



Development Regional and Local Tourism Fairs & Festivals as Key Motivator: A study of Shri Khand Mahadev and Local Fairs, Festivals in Area

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Abstract

The importance of effective tourism planning in Regional and Local Tourism ensuring economic benefit and sustainability is now widely recognized. In This paper we introduces concepts of Regional and Local Tourism planning and looks at the basic approaches, techniques and principles applied at this level. While doing planning for Regional & Local Tourism Development planning Sustainable Tourism Development will be key motivator for Regional and Local Planners, presents concepts, principles and techniques for planning and developing tourism and includes sections on managing environmental and socio-economic impacts at the local level. In this paper will be trying to explain how a Professional Planning by Promoting Key fairs & Festivals will be developing a Regional and Local Tourism destination by taking care into account economic, environmental and socio-cultural factors in achieving sustainable development on Regional and Local level. Emphasis is placed on practical role of Regional and Local Fairs & Festivals into overall Tourism Promotion. The purpose of this paper is to give an overview and discuss the role of Regional Fairs and Festivals in area for Tourism, Economic, Culture promotion in Regional and Local level.

Keywords: Tourism Regional and Local, Planning Regional and Local, Economic Development and Sustainability, Fairs and Festivals, Culture.

Introduction

National and regional planning lays the foundation for tourism development of a country and its regions. It establishes the policies, physical and institutional structures and standards for development to proceed in a logical manner. It also provides the basis for the continuous and

Effective management of tourism which is so essential for the long-term success of tourism.

It is now recognized that tourism must be developed and managed in a controlled, integrated and sustainable manner, based on sound planning. With this approach, tourism can generate substantial economic benefits to an area, without creating any serious environmental or social problems. Tourism's resources will be conserved for continuous use in the future. There are numerous examples in the world where tourism has not been well planned and managed. These uncontrolled developments may have brought some short-term economic benefits. Over the longer term, however, they have resulted in environmental and social problems and poor quality Tourist destinations.

This has been detrimental to the area's residents, and tourist markets have been lost to better planned destinations elsewhere. Many of these places are now undergoing redevelopment. It is obviously better to plan for controlled development initially, and prevent problems from arising in the first place.

Planning tourism at all levels is essential for achieving successful tourism development and management. The experience of many tourism areas in the world has demonstrated that, on a long-term basis, the planned approach to developing tourism can bring benefits without significant

problems, and maintain satisfied tourist markets. Places that have allowed tourism to

Develop without the benefit of planning are often suffering from environmental and social problems. These are detrimental to residents and unpleasant for many tourists, resulting in marketing difficulties and decreasing economic benefits. These uncontrolled tourism areas cannot effectively compete with planned tourist destinations elsewhere. They usually can be redeveloped, based on a planned approach, but that requires much time and financial investment.

Tourism is a rather complicated activity that overlaps several different sectors of the society and economy. Without planning, it may create unexpected and unwanted impacts. Tourism is also still a relatively new type of activity in many countries. Some governments and often the private sector have little or no experience in how to develop tourism properly. For countries Region Local area that do not yet have much tourism, planning can provide the necessary guidance for its development. For those places that already have some tourism, planning is often needed to revitalize this sector and maintain its future viability.

First, tourism should be planned at the national and regional levels then further local level. At these levels, planning is concerned with tourism development policies, structure plans, facility standards, institutional factors and all the other elements necessary to develop and manage tourism. Then, within the framework of national and regional planning, more detailed plans for tourist attractions, resorts, urban, rural and other forms of tourism development can be prepared.

There are several important specific benefits of undertaking national and regional and local tourism planning.

These advantages include

- Finalize the specific Tourism development objectives and policies - what is tourism aiming to accomplish and how can these aims be achieved.
- Promoting tourism so that at National, Regional and Local levels its natural and cultural Heritage as well as other attractions are indefinitely conserved, taken care and maintained for future, as well as present, generations use.
- Integrating tourism into the overall development policies and patterns of the country or region and Local levels, and institute or Government dose linkages between tourism and other economic sectors.
- Maintain a rational basis for decision-making by both the public and private sectors on tourism development at National, or regional and Local levels.
- Making possible the coordinated development of all the many elements of the tourism sector at National, or regional and Local levels. This includes inter-relating the tourist attractions, activities, facilities and services and the various and increasingly fragmented tourist markets.
- Optimizing and balancing the economic, environmental and social benefits of tourism, with equitable distribution of these benefits to the society, while minimizing possible problems of tourism.
- Providing a physical structure which guides the location, types and extent of tourism development of attractions, facilities, services and infrastructure at National, or regional and Local levels.
- Establishing the guidelines and standards for preparing detailed plans of specific tourism development areas that are consistent with, and reinforce, one another, and for the appropriate design of tourist facilities.
- Laying the foundation for effective implementation of the tourism development policy and plan and continuous management of the tourism sector, by providing the necessary organizational and other institutional framework.
- Providing the framework for effective coordination of the public and private sector efforts and investment in developing tourism.
- Offering a baseline for the continuous monitoring of the progress of tourism development and keeping it on track.

