

Creative Tourism: An Endogenous Approach To Study the Cultural Destination of the Dindigul District

Mrs. K.YUVARANI

**Ph.D., Research Scholar (Part Time), Assistant Professor of History,
Arulmigu Palaniandavar College of Arts & Culture, Palani**

ABSTRACT : The present-day world of globalization, most of the tourism destinations across the world has started to look like the reflect pictures of one another. The destinations visited by tourists are very easily interchangeable as travelers always pursue uniqueness. The creative tourism centres are thriving on culture and heritage and in the form of commercial enterprise which offers visitors the opportunity to develop their creative sequences and knowledge. The creative tourism brings out the individuality of a destination by focusing on its charming culture and heritage and highlighting on co-creation of tourism products and services. This kind of tourism provides an unfathomable and attractive involvement to the visitors. In the creative tourism, the local environment is the most important stakeholder in this form of tourism. In view of the rich cultural destination of the Dindigul, a junction of Western and the Eastern Ghats of South India, the paper has attempted to find out the present status of creative tourism in Dindigul district and to what extent it has been practiced and promoted among tourists visiting the place. Through this paper an attempt has been made to measure the consciousness level of tourists about creative tourism and also to assess their readiness to contribute in this form of tourism.

Keywords: *Activities, Creative Tourism, Creativity, Culture, Destination, Emotions, Experience, Heritage, Nature, Sector, Stakeholder, Strategies, Tradition, Tourism.*

1. INTRODUCTION

This paper examines the role of creative tourism in the Dindigul district. It also identifies the relationship between tourism destinations and creativity. Moreover, it classifies some basic designs of strategies that support more successful to the creative development of tourism sector. It initiates by integrating insights from creative tourism with the emerging field of creative placemaking. The paper analyses the cultural destinations such as, different development models, tracing the shift from creativity conceptualised as an attribute of individuals and relational approaches emphasising the role of interaction and place.

Today's tourism movements, tourists are more likely to visit the cultural destinations where they get to experience the authentic local culture. These experiences in the form of tourism products provide an edge to the experience producer destinations compared to the other tourist destinations. In the creative tourism, it has been coined to describe the kind of tourism where tourist is treated as an active member of the local community and their life style. The tourists who participate in creative tourism activities are serious tourists. The emphasis shifts from ordinary to extraordinary and conventional to unconventional tourism experience. Being respectful of the ethnic cultural values of the destination visited their art, craft and their life styles. This form of tourism provides a very deep and engaging experience to the tourists. The local tradition is the most important stakeholder in this form of tourism and as the whole concept of creative tourism revolves around them.

2. CREATIVE TOURISM

Creative tourism is defined as a form of tourism which offers visitors the opportunity to develop their creative potential through active participation in progressions and practices. The creative tourism therefore challenges the standardized forms of tourism and mass cultural tourism. The culture based development is not enough anymore for destinations to create a distinctive image. This opening has favored the emergence of creative tourism. The creative tourism is a new form of tourism that includes very high prospective to change existing models of tourism and contribute to the presence of new familiarities. The creative tourism support to inspire social and cultural growth and the augmentation of local economy.¹

The creative tourism involves services to tourists with the occasion to understand and pleasure from uniqueness of natural, cultural and heritage features. The cultural legacy, environment, accessibility and facilities are important features of creative tourism places. Some significant difference is prevailing among demographics of domestic tourists and features of traditional tourism places. The cultural inheritance, traditional values, nature, environment and facilities have significant

impact on revisit intention of tourists. In order to improve revisit intention of tourists, creative tourism places arrange cultural programs and they must give traditional hospitality.² Additionally, the well maintained tourism places and they must have recreational activities. The creative destination is the opportunity to engage and interact with the local people, either through pre-arranged forms of travel or through chance while already in the destination. The rise of creative tourism has taken cultural tourism to a new level of engagement and interaction. More and more destinations around the Dindigul have begun harvesting culture and creativity as a potential resource base for developing creative tourism.

