

Literature, Language, Music, Sports and Health Tourism

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Literature consists of prose, poetry and drama. Literary writings such as novels, stories, articles, reviews, reports, speeches and discourses are known as Prose; whereas songs, poems, folk lore, instrumental music with special ragas are known as poetry while play, film dialogues, monologues and conversations are known as Drama. Music, films, art and literature create an ardent love in the hearts of literary lovers to visit the places and events from the fictional texts of literary importance and pave way to tourism. It is in other words called 'literary tourism' or 'cultural tourism'. Literature, Language and Music come under cultural tourism. This includes the interest of the tourists to visit the birth place or the grave of the authors, or the exciting places of contemporary culture and literature to see society as molded and created by important saints. It is also known as 'pilgrimage' as many Indians visit the places associated with Saint Thiagarajar, Saint Ramanujacharya, Saint Madhvacharya, Saint Meera Bai, Saint Vallabhacharya, Saint Shankaracharya, Saint Haridas etc., in India as their literature and language have captivated the minds of them and they feel elevated if they make a trip as tourism to such renowned places of their birth or 'samadhi'. Lovers of Music of South India from all over the world make it a point to reach 'Thiruvaiyaru' the place of the great saint singer Thiyaga Brahman to participate in the music festival every year by singing or playing divine instruments of carnatic divine songs.

The lovers of literature in other words 'literary tourists' are very much interested in knowing how the places influenced their writings. The short stories of R.K.Narayan are associated with the village called 'Malgudi' and it reflects the style of living of the people in society as recorded by R K Narayan which interests the people to create a film on it. Those who see the film and those inquisitive readers of his stories will certainly like to visit Malgudi. Certainly literature stimulates tourism. The life of Kings and Queens, their palaces and forts attract very many tourists. Museums are associated with the writers maintained by the State Governments. Taj Mahal which depicts the life history of Emperor Shajehan and his Queen Mumtaj Mehal stands as one of the Seven Wonders of the World, promoting tourists globally every year. People from many Hindu communities and regions of India visit Varanasi due to its religious significance and also due to important saints being connected with the city such as Sri Adi Shankaracharya, Tulsidas, Chaitanya, Ravi das, Trilang Swamy and many others. Some of the places that attract a huge number of tourists are Delhi, Agra, Ajmer, Aurangabad, Amritsar, Jaipur, Hardwar,

Jhansi, Allahabad, Nalanda, Varanasi, Vaishno Devi, Badrinath, Kedarnath, Ujjain, Mahabaleshwar, Shirdi, Hyderabad, Mysore, Puri, Trichirapalli, Madurai, Kanchi, Rameshwaram, Guruvayur, Kalady etc which promote cultural tourism or literary tourism by attracting many tourists to India. Generally Hindu Holy places all over the country are connected with the lives, acts, visits and teachings of Hindu saints and this is an important reason why devotees and persons influenced by such saints visit these places. Srinagar, Kullu, Manali, Dehradun, Nainital, Darjeeling, Ooty, Kodaikannal etc. are famous hill resorts are meant for health and sport tourism which also contribute to Literary tourism for the importance of the history of the places.

In Asia, India stands as a pinnacle of glory by being one of the popular tourist destinations of the people of the world. India is rich in its culture from Vedic periods having glorious past with history, each state having special culture, saints, literature, having the Natural resources such as lofty Himalayan ranges in the north and surrounded, on three sides by Arabian sea, Bay of Bengal and Indian Ocean, the holy rivers, backwaters, hill stations and landscapes, and desert make India a fascinating country. Historical monuments, forts etc. add to the splendor of the country as it emerges as a Nation with unity in diversity. Uttar Pradesh in the heart of India with its historical monuments like Taj Mahal and religious places like Ayodhya, Mathura and Varnasi attracts worldwide tourists every year. It is called the heartland of India. Agra, Jhansi, Meerut and Lucknow are the historical cities of UP. The Brij Bhoomi with Mathura, Vrindavan and Goverdhan is famous in India which collects all the devotees of Krishna Globally.

