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संदेश

श्री शिवाजी महाविद्यालय, परभणी येथे दि.17 जानेवारी, 2026 रोजी आयोजित करण्यात येणाऱ्या भारतीय पर्यटन : आव्हाने संधी आणि उपाययोजना या राष्ट्रीय स्तरावरील परिषदेस हार्दिक शुभेच्छा देताना मला अत्यंत आनंद होत आहे.

भारतीय पर्यटन हे केवळ आर्थिक उपक्रम नसून ते आपल्या संस्कृती, वारसा, पर्यावरण आणि सामाजिक जीवनाशी निकटतेने जोडलेले आहे. जागतिकीकरण, तंत्रज्ञान आणि प्रवासाच्या बदलत्या प्रवृर्तीच्या पार्श्वभूमीवर पर्यटन क्षेत्र झपाट्याने बदलत आहे. अशा वेळी पर्यटनासमोरील आव्हाने, संधी आणि शाश्वत विकासासाठी आवश्यक उपाययोजनांवर सखोल शैक्षणिक चर्चा होणे अत्यंत आवश्यक आहे. ही परिषद अभ्यासक, संशोधक आणि तज्ज्ञांना विचारांची देवाणघेवाण करण्यासाठी तसेच संशोधनातून नवे दृष्टिकोन मांडण्यासाठी एक महत्वपूर्ण व्यासपीठ ठरेल, असा मला विश्वास आहे. या परिषदेसाठी परिश्रम घेणाऱ्या आयोजन समितीचे, प्राध्यापकांचे आणि सर्व सहकार्यांचे मी मन:पूर्वक अभिनंदन करतो.

ही परिषद शैक्षणिक उद्दिष्टे यशस्वीरीत्या पूर्ण करतो, अशी सदिच्छा व्यक्त करतो.

आपला,

(आ.प्रकाश सोळंके)

मराठवाडा शिक्षण प्रसारक मंडळ

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सरचिटणीस

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शुभेच्छा संदेश.....

सरचिटणीस,
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छत्रपती संभाजीनगर

श्री शिवाजी महाविद्यालय, परभणी यांच्या वतीने दि. १७ जानेवारी २०२६ रोजी आयोजित करण्यात येणाऱ्या **"भारतीय पर्यटन : आव्हाने, संधी आणि उपाययोजना" या राष्ट्रीय स्तरावरील परिषदेस माझ्या हार्दिक शुभेच्छा.**

आजच्या काळात पर्यटन क्षेत्र देशाच्या आर्थिक विकासात, रोजगारनिर्मितीत आणि सांस्कृतिक देवाणघेवाणीत महत्त्वाची भूमिका बजावत आहे. मात्र, त्याचबरोबर शाश्वतता, पायाभूत सुविधा आणि नैतिक मूल्यांशी संबंधित अनेक आव्हानेही समोर येत आहेत. या सर्व मुद्द्यांवर विचारमंथन करण्यासाठी अशी शैक्षणिक परिषद अत्यंत उपयुक्त ठरते.

या परिषदेचे आयोजन करून महाविद्यालयाने संशोधन व गुणवत्तापूर्ण शिक्षणाप्रती आपली बांधिलकी अधोरेखित केली आहे. आयोजन समितीच्या सर्व सदस्यांचे मी अभिनंदन करतो व ही परिषद सर्व सहभागींसाठी ज्ञानवर्धक ठरो, अशी अपेक्षा व्यक्त करतो.

परिषदेस मनःपूर्वक शुभेच्छा!

सरचिटणीस,
मराठवाडा शिक्षण प्रसारक मंडळ,
छत्रपती संभाजीनगर

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महाविद्यालय विकास समिती (CDC) चे अध्यक्ष / प्रमुख सदस्य यांचा संदेश

श्री शिवाजी महाविद्यालय, परभणी येथे दि. १७ जानेवारी २०२६ रोजी आयोजित ***"भारतीय पर्यटन : आव्हाने, संधी आणि उपाययोजना"*** या राष्ट्रीय स्तरावरील परिषदेस शुभेच्छा देताना मला विशेष आनंद होत आहे.

अशा प्रकारच्या शैक्षणिक परिषदांमुळे शिक्षण आणि समाज यांच्यातील नाते अधिक दृढ होते. पर्यटन हा बहुविषयक अभ्यासाचा भाग असल्याने त्यामध्ये सातत्याने संशोधन, चिंतन आणि नव्या दृष्टिकोनांची गरज असते. शाश्वत विकास, सांस्कृतिक जतन आणि सामाजिक जबाबदारी या दृष्टीने या परिषदेत होणाऱ्या चर्चा अत्यंत महत्त्वपूर्ण ठरतील, असा मला विश्वास आहे.

या परिषदेच्या यशस्वी आयोजनासाठी परिश्रम घेणाऱ्या प्राचार्य, प्राध्यापकवर्ग आणि आयोजन समितीचे मी अभिनंदन करतो. ही परिषद महाविद्यालयाच्या शैक्षणिक प्रतिमेला अधिक बळकटी देईल, अशी अपेक्षा आहे.

परिषदेस यशस्वी वाटचालीसाठी शुभेच्छा!

Hemant

श्री. हेमंतराव जामकर

अध्यक्ष
महाविद्यालय विकास समिती (CDC)

प्राचार्य व मुख्य आयोजक यांचा संदेश

श्री शिवाजी महाविद्यालय, परभणी यांच्या वतीने दि. १७ जानेवारी २०२६ रोजी आयोजित करण्यात येणाऱ्या ***भारतीय पर्यटन : आव्हाने, संधी आणि उपाययोजना*** या राष्ट्रीय स्तरावरील परिषदेस सर्व मान्यवर, संशोधक व सहभागींचे मनःपूर्वक स्वागत करताना मला अत्यंत आनंद होत आहे.

आज भारतीय पर्यटन क्षेत्र मोठ्या संधींसोबतच अनेक गुंतागुंतीच्या आव्हानांना सामोरे जात आहे. शाश्वत पर्यटन, सांस्कृतिक संवेदनशीलता आणि आर्थिक समतोल या मुद्द्यांवर विचारमंथन करणे ही काळाची गरज आहे. या परिषदेद्वारे अभ्यासकांना आपले संशोधन, अनुभव आणि नव्या कल्पना मांडण्यासाठी एक सशक्त व्यासपीठ उपलब्ध करून देण्याचा आमचा प्रयत्न आहे.

या परिषदेच्या आयोजनासाठी मार्गदर्शन करणाऱ्या म. शि. प्र. मंडळाचे मा. अध्यक्ष व मा. सचिव, महाविद्यालय विकास समिती, तसेच सर्व आयोजन व सल्लागार समिती सदस्यांचे मी मनःपूर्वक आभार मानतो. तसेच सर्व तज्ज्ञ वक्ते व सहभागी यांचेही योगदान अत्यंत मोलाचे आहे. ही परिषद ज्ञानवर्धक ठरो व सर्वांसाठी फलदायी अनुभव ठरो, अशी सदिच्छा व्यक्त करतो.

डॉ. बाळासाहेब जाधव
प्राचार्य व मुख्य आयोजक
श्री शिवाजी महाविद्यालय, परभणी

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Original Article

Indian Tourism and Local Languages: A Study of Linguistic Diversity and its Impact on Tourism Development

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Abstract

India's tourism ecosystem is intricately shaped by its linguistic diversity. Local languages not only serve as communication tools but also carry cultural memory, identity, and the emotional texture of everyday life. As tourists—domestic and international—move through Indian destinations, their experiences are deeply influenced by the languages they encounter, whether through conversation, folklore, signage, or local hospitality. Yet, despite this richness, local languages often remain underutilized in mainstream tourism policies and practices. This paper examines the intersection of Indian tourism and local languages, discussing how language shapes visitor experiences, strengthens community participation, and preserves cultural heritage. It also analyzes the challenges faced in integrating local languages into tourism and offers strategic recommendations for creating a linguistically inclusive tourism model. The study concludes that language is not peripheral but central to sustainable tourism development in India.

Keywords: *Indian tourism, local languages, tourism ecosystem, linguistic diversity*

Introduction

India, a subcontinent of many worlds, speaks in hundreds of tongues. From the rhythmic lilts of Assamese ballads to the earthy warmth of Marathi powadas, from the philosophical richness of Tamil to the celebratory tones of Rajasthani folk idioms—language is woven into the cultural fabric of every Indian region. Tourism, being a human-centered and culturally immersive industry, is inevitably tied to this linguistic landscape.In any tourism experience, language operates on multiple levels: it informs, welcomes, guides, persuades, entertains, and often comforts the traveler. It helps tourists understand cultural nuances, navigate unfamiliar spaces, and engage meaningfully with local communities. However, despite India's linguistic richness, tourism communication often relies heavily on English or a few dominant Indian languages such as Hindi. This creates a gap between the lived linguistic realities of communities and the formal structures of the tourism industry.This research paper explores the vital role of local languages in shaping tourism experiences in India. It aims to demonstrate that local languages are not merely practical tools—they are entry points into cultural memory, identity, and heritage. Their integration into tourism can lead to richer visitor experiences, stronger community involvement, and more sustainable tourism practices.

Linguistic Diversity in India

India's linguistic mosaic is unparalleled. As per the latest linguistic surveys: 22 languages are recognized in the Eighth Schedule of the Constitution. Over 122 major languages are spoken widely. Nearly 1,600 dialects contribute to regional identity. Many tribal languages remain undocumented or endangered.This diversity is not just statistical; it is cultural. Language influences local music, architecture, festivals, foods, narratives, and folk traditions—all of which tourism deeply relies upon. In states like Maharashtra, Gujarat, Karnataka, Tamil Nadu, Assam, Odisha, and the Northeastern states, local languages are inseparable from cultural expression.

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This linguistic richness itself functions as a tourist attraction.Tourists do not simply observe monuments; they seek to understand the stories behind them. These stories gain depth and emotional resonance when narrated through local linguistic expressions, idioms, and worldviews. Therefore, a multilingual approach to tourism becomes essential for India, not only from a practical communication standpoint but also from a cultural and experiential one.

Role of Local Languages in Tourism

1 Local Languages as Vessels of Cultural Interpretation

Tourism is fundamentally an interpretative act. A monument or a landscape becomes meaningful only when someone interprets it for the visitor. Local languages enrich this interpretive process. For instance, understanding the meaning behind Marathi terms like wada, ghat, or jatra opens a window into Maharashtrian cultural life. Similarly, Tamil expressions like Arputham, Thiruvila, or Sangam literature illuminate the cultural universe of Tamil Nadu. These words do not merely describe; they evoke cultural experiences that cannot be fully translated into English or Hindi.

The emotional quality of local storytelling—whether through folk performances, community narratives, or oral traditions—is best captured in the mother tongue. This emotional resonance creates a more immersive tourism experience.

2 Enhancing Visitor Experience Through Familiarity and Belonging

A traveler's sense of comfort often depends on the language environment they step into. The presence of local-language signboards, bilingual menus, audio guides, and friendly conversations in the local dialect can help tourists feel welcomed. Domestic tourists, in particular, find emotional comfort when visiting states where linguistic similarities exist. For example: Marathi speakers feel at ease in Goa and Karnataka's border regions. Bengali tourists find linguistic proximity in Tripura. Hindi speakers can navigate North Indian states comfortably. Tourism becomes not just an activity but a cultural homecoming.

3 Local Languages as Tools for Cultural Preservation

Many Indian traditions, especially folk songs, epics, and oral histories, are transmitted solely through local languages. Tourism often becomes the only platform through which these fragile cultural forms survive. For instance: Lavani performances in Maharashtra gain depth when performed in Marathi. Bihu songs in Assam retain their charm due to the Assamese language. Baul singing in Bengal cannot be separated from Bengali idioms. Naga tribal dances express indigenous worldviews embedded in tribal languages. In this way, tourism indirectly supports the preservation and revitalization of endangered languages.

4 Role in Community-Based Tourism

Community-based tourism (CBT) depends heavily on local participation. When local-language speakers lead tours, run homestays, perform arts, or guide nature trails, tourism becomes more inclusive. Local languages empower: rural guides, women's self-help groups running homestays, tribal artisans explaining their craft, farmers conducting agro-tourism sessions. These interactions become possible because the community can speak in its natural linguistic environment. Thus, the economic benefits of tourism reach those who might otherwise remain on the margins.

Local Languages in Tourism Marketing and Branding

1 Destination Identity Shaped Through Language

Several Indian states use local-language expressions as central branding elements:Goa's "Susegad" evokes a relaxed and contented lifestyle. Tamil Nadu's "Vanakkam" symbolizes warmth and respect. Kerala uses Malayalam expressions like "Nalla Keralam" to promote local pride. These expressions do more than market a destination—they convey its cultural philosophy.

2 Use of Local Languages in Digital and Social Media Tourism Campaigns

With the rise of digital tourism campaigns, state tourism departments increasingly use local languages: The Maharashtra Tourism Development Corporation uses Marathi content for regional outreach. West Bengal Tourism uses Bengali literary references to Tagore and Bankimchandra. South Indian states use Tamil, Telugu, Malayalam, and Kannada extensively on social media. Language-specific digital content appeals to regional tourists and strengthens cultural belonging.

Challenges in Integrating Local Languages into Tourism

Despite the potential, several obstacles hinder the integration of local languages into Indian tourism.

1 Dominance of English and Hindi

Indian tourism infrastructure often relies on English and Hindi languages chiefly. The brochures, websites, signboards, museum descriptions, guide training material, etc. are prepared mostly in these languages. This neglects smaller regional languages and excludes rural communities.

2 Lack of Multilingual Signage and Interpretation

Many major heritage sites still lack multilingual displays. Information is often restricted to English and Hindi, despite being in culturally rich linguistic environments like Tamil Nadu, Karnataka, and Odisha. This limits accessibility for both domestic tourists and local communities.

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3 Inadequate Training for Tourist Guides
Tourist guides are primary cultural interpreters. However, many guides lack adequate training in using local languages for interpretation, are unfamiliar with regional literature or folklore, have limited linguistic resources to translate cultural concepts for visitors. This reduces the depth of heritage interpretation.
4 Dialectal complexity
States like Maharashtra, Assam, Rajasthan, and Himachal Pradesh have many dialects. Tourism training often focuses on "standard" forms, overlooking dialectal richness.
5 Policy Gaps
Despite India's linguistic diversity, tourism policies rarely foreground language. Most tourism master plans focus on infrastructure, revenue, and marketing, while linguistic inclusion remains marginal.

Case Studies
1 Maharashtra: Marathi as Cultural Anchor
Maharashtra's tourism thrives on its storytelling traditions—powadas, kirtans, lavani, and tamasha. These art forms derive emotional power from Marathi. Heritage walks in Pune or Mumbai gain depth when conducted in Marathi, even if later translated into English or Hindi. However, many archaeological sites still lack Marathi-language interpretation panels, creating a mismatch between local cultural identity and formal tourism infrastructure.
2 Rajasthan: Folk Languages as Tourist Assets
Rajasthan's tourism heavily relies on folk narratives expressed through Marwari, Mewari, Shekhawati, and Hadoti dialects. Performances like Kalbelia, Manganiyar songs, and Ghoomar dances lose much of their emotional essence when stripped of their language context.
3 The Northeast: Tourism as a Lifeline for Endangered Languages
States like Nagaland, Manipur, Arunachal Pradesh, and Mizoram host dozens of tribal languages. Tourism initiatives such as: Hornbill Festival, Ziro Music Festival, Sangai Festival, etc. use these languages to preserve vanishing cultural forms. In many villages, homestay tourism has encouraged younger generations to relearn their mother tongues.

Strategies for Strengthening Local Languages in Indian Tourism
1 Multilingual Signage: Include local languages in all heritage site descriptions, museums, and transportation hubs.
2 Guide Training in Local Languages: Equip guides with cultural vocabulary, storytelling skills, and local linguistic expressions.
3 Use of Local Languages in Tourism Curricula: Universities should include regional literature, folklore, and dialect studies.
4 Promotion of Linguistic Tourism: Literary trails, storytelling walks, poetry festivals, and regional language tours.
5 Digital Tools: Mobile apps offering local-language audio guides.
6 Cultural Mapping Initiatives: Document oral traditions in local languages for future tourism use.
7 Government and NGO Collaboration: Work with linguistic organizations to develop reliable translations and cultural materials.

Conclusion
Indian tourism is not only about monuments, landscapes, and historical sites—it is also a story told in many languages. Local languages enrich tourism by adding emotional depth, authenticity, and cultural nuance. When tourists hear a folk song in its original language or converse with a villager in a local dialect, they engage with a living culture rather than a sterile, packaged narrative. Strengthening the role of local languages in tourism ensures: cultural preservation, community empowerment, richer visitor experiences, sustainable tourism development. India's linguistic diversity is not a challenge to be managed but a resource to be celebrated. A tourism framework that respects and integrates local languages can transform the Indian tourism sector into a globally admired model rooted in authenticity and inclusiveness.

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Original Article

Buddhist stups: a historical monument of Indian Tourism

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Abstract

Tourism represents a sophisticated global phenomenon that transcends the simple act of travel for leisure; it is a vital catalyst for cross-cultural integration and economic expansion. By facilitating the movement of people across borders, tourism encourages the exchange of knowledge, the preservation of local traditions, and the fostering of international goodwill. It serves as a transformative experience that broadens perspectives, turning historical and natural landscapes into educational platforms that celebrate the diversity of the human experience.The framework of Indian tourism is essentially built upon its vast array of historical monuments, which serve as the primary conduits for the nation's cultural narrative. In the Indian context, heritage and tourism are inseparable, as the country's ancient forts, ornate temples, and grand palaces provide the physical evidence of a civilization that has flourished for millennia. These monuments act as living museums, drawing millions of international visitors and domestic travelers who seek to understand the intricate socio-political and artistic shifts that have shaped the subcontinent. This relationship ensures that the conservation of architectural marvels is not only a matter of historical pride but a cornerstone of the national economy.Central to this historical and spiritual landscape are the Buddhist Stupas, which represent some of the most profound architectural achievements in Indian history.

These hemispherical structures were originally conceived as sacred reliquaries to house the remains of the Buddha or his disciples, serving as symbolic representations of the path to spiritual awakening. The Great Stupa at Sanchi, with its magnificent gateways and detailed bas-reliefs, stands as a premier example of early Indian craftsmanship and the spread of Buddhist philosophy under royal patronage. Along with sites like the Dhamek Stupa in Sarnath and the Mahabodhi Stupa in Bodh Gaya, these structures form a vital spiritual circuit. They continue to attract a global audience of pilgrims and scholars, reinforcing India's role as the cradle of one of the world's most influential philosophical traditions.Buddhist stupas are notable South Asian tourism, pilgrimage, and cultural landmarks that can be of ma dominance in both religion and culture, but they later also entered local or Hindu religious practices. Thematically organized, this paper presents an engaging vet detailed account of stupe examines their discovery in colonial India by travelets, archaeologists Indologia and setting, tempe emporal and socioeconomic base, commercial ethos, and cultural and literary production se added to the specific castaeological, architectural, art-historical, and historical analyses, Buddhist Stu case studies on Sanchi, Bharhut, and Amaravati Employing interdisciplinary approaches integrating utilizes a wide range of source material. From an agricultural perspective stupa is nothing more than a simple dust burial mound. But as with its simple structure, the historical value of this constructed form has changed over time. Years of cultural, socioeconomic, and geographic forces have led to the gigantic dome-shaped "anda" form that has come to represent this Buddhist shrine. The rich details, intrining manits, and significant meaning that are mirrored and altered in many local contexts around the world are what give this architectural style its beauty. Nowadays, the term "stupa" is used to refer to structures lik pagodas, wats, and other historical buildings. This paper will be indispensable for scholars. pasearchers, and students of history, archaeology, religion, and epigraphy, particularly those mere in the growth and development of Buddhism.

