



## **Music Tourism in India: Issues and Impacts**

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### **Abstract**

India is a popular tourist destination globally and boasts of a very rich cultural heritage that is worth exploring. Unity in diversity is the key feature of Indian culture. The Indian culture comprises of all the social, economical and cultural manifestations of Indian society like Indian music, dance, cuisines, costumes and fairs & festivals. Cultural tourism is one of the most dominating segment of leisure travel worldwide. Advancement in systematic and scientific knowledge the marketers are now focusing the niche markets of cultural tourism like music, health and yoga tourism. One of the oldest civilizations of the world, Indian music is remarked as 'splendid and unique' in the history of mankind. Considering the sensitivity of cultural tourism, it should be properly dealt in regional and local development plans and programs, as well.

### **Introduction**

International tourism is reaching new horizons with glorifying contributions from 3% to 10% of GDP in advanced economies and upto 40 percent in developing countries. Music based tourism is an incredibly large industry constituting approximately 17% of the \$3.5 billion tourism industry in the United States as of 1999 (Connell & Gibson, 2004).

The United Nations World Tourism Organisation effectively defines cultural tourism as the movements of persons for essentially cultural motivations, which they suggest includes study tours, performing arts, cultural tours, travel to festivals, visits to historic sites and monuments, folklore and pilgrimages (WTO, 1985). Music tourism is getting popularity as a component of cultural tourism. Music tourism involves individuals traveling to a place where they do not reside to either listen to live performances or to experience history related to either the creation of or performance of music. This can include venues, museums, homes

of musicians, as well as places related to the lyrics of a song (Connell & Gibson, 2004). Music tourism is the act of visiting a city or town in-order to see a gig or festival. With the presence of the tourist, money is spent and the local economy benefits. A growing number of visitors are becoming special interest travelers who rank the arts, heritage and/or other cultural activities as one of the top five reasons for traveling. As such, the live performance of music is a substantially profitable enterprise (Connell & Gibson, 2004).

### **Issues in Development of Music Tourism**

In one of the recent transformations of tourism, music in different genres and guises has rapidly become a new rationale for travel, and therefore a market for tourists in a rapidly expanding industry.

1. The desired economic and industrial growth of developing countries, presents the risk of a loss of musical ethos which is a value in itself for music tourism. Needful then are co-operative efforts in the conservation and development of the music and dance heritages of these countries stand in question, knowing that said activity significantly affects the core product of music tourism.
2. To ensure the role of governmental institutions, business entrepreneurs, music industry associations & volunteer organizations and other segments of society, are thus being called upon directly to play an active role in creating mechanisms for growth in which investments, transfers of knowledge, scientific and technological research, among different communities considering the conflicting interests of the stakeholders.
3. The strategic goal both from a material and economic point of view is the transformation of-music into a resource, the creation of jobs, well-being of locals. The issues at risk is not only the conservation of cultural and antique music arts but also to the expression of social and community values, including the use of festivals, celebration of art, crafts and design sustainable tourism as a vibrant sectors of the economy.

### **Impacts of Music Tourism**

Music tourism constitutes a cluster of possible tourists, activities locations, attractions, workers and events which utilize musical resources for tourist purposes. Musical

tourism has multifarious impacts on the society for several of reasons; it has a positive economic and social impact. It helps to preserve the cultural heritage & facilitates harmony and understanding among people. Music, tourism helps to establish and enforce identity of a tourist destination. This is an essential element in preserving and enhancing national and local pride and spirit. Interest from tourism markets paramount to recognition for smaller communities and it raises self-awareness.

Music tourism results to image building of destinations essential in building a country's image. Thus, music tourism can be one of the key instruments in developing a positive image of a country internationally.

### **Social Impacts of Music Tourism**

#### **1. National Unity & Social Integration**

India is land of physiological, social and cultural diversity .Music tourism can play a vital role in strengthening social bonding among communities. No other activity has the ability of breaking & removing the social frictions and barriers of caste, creed and linguistic with one another and promote inter & intra- regional understanding.

#### **2. International Understanding & World Peace**

Music tourism can be used as an instrument for National & International understanding and world peace. Through tourism, people attain better understanding and appreciation of the cultural, historical geographical, social, political, educational, and economic systems of other countries.

