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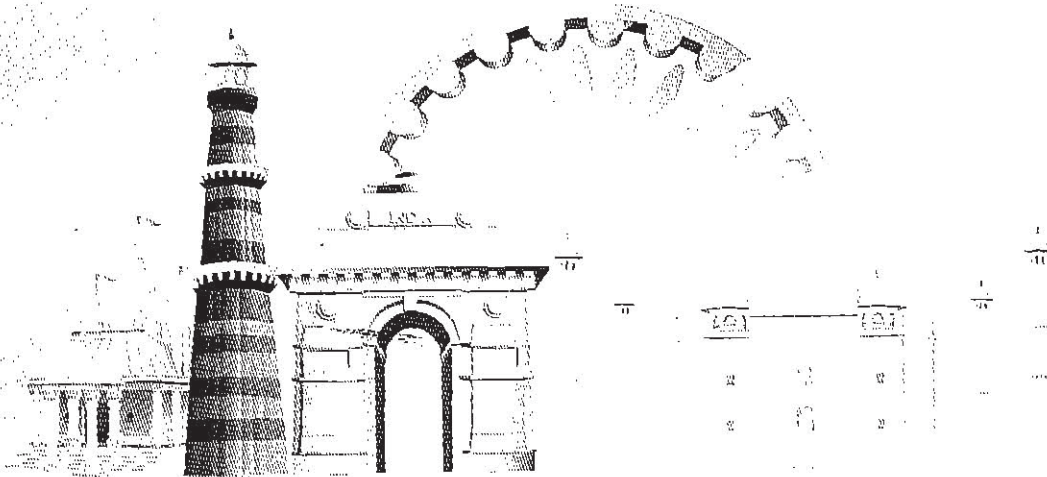
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## 7. Tourism, Culture and Development as Incredible India

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### Abstract

India is a land of different cultures, heritages, many languages and religions. Despite the differences our India is united in its diversity. The people of this country, its beautiful cultures, its languages, the places and the good heart of the Indians make us feel proud that we are born in such a beautiful land. Our mother India has been teaching her children different skills and talents such as sports, archery, defences, music, dance, art, humanity, kindness, love, tenderness and acting. When we have such a beautiful land to live in, then why will not our heart be filled with pride? India is the largest democracy in the world in the truest meaning of the word "democracy". India is secular. In the midst of various languages spoken, castes and customs the country remains united. You can travel from Kanyakumari to Himalayas as an 'Indian'. There are a lot of options for the tourists. India is a country with rich cultural and traditional diversity. This aspect is even reflected in its tourism. The different parts of the country offer wide variety of interesting places to visit.

**Keywords:** Objectives, Hypothesis, Natural Fact, Soul Stirring, Spectacularly Diverse, Festivals and Traditions, Various Diversity, Tourism, Reform, perform, transform. Integrations and dynamics, All-India Nationalism, Outcomes, Conclusion, References.

### Introduction

A great salute to our national flag on the 64th Independence Day. It is a national festival that is celebrated with joy and happiness by all of us. India is the birth place of so many fairs and festivals. They represent our rich cultural heritage and help promote unity among all religions. A number of religious festivals like Dusserah, Christmas, Ramzan, and important national days like Independence Day, Republic Day and Children's Day are celebrated. Age-old traditions, customs, rituals, prayers, dresses, ornaments, dance and music forms, varieties of food items are unique features of festivals in India and attract many foreigners from different countries to visit India. I like our Indian festivals and feel proud to say that India celebrates numerous festivals.

When we say the name "India" we get a feeling of being together. India is said to be incredible because many languages are spoken here and many people from different religions live together. Indians are said to be the second smartest in the world because of their intelligent thinking. I am an Indian. It is a unique country which practises different cultures. In my street there are people of different religions, but we are united.

India is rich in agriculture. The most valuable crops are grow here. For example rice and wheat are good crops which are grown the most in our country. One thing I hate about my country is the corruption. When India is made corruption-free then our governance will be responsive and transparent. As Abdul Kalam said the youth are going to make India corruption-free by 2020. Youth are the wonders of India. When we get rid of corruption we call our country "The Incredible India". India is rich in resources. The flora and fauna is also something to be proud of. India is famous for its beautiful temples, sculptures, statues and drawings. Tanjore paintings are beautiful and Sculptures are amazing.

### **Objectives**

- To visit India and Increase the tourism In India.
- To famous personality like Film stars Amitabh Bachchan, Aamir khan to promote Incredible India.
- To increase this mission and attract people and also giving the message to young generation.
- To take care this heritage and maintain all old famous architecture fort and things.
- To attract capital and technological investment in India.

### **Hypothesis**

- The make in India and incredible India campaigns.
- Harmonious blend of art , religion and philosophy.
- Diverse geographical locales of India delight the tourists.
- On the negative side tourism may damage environment.
- The indiscriminate construction destroys local architectural styles and ecological balance.