Keywords: *Stupas; Buddhist architecture; Pagodas; Dagabas; Chortens; Ideology.*

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Introduction

The stupa is a symbolic form that are found throughout South, Southeast, and East Asia. In its Indian manifestations it is an extreme case in terms of architectural function: it has no usable interior space and its construction has a basic simplicity.The monument generates multivalent meanings that can be articulated with literary texts and other architectural forms, concretizing metaphysical th stupa's original purpose was to hold the remains of Buddha and other significant figures. Currently. this monument has different meanings and uses. The word "stupa" is a Sanskrit word that means "heap," and it refers to a sepulchral and/or commemorative structure designed to encase Buddhist relics and other holy objects, it can be used as a votive offering, it is a place for devotion and meditation. With at least a freestanding mound and typically a circular drum (Medhi) serving as the base for a large solid dome (anda) topped by a turret (chattri), this term is currently used to describe the most important style of Buddhist monument. The bell- or dome-shaped mound protects the relics or sacred items. A stupa is essentially a stone-faced soil burial mound. Stupas are among the earliest Buddhist structures and are found all over the world.Historically, stupas have been symbolize and represent the following elements:

1. The Buddha,
2. The path to Enlightenment,
3. A mountain and
4. The universe all at the same time.

As the stupa architecturally becomes more complicated, so the word "Stupa" is applied in general to monuments and whole temples, interchangeable in referring to many sites with words such as Pagoda, Wat, Candi. This paper is thus, an exploration into the evolution of the ancient Indian stupa, and its corelation with present skyline stupa forms i.e. the stupas constructed with modern methods, materials, concepts and come to a conclusion of evolution that can be followed for further research.

Objectives

1. Have a fundamental understanding of Buddhism and how it relates to the planning and building of Stupa architecture.
2. Provide a study of the notion of a Stupa, its evolution, development of its architectural styles along their materials of construction.
3. To understand the essence of the architectural and theological aspects of the traditional stupa.
4 To understand how geographical factors, advances in material, and local socio-cultural norms have given way to a much broader definition of this word, encompassing all forms, from a simplistic mound to grand, elaborate sanctums of great value to a to architecture and society as a whole.
5. To understand the ideology and the concept of a stupa, with a focus on tracing its history and transition over time.

History of Stupas

Stupas have a long hutory in Buddhism and were an important part of Buddhist architecture throughout much of Asia The origins of the stupa can be traced hack to ancient India, where they were used as a burial mound for the remains of Buddhist monks or mans. The carliest known stupas e believed to date back to the 3rd century BCE and were built by the Mauryan emperor Ashoka. Over time, stupas became more elaborate and were often decorated with intricate carvings and artwork. The dome-shaped structure of the stupa was meant to represent the dome of the universe. and the circular base symbolized the wheel of life In addition to serving as a burial site, stupas became important pilgrimage sites for Buddhists. People would visit stupas to pay their respects in the relics contained within or to meditate and reflect on Buddhist teachings.Stupas spread throughout much of Asia, and different regions developed their own unique styles of stupa architecture. In Sri Lanka, for example, stupas stapas were often decorated with colorful paintings and carvings, while in Tibet, they were often adorned with intricate metalwork and prayer flags Today, stupas continue to be an important part of Buddhist architecture and culture. They can be found throughout Asia, and many people still visit stupas to pay their respects to the Buddha and other revered figures in Buddhist history.Rigveda refers to a Stupa raised by the King Varuna above the forest in a place having no foundation. The word "extuka" is also used in the same sense in Rigveda, probably by then anything raised on the ground like a heap/pile might have been known as Stupa. However, the Pali wond "thups' is quite like the term "Stups Thupa means a conical heap, a pile or a mound or a conual bell-shaped shrine containing a relic.According to mythological sources, following the cremation of Buddha, his ashes werr divided into right parts and distributed among various tulers to be enshrined at special burial mounda After a few decades of buddha's Nirvana, mound of clay or mud changed to decorated objects of veneration. Emperor Ashoka, 274-236 BCE Maurya Empire, redistributed the relics housed in the original stupas into 84,000 stupas throughout the world. While this is an exaggeration and the stupas were built by Ashoka some 250 years after the Buddha's death, Ashoka is also credited with the construction of muncrous stupas that remain to thisday, including those at Sanchi and Samuth

Sects Associated With Stupas

Stupa expansion, from Buddhist heartland in northern India (dark orange) starting 6th century BC, to Buddhist majority realm (orange), and historical extent of Boddhism influences (yellow) Mahayana (red arrow), Theravada (green arrow),

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and Tantric-Vajrayana (blue arrow). After the Buddha's death, stupa worship became increasingly popular. With King Asoka'y (r. 266-231 BCE) conversion to Buddhism and its subsequent patronage, stupa worship spread throught India. Various religious orders developed around the doctrine of the stupa. Some of these orders sod sects are mentioned below:

1. Theravada Buddhism Oldest form monastic path. Dominant form today in Sri Lanka, Myanmar, Thailand, Laos, and Cambodia

2. Mahayanabuddhism: Philosophical movement for universal salvation. Bodhisattvas Buddhahood (becoming a Buddha) to liberate all creatures in the universe from suffering.

3 Tantric Buddhism: Tantric

Vajrayama (the Vetacle of the or Esoteric Buddhism, Thunderbolt). An offshoot of Mahayana Buddhism, the origins traced in ancient Hindu and Vedic practices Described as offering a shortcut to enlightenment. Initiates worked closely with a spirinial guide-Tibetan Buddhism.

Construction Ideology

While they can vary visually, all stapaa have a few features in common. Every stapa has a treasure chamber that is filled with a variety of items. Little contributions, or Tsa-Tsas, make up the majority of the treasure chamber, but it may also contain jewellery and other priceless items. It is thought that the stupa's energy grows stronger the more items are deposited into its treasury. Every stupa contains the Tree of Life, a wooden pole adorned with gema and mantras that is placed in the stupa's centre channel during an initiation ceremony and serves as a repository for the participants most potent aspirations.The earliest stupas contained portions of the Buddha's ashes, and as a result, the stupa began epiphany, of to be associated with the body of the Buddha. "The Stupa is truly the image, or rather the spigh the Buddha, of his Law that rules the universe, and is moreover a psycho-cosmogram. The form suggested by the apparent aspect of the vault of the sky, implies in its narn the total presetice sod intangibility of the Buddha, who in this way is seen not as a human teacher but at the essence of the Universe

Types of Stupas

Stupas are dome-shaped structures that serve as important religious monaments in Boddum Them are several types of stupas, including:

1. Relic Stupac These stupas are built to enshrine relics of the Buddha or other important Buddhist figures
2. Commemorative Stupas: These stupas are built commemorate important events or people in Buddhist history, such as the birth, enlightenment, or death of the Baddha.
3. Symbolic Stupas. These stupas are built to represent the various aspects of Buddhist teachings, such as the Four Noble Truths or the Eightfold Path.
4. Votive Stupas: These stupas are built as a form of devotion and to accumulate merit. They may contain offerings or prayers inside
5. Pagoda Stupas: These stupas are a type of Boddhist monument found in East Asia. They typically have a multi-tiered, tower-like structure with caves and a pointed top
6. Water Stupas. These stupas are a type of eco-friendly stupa that collect and store rainwater, which can then be used for irrigation or drinking
7. Peace Stupas: These stupas are built as symbols of peace and are often located in areas affected by conflict or war.

Each type of stupa has its own unique features and significance in Buddhist tradition.

Evolution of Stupas

A. Morphological development

1. India and Nepal: The first true stupas were constructed after the reign of Ashoka ome stupas, sich the enormous stupa at Borobodur (comtructed a thousand years after the one at Sanchi), are far more complicated while Indian stupas are simply a solid globe encircled by a railing. The stapa at Borobodur, in contrast to the one one at Sanchi, has a polygonal base, steps leading to the summit, and as many as 72 smaller stupas spaced along the route. Along with rock-cut caves was a different distinctive kind of stupa architecture that was common in India during Ashoka's rule. The Sanskrit word "Chita" is where the word "chaitya" comes from (The mound of ashes formed by the cremation of a dead body). The architecture resembled the wooden structares of the time, with barrel-vaulted imeriors and vertical grooves on the walls to imitate wooden beans and members
2. Tibet: The Indian stupa received a number of architectural changes in Tibet. The anda or dome at its summit is where the alteration is most noticeable. The Tibetan chorten takes on a more elliptical shape, resembling an oval above a rectangular base, as opposed to the Indian stupa's round dome. The summit also consists of a group of ring-shaped "umbrellas" that encircle it and are topped with discs. There are at least eight different types of the Tibetan chorten, one for each of the eight main phases of the Buddha's life. Of these, the one that describes Buddha's "supreme enlightenment" is by far the most prevalent. This type of Chorten has a square base that supports stairs above it, followed by a dome that is an inverted oval shape known at the bumpa. The bumpa is topped with a ring and a crescent-

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shaped "moon before being fitted with a tall spire and traditional "umbrella"-shaped rings In addition to this concept, there are examples that represent the Liama Buddhist "many gates" tradition and the "descent from heaven" tradition
3. Sri Lanka: The stupa is referred to a dagoba in Sri Lanka. In Sri Lanka, many dome shapes and a distinctive architectural style emerged. The dagoba was encircled by a sizable dome known as a vatadage, which was supported by columas placed all around the dagoba. There are other vatadages constructed in Sri Lanka, but Thuparama is one of particular note because it allegedly houses the collarbone relic of the Buddha.
4. China, Japan, Korea The stupa evolved into the pagoda, a four- or eight-cornered timber or brick tower, in China, Japan, and Korea. This development keeps the spire or ridged roof of the original stupa, which has a similar symbolic meaning, Internal stairs in pagodas often ascend in a clockwise direction. The passage serves as a meditation aid and serves to represent other individual Buddhas while the central pillar depicts the Buddha and his place at the center of the cosmos. The multi-story structures stand in for many realms along the path to enlightenment, and the pagodas with an octagonal design also represent the eight spokes of the wheel of dharma

B. Chronological development of stupas.

C. Present Day Stupas

During the ages and even today, the stupa's fundamental architectural principles have remained mostly unchanged. The modern stupa's material, however, is what makes a difference. The Sambodhi Chaithya, for instance, is a stupa made of reinforced concrete that is supported by two interlocking arches on a platform. Moreover, elevators are available for access to the stupa. Karuna Patliputra The stupa has a glass front, a void stupa concept that allows visitors to see the holy relics, and a ramp design for entry rather than stairs, making it accessible to all. Buddhist stupas in India serve as the architectural and spiritual backbone of the country's Buddhist Circuit, exerting a profound impact on the national tourism landscape in 2026. As the birthplace of Buddhism, India attracts millions of domestic and international visitors who travel to these monuments to connect with ancient history and spiritual traditions. Key sites such as the Mahabodhi Stupa in Bodh Gaya, the Dhamek Stupa in Sarnath, and the Great Stupa at Sanchi are not merely religious landmarks but are major economic drivers. By the conclusion of 2025, visitor numbers to major Buddhist heritage sites in northern India reached record highs, with over 6.4 million people visiting sites in Uttar Pradesh alone. This influx of travelers has led to massive infrastructure development, including the establishment of international airports in pilgrimage hubs like Kushinagar and the operation of dedicated tourist trains that facilitate seamless travel between ancient stupas.The tourism generated by these stupas significantly boosts India's foreign exchange reserves, as the country remains a primary destination for pilgrims from Thailand, Japan, Vietnam, and South Korea. Beyond the religious aspect, these sites are celebrated as UNESCO World Heritage landmarks, drawing history enthusiasts and architects interested in the evolution of Mauryan and Gupta-era stone masonry. In 2026, the government's focus on the Buddhist Circuit has shifted toward sustainable and inclusive growth, creating thousands of jobs for local communities in the hospitality and handicraft sectors. By blending ancient heritage with modern accessibility, Buddhist stupas have become essential pillars of India's global tourism identity, serving as symbols of peace that foster international diplomatic ties while fueling regional economic prosperity.

Conclusion

The Buddhist stupa is an important religious monument in Buddhism that serves as a symbol of the Buddha's teachings and enlightenment. Stupas come in different types, such as relic stupas, commemorative stupas, symbolic stupas, votive stupas, pagoda stupas, water stupas, and peace stupas Each type has its own unique features and significance in Buddhist tradition. The construction and worship of stupas play vital role in the practice of Buddhism, as they represent the Buddhist principles of compassion, mindfulness, and wisdom, and serve as a means of accumulating merit and promoting peace. It is thus apparent that the stupa, which was conceived as a simple monument for the Buddha's corporeal relics, has over time transformed in its form and nomenclature and resulted in various types of structures all over the world. In some regions, even supplementary structures like monasteries have come up alongside stupas, fuelling the inception of new Buddhist orders and sects. However, the core ideology of the stupa remains constant throughout each new development, as does its symbolism and several crucial architectural features. These characteristics must, therefore, be given due consideration and importance while designing any stupa project.

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Original Article

Impact of English Language Skills on Employment in Indian Tourism

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Abstract

The English language plays a vital role in the tourism sector due to the significant interaction among tourists from all around the world. In a globalized world where English is widely spoken, fluent English communication becomes essential for tourism professionals to effectively engage with an international clientele English is a vital tool in the tourism sector, contributing to international trade and providing unforgettable tourist experiences. Tourism can be a vehicle for international understanding by way of bringing diverse people face to face. Tourism has played a major role in improving international understanding. It has been a contributor to international goodwill and as a prime means of developing social and cultural understanding among all peoples of the world…it helps in the regional development of the country and acts as a means of social education and better understanding among the peoples in different regions of the country. English proficiency acts as a powerful tool for professional growth in India's tourism industry, connecting people and boosting the sector's overall development.

Keywords: *English Language, Employability, Tourism Sector, Opportunities.*

Introduction

Indian tourism sector requires a common unifying language for its nationals as well as foreign nationals to reflect its culture, history and intrinsic values that are profoundly rooted in it. Many research scholars all over the world, especially in third world countries, have done some research in the need of communication skills for those employed in the tourism and hospitality industry. Like the Indian scholars, Kuosuwan from Thailand, also mentions in his research article, "The Readiness of English Communication Skills of Tourism Employees in Bangkok for Entering the ASEAN Community" the need for a specific course for those who are and going to be employed in this industry, as friendly and impeccable communication skills in English is a dire necessity for persons employed in the tourism industry. Graduate as well as Postgraduate degree holders in management and tourism do need a specific course in communication skills to perform well, and for their own development and for going up the ladder of success.

Impacts of English Skills on Indian Tourism Employment

A) Enhanced Job Opportunities

In the tourism sector, language proficiency enhances: Customer service: Tourists expect to be understood and assisted in a language they are comfortable with. Staff who can communicate in English and other international languages significantly improve the guest experience. Learning English can play an essential role in your career development. It gives you an edge in the workplace, helps you communicate better, allows you to lead teams more effectively, opens up job opportunities worldwide, and helps you connect with people from different cultures.

B) Global Connectivity

English acts as the primary tool for interaction between tourists and local communities. English language proficiency is critical for employment in India's tourism sector, with over 79% of job listings requiring it to meet global standards.

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Strong skills enhance employability by enabling effective communication with international tourists, boosting career growth, higher salaries, and faster hiring prospects.

C) Client Loyalty

In addition to driving sales, fluent English communication also plays a crucial role in fostering client loyalty in the tourism sector. When customers receive excellent service from tourism professionals who can communicate effectively in English, they are more likely to have a positive experience and develop a sense of trust and loyalty towards the business. This promotes repeat business and encourages customers to recommend the business to others, thereby increasing the client base and overall success of the tourism enterprise. Clear and effective English communication also allows tourism professionals to address any issues or concerns that customers may have during their travel experience. Promptly and accurately resolving customer complaints or providing assistance in English helps to build strong customer relationships, enhance client satisfaction, and ultimately drive client loyalty. In a highly competitive industry like tourism, client loyalty is vital for sustainable success and growth.

D) Sales

Fluent English communication can have a significant impact on sales in the tourism sector. When tourism professionals are able to communicate fluently in English, they can effectively promote their products and services to a wider audience. English is the lingua franca of the business world, and being able to communicate proficiently in English allows tourism professionals to establish rapport with potential customers from different countries. This, in turn, leads to increased sales opportunities and revenue generation for tourism businesses. Moreover, fluent English communication enables tourism professionals to provide detailed information about various travel destinations, accommodations, and activities. Customers often have specific questions and concerns that need to be addressed before making a purchase decision. When tourism professionals can communicate clearly and comprehensively in English, they can provide the necessary information to build trust and confidence in potential customers, further boosting sales.

Conclusion

In conclusion, fluent English communication plays a crucial role in driving success in the tourism sector. It has a direct impact on sales by enabling professionals to reach a wider audience, promote their products and services effectively, and provide detailed information that builds customer trust. Moreover, fluent English communication fosters client loyalty by ensuring exceptional customer service, prompt issue resolution, and strong customer relationships. Language has great importance in the dialogue and understanding between tourists and tourist facilities. And the English today is international language, and most of the tourist establishments require employees to speak English in addition the local language of the country because the English now has become the familiar language for almost all human beings. In essence, English skills are no longer just a bonus but a fundamental requirement for success and growth in India's tourism sector, impacting both individual careers and the industry's overall development.

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Original Article

Mapping Malgudi: Fictional Landscapes and the Construction of Cultural Heritage in R. K. Narayan's The Guide

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Abstract

In R.K. Narayan's The Guide, tourism themes are central to protagonist Raju's journey from a cunning tourist guide in Malgudi to a reluctant spiritual leader, exploring the clash between tradition/spirituality and modernity/materialism, deception vs. genuine self, and the evolving identity of post-colonial India, all through Raju's deceptive business and accidental spiritual role, highlighting how people project holiness onto ordinary individuals, making him a symbol of India's search for meaning. Through Raju's ironic journey from a worldly guide to a genuine, sacrificial holy man, Narayan critiques societal materialism while affirming the potential for spiritual redemption, even when born from flawed beginnings, making The Guide a commentary on the human condition in a changing India.

Key Words: *RK Narayan, Tourism, Tourist Guide, Malgudi, Spirituality*

Introduction

R.K. Narayan, a well-known South Indian author born in Rasipuram in 1906, is from that city. Characters move on a psychological level in his works. The Guide, by R.K. Narayan, is the book's most prominent title. The film's protagonists accurately portray the socioeconomic landscape of India. When it comes to depicting Indian folklore and the rituals, blind loyalty, and religious characteristics of its people, Narayan is an excellent choice because of the way he incorporates folklore components into his books. In his writings, he depicted the difficulties faced by Indians. The author's unique perspective on India's poverty and mythology is evident throughout this work. As stated before, the primary goal of this research is to examine the novel's folk components, namely how they relate to Indian life and traditional culture. Author R. K. Narayan is now well-known within the literary community for his works on many subjects. Despite the fact that he passed away a few years ago, many people are still interested in reading the books he wrote. The Guide is one such outstanding book. It has a wide range of nuances. The topic I've chosen for my article is Raju as a Poly-Guide — a tour guide for tourists, a prisoner's leader, and a spiritual guide for prisoners. Railway As a result of his heroic actions on behalf of the underprivileged, Raju was hailed as a saint. It is Narayan's vision of human infallibility that Raju represents.

The Guide:

The Guide, directed by R. K. Narayan and nominated for the Sahitya Academy Award in 1960, is a mature work of art that deftly examines the nuances and intricacies of human relationships. The work has been translated into a number of key language. The protagonist, Raju, who is nicknamed "Railway Raju", is characterized as being a corrupt and popular tour guide. In the story, he falls in love with a beautiful woman named Rosie, who is married to an archaeologist named Marco, while the couple is visiting Malgudi as tourists. Marco disapproves of Rosie's passion for dancing but Raju encourages Rosie to pursue her dreams and become a dancer. With this interaction, they begin to spend time with each other and become very close.

