbell, is not the actual choice, acquisition, or use of items, but rather the creative pleasure-seeking that the object facilitates. The pursuit of pleasure also naturally leads to an interest in novelty. According to the same author, "modern consumers will desire a novel product rather than a familiar one because this enables them to believe that its acquisition and use will supply experiences that they will not have encountered to date." The practice of imagination and the encounter with novelty are mostly found in the tourism industry.

Understandings of the Body and Tourism

It is increasingly normal to see that rhetoric reflecting fresh interest in the body and the embodied aspect of human experience in the modern literature on geographies of consumption and identity. The feminist viewpoint and the realization that the body is socially constructed rather than biologically determined were the earliest sources of academic interest in the body. Because of this, gendered social practices which define what has been called the performative aspect of gender are produced, even if gender, for instance, is originally based in fundamental physical distinctions between men and women. In addition to gender being a performed role, each of us has the ability to change, clothe, or otherwise adjust our bodies to suit a variety of individual or group objectives by working with the fundamental physiology with which we are born. The body is, in this view, "not a fixed essence, but is located in a network of political, socio-economic, and geographical relations."

In some of Thrift's work, which emphasizes the centrality of the ordinary, embodied practices of daily life that really influence how individuals behave toward others and themselves in certain circumstances, the idea of the body as what we would name a "relational" space is explored. Thrift aims to demonstrate how the performative aspects of daily life offer insights into how such lives are structured, practiced, and acquire meaning in ways that representational forms, like written texts, cannot. He refers to this approach as "non-representational theory" or the "theory of practices." These fundamental realizations are directly related to tourism, and the increased academic interest in the subject of tourism reflects some significant changes in the way that conceptions of tourism are created. These new critical viewpoints are in part a response to the focus on the disembodied subjectivity of the gazing tourist and the seemingly straightforward function of other people's bodies as objects of the tourist gaze that had long predominated in tourism studies. The body assumes a

prominent role as the location in which those sensuous qualities of tourism are recorded and experienced, and it has also come to light that many types of tourism are inherently sensual in character.

Thoughts and emotions change, but the body gives us a way to interact with the outside world. When you hear, see, smell, feel, or taste anything, you become aware of your surroundings. Recognizing the performative aspects of tourism and the body as the main site on which a variety of more complex motives, behaviors, beliefs, and expectations are inscribed and which are exposed through embodied tourist practices has also been a significant development. This way, the environment for tourism is transformed into a stage where visitors may act out, improvise, or otherwise adopt a variety of roles that can range from the preset to the merely reflective. Diverse viewpoints have therefore recognized the importance of the body in tourism, but in order to give this topic structure, three major features are discussed below. The first of these is the relationship between the body and identity; the second is how embodied tourist practices alter the tourist space and the manner in which that space is understood; and the third is how embodied practice affects participation or use of that space.

The deceased and the Tourist

The body is undoubtedly the most important vehicle through which we display those identities that our consuming habits assist to establish, despite the fact that, as we have previously seen, identity is closely linked to practices of consumption. The body is where we consume things, but it also expresses a lot about how we see ourselves. We make strong declarations about who we think we are and the values we uphold through our choices in clothing, body jewelry, and hairstyles, as well as through our demeanor and bodily dispositions, body management, and the performances we elicit from our bodies. The body is a social fabrication that maps power and identity in some significant ways, as was already mentioned. The social inscription of body's aids in processes of categorization and difference, as well as inclusion and exclusion, and bodies are also places of resistance. For instance, it was no accident that the counter-cultural movements of the Californian 'hippies' of the 1960s and 1970s adopted a range of distinctive bodily practices around dress codes, hair styles, relaxed attitudes toward sexuality and social nudity, and overt consumption of drugs and alcohol, as ways of signaling resistance and opposition to mainstream cultural values and the politics of the time. Edensor notes that social relationships and cultural meaning are imprinted on the body.

Nash makes a powerful argument by arguing that identity cannot exist independently of performance and performance is closely related to the physical acts through which individuals interpret their surroundings and their place in them. It is important to understand the spaces of tourism because not only do our embodied identities as tourists tend to identify us as such for instance, by the use of specific dress codes and body jewelry but also the locations we subsequently occupy and the embodied performances we put on as tourists map the tourist space and the relationships that structure it. Many tourism destinations become unrecognizable without the visitor body and its corresponding personality.

While doing so, we often use various performance styles in the tourist industry to set ourselves apart from other participants and express a particular identity that we may or may not want to share with them while still occupying the same physical area. In order to analyze the many embodied behaviors and walking styles that accompany tourism walking, Edensor serves as a superb example. The serious walkers in this area often adopt physical postures and adornments that are meant to convey to others a certain set of ideals and a status that

distinguishes them as professionals. Walking boots, walking poles, certain brands of waterproof apparel, and the usage of backpacks all communicate cultural capital to onlookers in a way that serves as an obvious indicator of status and fraternity membership.

DISCUSSION

However, tourism is not just another setting in which we may impose our own embodied identities and social statuses on others. We may investigate or change that identity at tourist destinations. Many types of tourism allow for active renegotiation of identity via bodily activities, and people may use travel to find, reinforce, or modify their identities. According to Inglis, holidays provide an opportunity to explore other perspectives on who you are or who you think you are, or even to reestablish contact with who you actually are. The self-one discovers one can be when on vacation feels so lovely, so fresh, and so restorative that it is assumed to be the genuine self-one needs to be, the author argues. The idea of self-discovery still has a strong resonance across the areas of tourism, despite the fact that certain tourist encounters may also be unpleasant, uninspiring, and draining. At the time of writing, a TV advertising campaign in the UK for vacations to Ireland directly capitalized on these feelings of self-realization through travel, using images of tourists reflexively discovering their "own" Ireland -- and by extension, themselves -- through embodied activities like horseback riding on the Dingle Peninsula's beaches, Gaelic dancing in an Irish pub's "authentic" setting, or having their first experience with the well-known Irish beverage, Guinness, in a Dublin.