#### **3. Development and Preservation of Local Culture**

Music tourism provides an opportunity to interface structural and cultural exchange. Tourism encourages preservation of the local handicrafts, language, traditions, cuisine, art & folk arts, various architecture and music& dance styles including concerts paintings and sculptures.

#### **4. Improved Infrastructure**

Tourism contributes to advanced & improved infrastructure in the region. It provides better services and infrastructure in the form of power, water, health, telecommunication, rail, road and air connectivity; increase the services of banking & insurance and new national & international investments.

#### **5. Bring Sense of National & Community Pride**

Tourism fosters National pride & integrity among socially and economically backward tribes & sub-tribes. Music tourism provides a platform & opportunity to all sections of the society to showcase the features and uniqueness of their music style and feel proud. Well maintained tourist infrastructure & facilities reflects the sensitivity of local population towards natural & cultural environment and even respect for the tourist.

#### **Economic Impacts of Music Tourism**

Tourism bring massive economic benefits to the host country, especially in developing countries, one of the main region to promote itself as a tourist destinations. The economic benefits of tourism are generally measured at local, regional and national level.

##### **1. Foreign Exchange Earning**

The expenditure done by the tourist on buying various services & facilities and the import & export of tourism related goods generate income to the nations. According to United Nations World Tourism Organization (UNWTO) 'an important indicator of the role of international tourism is its generation of foreign exchange earnings. Tourism is one of the top five exports categories for as many as 83 percent of countries and is main source of foreign exchange for atleast of 38 percent of countries'. The foreign exchange earnings from Tourism stood US\$ 28.7 billion in India during 2017-18 . (Source : Ministry of Tourism , Government of India) .

## **2. Contribution to the Government Revenues**

The revenue generation emanating from international tourism is roughly 1.5 trillion USD annually Kozhokulov, S., Chen, X., Yang, D., Issanova, G., Samarkhanov, K., and Aliyeva, S. (2019). Tourism generates revenues to the government in the form of taxes (income, service, transportation, Import, Excise tax etc) and entry fee charged from tourist on visiting a historical monument & building, Wildlife Sanctuaries, National Parks etc. The government run handicraft emporium at destinations, duty free shops, hotels, coach services etc which increases the government revenues.

## **3. Employment Generation**

Tourism is labour- intensive & service industry. It has the capacity to create employment for large number of people depending on different levels of education & skills, from unskilled to managerial levels. Tourism industry largely depends on human workforce rather than machines like in other manufacturing industries. Presently, tourism industry contributes 6.23 percent of GDP and about 9 percent of the total employment in India. The Industry directly provided more than 22 million jobs. Tourism provides employment to primary, secondary & territory sectors of the economy through direct, indirect and induced employment.

## **4. Development of Regional Infrastructure**

One of the characteristics of underdevelopment is deficiency in infrastructure. Tourism development in region is possible, by providing the best and varied accommodation, transportation, shopping, communication network and other recreational services & activities to the tourist. This will persuade the government and private entrepreneurs to invest & develop necessary facilities & service for the tourists and take economic gains. It results to economic and entrepreneurial development of the area. The tourist services & amenities will also be utilized by the local community residents.

## Conclusion

As the literature review suggests, there is significant findings showing that a connection between music and humankind throughout history is indeed genuine and very strong (Floyd, 1995; Connell & Gibson, 2004; Wallin, 1991). It is a now familiar story that tourism experienced spectacular growth in the second half of the 20<sup>th</sup> century, initially in more affluent Western nations and more recently in the emerging countries of the developing world, notably in Asia. Music tourism has become a distinct component of the new cultural tourism and has been generally seen as an area of substantial future expansion. The cultural industries- music, literature, film, art- relate to tourism in various ways, appropriating myths of place, transforming localities materially and discursively, thus supporting tourist development. Music is both a key cultural industry, and a text through which places are known and represented, providing a new source of image and sounds for tourism promotion. Local governments are recommended to adopt financial policies to promote cultural tourism by providing loans or providing financial advantages to those that intend to keep, restore or renovate buildings and monuments of cultural, historical or architectural value.

## References

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