

Quadrant II – Notes

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Case Studies and Additional Examples/Illustrations/ Notes

Factors influencing the prosperity and development of Tourism: Historical Factors

During all history of mankind people exchanged cultural experience, ideas, values and goods through art, trade and migrations. Cultural self-expression of people always causes interest. Natural inquisitiveness of a tourist concerning various corners of the world form one of the strongest incentive tourist motives. The objects visited by tourists, promote their spiritual enrichment and outlook expansion.

Historical and cultural potential of the country is one of the main factors of tourism, because:

- 1) It is important means for involvement of tourists as acquaintance to historical and cultural heritage is a strongest incentive tourist motive;
- 2) Objects of cultural and historical heritage are an important asset of the modern cities which can make profit and significantly influence their economic development;
- 3) It is of great importance in the social sphere, levelling seasonal fluctuations and evenly distributing tourist streams on the territory;

- 4) It creates favourable image of the region, "branding" of historical and cultural heritage which is used as the effective tool of the adoption of leadership on the tourist arena.

And at last, the cultural and historical centres not only bring in incomes to the region, but give local population the grounds to be proud of the unique heritage and give opportunities to share it with tourists.

In spite of the fact that practically any information can be received from printing editions, fiction and other sources, the old truth doesn't grow old: "A picture is worth a thousand words". Cultural capacity of the region is expressed in its historical heritage. Existence of unique historical objects can predetermine successful development of tourism in the region. Acquaintance to historical and cultural objects is the strongest incentive tourist motive. Being the strongest incentive tourist motive, historical and cultural tourism also promotes expansion of resources for involvement of tourists.

Many regions in Russia are rich with such unique historical territories, as the ancient cities, farmstead and palace and park ensembles, complexes of cult architecture, historical constructions, historical and cultural

Cultural and historical resources represent heritage of last eras of social development. Cultural historically heritage should include socially recognized material and cultural wealth kept by society for maintenance of social and ethnic identity and also for transfer to the succeeding generations. Cultural and historical objects are divided into material and spiritual.

Depending on their main signs historical and cultural resources are subdivided into six main types:

- 1) Cultural, interest to works graphic and other art forms, to folklore, national trade, visit of festivals.
- 2) Historical, interest in country history, visit of historical monuments and memorable places, thematic lectures on history.
- 3) Archaeological, interest in country archaeology, visit of monuments of antiquity, places of excavation.
- 4) Religious resources, interest in religion, visit of cult constructions, pilgrimage places, acquaintance with religious customs, traditions, rituals and ceremonies.
- 5) Ethnographic – interest in culture of people, objects, subjects and the phenomena of ethnic culture, a life, language, a suit, ethnic creativity.

6) Ecological look – monuments of landscape architecture.

Tourism architecture shapes the landscape in the long run. As a result, the aesthetic value, as well as the indulgence quality of region is improved by architecture. High value buildings can be seen as the basis for the touristic success of destination, and therefore influence its economy and society. Architecture is means of expression for the cultural diversity and innovative potential of region. Architectural heritage releases impulses to examine the regional identity as well as life style. It encourages self-identification for regional cultural performance. Architectural heritage takes into account and enriches cultural resources, the ecology and the social environment. Hence, it accomplishes a vital part of sustainability in tourism projects

Case study: places in Rajasthan like Jaisalmer are being offered as tourism products to experience the life-style of Maharajas, living in real palaces with kingly comforts, travelling on 'Palace on Wheels', the luxuriously fitted railway train, going hunting (with cameras) on elephant back and so on. The product is not merely the city of Jaisalmer and what it may offer as historical and cultural importance. The product is the total experience of travel and other attractions, all related to the royalty of Jaisalmer

Cultural tourism has informative and educational value for tourists and effect for those cities and regions in which it is developed. However, understanding of its role for locals is essential. Positive value of tourism is obviously in economic benefit which the cities and their inhabitants can get from investments of enterprises, rent of buildings, letting out private houses, from sale of subjects or reconstruction of the dwelling of improvement of infrastructure of settlements and territories. For a number of social groups, especially for children, importance is awareness of historical and cultural value of their own "the small Homeland", pride from its popularity in country and the world. In the social sphere tourism also solves a problem of employment of locals, providing them workplaces, attaching to values of the international culture, including interpersonal communication.

Characteristics of Religious Tourism

Defining religious tourism seems often a tough task. The tourism has got numerous literatures in which different authors had been categorized differently, where religious tourism, spiritual tourism, pilgrimage tourism, cultural tourism and cultural heritage tourism are often referred as synonyms.

Because, in most cases cultural tourists prefer to visit pilgrimages as part of their travel, thus they often referred named as religious tourists. Religious tourism is the area where very less studies had been undertaken and interestingly it is also a very old form of tourism.