The Human Body and Tourism Area

Although they are not immediately apparent, connections between the body and how we build and establish common understandings of tourist space are often discovered to be vital and extremely significant. For instance, the work of MacNaghten, Urry, and Edensor articulates a strong connection between the characteristics of tourist destinations and the embodied reactions or feelings that such destinations encourage. Edensor makes the point that the rural areas where such activity is concentrated are frequently constructed as environments in which notions of escape, freedom, and natural expression are central to the embodied activity of walking in his insightful critique of walking as a recreational or tourist practice. Such feelings are a part of a broader reaction that emerged from the Romantic Movement in the nineteenth century, in which the public, embodied interaction with natural landscapes was a result of the aesthetic admiration of the countryside.

- first through outdoor pursuits like hiking and camping, then through more exclusive practices like naturism that forged an especially close bond between the body and nature, and finally through riskier forms of play that make other embodied emotions like fear and excitement a central part of the experience. Many of these constructions of the 'natural' spaces of the countryside as sensual spaces endowed with opportunity for reflexive, self-discovery, and personal regeneration are frequently positioned in opposition to equally embodied constructions of the 'unnatural' spaces of the urban world as constrained, restrictive, regimented, un-reflexive, and sensually limiting.

Our awareness of tourist destinations often combines cognitive and physiological information that we get by moving around the environment, interacting with others, and engaging in embodied social behaviors. Embodied practice is often essential to our growing awareness of certain locations and regions. Walking, according to Edensor, "provides a medium through which we express ourselves physically, simultaneously performing and transmitting meaning, sensually apprehending "nature" and sustaining wider ideologies about nature, and the role of the body in nature." This helps to underpin understandings of rural space. As a result of the embodied activities of walkers, which include the marking of trails and signs in the places

that they visit as well as, more broadly, the designation of certain types of landscape as being suited for specific types of walking, walkers' embodied actions play a crucial role in the building of tourist spaces. For instance, the English Lake District has been regarded as "good walking country" since the time of Wordsworth and Coleridge; this perception is largely derived from cultural norms and is supported by the actions of many of the millions of tourists who visit the region each year[7].

There are also intriguing connections between the development of certain tourist destinations as liminal places and the body. The idea of liminality has to do with concepts of boundaries, and liminal spaces are variously defined as points of transition or areas on the cultural periphery, areas of ambiguity where conventional social norms are suspended and alternative norms and behaviors are allowed to emerge. The beach, along with the tourist activities connected to it, show significant links with liminality, however this liminality is primarily determined by embodied activities. In order to highlight the highly sexualized character of certain sorts of resort space and the numerous roles played by the body in generating that specific tone, Franklin, for instance, relies on a thorough description of beach tourism in the English resort of Blackpool in the 1930s written by Cross. This was demonstrated by a widespread desire, at least among younger people, for sexual encounters on the beach in various degrees of exposure or nudity, as well as by the frequent use of bodies and bodily functions as a source of humor in saucy seaside postcards and popular variety shows in resort theaters.

The body's role in defining the sexualized aspect of certain tourist destinations serves as a reminder of this. In certain circumstances, bodies become a tourism space in and of themselves rather than only contributing to the construction and definition of tourist space. This is most obviously shown in sex tourism, when an eroticized body of the other serves as both the main target of gaze and, in certain cases, as the location of actual sexual contact and embodied experience. According to Inglis, sex tourism has a much longer history than one might initially think. However, since the 1960s, when sexual attitudes and behaviors were generally liberalized and a global tourism industry allowed for easy travel to regions like the Caribbean or South-East Asia known for these practices, the sex tourism market has emerged as a distinctive and locally significant industry. These sex tourism locations are undoubtedly heavily gendered, and although most sex tourists are men, this is not a universal trend. In explaining what they refer to as "romance tourism," Pruitt and Lafont describe the behaviors of women who go to places like the Caribbean in order to have sex.

Actual Tourist Behavior

The relevance of embodied experiences and the function of the body as a nexus for a variety of performative tourist activities have been mentioned many times in the debate that has come before. These are significant topics that have a direct bearing on changing tourism customs and, in some instances, function as the catalyst for the creation of new tourist attractions. Once again, Franklin's observation that visitors are more focused on their own bodies rather than playing the dispassionate spectator of others is illuminating. Sunbathing, dancing, drinking, and eating are all bodily activities that are part of vacations. As Crouch and Desforges correctly note, one of the motivations for traveling is to engage in sensual bodily experiences that were previously only imagined, perhaps while pondering the alluring images of the guidebook or the TV travel program. In this regard, the embodied experience often plays a crucial role in the total consuming process by signifying a climax, as it frequently does[8], [9].

The relevance of embodied forms of tourism, however, reveals a more complex interaction between the body, health, and environment than merely the function that tourism plays as an essential arena of consumption. The reactions to the Enlightenment and later the Romantic Movement, which implanted new views in the vital worth of natural surroundings as a source of both spiritual and physical well-being, are the origins of the current obsession with body, health, and nature. This promoted the growth of a well-known outdoor movement where self-improvement was seen as requiring activities like strolling in the open countryside. The promotion of the natural over the artificial, the valorization of the natural environment generally, and the use of natural imagery in marketing are all examples of how this "culture of nature" is still alive and well today. Tourism is also changing in part because of this. The prevalence and significance of a direct consumption of nature through embodied tourist experiences or practices, such as in the adventure tourism industry, sport-based tourism focused on activities like horseback riding, climbing, caving, surfing, or hang-gliding, or consumption-focused tourism like food or wine tourism, provide evidence for this process.

