

Study on Cultural and Heritage Tourism: Adilabad District

Waseem Noor^{1*} Dr. Dilip Sharma²

¹ Research Scholar, IFTM University Delhi Road, Moradabad (UP) India

² Guide, IFTM University Delhi Road, Moradabad (UP) India

Abstract – Tourism is one of the world's largest and fastest growing industries. Travel has been closely linked up with the evolution and progress of humankind. "Travel for pleasure transformed into tourism. Tourism has developed into a big industry in recent years, both at the national and international levels. The tourist industry provides many benefits to the concerned society. Tourism is an area, which promotes human understanding. It has become an important social phenomenon of the modern society entailing demand on various facilities and services including transport, accommodation, restaurants, entertainment facilities, shopping outlets and sites of tourist attraction and thereby activating a process of accelerated economic production and distribution. Starting from the pre-historic sites, the history of Adilabad district passed through the political phases of Aryas, Mouryas, Satavahanas, Ikshvakus, Pallavas, Vishnukundins, Rashtrakutas, Western Chalukyas, of Kalyani, Kakatiyas, Musnuri Nayaks, Padmanayaks, Bahmanis, Qutb Shahis, Mughals and Asaf Jahi rulers. Finally, it became a part of Andhra Pradesh with effect from 1st November, 1956 under the scheme of State Reorganization Commission. The legacy of thousands of years of history has not only left material traces such as historic monuments, but also a wealth of material culture, be its customers, folklore, folk arts, handicrafts, culinary specialities, music, dance, fairs and festivals of Hindus, Muslims and Christians, etc. These fulfill all the aspects of cultural tourism.

Keywords Tourism, Evolution, Adilabaad

-----X-----

INTRODUCTION

Curiosity is one reason that makes man travel. Some travel on pilgrimage to holy places as ordained by their religion. Some travel just for the sake of it because there is restless atom in them. So they go on travelling and travelling. Some travel abroad to strengthen business and cultural links. Much of travel in the beginning was largely unconscious and rather a simple affair. No travel formalities existed in olden days. The traveller of the past was a merchant, a pilgrim, a scholar in search of ancient texts and even a curious wayfarer looking forward to new and exciting experiences. Trade and commerce was, however, the strongest force in the ancient past; it made people travel to distant lands in order to seek fortunes. Travellers from distant lands started moving about in large members and visited many places for the purpose of commerce. Trade relations matured into cultural relations and better understanding of each other's way of life. This was followed by an urge to explore new lands and to seek new knowledge in ancient and distant lands. As civilization developed, conscious travel in order to explore and see the world began.

Tourism has become a global phenomenon after the Second World War largely on account of two developments. First phenomenal developments in the field of air transportation have made it possible to transport large number of people across vast distance in a very short time. Second, the advent of leisure in modern human life, as a result of automation, better communications and better organization of work, has made it possible for people to get holidays a leisure time away from their work. These two factors, added to an inherent wanderlust in human beings has promoted world tourism in the sense that most of people find it possible to travel to different countries on short vacation and to return to their work without losing any time after the vacation. This was not possible in the past before coming of the age of economical and fast air travel. Tourism is the world's second largest industry coming only after oil industry. It represents the largest segment of invisible international trade and earnings. It generates its own resources for linkages inputs with surplus and with other priority development

The role of tourism in the economic, cultural, social and educational fields is well known and, as the second largest economic activity in international trade

today, it is the main stay of the economics of many countries and a major foreign exchange earner for several others. The multiplier effect of tourism receipts is fully recognized as spreading to secondary and tertiary spheres of economic activities of a nation. Tourism is not a single industry, but an aggregate of many components. Capital investment in the hotels, air, bus, rail, shopping services, resorts and handicrafts amounts to billions of dollars and millions of people earn their livelihood from direct and indirect employment in the tourism industry. As a means of education and cultural exchange, tourism is an excellent instrument for the promotion of national integration and international understanding friendship and peace. With steadily increasing leisure time and rising incomes throughout the world, the future of tourism is assured and greater benefits are certain to accrue to persons and national that makes the best use of this phenomenon³.

