

Case Study: 1

Puri Beach Festival

Puri is considered as the most happening and auspicious place of Odisha which is coming under the four Dhams of Hindu pilgrimage. It is the abode of Lord Jagannath the great deity of Odisha situated on the east coast of Odisha. The beach festival is celebrated in every year in the month of November from 23-27 in marvelous and golden color sun bathed beach of Puri. It attracts millions of tourists from every nook and corner of India and also from the abroad. This festival is organized by the Hotel and Restaurant Association of Odisha (HRAO). It is co-sponsored by the Ministry of Tourism, Government of India; the Department of Tourism, Government of Orissa; Development Commissioner of Handicrafts and the Eastern Zone This festival is a five days event and an amalgamation of all the classical and folk artists of India who are well versed in dance and songs. The most renowned classical and folk artists of India gather here to perform their dance and music. The colorful costumes marvelous dance of Indian artists makes this festival a successful event. Apart from the dance the colorful handicrafts by the local artists, the mouth watering cuisines of Odisha, fashion shows, pop songs, DJs, exhibitions and cultural programmes are the other attractions which caters to the needs of heterogeneous tourists. This event has all the potentials to be an International event.

Case Study: 2

Khasi – Garo – Jaintia Hills in Meghalaya – A least explored tourists’ paradise

One of the major bio-diversity hotspot of the country, the hill state Meghalaya is home to three hills Khasi, Garo and Jaintia and three such tribes by same name. The region best known its bio-diversity also is popular for the beautiful landscape and rich culture of the tribes living in the region. Khasi Hills Located in the East Khasi Hills is an administrative district in the state of Meghalaya in India. The district occupies an area of 2748 Sq Km. and it lies between 25°07” & 25°41” N Latitude and 91°21” & 92°09” E Longitude bounded by Ri-Bhoi District on the north, Karbi Anglong District on the north east, Jaintia Hills district on the east, Bangladesh on the south and West Khasi Hills district on the west. The state capital Shillong is also the district headquarter of East Khasi Hills District. The region is best known geographically for Cherrapunjee (modern name Sohra) and Mawsynram being the wettest place on earth. In addition Shilong is one of the most beautiful hill stations in India. Guwahati is the nearest airport and railhead. Shilong can be reached by helicopters, car or bus from Guwahati.

(i) Physical Features, Climate and Vegetation

Physiography of East Khasi Hills District constitutes mostly high hilly terrains with deep gorges and ravines to the southern part. The state capital Shillong Plateau is divided by river valleys, forming deep gorges and ravine in Mawsynram and Shella-Bholaganj. The highest point in Shillong is the peak of same name lies at the outskirts of 10 Kms. from the city offering a panoramic view of the countryside. The climate of the district ranges from temperate in the plateau region to the warmer tropical and sub-tropical pockets on the Northern and Southern regions. The whole of the district is influenced by the south-west monsoon which begins generally from May and continues till September. The weather is humid for the major portion of the year except for the relatively dry spell usually between December and March.

(ii) Attractions in Khasi Hills

The region known as the seat of Khasi culture is popular for folk dance, fairs, dress and housing pattern of local tribes. The Nongkrem dance, is performed in Smit during November attracts hundreds of visitors every year. Located at distance of 25 kilometers from Shillong, Mawphlang is home to the famous sacred forest having variety of plants, flowering trees, orchids and butterflies, which make Mawphlang an ideal destination for nature lovers. Sohra (Cherrapunjee) a Sub-Division in the East Khasi Hills District of Meghalaya, is basically located on a plateau that is dotted with waterfalls and corresponding deep gorges. Fifteen kilometers further to Sohra, Laitkynsew holiday resort is located. Run by a private body, it offers visitors trekking, spring bath, expedition and other adventure activities. The region is also known for the famous living root bridges across torrential streams. In Nongriat, an adjacent village, two such living bridges have been created by weaving and inter-twining roots of the same banyan tree that is popularly known as Jingkieng Nongriat or more commonly Double Decker. Another small village in the Khasi hills, Mawsynram is recently reported as the wettest place on Earth. Mawsynram is a place where nature-loving people frequently visit for the steep, sliding slopes, the fresh air, the rolling green mountains and the deafening but beautiful waterfalls. Jakrem located about 64 km from Shillong on the Shillong-Mawkyrat road, is famous for its hot water springs of sulphur water which is believed to have curative medicinal properties. Jakrem has now developed as a potential health resort.

Garo Hills

The Garo Hills part of the Garo-Khasi range in Meghalaya is known for its rich and diverse flora and fauna. The headquarter town of Tura is 323 Km via Guwahati, has a beautiful landscape of hills. The highest peak of the hills Tura Peak is located at a height of 1,400 m at its summit and can be reached by a 5 km trek, partly by hiking and also by rock-climbing. The Garos predominant tribes living in the region have rich traditional folk tales of myths and legends. The Tura range has been declared a reserve forest with an observatory, a Cinchona plantation and a tourist bungalow located at its vicinity. The legend has it that the peak is a sacred shelter of 'Gods'. A magnificent view of the lower Brahmaputra valley and the golden yellow plains of Bangladesh from the peak is a tourist's delight. A colonial foot-track or path of pre-

independence era is still in existence to reach Tura peak. Famous Nokrek Biosphere is located in the vicinity of the hill town. Nokrek hill is the home of a very rare species of citrus locally known as Memang Narang that is considered to be the most primitive and progenitor of all other varieties of citrus plants in the world. With a view to preserve this rare species of citrus indica the first gene sanctuary of the world has been established here. Balpakram located in the South Garo Hills District is known as the land of perpetual winds. The deep gorge in Balpakram is popularly known as Grand Canyon of the region. Besides this, the place is popular amongst the Garo tribes as abode of the dead spirits.