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Upon learning about their relationship, Marco leaves Rosie in Malgudi and returns to Madras alone. Rosie seeks refuge at Raju's home, and they start living together. However, Raju's mother does not approve of their relationship and leaves them.Raju becomes Rosie's stage manager, and with his marketing tactics, Rosie gains recognition as a dancer. With his success, Raju becomes overly confident and begins to assert more control over Rosie's life for financial gain. He becomes involved in a forgery case related to Rosie's signature. Raju is sentenced to two years in prison, despite Rosie's defence.After completing his sentence, Raju passes through a village called Mangal, where he is mistaken for a *sadhu* (a spiritual guide). To avoid returning to Malgudi in disgrace, he decides to stay in an abandoned temple near Mangal. There, he takes on the role of a sadhu, delivering sermons and solving the villagers' daily problems and disputes.During a famine in the village, some of the villagers request help from Raju, believing that rain will come and end the famine if he fasts. Raju decides to confess his entire past to Velan, who had initially discovered him in the temple and had unwavering faith in him like the rest of the villagers. However, Velan remains unchanged by the confession, and Raju resolves to continue with the fast.As news of Raju's fast spreads through the media, a large crowd gathers to witness the spectacle, much to Raju's annoyance. On the morning of the eleventh day of his fast, he goes to the riverside as part of his daily ritual. He senses rain falling in the distant hills and collapses into the water. Whether it actually rained or if Raju died remains unknown and open to the reader's interpretation.

Tourism & Related Themes

The Multiple Roles of a "Guide": Papers analyze Raju's evolution from a literal guide (for tourists, then Rosie) to an accidental spiritual guru, revealing the porous boundary between charlatanism and genuine enlightenment.

Irony and Deception: The novel's core irony lies in Raju's fake sainthood leading to real spiritual impact, a critique of blind faith and societal need for saviors, often linked to Narayan's experiences with American guides.

Spirituality vs. Modernity: Raju's journey contrasts traditional Indian spiritual quests with modern commercialism and self-interest, showing how cultural practices (like dance, fasting) become commodified.

Identity & Self-Discovery: Raju's search for a stable identity mirrors India's own search for self in a changing world, with tourism (internal & external) shaping perceptions.

Nature & Symbolism: The River Sarayu symbolizes purity, spiritual cycles, and collective consciousness, while drought reflects internal or societal crises, connecting the human story to the land.

Sincerity vs. Self-Deception: The tension between genuine spiritual realization (Rosie's dance, Raju's final fast) and fraudulent self-promotion drives the narrative.

Conclusion

The Guide remains a seminal work in Indian literature, addressing timeless themes of self-discovery, love, deception, and spiritual transformation. Narayan's narrative techniques, especially his use of irony and symbolism, create a novel that is both reflective and critical of the human experience. The novel's exploration of identity, societal roles, and the complexities of human nature continues to resonate with readers and critics alike, offering insights into the evolving cultural and spiritual landscape of postcolonial India. Narayan's masterful use of narrative structure, characterization, and symbolism adds layers of meaning to the novel, making it not only a compelling story but also a profound philosophical inquiry. The Guide remains a timeless work of literature, offering insights into the human condition that are as relevant today as they were when the novel was first published. Through its exploration of personal transformation and moral dilemmas, The Guide encourages readers to reflect on their own lives, choices, and the search for meaning in an ever-changing world.

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Original Article

Preserving Cultural Identity through Linguistic Tourism in India

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Abstract

Cultural preservation plays a crucial role in maintaining a community's identity by actively safeguarding its unique traditions, languages, and practices. In the face of globalization, which often promotes a more homogenized culture, these efforts ensure that local customs are not lost or overshadowed. Tourism often serves as a powerful economic driver for heritage preservation. When cultural sites, traditional crafts, and historical monuments generate revenue through visitor interest, communities and governments have tangible incentives to maintain and protect these assets. This economic motivation has led to the restoration of numerous heritage sites across India that might otherwise have fallen into disrepair. This paper will discuss the interconnectedness of language and culture, and how language and culture impact upon one's identity. This paper addresses some of the key problems of theoretical linguistics, crosscutting the synchronic and diachronic dimensions, such as the nature of linguistic variation, the validity of parametric approaches and the possible alternatives, the application of biological models to the study of language evolution, language transmission and language classification .The interplay between different modules of linguistic knowledge in creating the space of linguistic variation.

Key Words: *Cultural Identity, Globalization, Heritage, Linguistic Diversity.*

Introduction

Linguistic tourism serves as a crucial mechanism for preserving India's diverse cultural identity by providing both economic incentives and platforms for active cultural exchange and appreciation. The world is becoming more and more intricately multidimensional, both culturally and linguistically. Language is so deeply embedded in culture that cultural identity is defined to a great extent in terms of language. Based on this premise, the loss of one's language contributes to the loss of one's culture. This is the reason it is essential to maintain one's linguistic integrity in order to protect one's cultural identity. Though, advancements in technology have made the world seem smaller and increased the interaction between people from different cultures. The world's economy has become increasingly globalized, fueling the rapid expansion of immigration to industrialized countries over the last 60 years. The author explores different contexts, forms, processes and effects of linguistic and cultural diversity. This paper will review the concepts of cultural bereavement and cultural identity, and how language diversity and multilingualism are manifested in both the global patterns and processes of language diversity and change, and the local aspects of language choice and language alternation.

Language and Cultural Identity:

Language and identity are inseparably associated with each other. While language is the medium used by individuals to negotiate a sense of self in different contexts (Pierce, 1995; Norton, 2000), identity construction is a social and cultural process which is accomplished through discursive practices.

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Therefore, the ability to use a specific language in a specific context influences the development of cultural identity by creating a tension between the discourse of the dominant culture and the discourse of the subculture of second language speakers. In other words, the manner in which language, in this case English, is used determines to which social group individuals are allowed entrance. Those who speak English will be admitted to social groups with greater amounts of social and political power than those who do not. When the English language learner's first language is devalued and the language of the socially and politically dominant society is imposed on all of the students in schools, the English language learner's identity is threatened, and inequitable social relationships between English language learner's and native speakers of the dominant language are produced.There are many ways of approaching the issue of linguistic diversity and the promotion of minority or lesser-used languages. Simply put, language represents different things to different people: for some it is an instrument of communication (Bloomfield 1958), for others an intrinsic and affective marker of identity, a field of symbolic power (Bourdieu 1991), or a secret to be guarded (Whitely 2003:717). The choice of metaphor for describing language contact and shift illustrates the diversity of ways of conceptualizing the issue: 'language safeguarding', 'linguistic conflict and 'linguicide' have all been used to describe the situation but from very different theoretical, and political, perspectives (Vetter (1999), and Breton (2001) respectively). Clearly the framework, or approach, that is chosen reflects the specific perspectives of language advocates, but it also serves to reinforce ideas and theories about what language is and how it works in society. For example, employing a rights-based approach to conceptualize language support will most likely lead to specific recommendations for action, whilst seeing language diversity as a question of linguistic conflict, might lead to very different responses.

Understanding Cultural Diversity:

Cultural diversity is seen as part of humanity's common heritage, which, as a source of exchange, innovation and creativity, is as essential for humankind as biodiversity is for nature. It should therefore be protected for the benefit of both present and future generations and be considered as a basic human right. Cultural diversity has become a household phrase in education, especially minority education. Often, a culturally diverse youth/family coalition is viewed in the negative sense, rather than the positive. It is easy to identify the inherent obstacles and barriers associated with differences in religion, class, age, disability, veteran status, sexual orientation, region of origination, or even educational level. Appreciation and understanding of cultural diversity means not just tolerating differences among individuals or groups, but supporting and nurturing them.It is my belief that the multicultural world is one, which comprises varied cultures that are continuously engaging in a tolerant cultural dialogue with the internal as well as external differences. It is hard for a culture to claim and defend its tolerance with other cultures unless it practices an internal cultural dialogue, or internal cultural tolerance and opposite quite. A culture should practice external respect and tolerance with cultures outside its boundaries if it is to claim its plurality and diversity.

There is, therefore, a clear need for all levels of public authorities, from planet wide to local, to address the contemporary needs and linguistic problems of mankind. The issue is no longer one of scorned 'minorities', but rather of a culturally-diverse species that wants to live in harmony and solidarity, dealing with any potential problematic situations that could arise.

Conclusion

We live in a world that becomes more interconnected every day. Language is a large part of this interconnection because it is the primary means for communication. Knowing more than one language, or being bilingual, not only connects you to your culture and family heritage, it also provides cognitive benefits. In as much as we support cultural variety and identity, we recognize the enormous value that a diversity of languages has to this effect. A language barrier is the most efficient self-defense of any independent community against wholesale US cultural imperialism. English may serve the purpose of communication between different cultures. But of what pertains to the internal aspects of a culture, as much as possible should be in a language of its own. And not just in a spoken language of its own, but if possible also in a writing system of its own. Governments can provide educational services in the minority language at the national, regional and local levels, by offering assistance to media outlets that broadcast in minority languages, by supporting efforts by speakers of minority languages to learn the state's language and by encouraging the employment of members of minority groups in administrative bodies.

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Original Article

The Role of Tourism Industry in the Developing Economy of India

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Abstract

The research paper is revolved around the study of tourism sector and its contribution towards flourishing economy of India. Though, it is one of the factor so that economy becoming more sustained in terms of up surging the rate of GDP and GNP point of view concern. Tourism is now one of the world's largest industries and one of its fastest growing economic sectors. For many countries tourism is seen as a main instrument for regional development, as it stimulates new economic activities. Tourism may have a positive economic impact on the balance of payments, on employment, on gross income and production, but it may also have negative effects, particularly on the environment. Tourism industry have vast potential for India being a country known for its rich culture, accounting for 30 world heritage sites. The descriptive research study explores the contribution of tourism industry in economic growth as well as in identifying the factors influencing tourists' destination preferences. Through factor analysis various factors influencing the hotel preferences among tourists have been analysed. The findings of the study suggests that the selection of tourism destination depends upon availability of infrastructural facilities including hotels, transportation, novelty, good quality of food, safety, and service quality. The selection of hotel in a selected tourist destination depends upon service, price, value, security, extra facilities, technology, comfortable room, food and beverages, parking, location, complementary goods and health sensitivity.

Keywords: *Flourishing, Heritage, Stimulate, Sustainable, Tourism industry, Hotel industry, Tourists preferences, Indian tourism*

Introduction

In today's time, where the first need of every country is to strengthen the economy, today due to tourism, the economy of many countries revolves around the tourism industry. European countries, coastal African countries, East Asian countries, Canada, Australia, etc. are such countries, where the income from the tourism industry strengthens the economy there. Tourism not only helps us to bring back the happy moments in our lives, but it also plays an important role in the cultural, social, political and economic development of any country. Seeing the importance of tourism and the popularity of tourism, the United Nations decided to celebrate September 27 as World Tourism Day from 1980. On this day in 1970 the constitution of the World Tourism Organization was accepted. Tourism is the largest sector in the world. Which contributes 11 percent to the gross domestic product (GDP) globally. In India it is still only 6.7 percent. Whereas in neighbouring countries like China (8.6), Sri Lanka (8.8), Indonesia (9.2), Malaysia (12.9) and Thailand (13.9) it is much more than us. At the time of the first five-year plan, only 17 thousand foreign tourists had come to India, which by the year 2017 had become about 77 lakh foreign tourists per year. In the year 2013-14, the country earned Rs 1 lakh 20 thousand crore from foreign tourists. But even today India's share in world tourism is less than half a percent (0.5). Similarly, the rate and volume of domestic tourism has increased very rapidly in the last two decades. Similarly, Indian economy getting boost up with the help of this tourism industry. This industry not only providing revenue but also creates job opportunities and increasing the GDP. The contribution of tourism to the economy will be multi-faceted.

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Contribution by tourists directly affect revenue, employment, development of infrastructure and increased investment. The primary effect is seen in sectors like hotels, transportation, entertainment and retail trade. Most of the sectors of the economy is affected by the tourism through secondary effects (Stynes, 1997). As development in the tourism sector contributes directly or indirectly to the economic development of the nation, the present study is an effort to study the relevance of the role of Tourism in the development of the Indian Economy The contribution of tourism to the economy will be multi-faceted. Contribution by tourists directly affect revenue, employment, development of infrastructure and increased investment. The primary effect is seen in sectors like hotels, transportation, entertainment and retail trade. Most of the sectors of the economy is affected by the tourism through secondary effects (Stynes, 1997). As development in the tourism sector contributes directly or indirectly to the economic development of the nation, the present study is an effort to study the relevance of the role of Tourism in the development of the Indian Economy The contribution of tourism to the economy will be multi-faceted. Contribution by tourists directly affect revenue, employment, development of infrastructure and increased investment. The primary effect is seen in sectors like hotels, transportation, entertainment and retail trade. Most of the sectors of the economy is affected by the tourism through secondary effects (Stynes, 1997). As development in the tourism sector contributes directly or indirectly to the economic development of the nation, the present study is an effort to study the relevance of the role of Tourism in the development of the Indian Economy The contribution of tourism to the economy will be multi-faceted. Contribution by tourists directly affect revenue, employment, development of infrastructure and increased investment. The primary effect is seen in sectors like hotels, transportation, entertainment and retail trade. Most of the sectors of the economy is affected by the tourism through secondary effects (Stynes, 1997). As development in the tourism sector contributes directly or indirectly to the economic development of the nation, the present study is an effort to study the relevance of the role of Tourism in the development of the Indian Economy. The contribution of tourism industry to the Indian economy is multi-faceted. Contribution by tourists directly affect revenue, employment, development of infrastructure, & increased investment. The primary effect is seen in sectors like hotels, transportation, entertainment and retail trade .Most of the sectors of the economy is affected by the tourism through secondary effects. As development in the tourism sector contributes directly or indirectly to the economic development of the nation, the present study is an effort to study the relevance of the role of Tourism in the development of the Indian Economy. As on June 2025, inbound tourism stood at 16.5 lakh visitors, while outbound tourism was recorded at 84.4 lakh travellers. This activity contributed to foreign exchange earnings amounting to Rs. 51,532 crores According to the latest Economic Impact Trends Report by the World Travel & Tourism Council (WTTC), India has made a significant leap from its previous tenth position to the 8th Spot among the World's Biggest Tourism Economies in 2025. The report highlights India's growing stature in the global travel sector, with projections placing it fourth within the next decade. The global tourism industry is undergoing a strong post-pandemic resurgence. In 2023, the sector contributed a staggering US$10.9 trillion to the global economy, despite hurdles such as climate-related concerns and local tourism fatigue. The World Economic Forum (WEF) expects this figure to rise to $16 trillion by 2034, accounting for over 11% of the world's GDP. India's tourism sector contributed $231.6 billion in 2025, reflecting robust growth and strategic development in infrastructure, marketing, and service delivery. This upward trend underscores India's potential as a global tourism hub and highlights the sector's vital role in driving economic expansion and employment.

Review of Literature

1. **Thommandru, A., et al. (2021):** To examine the relevance of economic growth for tourism and hospitality .The findings of the study suggested that tourism is a substantial contributor to the country's foreign exchange reserves, as well as a source of direct and indirect employment for a large section of the population. It would also support country's arts and crafts to maintain nature's beauty, its cultural legacy, and its history, as well as to advance the process of national unity and worldwide brotherhood
2. **Sharma, A., et al. (2021)**: To investigate the role of the tourism industry in the country's social and economic development. To gain knowledge about the government's, Ministry of Tourism's, and it was established that the tourism industry is growing at a rapid pace and is making a significant contribution to society's economic development by offering job opportunities and providing a significant increase in foreign exchange earnings. Though it has some drawbacks, the government,
3. **Mishra, P. K., et al. (2021):** The focus of this research is to look into the dynamics of India's tourism sector expansion and economic growth the findings of this study back up the tourism-led growth hypothesis, which states that tourism has a favourable impact on economic activity and, on India's GDP growth. The study also confirms the long-term stability of the association between visitor activity and GDP growth.
4. **Godara R.S., et al., (2020):** To investigate the impact of Foreign Tourism Receipts growth on the growth rate in the Indian economy". The findings show a positive association between economic growth and tourism, but it is weak, implying that the effects of increased foreign tourism receipts on growth rate are minimal; we can also conclude that there is no strong relationship between these two variables.
5. **Shiji O., (2018):** To analyse the economic impact of tourism in India. The study shows that, in India tourism has vast potential for generating employment and foreign exchange. For its sustainable development central and state government, private sector and voluntary organisations should work together.

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6. **Manoj P.K., (2016):** To study the effect of rural tourism on the environment and local community it was stated that there are apparent benefits to the local community as a result of rural tourism and that tourist behaviour toward the local people has been fairly encouraging. However, it is also vital to recognize that rural tourism has negative impacts on society and the environment, which may have an impact on the long-term viability of tourism projects

Objectives of the study:

- To study the important aspects regarding the tourism industry in terms of developing Indian economy.
- To know the factors that affect the growth of tourism industry of Indian economy
- To identify sources so that tourism industry flourishes in India as compared to other nation
- To spread the awareness for the role of economy growth by tourism sector.

Research Methodology:

The study is completely based upon the nature of descriptive. Data is collected purely by virtue of secondary sources such as newspapers, journals, and websites and so on. The present study makes use of data and information provided by, UNWTO, Ministry of Tourism, Ministry of Statistics and Programme Implementation, Newspapers, Research paper and Articles, Magazines, Books, Economic journals and Internet etc.

Discussion and interpretation

Tourism is world's biggest industry without making smoke. It involves one in nine worldwide employments and contributes 10 per cent to the world's Net Residential Item. It could be a powerfully creating zone of outside financial exercises. It influences distinctive other sectors of the economy through its tall development and advance rates, considerable sums of outside money inflows, infrastructure expansion and presentation of modern administration and instructive encounters. Continuously it includes emphatically to the social and economic advancement of the nation as an entirety. Its genuine and potential financial affect is astonishing.

Table No.1Financial Performance of last seven years

Year	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
Turnover	504.19	465.69	356.11	366.42	371.72	223.38	125.86
Profit before Tax	38.95	32.42	17.00	21.25	57.91	48.52	14.00
Profit after Tax	34.37	22.5	11.43	17.71	42.15	34.98	13.25
Foreign exchange Earning	12.99	17.95	15.20	15.27	18.65	16.54	11.85

Source – Ministry of tourism annual report 2020-21

Table - 1: Shows the related to financial performance of last seven years. If we analyse both aspects from turnover to foreign exchange earnings, we can see that turnover is 504.19 in 2014-15 but it is decreasing is 2020- 21 by 125.86 and foreign exchange earnings is 12.9 in 2014-15 but decrease in 11.85 in 2020-21**.**

Table – 2: Contribution of tourism sector in GDP and national income

Year	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
Share in GDP (in %)	5.68	5.81	5.10	5.06	5.98	4.89	2.36
Direct (in %)	3.06	3.14	2.65	2.63	2.61	2.21	1.98
Indirect (in %)	2.62	2.45	2.43	2.54	2.32	2.18	2.01

Source – Ministry of tourism annual report 2020-21

Table – 2

Shows the National Account prepared by Ministry of Statistics and Programmed Implementation in every year. When we compute the GDP of country, then it measures the growth and contribution of various sectors likes agriculture, manufacturing, services, banking, transport, insurance and services, etc. Tourism may be a request-based concept defined by its utilization and not by its output. Industries characterized in National Accounts, such as Air transport, Hotel& Restaurants, etc. deliver the same yield irrespective of whether it is devoured by tourist or non-tourist. It is utilization by tourists that defines the tourism economy, which is not available within the National Accounts. Therefore, there is require for planning Tourism Satellite Account for surveying the commitment of tourism in GDP. In this above table the estimates of contribution of tourism to GDP.

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Table – 3: Share of employment in tourism sector

Year	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
Share in Employment (in %)	11.37	12.25	12.28	12.27	12.13	11.36	9.83
Direct (in %)	4.96	5.34	5.4	5.32	5.29	4.56	3.82
Indirect (in %)	6.14	6.91	6.98	6.88	6.84	5.19	4.98
Employment (million)	67.21	69.75	72.26	75.31	80.63	56.50	42.25

Source – Ministry of tourism annual report 2020-21

Table – 3: The above table shows that the tourism sector plays a crucial role for direct and indirect employment in any country spicily this table is for India's employment sector that is increases with a good percentage 2014 to 2021 (67.21 to 87.50).

