**Unit 1- Knowledge of history and its importance in tourism**

**• Brief outline of Indian history in ancient, medival and modern period and  growth and development of travel related activity.**

Throughout ancient and medieval India, numerous foreigners, as pilgrims, travellers  and traders, visited India and turned out to be great agents of cultural exchange. They  travelled the length and breadth of the country and, in their writings on their  observations and experiences of India, left valuable contributions to the historical  understanding of early Indian society. The most notable of these travellers were  Greeks such as Megasthenes, Chinese such as Fa Hien and Hsuan-Tsang, Islamic such  as Al Beruni and Ibn Battuta and Europeans such as Marco Polo and Vasco Da Gama.

The Greek ambassador had travelled to Kerala in BC 302, during the times of  Chandragupta Maurya and was the first to tell the world about such a place. The  historian-diplomat had spent some nine years. The world knew about India from his  reputed work 'Indica,' in which he records Kerala as 'Cherme.' Megasthenes also  describes about India's two major rivers Sindhu and Ganga.

Moroccan traveller Abu Abdullah Muhammad Ibn Battuta was in India from 1333 to  1342. His book 'The Travels' details about the much-mocked administrative reforms  of Delhi Sultan Muhammad bin Tughlaq.

The opening of trade routes, perhaps, gave birth to tourism. The early centuries of the  Christian era hailed merchant caravans from the Roman Empire, Central Asian and  South-East Asian countries. These caravans did not comprise solely of traders lured  by lucre but an assortment of people such as a priest to pray for a safe journey,  entertainers, scholars as well as people who wished to broaden their experience. Thus  early tourists from abroad came via land routes. The Indian King Ashoka (273-232  BC), the grandson of the founder of the Mauryan dynasty, demonstrated his  conversion to Buddhism by vigorously promulgating the religion across India. His  edicts were carved on pillars of stone and wood, from Bengal to Afghanistan and into  the south. Mesopotamian inscriptions clearly speak about Ships from Indus Valley  carrying opper, hardwoods, ivory, pearls, carnelian, and Gold. During later times the  Indians had considerable contacts with the Romans, Persians, Egyptians and much  later with the Arabs. During Middle ages, the Textiles from India were in huge  demand in Egypt, East Africa and Mediterranean during 1st and 2nd century AD.  Around the same time the introduction of Indian culture into Java and Borneo, created  a demand for Indian aromatics (Paints and decorative), the trade posts established in  these sites later served Chinese and Arab markets.

Later during the period of the Chola dynasty in South India, in what is today Tamil  Nadu, extensive maritime trade and conquest were witnessed. The Empire of Chola at

it's peak and was spread far and wide into south east Asia. The Chola Empire is noted  for it's naval presence and overland Conquest of islands (such as modern day  Srilanka) and territories in South Asia.

∙ **British rule and genesis of modern tourism in India**

Britain came in the 1600s (with Sir Thomas Roe) when India was under the rule  of Jehangir. India was a stronger nation back then. So, the British were  contended to be traders. Britain was entering the age of industrial revolution at  around the same time (1750) when Indian empires were weakened. The  economic strength from industrial revolution gave the Brits an upper hand. The  British East India company, following the trend set by many other colonial  empires of the time, set forth to India in order to trade spices and other valuable  commodities. During its first century of operation, the focus of the company was  trade, not the building of an empire in India. Company interests turned from  trade to territory during the 18th century as the Mughal Empire declined in  power. Company rule in India effectively began in 1757 and lasted until 1858,  when, following the Indian Rebellion of 1857, the Government of India Act  1858led to the British Crown's assuming direct control of India in the form of  the new British Raj.

The British Raj, and in particular the British Indian Army, founded perhaps 50 of the  80-odd hill stations in the Indian subcontinent; the remainder were built by various  Indian rulers over the centuries as places of leisure or even as permanent capitals.  They established the stations to escape the blistering heat of the long Indian summer.

The hill stations are high-altitude towns used, especially by European colonialists, as a  place of refuge from the summer heat. They are prevalent in Southeast Asia and the  Indian Subcontinent, particularly India. Several hill stations served as summer  capitals of Indian provinces, princely states, or, in the case of Shimla, of British  India itself. Since independence, the role of these hill stations as summer capitals has  largely ended, but many hill stations remain popular summer resorts.  The history of rail transport in India began in the early nineteenth century. The idea of  introducing railways to India had been mooted as early as the 1830s. In May 1845, the  East India Company's Court of Directors finally and formally approved the project of  establishing the railways in India, The first passenger train in India ran  between Bombay (Bori Bunder) and Thane on April 16, 1853.

