



## RESEARCH ARTICLE

### DESTINATION INDIA: TOURISM EXPERIENCES

\*Dr. Gujjeti Thirupathi

Assistant Professor, Department of Tourism Studies, School of Business Studies, Central University of Kerala, Tejaswini Hills, Periya, Kasargod District, Kerala State, India

#### ARTICLE INFO

##### Article History:

Received 24<sup>th</sup> November, 2023

Received in revised form

27<sup>th</sup> December, 2023

Accepted 20<sup>th</sup> January, 2024

Published online 29<sup>th</sup> February, 2024

##### Key words:

Global Scale, Revenue, Tourism Policy, Employment.

##### \*Corresponding author:

#### ABSTRACT

Globally, tourism serves as a vital economic engine, contributing significantly to GDP and employment across nations, fostering economic growth on a worldwide scale. At the national level, tourism plays a pivotal role in diversifying economies, reducing unemployment, and supporting various sectors such as hospitality, transportation, and local businesses. Tourism contributes to the exchange of cultures and ideas, fostering international understanding and promoting peace and cooperation on a global scale. Nationally, the tourism industry often serves as a showcase for a country's natural beauty, historical heritage, and cultural richness, attracting visitors and boosting national pride. The importance of tourism on a global and national level extends beyond economic considerations, influencing social and environmental aspects by promoting sustainable practices and fostering cross-cultural appreciation. Tourism plays a pivotal role in economic development, contributing significantly to job creation and revenue generation for communities worldwide. Travel and tourism have always played a big part in people's life, regardless of whether they are wealthy, well-educated, poor, or a member of a socially marginalised group. People travel and engage in tourism for a variety of purposes, such as religious, cultural, sports, educational, professional, health, wildlife viewing, adventure, ecotourism, business, and so on. As a result, there are numerous justifications for tourism and travel. India is a cosmopolitan country with a wide range of ethnic groups, cultures, values, and religions. It is the location of numerous tourist destinations that draw people from all over the world, including spectacular temples, places of worship, recreation areas, animal sanctuaries, beaches, forts, tombs, and museums. The progress of the country is considered when examining India's travel and tourism sector; It is regarded as an industry that has aided in the development and progress of the whole country. Because of its historical monuments, religious sites, parks, beaches, and forests, India is becoming more well-known and is recognised as having a rich cultural legacy. The Indian tourism industry, the 1982 National Tourism Policy, tourism in India, government initiatives to promote tourism, and the variety of tourism offered in India have all been the subject of this research paper. These industries demonstrate the significance of tourism in India, a country where it has grown and evolved to an even greater extent. The article discusses various aspects of tourism business and product in the Indian context. It is hoped that the contents of the book will be immensely helpful to students, tour operators, policy makers, tourist guides and all those concerned.

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Citation: Dr. Gujjeti Thirupathi. 2024. "Destination India: Tourism experiences". International Journal of Current Research, 16, (02), 27259-27264.

## INTRODUCTION

India boasts a diverse range of climate conditions across its vast geographical expanse, offering something for every type of traveller. From the tropical climate of the southern coastlines to the alpine conditions of the Himalayas in the north, and the arid deserts of Rajasthan in the west, India's climate varies significantly from region to region. Generally, India experiences three primary seasons: summer, monsoon, and winter. Summertime temperatures can climb above 40°C (104°F), with high humidity and heat waves, especially in the central and northern regions. Heavy rainfall during the monsoon season, which usually lasts from June to September,

revitalises the environment and makes it the perfect time to see vivid festivities and verdant scenery all around the nation. Winter, which spans from November to February, is the ideal season for visitors to experience India's breathtaking architecture and rich cultural legacy without the oppressive heat. India's diverse climate has played a crucial role in fostering its thriving tourism industry. Each season offers unique experiences for tourists, from sun-soaked beach holidays in Goa during the winter months to trekking adventures in the Himalayas during the summer. The monsoon season also attracts travellers seeking the romance of rain-drenched landscapes and the vibrant celebrations of festivals like Dusheera, Diwali and Holi. India's rich cultural tapestry, coupled with its varied climate, ensures that there's always