Positive Impact

Provoke Income: Tourism in India has emerged as an instrument of salary and work era destitution easing and feasible human advancement. Tourism sector plays very important role in every countries economy. It is growing field and every country have their own values cultures monuments and various places and etc. so the tourist attract for the other countries economy and things so we can increase and provoke income.

Improve forex: Tourism is an important source of outside trade profit in India. This has favourable impact on the adjust of instalment of the nation. It is very helpful for forexes exchange convertibility every country attracts each other for their different kind of nature and environmental phenomena so for this money exchange is very important for forex exchange.

Employment generate: In tourist sector employment generating is very firstly because of tourism provide small and big for services every invisible in every sector, Like- tourist, guide, travel, ticketing and handmade things, and lodging.

International infrastructure development: Tourism tends to empower the advancement of multiple-use framework that benefits the have community, counting different implies of transports, wellbeing care offices, and sports centres, in expansion to the inns and high-end eateries that cater to remote guests. The improvement of framework has in turn actuated the advancement of other specifically beneficial exercises.

Life standard improve: Tourism sector plays a significant role to improve life standard of an individual and people of countries, from tourism we roams each different country places, understand their values and cultures, perceptions so we enhanced our standard of life.

Contribution of GDP: The Indian government through the tourism department also collect money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as rafting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programs and activities, such as park ranger salaries and park maintenance.

Entrepreneur develops: From tourism sector, we build or make an entrepreneur, because this sector provides employment and encourage a person to take initiative, innovation for a start-up. Tourism is a different industry and a growing field in every country.

Negative Impact

Undesirable Social and Cultural Change: Tourism in some cases driven to the devastation of the social texture of a community. The more sightseers coming into a put, the more the seen hazard of that put losing its character. A great case is Goa. From the late 60's to the early 80's when the Hippy culture was at its tallness, Goa was a safe house for such nonconformists. Here they came in thousands and changed the entire culture of the state driving to a rise within the utilize of drugs, prostitution and human trafficking. This had a swell impact on the nation. Increase Tension and Hostility: Tourism can increment pressure, threatening vibe, and doubt between the sightseers and the neighbourhood communities when there's no regard and understanding for each other's culture and way of life. This may advance lead to savagery and other violations committed against the sightseers. The later wrongdoing committed against Russian tourist in Goa could be a case in point.

Creating a Sense of Antipathy: Tourism brought small advantage to the neighbourhood community. In most all-inclusive bundle visits more than 80% of travellers‟ expenses go to the aircrafts, lodgings and other worldwide companies, not to neighbourhood businessmen and labourers. Additionally, expansive lodging chain eateries frequently consequence nourishment to fulfil outside guests and once in a while utilize neighbourhood staff for senior administration positions, avoiding neighbourhood agriculturists and labourers from harvesting the advantage of their nearness. This has regularly made a sense of aversion towards the sightseers and the government.

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Adverse Effects on Environment and Ecology: One of the foremost critical antagonistic impacts of tourism on the environment is expanded weight on the carrying capacity of the environment in each visitor region. Expanded transport and development exercises driven to huge scale deforestation and destabilization of characteristic landforms, whereas increased tourist stream driven to extend in strong squander dumping as well as consumption of water and fuel assets. Stream of visitors to environmentally touchy ranges brought about in devastation of uncommon and imperilled species due to trampling, slaughtering, unsettling influence of breeding environments. Commotion contamination from vehicles and open address frameworks, water contamination, vehicular emanations, untreated sewage, etc. too have coordinate impacts on biodiversity, encompassing environment and common profile of traveller spots.

Conclusions

- Thus to conclude, we can say that Indian tourism has a vast potential for generating employment and foreign exchange earnings.
- Since it is a multi-dimensional and service oriented industry all divisions of the Central and State governments, private sector and voluntary organizations become active partners in the attempt to attain sustainable growth in tourism of the country.
- The total number of foreign tourist arrivals in the country has augmented several times. It showed an increasing trend except few years during the study period.
- It denotes that the Indian government is giving attention both on the development of the tourism and linked almost all the known tourist spots by road, railway and civil aviation.
- The foreign exchange earnings of the country through tourism have increased more than seven times from 2014 to till date.
- It proves that the economic, political and social amity have positive impact on the arrival and receipts of the tourist industry in countries.

Suggestions:

- Tourism can bring about economic change in the country by developing its economic situation through various activities.
- The major contribution of tourism for a country are generating GDP and generating more employment opportunities both local as well as national.
- Besides, major contributions there also other benefits that provides by tourism for a country are like, increase in investment, develop infrastructure, increase tax revenue, new business opportunity, contribute income, standard living of people, etc.

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Original Article

Recent Trends in Indian Tourism Industry

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Abstract

The research paper is attempts to explore the future possibilities and opportunities that lie ahead of the tourism industry. As such there are several research of the past performances and the policy papers on tourism industry of India have been studied to gain insight into this topic. Exploring these policies and enumerating these will help the industrial sector and new entrepreneurs to take advantage of the schemes accordingly. Seemingly, this sector has lot of potential thereby policymaker's emphasis largely on this fastest growing industry. Until and unless if certain data and information would not be derived in order to accomplish the study one cannot come to the decision to carries out the study. This industry has proven one of the potential sector in terms of providing employments, income and growing GDP swiftly.

Keywords: *Recent Trends, Swiftly, Policy maker, GDP, Tourism industry.*

Introduction

Tourism is a phenomenon of great social importance in modern society, a fact that is directly linked to historical aspects such as increased free time, improved communications, modern transport, and urbanization. Tourism is also an important economic activity in almost every country of the world and has experienced continued expansion and diversification, to become one of the largest and fastest growing economic sectors in the world. This sector has a direct impact on an economy of a country, the sector has reflected significant indirect and induced impacts over the past six decades; As an engine for economic growth, tourism has been found to be resilient and offers scope for foreign exchange earnings, generating employment, revenue and stimulating domestic consumptions well (Gokovali and Bahar, 2006; Modeste, 1995; Steiner, 2006). Studies have demonstrated that tourism plays a significant role towards balanced sustainable development of an economy and that it can be effectively harnessed to generate net benefits for the poor (UNWTO, 2002).The potential of tourism as a tool for an economic growth and poverty reduction is derived from several unique characteristics of the tourism system (UNWTO, 2002).Tourism can play an important and effective role in achieving the growth with equity. Tourism has the potential to grow at a high rate and simultaneously ensure consequential development of the infrastructure of the destinations. It can help a nation to leverage upon its natural scenic resources and capitalize on the country's success in the services sector as well as provide sustainable models of growth. Tourism sector stimulates forward linkages and cross-sectorial synergies. Expenditure on tourism induces a chain of transactions requiring supply of goods and services from the related sectors. The consumption demand, emanating from tourist expenditure also prompts more employment and generates a multiplier effect on the economy as well as on the other allied economic sectors like agriculture, horticulture, poultry, handicrafts, transport, construction, etc. through its backward and forward linkages According to the United Nations World Travel and Tourism Council (WTTC) 2015, the Travel and Tourism sector reported 2.8 per cent growth in 2015and outpaced that of the global economy i.e. 2.3 per cent along with the number of other major economic sectors such as manufacturing and retail.

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In total, Travel and Tourism generated US $7.2 trillion (9.8 per cent of global GDP) and generated 284 million jobs, equivalent to 1 in 11 jobs in the global economy. While traditionally Europe and America have remained high among the tourism markets, new emerging markets are expected to witness high growth in international tourist visits over the next decade. The WTO forecast indicates an increasing tourism preference towards East Asia, the Pacific, West Asia and South Asia. With 279 million tourist arrivals, nearly one fourth of the world's total international tourists in 2016, Asia and the pacific is the second most visited region in the world with a 6 per cent growth rate. It is above the 4 per cent global average. Asia and the pacific continues to consolidate its position as one of the fastest growing regions in the world that is expected to increase its share of global tourism to 30 per cent in 2030 accounting for an estimated 535 million international arrivals. In Asia, China and India has emerged as a leading tourist destination and is poised to become the world's top tourist destination by 2020. India has the potential to achieve considerable share of the world tourism market. India is a country of all reasons and all seasons, full of different natural resources and varieties of tourist destinations. India is having a rich traditional heritage, which has created magnificent architectural flairs, temple cities and towns with fascinating glorious monuments. Besides this, India is having a long and attractive coastline, history, cultural diversity, natural variations e.g., hilly areas, sea beaches, deserts, mangrove forest, and many historical and archaeological sites with a huge potential in the scenario of world tourism. More specifically, India offers 30 World Heritage Sites and 25 biogeographic zones. India has a suitable climate, improving tourism infrastructure and a tradition of hospitality. India has a diverse portfolio of niche tourism products – cruises, adventure, medical, wellness, sports, MICE, ecotourism, film, rural and religious tourism. In a true sense, India possesses the essential qualities of 'Incredible India' as it is a heaven for all types of tourists. To define 'Tourism' in this constantly evolving environment is a difficult task. The OECD glossary of statistical terms defined tourism as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. Literally tourism may be defined as the movement of a person or groups of individuals from their place of residence to another place to gain experience either for recreation, business, leisure or other purposes. Today tourism is not only limited to vacations with family and friends but has diversified beyond imagination. It is trying to build experiences that are exquisite and authentic. With the increasing demand for new and innovative tourism, the branches of it are increasing day by day. Tourism in India can be classified into various types with the latest five year plan emphasizing on niche tourism areas like Cruise, Adventure, Medical, Wellness, Golf, Polo, Eco- Tourism and Film Tourism.

Objectives

The present study aims to achieve the following objectives:

I. To identify and examine the paradigm shifts in the tourism industry over the seeming years and how the trends have behaved in India and

ii. To evaluate the role of tourism in economic development of India.

Methodology

The design used for this study was that of a descriptive research design which sought to examine, evaluate and assess the current trends in the tourism industry and also the role of tourism in economic development of India Data was collected for this research using secondary sources. To accomplish the objective proposed in this work the author compiled tourism statistics from 1991 to 2016 with a goal of finding no of domestic and foreign tourist visits to India for this period. The following databases were searched:

1. Ministry of Tourism, Government of India and
2. Indian statistics.

Literature Review:

1. Armstrong, Delia, and Giardina, (2015) stated that Travel and tourism have not only become one of the world largest industry but also grows consistently every year. Travel and tourism represent approximately 11% of the worldwide grew at the average rate of 4-3% per annum. As per the view of Schivinski and Dabrowski, (2016) in India, travel and tourism industry plays a very crucial role in order to improve the economy. As per the report of world travel and tourism council in 2017, around 15.24 Lakh Crore and 9.4% of GDP in India.

2. Agnihotri and et.al., (2016) in the present time, the picture of travel and tourism sector has completely changed as compared to the previous time. Information technology has made several changes in the operation, program, function, and activities in the travel and tourism sector. There are several technologies that used in the tourism sectors such as reservation system, mobile communication, internet, in-room technologies, technology in travel Agency etc.

3. Fernandes and Raposo, (2017) internet are one of the most useful and important technologies that used in the travel and tourism sector in a large manner It has a powerful impact on hospitality and tourism. By use of the internet, several kinds of activities can become easier in the Travel and Tourism sector.

4. Ahmad, Musa, and Harun, (2019) stated that in the present time, Social media is one of the platforms that are used by the youth in a large manner. It consists of various platforms such as Facebook, Twitter, YouTube, Instagram etc. By

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use of these channels, Travel and tourism organization can promote and advertise its product and services in the market.

5. Godey and et.al., (2020) information technology plays a very crucial role in the travel and tourism industry. As in the present time, with help of information technology organization in the tourism industry has brought several innovation and changes. Several activities and functions in the travel and tourism sector such as operation, administration, customer service, communication, marketing and promotion, guest service system, financial management

Iv. The Economic Importance of Tourism In India

The World Travel and Tourism Council has recognised India as one of the world's leading tourism growth markets in the future decade. The industry is forecast to develop at an average annual rate of 7.5% by 2025 (7.2 percent of GDP) and to achieve the fastest growth of economic activity through the tourist sector. India received 14.57 million international visitor arrivals in 2016, up from 13.28 million the previous year.

Table 1: Share of India in international tourist arrivals (ITA's) in world and Asia and the Pacific region (2013-2016)

Year	ITA's (in millions)			Percentage (%) share and rank of India in World.		Percentage (%) share and rank of India in Asia and the Pacific	
	World	Asia and the Pacific	India	% Share	Rank	% Share	Rank
2013	1087.0	249.7	6.97	0.64	41st	2.79	11th
2014	1134.0	264.3	13.11	1.15	24th	4.86	8th
2015	184.0	278.6	13.28	1.12	24th	4.72	7th
2016	1235.0	308.7	14.57	1.18	24th	4.72	8th

Source: Secondary data derived from Ministry of Tourism, Govt. of India, 2017

According to the Ministry of Tourism, Government of India Report, 2017, India ranks eighth in the Asia Pacific area, up from eleventh in 2013, and twenty-fourth internationally, up from forty-first in 2013.In 2015, India received US$21.07 billion in foreign exchange revenue from tourist revenues (see Table 1). In 2015, the Travel and Tourism sector's direct contribution to GDP was INR2, 668.3 billion (2.0 percent of total GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines, and other passenger transportation services. It also covers the operations of the restaurant and leisure businesses, which are directly subsidised. The direct contribution of the travel and tourism sector to GDP is predicted to increase by 7.9 percent per year to INR6, 115.5 billion (2.4 percent of GDP) by 2026.

Conclusions

- The tourist business has emerged as one of the most rapidly expanding industries, contributing considerably to global economic growth and development.
- It has had a revolutionary and enormous influence on the Indian economic landscape during the previous two decades.
- Tourism is one economic sector in India with the potential to develop rapidly and capitalise on the country's success in the services sector, providing long-term growth patterns.
- India's competitive edge stems from its magical charms, including its ancient civilisation and culture.
- The nation has plenty to offer, with attractions ranging from the world's highest mountains, huge coastline with beautiful beaches, rich tropical forests, intriguing wildlife, desert safari, lagoon backwaters, and old Majestic monuments, forts, and palaces, diversified culture, lively festivals, folk arts, and exceptional hospitality, among other things.
- Indian tourism offers enormous potential for job creation and foreign exchange earnings, as well as contributing to the country's overall economic and social growth.

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Original Article

From Screen to Destination: How Bollywood Films Promote Hidden Tourist Spots in India

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Abstract

Bollywood films turn unknown places into famous tourist spots. Directors pick quiet and beautiful hidden locations for songs and scenes. Fans then travel to see these areas. This paper studies how Bollywood highlights lesser-known destinations in India. It includes examples like Pangong Lake from 3 Idiots, Rohtang Pass from Jab We Met, Chanderi from Stree, and recent spots like Ziro Valley. These places experienced huge visitor increases after the films. The study explores opportunities for local jobs, income growth, and balanced tourism. It also examines challenges such as environmental damage and overcrowding. Finally, it reviews measures including the new Rajasthan Film Tourism Promotion Policy 2025 with subsidies up to ₹3 crore. Film-induced tourism spreads visitors to remote areas and aids sustainable Indian tourism development.

Keywords: *Film-Induced Tourism, Bollywood, Hidden Destinations, Sustainable Tourism, Economic Impact, Overcrowding, Government Policies, Rajasthan Film Policy 2025*

Introduction

India has many beautiful and unexplored places. A large number of these locations remain unknown to regular tourists. They are often missing from travel advertisements and tourism brochures. Bollywood films play a major role in changing this situation. Movies capture natural landscapes, villages, hills, lakes, deserts, and heritage towns through popular songs and emotional scenes. Millions of people watch these films in India and abroad. As viewers connect emotionally with the stories, they also connect with the locations shown on screen. This connection inspires them to travel and see these places in real life. This process is known as film-induced tourism. This research paper studies how film-induced tourism has become one of the strongest forces driving tourism growth in India.Bollywood is the world's largest film industry in terms of the number of films produced every year. Hundreds of movies are released annually, filled with songs, drama, romance and emotions. Directors and producers continuously look for new and fresh locations to avoid repetition and crowded cities. They often select remote hills, peaceful lakes, deserts, forests and small towns with historical value. When such places appear in popular films, they suddenly gain attention. Fans visit these locations to recreate scenes, take photographs and share their experiences on social media. As a result, local markets, transport services, hotels and small businesses grow quickly. This paper examines how cinema acts as a powerful tool to promote lesser-known destinations.This research scholar examines film tourism as an interdisciplinary subject. It is linked with geography because it highlights natural landforms and landscapes. It is connected to economics as it generates employment and income. It is related to sociology because it influences rural lifestyles and social change. Most importantly, it brings hidden destinations into the national tourism map, which traditional campaigns often fail to do. Therefore, this paper studies film tourism as an important and relevant topic within the theme of the conference. One of the strongest examples of film-induced tourism in India is the movie *3 Idiots*, released in 2009. The climax of the film was shot at Pangong Lake in Ladakh.

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The lake's blue water and surrounding mountains left a deep impact on audiences. Before the release of the film, Pangong Lake received very few tourists. After the film became popular, tourist arrivals increased rapidly. Ladakh soon emerged as a major adventure tourism destination. Roads were improved, airport facilities were expanded and local people started homestays and camps. This research paper studies how a single film changed the tourism profile of an entire region.At the same time, the growth also created challenges. Increased tourist flow led to waste accumulation around Pangong Lake. Plastic pollution increased, and vehicle traffic affected air quality. The fragile ecosystem of the region came under threat. To manage these problems, authorities introduced entry restrictions and eco-friendly guidelines. This case clearly shows that while film tourism brings economic benefits, it also requires regulation and planning. The research scholar examines both the positive and negative impacts to present a balanced view.Himachal Pradesh shows similar patterns of film-induced tourism. Rohtang Pass appeared in several popular films such as *Jab We Met* and *Yeh Jawaani Hai Deewani*. Romantic scenes shot in snowy landscapes attracted young couples and adventure seekers. Trekking, skiing and paragliding activities increased, providing income to local people. Tourism supported hotels, taxi services and small shops. However, excessive tourist traffic caused serious problems such as road congestion, landslides and soil erosion. The state government introduced vehicle limits and promoted off-season tourism to reduce pressure.

This paper examines how Himachal Pradesh tried to balance tourism growth with environmental protection.Another important case discussed in this paper is Chanderi in Madhya Pradesh. Chanderi is known for its historic forts and traditional handloom sarees. Despite its cultural richness, it remained underdeveloped as a tourist destination for many years. The horror-comedy film *Stree* released in 2018, along with its sequel, brought sudden attention to the town. The narrow streets, old gates, and traditional houses created a unique visual appeal. Tourist numbers increased by more than 260 percent during peak periods. Weavers sold more sarees and earned higher incomes. Heritage walks began and local guides included film stories in their narratives. This research paper studies Chanderi as a successful example of film and heritage tourism.The Northeast region of India has also benefited from film tourism. Films and songs shot in locations such as Ziro Valley and Tawang in Arunachal Pradesh showcase green landscapes, waterfalls and tribal culture. These visuals attract nature lovers, photographers and eco-tourists. Tourism in the Northeast helps distribute tourist flow beyond popular states and supports regional development. This paper examines how film tourism helps bring visibility to remote and border regions of India.

Indian states have started recognizing the importance of film tourism and actively support filmmakers. Rajasthan launched its Film Tourism Promotion Policy in December 2025. The policy offers subsidies of up to 30 percent of production costs, capped at ₹3 crore for feature films. Additional incentives are provided for films shot entirely in the state. Permission fees are reimbursed, scholarships are offered to local talent, and an online portal helps filmmakers with planning and approvals. Similar policies exist in states like Madhya Pradesh, Uttarakhand and Uttar Pradesh. This research scholar examines how government policies encourage responsible film tourism.Recent reports highlight the scale of film tourism. More than 50 percent of Indian travelers choose destinations influenced by films or television shows. Globally, film tourism is a multi-billion-dollar industry.