The planned approach to developing tourism at the national and regional Local levels is now widely adopted as a principle, although implementation of the policies and plans is still weak in some places. Many countries and regions of countries have had tourism plans prepared. Other places do not yet have plans, but should consider undertaking planning in the near future. In some countries, plans had previously been prepared but these are now outdated. They need to be revised based on present day circumstances and likely future trends. Founded on accumulated experience, the approaches and techniques of tourism planning are now reasonably well understood. There is considerable assurance that, if implemented, planning will bring substantial Benefits to an area.

Shrikhand Mahadev and Local Fairs & Festivals

Tourism, being one of the largest industries, plays a key role in achieving the socio-economic goals of the development plans of a nation/region/local level. It is an important service-

oriented sector which has made rapid strides globally in terms of gross revenue and foreign exchange earnings. It is a composite of service providers, both public and private, which includes travel agents and tour operators; air, rail and sea transportation operators; guides; owners of hotels, guest houses, inns, restaurants and shops etc. They are involved in meeting the diverse interests and requirements of domestic and international tourists. The tourism industry provides incentives to foster the quality of environment, generates more employment opportunities (particularly in remote and backward areas) as well as develops necessary infrastructure facilities like roads, telecom and medical services, in the economy.

Pilgrimage Tourism is the major part of revenue in so many state and fortunately they are making huge revenue out of men made pilgrimage center, where we have Natural divine Destination if we talk alone Bhole baba, we have 3 Kailash.

1) Shrikhand Mahadev in Kullu

2) Kinnar Kailash in Kinnaur

3) Mani Mahesh in Chamba

And if want to make 2 more same level or proximity will be Bijali Mahadev and Churdhar in Sirmaur District which can give spiritual satisfaction as well as nature experience, every year Millions of devotee visit Budde baba Amarnath jee holi caves with lots of hazards as well as with China visa to Holy Kailash Mansarover, but we failed to develop infrastructure our own available blessed shrine, as well as we have age old Devi circuit of Maa chintapurni, Naina devi Jee, Brajeshawri mata and Jai Jawala Mukhi shakti peetha and even if you want to add few more can be Aadi Himani Chamunda Temple so these can be sources of great attraction for religious tourist Government only need to make develop basic infrastructure to make it presentable.

The importance of effective tourism planning in Regional and Local Tourism ensuring economic benefit and sustainability is now widely recognized. In This paper we introduces concepts of Regional and Local Tourism planning and looks at the basic approaches, techniques and principles applied at this level. While doing planning for Regional & Local Tourism Development planning Sustainable Tourism Development will be key motivator for Regional and Local Planners, presents concepts, principles and techniques for planning and developing tourism and includes sections on managing environmental and socio-economic impacts at the local level. In this paper will be trying to explain how a Professional Planning by Promoting Key fairs & Festivals will be developing a Regional and Local Tourism destination by taking care into account economic, environmental and socio-cultural factors in achieving sustainable development on Regional and Local level. Emphasis is placed on practical role of Regional and Local Fairs & Festivals into overall Tourism Promotion. The purpose of this paper is to give an overview and discuss the role of Regional Fairs and Festivals in area for Tourism, Economic, Culture promotion in Regional and Local level.

Shrikhand Mahadev

Shrikhand Mahadev is considered to be the abode of Lord Shiva. It is actually a pilgrimage place for Hindus. It is a place of great attraction for the religious people as well as for climbers. It is situated at 18500 feet above the sea level. Shrikhand is the situated at top of the mountain. Apparently as

many as 10000s pilgrims visit this peak during the yatra, and yatra is every year done in July, during monsoon season. Shrikhand Mahadev view is very beautiful to see. Shrikhand is always surround by Fog. The weather is always cold & climate is very awesome. It is usually undertaken to coincide with the Ashada Pournima or, full moon day of June to July as per the Vikrami calendar

History behind Shrikhand

According to the folklore there used to be a demon named Bhasmasur. He worshipped lord Shiva for many years. By seeing his dedication lord Shiva was so happy that he asked Bhasmasur to ask for anything. Bhasmasur asked for the power of burning any creature just by placing his hand on the head of the creature. Lord Shiva blessed him with the asked power. Bhasmasur became so proud of his power that he tried to burn lord Shiva. Then lord Shiva had to hide in a cave near Nirmand at Deo Dhank.

