

## Tourist: Becoming Part of Society

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### **Abstract**

*Tourism is unique. It involves industry without smoke, education without classrooms, integration without legislation and diplomacy without Formality. This study is carried out in Udaipur, Rajasthan, where some foreign nationals came to Udaipur as tourists but settle down here. forty-eight people from various countries are the sample of this research paper. All the respondents are categorized into four categories, on the basis of the motivations to live in Udaipur. It was found that almost all of them find Udaipur a very relaxing and calm city. They live in Udaipur 75-80 percent of the year. The striking emotional feelings and expressions of the respondents were, they identify themselves as a part of the city and do not want to be categorized as tourists anymore. Most of the tourists always participate in local and regional festivals and like to eat Indian foods.*

### **Keywords**

*Travel Motivators, Tourism, Host Population, Cultural Imperialism.*

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Man has been fascinated by travel and tourism from the earliest historical period. He always has had the urge to discover the unknown, to explore new and strange places, to seek changes in environment and to undergo new experiences. Travel to achieve these ends is not new, but tourism is of a relatively modern origin. Tourism is unique. It involves industry without smoke, education without classrooms, integration without legislation and diplomacy without Formality. (Ghosh, 2003).

There are two elements in all tourism- the journey to the destination and the stay. Tourism is a leisure activity that involves a discretionary use of time and money and recreation is often the main purpose for participation in tourism. However, the basic travel motivators may be grouped into four categories i.e., physical motivators, cultural motivators, interpersonal motivators and status and prestige motivators (McIntosh, R. W.1977).

If we elaborate on these basic motivators and analyze them, we can say that people engage in tourism mostly for eight reasons. Pleasure, relaxation or rest and recreation, health, participation in sports, spiritual and religious and the last reason could be professional or business (Singh, 2000).

Tourist is the actor in the system. According to World Tourism Organization, “A foreign tourist is a person visiting a country other than that in which he usually resides, for a period of at least 24 hours (Ghosh, 2003).

### **Socio-Cultural Impacts of Tourism**

Studies of the socio-cultural impacts of tourism generally refer to either the positive or negative aspects. Tourism has wider implications encompassing not only economic benefits but also social and cultural benefits as well. From the social and cultural point of view, there is enough evidence to support the fact that tourism travel unquestionably produces an interaction between the cultural customs of the visitor and those of the host population. The relationship between tourism development and socio-cultural change is complex. Issues of commercialization of culture, changing value systems and family structure are often discussed as negative impacts of tourism. However, if managed carefully, tourism can bring about positive changes in these areas as well. If planned correctly, it may increase the well-being of the host population. Prospects of good jobs in the tourist industry may lead to occupational changes and also increase the desire for educational attainment. There are numerous success stories of local individuals who have an entrepreneurial mind and have made a fortune in the tourism business.

Tourism may contribute to the protection and enhancement of traditions, customs and heritage, which would otherwise disappear through the waves of

modernization. The tourism business can create more opportunities for indigenous craftsmen and artists to produce traditional art forms. Contacts between different groups of people having different backgrounds and cultures may result the transformation of values. Additional Govt. revenue from tourism may be used to benefit the wider population further in terms of related social programs.

Arguments surrounding the negative socio-cultural impacts of tourism often focus on changes occurring in traditions, customs, values, festivals, language and family structure. As the majority of tourists came from economically developed nations, they expect familiar amenities and conveniences of life in the destination as they have in their home country. In order to accommodate the lucrative tourism business, the host community often has to accept the tourist culture. As part of cultural imperialism, changes in language, lifestyle, and values of the destination are maybe because of tourism.

### **Tourism in India**

Tourism has been the fastest-growing industry in the world and according to WTTC, India is ranked 10<sup>th</sup> among 185 countries in terms of travel and tourism's total contribution to GDP in 2019, which is 6.8% of the total economy. We can say the tourism sector in India is a big foreign exchange earner and given the right incentives and environment, could help raise the GDP growth significantly.

Today, India is one of the top tourist destinations in the world. Indian culture, historical monuments, ice-capped mountains, lush green valleys, vast forests and rich wildlife always excite tourists all over the world.

Udaipur, 'the city of lakes and palaces' is perhaps the most romantic land in Rajasthan. It is a much-liked place by the tourists which is why it is on most of the tourist's itinerary who visit western India. This beautiful city has received a rich cultural heritage from the bygone age. The city is located 24.58 degrees North and 73.68 degrees east in the state of Rajasthan. The area of the city is 37 sq. km. Udaipur is a royal city that had been the capital of Mewar rulers for centuries, set amidst the Aravali ranges of Rajasthan. According to statistics, Udaipur receives an average of 11.5 lakh tourists annually, of which 10 lakh are locals and 2 lacks are international tourists.