something for everyone, whether it's exploring ancient monuments like the Dilwara Temple, Hampi and Taj Mahal, embarking on wildlife safaris in national parks, or indulging in Ayurvedic wellness retreats in Kerala. The climate diversity of India not only sustains its tourism throughout the year but also adds depth and dimension to the experiences awaiting travellers. Travel and tourism have always played a big part in people's life, regardless of whether they are wealthy, well-educated, poor, or a member of a socially marginalised group. People travel and engage in tourism for a variety of purposes, such as religious, cultural, sports, educational, professional, health, wildlife viewing, adventure, ecotourism, business, and so on. As a result, there are numerous justifications for tourism and travel. India is a cosmopolitan country with a wide range of ethnic groups, cultures, values, and religions. It is the location of numerous tourist destinations that draw people from all over the world, including spectacular temples, places of worship, recreation areas, animal sanctuaries, beaches, forts, tombs, and museums. The progress of the country is considered when examining India's travel and tourism sector; It is regarded as an industry that has aided in the development and progress of the whole country. Because of its historical monuments, religious sites, parks, beaches, and forests, India is becoming more well-known and is recognised as having a rich cultural legacy. The Indian tourism industry, the 1982 National Tourism Policy, tourism in India, government initiatives to promote tourism, and the variety of tourism offered in India have all been the subject of this research paper. These industries demonstrate the significance of tourism in India, a country where it has grown and evolved to an even greater extent.

## OBJECTIVES

- To promote India as a travel destination.
- To describe India's diversity and size as a travel destination.
- To acquaint the reader with India's rich cultural legacy.

## METHODOLOGY

- **To increase Cultural Awareness:** Develop tourism experiences that immerse travelers in India's diverse cultural heritage, including its rich history, traditional arts, festivals, and rituals, fostering cross-cultural understanding and appreciation.
- **Promote Sustainable Tourism Practices:** Encourage the adoption of sustainable tourism practices by offering experiences that prioritize environmental conservation, support local communities, and minimize negative impacts on natural resources and cultural sites.
- **Enhance Economic Development:** Create tourism experiences that stimulate economic growth in India by supporting local businesses, artisans, and entrepreneurs, thus contributing to job creation and income generation in various regions.
- **Facilitate Wellness and Spiritual Retreats:** Curate wellness and spiritual tourism experiences that tap into India's ancient healing traditions, yoga, meditation practices, and spiritual sites, promoting holistic well-being

and offering travelers opportunities for relaxation, self-discovery, and rejuvenation.

**India: Land of all Seasons:** India's vastness allows it to experience every season and climate all year round. With a landmass of 3.3 million square kilometres, the Indian subcontinent is larger than all of Europe and has a more varied range of climates and landscapes. India covers some of the world's longest plains, highest peaks, and warmest temperatures; these stretch from the Rann of Kutch in the west to Assam in the northeast. India experiences more than just weather variations with each season. The festivals, dances, music, and even the food of the season all have a subtle change in tone.

**Winter:** The majority of foreign visitors arrive in India in the winter. Skiing in Kashmir, Himachal Pradesh, and the Garhwal Himalayas is best done in the winter. Swimming is another alternative available to tourists in India's coastal regions, where the water is typically at least 200 degrees Celsius, even during the winter. During this time, they can also take in the celebrations, plays, exhibitions, concerts, and dance performances in the major cities.

**Spring:** In the spring, Kashmir, the Kullu valley, and Darjeeling are breathtakingly beautiful, with fields of vibrant wild flowers set against the backdrop of the Himalayan hills. There is an abundance of diverse flowers in the plains' gardens, ranging in hues, sizes, and scents.

**Summer:** April, May, and June are the sweltering summer months when gorgeous blossoming trees and luscious tropical fruits like mangoes and litchis are everywhere. During the monsoon (rainy season), a large number of people from the plains travel to the mountain resorts of Kashmir, Shimla, Nainital, Kullu, and Manali (in the north), Darjeeling (in the east), or Udhagamandalam (Ooty), Coorg, or Medakeri and Kodaikanal (in the south). A time of singing birds, dancing peacocks, dark thunder clouds, and rain-washed surrounds, the monsoon season is here. It is the epitome of romanticism and lively activity, and it makes every Indian happy. Long festivities occur throughout the harvest season, which follows the monsoon.

