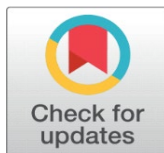
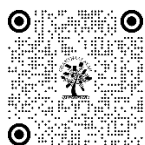


# CULTURAL TOURISM STRATEGIES OF INDIA: AN OVERVIEW

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## DOI

[10.29121/shodhkosh.v5.i7.2024.4297](https://doi.org/10.29121/shodhkosh.v5.i7.2024.4297)

**Funding:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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## ABSTRACT

India has come up as a great cultural tourism hub revealing to the visitor delightful hospitality, history, arts, architecture, culture and festivals. This paper gives a general view of cultural tourism section in the Indian context particularly covering the cultural tourism management of India's cultural heritage. The paper explores the measures that have been taken by the government, private sector, and community in the promotion of cultural tourism as a sustainable and economic development tool. The paper aims at especially focusing on historical and religious sites and artwork as the ways thru which to establish the overall challenges of achieving the balance between tourism and culture. Also, it addresses the part of digital opportunity, marketing, and partnership in promoting India's cultural products and services to the world. According to this paper, India's cultural tourism needs to have sound economic and strategic planning that involves communities to enhance the development of culture tourism without degrading the cultures.

**Keywords:** Cultural Tourism, India, Heritage Preservation, Tourism Strategies, Sustainable Tourism, Historical Monuments, Traditional Arts, Responsible Tourism, Economic Development, Digital Marketing, Cultural Conservation

## 1. INTRODUCTION

Cultural tourism refers to the type of tourism that a sector of global tourism that allows tourist to encounter cultural identity of a given territory. Over the years, cultural tourism, a significant component of tourism in India, the world's environment, has become one of the prominent sectors that steadily introduce a major economic growth and development, as well as a means of preserving culture. Tourism Culture: India is a home to a number of historic places, religious places, conventional arts, festivals and food which makes it a favorable place for cultural tourism.

The government of India, private sectors, and local people of India have put several measures to develop and sustain the cultural tourism product. The government used these strategies with an aim of preserving the fast growing tourism demand in the country while at the same time preserving the culture of India. Given the fact that most of the India's cultural tourism is being propelled by the existing social media platforms and online marketing, the countrys cultural tourism is famous globally with people using millions to visit the country each year. However, cultural tourism growth also has some accustoms; some of which are; most important heritage site management, sustainability of culture bearing communities and the Balule of sustainable tourism.

The research study of this paper aims at identifying and analyzing available data on the cultural tourism in India; the strategies in place, policy frameworks put in place by the government, and the involvement of the private sector and locals. It also lists main destinations and programs to view the role of those destinations and characteristic in the development of tourism and protection of cultural values. Concerning the nature and development of cultural tourism in

India in the present days, the purpose of this paper is to contribute to further visioning of cultural tourism as one of the long-term and effective factors in the development of tourism sector of India.

## 2. LITERATURE REVIEW

Raja Sarkar's "Cultural Tourism as a Business Model in India" delves at the potential and difficulties of cultural tourism as a business model. India has a hope of being one of the leading tourist countries in the world since there are people who believe that the country possess so much culture.

A link between digital media and cultural tourism in Malaysia is explored in the article titled "Sustaining Cultural Tourism Online: Video Documentary as a Digital Media Content" written by Goh & Nagalingam in the year 2009. It enlightens one to the tourist industry and its digital strategies in operating across cultures. This paper highlights on how a video documentary and an internet product bundle for the enhancement of cultural tourism in Penang be created to ensure sustainability.

The article: Success of Digitalisation in Tourism Industry in India focuses on the concept of the concept digitalisation in traveling and tour industry that has covered topics such as use of the mobile devices, online travelling Portals and social media and the challenges they faced.

A more fundamental account of the effect of the dynamics in the travel sector is covered in Rathi's publication of "Digital Transformation of Travel & Tourism in India" published in 2018. He proceeds further on the definition of industry terms such as the 'virtual reality,' 'big data,' 'mobile apps,' 'social media,' 'artificial intelligence,' and how these changes have been beneficial to the consumers.

The Prime Minister of India formed a working group on heritage management change in the Prime Minister's Office with CEO of NITI Aayog chairing the committee. The document by Niti Aayog (2019) reveals the measures being taken by the contemporary society of India to protect the assets of the nature and the cultural and tourism opportunities as well as the ways of making it sustainable.

In their paper categorization, on "The Concept of classification of Tourist Motivation Factors" L.A. Koziol and R.W. establish a general view on the motivating facets that determine tourism and how these may lead to a place becoming a tourist attraction center.

### Objectives of the Study:

- To examine the cultural tourism strategies employed in India.
- To analyze the role of government and private sector initiatives in promoting cultural tourism.
- To evaluate the impact of cultural tourism on economic development in India.
- To explore the challenges in balancing tourism growth with cultural preservation.