While foreign tourists generate goodwill for India around the world, domestic tourism is a powerful contributor to the cause of national integration. The Government has, therefore, accorded high priority for the development of this sector through appropriate policies and programmes. Tourism has often been misunderstood as an elitist activity without realizing its economic, social and civilizational significance.

Travel from one place to another for the purposes of pilgrimage, pleasure, experience, education and business is not the exclusive privilege of any class of society but a universal phenomenon. Tourism brings together people of different cultures and regions and fosters better mutual understanding. For doing this effectively and durably, it demands conditions of peace.

It is, therefore, rightly said that tourism is the greatest peace movement in the world. If there is any destination in the world which offers the widest choice to tourists, it is India. Nature tourism, culture tourism, exotic tourism, adventure tourism and spiritual tourism – we have everything in India to cater to the diverse preferences of domestic and international tourists. Yet, our target of five million foreign tourists⁵ has not been achieved, whereas even smaller countries are getting tens of millions of tourists⁴.

There are many references of great explorers who spent may formidable years of their lives in search of knowledge. In the recent years a major shift has taken place in the motivations for travel. It is the new phenomenon of traveling in pursuit of leisure and culture. This shift from unintended pleasure out of travel to traveling exclusively for pleasure constitute the story of 'tourism.

The definition of 'Tourist' adopted by the UNO: "A tourist is a person who spends money and visits other country for a period of not less than 24 hours and not more than 6 months for legitimate non immigrant and certain purposes such as sight seen recreation, Sports, health, study, pilgrimage, business, official duties,

conference, expedition, Photography, film Shooting, family reasons and other liking. The following people were to be considered tourists within this definition:

1. Persons traveling for pleasure, for domestic reasons, for health, etc.
2. Persons traveling to meetings or in a representative capacity of any kind scientific, administrative diplomatic religious, athletic, etc.
3. Persons traveling for business purposes.
4. Persons arriving in the course of a sea cruise, even when they stay for less than 24 hours.

The following are not considered as tourists:

1. Persons who come to take on a job or undertake any business activities in the country, with or without a contract of employment.
2. Persons arriving in the country to reside. ⁸
3. In boarding facilities and schools, students and young people.
4. Frontier residents and residents in one country, working in a neighbouring country.
5. Travelers who travel across a country, although the trip takes more than 24 hours without stopping⁸.

According to the WTO: Tourism includes the activities of people travelling and staying for leisure, business and other purposes in places outside their usual environment for no more than a successive year.

Trips to the place of residence, to the normal place of work or education and to everyday shopping and other local day-to-day activities should not be included in the term 'ordinaire environment.'

The 12-month threshold aims at excluding long-term migration.

There is no consensus on the distance travelled.

For any purpose other than working, it is at least 40 kilometres to at least 160 kilometres away from home.

Five main characteristics of tourism may be identified from the definition:

1. Tourism comes from a movement of people to different destinations and their stay in them. ⁹

2. In all tourism, there are two elements: a tour to the destination and a stay with activities at the destination.
3. The trip and stay occur outside the usual place of residence and work, so that tourism results in activities that distinguish themselves from the residents and the workforce of the places where the tourist travels and stays at.
4. The move to destinations has a temporary short-term nature, in order to return in a few days, weeks and months to the usual environment.
5. For purposes other than permanent residence or employment paid from within the places visited, visits are to be made to destinations.

Tourism may be classified as follows, in accordance with the WTO definition:

Inbound tourism: non-resident visits to India-e.g., when Mr. Sam arrives in India to see the Taj Mahal, he is inbound tourist of Indian country. Inbound tourism:

Outbound Tourism: visits to another country of its citizens – Mr. Ram is for example a tourist outbound in India when an Indian citizen goes to America to visit Hollywood.

