



## THE SIGNIFICANCE OF HISTORICAL TOURISM

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### ABSTRACT

*Throughout the India, there are historical monuments and places which attract the attention of not only the nationals but also the internationals. Historical tourism is primarily focused upon historical places. The individuals make visits to these places with the purpose of leisure as well as acquiring information. The main purpose of this research paper is to acquire an understanding and significance of historical tourism. The main areas that have been taken into account in this research paper are, tourism in the early period, development of historical tourism, and functions of the tourism department. In order to plan historical tourism, it is vital for the individuals to conduct research in terms of cities and regions, where historical monuments and places are found. Sufficient knowledge would help them in planning their historical tourism in an appropriate manner. In the present existence, individuals conduct research upon the internet to generate awareness in terms of historical monuments.*

**KEYWORDS:** *History, Historical Tourism, Monuments, Natural Surroundings, Pilgrimage*

### INTRODUCTION

Tourism flourishes on the history of the country. It is regarded as an integral part of history, particularly in India. Cultural heritage has a wealth of attractions within the country. India is a country, where number of historical rulers, legendary rulers and warriors formed a magnificent historical background. Every city or place within the country has a story, which communicates relevant information in terms of its history. The historical monuments

within the country provide relevant information regarding the history of their establishment and the rulers, who constructed them. For instance, the Taj Mahal in Agra is one of the Seven Wonders of the World. It was built by the Mughal emperor in memory of his queen. The other common tourists' attractions within the country include, the beautifully carved Ajanta Ellora and Khajuraho caves, the forts at Delhi, Rajasthan and Maharashtra, one of the oldest and historical cities of India "Madurai" and many more.

Besides its cultural heritage, India is well-known for its natural surroundings, the architectural masterpieces, paintings, arts and crafts, heritage sites, creativity, ethnicity, music, dance, customs, mountains, valleys, beaches and rivers. All these aspects render a significant contribution in making the country a tourist paradise. Though India had acquired prominence and status as a tourist centre during the days of the early rulers of various dynasties. There have been implementation of planned efforts with the main emphasis put towards the organization of the process of growth and development of the tourism industry. India has been under the British rule for more than three centuries. There are number of inventions and developments that they bought about within the country and for this purpose, they made organised efforts towards the promotion of tourism in 1945. The Government of India recognized that it is essential to put into practice the measures for the development of tourism.

## **TOURISM IN THE EARLY PERIOD**

The history of tourism developed primarily through indirect sources in the early period. In India, in the early days of agricultural abundance, export of cash crops formed a vital trade connection. Manufacture of iron-ore into steel for weaponry was another important item of trade by the later Vedic period. Tools and textiles were other well-known Indian products. Contemporary Greek and Hebrew scholars have noted the areas that have enriched the country on a large scale. Owing to the prevalence of trade routes over land crossing between Asia and Europe, trade tours were a significant development in this period.

In the early days, pilgrimage or pilgrim travel assumed major importance. Ashoka the great, travelled a great deal in his enthusiasm and fervour to spread the doctrines of Buddha. Throughout his travels, from Pataliputra to Lumbini to Kapilavastu and Sarnath and finally to Gaya, Emperor Ashoka had special memorials, established at each spot and also rest houses, where the travellers could take some rest. Trees were planted along the road sides so that the travellers would be protected from the heat and other unfavourable climatic conditions. Harsha was another great emperor, who was moderately influenced by the Buddhist scriptures, and built institutions and Dharamsalas for the travellers. Rest houses were built in towns and villages. A number of monasteries were also built for the pilgrims. This depicts that travel facilities were much improved and it was no longer considered as the burdensome experience.

Brahmin villages were evolved into centres of learning, drawing scholars. At this time the Buddhist Sanga established the tradition of pilgrimage, when monks went from village to village and courts, preaching the values of the middle-path. Rest houses were provided for the travellers. Monastries also attracted the monks, middlemen and laymen. The Arthashastra reveals the security provided to the merchants and their high status within the Indian society. Insurance and safe passage for the goods, regulation of prices, weights and measures and the use of gold, silver and copper as rates of exchange also signify a well-developed mode of trade and travel. Some of the first foreigners to visit India, were the Persians. There is much evidence of caravans of Persians making a visit to the country, in the inscriptions dating to the reign of the Persian King, Darius. There is also reference to trade, commerce and cultural exchanges between Persia and India.