### **Natural Fact**

India is an incredible country- a kaleidoscope of images and experiences that overwhelm you from the moment you arrive. A country endowed with natural beauty, inspiring spirituality, rich in history and culture and identified as a New Age economy and Business Hub. These divergent sobriquets define the strange and desirable amalgam that is India. Borrowing from a rich and colourful past and racing into the 21st century comes easily to this vast country. India



demonstrates how best to harmonise the coexistence of ancient with contemporary, evident in old monuments rubbing shoulders with awesome tall skyscrapers; in the fusion of traditional fashion with urban couture; in international fast food balanced by delicious Indian cuisine, that leaves gourmets asking for more.

India essentially has three major seasons: summer, winter and monsoon. The best time to visit is during the winter months from November to February, when most areas in India are cool. The north of India has temperatures ranging from 4 degrees centigrade (min) to 20 degrees centigrade (max). The desert state of Rajasthan, extremely popular during winter, is warm in the day with cold nights. The hilly states of Jammu and Kashmir, Himachal Pradesh and parts of Uttaranchal offer winter sports and plenty of snow. The beaches of Goa are among the most popular destinations for inbound tourists, during winter.<sup>1)</sup>

### **Soul Stirring**

Bamboozling. There's simply no other word that captures the enigma that is India. With an ability to inspire, frustrate, thrill and confound all at once, India presents an extraordinary spectrum of encounters for the traveler. Some of these can be challenging, particularly for the first-time visitor: the poverty is confronting, Indian bureaucracy can be exasperating and the crush of humanity sometimes turns the simplest task into an energy-zapping battle. Even veteran travelers find their sanity frayed at some point, yet this is all part of the India experience. Love it or loathe it – and most visitor's see-saw between the two – India will jostle your entire being. It's a place that fires the imagination and stirs the soul like nowhere else on earth.

### **Spectacularly Diverse**

With its in-your-face diversity – from snow-dusted mountains to sun-washed beaches, tranquil temples to frenetic bazaars, lantern-lit villages to software-superhero cities – it's hardly surprising that this country has been dubbed the world's most multidimensional. For those seeking spiritual sustenance, India has oodles of sacred sanctuaries and thought-provoking philosophies, while history buffs will stumble upon gems from the past almost everywhere – grand vestiges of former empires serenely peer over swarming streets and crumbling fortresses loom high above plunging ravines. Meanwhile, aficionados of the great outdoors can paddle in the shimmering waters of one of many beautiful beaches, scout for big jungle cats on blood-pumping wildlife safaris, or simply inhale pine-scented air on meditative forest walks.<sup>2)</sup>

### **Festivals and Traditions**

India is a land of 1,000 holy festivals and traditions expressing its diverse culture and customs. Festivals preserve the Indian traditions of music, dance, arts and crafts while bringing people together in a celebratory setting. Different nationalities, races, religions and backgrounds

celebrate as one. Holi: The Festival of Colors Holi, celebrated in March, marks the arrival of spring. Men, women and children drench each other with water mixed with colored powder, to signify God painting over their sins. Fires are lit to keep away evil spirits. Diwali: The Festival of Lights Diwali, held at the end of November, is similar to Christmas celebrations in Western culture. People decorate their homes and businesses with colored lights, exchange gifts and enjoy large feasts with family and friends. Firecrackers and loud fireworks explode at night.<sup>3)</sup>

### **Pooram**

The Festival of Elephants Pooram is celebrated between the months of April and May in honor of Lord Vishnu. Onam: The Festival of Boats Onam is a four-day festival held in the second half of August, commemorating the return of Mahabali, the Indians' once and future king. Women and girls celebrate by singing and dancing and young men race long snake boats. Annakut: The Festival of Food Held at the end of November, Annakut is a time for family reunions and large feasts, quite similar to Thanksgiving celebrations. In temples, hundreds of plates of delicacies are offered to God in return for blessings and a prosperous harvest. Annakut also marks the first day of the New Year. Rath Yatra Festival In "Mystic India," Neelkanth joins in the spectacular festival of Rath Yatra, held annually in early July. The festival, celebrated all over India, originated in Jagannath Puri, which houses one of the most sacred Mandirs in eastern India.<sup>4)</sup>

### **Various Diversity**

There are looked different diversification in India because this country is known as different linguistic different caste, colour, religion and sects also. Due to we can experience here to know our country has different diversification hence it is undergoing multi dimensional culture. Then there are sects within each religion. Hinduism, for example, has many sects including Shaiva, Shakta and Vaishnava. Add to them the sects born or religious reform movements such as Arya Samaj, Brahmo Samaj, Ram Krishna Mission. More recently, some new cults have come up such as Radhaswami, Saibaba, etc. Similarly, Islam is divided into Shiya and Sunni; Sikhism into Namdhari and Nirankari; Jainism into Digambar and Shvetambar; and Buddhism into Hinayan and Mahayan.<sup>5)</sup>