**India: Destination for all Seasons:** There are very few places in the world that can match the experience that India provides. In India, tourists have a plethora of options, ranging from nature and wildlife to adventure, culture, architecture, festivals, diverse cuisine, and shopping. For this reason, there are numerous reasons for Indians like me to be proud of our nation's excellent tourism offerings. Among India's many travel offerings are:

There are twenty-five biogeographic zones, five hundred wild life sanctuaries, 106 national parks, eighteen biosphere reserves, wildlife adventure beaches, inland waterways, and forty world heritage sites. Fairs and Festivals of Art and Craft A rural experience with a variety of cuisines, shopping for a wide range of cuisines, traditional healing methods from the past, and modern medical care.

**Indian Architecture:** India is a virtual museum of world architecture all in one location. India offers a worldly perspective through its diverse architectural styles. Indian architecture is roughly 4,000 years old. The birthplace of Indian architecture is Mohanjodaro and Harappa, but they are

now in Pakistan. Gujarat's Lothal is likewise from that era. Cave temples are examples of ancient Buddhist, Jain, and Hindu architectural styles. The oldest cave temples that are still standing are presumably the Udaygiri and Khandgiri Caves in Orissa. An excellent example of a temple carved out of solid rock is the Ellora caves in Ajanta. Stone temple construction most likely gained popularity during the Gupta dynasty's rule, which lasted until the tenth century. Romanesque stone temples date from the seventh to the twelfth centuries A.D.

Stone was used Stone was used to create spectacular and distinctive temples by the Cholla dynasty in the south and the Chandellas in the north. The well-known Hindu kings Vijay Nagara and the Nayakas were proponents of extravagant architecture and building. Different eras' architecture reflects their influences from varied topography, rulers, and faiths as well as interactions with the outside world. The Sanchi Stupa, which was constructed in the second century BC during Ashoka's rule, is a remarkable example of Buddhist architecture. The Jain temples of Gujarat and Rajasthan, particularly the temples of Dilwara and Ranakpur in Rajasthan, are entirely different in architecture. The style of West Bengal was Terra-cotta. There are numerous styles of temples in Orissa. Qutabuddin Aibak began building in 1192 in the Islamic style to create spectacular and distinctive temples by the Cholla dynasty in the south and the Chandellas in the north. The well-known Hindu kings Vijay Nagara and the Nayakas were proponents of elaborate design and building. Different eras' architecture reflects their influences from varied topography, rulers, and faiths as well as interactions with the outside world. The Sanchi Stupa, which was constructed in the second century BC during Ashoka's rule, is a remarkable example of Buddhist architecture. The Jain temples of Gujarat and Rajasthan, particularly the temples of Dilwara and Ranakpur in Rajasthan, are entirely different in architecture. The style of West Bengal was Terra-cotta. In Orissa, there are many different types of temples. In 1192, Qutabuddin Aibak started constructing in the Islamic style. A prime example of this specific architectural style is the Quwwat-ul-Islam, constructed between 1192 and 1188. Built between 1199 and 1235, Qutab Minar is a superb illustration of Islamic architecture. The Arch style is the main feature of Islamic architecture. Middle Eastern artisans skilled in the Arch style brought the newest arch movement to Indian architecture. The Iltutmish mausoleum, built between 1233 and 1234, demonstrates how skilled the craftsmen of the following generation grew in the traditional Muslim building methods.

During their rule, Mughal architecture flourished in the 16th and 17th centuries. Humayun's tomb, a vast complex with a garden split into quadrants (Charbagh) and a mausoleum in the centre, introduced the Mughal architectural style. This tomb's use of floral motifs illustrates the Persian influence. Subsequent Mughal structures included Hindu and Jain architectural elements, such as square and cubic halls. One could consider the reign of Akbar to be the foundational phase of Mughal architecture. The Red Fort in Delhi and the Taj Mahal in Agra are the best examples of Mughal architecture, and it symbolises the best example of the fusion of Indo-Islamic architecture. Most people agree that the history of European architecture began during British hegemony. However, because to the historical ties between these populations and particular regions of India, Baroque influences from Portugal or influences from the Roman, Greek, French, and Danish construction styles are evident. Portuguese are found in Goa, French are found in Pondicherry, Danish are

found in Churachura (West Bengal), and so on. Contemporary Gothic design many later projects have been influenced by the British architecture. The colonial European style was brought to India by the British, and the resultant Indo-Sarcenic style is evident in the buildings built in the latter half of the 1800s. India is, in all honesty, the greatest location to take in the architectural legacy of many kingdoms and periods.