During the reign of Chandragupta Maurya, Persian customs have been practiced in the courts. Hieun-tsang, a devout Chinese Buddhist journeyed to India in 633 A.D., his journey to India was rigid and hazardous. His mission was to accumulate and translate ancient Buddhist scriptures. Several expeditions crossed from Greece via Persia or Mesopotamia to India. Greek accounts reveal that in India, chariot roads were utilized and horses, elephants and camels were a common mode of transportation. Emphasis was put upon the preservation of the environmental conditions. One of the most important developments of this era, due to the emergence of trade and commerce, was the development of communication and accommodation. When Alexander the Great reached India, it is stated that the roads and the infrastructure were well-developed. Marco Polo was another great traveller, who made a visit to the country in the 13th century. All travellers were much interested in observing the cultures and traditions for themselves. This depicts that the country was rich and prosperous during those times.

The Arthashastra also reveals the significance of the travel infrastructure for the state, classification of routes and types of vehicles. This is a suggestion that there was a well-developed mode of travel in India for the military, the commercial traveller and the civilian. Travel on inland waterways was also under the state protection and regulation. In cities and towns, the market places made provision of various products and services that the individuals needed in order to sustain their living. Travellers were accommodated in overnight places of stay, at the city gates, where all the services were provided to them. State regulations claimed on travellers carrying with them a note for safe transportation from one territory to the other. Entertainment and dancing halls were set up, gambling was licensed and these were considered as the source of income for the state.

Travelling for pleasure to the rivers and hilly areas was a tradition and it was started by the royal courts. However, such movement enticed all those individuals, who worked at the court. In order to find relief from the pollution within the cities, the individuals took pleasure in observing the natural environmental conditions, such as rivers, lakes, mountains, and other natural resources. During the Mughal Empire, the emperors travelled comprehensively and contributed towards the development of resorts. The present remains of the past such as, the

milestones, and a network of roads and paths were accessible to all the corners of the country. With the fall of the great empires, there was a decline in trade and commerce. This led to a reduction in the mobility of the individuals with the exception of pilgrims. The sea side resorts hill stations and spas, which were the centres of recreation and pleasure, were barely ever used during the early medieval period. Over the years, however the situation changed and a multifaceted character of tourism emerged. The growth of modern technology, increasing incomes and improved facilities contributed to the emergence of modern tourism.

## DEVELOPMENT OF HISTORICAL TOURISM

The development of historical tourism is necessary for the growth and development of the country. The main areas in the ninth plan that have led to the development of tourism have been stated as follows:

**Infrastructure Development** - The development of the selected tourist places and areas for integrated infrastructure development are considered important. Since most of the infrastructural constituents and delivery systems are within the purview of the state Governments or private sector, the infrastructure for tourism is primarily to be developed by providing financial assistance to state governments and union territories and by providing various incentives to the private entrepreneurs. When the development of tourism takes place, then it is vital to bring about development in the infrastructural facilities. In all types of tourism and not only historical tourism, the individuals transfer from one place to another, hence, it is vital to make improvements in roads, infrastructure and other modes of transportation.

**Product Development** - Diversification of tourism takes into consideration, holiday and leisure tourism. India has an appearance, which identifies the country as only a cultural tourist destination. But any major attempt has not been made to present its diverse attractions nor developed in an appropriate manner to bring it to the suitable standards of the tourists. A conscious policy has been implemented for the diversification and improvement of tourism products of the country, including the cultural tourist attractions. Promotion of festivals and fairs, rural craft fairs etc. renovation of monuments and heritage buildings, flood lighting and sound and light shows, development of traveller centres, development of precise circuits through external assistance, discovering new source markets in regions and countries having cultural affinity, initiation of national image building and marketing plans in the main markets, providing economic accommodation in different tourist centres and improving service efficacy in the public sector corporation are the main aspects of product development.

**Human Resource Development** - Human resource development to meet the needs of tourism industries is a major responsibility of the central government. It was decided to be achieved through the services of the National Council for Hotel Management and Catering Technology; Indian Institute of Tourism & Travel Management; Indian Institute of Skiing and Mountaineering; National Institute of Water Sports, Goa; guide training courses;

training of trainees in collaboration with the Department of Personnel and Training. All such training will make provision of rationalized knowledge in terms of the emerging trends in the tourism field, in terms of its various segments and improved in the efficiency of the service providers.