CONCLUSION

Both the particular topics of this chapter and a number of the book's more general themes are aptly illustrated by the developing fields of adventure and wine tourism. Both instances reveal something about the evolving nature of tourism consumption, and more specifically, about trends that are moving some tourism-related industries away from passive and largely visual consumption of places through a general recourse to rest and relaxation and toward much more active, embodied forms of engagement that bring rewards that are perhaps more complex and diverse than traditional tourism models allow. Through these more contemporary forms of activity, we are able to use tourism practice and in particular, the performance of tourism to make stronger statements about who we are and how our identities are shaped through tourism—and how those identities help us position ourselves within the societies we inhabit. The commodification and democratization of experiences, as well as the de-distinction of tourism from leisure and recreation and, more significantly, from everyday lifestyles, are all important wider processes that are strongly reflected in adventure and wine tourism. Finally, and probably most importantly from a strictly geographical standpoint, the growth of adventure and wine tourism illustrates how processes of consumption aid in the mapping of new tourist destinations and the structuring of the spatial practices that allow for the understanding of such destinations. Interpreting and comprehending our changing world, where geographic patterns are constantly being reworked by strong forces of change, such as population shifts, new economic production and consumption patterns, evolving social and political structures, new forms of urbanism, globalization, and the compressions of time and space caused by the ongoing revolutions in information technology, is a central theme for human geographers.

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CHAPTER 24

GEOGRAPHY OF TOURISM IN INDIA

Mr. Shivam Sharma, Assistant Professor,
School of Hotel Management & Catering Technology, Jaipur National University, Jaipur, India,
Email Id:Shivam.sharma@jnujaipur.ac.in

ABSTRACT:

This study explores the most recent developments in the field of "Tourism Geography," a branch of geography that has flourished in India. The current trend in India is inclined towards a few aspects like trends of tourism flow, impacts of tourism on the environment, or the sustainability of tourism, with some attention also focused on specific purpose tourism like adventure, sports, health, and nature tourism. However, this field demands attention from geographers to a wide range of areas. To ensure that the advantages of the tourist sector are evenly spread, it is necessary to investigate the viability of developing new prospective locations. Geographical tourism study need to stimulate the expansion of travel to less developed and inaccessible regions.

KEYWORDS:

Geography, Globalization, Infrastructure, Sustainable, Trends, Tourism.

INTRODUCTION

Tourism is a broad phrase that encompasses several academic disciplines, including history, art, economics, society, business, trade, and environment. The study of spatial interactions, fluxes, and locations as well as regional geographies is covered by this brand-new, rapidly developing area of geography. The location is the main factor in its relationship to geography. Geographical space is needed and used by tourism, and it has a significant impact on where it occurs. Even while economic considerations shape most choices on where to locate tourism activities, geography nevertheless provides the geographical framework for these activities. Tourism geography has a long history. In 1933, a geographic publication in the United States published the first tourism-related paper. The founding of a working committee on tourism and leisure by the International Geographical Union in 1972 served as yet another clear and convincing indicator of the expanding geographic interest in tourism. Since then, more research horizons have opened up in the academic discipline of tourist geography. However, there is a dearth of published work in geographic journals since there aren't many geographers working in the tourism sub-field, which is less prestigious than other geography sub-fields [1].

However, because of their distinct perspective, geographers have made significant contributions to the study of tourism. Landscapes, functions, facilities, and institutions make up the same subject matter for all social sciences researching tourism, visitors, or tourism phenomena, and they all use the same or very comparable information sources. But from both a regional and a systematic viewpoint, the geographer's perspective includes three elements related to location, environment, and connections. Regional geographers focus on the characteristics and personality of a specific tourist destination, while systematic geographers study a specific system or issues like leisure, recreation, and tourism. Spatial scale, geographical components of the tourist system, and spatial interactions between the

components of the tourism system are three essential ideas related to the geography of tourism. International, regional, or local scales are all possible. Even research at the atomic level are widespread. The components are the tourist-producing regions, the receiving regions, and the roads that link them. Explicit spatial interactions involve describing and quantifying visitor flows.

The geography of tourism has several elements. Early on in its growth, emphasis was placed mainly on economic factors. The emphasis then switched to site analysis, categorization of tourist activities, and how tourism alters the environment. Geographers' primary focus after the 1960s was on the nature and role of tourism in the field of geography as a whole. Thus, the focus of tourism research has changed from assessing demand and supply to looking at various tourist effects, and then discussing planning and policy concerns. Environmental impact, ecotourism, and the sustainable growth of tourism are current trends. There has been a noticeable rise in publications on technique and theory, development, and effects of tourism, according to a study on the growth trend of the field published in *Annals of Tourism Research*.

India's Tourism Research Trends

Although India was a pioneer in the tourist business, credible academic studies and research on the subject have only recently surfaced. The crucial relevance of the tourist sector may be seen in its growing trend and its contribution to the gross domestic product and foreign exchange. Without significantly changing their ecosystem, it might result in the growth of underdeveloped regions. Despite its employment potential and multidisciplinary character, tourist geography is still not given much attention, since only a few departments offer courses in the subject [2].

This chapter's goal is to examine the patterns and key regions in the geography of Indian tourist study. However, it is vital to take a quick glance back at the former emphasis areas before analyzing the current developments. The extant literature demonstrates that a variety of tourism-related topics have been covered. Since its emergence as a separate academic discipline, hill and mountain tourism has been a significant area of study for Indian geographers. By Pradhan and Negi, comparative studies of several hill resorts have been conducted. Arora, Chander, Mandal, Negi, Siddiqui, and Sattar have focused on the effects and future of tourist growth in hilly locations. Singh and Kaur address the cultural and ethnic ramifications of tourism to remote mountain places, and Kaur has looked into the potential for furthering ethnic and folk traditions. Singh has highlighted the importance of the holy places in the Garhwal Himalayas, while Joshi and Pant have examined the effects of recent tourism growth in Nainital, a popular tourist destination in the Himalayas. Grewal has looked at the western Himalayas' viability for the growth of international tourism. While Chattopadhyay evaluated the demand for Indian tourism abroad, Lamichhane and Singh looked at the issue of sustainable management of tourism in Pokhara, Nepal. An detailed research on the issues and future of tourism in Kanniyakumari, Tamil Nadu, has been conducted by Sukumar et al.