Lord Vishnu came to save Lord Shiva from the demon. Vishnu incarnated himself as Mohini a beautiful lady. She (Vishnu) asked the demon Bhasmasur to dance with her. Bhasmasur was so much mesmerised with the beauty of Mohini that he could not resist himself from dancing with Mohini. Mohini cleverly got Bhasmasur to place his hand on his head and Bhasmasur turned into ashes. Just after Bhasmasur burned all the God's reached Deo Dhank to look up lord Shiva.

They found Lord Shiva detained under the web in the cave. It was very difficult to release lord Shiva from there. So Lord Shiva used a secret route and emerged as Shakti Roop at Shrikhand Mountain from cave at Dev Dhank.

When lord Shiva was getting out from Shrikhand Mountain, there were a great blast and only the present Shrikhand Shivling remains. On the way to Shrikhand top you can find out big boulders that look like as the part of any big mountain. At Shrikhand there is main peak (Shivlinga) dedicated to lord Shiva. Just opposite to it another big stones are known as Goddess Parvati and Lord Ganesh. Just behind the Shrikhand peak there is a peak known as Kartikeya Parvat.

Rural Tourism or Local Tourism

Rural tourism also called farm tourism offers a "back to nature" exposure

- Identify USP's/strengths of villages in each state, Region, Local Area – Handicrafts, Folk music, Dance, Puppet shows, Theatre/Street dramas, Chamba Rumal, Kullu Shawl, villages which are completely into organic farming, herbal, yoga and meditation centers
- Highlight education wonders like "Anand's IIT mission" in Bihar. Identify such Indian Achievements across states.
- Document history of such chosen places for visitors/tourists to go through them.
- Develop infrastructure in all such villages which can be developed as Tourist attraction.
- Ask MP's, leading personalities, corporate to adopt such villages under Aadarsh Gram yojna
- Get basics right – from hygiene, water, electricity, Health facilities, road and good shelter.
- Villagers and paying guest landlords should be trained on ways to address foreign tourists
- Create clusters of the following

- a. Such villages in each state that give a complete picture of the state, rural way of living, Culture
- b. Of northern India, eastern India, southern India, Central India and western India
- c. Encourage tourist operators to organize state and national packages which are rural only packages, mix of rural and urban packages
 - Encourage NGO's, Private players to play a major role in development and management of such clusters of villages
 - Ensure paying guest accommodations as business model is encouraged so that landlords and
 - Farmers can develop necessary infrastructure to provide right lodging for tourists.
 - Encourage farmers and landlords to have separate zone within their farmland to educate the Following kinds of people
 - Budding agricultural students
 - Tourists – Domestic and foreign
 - Urban kids and families never exposed to hardships but willing to understand
 - Expose visiting tourists/ families to basic work in the village – from milking cows, cleaning of barns, entertain the rural population, pump water etc.
 - Encourage and involve visiting families and tourists to work in the farm and earn based on
 - Effort and time put in to understand what a farmer goes through to earn whatever he does. This
 - will send a clear message about hard work
 - Involve village bodies like Sarpanch and others in planning for rural tourism.
 - It will provide business opportunities for rural community

Fairs and Festivals Conservation is gone to survive future Local Economy

Local Fairs and Festivals: - Soul of Bharat live Village and its is nurtured and preserved by these local Traditional fairs and festivals. These were the Historical and Traditional platform to Show case the richness of Local Culture, Traditions, Folklore, Sports, Craft, Agriculture, Horticulture, Ritual, Games and in Modern Era these can be used to propagate pro people, Union and state government people oriented policy done for the welfare of local people.

Am grown up with these rich and meaning full traditional fairs and festivals of local culture and ritual basis, which is the life line of Rural India and are also celebrated with some deep connection with history culture and ritual with the power of Economic boost up and make strong the social fabric as well as keep the local youth on positive direction of life with the daily course of life evening time the youth of local area used to get united in local common place to practice there games like Kabbadi, volleyball, Tug of war, Reselling, and local Football kind of traditional games, which in return was a big reason to keep youth away from the current era monster of drug addict generation as well as these Local Fairs was big sources to make these youth generation after generation hero for the local community people due to there leading role in there particular games and these games use to follow there relationship in terms of marriage the social institute which use to engage the surrounding region in close fabric due to these fairs and festivals use to be big plate forum for local games competition.