Domestic Tourism: This includes travelling within the country by residents, such as the time MrAnil is visiting the Taj Mahal in Agra, where he is a domestic tourist from India.

Internal tourism: domestic tourism and tourism inbound.

International tourism: includes tourism inbound and outbound 9.

Cultural Tourism Defined:

Cultural tourism is based on mosaics of places, traditions, forms of art, celebrations and experiences, reflecting the diversity and nature of this nation and its people. Garrison Keillor described cultural tourism best in his address at the 1995 White House Conference on Travel & Tourism: "We must think about cultural tourism because there's no other sort of tourism. This is what tourism means that people do not travel to America to our airports, or to our hotels, or to leisure activities. They come from our culture, which includes a high culture, a low culture, a middle culture, the right, the real or imaginary.

Cultural and Heritage Tourism:

India is considered a land that has a wealth of cultural heritage since time immemorial. Still hundreds of years after years, Rajputs, Moughals, English, Portuguese

were seen in that country. In addition, 11 different religions flourished in this country at different times, as Buddhism, Jainism and so forth. These factors played their part in influencing the culture in this country. Traces of various cultures can be found in music, dance, architecture, celebrations, spoken languages, customs and traditional beliefs, food and many more. In these aspects of life, the development of India's heritage is one of the most vibrant and exhaustive 11.

Tourism has now developed into a global phenomenon, which is now a fundamental need involving thousands of people, including tourism actors, governmental, tourism, or public society. Almost every modern state, both developed and developing, has established tourism as a sector of economic, social and cultural development in this 21st century. A wide range of conceptions concerning the use of the human past as a tourist sector. Obviously, the concept of tourism must have a certain type of attraction to build upon. The attraction comes from the past of man. The use of history in tourism, many expressions and traditions, folklore, museums, monuments and tourist attractions in general have been used. We must emphasise the human element from the point of view of history. For a historian, the term patrimony is quite vague and thus a historian prefers to speak about historical past. The historical past can be assessed from 12 different perspectives in terms of the development of tourism and tourism.

Relationship between Culture and Tourism:

It is a relatively new concept to cultural tourism and therefore the vital link between culture and tourism is important to understand first of all. People lived relatively isolated in earlier times due to limited communication and slow travel modes. Mr. James M. Hensline says, "Cultures had little agreement with each other for most of human history. As a result, people's groups have developed highly distinctive lifestyles in their relative isolation as they respond to their particular situations. In the course of time, their characteristics that distinguished culture from other changed little. 13 In time, however, contact has been established between different cultures during which different groups learn to use 'cultural diffusion' to adopt some of the way to life of the other. Groups are more open to adapting the 'material' part of culture, whereas it takes some time to adopt the non-material part. Today, revolutionary transformations in travel and communication have made cultural dissemination rapidly happen around the world to encourage people's behaviour, perceptions and activities. In fact, travel and communication now unite the world in such a way that there is hardly any other side of the world.

Cultures are a major factor in the rapid growth of tourism development worldwide, expanding tourist horizons and activities related to tourism. Cultural heritage, regional deserts, natural and life-giving cultures are now major tourist attractions.

Tourism-culture relations are not a newly formed concept, but a newly promoted concept. Cultural heritage, which remains central in the tourism industry up to this day, has remained one of the oldest and most important generators of tourism¹³.

Tourist attraction in Adilabad District

The district is named after Ali Adil Shah, the ruler of Bijapur. The city was its headquarters city. This area is located between the eastern longitudes of 77 ° 46 and 80 ° 0 and the north latitudes 18 ° 40 'and 19 ° 56'. District of Adilabad is bordered in the North by the Maharashtra Districts of Yeotmal and Chanda, the District of Chanda, and in the South by the Districts of Karimnagar and Nizamabad..

Jainad: A chief of the Pallava lineage is thought to have built Jainad village. The shrine of Lakshminaryana is the main place of interest in the village..