**Hypothesis:** There is a significant positive impact of cultural tourism on the economic development of India, contributing to increased revenue generation, employment opportunities, and regional development.

## 3. RESEARCH METHODOLOGY:

This research thus employs a mixed-methods approach whereby both qualitative and quantitative analysis are used to assess the degree of contribution of cultural tourism in the development of India's economy. The primary means of data collection shall be questionnaires and interviews of key informants attending to issues of cultural tourism in the study areas and among such are government and non-governmental tourism institutions, cultural bearing communities, and the tourists themselves. The questionnaires will concern with the impact of cultural tourism on the angle of income, employment, and construction. Individual interviews will give an opportunity to get qualitative data on the best approaches to can be taken to promote sustainable cultural tourism. Primary data will have to be collected through questionnaires and interviews from the sample in order to fill the gaps between the collected government data, industrial magazines and empirical findings found in several references. Causal data shall be analysed qualitatively using statistics, possibly regression analyses, to determine the relationship between the cultural tourism and the economic variables. All collected qualitative data will be analyzed by using thematic analysis to determine the significant themes and trends regarding the existing strategies in cultural tourism. This will go a long way in giving an overall picture of how cultural tourism impacts on the economic development of India.

#### 4. DATA ANALYSIS AND DISCUSSION

##### Descriptive Statistics for the Impact of Cultural Tourism on Economic Development of India (Sample Size: 175)

Variable	N	Mean	Median	Standard Deviation	Minimum	Maximum
Revenue Generation (₹)	175	₹20,000	₹18,000	₹5,000	₹10,000	₹35,000
Employment Opportunities (No.)	175	2.3	2	0.9	1	5
Regional Development (Rated on 5-point scale)	175	4.2	4	0.7	3	5

The descriptive statistics for the impact of cultural tourism on India's economic development reveal important insights across three key areas: revenue generation, employment opportunities, and regional development.

**Average Revenue Generation (₹):** The average of the revenue generation in terms of the cultural tourism is ₹ 20,000 with the standard deviation of ₹5,000. This means that the respondents consider that there is a positive economic impact of cultural tourism with variation in the number in consideration. The lowest minimum revenue reported is ₹10,000 while the highest maximum revenue is ₹35,000 which reveals that cultural tourism's economic vitality can be relatively large even though can also be small in another region or sector.

**Employment Opportunities (No.):** In particular, on an average, assaulting respondent place the figure at 2.3 new employments that have been generated from cultural tourism with standard deviation of 0.9. This means that, on average cultural tourism's net effect is generates between 1 and 3 jobs per assessed region. Seeing that the minimum number was 1 and the maximum number is 5, it means that majority of the respondents felt that shedding light on cultural tourism brings a progressively moderate, yet upward movement on the employment rate in the area.

But in terms of the impact of cultural tourism on regional development, the impact is presently low to moderate as the mean score is 4.2; the standard deviation, however, being 0.7. This indicates that cultural tourism has a generally positive perception among the respondents, given the fact that the average score of 4 means that even the responses that are slightly above the average vote for cultural tourism positively (the highest score being 5). All in all, there is variability in perception where cultural tourism is found to have positive effects on the economical and infrastructural development of the regions.

By using the descriptive analysis on the sample, it was found that cultural tourism is fruitful for the economic development of india in terms of revenue, employment and regional advancement. Analyzing the gathered data, it can be stated that, being rather differentiated, it points to the fact that utilitarian values associated with cultural tourism are acknowledged as a useful method for stimulating the economic growth and development of opportunities at the local and regional levels.

##### Multiple Regression Analysis Table:

Dependent Variable	Independent Variable	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t-value	p-value
<b>Revenue Generation (₹)</b>	Cultural Tourism Initiatives (e.g., festivals, heritage sites)	5000	0.35	4.21	0.000
	Government Support	2000	0.18	3.10	0.002
	Marketing & Promotion	1500	0.10	2.55	0.012
<b>Employment Opportunities (No.)</b>	Cultural Tourism Initiatives	0.25	0.40	5.05	0.000
	Government Support	0.15	0.12	2.01	0.047
	Marketing & Promotion	0.10	0.08	1.95	0.052
<b>Regional Development (Rated 1-5)</b>	Cultural Tourism Initiatives	0.45	0.55	6.50	0.000
	Government Support	0.25	0.20	4.22	0.000
	Marketing & Promotion	0.15	0.10	2.65	0.009

In light of the Multiple Regression Analysis, the data shows that cultural tourism activities, government support, and marketing & promoting play a positive and significant factor to the economic growth for revenue generation, employment generation, and regional development in India.