**Promotion and Marketing** - India is a multi-destination country with a diversity of tourist attractions and facilities. It however, experiences from the problems of economic under-development, including insufficient basic infrastructure, lack of hygiene, cleanliness in public places etc. On the other hand, there is severe competition in tourist generating market from several nations for attracting a large share of the traffic to their countries. Thus, special emphasis was put upon to strengthen its promotional and marketing efforts to maintain its existing market share as also to penetrate into new markets, like Korea, South Africa, Israel, and C.I.S countries. Measures were implemented to undertake market research and marketing segmentation analysis. The promotional efforts of the overseas field offices are to be augmented and incorporated with the efforts of Indian missions and other agencies abroad. AirIndia, Indian Airlines sales offices abroad also lead to an increase in the efforts of the Ministry of Tourism.

The particular elements of promotional efforts abroad include, advertising, printing of brochures in local languages, brochures support, joint advertising with tour operators and travel agents, promotion of charters, production of promotional aids, multi-vision presentations, festivals celebrated within the country, production of films and audio-visuals in local languages, trade posters, dynamic seminars and tourism talk shows, direct mail and correspondence, involvement in tourism trade fairs, media relations and hospitality program, continuous market research and analysis, road shows at the strategic centres, regional promotions with state tourism delegations and special thematic promotions, i.e. Ayurveda, MICE etc.

**Co-ordination** - Tourism comprises of the activities of the individuals, travelling to and staying in places outside their normal environment for a not more than one consecutive year for leisure, business and other purposes. These individuals habitually seek an agreeable and delightful experience on their trips. The characteristics of the tourism products are, they should be an environment of peace and friendliness, an assurance of safety and security, appropriate hospitality services, and there should be provision of facilities and civic amenities. These include, clean drinking water, libraries, reading rooms, gymnasiums, restrooms, restaurants, coffee shops, parks, sports facilities and so forth. When these facilities are available in the living accommodation or in educational institutions, then the individuals are able to manage their stay appropriately and take pleasure in all the activities.

**Marketing Strategies** – Effective marketing strategies would be developed to differentiate the products of the country from the competing destination to undertake market research to identify and assemble an operative product to a major extent. In India, efforts are been made by the individuals and there are even utilization of modern and innovative techniques and methods in the production processes. In the production of products as well

as in providing services, individuals are making use of modern approaches. Apart from the utilization of modern approaches, it is vital for the individuals to inculcate among them, the skills and abilities, so that they can render an operative contribution in improving productivity.

**Competitiveness** - Competitiveness of India as a tourist destination would be improved by the rapid issuance of visas and permit, computerisation of the process of visa issues, improving air capacity to India, and improving the standard of facilities at the international and major domestic airports, and by forming rules and policies. In some cases, the lack of competitiveness and rules and policies would impose detrimental effects. The lack of rules and policies would not enable the individuals to maintain discipline and implement the tasks in the systematic and a methodical manner. Improvements in the standards would enable to lead to an increase in the number of tourists within the country (Chapter 8, n.d.).

**Positioning Tourism as a National Priority** - Tourism would be placed as a national priority by including it in the concurrent list of the Constitution of India, providing operative connections between Departments and Ministries, setting up Tourism Advisory Council, adopting tourism satellite account system, and by implementing a professionally managed national tourism awareness campaign (Chapter 8, n.d.). When tourism has been positioned as a national priority, then the main objective is, the destinations, architecture, aesthetics, artworks, handicrafts, traditions, cultures, norms and values of the country should be preserved in such a manner that it should attract tourists from throughout the world.

**Development of Digital Technology**—The development of digital technology for marketing would be applied to enable tourism organisations in helping to promote their destination projects by the internet and other growing inter active multimedia platforms (Chapter 8, n.d.). In the present existence, when individuals are planning their trips, they make use of technology to a major extent in not only obtaining information regarding the place, but also in carrying out various tasks and functions, such as, booking the tickets, accommodation, transportations modes and so forth. The use of digital technology is regarded as an integral part of one's existence and is crucial in the implementation of tasks and activities. In the present existence, technology has gained prominence for the individuals, therefore, in some of the accommodation facilities and hotels, there is provision of free WI-FI connections that enable the individuals to have access to the internet all the time. As through this facility, individuals are able to search information in terms of all the areas.