1911: Domestic commercial aviation is born in India when on February 18, Henri  Piquet, flying a Humber biplane, carries mail from Allahabad to Naini Junction, some

six miles away. (was a pilot in the first official airmail flight, in India for an airshow,  Frenchman)

1927: The world’s first officially christened national airline’s, Britain’s Imperial  Airways extends to Empire Routes to India, connecting India with the outside world  for the first time through an air network. A de Havilland Hercules flies the Cairo Basra-Karachi-Jodhpur-Delhi route. It is also the first domestic passenger flight to be  operated in India. Passengers could be for the first time fly from Karachi to Jodhpur  and to Delhi on Imperial Airways.

1932: JRD Tata launches India’s first scheduled airline, Tata Airlines, by piloting the  first flight himself from Karachi to Mumbai via Ahmedabad on a single-engine.

**Unit – II Historical, Cultural and Religious tourism resources of  India**

**Religious tourism resources: Major religions of India- Hinduism. Islam,  Christian, Buddhism, Sikhism and Jainism and study of the famous  shrines/centers of the major religions of India**

Religious tourism, also commonly referred to as faith tourism, is a type of tourism,  where people travel individually or in groups for pilgrimage, missionary, or leisure  (fellowship) purposes. Religious tourism, has a big future in India. India is richly  endowed with ancient temples and religious festivals. Religions originating in India,  be it Hinduism, Sikhism, Jainism or Buddhism, have a vibrant culture and spiritual  philosophy. There are two distinct aspects to Religious Tourism in India; one, the  faith of the domestic tourist, who has a spiritual attachment to the destination in line  with their religious beliefs; the other is the 'foreign' tourist, someone belonging to a  different religion, region or country, for whom the destination and the religious  practices have the dimension of 'novelty', a spiritual experience different from their  own, despite the ethical values being delivered remaining the same.

For instance, as many as 23 million people visited Tirupati, a temple town near the  southern tip of India to catch a glimpse of a deity known as Lord Balaji. Tirupati’s  annual list of pilgrims is higher than the total number of travelers visiting Mumbai,  Delhi, Bangalore and Kolkata put together. • To manage such a large number of

people, infrastructure has been beefed up by religious trusts, state govt., private chains  & the central govt. In the western world, cities such as Jerusalem, Rome and Mecca  continue to attract millions of visitors on a yearly basis.

**Major Temples , mosques and other religious sites in India**

1. A famed cave shrine positioned in the foothills of the Himalayas, **Vaishno Devi** is  one of the most visited sacred places. It is devoted to Mother Goddess and is one of  the oldest of all the temples in India. The temple is positioned at an elevation of 5200  ft and one requires carrying out an excursion of 13 km on foot to make it to this holy  place.

2. The **Jagannath Temple** of Puri is an important Hindu temple dedicated to Lord  Jagannath, a form of Krishna, located on the eastern coast of India, at Puri in the state  of Odisha. It is a part of the “Char Dham” pilgrimages.

3. The **Char Dham** ("four abodes") are defined by the Pandavas in the Mahabharata  as "Badrinath", "Kedarnath", "Gangotri" and "Yamunotri". They were four places  which the Pandavas believed could cleanse people of their sins. In the modern day,  Char Dham are the names of four pilgrimage sites in India that are widely revered  by Hindus. It comprises **Badrinath, Dwarka, Puri and Rameswaram**.

The sites in Uttarakhand viz. Yamunotri, Gangotri, Kedarnath, and Badrinath were  known as Chota Char Dham.

4. **Ramanathaswamy Temple** is a Hindu temple dedicated to the god Shiva located  on Rameswaram island in the state of Tamil Nadu, India. It is also one of the  twelve Jyotirlinga temples. The presiding deity, the Lingam of Ramanathaswamy  (Shiva), is believed to have been established and worshiped by Rama, an avatar of the  god Vishnu, to absolve the sins created during the Ramayana war at Sri Lanka.

4. The **Haji Ali Dargah** is a mosque and dargah (tomb) located on an islet off the  coast of Worli in the southern part of Mumbai. Near the heart of the city proper, the  dargah is one of the most recognisable landmarks of Mumbai. The Haji Ali Dargah  was constructed in 1431 in memory of a wealthy Muslim merchant, Sayyed Peer Haji  Ali Shah Bukhari, who gave up all his worldly possessions before making a  pilgrimage to Mecca.