### **Methodology**

The study is carried out in Udaipur. There are some foreign nationals who came to Udaipur as tourists, and found something different which inspired them to settle down here. Now, they are living here with various motives and contributing to the local society and the town. This activity or living can not be defined as migration

because it is not permanent shifting. Forty-eight people from various countries i.e. France, America, Germany, Australia, Spain, Russia, Canada, Belgium and England are the sample of this research paper and the objective of the research is, to know what motivated them to settle down in Udaipur, to inquire extent of interaction with local people, their participation in local and regional social activities, to know their expectations from the Government's tourism department and the administration along with the problems faced by them.

The information was collected with the help of an interview schedule, developed as per the objectives of the study. The researcher contacted every respondent personally. Interviews were conducted almost in the course of informal conversation. The qualitative data was collected through case studies and observations. In order to get detailed information observations were recorded. To obtain a real and reliable record of personal experiences, Five case studies were included. The case study method is a form of qualitative analysis where in careful and complete observation of an individual or a situation is done. Efforts are made to study each and every aspect of the concerning problem.

#### **Observations and Case Studies**

All the respondents of the study are categorized into four categories on the basis of their motivations to live in Udaipur are. In the first category, the people included who came to see the city and heritage or natural beauty as a tourist, but they fall in love with a local resident may be a guide, a tour operator or a hotelier, etc. and finally, they get married to them. It might be possible that they did not like India on their first visit still they are living in Udaipur because of their love affair or their wedding commitment. According to a female respondent, "I didn't like India before, but I don't want to go back." They are accepting the Indian culture slowly and affecting the culture of the whole society in Udaipur.

The other category consists of foreign nationals who reside in Udaipur somewhat permanently and are artists who love nature and colors. They need peace and beauty; they love Udaipur for their creative inspiration. They feel that Udaipur is more than a second home for them. According to a respondent "to design and develop the gardens in Udaipur, to keep the atmosphere cool and call the rains, gives a great satisfaction to them. A jewelry designer said, "Whatever we do here, gives more satisfaction in return."

The third category includes the businessmen and manufacturers. There is ample scope for investors in the tourism sector. So, many of them are engaged in the hotel and hospitality sector. The striking emotional feelings and expressions of the

respondents were, they identify themselves as a part of the city and they do not want to be categorized as tourists anymore while they are foreign nationals. When asked about his identity in the society, one of the respondents said “We are not any more tourists, not migrants, not citizens of this town but we feel that we are part of Udaipur.”

The fourth category is of social service givers. They are engaged in various social activities individually or are attached to some NGOs. An Animal aid society is also run by them. They want to give something and their wish to save the heritage of the city. A Canadian lady respondent said “We are here for giving; it may be love, social, financial or humanitarian support to the local society. In European countries, if you want to give, you hardly find people whom you can help. The social and political system is so perfect that they are already being taken care of.”

One more category might be developed very soon that is of Old age people group. When peak winters and subzero temperature is there in their home countries, where the winters will be more comfortable as the temperature is quite normal for them. Another reason for this type of tourism is the availability of world-class and economical medical facilities.

An English man stated, “We found personal touch, good attention and affection in Udaipur and this is the main motivation for living here only.” He came here with his mother who was partially disabled and the treatment with aftercare was very expensive in Britain. Within a few months, he realized that they got much more than their expectations.

#### **Case Study One** (Names have been changed )

**Johnson-41 years** (A French national, well qualified, master in law, specializing in companies acquisitions, came to visit India as a tourist but was impressed by the culture of Rajasthan especially Udaipur.)

My first visit to Udaipur was in 1994 to see one of the most beautiful cities in India. I found Udaipur a quite unique place. It is a lovely white city on the shore of lakes. Lake Palace looks like a white pearl floating over the water. That is giving such a relaxing mood and atmosphere. So, I had decided to live and settle down here. I found here more interesting projects than in Paris to do as well. I visited Udaipur four times before deciding to settle down. Now my work is here, I am engaged in the hotel business. In addition to this, I teach in colleges and universities about the environment. I live in Udaipur 85 percent time of the year and I go once a year for about two months to my home country.

I interact with many people regarding my work. To communicate I use only English as I can't understand the local language. Sometimes body language also

works or is helpful to convey my message. I always participate in local and regional festivals. I like to eat Indian food if it is not too spicy. Living in Udaipur is sometimes like flying back 100 years and more. Cows and dogs in the street, women carrying water pots on their heads, people walking everywhere, tonga, massy traffic, it is like an incredible journey back into time.

The ancient culture of the city is amazing. Old buildings and palaces are telling about its royal past. But a part of the heritage is vanishing now very fast. I am really worried about it. I do not have any relatives in India. My father passed away when I was 8 years old. My mother educated me alone, teaching me the fundamental values such as honesty, loyalty, generosity, family care, love and work.

I expect from the administration for the development and betterment of tourism, that collapsing old houses should be stopped, the electrical lines should be in a better way, more elephants, camels, tongas and fewer autorikshaws should be here, and should take interest to protect the heritage value of the city.