**Arts and Crafts:** A vast amount of bronze and stone sculptures may be found inside the historic temples, stupas, viharas, and other structures that were previously described. The outstanding illustrations of India's rich history in sculpture. From the 2000-year-old Ajanta frescoes to the Mughal, Rajput, and Kangra valley miniatures, India has a rich history of painting. The performing arts and ritual arts are the two other types of art that we will study about in this part. We also learn about Indian handicrafts in this segment.

**The Ritual Arts:** In India, ritualistic painting is primarily practiced inside, and it is typically an integral aspect of family festivities. The majority of ritual art practitioners are women who run the family; it is a custom that has been passed down from mother to daughter over the years. Most often, it takes the shape of drawings that are placed on the walls or floors of the home. Some people create these paintings on a daily basis (as the Kolam people of South India do), while others save them for special religious holidays. There is no narrative, image, or figure in the drawings. Different regions of the country have different names for these entirely abstract drawings: mandna in Rajasthan, rangoli in Gujarat and Maharashtra, and alpna in Bengal. Primarily, coloured powder of various shades is utilised, but occasionally, flower petals are also incorporated. Drawings on the walls of the houses are figurative, in contrast to customary floor drawings. They are vivid, incorporate powerful symbolism, and draw inspiration from mythology. A good illustration of this style of figurative ritual art is the Madhubani painting from Bihar.

**PERFORMING ARTS:** In India, there has always been a close relationship between religion and the performing arts. India boasts a multi-century-old culture of performing arts that is rich in tradition. The performing arts, which include dance, music, and theatre, elicit strong emotions and feelings from their audience members and are not only spectacles. Through their performance, the audience starts to feel a sense of oneness with the artist or performers. Let's examine a few genres of performing arts.

**Dance:** India has a long history of using dance as a performing art. A few basic elements, such as hand and finger motions, facial expressions, and verbal expression, are the foundation of the traditional dances of various parts of India. Every one of these dances includes intricate and colourful clothes and accessories unique to it. The following is a list of notable dance forms: Dance Style from the (Region) Performed by men and women in solo Bharatnatyam performances in Tamilnadu, men and women in solo Kathakali make up performances in Kerala, men and women in solo Kathak, Uttar Pradesh, and Rajasthan. Kuchipudi dance-drama performed by males from Andhra Pradesh. Yakshaganam, Perini, and Burrakatha are in Telangana. Men and women from the Manipuri, Manipur group Men and women wear Odissi Orissa as a single piece. A vast variety of folk dances from various parts of the nation exist in addition to the classical dances already listed. We only include the two most well-

known folk dances here as examples because a list of all the others would fill several pages. Gussadi dance, Lmbada dance and Perini from Telangana, Garba from Gujarat, Bhangra from Punjab.

**Music:** India's music evolved from folk songs to become a recognised art form. It has been a fundamental part of our culture and is seen as a means of communication with God. Indian culture has included music since the beginning of time. Later, India gave rise to two separate musical genres. The term "Carnatic system of music" refers to the more structured, text-based version. However, what about the Hindustani music system, a fluid and adaptable style of music mostly used in northern India? In recent years, classical music has become increasingly popular. It is practiced in northern India, supervised by a few exceptional performers who claim ancestral descent from India's music evolved from folk songs to become a recognized art form. Some of the famous vocalists are: Ms. M.S.Subbulakshmi (Carnatic), Pandit Bhimsen Joshi (Hindustani), Smt. Gangubai Hangal (Hindustani) and Shubhamudgal (Light Classical) There is a range of folk music, musician and singers. Some of the popular forms of vocal music include the Quwwali and Gazhal. A variety of musical instruments are played by the music maestro in India. Some of the world famous artists are: Pandit Ravi Shankar (Sitar), Ustad Bismillah Khan (Shehnai), Hari Prasad Chaurasia (Flute), Ustad Zakir Hussain (Tabla) and Ustad Amjad Ali Khan (Sarod).