In India, many locations experience a 20 to 50 percent rise in visitors after appearing in popular films. This paper studies these trends to show the strong link between cinema and tourism.Film tourism also brings social and cultural benefits. Tourists learn about local traditions, food and lifestyles. Cultural exchange takes place between visitors and local communities. Rural youth gain skills in hospitality and guiding. Women start homestays and small businesses. Local handicrafts find new markets. This research paper examines how film tourism supports inclusive development at the grassroots level.However, the paper also highlights challenges. Fragile ecosystems suffer due to overcrowding. Lakes and rivers face pollution. Narrow roads become congested. Cultural traditions risk commercialization. Prices increase, affecting local residents. To address these issues, visitor limits, eco-guidelines and community participation become essential.The Ministry of Tourism promotes responsible tourism practices and eco-friendly filming. States invest in infrastructure, waste management, and awareness programs. This paper studies these measures and suggests practical solutions for sustainable growth. In conclusion, this research scholar examines how Bollywood films unlock India's hidden tourism potential. Film tourism creates economic opportunities, promotes culture, and supports regional development. At the same time, it requires careful planning and responsible management. With balanced policies and community involvement, film tourism can contribute to sustainable and inclusive national growth.

Objectives

1. To investigate how Bollywood films spotlight lesser-known and hidden tourist destinations across India.
2. To assess the economic and social advantages for local communities and regional development.
3. To evaluate environmental, infrastructural and cultural challenges arising from rapid tourism growth.
4. To examine current government initiatives including the Rajasthan Film Tourism Promotion Policy 2025.
5. To recommend actionable measures for promoting sustainable film induced tourism.

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Research Methodology

This research adopts a qualitative design. It draws entirely from secondary sources. These include academic articles, news reports, government policy documents and tourism statistics. Key data comes from Ministry of Tourism reports, state tourism boards and reliable media up to December 2025. Case studies select films with documented tourism impacts. Sources involve platforms like ResearchGate, official websites and recent news on policies. The approach remains descriptive and analytical. It links evidence to conference themes of challenges, opportunities and measures. No primary data collection occurs. Emphasis stays on established trends and verified examples.

Analysis and Discussion

Bollywood films act as informal but very powerful promoters of tourism. They reach audiences far beyond what regular advertisements can achieve. Through songs, emotions and engaging stories, films create strong memories, and viewers often feel a personal desire to visit the places shown on screen. One of the best examples is *3 Idiots*. The calm and scenic view of Pangong Lake in the final scene touched millions of people. Before 2009, Ladakh received very few tourists, but after the film's release, tourist numbers increased rapidly. Roads and facilities improved, local families started guesthouses and adventure tourism grew. At the same time, problems appeared. Garbage threatened the lake's cleanliness, and vehicle pollution increased. To control this, authorities introduced entry limits and eco-friendly rules. This case clearly shows both growth and the need for regulation.Himachal Pradesh shows a similar trend. Rohtang Pass appeared in many films, especially in romantic scenes set in snow, which attracted couples and adventure lovers. Activities like skiing became popular and tourism helped the local economy. However, heavy traffic led to landslides and soil erosion. To manage this, the state limited vehicles and encouraged tourists to visit during off-season months, creating a balance between development and protection.Chanderi in Madhya Pradesh is a recent success story. Although famous for handlooms and history, it remained largely unknown. Films like *Stree* and its sequel used its narrow streets and old gates, making the town interesting and mysterious. Tourist numbers increased sharply, by more than 260 percent during peak times. Saree sales rose, weavers earned more, heritage walks began, and local guides started sharing film-related stories. The state now promotes Chanderi as a film and heritage destination.

Films have also increased the visibility of the Northeast. Locations such as Ziro Valley and Tawang waterfalls in Arunachal Pradesh attract eco-tourists interested in nature and tribal culture. This helps spread tourism across different regions of India.The opportunities from film tourism are significant. Economic benefits reach local communities. Homestays provide work for women, young people train as guides and traditional crafts gain new life. Studies show that tourist visits increase by 20 to 50 percent at film locations, creating more jobs in transport, food, and services. Socially, films build local pride as residents see their towns appreciated, and cultural exchange grows between locals and visitors.Government support plays an important role. Rajasthan's 2025 Film Tourism Policy is a strong example. It offers subsidies of up to 30 percent, with a limit of ₹3 crore for feature films. Extra benefits are given for shooting across the state, permission fees are refunded, scholarships support new talent and an online portal makes planning easier. This policy helps Rajasthan attract more film projects and tourists.Despite the benefits, challenges remain serious. Environmental damage is a major concern, especially in sensitive areas like Ladakh, where pollution and plastic waste harm lakes and wildlife. Infrastructure in remote areas often struggles, with traffic congestion and water shortages during peak seasons. Cultural identity can also weaken when excessive commercialization raises prices and affects local life.Sustainable solutions are necessary. Limiting tourist numbers helps protect locations, tourism income can support conservation, and involving local communities ensures fair sharing of benefits. Digital tools such as film-tourism apps and virtual tours reduce physical pressure on sites. Training programs improve guiding skills by combining film stories with history, while off-season promotion spreads visitor flow. Green filming rules and cooperation between film producers and tourism boards further strengthen responsible growth. Overall, Bollywood reveals India's hidden beauty and supports inclusive development. With careful planning and responsible practices, film tourism can provide long-term benefits and support balanced national growth.

Conclusion

Bollywood films often turn unknown places into popular tourist spots. They show India's natural beauty to a large audience. Places like Pangong Lake and Chanderi became famous after appearing in films. Tourist numbers increased, and local people found better ways to earn a living. Film tourism creates many benefits. It brings jobs, supports small businesses and promotes local culture and heritage. It also helps tourism spread beyond big cities to rural areas. However, there are problems too. Too many visitors can harm the environment. Poor roads and facilities cause difficulties. Overcrowding puts pressure on local resources. Government steps like Rajasthan's 2025 Film Tourism Policy are encouraging. This policy offers support to film makers and promotes responsible tourism. With simple steps such as limiting visitors, building eco-friendly facilities, training local people, and using technology for virtual tours, film tourism can grow in a balanced way. It can protect nature, celebrate diversity and support inclusive development in India.

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Original Article

Green Libraries: Pioneering Environmental Sustainability in Information Institutions

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Abstract

Green libraries are redefining the traditional concept of library spaces by focusing on environmental sustainability, energy efficiency, and social responsibility. Integrating sustainable architecture, green practices, community engagement, and eco-friendly policy frameworks, green libraries emerge as vital agents in supporting the United Nations' Sustainable Development Goals within the knowledge sector. This paper explores definitions, evolution, design elements, best practices, technological innovations, challenges, and the future of green libraries, with relevant examples globally and in India.

Keywords: *Green Library, Eco -Friendly Libraries, Energy Efficient Libraries*

Introduction: Defining Green Libraries

A green library minimizes its environmental impact, maximizes its commitment to sustainability, and serves as a learning model of environmental responsibility. Such libraries prioritize eco-friendly architecture, efficient resource management, and promote environmental awareness among users and the community. Green libraries apply these principles not only in construction but in operations, resource sharing, and digital transformation, aligning library objectives with broader sustainability goals (Sadlapur, 2024).

Historical Evolution and Global Perspective

The green library movement gained momentum in response to global environmental challenges and the advancing green building paradigm. International organizations like the International Federation of Library Associations and Institutions (IFLA) have played a significant role in formulating guidelines and recognizing outstanding green library projects worldwide. Countries, both developed and developing, have incorporated green practices to achieve institutional and national sustainability targets, supported in many regions by green building certification systems such as LEED and GRIHA (Lokhande ,2022)

Feature of Green Library

Green libraries are recognized for their commitment to sustainability and eco-friendly practices. Key characteristics include:

- Utilizing natural, recycled, and regionally sourced materials in construction and furnishings.
- Incorporating features like reflective roofing and surfaces to manage heat effectively.
- Installing insulating windows to maintain indoor temperature and increase energy efficiency.
- Prioritizing the conservation of water, energy, and paper resources in daily operations.
- Deploying lighting systems that are energy efficient, such as LEDs, to minimize power usage.
- Employing advanced cooling systems designed for optimal performance and reduced energy demand.

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- Ensuring continuous circulation of clean, fresh air to maintain a healthy indoor atmosphere.
- Adopting green technologies and solutions that have minimal impact on the environment.

These features help green libraries minimize their ecological footprint while offering safe, comfortable, and responsible spaces for communities.

Key Elements of Green Libraries

Designing a green library emphasizes minimizing energy use by integrating efficient heating, ventilation, air conditioning (HVAC), and lighting systems that consume less power. Construction and interior fittings prioritize materials that are renewable, locally sourced, and made from recycled content. Maximizing sunlight through expansive windows, skylights, and open layouts greatly reduces reliance on artificial lighting. Incorporating living walls and green rooftops helps insulate the building, improve air quality, and alleviate urban heat effects. Efforts to conserve water include the use of rainwater harvesting, low-flow fixtures, and drought-resistant landscaping practices (Karan Kumar)

Sustainable Building Design

- **Site selection:** Prioritize environmentally benign, accessible locations with least ecological disruption(Sawant & Sawant , 2018)
- **Sustainable materials:** Use renewable, recycled, and locally sourced building resources, such as bamboo, wool bricks, solar tiles, and recyclable paper insulation(Parmar & Kamdar)
- **Energy and water efficiency:** Integrate solar panels, rainwater collection, and high-efficiency lighting (e.g., LED bulbs) to minimize utility consumption.(Nikam,2017)
- **Indoor environmental quality:** Promote natural lighting, fresh air ventilation, and green spaces (e.g., rooftop planting) to ensure healthy environments for library users and staff. (Parmar & Kamdar)

Operational Best Practices

- **Resource management:** Minimize waste through recycling, digital lending, and efficient print policies. (Sadlapur, 2024).
- **Green procurement:** Source eco-label products and prioritize sustainable office and technical equipment.
- **Awareness programs:** Encourage users to participate in eco-literacy workshops, reuse initiatives, and green policy dissemination.

Green Collections and Services

- **Green collection development:** Curate resources that support environmental education, sustainability literacy, and climate change awareness.
- **Sustainable digital services:** Expand digital archives and online services to reduce physical resource footprint.

Global and Indian Case Studies

- **University College Cork (Ireland):** Sustainable building upgrades, energy monitoring, and community campaigns exemplify European best practices (Hauke, 2019).
- **Rangsit University (Thailand):** Recognized by IFLA for integrating green technology and learning spaces.
- **Indian Examples:** NMIMS Libraries and other academic institutions have adopted solar panels, rainwater harvesting, and green procurement, setting benchmarks for green campus libraries.(Vasanthi, 2019)
- **Comparative insight:** Across these projects, successful strategies feature a mix of architectural innovation, staff and user engagement, and green policy enforcement.

Role of the Green Librarian

Green librarians are pivotal to the success of green libraries, acting as advocates, educators, and implementers of sustainable practices. Their responsibilities include:

- Creating green policies and operational guidelines. (Sawant & Sawant , 2018)
- Educating community members and staff on environmental responsibility.
- Facilitating eco-literacy programs and environmental outreach.
- Collaborating with institutional leadership on green procurement and accreditation.

Technology and Innovation

The digital revolution has furnished green libraries with innovative tools to improve sustainability:

- **ICT for sustainability:** Smart sensors to monitor energy use, building management systems for optimizing heating and cooling, and digital library services minimize resource consumption. (Gupta, 2021)
- **AI and automation:** Automated lighting, IoT-powered environmental controls, and integrated resource use dashboards enable real-time adjustments that save energy and reduce costs.
- **Promoting e-resources:** Vast electronic databases, remote access, and digital lending curtail the need for physical delivery, printing, and associated environmental impacts.

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Community Engagement and Policy Advocacy

Green libraries go beyond operational changes; they champion environmental citizenship by:

- Hosting green events, workshops, and exhibitions aimed at various user groups. (Hauke, 2019).
- Partnering with local NGOs, schools, and community groups for joint sustainability initiatives.
- Serving as demonstration sites for green technologies and practices within educational and public networks.

Challenges and Limitations

Despite growing awareness and support, green libraries confront several barriers:

- **Funding constraints:** Sustainable materials and technologies often require higher upfront investment.
- **Staff adaptation:** Training and motivating staff for new practices demand ongoing institutional support. (Sawant & Sawant , 2018)
- **Regulatory environment:** Inconsistent standards or lack of recognition for green certification in some regions.
- **Behavioural inertia:** Changing user and institutional habits can be a slow, ongoing process.

Impact and Benefits

The adoption of green library practices leads to measurable benefits:

- **Environmental impact:** Notable reductions in carbon footprint, water, and energy consumption across library operations. (Lokhande ,2022)
- **User well-being:** Improved air quality, lighting, and environmental comfort translates to better learning and working conditions**.**
- **Leadership role: Libraries that pioneer green initiatives serve as inspirational centers for broader** institutional and community change(Hauke, 2019).

Future Directions

The future of green libraries will be characterized by:

- Deeper integration of smart technologies and AI for environmental monitoring and reporting.
- Increased focus on green library metrics, ensuring effective benchmarking and sharing of best practices worldwide. (Gupta, 2021).
- Expansion of the green library movement into public, school, and special libraries at local and national levels.
- Pursuit of sustainability beyond architecture—into every aspect of library service, procurement, leadership, and outreach.

Conclusion

Green libraries stand at the forefront of educational institutions' response to ecological challenges, demonstrating that environmental stewardship and knowledge access are natural allies. By aligning architectural innovation, operational excellence, and community-centric programs, green libraries are essential to building a sustainable, informed, and resilient future.

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Original Article

Infrastructure Development and Tourism in India: Challenges, Impact and Measures

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Abstract

Tourism is the process of spending time away from our home for pleasure, relaxing our body and mind or seeing unseen things. The Indian tourism offers a rich and different culture experience like historical place Taj Mahal, Ajanta-Ellora, Agra Fort, or Spiritual places like Golden Temple, Char Dham, Kedarnath, etc. Tourism's contribution to the economy is multifaceted, encompassing everything from direct employment in the service sector to the ripple effects felt across associated industries. The infrastructure development plays a very crucial role in tourism. The good tourism infrastructure facilities helps easy access for tourists to visit & explore various places and an enjoyable stay for them. From better transportation and good hotels to clean public spaces and attractions, a very well-established infrastructure is importnant for thriving tourism. In this paper we try to study the progress of tourism in India, what is the impact of infrastructure development on tourism, what are the challenges for tourism in India, also we try to give recommendation or measures to problems.

Keywords: *Indian Tourism, Infrastructure Development, Indian Infrastructure, Tourism Development, Challenges in Tourism Sector, Measures for Tourism Sector.*

Introduction

Tourism significantly drives India's GDP growth, contributing around 9.1% in 2024 (over $11 trillion) and it still growing robustly. The tourism sector is one of major job creation sector of India, supporting millions of direct and indirect jobs. In 2024 Over 9.66 million Foreign Tourist Arrivals (FTAs), because of that there has been a significant growth in foreign exchange earning of India. As per the Economic Survey, tourism contributes around 5% to GDP and supports nearly 7.6 crore jobs, making it a key driver of inclusive and regional development. According to the report of World travel and Tourism Council (WTTC) 2024-25 India is the 8th largest tourism economy, contributing USD 231.6 billion. The Union Budget has also emphasized destination development and infrastructure support to boost the sector. The infrastructure development significantly boosts Indian tourism, The developed infrastructure enhances the connectivity to roads, railways, and airways which improves the tourist experience like better amenities, safety and hygiene. Also developed infrastructure attracts new investment, creates job employment and boosts the economy.

Research Methodology

For this research we have taken secondary data from different books, articles, research papers, blogs, articles, journals, newspapers. We have used both qualitative and quantitative methods for this paper.

Impact of Infrastructure Development on Indian Tourism

The Indian government is heavily investing in infrastructure development of tourism, because of infrastructure development the tourism industry is developing and growing. Tourism infrastructure is one of the key elements of tourism development. In this post-COVID world, there's a renewed focus on infrastructure development in tourism.

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Tourism infrastructure refers to the basic facilities, services, and systems that support tourism activities and enable travelers to visit, stay, and move comfortably within a destination. The tourism infrastructure is very important because it brings income to local communities and helps in the development of the local economy. The tourism development is not just about developing better infrastructure but also it's about creating new job and other opportunities for locals. Also, it enhances the living standards of the region and results in more job opportunities. Infrastructure development on tourism helps county to economically grow.

Schemes & Initiatives for Tourism Development: To make India as a premier global tourist destination and to boost & promote tourism in India during Amrit Kaal enhancing infrastructure, and delivering an improved travel experience for domestic and international visitors, India's Ministry of Tourism has taken the following initiatives: -

1) Swadesh Darshan 2.0: The Swadesh Darshan Scheme focuses on the developing sustainable, tourist-centric destinations with an emphasis on responsible tourism, covering thematic circuits like Ramayana, Buddhist, Coastal, and Tribal. This policy moves away from theme-based tourist circuits and focuses on reviving the destination tourism. The mantra made for this program is 'vocal for local', the revamped scheme namely Swadesh Darshan 2.0 that trying to attain "Aatmanirbhar Bharat" by realizing India's full potential as a tourism destination.

2) PRASHAD Scheme (Pilgrimage Rejuvenation and Spiritual Heritage Augmentation Drive): Ministry of Tourism in 2014-2015 has taken started PRASHAD Scheme to develop and promote religious tourism by providing financial aid to states for infrastructure at pre-identified pilgrimage sites, aiming for holistic development to enhance the spiritual tourism experience and boost domestic tourism. The main objective of this scheme is to integrate pilgrimage destinations in a planned, sustainable way for a complete religious tourism experience, focusing on spiritual rejuvenation.

3) Dekho Apna Desh: The Ministry of Tourism launched the Dekho Apna Desh initiative in January 2020 for promotion of domestic tourism in the country. In this initiative, the Ministry promotes tourism destinations and products of India through various activities such as Webinars, Quiz, Pledge, Seminars, Tourism Promotional Events, Fam tours, Website, social media etc.

4) Special Assistance to States for Capital Investment (SASCI): This initiative has been launched by the Ministry of Tourism, is a scheme in India designed to boost tourism by developing 'Iconic Tourist Centres' to a global standard, offering financial help for end-to-end development, marketing, and sustainability, focusing on connectivity, value chain enhancement, and leveraging quality expertise for sustainable tourism. This scheme supports state-proposed projects, ensuring comprehensive tourist experiences and long-term viability for key sites.

Challenges of Tourism Sector India: Indian Tourism sector is developing, but still, there are some challenges in this sector.

1) Infrastructure Deficit: The inadequate infrastructure in remote areas and the lack of global-standard amenities limit tourism growth. Like poor quality roads, rail tracks & transportation services that limit the tourism to come. Also, inadequate basic Amenities like Intermittent power, poor sanitation, and water scarcity plague many tourist circuits, dampening experiences and straining local resources. also lack of facilities like poor accommodation in hotels & less digital system is the reason India has made tourists to come.

2) Poor Connectivity & Transport: This is a very big problem in India. Indian roads still are in poor quality. High-potential sites lack reliable road access, and "last-mile" transport is often missing, leaving tourists stranded or with difficult journeys.

3) Safety Concerns: Natural disasters, such as the 2013 Kedarnath cloudburst, pose safety risks, impacting the reputation of adventure tourism.

4) Insufficient Digital Promotion and Marketing: Grand promotion and suitable digital marketing push are excessively indispensable for a nation's travel industry improvement. The digital marketing of the Indian government & Ministry of Tourism has not done anything in tourism promotion. Also, the travel industry has moderately less contrasted with other tourist destinations. In India, the financial banking sector helped the advancement of the travel and tourism businesses.

5) Security Issues: Security is one of the Major Challenges of Indian Tourism. The rate of incising Sexual Abuse of women, Theft or stealing, online frauds like cyber crime. Moreover, Identity Theft, Food Poisoning, Terrorism. Also, The Public Violence is very much affecting Indian Tourism. Major Crisis and pandemic crisis like COVID-19 highly affects Tourism to get Going.

6) Human Resources & Planning: Highly skillful and potential men or women hold an inevitable part of the tourism sector. A very large number of skilled men or women with different levels are needed to encourage the growth of our Indian tourism business. Also, the skill upgradation of the people already employed is a must.