### **Case Study Two**

**Emely - 31 years** (A Israeli woman married to an Indian, came for higher studies and settled in Udaipur)

I heard about Indian culture from my grandpa who was a teacher of History at a college in my country. I am also a student of History. After my graduation, I have decided to further studies in Indian History and culture and got admission to M.A. History. During my studies, I met a local boy who is my house owner's son. He was kind and helpful enough, he helped me in many ways because I didn't know Hindi that fine. That boy. 'Ajay' is now my husband. We got married 5 years back, and have a male child 'Dev'.

We are running a hotel and restaurant. I can speak and write Hindi. My son Dev is very good in Hindi and sometimes he corrects me. We are happy here. I want to suggest Indian govt. to protect its heritage property which cannot be replaced once get destroyed. The streets of the old city should be broad as the city is very much liked by the tourist. I also feel concerned about the development and beautification of Udaipur because I know that I am a part of this city through I am not an Indian but my family is Indian and I love my family.

### **Case Study Three**

**Madam Fee** ( Her real name)-62 Years (Though a native of Germany, consider Udaipur her permanent home base since 1987 and engaged in the art and jewelry business)

Born Sorice but widely and affectionately known in Udaipur as Madam Fee. I am an artist and jewelry designer. Since 1978 I have traveled extensively in many Asian and South-East Asian countries, but now settled in Udaipur with a garden and studio at home. In 1987 the motto brought me to Rajasthan, “A desert state in Northwestern India”. There, life touched my soul deeply, and it was love at first sight, when I discovered the enchanting city of Udaipur with its lakes and palaces. For 28 years Udaipur has become my new base and it is more than a second home for me now. Here I can give praise to mother earth, plant trees and flowers, and motivate children and everyone else to plant trees as well. Since 1995 it gives me great satisfaction to me to design and create gardens here in Udaipur. In this Garden under the trees and among this diversity of flowers my work of art comes to life and dreams can be visualized and made real. This is a place where small miracles may grow.

#### **Case Study Four**

**Mary - 60 years** (An American lady engaged in social service and currently running an animal aid society)

I and my family reside in Udaipur since 1999. My first visit to Udaipur was in 1992. I came on the advice of a mere guidebook and was eager to see a smaller Indian city. Initially, I used to come to Udaipur about twice a year, now I am virtually here all the time since 1999. Udaipur is a good combination between Historic preservation and modernity. I love Indian culture including art, and music

, but mostly love its animal life. I am running an animal hospital and hostel for ownerless animals. To do animal service I help many more animal lovers in Udaipur. I contact daily with many levels of society including neighbors, city officials, business people, staff and people from whom we need help for funding animal aid charitable trust's expenses. I can speak a little local language but fairly Hindi. My daughter can translate Tewari (local dialect) pretty well. I am very close to several Bhil (Tribe) families and participate in their village-level occasions.

They also invite me to wedding festivals and religious occasions I like DalBati the most. I like to wear Sari most of the days and sometimes Western clothes. I am now a strict vegetarian even do not eat dairy products. Most of my friends are lower and middle class. We enjoy folk music and dance because of easy understanding and participation.

Classes in some schools have been conducted by our efforts to give compassion education to kids about to how to help animals. We got a great response surprisingly people do often call us when they see injured and ill animals. I want to

suggest govt. of Udaipur for traffic management, Voice control in the inner city should be considered and fireworks should be outlawed because these are terrible for the animal and tourists.

### **Case Study Five**

**Phillipe 45 years** (An American artist, and photographer, working with local craftsmen in a collaborative and creative way)

I came to India first time in 1993. Through the lonely planet guide book I knew about the city of Udaipur

. The picture I had in my mind was that it would be peaceful and beautiful and somewhat exotic but when I came here, Udaipur captured me with its beauty. Also, it seemed an ideal place to make studio photography and work with local craftsmen in a creative way. I found it sometimes like Venice of Italy, when I look at the Lake Palace, city palace and mansoon palace they capture my eyes.

I was a landlord in the USA but now I am only an artist. Nearly all of my interactions are with local people, I have mostly Indian friends. I can understand and speak Hindi but I communicate mostly in English, sometimes through sign language. I enjoy Holi and Diwali and some time to watch other festivals I like local dishes specially Rajasthani Thali, and enjoy more spicy now and eat what before I could not. I wear chappals as they are more practical and comfortable and enjoy to wear Kurta.

Good things sound in the culture and society of Udaipur that there is a general friendship and freedom here that is lacking in the USA. Local people are in general very kind and helpful.

I think the more would be seriously done to preserve the old city and the natural environment. It is time that Udaipur should take a look at pedestrian zones as have been created in old cities in Europe and Enforce the preservation of agriculture and forest land

On the basis of the study, it has been found that almost all of them find Udaipur a very relaxing and calm city. They live in Udaipur 75-80 percent of the year and visit once or twice a year for about one-two month to their home country. Most of the tourists always participate in local and regional festivals and like to eat Indian foods. According to them the arrival of international tourists has been increased because of the hospitality industry has aligned itself to global standards and prices; We need to complement this image with better ground infrastructure in terms of safe road and railway transport, medical facilities and connecting domestic flights. All these factors will help to increase the arrival of international tourists.



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