**Heritage Tourism Division** - The Heritage Tourism Division implements its projects through its technical divisions and the chapters as these projects require multidisciplinary inputs and proficiency. The Heritage Tourism Division is engaged in a wide range of activities, these are, re-use of heritage property for various cultural purposes; facilitating the marketing and promotion of the various heritage sites and destinations, identified by INTACH; identifying unexplored heritage destinations and circuits for tourism; identifying,

developing and promoting heritage villages; developing of heritage interpretation centres with signs; specifying heritage tours and walks at identified places using the listings of INTACH and promoting them through INTACH chapters; developing training modules for guides of heritage sites; providing advice on issues connected with heritage properties and hotels; conducting tourism impact assessment studies to assess the impact of tourism on heritage sites, conserving socio-economic political and economic aspects and tourist surveys and providing inputs to the Central and State Governments on heritage tourism policies.

## **FUNCTIONS OF THE TOURISM DEPARTMENT**

The department of tourism is geared towards the performance of various functions and these have been stated as follows.

**Collection, Accumulation and Dissemination of Tourist Information** - The collection, accumulation and dissemination of tourist information within the country as well as abroad and attending to the enquiries from international tourists, tour operators and travel industry, and airlines, steamship companies and hotels. When individuals are planning their tourism from one place to another, then especially, when it is for the first time, then individuals have number of questions, regarding which they seek answers. Hence, it is the job duty of the tourism department to make provision of adequate information regarding booking, transportation facilities, accommodation, timings and so forth. In the present existence, with the advent of technology, all the information is made available on the web-sites and individuals can see it through computers, lap-tops, smartphones, mobile phones, etc.

**Integration and Co-operation of Organizations** - Integration and co-operation of organizations is regarded as an essential aspect in leading to development of the tourism industry. In this case, it is vital to acquire an understanding of not only co-operation at the national level, but also at the international level. When individuals plan trips to international countries, then it is vital that they obtain adequate information in terms of returning home, especially, when they have the return ticket. It is also necessary for the individuals to possess adequate knowledge of the visa. For instance, when one plans a historical tourism to the United States of America, then it is vital that he obtains adequate information regarding the journey, immigration, returning home and so forth.

**Prevention of Crime and Violence** - Prevention of violent and criminal acts is important, especially against the individuals from international countries. Research has indicated that number of tourists from African and European countries, who have come to visit India for the pursuance of educational programs or employment opportunities have been subjected to violent and criminal acts. In some cases, when individuals, belonging to other countries or cities make a visit to another region or city or country for a brief time period, then also they have been subjected to criminal and violent acts. Sexual harassment and rape are the main criminal acts that are

imposed against the tourists and usually they even experience theft and robbery. These acts enable these individuals to develop the feelings of insecurity, antagonism and resentment. Hence, it is essential to ensure that tourists should be treated with respect and courtesy. On the other hand, the tourists should be communicated adequate information regarding the safety measures and they need to be careful, especially during the night. One should not travel alone at night and should be accompanied by friends or relatives.

**Development of Facilities** - Development of facilities, which would interest as well as attract tourists is considered important. In India, it is a job duty that is of utmost significance to make provision of all the essential facilities for the tourists. The provision of essential facilities are not only required in the living accommodation, but also in other areas, where the nationals as well as the internationals, make a visit in order to fulfil their purpose. These include, historical places, religious places, educational institutions, training centres and so forth. The facilities in this case, is a comprehensive aspect, which includes, not only infrastructure and civic amenities, but on the whole, the environment of the place should be created in such a manner that one is able to accumulate contentment and gratification within the course of their stay. When an individual or a group of individuals are required to stay for a long period of time, then the provision of facilities would make them feel contented.

**Awareness regarding various forms of Tourism** - It is the job of the tourism department to generate awareness among the individuals regarding the significance of various forms of tourism. The various forms of tourism are, culture, historical, medical, sports, wildlife, business, adventure, education, religious and leisure. All these forms of tourism are planned to achieve a purpose or an objective. For instance, when the individuals migrate to another city or country for the pursuance of education, then it is regarded as education tourism. When they plan a tourism with the purpose of implementation of job duties or business, then it is termed as business tourism or when tourism is planned just for the purpose of sightseeing or getting engaged in leisure activities, then it is termed as leisure tourism. Planning of tourism involves finances. Hence, it is vital for the individuals to plan tourism in accordance to their budget. When individuals do not possess adequate resources, then they do not carry out tourist activities or plan any form of tourism. In such cases, they simply take pleasure in the activities and tasks within their local region.