As well as these were the one kind of Trade fairs for the local region to show case there quality Agriculture - Horticulture Dairy, Fishery, Sericulture produce to the public in single site and in return generate Income for there annual need. As well as these were the common plate forum to show case the local craftsmen arts such as (Goldsmith, Carpenter, Weaver, Blacksmith, Handicrafts, Cobbler) to show case there product or aarti-facts on single plate forum and in return generate there Annual income as well as new customer in less time on single plate forum.

These local fairs are the strong preserver & protector of our rich traditional ancient culture generation after generation with out any drafted script by performing as per schedule period each year as well as these are the preserver & conserver of our local folklore & dance music as well to pass once generation to another generation.

In Modern age we can make there optimum use to show case our all these above ingredient as our rich culture by making and promoting it as Tourism Product to global Market by using modern tools of mass media & new media. Be Tourism expert am Happy to see Young Generation of Himachal Political Leadership is showing There desire to motivate & preserve these Local Fairs & Festivals, which can turn a big sources to make strong product to generate employment's & income for local population with aiding few aspects of professional in put can make it ideal model for Rural Sustainable Economy or self-reliant Economy.

The effective development, operation and management of tourism requires certain institutional elements. These elements include:

- Organizational structures, especially government tourism offices and private sector tourism associations such as hotel associations.
- Tourism-related legislation and regulations, such as standards and licensing requirements for hotels and tour and travel agencies.
- Education and training programmes, and training institutions to prepare persons to work effectively in tourism.
- Availability of financial capital to develop tourist attractions, facilities, services and infrastructure, and mechanisms to attract capital investment.
- Marketing strategies and promotion programmes to inform tourists about the country or region, and induce them to visit it, and tourist information facilities and services in the destination areas.
- Travel facilitation of immigration (including visa arrangements), customs and other facilities and services at the entry and exit points of tourists.

The institutional elements also include consideration of how to enhance and distribute the economic benefits of tourism, environmental protection measures, reducing adverse social impacts, and conservation of the cultural heritage of people living in the tourism areas.

As an inter-related system, it is important that tourism planning aim for integrated development of all these parts of the system, both the demand and supply factors and the physical and institutional elements. The system will function much more effectively and bring the desired benefits if it is planned in an

integrated manner, with coordinated development of all the components of the system. Sometimes, this integrated system approach is also called the comprehensive approach to tourism planning because all the elements of tourism are considered in the planning and development process.

Just as important as planning for integration within the tourism system is planning for integration of tourism into the overall development policies, plans and patterns of a country or region. Planning for this overall integration will, for example, resolve any potential conflicts over use of certain resources or locations for various types of development. It also provides for the multiuse of expensive infrastructure to serve general community needs as well as tourism.

Emphasis is given to formulating and adopting tourism development policies and plans for an area in order to guide decision-making on development actions. The planning of tourism, however, should also be recognized as a continuous and flexible process. Within the framework of the policy and plan recommendations, there must be flexibility to allow for adapting to changing circumstances. Planning that is too rigid may not allow development to be responsive to changes. There may be advancements in transportation technology, evolution of new forms of tourism and changes in market trends. Even though allowed to be flexible, the basic objectives of the plan should not be abrogated although the specific development patterns may be changed. Sustainable development must still be maintained. Planning for tourism development should make recommendations that are imaginative and innovative, but they must also be feasible to implement. The various techniques of implementation should be considered throughout the planning process. This approach ensures that the recommendations can be accomplished, and provides the basis for specifying the implementation techniques that should be applied. Implementation techniques can also be imaginative and not only rely on established approaches. It is common practice for a tourism plan to include specification of implementation techniques, and sometimes a separate manual on how to achieve the plan recommendations.

In a large country or region, the usual procedure is for the tourism plan to be prepared by the central authority with public involvement as described above. This can be termed the 'top-down' approach. Another procedure sometimes used is the 'bottom-up' approach. This involves holding meetings with local districts or communities to determine what type of development they would like to have. These local objectives and ideas are then fitted together into a national or regional plan. This approach achieves greater local public involvement in the planning process. But it is more time consuming and may lead to conflicting objectives, policies and development recommendations among the local areas. These conflicts need to be reconciled at the national and regional levels in order to form a consistent plan. It is important that the development patterns of the local areas complement and reinforce one another, but also reflect the needs and desires of local communities. Often a combination of the 'top-down' and 'bottom up' approaches achieves the best results.

Reference

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