

To Study the Scope of Creative Tourism in India

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ABSTRACT

Overview of Creative Tourism: Tourism sector in India has seen a growth in leaps and bounds. India being an attractive destination for tourists across the world has been attracting multitudes of domestic and international tourists to various sites for its scenic beauty, diverse landscapes and heritage. A variety of tourism types apart from traditional sightseeing tours are heard about nowadays. Creative Tourism is one such type that demands tourists to be involved in bettering the experiences they would carry away from the tours. It expects a planned tour undertaken by the tourist with the sole motive to learn from his areas of interest from the local folks and their diverse cultures. Creative Tourism offers the tourists hands on experience of doing local things in a local manner.

The Research revealed that Indian destinations have tremendous potential to grow as Creative Tourism destinations as the mindset of tourists is changing and becoming pro to participative touring.

1.1 Introduction:-

India primarily an Agro based nation has seen a growth in the tertiary sector including variety of services from sectors like Telecom, Infrastructure, Retail, Hospitals, Education, Entertainment and even Tourism. It has proved to be an tour destination for various tourists internationally for different types of tours including Leisure, Pilgrimage, Cultural, Historical, Medical & Wellness, Educational & Agro, Eco & Wildlife and even Adventure tourism. Tourism is the travel for recreational, leisure, family or business purposes, usually of a limited duration. Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists.

Creative Tourism is fundamentally based on customer (tourist) engagement that shares experiences more than just observing, involving learning and sharing between tourists and local communities. It aims at the learning of local art-forms, traditions and ways of living by the local communities.

1.2 Statement of Problem under study:-

The proposed topic “**To study the scope of Creative Tourism in India**” focuses on identifying and analysing scope for creative tourism as upcoming type of tourism in India.

1.3 Review of Literature:-

Ballabh Anand (2005) et.al, rightly pointed out that, Man has been a traveler from the very beginning i.e. from Adam stage for various reasons like food, shelter, security. He further mentioned that the causes of travel and tourism went on changing with the pace of development process in the whole world. As an organized activity travel and tourism is a recent development. In medieval period pilgrimage, exploring new lands, commerce and trade were the prime motive where as now travel and tourism is a multi dimensional activity. He has rightly stated that rapid growth of tourism can be associated with the advancement made in modernizing transport and communication systems. The impact of modern transport technology especially in the aviation field has brought about a completely new meaning to travel and tourism.

Ranga Mukesh (2003) et.al, have rightly pointed out that, Tourism industry is immensely fragmented and this comprises a big challenge to us. The industry comprises mainly the hotel business, airlines, railways, safe travel corporation s, travel agents and tour operators. They have provided a possible clear picture of the existing and emerging tourism industry by focusing on innovative ideas, management, marketing and development strategies related to Tourism and hospitality industry.

Birundha V. Dhulasi (2003) et.al, , has rightly pointed out that, both natural and manmade attractions have upper limits to their capacity to absorb visitors beyond which a deterioration of

the resources itself takes place. Author has further stated that if we respect nature and then foster tourism no problems will arise.

1.4 Objectives of the Study: -

1. To identify potential for Indian Destinations to be converted in Creative Tourism Destinations.
2. To study whether tourists would like to get involved in Tourism providing experience sharing.

1.5 Research Methodology: -

Secondary data was collected from various books, magazines, journals and periodicals available which were relevant to the topic under study.

Main limitation of the research article is the lack of Primary data collection for deeper analysis due to the incredible large area geographically diverse region under consideration.

1.6 Creative Tourism:-

Creative Tourism in India has ample scope. The primary barrier for growth in Creative Tourism is the conventional thought process of tourists who plan tours for pleasure and relaxation. The main motive for Indian tourists to select destinations is to obtain peace and comfort. The stressful life style of the urban population has led to a major setback to active participation in gaining work experience of a different nature and learning through it. Coincidentally this is the very reason why Creative Tourism seems to have lesser growth in the Indian sub continent further enhancing it's scope to grow as seen in the European Continent.

Creative Tourism industry has tremendous scope to grow in India for following reasons:

- a) Diversification of the tourist offers without any investment, just by optimizing existing tangible and intangible heritage.
- b) Increased profitability of the cultural infrastructures.
- c) Quality tourism endowed with a high value addition and purchasing power.
- d) Authenticity and sustainability as it uses the creativity as main resource.
- e) Positive effect on the self-confidence of the local people.
- f) Its de-seasonalizing character allows a better distribution of the tourist activities throughout the year.

Essence of Creative Tourism lies in tourist participation in various local activities while on tour. Government and Tour operators play a major role in encouraging tourists to visit destinations offering opportunities to observe, to understand and to learn diverse cultures across the nation thus enhancing creative tourism opportunities in India.

Creative Tourism provides opportunity to generations of this era to go back to the roots, with their active and wholehearted involvement in learning, sharing, experiencing sense of belongingness to their specific culture. Since the last decade, the government has been quite proactive in engaging even the Indian Diaspora, linking them to the Indian system by offering various incentives and even considering dual citizenship and voting rights.

Initiatives like the annual *Pravasi Bharatiya Divas* is celebrated with pomp and show and those who have worked hard to keep India's image high overseas. There is considerable effort from Tour operators in designing tours customized to fit tourist requirements and local destination growth.

Some of the sample destination attractions those highlight the creative tourism activities include-

- a. Winery Industry in Nasik, Maharashtra providing an distinct experience to tourists in wine making process.
- b. Strawberry plantations at Mahabaleshwar, Maharashtra providing strawberry plucking activity , a nature association experience to tourists.
- c. Chinese Fishing Nets in Cochin, Kerala providing fishing experience to tourists.
- d. Scuba Diving in Konkan, Maharashtra and Goa, an adventurous activity for tourists.
- e. Camel Rides in Jaisalmer, Rajasthan those thrill the tourists through a different experience.

1.7 Conclusion:

India has tremendous potential for the growth of creative tourism as the tourists here are looking for a new dimension to their experiences while on tour. The tourists are looking for

- a. Experiencing the local culture by participating in artistic and creative activities.
- b. They wish to live experiences where they can feel themselves as a local.
- c. They are looking beyond the “monumentality” or just “spectacularity”
- d. They are willing to share their experiences on social Medias.
- e. They are exclusive regarding the way they undertake tours and once experienced the creative tourism; they no longer want to come back to a conventional circuit.
- f. They are now a day's willing to spend a considerable budget for the fulfillment of these experiences.
- g, They love to combine many types of tourism, during their journey.

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