### **Tourism**

People crave unforgettable experiences. Indeed, as many as 81% of millennials and 79% of Generation X value experiences more than material goods.<sup>2</sup> And with an estimated 160 million people entering the middle class annually, of which 88% will come from Asia, more and more people will have access to travel. While people may travel for a variety of reasons, from family obligations and business travel to the discovery of a new place or culture; the endgame is



the same. The industry today accounts for 10% of global GDP, 1 in 10 jobs and 6% of global exports.<sup>4</sup> What's more, the travel and tourism industry's growth has outperformed that of the global economy for the sixth consecutive year.<sup>6)</sup>

As developing and emerging markets improve their travel and tourism competitiveness and reap the benefits that range from GDP growth and increased cultural awareness to job creation and regional integration, it is essential that they embrace the technological upheaval the World Economic Forum has dubbed the "Fourth Industrial Revolution". These nations should address such issues as their national business environment, security, labour market, international openness, price competitiveness, infrastructure and the preservation and display of natural and cultural resources, among others.

### **Reform, perform, transform**

In the past few years, India has transformed its aviation regulatory framework, in turn incentivizing industry growth through investments and international arrivals. According to The Travel & Tourism Competitiveness Report, India has improved its international openness score from 69th in 2015 to 55th position in 2017, with the most significant increase in the visa requirement indicator, improving from 125th to 49th position globally. The launch of the electronic tourist authorization, known as the e-tourist visa that now includes 150 countries, led to a 56.6% growth just between 2015 and 2016. For India to become the largest aviation market by 2030 and attract over 15 million international visitors, a progressive regulatory framework is indispensable. In effect, a country's laws have the power to attract or deter investments and alter the customer experience.<sup>7)</sup>

### **Integrations and Dynamics**

Integration is a process which turn previously separated units into components of a relatively coherent and consistent system. Integration as a condition consists in some measure of the density and intensity of relations among the constituent units: their interdependence, consistency and structural connectedness, March and Functional integration is a measure of interdependence and relevance, the degree to which decisions and events in one part of a system have an immediate and direct impact on other parts. Social integration refers to connectedness and a measure of linkages, such as contact, communication and trading. Cultural integration implies that the beliefs of a social group fit together and make sense.

### **All-India Nationalism**

There is nothing wrong in making a knowledge of Hindustani compulsory; if we are sincere in our declarations that Hindustani is or is to be the Rashtrabhasha or the common medium of expression. Latin was and probably still is compulsory in English schools. The study

did not interfere with the study of English. On the contrary English was enriched by knowledge of the noble language. The cry of "mother tongue in danger" is either ignorant or hypocritical. And where it is sincere it speaks little for the patriotism of those who will grudge our children an hour per day for Hindustani. Through the provincial crust if we are to reach the core of all-India nationalism. Is India one country and one nation or many countries and many nations....<sup>9)</sup>

The languages of India have suffered impoverishment. We flounder when we make the vain attempt to express abstruse thought in the mother tongue. There are no equivalents for scientific terms.

### Outcomes

- It has resulted in a keen desire in people to travel different parts of the world.
- There has been a considerable increase in the volume of traffic of tourists.
- It also generates many employment opportunities.
- India is a country known for its lavish treatment to all visitors.
- India could be a country with varied culture and traditions.

### Conclusion

The natural fantastic thing about India, festivals, dresses, heritage sites of India area unit extremely popular among tourists. Kerala, Darjeeling, Goa, Kashmir, Shimla (I am simply having few names) and Manali area unit best scenic places in India. Commercial enterprise business in India has large potential for generating employment and earning great amount of interchange besides giving a positive stimulus to the country's overall economic and social development. Promotion of touristy ought to be done in order that commercial enterprise in India helps in protective and sustaining the variety of the India's natural and cultural environments.

With the destinations becoming so much closer the tourist are pouring into India from all over the world leading to a fast development of tourism industry and yet it has not grown to its fullest potential. History has lost count of hordes of humanity which have travelled and through this land of vibes and wisdom; explorers, travelers, traders and invaders have been drawn to her shores. Fa Hien and Hieun Tsang came from China in search of Buddha's calm serenity; from Alexander to Tamburlaine and Nadir Shah, Mahmud Ghaznavi, Muhammad Shah Ghauri to Babar, and Vasco-De-Gama to East India Company. All came here to fill their coffers with the wealth of this land; Jews, Parsees, Muhammedans, Christians, Arabs, Persians, Turks, Orientals and Europeans have been all made welcome here. India has some incredibly beautiful spiritual destinations located all over the country. From the majestic peaks of Himalayas to the ghats of holy Ganga to numerous other holy sites, one can go for an unforgettable spiritual journey through this majestic country.



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