Researchers Kaur, Misra, Motiram, Sewak, and Verma have examined the effects of tourism on social, environmental, and cultural factors. Chakraborty discusses the effects of tourist growth on the environment and possible solutions. Economic factors in the growth of the tourist industry have been highlighted by Mandal and Rajak. Dutta has investigated how terrorism affects tourism using the Kashmir valley as a case study. Coastal tourism, desert tourism, ecotourism, medical tourism, tourist planning and policy at regional and municipal levels, and issues and opportunities of international marine tourism are some of the other

areas researched by geographers. Sreekumar and Parayil have looked at the inconsistencies brought on by Kerala's growing tourist industry. It is clear from this succinct survey of the literature that India's tourist geography study has a stronger focus on environmental issues. However, certain works have appeared in areas that are often less well-known, such as marine and desert tourism.

To examine the new directions in tourist geography research, the literature from 2003 to 2009 is evaluated. The review mostly includes published material. Although a broad variety of sources have been utilized, I am unable to describe this research as thorough due to its limits in terms of availability or inadvertent neglect on my side. In order to help geographers continue to be interested in the area, I hope that the references and research listed here are reflective of the major developments in the industry.

Tourism and Globalization

Such studies are a crucial component of study in tourism geography since globalization is a major factor in shaping the patterns and amount of visitor flow. Tourism and globalization are mutually dependent on one another. By making it feasible to go to all places in much less time and money, globalization has expanded the horizons of tourism and given the business a larger market. There are virtually few international regulations that limit a tourist's freedom of travel. In reality, the globalization of financial, communications, and transportation systems may be attributed to tourism. Tourism and globalization so complement one another. The expansion of international commerce has led to an increase in business travel. For instance, in 1990, 55% of tourists to India claimed that they were there for leisure and sightseeing, which fell to 50% in 2004, while over the same time period, the percentage of travelers traveling for business climbed from 14% to 16%. Thus, a larger share of tourism is increasingly tied to international business and commerce travel [3].

Hans has addressed the new issues in tourism in the age of globalization, wherein the industry faces new challenges like sector liberalization, social and political concerns, and infrastructure bottlenecks. His study on globalization and tourism development is extensive. In fact, one of the more palatable and enjoyable effects of globalization is tourism. The tourist sector is affected by globalization in both good and bad ways. It gives hotels, lodging, and other tourism-related infrastructure a direct capital investment opportunity. On the other hand, in a globalized society, local issues may have negative effects on a larger scale. For instance, the danger of terrorism in certain regions of the globe has had a greater influence on tourist patterns. Arrivals in India and other countries have been significantly impacted by the terrorist strikes in the US and Bali. International travel has been affected globally by the swine flu or severe acute respiratory syndrome epidemic. However, the benefits of globalization for tourism exceed the drawbacks.

Adaptive Tourism Trends

Other significant variables that have attracted attention in the study efforts include the volume of visitor flows, concentration or diversification of the tourism market, tourist demographics, and the revenues produced by tourism development. The shifting tourist patterns in areas covered by the World tourist Organization have been emphasized by Bansal and Gautam. Ongoing trends include a move toward short-haul travel, last-minute bookings, and an increase in online reservations. Additionally, niche items with an emphasis on domestic travel may be observed, including those in the health, golf, medical, cruise, and ecotourism sectors. New forms and conceptions of tourism are beginning to replace old mass tourism. Dhar has also conducted a thorough analysis of current issues and developments in global tourism. Suneja has concentrated on worldwide patterns in travel, including receipts

and arrivals by areas and nations. The global effect of the WTO assault and the emergence of SARS may be seen in the years 2001 and 2002, which showed a negative rise in the analysis of the temporal trends of foreign currency profits from tourism.

Motiram has identified the patterns of increase in foreign travel to Thailand and has examined the factors that influence travel behavior, including infrastructure, policy, planning, and effect. He came to the conclusion that tourism is a significant industry and a renewable resource. It serves as a catalyst for both economic expansion and foreign exchange gains. Among the Asian countries, Thailand gets the most foreign exchange revenues and international tourist arrivals. Because of the growth of the tourist infrastructure, including lodging, travel, communication, healthcare, and services, it flourished quickly in the 1970s and 1980s. Because of the policies and strategies that encourage tourism from nearby nations as well as long-distance travel from Europe and America, the state's participation has also been crucial.

Babu contends that after independence, inbound tourism in India has painted a bleak image. Prior to the creation of the national tourist policy, tourism received the least attention. In spite of economic liberalization, India's tourist landscape remained largely unchanged. The overemphasis on the well-established American and European markets has prevented India from benefiting even from its early entrance into the global markets. He makes the argument that we should place more emphasis on our enormous and expanding home market rather than on international tourists, who are less dependable and unreliable. Singh and Tarun conducted a thorough analysis of the influence of India's incoming and outbound tourism on the state of the foreign currency market. They also discuss domestic tourism and the contribution of different states to the industry. It has been noted that today's visitors are knowledgeable, self-sufficient, adaptable, quality-conscious, adventurous, and willing to spend enough money. Instead of the mode of transportation, travel patterns are associated with visitors' views of the location [4].

Potential tourists often leave the once-popular locations because of political unrest or environmental degradation, making international tourism a very volatile sector. Therefore, in order to maintain a steady influx of visitors, we must improve our infrastructure to match global standards, keep our nation free of political unrest, safeguard our natural environment, and preserve biodiversity. India must adopt a sensible tourism-friendly strategy if it wants to profit from the fastest-growing sector of the economy. To attract the attention of the global tourist market to its locations, it should prioritize image development. India really has the greatest potential to draw in the most foreign visitors. Even while domestic travel is expanding astronomically, it is not uniformly dispersed, with more over 64% of it concentrated in just three states: Tamil Nadu, Andhra Pradesh, and Uttar Pradesh. The major motivations for domestic tourism, according to the aim of their journey, are social travel and religious travel. However, there are several more new industries, such as ecotourism and health tourism.