- ✓ To perform pilgrimage as an act of worship: It is a widely acknowledged fact that majority of the religious travel is an act of worship and salvation barring Muslim and Jews who perform their religious travel to Mecca (Haj) and Jerusalem, respectively as conditionally obligatory. In both the religions, belief goes that all healthy and financially capable of undertaking such travel must visit the holy shrine at least once in their life time.
- ✓ To express gratitude, confess sin and to perform a vow: Every one of us faces such crises in our life when we are not able to resolve our problems through worldly means, most of us turn to divine help. A visit to sacred site devoted to god/goddess we believe in, to facilitate communication with the ruling deity of the shrine for such help. Here believers confess and express their gratitude as well as declare new resolutions for a more blessed life in the future.
- ✓ To achieve social and spiritual salvation: Socially, taking religious trips is a mark of piety which carries significance in almost all societies. Most particularly among Hindus a visit to holy places is one of the means for accumulating religious merits whereas among Buddhists it is considered to be the first step towards enlightenment. Another aspect related to their characteristic is this that among all religions it is common to find older members performing pilgrimage as a stage of retiring from social life and as a mark of final departure from this world.
- ✓ To commemorate and celebrate certain religious events: Every religion has myths and rituals associated with certain events that are regarded as sacred among the believers. For example, when Lord Ram returned to Ayodhya, when Lord Krishna was born, when Christ was reborn, when Prophet Mohammad was born or died all these events are carefully documented in our mythologies or other sacred tenets such events are re-enacted during religious festivities to commemorate these events. Over the years, of course, new collars have been added to these events.
- ✓ To be in communication with co-religionists: This motivation/purpose of religious travel is applied on most of the religious meetings which can be missionary or religious visits (pilgrimages). In fact, in all modern

religions/religious beliefs one of the most expressed purposes of pilgrimage is to provide an occasion for social gathering of fellow believers.

Motives behind Religious Tourism

Why do people travel? Travel is a form of searching. It is our nature to seek, through seeking we unravel the mysteries of universe, we seek as much and as far as we can. Scientifically speaking all entities seeks a state of equilibrium and travelling for religion can be said to be one of the ways in reaching the equilibrium state, when this equilibrium is disturbed, we again undertake search for sustaining our existence.

Looking at travel from the geographical angle people undertake travel to seek what they are not able to get in their own places of inhabitancy. Tourism is like a migration of a very short duration.

Maslow has categorized various types of need in his need hierarchy theory:

- ✓ Basic needs which are physiological needs like food, water and shelter
- ✓ Safety needs like freedom from threat, attack, and anxiety
- ✓ Belonging and social needs like giving, affection, love and friendship
- ✓ Esteem needs
- ✓ Self-actualization needs

Motives for undertaking religious tourism differ from person to person.

Pilgrims may be driven by a feeling of anxiety, fear of death and consequences after death, which is safety need, or they may be motivated towards self-actualization needs, or even esteem needs as in case of Haj pilgrims. People traveling to sacred and religious places may be driven by a social need to belong and association with their community or they may want to understand history and culture associated with religion.

Religious and traveling for faith addresses a very complex set of needs the meaning of which are not clear to seeker of the service, as compared to other services or products which satisfy basic needs, like people undertaking medical tourism travel to destination where they can get best services at reasonable cost, people on business tours seeking to promote their businesses, these needs have direct explanation which consumer is able to relate with easily and there are no complexities. The religious component in a man relates to psychological needs which is very much a grey area, there is only an awareness of this urge and humans act various stimuli unexplained to their own selves.

Traveling for religion is guided by a complex of motivations and can be classified as below depending upon the intensity of religious feeling.

- ✓ Pilgrimage – Travel purely motivated by religious motives and obligations. Example Varanasi, Mecca, Medina
- ✓ Tourism in religious space – Undertaking of multifunctional journey by tourists, religious motivation being one of them. Religious monuments are usually located amidst beautiful natural landscape and / or they have high artistic significance which attracts large number of tourists irrespective of their religion belief, for example Dilwara Temples, Mount Abu in Rajasthan.
- ✓ Tourism during religious time – Festivals; an example of this could be the Navratri and Durga Puja festivals attract hung number of domestic and foreign tourists to India.

Thus, as a summary, the motivations for religious tourists can be:

- Spiritual
- Deep soul-searching
- Intimacy with deity
- Admiration of architectural or natural wonders
- Educational interest in the history of the site
- Motive to observe and search understating of other cultures, different ways of life, traditions, values and belief systems
- Curiosity
- Commemorative / Desire for authentic experiences