Jaintia Hills

Jaintia Hills a distinct district in the state is headquartered are located at Jowai. The region is rich in mineral deposits, the natural vegetation. The Jaintia hills is known for its biggest collection of monolithic or megalithic stones in one single area. The stand alone upright stones and flat stones at Nartiang is a major tourist attraction. The place is also known for the Durga temple built by a Jaintia Kings on his conversion to Hinduism. Thadlaskein Lake is a major man-made lake in the region is a popular picnic spot for locals. Umlawan Cave discovered recently is believed to be the deepest and longest cave in the Indian sub-continent. The Umlawan cave is interconnected with two other caves namely Kot-Sati and Umskor caves. The total length of these caves is more than 21 kms and about 100 m in depth. This place is 60 kms east of Jowai. Dotted across the entire district there are numerous caves and caverns with spectacular stalagmites and stalactite formations. Till now only a few of these caves have been explored and surveyed.

Question discussion:

1. Discuss the potential attractions of Jaintia & Garo hills?

CASE STUDY: 3

Konark Dance Festival

The enchanting architectural beauty of the Sun temple of Konark is one of the major tourist attractions of Odisha. It is a world Heritage site. This 700-year old shrine is an architectural wonder is the manifestation of sculptures in the form of traditional dance that are depicted on stone. The dance and music festivals of Konark add more colour to this place. The dance festival of Konark is one of the most popular dance festivals of India. This festival is organised annually in the month of December (1st-5th) on open air auditorium at Konark. It is organised in the collaboration of Odisha Tourism, Odisha Dance Academy and Konark Natya Mandap. This festival showcases all the classical dances of India. The most celebrated classical dancers from all parts of India come to this festival to perform their dance in this grand occasion. The most

popular dances are Odishi, Bharatnatyam, Manipuri, Kathak and Chau. The music instruments like Ghungroo bells, flute and Pakhauj give it real festive mood. The colourful handicrafts, delicious cuisine add valor to this festival.

Site: Site or physical setting at a destination location offers attractions. Such settings may be man made like Taj Mahal at Agra, Shore temple of Mahabalipuram, Sun temple of Konark or natural like beaches of Kerala and Goa, Hill stations on Western Ghat and Nilgiri mountains are some examples of site based tourism products.

Destination: Cities, metros or popular towns despite of having any particular sites are attractions for masses. Metros like Delhi, Hyderabad, Mumbai and Kolakata are frequented by lakhs of visitor every day. Destinations further are characterised on the basis of centrality of attractions viz. nodal and linear. A nodal destination is where attractions of the area are closely grouped like French architecture of town planning in the coastal town of Puducherry. Linear attractions, on the other hand, are cities where the attractions are spread over a wide geographical such as cities like Bengaluru and Delhi.

Question discussion:

1. Discuss the role of Konark Dance Festival to promote classical dances of India.

Case Study: 4

International Surajkund Craft Mela, Surajkund Haryana

The Surajkund Craft first started in the year 1989 at Surajkund in the Faridabad district of Haryana has developed in its size, participation and volume of business every year. The year of 2017 the mela organized in the month of February was special in many aspects. The vibrant Karnatak – this years theme saw the incense of sandalwood, weavers spinning out vibrant brocade saris and craftsmen giving finishing touches to large rosewood carvings. In addition, nine African countries, the SAARC nations and several Eurasian countries displayed their craft at the mela, which was inaugurated by President Pranab Mukherjee. Another highlight of the mela was the stalls from Afghanistan, Pakistan, Bhutan, and Thailand, have colourful knick-knacks. The soaring popularity of a mela can be judged by the increasing number of visitors every year. The 29th Surajkund Crafts Mela created history recording the highest footfall on a single day at 1,42,000. This can be compared to the initial years when the mela was introduced. Way back in 1989 the total footfall of mere 1.75 lakh. This gradually increased to have a 7.54 lakh visitors in the year 2010. In 2011 there was an increase of 20%. According to officials of the tourism department, the success of Surajkund Crafts Mela can be attributed to the availability of modern amenities including safe drinking water, clean environment, high maintenance of law and order, clean and hygienic public conveniences and efficient transport facilities with the due

efforts of policing and security agencies, district administration and mela authority. The area for the mela has been significantly reclaimed and as on date it stands around 40 acres and ensuring smooth movement of visitors numbering around 1.42 lakh on a given day. The theme state - Karnataka has lent a unique touch to the mela with an impressive melange of exclusive crafts and vibrant performances. The mela ambience has been another pull factor - the various moods of sun and dances forms of peacock adorn every corner of Mela that have been widely admired by one and all. In tune with the tradition of Haryana Tourism that has its resorts named after birds. The Crafts Mela has also embodied cultural amalgamation of various countries. The mela has gone international this year with the participation of 20 countries. The mela has been enriched by various foreign cultural troupes.