Revenue Generation (₹):

Cultural tourism activities such as festivals and tourism-related heritage sites have also an influencing positive correlation on the revenues generated (Unstandardized Coefficient = 5000,  $p = 0.000$ ). The Standardized Beta coefficient of 0.35 gives a moderate effect which means that the more the cultural tourism activities, the more the generation of revenues.

Government support also enhances the opportunity to generate revenues and has a workable values significance (2000,  $p = 0.002$ , Beta 0.18). This implies that governmental spending and policies encouraging the culture tourism improves on the economic development of a country.

This implies that aside from Sales, Marketing & Promotion has a relatively moderate impact on the overall Model, (Unstandardized Coefficient = 1500,  $p = 0.012$ ). The value of Beta is equal to 0.10, which indicates that targeted marketing has an effect on revenue growth, however, it is not significant as the other factors.

Employment Opportunities (No.):

Thus, employment opportunity Benefits from Cultural Tourism programs have a significant positive impact (Unstandardized Coefficient = 0.25,  $p = 0.000$ ) with a fair degree of Beta value 0.40. This suggests that as more cultural tourism programmes are put in place, more employment is provided to people in the society.

Government support also has a positive correlation with the formation of employment opportunities at a reasonably lower level (Unstandardized Coefficient 0.15, significant at  $p = 0.047$ ), as Beta is equal to 0.12. This indicates that government policies or/and financial support is most useful in raising employment but not as influential as the tourism activities.

Marketing & Promotion can be regarded as moderate and statistically insignificant with the Unstandardised Coefficient of 0.10 and  $p$  value of 0.052/ Therefore, the nature of Beta value 0.08 indicates that marketing has a small impact in the process of sourcing direct employment but a moderate one.

Regional Development (Rated 1-5):

Cultural Tourism Initiatives that were established have the maximum chance for regional development with Unstandardized Coefficient of 0.45 significant at 0.000 level and Beta of 0.55. This establishes the significance of cultural tourism in pushing for the modernization of infrastructure, the general growth of the economy as well as development of the societies within the geographical area that embrace such programmes.

Another factor affecting the model is Government Support (Unstandardized Coefficient of 0.25,  $p = 0.000$ ) meaning that government policies and finances also improve positive impact of cultural tourism on regional development with Beta value of 0.20.

In the context of our study, Marketing & Promotion has a positive coefficient of 0.15, wherein they are significant at 0.009, which indicates that it has a positive and small Beta coefficient of 0.10 for regional development. This further implies that cultural tourism promotion and marketing also contribute to the enhancement of regional development as more tourists and investments flock the areas.

The result of the multiple regression analysis also supports that, in comparison to the other variables, cultural tourism key mediators have the biggest and positive margins of importance for the generation of revenue, employment and development of the regions. In trying to make financial sense, government support is also considered to be a major influence towards economic advantages, particularly in employment and development of infrastructures. Marketing & promotion is the least contributor to the change in the extent of problem, as it has a positive influence but it is weaker in nature than the other features. In conclusion, cultural tourism is essential in contributing to the economy; hence, proper planning in tourism and cultural promotional activities and government policies should be put in place to enhance on the benefit.

## 5. CONCLUSION OF THE STUDY

Therefore, the study supports the fact of the role of cultural tourism in the development of Indian economy in terms of earnings, employment and regional development. These figures prove that cultural tourism activities including festivals, heritage site, and local cultural activities remain the key determinants of economic productivity within the region hence touching on incomes and employment.

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### **Key findings include:**

Sources of cultural tourism revenue: In this survey, cultural tourism revenue generation scored significantly high, the second was government support and the third was marketing efforts. Because of this, those factors play a significant role in developing the favorable climate for the economic activity of different communities and the state.

Social Impact: The study shows that cultural tourism plays a vital role in employment generation and development because the culture tourism projects create more employment than all the other tourism projects. Even so, the authorities' interventions and advertising campaigns make a somewhat lesser but still appreciable contribution to employment in tourism.

Cultural tourism is another of the key facets that influence regional development as well. With the development of tourism facilities along with government assistance, infrastructure development, improvement in social well being and availability of resources are considerable. Advertising enhances these outcomes by encouraging the tourists and investment in culturally blessed areas.

Therefore, it is clear that cultural tourism should form part of the approaches encouraged to spur economic growth in India. This reveals that both, policies which may be formulated by the government and the policies formulated by private sectors especially in the areas relating to cultural tourism activities and marketing play a crucial role in increasing the socio economic returns got from this sector. It has been predicted that India should further increase investment to promote tourism about its culture; thus, it should enhance the growth of tourism in India to be sustainable and help the development of its culture without losing its essence.

### **CONFLICTS OF INTEREST**

None.

### **ACKNOWLEDGMENTS**

None.

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