**Handicrafts:** The diversity of Indian cultural tradition is aptly reflected in handicrafts which offer creative expressions to the great mass of Indians. Indian handicrafts represent perhaps the oldest tradition of living culture. The main mediums in which the crafts are practiced are stone, wood and metal almost all clusters of villages have their own craftsmen. While Kashmiri shawls and carpets are world famous, Chikankari of Lucknow and Bandhej (tie-dye) of Rajasthan are equally well known in India. Telangana state is a fortunate place with a booming arts and crafts industry. Every area can convey a different story. The state's distinctive arts and crafts tradition is a direct result of the centuries-long patronage of kings and dynasties, which created a distinctive synthesis of diverse cultures. The Telangana region is proud of its bidri craft. The original importers of this distinctive craft silver engraving on metal were migrants from Iran. A copper and zinc alloy known as gunmetal is used in bidri art. Telangana has gained international recognition for its remarkable bronze castings, which call for exceptional talent to create magnificent idols. World-renowned for producing a wide variety of handicrafts using the finest traditional methods, Nirmal Town World-renowned known for its wide variety of handicrafts, which are masterfully crafted utilising the finest traditional methods. Using natural dyes, indigenous arts produce oil paintings, wall hangings, lacquered furniture, toys, trays, bowls, portraits, boxes, and other exquisite works of art worthy of export. Nizamabad panels, Nirmal painted furniture; Dokra castings, Silver Filigree, Cherial scroll paintings, Pambarthi brassware, and other notable pieces of state art are among the other notable artworks. Andhra Pradesh is known for its metal ware and stone craft while Kerala is famous for baskets, masks and woodcraft. Shawls from Himachal, terracotta of West Bengal, scroll painting of Orissa, lac jewellery from Rajasthan, papermachine from Kashmir, Ivory items from Karnataka, Applique embroidery of Gujarat, puppets of Tamil Nadu, silverware of Uttar Pradesh.... the list is endless.

**India's festivals:** There are numerous festivals in India. Various areas and religious groups celebrate significant holidays on their own. Witnessing a festival observed by the local population provides a unique experience for a visiting tourist. In India, there are rumours that every day of the year is observed as a festival in one area or another. Nonetheless, this section describes a few of the significant holidays that are observed by a sizable population. In the north, Lohri, in the east, Sankranti, and in the south, Pongal, mark the beginning of the year. The three festivities each commemorate the fresh crop's harvest in a unique way. Next is the national holiday known as Republic Day, or Chabbis (26th) January, which honours the day India became a Sovereign Republic and ratified its Constitution. The three wings of the Indian Armed Forces parade magnificently and colourfully along Delhi's Rajpath to commemorate the day. Important dignitaries and state guests from other nations grace the occasion with their attendance, with the President of India serving as the honorary guest. Millions of Indians watch the march on television, but thousands of more watch it live along the route. All state capitals also observe the day, but on a lesser scale. All state buildings in the nation's capital are lit up from January 26 to January 29. Another vibrant event is the Beating Retreat, the Republic Day celebrations' closing ritual. In Lutyen's Delhi, bands from the three military forces' various wings march in bright uniforms and play patriotic songs in front of Rashtrapati Bhawan, or the President's House, in the evening. The North Block and the South Block are visible in the distance behind rows of exquisitely ornamented camels. The buildings in the backdrop all get holiday lights on just as the sun sets. Not just the government is present at this genuinely magnificent occasion. Late February sees the arrival of spring, accompanied by a variety of celebrations, such as the Basant Panchami festival. In north India, especially in the Uttar Pradesh towns of Mathura and Vrindavan, the vibrant festival of Holi is celebrated with great fervor in March. Together with their martyrdom days, the Sikhs commemorate the birthdays of their saints. We call these the Purabs of Guru. Of these, Guru Purab, which is observed to honour the birth of Guru Nanak Dev Ji who is thought to be the final Guru is the most significant. Muslim holidays are especially significant during Eid. A month of fasting and prayer during Ramadan precedes the celebration. The most significant holiday for Jains is Mahavir Jayanti, which honours the birth of Mahavir Jain, the founder of Jainism. Maharashtra in particular celebrates Ganesh Chaturthi with much colour and enthusiasm. The Hindu devotees of Shiva celebrate Shiv Ratri. On this day, it is thought that he wed Parvati, who spent a long time pleading with Shiva to become her husband. Hindus celebrate Janam Aashmi to remember Lord Krishna's birth. Temples in northern India are uniquely embellished with sculptures, paintings, and images that portray Krishna's conception and life.