Economic Elements of Travel

By comparing tourist arrivals and revenues with GDP, it is possible to clearly see how economic growth and tourism are related. Nine of the top 15 travel destinations worldwide in 1990 are in high-income countries, four are in upper-middle-income economies, and just one is in the low-income economy category. 2004 had no low-income economies represented among the top 15 travel destinations. China is on the list, although it has already moved up to the middle-income category. In 1990, the high-income group accounted for 13 out of the top 15 tourist destinations in terms of revenue; by 2004, this group accounted for 12 of the top

destinations. The GDP of a nation and the revenue it receives from tourism are closely correlated. With just a few exceptions, such as Japan, Germany, and Spain, the GDP generally declines as the number of visitors visiting a given location decreases from top to bottom. Both the principal origins and destinations of international travelers are developed states. In general, the rise of foreign visitor arrivals is outpacing the growth of GDP-measured economic activity by a wide margin. The amount of tourism tends to expand faster in years when global economic growth surpasses 4%. The rate of tourist growth is often much lower when GDP growth is less than 2%. The correlation between tourist arrivals to Indian states and their per capita net state domestic product, however, shows that this is not the case, indicating that it is not the state's overall economy that draws tourists, but rather the accessibility and availability of its tourism-related goods. More than 80% of the total number of foreign visitors visiting India in 2004 were from nations with per capita GDPs higher than India's. The nations with a per capita GDP of more than \$10,000 US each shared more than 65% of this. Only approximately 20% of all foreign visitors to India come from nations with per capita GDPs lower than India's. When Bangladesh is removed from the list, the percentage of nations with per capita GDPs that are lower than India drops to only 6%.

Despite its amazing rise, tourism, according to Raina and Jain, is still primarily a First World phenomenon since developed nations account for 90% of the global travel industry. They have also come to the conclusion that tourism moves widely across industrialized nations. Tourism is seen as a renewable resource, and its expansion is tied to the revolution in communication and transportation that has been made possible only by technological advancement [5]. People often work fewer hours and have more free time as a nation becomes wealthier, and as the populace accumulates more disposable cash, travel and tourist demand increases dramatically. In actuality, a wage earner's preference for travel comes above fundamental needs like a house, food, and necessities.

The employment coefficient of Indian tourism, as assessed by Pais, indicates a downward trend. However, there has been an increase in total employment created as a result of the overall development in tourist influx and the revenues earned. Anbalagan et al. argue that the role of technology and communication has accelerated the tourist industry to service many sectors, changing society and the economy in the process. Tourism may contribute to national integration and global understanding in addition to financial gains. Compared to the industrial and agricultural sectors, it has a considerably wider spread impact and produces much larger returns. The Indian tourist business is expanding quickly, but Chinese travelers are leaving for other Asian and Western countries. They contend that given their rapid expansion, the domestic and Asian tourist sectors should be given special attention. Positive characteristics of India's expanding domestic tourism business include the country's burgeoning middle class, rising income levels, and fast-growing economy. However, a cost-benefit study of the tourist sector has shown some intriguing data, such as the fact that the local population does not gain much from the industry; instead, the majority of the benefits go to corporate organizations and significant commercial hubs. According to Murugan, this business in India has difficulties because of high tax rates, aircraft seat capacity, hotel room availability, cheating, etc. He suggests, among other things, that the key source nations no longer need visas, that internal travel be encouraged, that the federal and state governments work together, and that historical institutions be given more attention.

Tourism's Effects On the Environment and Society

Even though it is thought of as a "smokeless" sector, tourism has an impact on the natural and cultural environment in which it exists. One of the most amazing post-World War II developments was the advent of tourism, but issues arise when numbers of visitors exceed the

capacity of well-liked sites or are brought in unrestrainedly. Its detrimental effects are many and diverse, including resource depletion, land pressure, and significant stress on all locations' tourist resorts, infrastructures, facilities, and services. Other environmental issues include rubbish being dumped into rivers, seashores, and hilly regions, as well as frequent and significant disruption of landscapes and national parks.

Resorts in the mountains and atop hills are thought to be most sensitive to tourist growth. Sikkim, a stunning tourist destination, is now dealing with environmental issues in addition to other issues. Chettri and Sharma blame the expansion of tourists for the clearing of forests. It has been discovered that the removal of fuel, fodder, and timber for tourist purposes is widespread along the hiking routes. The shift in tree cover is the result of the selective removal of favoured tree species. The growth of ecotourism and tourist sector regulation are seen as possible solutions to the issue. Similarly, Joshi and Dhyanani contend that Sikkim's tourist industry is still in its infancy and that predictions point to rapid expansion in the next years. This resort in the Himalayas' fragile ecology, infrastructure, and culture will undoubtedly suffer as a result of this expansion. Sikkim is paying a premium for maintaining tourism by seeing declining trends in the number of livestock, the production of food grains, and changes in agricultural practices. Thathang examined the social, economic, and environmental effects brought on by the growth of tourism in Nepal, a mountainous nation, whereas Chaudhary concentrated on Sikkim when discussing the development and use of tourist resources [6].

Unofficial locations for depositing solid trash have developed along the pathways of camping areas. The Changthang wetlands are susceptible to subsurface water contamination, while the highly erosive Zaskar area is subject to soil erosion. Fragmented habitats for wildlife are under danger, and some areas of grasslands seem to have been overgrazed. Off-road driving, which is only practiced in a few areas, has a terrible effect on the ecosystem. One of the issues that has emerged from a research is urban growth in and around the city of Leh on unsuitable terrain such as riverbanks or mountainous places. Unrestrained visitor inflow and unchecked facility construction that goes beyond what is acceptable cause issues. Effects on the built-up environment owing to architectural elements, change in land use, and pressure on infrastructure, as well as effects on the natural environment, such as fauna and flora, due to pollution, erosion, etc., have been constantly emphasized.

DISCUSSION

A research by Farooquee et al. evaluated the social and environmental effects of tourism on the local population as a result of camping and white-water rafting on the Ganga River. They have seen tourism as a two-edged activity, with the expansion of jobs, infrastructure, and social services being examples of the beneficial effects. And the negative effects include changes in land use, a reduction in water quality, and the environment. The major draw for visitors in Nainital, a significant hill station, is the lake, which has environmental issues. Additionally, the infrastructure and other services related to tourism are encroaching more and more into the open areas. In addition to the environmental issue, the unplanned expansion of tourism has resulted in a dearth of infrastructure and recreational facilities. During the busiest time of year, stress on public facilities, traffic, and crowding are widespread.