The developing need for innovative tourism underlines the want for human beings to specific themselves and increase their innovative potential. They additionally need to present that means to their lives with the aid of using doing something innovative, in place of simply eating greater. Many tourists are disillusioned with the contemporary provide of tourism products, that are regularly visible as standardized and inauthentic. Because innovative reviews at once contain the vacationer in the nearby tradition and creativity of nearby human beings, it may offer tons greater engaging and enjoyable tourism reviews.³

The tourism locations also are spotting that conventional tourism improvement fashions have serious limitations, now no longer least due to the fact maximum locations appear to be supplying greater identical. In order to distinguish themselves, locations want to reflect on consideration on what's unique and distinctive approximately the locations that human beings stay.⁴

3. CREATIVE TOURISM IN THE DINDIGUL DISTRICT

Nowadays, the creative tourism in the Dindigul district is potential because of

1. Gather tourism experiences
2. The creativity in relaxation and tourism ingesting and
3. To extricate themselves.

Most of the creative destinations in the Dindigul district are made up of a rich drapery of government and private sectors. They usually encompass both traditional and rural experiences, such as ranch stays or self-catered country lodges, urban and village type experiences. For example, identify, nurture, attract and cultural ideas. At the temperament of a creative destinations, thumps the rhythm of its creative economy. This exciting matter is made up of people who are constantly development innovation with the ability to add value to almost any merchandise or amenity.

The traditional tourists are willing to include participatory activities in their tourism trips. The creative tourism is grow both as a concept and as an established form of interactive cultural tourism. In the major current leanings, tourists are gradually co-creating experiences driven by their own individual knowledge, skills and contextual. The tourists able to learn the formations in the creative destinations by their own experiences based on the skills and knowledge they already possess in the creative destinations. They are aggressively paying to a unique experience for themselves and others, leveraging inedible the creative conversation that lies at the very temperament of creative tourism.⁵

In Dindigul, creative tourism is a multi-faceted involvement, which comprises the movement and visit the endpoints outside the normal place of residence. It is composed of two basic essentials such as,

1. Travel to a destinations.
2. Holiday in the destinations.

These essentials are based on the economic, physical and social sub-systems with which the tourist is unswervingly or meanderingly in interaction. The development of creative tourism having social, cultural and economic modifications. It will be reflected in the relationship between tourists and destination people. The Dindigul tourism breeds and enlarges on the social and economic characters. The tourist attraction, accommodation, supporting facilities and infrastructure are the basic tool in the Dindigul destinations. For the better development of tourism, these facilities should be developed in this district. The tourists exposed the facilities such as, price, communication, nature, environment, symbols and sign boards were influencing tourists to visit tourist places easily. The accommodation, transport, food and beverage, games and entertainment activities are very important components. The ease of access or key features of creative tourism places in the Dindigul are climate, accommodation, natural sceneries, pleasant atmosphere and clean environment. The cultural programmes, food, neatness, pleasurable nature, cultural importance, fine arts and infrastructural facilities are another important aspects in the Dindigul creative tourism. The main characters of the destinations come with the scenic beauty of nature in and around the form of hill stations, dense forests, historical places and the pilgrimage centres.

4. CULTURAL DESTINATION OF THE DINDIGUL DISTRICT

The cultural important places are highly trendy and commendable tourism activities in the recent times. The cultural tourism is a new and modern phenomenon relating to ancient but its origin is mapped out back to the ancient periods of human existence. The cultural tourism is the travel activity made to examine and practice the places, activities and artifact that realistically stand for life of people in past and present.

An endogenous approach to study the cultural destination of the Dindigul district tourism destinations includes actions and services. It give tourists with the occasion to understand, feel, get idea and pleasure from uniqueness of natural, native and cultural features. The maintenance of cultural structures is very significant because it provides a sense of identity in a fast-changing world for present and upcoming generations. The cultural centres basically represent the past history and culture of a nation. Therefore, the cultural destinations are important tool to protect the creative tourism. The features of creative tourism destinations are very significant aspects that directly influence tourists to make their visits to those places.⁶

In the Dindigul district, the tourism destinations are competing with each other to promote and commercialize through specific features to attract a larger number of tourists. These distinctive features improves image and value of places. The creative tourism destinations have different kinds of features varying from natural environment and cultural events to marketing and entertainment activities. The capabilities of historical traditional tourism locations and non-public stories of traveller are extraordinarily influencing pleasure and goal of revisit to the ones locations amongst tourists. Hence, the essential features of cultural tourism places and revisit intention of tourists are promote the tourism. There are much more traditional, natural places which acts like a full satisfy for visitors. The image of tourist destination had significant impact on constancy of tourists towards destination and tourists with better involvements were likely to reconsider in near future.