On Thursdays and Fridays, the shrine is visited by an enormous number of pilgrims.  Irrespective of faith and religion, people visit the dargah to get the blessings of the  legendary saint. Sometimes, especially on Fridays, various Sufi musicians perform a  form of devotional music called Qawwali at the dargah.

5. The **Ajmer Sharif Dargah** is considered to be among the holiest Muslim shrines in  India and is also a famous landmark in Ajmer. Khwaja Moin-ud-din Chishti, the Sufi  saint from Persia is enshrined here. In keeping with his secular teachings, its doors are

open to people of all faiths and religions.

Standing atop the Garurachal Hill, just adjacent to the Madhava Temple, is the much  renowned shrine of the Muslims - Powa Mecca (1/4th Mecca). The most famous  Muslim pilgrimage spot in Assam, it noted as the tomb of Pir Giasuddin Auliya, who  was the pioneer of Islam in this part of the world. This mosque was built by Sujauddin  Mohammed Shah in 1657 AD, during the reign of the renowned Mughal Emperor,  Shahjahan.

It is said that Powa Mecca was constructed from the soil that was brought from the  city of Mecca.

6. **Hemkund Sahib** (also spelled Hemkunt), formally known as Gurudwara Sri  Hemkund Sahib Ji, is a Sikh place of worship and pilgrimage site in Chamoli  district, Uttarakhand, India. It is devoted to Guru Gobind Singh (1666–1708), the  tenth Sikh Guru. With its setting of a glacial lake surrounded by seven mountain  peaks, each adorned by a Nishan Sahib on its cliff, it is according to the Survey of  India located in the Himalayas at an elevation of 4,632 meters (15,197 feet).It is  approached from Gobindghat on the Rishikesh-Badrinath highway. Hemkund is  inaccessible from October through April because of snow bound paths and glaciers.  Sikh pilgrims arrive in May and set to work to repair the damage to the path over the  winter, which tradition is called kar seva ("selfless service"), a concept which forms  an important tenet of the Sikh faith.

7. **Gurudwara Bangla Sahib** is one of the most prominent Sikh gurdwara, or Sikh  house of worship, in Delhi, India and known for its association with the eighth Sikh  Guru, Guru Har Krishan, as well as the pool inside its complex, known as the  "Sarovar." It ranked No 1 among the best tourist and pilgrimage spot in dehli  (SURVEY-2017).

8. **Hardwar** is an ancient city and municipality in Uttarakhand, India. The River  Ganga, after flowing for 253 kilometres from its source in Gangotri Glacier, enters  the Indo-Gangetic Plains of North India for the first time at Haridwar, which gave the  city its ancient name, Gangadwára.

Haridwar is regarded as one of the seven holiest places (Sapta Puri) to Hindus.  According to the Samudra manthan, Haridwar along

with Ujjain, Nashik and Prayag (Allahabad) is one of four sites where drops of Amrit,  the elixir of immortality, accidentally spilled over from the pitcher while being carried  by the celestial bird Garuda. This is manifested in the Kumbha Mela, which is  celebrated every 12 years in Haridwar. During the Haridwar Kumbh Mela, millions of  pilgrims, devotees, and tourists congregate in Haridwar to perform ritualistic bathing

on the banks of the river Ganges to wash away their sins to attain Moksha.

9. **Shirdi** is famous temple of **Shri Sai Baba**. It was established in 1922 to carry out  the services of Shri Sai Baba. Shri Saibaba of Shirdi lived between 1838 and 1918,  whose real name, birthplace and date of birth are not known. The Sai Baba Temple  in Shirdi is visited by an average of 25,000 pilgrims a day, and during religious  festivals, this number can reach up to 1,00,000. Because of Sai Baba, Shirdi has  become a place of importance and is counted among the major Hindu places of  pilgrimage.The Sai Baba temple in Shirdi is managed by the Shri Sai Baba Sansthan  Trust. Inside the temple, The statue of Sai Baba and the Samadhi is carved out of  Italian marble and is seen draped with royal cloth, wearing a gold crown and adorned  with fresh flower garlands.The interior, as well as the exterior (cone) of the temple, is  covered with gold.

The Palanquin procession of Sai Baba takes place every Thursday.