Gangopadhyay and Chakraborty discuss the effects of tourism on the coastal environment. It has been questioned whether Digha, a geologically impossible coastal trail in West Bengal, should ever be developing as a tourist destination. The ecosystem has deteriorated as a result of the tourist industry's unplanned expansion on this permanently reclaimed coastal tract. Even taking a bath in the sea becomes unhealthy during the peak season. Both trash and

sewage management as well as safety and security measures are missing. The expansion of casinos, bars, and prostitution are social issues linked to the tourist industry, as is the loss of regional identity and culture, severe social stress, and changes to the job landscape.

Developing Sustainable Tourism

Government initiatives and the work of several professional organisations have helped the Indian tourism sector advance quickly, but the true issue is maintaining and accelerating this development by pursuing new opportunities in the areas of health, ecotourism, and agritourism. Activities that work within ecologically responsible limits while also generating economic advantages are referred to as sustainable tourism. In other words, it contributes to the general growth of the area and has enormous growth potential if the seasonality of this business is reduced and appropriate legislation is implemented to exploit this industry [7].

Ecotourism

Right now, the emphasis is on how sustainable tourism might grow, particularly in rural areas with significant potential for tourist growth. Examining the region's potential for ecotourism-based development and the viability of such a strategy are necessary. India's destination development may benefit from ecotourism. Tourism at already operating resorts must be sustainable. Abreu has addressed this in light of the rising number of visitors to Goa. Goa provides a range of tourist services, although beach tourism is the only one that is prioritized. Diversifying the types of tourism, educating local guides and staff, maintaining pricing control, enhancing safety, and other recommendations are made to prevent the issues related to tourism. His last words are that the government and locals should work together to support tourism in Goa and that it should be conducted in a methodical manner since it plays a significant role in the state's economy.

Ecotourism is seen as a sort of ecologically friendly tourism growth. It is done without compromising the ecosystem's integrity in order to comprehend the local culture and natural beauty. It is a kind of nature-based tourism that includes visitors in the preservation of popular tourist destinations. These locations are maintained to be environmentally sustainable. The issues brought on by other types of tourism, such mass tourism, in environmentally sensitive locations may be solved through ecotourism. Instead than spending money on hotels, this should be combined with land use zoning, site improvements, tourist education, limiting and regulating the flow, local engagement, and nature-based accommodations.

Mountain Travel

Indian geographers have been investigating mountain tourism for a very long time. A chapter of Ratti's book is dedicated to exploring the geography of tourism in the Himalayas. He has established a link between the Vedic era and the growth of tourism in the Himalayas. All Hindu sacred texts are replete with adoration for the Himalayas. In ancient times, holy men traveled to the Himalayas, which turned out to be a paradise for pilgrimage tourism for Hindus, Sikhs, and Buddhists. The beauty and power of these enormous mountains were then discovered by explorers and mountaineers. The height of mountaineering in the Himalayas occurred in the 1950s. Many of our important Hindu pilgrimage locations today, like Bedrinath, Kedarnath, Vaishno Devi, Gangotri, Amaranth Cave, Rishikesh, and others, are exclusively found in the Himalayas. Additionally, there are groups of mountain peaks that visitors fantasize of ascending. There are several national parks and sanctuaries there. Tourists are drawn to rivers, glaciers, natural springs, and unique flora and animals.

Singh and Mishra have discussed the environmental effects as well as the issues of cultural and ethnic shifts brought on by the growth of tourism in mountainous areas. Due to the growth of tourism, human vulnerability and hazards in mountainous areas are considerable. They contend that these issues should be resolved before promoting tourism in such sensitive areas. Bhattacharya and Bhagabati have made an effort to locate and evaluate any possible tourist hotspots in the Assamese hill areas. Seven prospective areas for the growth of tourism are then identified using a tourist potential index that is derived based on the factors of significance, accessibility, seasonality, popularity, and fragility. In order to categorize these areas, the tourist potentiality index was calculated utilizing both the supply and demand factors. Assam contributes very little to the nation's total amount of tourism, and the only tourist destinations in the state are Kaziranga and Guwahati. Because its hill areas are rarely marketed, the few well-known tourist attractions there are overused [8], [9].

CONCLUSION

Even while Indian geographers are becoming more interested in the many aspects of tourism, certain regions are still relatively unexplored. One such field is medical travel. One of India's industries with the quickest growth is this one. The category of historical and cultural (including heritage) tourism has to be addressed as well. Despite India being a country with a wide range of tourism activities, there is still one more factor that has to be highlighted: the perception of the nation as a single tourist destination. Here, geographers may be quite useful.

India's tourist geography research is biased. Geographers are more drawn to topics like the examination of tourist flow patterns, the effects of tourism on the environment, and tourism sustainability. Research on creating models is not well-liked. Geographers should enroll in more regional tourism courses with a focus on discovering new opportunities for the growth of tourism. It is important to promote the growth of tourist-friendly locations, particularly in underdeveloped areas, in order to alleviate pressure on well-established tourist sites and increase the distribution of the industry's benefits.

All tourist-attracting regions and prospective tourist destinations need thorough carrying capacity analyses. More emphasis has to be placed on tourism with a specific purpose, such as ecotourism, sports tourism, adventure tourism, and tourism for health reasons. Geographical studies in tourism should encourage the diversification of travel to underdeveloped and inaccessible regions.

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CHAPTER 25

TOURISM FROM THE PERSPECTIVE OF GEOGRAPHY

Mr. Abhishek Kar, Assistant Professor,
School of Hotel Management & Catering Technology, Jaipur National University, Jaipur, India,
Email Id: abhishekkar@jnujaipur.ac.in

ABSTRACT:

Tourism is a complex phenomenon that can be understood and analyzed through the lens of geography. This study provides a concise overview of the key aspects of tourism from a geographical perspective. Geographers study the spatial relationships between people, places, and the environment, and this perspective offers valuable insights into destination selection, spatial patterns, environmental impacts, socio-cultural dynamics, and transportation infrastructure. Geographers investigate why individuals choose specific destinations, analyze the distribution of tourist activities, assess the environmental effects of tourism, examine the socio-cultural interactions between tourists and local communities, and explore the role of transportation and infrastructure in shaping tourism patterns. By considering these factors, geographers contribute to the understanding and management of tourism, promoting sustainable practices and providing a comprehensive understanding of the spatial dynamics and impacts of tourism at local, regional, and global scales.