7) Crowd Management Challenges: Large events like the Maha Kumbh Mela, attracting up to 400 million visitors, require extensive planning and resources to ensure safety and order.

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Measures for Infrastructure Development and Tourism Development in India:

1) Rationalising and Harmonising the Regulatory Framework: A unified, single-window digital clearance system should be established for tourism projects, integrating approvals related to land use, environment, fire safety, labor, food safety, excise, and municipal permissions**.** Overlapping licenses should be merged through deemed approvals and mutual recognition, especially where compliance requirements are similar. Sector-specific differentiation must be introduced so that eco-friendly resorts, homestays, and small hotels are not regulated on par with ports or heavy infrastructure, including rationalization of CRZ norms for low-impact tourism projects. This would significantly reduce compliance costs and incentivize formalization.

2) Fast-Tracking Project Approvals and Clearances: Tourism infrastructure should be placed under a lighter, risk-based clearance framework, distinct from heavy industrial projects. The EIA process needs reform by introducing standard operating procedures, fixed timelines, and size-based exemptions for medium and small tourism projects. The Public hearings and detailed judgement should be restricted to the projects with verifiable ecological impact, while green-certified or low-footprint tourism projects should receive automatic or fast-track approvals. Digitization and concurrent clearances can further reduce delays and investor uncertainty.

3) Improving Ease of Doing Business for Small Operators: A differentiated compliance regime based on scale and risk should be adopted for small hotels, homestays, and tour operators. Low-capacity units should be brought under self-certification and periodic random audits instead of frequent inspections. Compliance costs must be made proportional to size to ensure that small operators remain economically viable and are encouraged to operate within the formal system.

4) Strengthening Centre–State–Local Coordination: An institutionalized coordination mechanism should be created through an Inter-Ministerial Tourism Facilitation Council, involving the Ministry of Tourism, MoEF&CC, Culture, Civil Aviation, and Urban Development. Also, states should be given greater operational control or binding consultation powers over clearances affecting tourism projects within their jurisdictions. Clear accountability srtucture and shared digital dashboards can reduce duplication among authorities and make sure time limited and decision-making across levels of government.

5) Enhancing Global Competitiveness: India should benchmark its tourism regulatory framework against globally competitive destinations and adopt best practices in speed of approvals, cost efficiency, and investor facilitation. Dedicated tourism investment cells, time-bound clearances, and infrastructure status for hotels can significantly improve investor confidence. Improvements and dvelopment in regulatory efficiency are required to complement India's strong performance in both cultural and natural resources and to convert these assets into higher tourism inflows, much longer stays, and increased spending.

6) Promotion of Tourism: promoting tourism is essential for economic growth, job creation, cultural exchange, and infrastructure development. Indian government must focus on the promoting the Indian tourism places with different initiatives, India needs aggressive digital marketing schemes, aggressive online campaigns, social media marketing, and multilingual content.

Measures Taken by India to Attract International Tourists:

1) Global Tourism Investors Summit: Organized to showcase investible projects and opportunities in India's tourism and hospitality sector to both domestic and international investors. Held in conjunction with India's G20 Presidency, highlight the nation's commitment to tourism development.

2) Visit India Year 2023: this is a major campaign by India's Ministry of Tourism to attract global visitors by showcasing the country's diverse culture, heritage, and natural beauty, leveraging India's G20 Presidency as a platform, focusing on sustainable, medical, and MICE tourism, and involving global travel expos and digital promotions. The initiative aimed to position India as a 360-degree destination, inviting the world to experience its unique offerings through a vibrant logo inspired by "Namaste".

3) Infrastructure Development: Projects under schemes like Swadesh Darshan, PRASHAD, and Assistance to central Agencies for tourism Infrastructure Development focus on enhancing tourism related infrastructure.

4) Utsav Portal: Showcase festivals, events, and live darshans across India to promote various regions as popular tourists' destinations worldwide.

5) Swachh Bharat movement: Significant cleaning campaign initiated to preserve the sanctity of national historic monuments, contribution to a cleaner and more attractive tourism environment.

6) Swadesh Darshan Scheme: Swadesh Darshan Scheme: It is a 100% centrally funded (Central Sector Scheme) launched by the Ministry of Tourism in 2015 to develop sustainable and responsible tourism in India. This scheme aims at the integrated development of theme-based tourist circuits across India such as Buddhist, Coastal, Desert, Eco, Heritage, Northeast etc.

7) Swadesh Darshan 2.0: Swadesh Darshan 2.0 is the revamped, holistic version of India's Ministry of Tourism's Swadesh Darshan Scheme, shifting from thematic circuits to a Destination-Centric Approach to develop sustainable and responsible tourism destinations, focusing on local culture (Vocal for Local), infrastructure, services, and digital promotion, aiming for "Aatmanirbhar Bharat" (Self-Reliant India) in tourism

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Conclusion

The Indian tourism sector is still developing. The government of India is investing very large amount of budget on infrastructure related tourism sector which results better infrastructure (roads, railways, digital, airports) directly fuels tourism growth, while tourism revenue helps fund further development and preservation. Also, government of India has started different initiatives and schemes like Swadesh Darshan, PRASHAD, Dekho Apna Desh which focus on thematic circuits, while large-scale infrastructure projects (expressways, airports) improve access. Tourism sector is a significant GDP contributor (around 5-5.6%) and a major employer, creating jobs and boosting local economies through increased spending. Tourism showcases India's diversity, strengthens global connections, and funds heritage site preservation. Despite progress, challenges persist in hygiene, public utilities (water, sewage), skilled manpower, and ensuring safety and security for tourists. Also challenges remain in consistently improving quality and addressing skilled manpower shortages for truly world-class experiences. In last we conclude that India's tourism sector holds immense potential, rich in culture and nature, but its growth is significantly hampered by inadequate infrastructure (roads, sanitation, hotels), safety and security concerns, a shortage of skilled manpower, environmental degradation, and seasonal dependency, requiring coordinated efforts in investment, sustainable practices, and policy reforms to develop world-class amenities and overcome bottlenecks for inclusive, sustainable economic growth.

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Original Article

Globalization & Indian Heritage Tourism: Challenges & Suggestions

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Abstract

Tourism is a very much part of the Globalization process. India possesses world's longest continuous civilization. It has very rich cultural traditions. India is experiencing an incredible growth of tourism development and heritage tourism is one of the tourism branches that have long contributed to attract the overseas & domestic tourist especially with special interests in heritage and arts, Culture. Heritage tourism has become as a potential form of alternative tourism. However, it is tragic that despite such vastness of area and richness in all types of cultural heritage, there are very few items listed in 'World Heritage list' of UNESCO. This is due to lack of identification and recognition.

Keywords: *Heritage, Globalization, Tourism, Heritage tourism, Tourism development.*

Globalization

Globalization' means integration of economies and societies through cross nations flows of information, ideas, corporate strategies, technologies, goods, services, capital, finance and people. Thus, globalization is a trajectory through which people, governments, nations, and companies around the world interact and assimilate. In the phenomenon of globalization, there is dismantling of trade barriers between nations and integration of the nations' economies through financial flow, trade in goods and services and corporate investments. Thus, globalization is the highest development level of internationalism and signifies borderless growth and internationalization of all aspects of living.

Globalization and Tourism

Tourism is emerged as the prime industry in the post globalization time and it is a driver for the transformation in socio-economic condition. In India new economic reforms popularly known as Liberalization, Privatization and Globalization (LPG) in 1991. With this reforms Indian economy become fastest growing economy globally. The economic liberalization in the country and the effect of globalization gave a new boost to Heritage tourism.

Heritage Tourism a Concept

Heritage tourism is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The National Trust for Historic Preservation in the United States defines heritage tourism as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past", and "heritage tourism can include cultural, historic and natural resources".

On international level UNESCO (United Nations Educational Scientific & Cultural Organization) is responsible for the exploration, protection and preservation of natural and cultural heritage. UNESCO convened a general conference in 1972 in which the 124 world heritage convention was adopted. At present, more than 180 countries have ratified it to protect the cultural and natural heritage. India ratified the convention on November 14, 1977. The general assembly, the world heritage committee (WHC) and the bureau of world heritage committee are directly responsible for implementation of the convention.

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Heritage Assets in India

In India, the Archaeological Survey of India (ASI) is responsible for all historical and heritage objects. It was established in 1861 by Alexander Cunningham. It is a functionary body attached to the Ministry of Culture. Its main activities are: maintenance, conservation & preservation of centrally protected monuments/sites and remains; conducting archaeological explorations and excavations, chemical preservation of monuments and antiquarian remains, architectural survey of monuments, development of epigraphical research; setting up and re-organization of site museums in India, development of environment at centrally protected monuments and training in archaeology. At present the ASI has declared 3686 monuments of national importance in the country which includes 29 world heritage monuments and objects.

India is very rich in all types of natural & cultural heritage which are most valued gift to entire humanity. We can classify Indian heritage items into three categories

a) Those properties or sites which are inscribed on the world heritage list of UNESCO. On 27th August 2025 total number of World Historic Sites in India is 44 out of that 01 mixed, 07 Natural and 36 sites are cultural category.
b) Those properties which were sent to WHC for approval, but could not get world heritage (WH) Status.
c) Other heritage items which worth to be world heritage sites but due to Lack of proper steps, they are out of any list.

Challenges in front of Indian Heritage Tourism

1. **Lack of Master Plan** –

It seems that Indian lack the concept of master plan. Except the world heritage sites other heritage sites are facing negligence of local or state administrations. They are victims of arbitrary growth. In the absence of any proper planning several beautiful structures have lost their charms.

2. **Infrastructure-**

As per the World Economic Forum's Travel and Tourism Competitiveness Report 2017 for 136 world economies, India's air transport infrastructure, ground & port transport infrastructure and tourism Service infrastructure have been ranked 32, 29 and 110 respectively indicating considerable scope for improvement. Other infrastructure requirements such as availability of good quality and reasonably priced hotel rooms, parking spaces, tourist cars etc. are also a cause of concern.

3. **Training and Skill Development**

Travel and tourism sector in India comprises employees such as arriving tour operators, travel agents, tourist transport operators, adventure tour operators and domestic tour operators in the travel trade segment and those employed in hotels and restaurants in various functions of front office, F&B and housekeeping among others. While the tourism sector in India is targeted to grow at an annual rate of 12 per cent during 2011-2016, adequate training and skill development infrastructure and hence availability of trained manpower has not kept pace with growth.

4. **Safety and Security of Tourists**

Safety and security of tourists is of paramount importance in any country as it majorly impacts the inflow of foreign tourists in the country. Domestic tourist movements are impacted in states and tourist locations where tourists consider a threat to their safety and security. It holds special significance for India which has been ranked at a low level of 114 amongst 136 global economies on safety and security parameters as per the World Economic Forum's Travel and Tourism Competitiveness Report 2017.

5. **Healthcare for Tourists**

There is a significant need for improvement in ensuring sound health of tourists in India especially considering the low rank of 104 for India in terms of health and hygiene standards as compared for 136 world economies. Indicative parameters reveal dismal results. Physician density at 0.76 per 1000 population and 9 hospital beds for every 10,000 people in India are extremely low for a country that considers tourism as a sector of high importance for the economy. Only 34 per cent of the population in the country has access to improved sanitation services.

6. **Encroachment –**

Whenever and wherever visitors start to visit a place, several types of encroachment develops. These growths are very chaotic. These encroachments are done by local shopkeepers, souvenir sellers, local residents or government.

7. **Environmental Pollution –**

There are some types of environmental pollutions which are killing the heritage assets. These pollutions are creations of natural reasons such as sand & soil deposits, rainfall and humus formation etc. but, maximum pollutions are created by visitors and locals, who due to their apathy, negligence and lack of civic sense throw several types of biodegradable and non-biodegradable materials everywhere. The authorities also do not care proper disposal due to lack of interest, fund or priority.

Suggestions for enhancing Indian Heritage Tourism to attract global tourist

1. **Conservation of Historical Sites-**

Conservation of old and ancient cultural heritages sites should be done and they should be renovated in their own original style to attract the large number of tourists. Holistic preservation of Indian heritage would require recourse to

pedagogical changes in school and higher education projected to revive the ancient Indian intelligence in arts, sciences and philosophies, which hinges on typical fundamental research and R&D in the area. Economic feasibility of heritage will be a by-product of the process due to a revival of traditional arts and crafts, known popularly as intangible heritage, and commencement of new disciplines.

2. Infrastructural Development

Investments in tourism infrastructure may include the development of both tourism as well as civic infrastructure. This may also involve provision of way side amenities, tourist information bureaus and websites for providing requisite tourist information. Efforts towards enhancement of overall transport infrastructure in the form of good quality roads, rail network, airports, helipads, availability of tourist vehicles etc. may also be strengthened in order to improve the overall infrastructure.

3. Public awareness

There is a need to spread education and awareness on the importance of tourism sector and increase stakeholder participation involving the government, private sector and the community at large .There is need of general awareness among the people. Indian citizens lack self-esteem, self-respect and national proud of their glorious past. The students can take a major proactive role. It should be included in their curriculum. The students are citizens of future. They should be made responsible citizens, with feeling of proud & sense of belongingness.

4. Appeal to Private Investment

Private sector players may be encouraged to participate in development of tourism infrastructure by provision of financial as well as non-fiscal incentives. PPP projects and formation of Special Purpose Vehicles for mega tourism projects may be required.

Projection of India's Image as a Safe and Secure Tourist Destination

Tourist Police Task Force has been established by various State Governments for ensuring safety and security for tourists. Special sensitization campaigns may be executed for women tourists and to broadcast these campaigns on global platforms. Health concerns for tourists visiting India also needs to be mitigated.

Conclusion:

Tourism not only creates jobs in the tertiary sector, it also encourages growth in the primary and secondary sectors of industry. Hence, it is high time; the government should encourage the participation of the private sector in a big way for the all-round development of the tourism sector that has the potential to act as the key driver of inclusive growth.

Preserving the cultural heritage for the enrichment and education of present and future generations is crucial. A great deal of tourism relies on places with natural, indigenous and historic significance which tourism products are based. In order to respect the cultural significance of the destination, people involve in tourism industry need to be sensitive to cultural groups who have a special interest in them and they need to directly involve in the planning and promotion of the destination. Cultural Heritage resources will play a significant role in sustainable cultural, social, economic development of communities, so the physical fabric, that has influenced their creation, has also to be maintained.

Therefore, the careful planning of cultural-heritage tourism leads to sustainable regional development. It is crucial to find a proper way to settle the issues and challenges arise during managing and promotion of cultural heritage tourism, and once is taken into action it will lead to the heritage tourism development model that will lead to the bright prospects of the overall tourism business in India.

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Original Article

Narrative Techniques in Indian Travel Writing

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Abstract

Travel writing from India represents a distinct literary form, merging personal journey with cultural inquiry. This study investigates the core storytelling methods that define this tradition, considering how physical voyages become narratives of introspection and cultural dialogue. It analyzes techniques including the subjective voice, vivid portrayal of place, episodic storytelling, integration of past and present, conversational encounters, and philosophical commentary. Using examples from various Indian languages and English, the paper demonstrates how these methods transform travel accounts into explorations of identity, memory, and social understanding.

Keywords: *Travel literature, India, storytelling methods, journey narratives, cultural reflection.*

Introduction

The literary tradition of journey narratives within the Indian subcontinent is ancient and profoundly diverse, predating the formal genre of modern travel writing. Within Indian cultural history, movement through space has long been integral to religious, philosophical, and literary expression. Early forms such as pilgrimage texts (*tirtha-mahatmyas*), the verses of itinerant saint-poets, court chronicles, and epics like the *Ramayana* and *Mahabharata* consistently frame travel as a catalyst for ethical inquiry, self-realization, and social engagement. In later periods, colonial encounters, nationalist movements, and post-independence developments further reshaped how journeys within and beyond India are narratively conceived.

Diverging from Western traditions often centered on exploration, discovery, and territorial conquest, Indian journey narratives typically prioritize inward transformation and relational understanding. Here, travel is less an act of conquering space than an encounter-with people, layered histories, belief systems, and the self. Locations are not passive scenery but active, meaning-saturated spaces imbued with memory and myth. Consequently, the traveler is not a detached spectator but an ethically aware participant, whose perception is filtered through cultural inheritance.

Storycraft is thus central. These narratives are deliberate literary constructions where individual experience intertwines with collective memory. Physical movement prompts intellectual and emotional introspection. This essay analyzes the principal narrative techniques—focusing on voice, structure, temporality, description, and ethical stance—that characterize this tradition, arguing that they elevate Indian travel writing from mere documentation to a significant mode of cultural interpretation.

The Indian Journey Narrative as a Literary Form

Indian travel writing is generically fluid, habitually blending autobiography, historiography, ethnography, and philosophical essay. This hybridity stems from deep-seated cultural foundations: the legacy of oral storytelling, the cultural valorization of introspection, and a worldview that perceives the individual as inherently connected to the collective. As a result, narratives seldom adhere to a linear, itinerary-driven format.

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While routes and distances may be noted, they do not dominate. The journey is instead rendered as a dual passage: through external geography and the internal landscapes of memory, imagination, and thought. A train journey might prompt reflections on colonial history; a temple visit may invoke mythological parallels; a stranger's hospitality can unfold into social commentary.

This form also mirrors India's historical experience of travel as movement across internal boundaries of language, religion, and culture. Therefore, the writing often becomes a negotiation of intimate diversity rather than a confrontation with a monolithic "other." This positions the Indian travelogue distinctly within world literature, emphasizing relationality, continuity, and self-reflexivity over rupture and domination.

The Subjective Voice and the Narrator's Perspective

A defining feature is the prominent, subjective first-person voice. This narrative "I" is an active interpreter, not a passive recorder. It channels emotional resonance, intellectual doubt, cultural comparison, and self-questioning, creating immediacy and inviting the reader into the traveler's conscious evolution. Crucially, this subjectivity is not solipsistic. The narrating self is explicitly situated within social and cultural contexts-family, language, faith, historical awareness. Encounters with the unfamiliar are thereby filtered through and compared against these known frameworks, transforming the narrative into a dialogic exchange between the self and the world.

This approach rejects claims of detached objectivity, instead embracing a position of situated partiality and ethical responsibility. It aligns with philosophical traditions that value relational knowledge and humility, distinguishing the mode from purely observational or authoritative travelogues.

Evocative Portrayal of Place

Place is realized through dense sensory detail and symbolic depth. Descriptions engage sight, sound, smell, touch, and taste—the clamor of a festival, the scent of monsoon soil, the grain of ancient stone-to achieve immersive verisimilitude. Yet description is seldom ornamental. Spaces are presented as palimpsests, laden with meanings accrued from history, mythology, and social practice. A river might signify spiritual purification, historical trade routes, and contemporary ecological crisis simultaneously. Thus, the act of describing becomes an act of cultural hermeneutics; landscapes are read as texts, and travel writing functions as a form of critical spatial analysis.

Episodic Structure and Anecdotal Storytelling

Narratives often favor an episodic structure, built from vignettes, anecdotes, and fleeting encounters rather than a strict chronology. A shared meal, a conversation in a marketplace, or a moment of confusion becomes a focal point. This technique, reminiscent of oral storytelling traditions, uses the particular to illuminate the universal. It centers human connection and amplifies marginalized voices, using the micro-narrative to reveal broader patterns of social reality, such as class, community, or gender dynamics. The resulting rhythm-alternating action with reflection-mimics the experiential cadence of travel itself.

Interweaving Time: History, Myth, and Personal Recall

A distinctive narrative strategy is the seamless integration of multiple temporal layers. Present observation is interwoven with historical events, mythological narratives, and personal or collective memory, reflecting a non-linear conception of time. A visit to a fort might conjure visions of medieval battles, colonial archives, and contemporary tourist economies in the same passage. This temporal braiding transforms travel into a traversal of historical depth, asserting cultural continuity and presenting the past as a living, accessible presence.

Conversation and Human Encounter

Dialogue is a vital tool for introducing polyphony and challenging narrative authority. Conversations with locals, fellow travelers, or guides incorporate diverse perspectives, regional dialects, and vernacular terms (often translated with care). These exchanges capture social textures-humor, wisdom, tension-in a way pure description cannot. They underscore that understanding in travel is co-created through interaction, emphasizing the genre's relational core.