Bellampalli: The Jangam Mahadeva Math and the Church of South India are the most important places of worship here.

Kunthala: The Kadam River flows to this village from about 45 metres in height and goes into the independent subterranean region of Khanapur. The Kuntala cascade is the highest of Andhrar Pradesh and provides a picturesque landscape..

Chinnur: The temples of Siva, Jagannadha and Pochamma for the Hindus and a mosque for the Muslims are places of worship..

Khanapur: The flora and fauna of Khanapur and its environs and the precious forest growth, especially teak, are particularly noteworthy. Tsunami Strike

Taluk: Dasara festival in Siva and Jagannadha temples is ancient but of local significance..

Basar (Mudhole Mandal): Basar is a village on the banks of the river Godavari. The site has one of Saraswathi 's two temples throughout India, while the other is in Kashmir. The Mahasivaratri celebrations in February-March. Dam Site in Kadem, Peddur (Kadem).

Mandal: The Kadem Project, called the northern canal project of the Godavari, is situated in the village of Peddur, in the Godavari Conference and in the Kadem Rivers..

Keslapur (Buzurg) (Indervelly Mandal): A large number of devotees are drawn to the famous Nagoba Temple with a picture of Seshang (Serpent God). All people regardless of caste and faith visit the Keslapur Jatara during the month of Pushya (December-Januar)..

Kawal Wild Life Sanctuary: The scenic sanctuary of the Kawal wild life spread over an area of 893 sq. is surrounded by a dry lagoon teak wood. Kilometers. It

houses Barking Deer, Nilagai, Indian Bison, Panther, Cheetal, Sambar and a number of birds in 16 towns of Dongapally and Alingar. There is a wonderful sunrise and sunset to the visitor. Here.

OBJECTIVES OF THE STUDY

1. Cultural and tourism relationships studying:
2. Studies in Adilabad district about tourist attractions

CONCLUSION

The study shows that tourism growth in the Adilabad district is enormous. The State Government must take initiative, taking into account the above suggestions and the expert opinions. The district can therefore market only its tourism assets, such as historical monuments, traditional fairs, festivals, arts and crafts and other tourist attractions of the Adilabad district, which can be utilised directly and indirectly to promote the villages of this district in poverty.

REFERENCES

1. Acharaya, A. Ram., (1977): Tourism in India, National Publishing House, New Delhi.
2. Achintya Mahapatra (2013): Development of Indian Tourism Industry, Abhijeet Publications, New Delhi.
3. Anand, Mulk Raj (ed.) (1965): Sculptures in Nagarjunakonda and Religion in Early and later carvings, Marg, Bombay.
4. Anand, SK. (2007): Tourism and Cultural Development, Sumit Enterprises, New Delhi.
5. Anuradha Paul, (2013): The Gonds Genesis History & Culture – National Book Trust, India.
6. Ashok Sharma (2008): Tourism Development, Published by ROSA Publishers Jaipur.
7. Awadesh K.R. Singh, (2011): Abdul Majeed Mulla, Management of Tourism in India, Published by Madhav Books, Haryana.
8. Barkait, A.J. & Medlik. S. (1981): An art line of Tourism, Heinemann Ltd., London.
9. Barvah, M.P. (1999): Indian Tourism Beyond the Millenniam, Published Gyan publish House, New Delhi.
10. Batra, G.S. & Dagwal, R.G. (2001): Tourism Promotion and Development – New

Advances, Deep & Deep Publications, Pvt.
Ltd., New Delhi.

11. Bezbaraiyah, M.P. (1998): Indian Tourism Beyond Millennium, O.U. Publications, New Delhi.
12. Bezbaraiyah, M.P. (1998): Fairs and Festivals of India (Vol.1), Andhra Pradesh Karnataka Gyan Publishing House, New Delhi.

Corresponding Author

Waseem Noor*

Research Scholar, IFTM University Delhi Road,
Moradabad (UP) India

waseemnoor99@gmail.com