10. The twelve jyothirlinga are:

∙ Somnath in Gujarat

∙ Mallikarjuna at Srisailam in Andhra Pradesh

∙ Mahakaleswar at Ujjain in Madhya Pradesh

∙ Omkareshwar in Madhya Pradesh

∙ Kedarnath in Uttrakhand

∙ Bhimashankar at Pune in Maharashtra

∙ Vishwanath Temple at Varanasi in Uttar Pradesh

∙ Tryambakeshwar at Nashik in Maharashtra

∙ Vaidyanath Temple in Deoghar District of Jharkhand

∙ Aundha Nagnath at Aundha in Hingoli District in Maharashtra  ∙ Rameshwar at Rameshwaram in Tamil Nadu

∙ Grushneshwar at Ellora near Aurangabad, in Maharashtra

∙ **Cultural tourism resources: Indian Classical dances and Folk dance forms, music and  musical instruments, art and handicraft, fairs and festivals – religious and socio-cultural**

**Mamallapuram Dance Festival**

(Mamallapuram, Tamil Nadu) Once the ancient port of the Pallavas, Mamallapuram plays host to  a vibrant festival of dance exponents of Bharata Natyam, Kuchipudi, Kathak and Kathakali  perform against the magnificent backdrop of the Pallava rock sculptures.

**International Kite Festival**

(Ahmedabad, Gujarat) On Makara Sankranti, Ahmedabad is at its colourful best as kites of all  colours, patterns and dimensions soar into the sky. Special kites with little paper lamps fill the  night sky with a myriad flickering lights. Special Gujarati cuisine, exhibitions of handicrafts and  folk art enhance the festive spirit.

**Surajkund Crafts Mela**

(Surajkund, near Delhi) A delightful handloom and handicrafts fair is held annually at  Surajkund. Skilled artisans from all over the country display the rich crafts tradition of India in  the typical setting of a rural Indian marketplace. Cultural programmes and rural cuisine are also a  part of this colourful fair.

**International Yoga Week**

(Rishikesh, Uttar Pradesh) A week-long event to promote Yoga is held in Rishikesh, a  picturesque town in the foothills of the Himalayas. Detailed lectures and demonstration of  various asanas by prominent exponents of Yoga are the major highlights of the Yoga Week.

**Desert Festival**

(Jaisalmer, Rajasthan) A three day long extravaganza of colour, music and festivity at the golden  city of Jaisalmer. Gair and fire dancers swaying to traditional tunes, a turban-tying competition  and a Mr. Desert contest are part of the fun of the occasion. Camel rides and folk dances at the  sand dunes at Sam are an added attraction.

**Pattadakkal Dance Festival**

(Pattadakkal, Karnataka) Delicately carved temples rich in detail, stand still at Pattadakkal, the  ancient capital of the Chalukyan kings. A festival of dance celebrates this marvelous heritage.

**Taj Mahotsav**

(Agra, Uttar Pradesh) A ten day event that starts on 18th February each year in Shilpgram, the  Taj Mahotsav is a much awaited event. India's extensive arts, crafts and culture are on display.  Folk music, shayari and classical dance performances along with elephant and camel rides,  games and a food festival, all add to the excitement of the occasion.

**Elephant Festival**

(Jaipur, Rajasthan) A festival where elephants are the centre of attraction. The festival begins  with a procession of elephants, camels and horses, followed by lively folk dancers. Elephant  races, elephant-polo matches and a most interesting tug of war between elephants and men, are  all part of this spectacular event.

**Nehru Trophy Boat Race**

(Kerala)) Alappuzha is famous for its annual boat race, held on the second Saturday of August  every year. The long elegant snakeboats, with crews of over hundred men vying to win the  coveted trophy, attract spectators from all over.

**Pushkar Mela**

(Pushkar, Rajasthan) Tranquil Pushkar is transformed into a spectacular fair ground for twelve  days in the month of Kartik. Trading of cattle, camel races and dazzling displays of bangles,  brassware, clothes, camel saddles and halters are the major attractions of this colourful event.  Devotees come in their thousands to take a ritual dip in the lake on the day of the Kartik Purnima  and to worship at the Brahma temple.

**The Goa Carnival** celebrations introduced by the Portuguese settlers who rules Goa for  about 500 years, and celebrated originally by the Catholics, this carnival, one-of-its-kind  in the country has now dissolved all communal barriers. The three days preceding Lent  (February) sees all Goa gyrating to the beat of music, fun, drinking and dancing. The  festivities are presided over by King Momo, and his consort who are chosen from among  the participants. Apart from the non-stop festivity, the streets are decorated with vibrant  colors and floats. The celebrations of Goa carnival are not just restricted to the day time.  A number of acrobats, brass bands, clowns, dancers, fire eaters, jesters etc. are seen to be  performing in the streets of some of the major cities of Goa.