Human beings are mobile creatures and their great impulse to visit the places of their interest may be for literary taste, health treatment, music and sports rules them. They have not even spared the planets like Mars, Moon and Jupiter. With the advancement of globalization through internet it has become very easy for them to move around the world. Tourism is one of the fastest growing industries of the world. Tourism now plays a central role in the economic growth of every country. There are literary guides and maps framed for the visitors for comfortable visits. With the advancement of Technology, the literary tourists can follow the direct links to the websites related to the novels or stories. Now-a-days, E-reading devices like iPhones, Smart Phones, iPad and laptops help the readers instantly know about the places of importance without web searching. By using brochures, photographs and videos, the language and the literature of tourism endeavors to fascinate people in becoming tourists. As tourists, they also contribute further in elaborating their experiences through communication in furthering the tourism.

Many countries with their creative industries promote literary tourism by using attractive vocabulary of romantic evocation through literature with considerable economic implications. To increase their economy, the host destinations use fantabulous words and advertisements to attract the literary tourists. Their literary references prove ideal to generate economy with growth potential. *“Findings indicate that tourism not only supplies necessary funds to finance firms’*

activities, but also stimulates the local firms' productivity and creates new job opportunities that increase the country's welfare" [1]

Creativity is a nation's pride that is perceived by the rest of the world. Only through literature the creativity emerges, emanates, entertains and enchants the ever adoring spirits of literary lovers thereby transforming them into literary tourists. Some of the examples of the attraction of Literary tourism globally are : William Shakespeare of England; Raskolnikov of Russia; Lady Detective Agency tours and an opera house funded by Alexander McCall Smith of Gabarone, Botswana; Don Quixote's drawings of Spain; The Danish writer, Hans Christian Andersen, one of the best known figures in literature famous for fairy tales like 'The Emperor's New Clothes', 'Little Ugly Duckling', 'The Snow Queen', 'The Little Mermaid', 'The Nightingale' etc. of Copenhagen University etc

International tourist hotspots at the UK where Music festivals like Cambridge Folk Festival; Rock City, Nottingham; Koko; Liverpool International Music Festival; Odyssey arena Belfast; T in the Park of Scotland; Sage Gates head; Isle of Wight festival; Glastonbury; Green Man festival in Wales are conducted every year as Music tourism, a great contribution to the UK economy. Music is a literary social science which connects the humanity in the form of tourism.

Rio Carnival in Brazil; the Salvador de Bahia carnival; The Love Parade, an electronic dance and music festival in Germany; Summerfest, in Milwaukee, Wisconsin; annual jazz festivals around the world; the Montreal International Jazz Festival; New Orleans for Dixieland, zydeco and in Italy La Scala in Milan for opera and classical music are some examples of Literary Tourism around the world.

Sports Tourism is leading in the leisure sector as it is an important part of all culture. It is a great attraction in the wide tourism industry as it has become a great international business attraction. International exposures, tour arrangements, investment, political interest, media coverage of international spectators are special features of Sports Tourism. Mountain biking is gaining popularity in India. Events such as Hero MTB Shimla, Surfing festival on Sasihitlu Beach an open men's category for international surfers attract tourists from all over the world.

"The British Tourist Authority and English Tourism Board claim as many as 20 percent of tourist trips are for the prime purpose of sports participation, while up to 50 percent of holidays include incidental sports participation. This level of activity is broadly consistent with Canadian data, with the 1998 Canadian Travel Survey finding that 37% of domestic trips that year were for sports-related purposes". [2]

Health tourism is meant for healthcare services as medical treatments or curative forms of travel. Pathanjali's Yoga at Haridwar, Kerala's Danvandri Ayurvedic treatment, Uttar Pradesh's Naturopathy treatment, Goa's sea coastal oil massages, Tamil Nadu's Hospital services, Himalaya's Herbal treatment and Pondichery's dhyana (mental) health treatment attract more tourists to come to India.

The World Tourism Organization defines tourism as "beyond the common perception of tourism as being limited to holiday activity only ", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".¹³¹ Either it is literary or Language tour; music or health tour people enjoy traveling to other places to relax themselves from the monotony of the routine activities in their own places. As the old saying goes 'Travel teaches us tolerance' everyone should travel to learn many things about many places to maintain the mental equilibrium to have proper emotional balance.

Reference:

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