KEYWORDS:

Geotourism, Tourism, Travel Motivation, Tourist Typology.

INTRODUCTION

Based on a review of the literature on this social phenomenon and the particular areas that geographers in that field are interested in, this research will provide an overview of tourism. The traditional methods that geographers employ to study the tourist business include all facets of the sector and have several geographical implications, such as those connected to historical events, local development, environmental issues, and spatial studies. We must first define tourism in order to understand it, since this is an important aspect of the conversation about greater human mobility. But for a critical, statistical, and qualitative appreciation, more clearly defined limitations are needed.

The movement of domestic and international tourists across the world cannot be ignored by scientists or social planners since it has grown to be an important way for people to engage with one another, with places, and with the environment. This movement, human mobility when traveling, human-environmental dialogue and engagement while exploring for tourist sites, preservation of places and the environment to guarantee the sustainability of tourist destinations, and spatial behavior all contribute to geographic tourism. Tour. The journey has an immediate influence on all four sectors: social, cultural, environmental, and economic. Around 100 million individuals globally actively contribute to the tourism sector via travel, transportation, retail, and dining out. Tourism is a component of globalization and its economic repercussions, as seen in the European Union or Southeast Asia. The expansion of a region's economy is accelerated by tourism as a result of globalization.

In addition, actions to save the environment and indigenous cultures may replace tourism. But there may be unfavorable impacts of tourism as well, such as pollution from residual

tourist-related activities, increased traffic, and weakened environmental support. Even if it is seen as a replacement for upholding local culture, tourism has the ability to bring about cultural invasions that may have an impact on cultural change, the deterioration of beliefs, and local acceptance of global culture. Similar to how rising demand will result in higher economic pricing. Due to the seasonal nature of tourists, it might be challenging to use tourism as the engine for regional economic development. From a geographical standpoint, this section of the article explains the real relationships between interregional tourist travel and human and environmental elements. The main goal of this chapter's study is to make clear the problems with tourism studies, the many traveler kinds, and how understanding the meaning or experience of travel is produced[1].

DISCUSSION

Travel and Creativity

A person or group of people who travel for leisure, education, or to follow a goal and then return to the starting point often a home are said to be engaging in tourism. According to this idea, the three essential components of tourism are mobility, travel motivation, and travel-related facilities. The idea also alludes to the UNWTO, which defines tourism as the activity of people leaving their home area for up to a year in order to travel or do business. The degree to which a trip's duration varies determines how diverse a group of tourism stakeholders is seen to be. In the study of geography, the categorization of tourist categories is based on the duration and distance of the excursion. This grouping makes it simpler to plan the expansion of the tourist sector based on the trajectory of domestic and international visitor arrivals. After the 1980s, as communication and transportation technology improved, people's perspectives on how to use their free time changed. Magazines, newspapers, and television are sources of information on unusual locations, which individuals use to plan relaxing holidays. An additional example of a reference to a tourist destination is culinary cultural intrusion. The influx of workers into the city brings culture in the form of food and gives residents new views on the area outside of their everyday routines to learn more about the cuisine's roots. This incentive increases the likelihood of tourist visits. The desire to fulfill one's aspirations serves as the foundation for explaining why individuals travel for personal reasons. Their desires are stirred by their craving for novel experiences outside of their familiar settings. The elements of motivation include intelligence, social skills, competence, and the ability to avoid. To put it simply, connecting the categories of tourism with the hierarchy of needs.

The geographical elements affecting tourist patterns will change throughout the course of the year. For instance, tourists from colder climates often visit warmer destinations, whereas those from low-lying regions frequently visit more mountainous ones. A pattern in the seasonal movement of international passengers develops as a result of the yearly seasonal changes between the northern and southern hemispheres. For instance, tourists will go to Australia in December to spend Christmas in the sweltering weather. The reason for traveling will take the socially incorrect course. People often move from busy locations, like cities, to quiet ones, like villages. Other reasons for traveling are motivated by specific goals, such as the desire to better one's health in the case of travelers with health problems[2].

Different reasons determine different travel styles among the tourist population. The benefit of studying this typology is that it will help us categorize various tourist types and passengers, as well as adjust auxiliary infrastructure to the requirements of tourists. This identification serves as a method for understanding how social traits in the geographical dimension interact with space. Cohen popularized the idea of traveler typology, which

divides individuals into groups based on why they are traveling. The two main types of travelers, in Cohen's opinion, are those who do it alone and those who employ a travel agency. The first category consists of the Drifters, who organize journeys to completely unexplored regions and travel in small groups, and the Explorers, who organize their own travel arrangements and like to veer off the beaten path in quest of something unique. This kind of visitor enjoys interacting with the local community and doesn't mind staying in local accommodations.

The next group of passengers includes travel agents. Individual mass tourists are people who arrange their own trip plans via travel companies and visit popular tourist destinations after the approval of friends and family. Additionally, there is organized mass tourism, which refers to tourists who only want to visit well-known tourist destinations with facilities comparable to those they may get at home and who always have a tour guide accompany them on their trip.

The underlying motivational impulses and travel destinations are in some ways connected to the tourist type. For instance, the area will have the necessary physical infrastructure to support tourism in the second category, which often involves large groups or numbers of travelers and will have an effect on the environment. Intense, widespread travel poses a risk to the localized way of life and culture. The classification created by Cohen clarifies how tourist wants and motivational factors are taken into consideration while establishing typology.

Accommodations and modes of transportation are arranged during this phase. A range of potential information inputs, including communication media or previous experiences from colleagues or relatives who have visited, are used to determine the target location trip's starting point: The process of movement starts from the place of origin to the tourist destination. Travelers may get travel experience via interactions with the community.