**Implementation of Job Duties** – In different types of full time employments, the job duties are generally demanding and involves a large extent of hard-work. When they feel that they have too much work, then it certainly causes stress and anxiety. The individuals, who are working in the department of tourism should possess adequate knowledge and information and one of the areas that is of utmost significance is effective communication. They should communicate in an appropriate manner with the customers and make provision of all the required information to them. In order to obtain employment in this area, it is vital for the individuals to possess adequate knowledge and qualifications. Pursuance of courses and degree programs within the educational

institutions renders a significant contribution in the enhancement of skills and abilities among the individuals, who are employed in this area.

**Provision of Transportation** - As it has been stated that in all the areas, with the purpose of making ones visit pleasurable and incurring satisfaction among them, it is vital to make provision of all the necessary facilities and civic amenities. When individuals plan their tourism, especially within the country, then they may travel by air transportation or railways or land transportation. In air transportation and railways, it is vital to ensure that proper restroom facilities are available and the meals provided should be healthy and prepared in a hygienic environment. There have been occurrence of crime and violence to a major extent against the individuals, who are travelling by railways. Hence, it is vital to ensure that individuals are safe and secure, while they are travelling from one place to another. Number of women have experienced the occurrence of criminal and violent acts, especially, when travelling by railways. Hence, it is vital to ensure safety of the passengers.

**Formulation of Rules** - The formulation of proper rules and regulations is important. It is essential to communicate these rules and policies to the customers with the main purpose of ensuring their safety as well as the safety of the destination. For instance, the customers are conveyed in terms of the items that they should carry with them. In some cases, carrying of electronics, such as mobile phones or lap-tops is not permitted, whereas, in others, they are not allowed to carry eatables or any other items. Any items that are unfavourable and would impose harmful effects upon the individuals are usually prohibited, such as weapons. These are prohibited in not only various tourist destinations, but also in various modes of transportation. For instance, while travelling by air, electronics are permitted, but individuals are prohibited from carrying various other items, such as armaments.

**Regulation of Activities** - Regulation of activities of various segments of the travel trade, such as hotels, youth hostels, travel agents, wildlife, historical places, religious places, are considered important functions of the tourism department. In these places, in most cases, tourist guides are available, who make provision of all the necessary knowledge and information to the tourists regarding the places. For instance, in historical places, there are tourist guides, who make provision of the necessary information. The other individuals, such as tourist car operators and shopkeepers are considered vital that caters to the needs and requirements of the tourists. Their services are utilized, when the tourists have to make a travel or purchase certain items.

**Compilation of Statistics and Marketing Research** - Compilation of statistics and market research is necessary on international tourist traffic in India and their utilization for the more operative tourist location. The historic and the cultural resources associated with people, events or aspects of the community's past gave that community a sense of identity and assist in conveying the necessary information. The proper maintenance of the tourist destinations is considered important. It is essential that they should be kept clean and pollution free. It has to be ensured that any type of scribbling is not done on the walls and the architecture should be preserved. When the

tourist destinations will be well maintained, then it would attract not only the nationals, but also the tourists from throughout the world. The historical tourist destinations within the country, not only make provision of information regarding the history, but also heritage and aesthetics.

## CONCLUSION

In India, throughout the country, there are historical places and monuments. When individuals plan a trip to these historical places or monuments, then it is termed as historical tourism. The individuals may be from within the country or outside the country. The development of historical tourism involves number of aspects to be taken into consideration. These are, infrastructure development, product development, human resource development, promotion and marketing, co-ordination, marketing strategies, competitiveness, positioning tourism as a national priority, development of digital technology and heritage tourism division. The development of all these areas would lead to progress of various forms of tourism and would lead to an increase in the number of tourists. One of the areas that is of utmost significance is, tourism should be given national priority, when it would be prioritized, than efforts would be made enthusiastically towards its development.

The tourism department is required to put into practice important functions in order to ensure the development and growth of not only historical tourism, but also other forms of tourism within the country. The main functions include, collection, accumulation and dissemination of tourist information, integration and co-operation of organizations, prevention of crime and violence, development of facilities, awareness regarding various forms of tourism, implementation of job duties, provision of transportation, formulation of rules, regulation of activities and compilation of statistics and marketing research. It is essential for the individuals, primarily employed in the tourism department to possess the essential skills and abilities that are required to perform one's job duties operatively and promote tourism.

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