Introspective and Philosophical Dimensions

Reflective pauses are integral, not incidental. Writers routinely meditate on the nature of journeying, cultural coexistence, ethical responsibilities, or the clash between modernity and tradition. These passages align the narrative with philosophical inquiry, framing travel as a transformative process that unsettles assumptions and fosters self-knowledge. The journey becomes a vehicle for ethical and existential exploration, resonating with classical Indian pursuits of wisdom.

Representation with Empathy

Ethical representation is a hallmark. Typically avoiding exoticism and sensationalism, writers approach cultural "others" with empathy, seeking common human ground. This stance is likely informed by India's own internal diversity and historical experience of being misrepresented. By consciously resisting stereotypes and highlighting

universal concerns-family, livelihood, faith-the genre operates as a humanistic practice, challenging hierarchical ways of seeing.

Evolving Forms in the Contemporary Context

Contemporary Indian travel writing has expanded into digital realms-blogs, social media, online journals-adopting new strategies like nonlinearity, colloquialism, and multimedia integration. Despite these formal innovations, the core narrative impulses endure: a strong personal voice, reflective depth, and culturally nuanced observation. The medium evolves, but the tradition's essential engagement with self, society, and place remains vital.

Conclusion

The narrative techniques examined herein are fundamental to the substance of Indian travel writing. Through a situated subjective voice, evocative and symbolic description, episodic structure, temporal layering, dialogic engagement, and philosophical reflection, writers transform journeys into sophisticated acts of cultural meaning-making. These narratives are far more than logs of movement; they are mediated, ethical encounters with the world. By interrogating the intersections of self, culture, history, and space, Indian journey narratives affirm the enduring power of travel writing as a critical literary and cultural discourse-a tradition that is historically rooted, dynamically evolving, and deeply attuned to the complexities of human experience.

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Original Article

The Direction and Significance of Historical Research for Global Human Prosperity: A Research Perspective

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Abstract

(Extended) This paper argues that historical research has evolved from a passive record of power to a proactive science of human survival. By utilizing an interdisciplinary qualitative methodology, we examine how "historical intelligence"—the ability to extract actionable data from the past—can mitigate modern existential threats. This study bridges the gap between classical historiography and contemporary policy-making, asserting that global prosperity is inextricably linked to our objective understanding of human trial and error. Drawing on philosophical perspectives and case studies like the Renaissance and the Marshall Plan, the paper demonstrates that sustainable prosperity depends on social stability, institutional integrity, and informed decision-making rooted in objective historical understanding. In an era challenged by revisionism and misinformation, rigorous historical research emerges as an essential foundation for global stability and shared human progress.

Keywords: *Historical Research, Global Human Prosperity, Historical Intelligence, Interdisciplinary Methodology, Global History, Policy-Making, Comparative History, Revisionism, Sustainable Development.*

Introduction:

History is the empirical laboratory of the human experience. While the physical sciences rely on controlled experiments, social sciences rely on the "natural experiments" provided by history. Global human prosperity is often measured through GDP or technological advancement, but historical research reveals that true prosperity is rooted in social stability, institutional integrity, and sustainable resource management. This paper explores the transition from "Political History" (the history of states) to "Global History" (the history of humanity).

Detailed Research Methodology:

The methodology of this paper is rooted in Heuristics and Historical Criticism. Unlike empirical sciences, history cannot be reproduced in a lab; therefore, the researcher must act as a forensic investigator.

Primary Source Analysis: This involves the "Heuristic" process—locating and authenticating original records. In the context of global prosperity, this includes analyzing ancient trade ledgers, climate data found in ice cores, and legislative records of past social reforms.

Internal Criticism (Hermeneutics): We go beyond what the text says to understand why it was written. For prosperity research, this means identifying biases in colonial-era economic reports that might have suppressed the contributions of indigenous populations to global trade.

The Comparative Method: By comparing the collapse of the Roman economy with the 2008 financial crisis, we can identify "Trans-historical constants" (patterns that repeat regardless of technology).

Oral History: To ensure the paper captures "Human Prosperity" from a bottom-up perspective, we incorporate the methodology of interviewing survivors of major historical shifts (e.g., the transition from agrarian to industrial societies in the Global South).

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Literature Review: Philosophical Perspectives on Progress

Historical research on prosperity is often divided into three major philosophical schools:

The Cyclical School (Arnold Toynbee): Toynbee's A Study of History posits that civilizations thrive based on their ability to respond to challenges. Prosperity is not guaranteed; it is a result of "creative minorities" solving social and environmental problems.

The Materialist School (Karl Marx): Marx argued that the direction of history is determined by the "modes of production." From this perspective, historical research is the study of how economic structures (feudalism, capitalism) distribute prosperity among different classes.

The Whig Interpretation (Linear Progress): This traditional view suggests that history is a steady march toward greater liberty and enlightenment. Modern researchers, however, challenge this, noting that progress for one group (e.g., the industrializing West) often came at the cost of another (e.g., colonized nations).

The End of History (Francis Fukuyama): Following the Cold War, Fukuyama suggested that liberal democracy might be the final form of human government. Historical research since 1992 has focused on testing this hypothesis against the rise of new global powers.

Case Studies: History Driving Prosperity:

Case Study A: The Renaissance and the Institutionalization of Knowledge

The transition from the Middle Ages to the Renaissance provides a blueprint for how cultural and intellectual research leads to economic prosperity. The revival of Greek and Roman texts (historical research in its earliest form) triggered a scientific revolution.

Case Study B: The Post-WWII Marshall Plan:

The prosperity of modern Europe is a direct result of "Applied History." Planners in 1947 looked at the failures of the Treaty of Versailles (1919), which had led to economic ruin and a second war. By researching the mistakes of the past, they designed a system of economic integration that led to the longest period of peace and prosperity in European history.

Modern Challenges: Revisionism and "Fake History":

In the digital age, the significance of rigorous historical research is heightened by the threat of Historical Revisionism. When political entities manipulate the past to justify present-day aggression, global stability is threatened.

The Research Perspective: Objective historians act as "truth-checkers."

Impact: Without an objective historical record, societies lose the ability to trust institutions, which is a fundamental requirement for economic prosperity.

Conclusion:

The direction of historical research is increasingly "Total History"—an attempt to synthesize environmental, economic, and social data into a single narrative of human development. As we face global challenges, the "Significance" of this research is no longer academic; it is existential. Prosperity is a choice made by those who have studied the map of the past.

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Original Article

Globalization & Indian Heritage Tourism: Challenges & Suggestions

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Abstract

Tourism is a very much part of the Globalization process. India possesses world's longest continuous civilization. It has very rich cultural traditions. India is experiencing an incredible growth of tourism development and heritage tourism is one of the tourism branches that have long contributed to attract the overseas & domestic tourist especially with special interests in heritage and arts, Culture. Heritage tourism has become as a potential form of alternative tourism. However, it is tragic that despite such vastness of area and richness in all types of cultural heritage, there are very few items listed in 'World Heritage list' of UNESCO. This is due to lack of identification and recognition.

Keywords: *Heritage, Globalization, Tourism, Heritage tourism, Tourism development.*

Globalization

Globalization' means integration of economies and societies through cross nations flows of information, ideas, corporate strategies, technologies, goods, services, capital, finance and people. Thus, globalization is a trajectory through which people, governments, nations, and companies around the world interact and assimilate. In the phenomenon of globalization, there is dismantling of trade barriers between nations and integration of the nations' economies through financial flow, trade in goods and services and corporate investments. Thus, globalization is the highest development level of internationalism and signifies borderless growth and internationalization of all aspects of living.

Globalization and Tourism

Tourism is emerged as the prime industry in the post globalization time and it is a driver for the transformation in socio-economic condition. In India new economic reforms popularly known as Liberalization, Privatization and Globalization (LPG) in 1991. With this reforms Indian economy become fastest growing economy globally. The economic liberalization in the country and the effect of globalization gave a new boost to Heritage tourism.

Heritage Tourism a Concept

Heritage tourism is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The National Trust for Historic Preservation in the United States defines heritage tourism as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past", and "heritage tourism can include cultural, historic and natural resources".

On international level UNESCO (United Nations Educational Scientific & Cultural Organization) is responsible for the exploration, protection and preservation of natural and cultural heritage. UNESCO convened a general conference in 1972 in which the 124 world heritage convention was adopted. At present, more than 180 countries have ratified it to protect the cultural and natural heritage. India ratified the convention on November 14, 1977. The general assembly, the world heritage committee (WHC) and the bureau of world heritage committee are directly responsible for implementation of the convention.

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Heritage Assets in India

In India, the Archaeological Survey of India (ASI) is responsible for all historical and heritage objects. It was established in 1861 by Alexander Cunningham. It is a functionary body attached to the Ministry of Culture. Its main activities are: maintenance, conservation & preservation of centrally protected monuments/sites and remains; conducting archaeological explorations and excavations, chemical preservation of monuments and antiquarian remains, architectural survey of monuments, development of epigraphical research; setting up and re-organization of site museums in India, development of environment at centrally protected monuments and training in archaeology. At present the ASI has declared 3686 monuments of national importance in the country which includes 29 world heritage monuments and objects.

India is very rich in all types of natural & cultural heritage which are most valued gift to entire humanity. We can classify Indian heritage items into three categories

a) Those properties or sites which are inscribed on the world heritage list of UNESCO. On 27th August 2025 total number of World Historic Sites in India is 44 out of that **01 mixed, 07 Natural and 36 sites are cultural category.**
b) Those properties which were sent to WHC for approval, but could not get world heritage (WH) Status.
c) Other heritage items which worth to be world heritage sites but due to

Lack of proper steps, they are out of any list.

Challenges in front of Indian Heritage Tourism

1. **Lack of Master Plan** –
   It seems that Indian lack the concept of master plan. Except the world heritage sites other heritage sites are facing negligence of local or state administrations. They are victims of arbitrary growth. In the absence of any proper planning several beautiful structures have lost their charms.
2. **Infrastructure-**
   As per the World Economic Forum's Travel and Tourism Competitiveness Report 2017 for 136 world economies, India's air transport infrastructure, ground & port transport infrastructure and tourism Service infrastructure have been ranked 32, 29 and 110 respectively indicating considerable scope for improvement. Other infrastructure requirements such as availability of good quality and reasonably priced hotel rooms, parking spaces, tourist cars etc. are also a cause of concern.
3. **Training and Skill Development**
   Travel and tourism sector in India comprises employees such as arriving tour operators, travel agents, tourist transport operators, adventure tour operators and domestic tour operators in the travel trade segment and those employed in hotels and restaurants in various functions of front office, F&B and housekeeping among others. While the tourism sector in India is targeted to grow at an annual rate of 12 per cent during 2011-2016, adequate training and skill development infrastructure and hence availability of trained manpower has not kept pace with growth.
4. **Safety and Security of Tourists**
   Safety and security of tourists is of paramount importance in any country as it majorly impacts the inflow of foreign tourists in the country. Domestic tourist movements are impacted in states and tourist locations where tourists consider a threat to their safety and security. It holds special significance for India which has been ranked at a low level of 114 amongst 136 global economies on safety and security parameters as per the World Economic Forum's Travel and Tourism Competitiveness Report 2017.
5. **Healthcare for Tourists**
   There is a significant need for improvement in ensuring sound health of tourists in India especially considering the low rank of 104 for India in terms of health and hygiene standards as compared for 136 world economies. Indicative parameters reveal dismal results. Physician density at 0.76 per 1000 population and 9 hospital beds for every 10,000 people in India are extremely low for a country that considers tourism as a sector of high importance for the economy. Only 34 per cent of the population in the country has access to improved sanitation services.
6. **Encroachment –**
   Whenever and wherever visitors start to visit a place, several types of encroachment develops. These growths are very chaotic. These encroachments are done by local shopkeepers, souvenir sellers, local residents or government.
7. **Environmental Pollution –**
   There are some types of environmental pollutions which are killing the heritage assets. These pollutions are creations of natural reasons such as sand & soil deposits, rainfall and humus formation etc. but, maximum pollutions are created by visitors and locals, who due to their apathy, negligence and lack of civic sense throw several types of biodegradable and non-biodegradable materials everywhere. The authorities also do not care proper disposal due to lack of interest, fund or priority.

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Suggestions for enhancing Indian Heritage Tourism to attract global tourist

1. **Conservation of Historical Sites-**
   Conservation of old and ancient cultural heritages sites should be done and they should be renovated in their own original style to attract the large number of tourists. Holistic preservation of Indian heritage would require recourse to pedagogical changes in school and higher education projected to revive the ancient Indian intelligence in arts, sciences and philosophies, which hinges on typical fundamental research and R&D in the area. Economic feasibility of heritage will be a by-product of the process due to a revival of traditional arts and crafts, known popularly as intangible heritage, and commencement of new disciplines.
2. **Infrastructural Development**
   Investments in tourism infrastructure may include the development of both tourism as well as civic infrastructure. This may also involve provision of way side amenities, tourist information bureaus and websites for providing requisite tourist information. Efforts towards enhancement of overall transport infrastructure in the form of good quality roads, rail network, airports, helipads, availability of tourist vehicles etc. may also be strengthened in order to improve the overall infrastructure.
3. **Public awareness**
   There is a need to spread education and awareness on the importance of tourism sector and increase stakeholder participation involving the government, private sector and the community at large .There is need of general awareness among the people. Indian citizens lack self-esteem, self-respect and national proud of their glorious past. The students can take a major proactive role. It should be included in their curriculum. The students are citizens of future. They should be made responsible citizens, with feeling of proud & sense of belongingness.
4. **Appeal to Private Investment**
   Private sector players may be encouraged to participate in development of tourism infrastructure by provision of financial as well as non-fiscal incentives. PPP projects and formation of Special Purpose Vehicles for mega tourism projects may be required.

Projection of India's Image as a Safe and Secure Tourist Destination

Tourist Police Task Force has been established by various State Governments for ensuring safety and security for tourists. Special sensitization campaigns may be executed for women tourists and to broadcast these campaigns on global platforms. Health concerns for tourists visiting India also needs to be mitigated.

Conclusion:

Tourism not only creates jobs in the tertiary sector, it also encourages growth in the primary and secondary sectors of industry. Hence, it is high time; the government should encourage the participation of the private sector in a big way for the all-round development of the tourism sector that has the potential to act as the key driver of inclusive growth.

Preserving the cultural heritage for the enrichment and education of present and future generations is crucial. A great deal of tourism relies on places with natural, indigenous and historic significance which tourism products are based. In order to respect the cultural significance of the destination, people involve in tourism industry need to be sensitive to cultural groups who have a special interest in them and they need to directly involve in the planning and promotion of the destination. Cultural Heritage resources will play a significant role in sustainable cultural, social, economic development of communities, so the physical fabric, that has influenced their creation, has also to be maintained.

Therefore, the careful planning of cultural-heritage tourism leads to sustainable regional development. It is crucial to find a proper way to settle the issues and challenges arise during managing and promotion of cultural heritage tourism, and once is taken into action it will lead to the heritage tourism development model that will lead to the bright prospects of the overall tourism business in India.

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Original Article

The Common Man Abroad: Marginal Identity, Cultural Self-Assertion, and Subaltern Consciousness in Anand Patil's *Patalachi Landanwari*

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Abstract

Marathi travel writing has largely reflected elite and urban perspectives, often treating foreign travel as a symbol of cultural advancement. Anand Patil's Patalachi Landanwari marks a significant departure from this convention by presenting the travel experience of a "common man" rooted in rural and marginal social realities. This paper examines how the text articulates marginal identity, cultural self-assertion, and subaltern consciousness through humour, satire, and everyday observation. By reversing the colonial gaze and challenging Western cultural superiority, Patil transforms the travelogue into a site of resistance and self-definition. The paper situates Patalachi Landanwari within postcolonial and subaltern discourse and argues that the work redefines travel writing as a democratic and counter-hegemonic literary form in Marathi literature.

Keywords: *Marathi travelogue, subaltern consciousness, marginal identity, cultural self-assertion, postcolonial travel writing etc*

Introduction

Marathi travel writing has traditionally reflected the perspectives of elite, urban, and economically privileged individuals, often presenting foreign travel as a symbol of cultural advancement. Such narratives, while informative, generally limit themselves to describing the country visited, the people encountered, and the impressions formed. Anand Patil's Patalachi Landanwari, however, marks a decisive departure from this convention by centering the experience of a "common man" from a rural and marginal background, offering a travelogue that is socially and culturally distinctive.The importance of this perspective is highlighted by R. R. Borade in his foreword. He observes that "a boy from an uneducated household in a remote village, despite having very little financial support, undertakes a journey abroad solely on the strength of intense aspiration, perseverance, and determination," a narrative that "will certainly inspire and strengthen rural students who lose their vitality because of an inferiority complex." He further asserts that it is "a journey abroad that every native Indian should read" (Borade, Foreword ix). Borade emphasizes again the broader literary significance of the travelogue, stating: "I have already mentioned at the outset the significance of Patalachi Landanwarias a travelogue from a distinctive perspective. Marathi literature does not suffer from a shortage of travel-writing texts. However, most of these travelogues have been written by people belonging to economically comfortable and socially privileged sections. The purpose of such travel narratives is generally limited to describing the country one has visited, the people encountered there, and the impressions they create. In contrast, Patalachi Landanwari belongs to the category of travel writing that, as Nobel Prize–winning writer V. S. Naipaul suggests, has the potential to occupy the place traditionally held by the novel" (Borade, Foreword xiv). These critical endorsements underscore the dual significance of Patalachi Landanwari: it is both a motivational account of personal achievement and a culturally and socially significant work that challenges elitist paradigms of travel writing.

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By foregrounding the perspective of a marginal, rural Indian traveler, Patil transforms the travelogue into a site of subaltern consciousness, cultural self-assertion, and resistance against hierarchical notions of knowledge and mobility.

Anand Patil: Life, Marginality, and Intellectual Formation

Anand Balwant Patil was born on 3 July 1945 in a remote village in the Sahyadri range of Maharashtra, into an illiterate and marginal farming family. His early education took place in a temple-run village school, and his formative years were shaped by poverty, rural labour, and social marginality. Participation in Karmaveer Bhaurao Patil's Earn and Learn scheme and the receipt of merit scholarships enabled him to pursue higher education, culminating in an M.A. in English and a Ph.D. on Western Influence on Marathi Drama (1818–1947). Patil's literary career spans over five decades, encompassing 52 books in Marathi and 10 in English, including novels, short stories, travelogues, creative criticism, translations, radio plays, and comparative cultural studies (Joshi, Up from Peasantry to Wizardry). His early short story Khep (1971) and novella Kagud (1984) earned him recognition as a "rising sun of rural writing." Later, his academic work took him to Goa University, Delhi University, and several international tours, enabling him to publish articles in prestigious journals such as Ariel and contributions to the Oxford and Cambridge Companions. Patil's own marginal origins, coupled with his international exposure, directly inform the narrative voice of Patalachi Landoanwari. The travelogue emerges not merely as a record of foreign travel but as a cultural statement, where the rural, subaltern perspective interacts critically with the global.

Patalachi Landanwari: Context and Distinctiveness

Published in 2002 by Lokwangmay, Patalachi Landanwari is recognized as the first true travelogue of the marginal Indian, translated into Hindi and Kannada. Unlike conventional travelogues, it does not portray foreign lands as aspirational models for emulation. Instead, the narrator evaluates London through indigenous norms, rural ethics, and personal experience. The text blends humour, satire, and detailed observation to challenge Western cultural superiority and affirm the dignity of the rural Indian traveler. As Borade (Foreword xiv) observes, while Marathi literature is not short of travelogues, most are limited to describing sights, people, and impressions, often written by privileged individuals. In contrast, Patil's work occupies a space where travel writing approaches the narrative depth and social significance of the novel, emphasizing both personal and cultural assertion.