At midnight, millions of fervent followers, many of whom observe a fast on this day, flock to these. One of the most popular Indian holidays is Dussehra. The life of the Hindu god Lord Rama is performed on hundreds of stages nationwide by both professional and amateur actors for 10 days leading up to Dussehra. We call it Ramlila. Huge effigies of the wicked king Ravana, together with his brother Kumbhakaran and son Meghnath, are burnt at various locations on Dussehra, a day that represents the triumph of good over evil. Countless individuals leave their homes to take in the show. The nine days leading up to Dussehra are called the nine holy nights, or

Navratri. Bengalis devote a great deal of time to worshipping Goddess Durga on these occasions. Around this time, other devotees of Maa (mother) Durga also plan lengthy communal prayers known as jagrans. Hindu married women in northern India commemorate KarvaChauth by keeping a daylong fast and offering prayers in the evening in hopes of granting their husbands a long life. Similar celebrations go by different names and are observed at different times of the year around the nation. India's most popular holiday is Diwali. Because so many people decorate their homes with elaborate lights, candles, and diyas (earthen lamps) on this day, it is known as the festival of light. Gifts and candies are traded with loved ones. Goddess Lakshmi, the goddess of riches, and Lord Ganesh are worshipped during the night. Embark on a pilgrimage through India's sacred landscapes to discover the enduring glory of Jainism. Marvel at the architectural wonders of Dilwara Temples in Mount Abu, adorned with intricate marble carvings and exquisite craftsmanship. Wander through the ancient city of Palitana, home to the awe-inspiring Shatrunjaya Hill adorned with thousands of Jain temples. Explore the serene ambiance of Shravanabelagola, where the towering monolithic statue of Lord Gomateshwara stands as a symbol of Jain faith. Immerse yourself in the spiritual aura of Ranakpur, where the majestic Jain temples exude architectural brilliance and spiritual serenity. Experience the profound teachings and tranquil beauty that define Jainism's legacy in India.

Explore the spiritual sanctuaries of India, where Buddhism's glory still echoes through ancient monasteries and sacred sites. Wander the serene pathways of Bodh Gaya, where Siddhartha Gautama attained enlightenment under the Bodhi tree. Discover the majestic ruins of Nalanda, once a renowned center of Buddhist learning. Marvel at the intricate carvings of Ajanta and Ellora caves, showcasing Buddhist artistry through the ages. Experience the tranquility of Sarnath, where the Buddha delivered his first sermon. Embark on a journey of inner reflection and cultural immersion amidst the timeless heritage of Buddhism in India. The most significant holiday observed by Christians is Christmas. On Christmas Eve, the evening of December 24, they participate in Mass prayer meetings. The following day is observed as Christmas Day, commemorating the day that mother Mary gave birth to the son of God. For Muslims, or adherents of Islam, Ramadan is a sacred month of fasting, reflection, and prayer. The month is commemorated as the time when Muhammad received the first revelations of the Quran, which is the holy book of Muslims. Islam has five basic precepts, one of which is fasting.

**Shopping:** India's bazaars are a joy, offering a riot of colour, treasures, and deals. The nation has a wonderful repository of traditional knowledge and artistic abilities, which are reflected in incredibly charming and beautiful products. There are a variety of items available, including toys, paintings, brassware, leather shoes, coats, wallets, bangles, and figurines made of fragrant rosewood or sandalwood. You can order almost anything, be it a carpet, a diamond ring, a winter coat, or a silk shirt. Here, there is not much of a distance between the artist and the craftsman. Visitors can watch artisans pounding metal, crafting elaborately designed jewellery, weaving wool or silk tapestries, and carving a wide range of materials in the marketplace. India is known for its silks. Since the Roman era, India has been known for its silks, particularly those from Varanasi, Kanchipuram (the birthplace of the Kanjeevaram Sari, which is the pinnacle of Indian silk sarees), Mysore, and

Murshidabaad. If the visitor so chooses, a five and a half metre long sari can be transformed into a stunning evening gown in a single day. The majority of things are made by hand from materials like silk, leather, marble, stone, wood, or metal. In India, carpets are still woven today just as they were for the nobility of long ago. Semi-precious stones are inlaid into marble, just like they were for the TajMahal. Handcrafted gold jewellery adorned with rubies, emeralds, pearls, and diamonds, as fit for a queen. It should be recommended to visitors to purchase local handicrafts from state-run shops.