1. **Local Experience:** This element is crucial in shaping the visitor experience. In order to enhance the perception of the voyage, attraction activities, the purchase of keepsakes, and souvenir collections are used.
2. **Return Trip:** The particular period of the trip is crucial. Even if it doesn't provide an experience as the prior two phases did, this phase will nonetheless improve how you perceive your trip.

Go through withdrawal: After the trip, this phase could endure for a very long period. Conversations with colleagues who are eager to learn about tourist destinations from their experiences will serve as inspiration for making the trip again. The artifacts on display in the living or family room will further reinforce the impressions made throughout the stay.

According to the aforementioned concept, the opportunity to encourage visits to tourist destinations arises from the visitor experience. This model shows that rather than the marketing target audience, visitors are really dynamic economic participants. Right as the tour guide is presenting his or her goods or services, they arrive. Travelers must be educated in order to develop positive experiences and suggestions about tourism destinations that can be shared with other potential tourists. Based on the development of the study of tourism, it can be concluded that there are five key topics in the study of tourist geography: modernity and mobility, globalization, production and consumption, identity, and sustainability. The following sentences provide descriptions of the five concepts[3], [4]:

1. **Modernity and Mobility:** A broad variety of technologies, particularly those used in communication and transportation, are considered to be a part of modernity. The

expansion of these two businesses has resulted in easier access to an area. Airports and other international transportation options will increase mobility, which will impact tourism.

2. **Globalization:** Tourism plays a vital role in the process of globalization via channels of economic and cultural transmission. The first concept is closely related to globalization since unrestricted access will speed up the process.
3. **Production and Consumption:** As a result of globalization's impact on the travel industry, there will be a need for new goods and services that make travelers feel at home. In an effort to meet tourist demand, this approach interferes with local communities' efforts to educate themselves about the processes involved in the development of these goods and services. Since it is viable for local resources to develop at this time, there will be international trade [5], [6].
4. **Identity:** Although the consumption addressed in the thought before it is a step in an economic process, it may provide its participants a feeling of who they are. Due of the high degree of interest from European travelers to see the Blue Fire at Ijen Crater Banyuwangi-Bondowoso, this area has earned the nickname Little Holland. This nickname was given because it was so common to take selfies in front of the Dutch-style government plantation house [7]–[9].
5. **Continuity:** As visitors go to more locations, there must be more hotel options available, which has an impact on both the physical and social environment. As a consequence, the concept of sustainability has become more important in tourism management.

Tourism is a multifaceted phenomenon that can be examined and understood through the lens of geography. Geographers study the spatial relationships between people, places, and the environment, and this perspective provides valuable insights into the various aspects of tourism. When examining tourism from a geographical standpoint, several key components come into play, including destination selection, spatial patterns, environmental impacts, and socio-cultural dynamics. One fundamental aspect of tourism geography is the concept of destination selection. Geographers explore why individuals choose certain locations as their destinations and how these choices are influenced by factors such as accessibility, climate, natural landscapes, cultural attractions, and economic considerations. They analyze the interplay between supply and demand, as tourists seek unique experiences and destinations compete to attract visitors.

Spatial patterns also play a crucial role in understanding tourism. Geographers investigate the distribution of tourist activities, analyzing how and why certain areas become popular tourist destinations while others remain relatively untouched. They examine the factors contributing to the concentration of tourism in specific regions or cities, such as historical significance, natural beauty, infrastructure development, or government policies. These spatial patterns are often influenced by physical geography, including factors like proximity to coastlines, mountains, or other natural attractions. Moreover, geographers study the environmental impacts of tourism. They assess the effects of increased tourist activity on ecosystems, land use, biodiversity, and natural resources. Geographers examine how tourism development can lead to environmental degradation, habitat destruction, pollution, and overconsumption of resources. By understanding these impacts, geographers can contribute to sustainable tourism practices that minimize harm to the environment and promote responsible tourism management.

Socio-cultural dynamics are another essential aspect of tourism geography. Geographers investigate the social and cultural interactions that occur between tourists and local

communities. They explore how tourism influences local economies, employment patterns, social structures, and cultural practices. Geographers also analyze the social and cultural consequences of tourism, including issues of cultural commodification, authenticity, identity, and the potential for social conflicts or tensions arising from the encounter between tourists and residents. Additionally, geographers examine the role of transportation and infrastructure in shaping tourism patterns. They analyze the accessibility of destinations, the development of transportation networks, and the impact of infrastructure on tourist flows. Geographers also study the spatial organization of tourism-related services, such as hotels, restaurants, and attractions, to understand how these factors influence visitor experiences and the overall tourism industry.

CONCLUSION

The movement of people through and their interactions with the places they visit is a core idea in tourist geography. Both globally and locally, the value of tourism has grown. The phenomenon of interregional mobility of people, goods, and services is one of the topics of geographical studies. In terms of contemporary events, geography may examine the connections between Modernity and Mobility, Globalization, Production and Consumption, Identity, and Sustainability. In summary, the study of tourism from a geographical perspective encompasses a range of interconnected elements. By examining destination selection, spatial patterns, environmental impacts, socio-cultural dynamics, and transportation infrastructure, geographers provide valuable insights into the complex relationship between tourism, people, and the environment. This perspective helps to inform sustainable tourism planning and management, fostering a better understanding of the spatial dynamics and impacts of tourism at both local and global scales. The study of tourism from the perspective of geography offers valuable insights into the multifaceted nature of this phenomenon. Geographers' examination of destination selection, spatial patterns, environmental impacts, socio-cultural dynamics, and transportation infrastructure provides a comprehensive understanding of the spatial dynamics and impacts of tourism. By understanding why people choose certain destinations, analyzing the distribution of tourist activities, assessing the environmental consequences, exploring socio-cultural interactions, and studying the role of transportation and infrastructure, geographers contribute to sustainable tourism practices and effective tourism management. Their research helps identify strategies to minimize environmental degradation, promote cultural preservation, and enhance local economies. By considering the spatial relationships between people, places, and the environment, geographers provide a holistic understanding of tourism, facilitating informed decision-making and fostering the development of responsible and sustainable tourism practices.

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