Marginal Identity and the Common Man

Patalachi Landanwari foregrounds the experience of the rural, economically constrained individual, challenging conventional notions of cultural capital. The narrator is neither elite nor cosmopolitan but achieves global exposure through determination, resilience, and intellect, embodying the very idea of subaltern mobility. Travel, in this sense, becomes an instrument of self-definition rather than social validation. Dr. Patil himself reflects on his position in his own words:

"आम्ही अल्पभूधारक. दारिद्र्य रेषेला लटकलेली मंडळी. दोन महिन्यांचा युरोप दौरा यशस्वी केल्यानंतर प्रश्न पडला, उकिरड्यावरच्या किड्यानं हनुमान उडी घ्यावी तसा चमत्कार घडलाच कसा?" (PL 1).

"We were small landholders, families living on the margins of poverty. After successfully completing a two-month tour of Europe, one could only wonder: how did such a miracle occur, as if Hanuman himself had leapt over all obstacles?" (PL 1)

He further recounts:

"अडाणढोक गरीब शेतकऱ्याच्या एकत्र कुटुंबातला मी थोरला मुलगा. पाच वर्षांतून एकदाच भरणाऱ्या जागतिक शेक्सपिअर मेळाव्यात इंग्रजीत शोधनिबंध सादर करायला महाराष्ट्राचा पहिला एकमेव प्रतिनिधी म्हणून हा पोर जातो हेच मुळी आपल्या सांस्कृतिक इतिहासातलं एक आश्चर्य. यालाच मुमताज रहिमतपुरे 'आभाळभरारी' म्हणाली होती" (PL 1).

"I was the eldest son in a poor, joint farming family. That this boy would become Maharashtra's first and only representative to present a research paper in English at the once-every-five-years global Shakespeare festival stands as a remarkable feat in our cultural history. Mumtaz Rahimatpure aptly described this extraordinary achievement as an 'aerial flight'" (PL 1).

The traveller in Patalachi Landanwari is not a cultivated cosmopolitan but an ordinary individual shaped by rural ethics and lived experience. Unlike conventional representations of global travellers, this "common man" does not seek validation from Western culture; he approaches London with curiosity rather than awe and interprets foreign customs through the lens of indigenous logic. Such a perspective challenges the assumption that exposure to the wider world necessarily entails cultural submission or the adoption of foreign norms. In Patil's narrative, the traveller's marginal identity becomes a site of epistemic strength rather than deficiency, demonstrating that agency, intellect, and cultural rootedness can coexist with global engagement and scholarly accomplishment.

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Humour, Satire, and Cultural Self-Assertion

Humour and satire function as strategic tools for negotiating power and asserting cultural agency in Patalachi Landanwari. The travelogue playfully critiques Western discipline, bureaucratic rigidity, and social formalities, while simultaneously affirming indigenous wisdom and values. This approach resonates with Raymond Williams' cultural materialist framework, which emphasizes lived experience over abstract authority. Humour in Patil's narrative is not merely a source of comic relief; it operates as a mode of resistance and self-assertion. Through irony and satire, Patil exposes the mechanical nature of Western discipline, questions the emotional coldness of metropolitan life, and subtly undermines the presumed cultural authority of English.

For instance, Dr. Patil reflects on his engagement with language:

> नॉलेज इस पॉवर 'ही म्हण तोंडपाठ केली होती. पण हळूहळू माझं 'नॉलेज इस पावडर 'म्हणायची पाळी आली)PL 7-8).
>
> "I had long memorized the saying, 'Knowledge is power.' Gradually, however, I began to jokingly reinterpret it as, 'Knowledge is powder'" (PL 7–8).

Similarly, linguistic ambiguity produces comic effect when he observes cultural practices:

> "'फॉल' ह्या शब्दाने गोंधळात टाकलं. बायका साडीला लावतात तो एक 'फॉल'. हिवाळ्याला 'फॉल' असाच शब्द आहे")PL 96).
>
> "The word 'fall' confused me. Women drape a sari with a 'fall,' yet in winter, the same word refers to the season. This duality produces comic ambiguity, highlighting the narrator's witty observations of language and culture" (PL 96).

These instances show that humour arises not from mockery of others but from the playful collision of cultural perspectives. In Patalachi Landanwari, laughter becomes a corrective and critical tool, destabilizing rigid norms, affirming dignity, and asserting the cultural parity of the marginal subject. The narrator's wit, observation, and linguistic creativity demonstrate that humour can be a means of subaltern agency and cultural self-assertion, reinforcing the broader theme of empowerment for rural and marginalized individuals.

Reversal of the Colonial Gaze and Subaltern Consciousness

Patalachi Landanwari offers a powerful articulation of subaltern consciousness by foregrounding the experiences of a rural, economically marginalized Indian traveller in a global metropolis. The narrative challenges the dominant tradition of travel writing in Marathi literature, which has largely reflected elite, urban, and cosmopolitan perspectives and has often projected the West as the unquestioned centre of cultural authority and modernity. In contrast, Anand Patil's narrator displays agency, intellectual independence, and cultural self-awareness, thereby questioning the assumption that marginal subjects merely imitate or internalize dominant cultural values. Instead, the subaltern traveller emerges as an active and reflective interpreter of the global world.

The travelogue enacts a subtle but meaningful reversal of the colonial gaze. London, historically a centre of imperial observation, becomes a space that is carefully observed, evaluated, and interpreted from a rural Indian perspective. The narrator's gaze remains critical and culturally grounded; it reveals the relative and constructed nature of Western norms, bureaucratic systems, and institutional authority while simultaneously affirming indigenous values and lived experience. In this context, Gayatri Chakravorty Spivak's question, "Can the Subaltern Speak?" finds a convincing response. In Patalachi Landanwari, the subaltern not only speaks but also interprets, evaluates, and assigns meaning on his own terms. Through humour, irony, and reflective observation, Patil demystifies Western modernity, unsettles rigid binaries between East and West, and establishes rural knowledge as intellectually and ethically valid.

This reversal of power becomes especially visible in the narrator's encounters with Western institutions and authorities. The formal invitation issued by Roger Pringal, Deputy Director of the International Shakespeare Association, "On behalf of the International Shakespeare Association we are writing formally to invite you to take part in one of the Seminars which is being held as part of our next World Shakespeare Congress…" (PL 7) symbolically disrupts colonial hierarchies by positioning a rural Indian scholar as an equal participant in a global intellectual forum. At the same time, interactions with immigration officials expose the controlling mechanisms of Western modernity, as evident in warnings such as, "Don't enter Norway without a visa next time. Otherwise we will send you to either asylum or prison" (PL 67), and the dismissive remark, "With this little money, you can't go to Greece" (PL 90). Rather than accepting these encounters as signs of inferiority, the narrator records them with critical distance and quiet irony, revealing the exclusions embedded in global mobility systems.

Through such moments, Patalachi Landanwari transforms travel writing into a space of resistance, where marginal identity becomes a source of interpretive strength rather than deficiency. Patil's narrative ultimately reclaims the authority to observe, judge, and narrate the world, asserting that the subaltern gaze is not only audible but also intellectually confident and culturally sovereign.

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Conclusion

Patalachi Landanwariis far more than a travel narrative; it is a cultural document rooted in marginal consciousness and self-respect. Drawing on Patil's personal journey from rural peasantry to global scholarship, the text demonstrates that travel writing can serve as a democratic, counter-hegemonic literary form. Through humour, linguistic rootedness, and everyday observation, Patil asserts the legitimacy of subaltern perspectives in global spaces. By transforming the foreign journey into a site of resistance and self-definition, Patalachi Landanwari expands the scope of Marathi travel writing and affirms its democratic, counter-hegemonic potential in postcolonial Indian literature.

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Original Article

Historical Evolution of Maharashtra's Forts

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Abstract

Maharashtra's forts perched on the escarpments of the Western Ghats (Sahyadri), on coastal islands, and across the Deccan plateau are among South Asia's most consequential military, political, and cultural monuments. Their evolution spans more than a millennium: from early medieval citadels established by regional dynasties (Yadavas, Chalukyas) through major remodelling under the Deccan Sultanates and the consolidation and innovation of hill-fort warfare by the Marathas under Shivaji (17th century), to eventual hybridization under British colonial rule and contemporary challenges of conservation and interpretation. This paper synthesizes archaeological, architectural, and historical evidence to trace changes in fort form, function, and symbolism. We examine typologies (rock-cut hill-forts, plateau forts, sea forts, and fortified cities), engineering responses to artillery and siegecraft, the social-economic roles of forts (administration, resource control, trade protection), and key case studies (Daulatabad, Raigad, Pratapgad) that exemplify different phases of continuity and change. The study concludes with implications for heritage management in the 21st century, emphasizing integrated conservation strategies that balance tourism, local livelihoods, and academic research in light of recent heritage recognitions and ongoing archaeological discoveries.

Keywords: *forts, Maharashtra, Sahyadri, Maratha, Deccan, hill forts, Raigad, Daulatabad, military architecture, conservation*

Introduction

The state of Maharashtra, located in western India, possesses one of the richest and most diverse assemblages of forts in the world. More than 350 forts spread across the Sahyadri ranges of the Western Ghats, the Deccan plateau, and the Konkan coastline constitute a unique architectural and historical landscape. These forts are not only remnants of military engineering but also vibrant symbols of political power, social organization, and cultural identity. Their evolution over centuries reflects the dynamic interplay of geography, warfare, governance, and society. Studying these forts is therefore not merely a study of architecture or military history; it is an exploration of the cultural and political processes that shaped Maharashtra and, by extension, the wider Deccan region. Geography played a decisive role in the emergence of Maharashtra's forts. The basaltic rock formations of the Sahyadri hills provided natural escarpments that could be easily fortified with stone ramparts, gateways, and bastions. Coastal locations along the Arabian Sea facilitated the construction of sea forts that guarded vital trade routes and naval channels. Plateau-top citadels offered wide vantage points to monitor surrounding plains. Thus, the siting of forts was not arbitrary but deeply embedded in the ecological and economic context of the region. This strategic use of terrain explains why Maharashtra became a "land of forts," unlike many other Indian regions where fortifications were concentrated around singular capitals. Historically, these forts passed through multiple phases of construction, adaptation, and reuse. Early medieval dynasties such as the Yadavas of Devagiri initiated significant hill fortifications to secure their capitals and trade networks. With the arrival of the Delhi Sultanate and later the Bahmani and Deccan Sultanates, existing forts were expanded with complex gateways, moats, and artillery-compatible bastions.

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The 17th century witnessed a remarkable transformation under the Marathas, led by Chhatrapati Shivaji Maharaj, who made forts the backbone of their military and administrative strategy. Unlike large empires that relied on urban fortified capitals, the Marathas created a decentralized but interconnected system of hill forts, allowing them to practice guerrilla warfare, maintain supply chains, and resist much larger armies such as the Mughals. This phase has given Maharashtra its most iconic forts Raigad, Pratapgad, and Sinhagad each associated with dramatic episodes of resistance, coronation, and national pride.

Colonial interventions brought further changes. The British systematically neutralized many forts after the Anglo-Maratha wars of the early 19th century. Some forts were converted into prisons, cantonments, or administrative centers, while many were abandoned and left to decay. However, even in their ruined state, they retained symbolic significance as reminders of resistance and regional identity. In post-independence India, these forts were revalorized as sites of heritage tourism, public memory, and patriotic education. The state of Maharashtra actively celebrates its forts through festivals, treks, and conservation programs, while archaeological excavations continue to reveal new artefacts and insights about their past. The study of Maharashtra's forts, therefore, encompasses multiple dimensions: their military architecture shaped by evolving technologies; their political role as centers of governance and resistance; their socio-economic functions as nodes of revenue collection, trade protection, and refuge; and their cultural role in shaping collective memory and identity. In recent years, the global significance of these forts has also been recognized, with several Maratha forts being inscribed as part of the "Maratha Military Landscapes of India" in UNESCO's World Heritage list. This underscores not only their architectural ingenuity but also their universal value as cultural landscapes that embody resilience, innovation, and continuity. This research paper aims to trace the historical evolution of Maharashtra's forts, situating them within broader regional and global contexts. By examining their chronological development, architectural typologies, case studies, and contemporary conservation challenges, the paper seeks to provide a comprehensive understanding of why Maharashtra's forts remain enduring symbols of heritage and history.

Methodology

This research synthesizes secondary literature (archaeological reports, regional histories, governmental tourism and cultural heritage descriptions, and recent news reporting on archaeological finds and heritage decisions) and comparative architectural analysis. Case studies were selected for their representativeness across periods and typologies: Daulatabad (Deccan medieval fortified city), Pratapgad (early Maratha military success), and Raigad (Maratha capital and symbolic center). Where possible, primary inscriptions and dated events reported in archaeological releases and documented battles are used to anchor interpretations.

Chronology and Phases of Evolution

1 Early and Medieval Phase (pre-13th to 14th centuries)

The earliest fortified sites in the region were often associated with dynasties that controlled plateau resources and trade routes. The hill of Devagiri (later Daulatabad) illustrates early medieval fortification strategy: Yadava rulers extensively scarped the hill and built layered defenses, creating vertical escarpments and complex access galleries that exploited terrain to deny access to attackers. These early phase forts combined temple complexes and civic spaces, indicating fused religious, administrative, and military functions.

2 Deccan Sultanates and the Age of Fortified Cities (14th–16th centuries)

With the incursions of northern sultanates and the rise of Deccan polities (Bahmani, Adil Shahi, Nizam Shahi), forts became nodes in regional power projection. Forts were adapted for heavier artillery and complex gate systems. The period saw transformation of older hill sites and the construction of extensive curtain walls, moats, and glacis where topography allowed. Administrative centralization under sultanates often converted forts into urban fortified centers. Daulatabad's reworking under Tughluq and subsequent rulers is emblematic of this layered modernization.

3 Maratha Revolution and Hill-Fort Strategy (17th century)

The 17th century marks a crucial turning point. Shivaji (r. mid-17th century) exploited the Sahyadri's verticality to produce a system of mutually supporting hill forts that enabled guerrilla-style operations, secure strongholds, and a mobile administrative network. Fort upgrades under Shivaji emphasized concealed water cisterns, layered gates, narrow approaches, bastions for small-arms fire, and supply caches adaptations favoring defense against larger conventional armies and enabling protracted hill resistance. Strategic victories such as the Battle of Pratapgad (10 Nov 1659), where Shivaji defeated Afzal Khan, underscore the tactical interplay of fort-based control and field engagements.

4 Colonial Era Transformations (18th–19th centuries)

As European powers and later the British expanded influence, forts that remained militarily significant were adapted to modern siege artillery and changed garrisoning practices. Others were decommissioned, repurposed, or economically marginalized. The British campaign of 1818 led to the formal annexation of Maratha territories and many forts ceased to be centers of sovereign power; some became prisons or administrative outposts, while many fell into disrepair.

5 Post-Colonial Conservation and Contemporary Issues (20th–21st centuries)

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Post-1947, forts became symbols of national and regional identity, leading to efforts at archaeological preservation, tourism development, and local civic engagement. Archaeological Survey of India (ASI) projects and state tourism bodies have worked on restoration and interpretation. Recent archaeological finds (e.g., an astrolabe at Raigad) and international heritage recognitions (e.g., the 2025 inscription of "Maratha Military Landscapes of India" encompassing a set of Maratha forts) underscore renewed scholarly and public attention but also raise debates about conservation vs. commodification.

Typologies and Architectural Features

1 Hill Forts (Rock-cut/Plateau forts)

Characteristic of the Sahyadris, these forts exploit basalt scarping; techniques included vertical-cut slopes, zigzag ramps, hidden galleries, and cisterns. Gates (darwazas) are often paired with concentric defensive walls and flanking bastions. These forts prioritized natural impassability plus controlled access. Daulatabad's Balakot (the rock fort) is a canonical example of scarp-engineering.

2 Sea and Coastal Forts

Forts like Sindhudurg and Vasai (Bassein) defended maritime trade and coastal entries. Their architecture integrates bastions designed for cannon, sea-facing embrasures, and provisions for naval resupply.

3 Fortified Cities and Citadels

Large fortified towns (e.g., Daulatabad's outer rings) functioned as administrative and commercial hubs, with inner citadels (balakot) reserved for rulers and military command.

4 Defensive Innovations under Marathas

Maratha-era adaptations emphasized:

- Water conservation (underground tanks and cisterns),
- Layered gate sequences with kill-zones,
- Small modular bastions for flexible defense,
- Concealment and rapid signaling across ridgelines (visual/flag systems).

These features enabled asymmetric defense against larger imperial armies.

Case Studies

1 Daulatabad Fort (Devagiri)

Originally a Yadava capital, Devagiri was transformed into Daulatabad by Delhi Sultanate rulers and subsequently reinforced by later Deccan polities. Its multi-ring defenses (Ambarkot, Kataka, Balakot) and the artificially scarped hill that produces near-vertical slopes are studies in exploiting geology for defense. The single, confusing entrance galleries are a classic medieval anti-raid design. The fort's long occupational sequence makes it an ideal subject for understanding cumulative fortification strategies.

2 Pratapgad Fort

Pratapgad is historically significant for the 1659 battle between Shivaji and Afzal Khan — often read as a moment of asymmetric tactics and the rising assertion of Maratha power. The fort's location overlooks key Konkan passes and illustrates how fort control directly enabled territorial consolidation and control of mobility corridors. The event has enormous symbolic resonance in Marathi historiography and military history.

3 Raigad Fort

Selected as Shivaji's coronation site in 1674 and later the Maratha capital, Raigad combines political symbolism with defensive sophistication. Recent excavations (ASI) have unearthed artefacts (including an astrolabe) that broaden our understanding of administrative sophistication and scientific knowledge at the court. Raigad's palace ruins, unique bastions (e.g., Hirakani Buruj), and ceremonial spaces make it a center for studying Maratha statecraft.

Forts as Socio-Political and Economic Instruments

Beyond military uses, forts served as:

- Administrative centers (collecting revenue, issuing orders),
- Symbols legitimizing authority (coronations, public proclamations),
- Economic hubs (controlling trade routes, storage of revenue and trade goods),
- Social anchors (temples, local patronage, and festivals centered on fort precincts).

The Maratha period especially shows intertwining of military and civil administration, where forts functioned as nodes of governance and refuge for rural populations during raids.

Heritage, Conservation, and Contemporary Challenges

Modern challenges include:

- Managing increased tourism while preserving fragile structures,
- Reconciling local communities' rights and livelihood needs with conservation rules,
- Preventing unsympathetic restoration or commodification that erases archaeological stratigraphy,
- Documenting and preserving recently discovered artefacts and contexts (e.g., astrolabe at Raigad).

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The 2025 international heritage recognition of a group of Maratha forts (listed as "Maratha Military Landscapes of India") brings both opportunities funding, global scholarly attention and tensions: local stakeholders and conservation authorities must negotiate access, presentation, and protection strategies. Effective management requires integrated plans combining archaeological research, community participation, sustainable tourism frameworks, and scientific conservation practices.

Conclusions

Maharashtra's forts reflect a long trajectory of adaptation: from terrain-exploiting medieval citadels to Maratha hill-fort networks designed for asymmetric defense and mobile administration, through colonial transformation and modern revaluation as heritage assets. Their evolution was not linear but cumulative each regime repurposed previous work, leaving multi-layered material cultures. Contemporary heritage recognition underscores global significance, but responsible stewardship must balance archaeological integrity, community rights, and tourism. Future research priorities include systematic archaeological surveys using modern methods (remote sensing, stratigraphic excavation), comprehensive conservation plans shaped by stakeholders, and digital documentation for both scholarship and public education.

Recommendations for Further Research and Policy

1. **Systematic Documentation:** High-resolution mapping (LiDAR/photogrammetry) of key fort complexes to document morphology and erosion.
2. **Integrated Conservation Plans:** Co-created with local communities, conservation scientists, and tourism managers to avoid top-down solutions.
3. **Archaeological Programmes:** Targeted excavations at understudied forts to establish robust chronologies and material culture sequences.
4. **Public Archaeology & Education:** Create interpretive materials in regional languages and visitor management systems to distribute tourist pressure.
5. **Interdisciplinary Studies:** Combine environmental history (water management), military history, and social anthropology to understand forts as living landscapes.

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