**Traditions in Culinary Arts:** The preparation, cooking, plating, presentation, and serving of food are all included in the broad category of gastronomy, or culinary arts. It is more applicable to meals and their ingredients than to breads or sweets, such as appetisers, side dishes, and main courses. Food is the material that the body consumes to meet its nutritional needs. The food that people eat determines their level of happiness, both physically and mentally. Food is a symbol of prestige, a source of power and security, a sign of friendliness and hospitality, and a way to express feelings. The cuisine and cultures of many people have met at the crossroads of Indian culture. Every area of these many culinary traditions has its own version of it. Geographical and meteorological factors are also linked to food consumption. India's cuisine is one of its main draws. Once more, diversity is essential. There are numerous traditional cuisine styles found in every region of India.

It varies from the North Indian royal feast of the Mughals to the South Indian thali dinners, which can be both vegetarian and non-vegetarian. Kababs prepared from chicken, mutton, or vegetables mixed with flour, marinated in a mild spice mixture, and grilled over burning charcoal are among of the hallmarks of Mughal-style food. MurghMakhani, or butter chicken, is a beloved dish in North India, especially Punjab, that consists of tender chicken cooked in a thick sauce of tomatoes and cream and served with soft bread baked fresh in the oven, called naan. Sophisticated foodies have raised the cooking of biryani, a fragrant rice dish with beef, poultry, or vegetables, to the status of an art form. Real Italian, Chinese, Mexican, Thai, and American cuisine, as well as franchisees of worldwide fast food chains and other eateries like McDonald's, Domino's, and Pizza Hut, may be found in large towns and cities.

For those who enjoy vegetarian cuisine, India is heaven. India features some of the best and most varied vegetarian cuisine that a Westerner could ever hope to encounter. Ordering a thali is the best way to experience local cuisine. It typically consists of a big plate or coconut leaf filled with rice, surrounded by small bowls filled with delectable cheese, lentil, vegetable, and non-vegetable curries, curd, chutneys, and pickles, all served with warm rotis or pooris. Finger food is the ideal way to consume this dish. Next, there's an assortment of candies and munchies. From the delectable golgappas (also called paanipuri), chaatpaapri, kachoris, and pakoras of the north to the dosa, vada, and uttapam of the south, the list of anytime. Indian sweets that are well-known include ladoos, soanpapri, gulabjamun, burfi, and rasgulla. Even the most jaded palate can be stimulated by the variety of mouthwatering food that is sold in India. Lemon juice (nimbupani) and lassi are two examples of Indian cool beverages. The preferred beverages are tea in the north and coffee in the south.

## CONCLUSION

India is a great source of tourism-related products, but it's important to remember that a foreign visitor who doesn't know much about the country may find some sights or experiences unsettling or even terrifying. For instance, a tourist from a developed nation will be shocked to see trash heaps, people peeing in public, wandering cattle on the streets, and small children begging at traffic signals: As a result, a competent tour operator's duties include anticipating the client's negative expectations in addition to informing him of the positive ones. It is well known that dishonest and profit-driven vendors, taxi drivers, unlicensed tour operators, and even foreign visitors themselves harass and deceive foreign visitors. It is well known that dishonest and profit-driven vendors, cab drivers, unlicensed guides, and even tour companies harass and deceive international visitors. The Indian government's tourism department works to protect tourists from these elements by educating the public; however visitors should be cautioned of such incidents. The goal is to set reasonable expectations for the visitor rather than frightening him away before he even arrives. It's been claimed that a traveller may never return if he had five positive encounters but one negative one. Among other factors, an experience's rating of wonderful, decent, ordinary, or disappointing depends on the person's expectations. India is a tourism destination that offers a wide range of activities that are not limited by the seasons. From the sun-kissed beaches of Goa to the snow-capped peaks of the Himalayas, and from the colourful festivals of Rajasthan to the tranquil backwaters of Kerala, India has something special and enthralling for tourists all year long. Every tourist, no matter the season, is guaranteed to find their own little piece of paradise because to its rich tapestry of culture, history, and scenic beauty. Travellers can go on a voyage of discovery and create lifelong memories by accepting the wealth of experiences that India has to offer. They can also immerse themselves in the warmth of the country's hospitality and the richness of its customs. Furthermore, the kindness and hospitality of India's people are just as captivating as its famous sites. Travellers are encouraged to discover the nation's hidden treasures and establish relationships that go beyond simple tourism because of its rich cultural legacy and varied heritage. Whether it is through the food, the rituals, or simply the stunning environment, visiting India leaves a lasting impression on everybody who goes there. Not only do travellers bring back memories of breathtaking scenery, but they also return home with an even greater appreciation for the wonders of a country that truly embodies "Incredible India" year-round.

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