These destinations provide immense opportunities for sightseeing, pleasure and leisure and peace of mind to the tourists of various categories. The tourist destinations in the Dindigul district can be generally concealed under the following arrangements such as,

1. Picturesque natural beauty
2. Journey and Leisure
3. Mountain places
4. Pilgrimage centres
5. Historical monuments
6. Traditional places and
7. Fairs and Festivals.

5. CULTURAL DESTINATIONS AND ECONOMY IN THE DINDIGUL DISTRICT

Due to the growing economic significance, it has a spectacular increase in tourism and increase in tourist earning. That money is absorbed by the local economies of the nation and helps in increasing jobs as well as opportunities. The visitors of the Dindigul is predominantly based on tourism and tourism products. The regions infrastructure changes every year in preparation for the peak tourist season.⁷ Majority of the tourist are from national and nearby states like Kerala, Andhra Pradesh and Karnataka and thousands of foreign tourist's visits every year. The tourist arrivals tallied to trips for leisure, recreation and holidays. They consisted of travel for other motives such as, visiting the traditional sites, religious purposes or pilgrimages, health treatment, climate, cultural interest and environment are the criteria justifying tourists' preference for those destinations.

The market of the creative tourism segments are growing upon the economic, social, cultural and environmental components of the territories both at regional and local levels. The concept of creative tourism market is supported by the valorization of culture, experience, co-creation, community participation and the relationship between tourists. Therefore, the view of local is embedded in the materialization of creative tourism. The systematization of the creative tourism and local development, it is necessary to the development of sustainable, regional and local matters and also to the different fields of production.⁸ The marketing strategy is based on the three stages such as.,

1. Creative tourism and its areas of interest
2. Development and its scope and
3. The links between creative tourism and local development.

To promote economy in the Dindigul district is mainly based on unrestraint processes, sovereignties, involvements, harmony, realm traditions and produce income in places outside the conventional tourism routes. The identified strictures, cultural properties and amenities are not conventional goods, like in traditional tourism formats. The identity of places and co-creation and expressions are based on the relationship between tourist and local communities. Therefore,

imagination shows a central role in creative tourism proposal in which the tourist experience trusts on the inimitability and substantial and irrelevant qualities of the places and communities that are visited.

The marketing of the creative tourism is considered as a concept which goes beyond economic growth. It includes elements that interlink the social and the economy. It grips a certain kind of threesome of attention, which creates a link with other ways of looking to what is the happiness of a community. It accepts the organizational patterns of society, which are established by the metric of the modern industrial sagacity. It favors the experiences outside of the social, cultural, political, symbolic, imaginary and economic relations. It promotes the economy by two platforms such as, economy and social. It depends on demographic, geographic, territorial, identity, racial, social, moral, symbolic, material and immaterial provisions. They are also linked to diversity, biodiversity, ethics and bioethics. This method indicates to the feeling that progress provides symmetry and a relationship between the concepts of economic growth and development. The social, regional and the local substances promote the economic growth with the base of local materials.⁹

6. THEORIES OF CREATIVE TOURISM

The creative tourism brings an approach to the tourism industry that presupposes benefiting people, communities, collective and cooperative work. The tourism movements requires making practical choices, place concepts, economic growth culture and individuality. However, awareness and continual maintenance should be promoted in order to prevent depressions of the styles and ways of life and the protection of the traditional social associations of the places. The relationship between creative tourism and the local economy development is opposition with the socio-cultural consequences, consumption and practices. The idea of promoting a tourist is stranded on collective, community, practices, co-operation, trust, security, tradition, co-participation and co-creation.¹⁰

The creative tourism is based on structural elements that differentiate it from conventional tourism. Instead, traditional tourism is developed following a set of values and practices that keep tourists in a logic of repetition, usually close to the things they know and experience in their places of origin. In some materials changed the mood of the creative tourism such as, music, advertising slogans, industrial branches and places. Tourists make almost immobile trips, being deposited in the same types of travels, buses, hotel rooms and seeing landscapes they have already seen a hundred times on their television screens or in tourism promotional flyers and brochures. The problem in the institutional responses, provided in terms of tourism policies, which have been based on the hegemonic rationale of the model. However, the difficulties of local communities to understand the proposals of creative tourism. The creative tourism relationship with its social, economic, cultural and environmental levels based on valuing history, territories, politics and communities in their identities. In the common intellect, which impose respect and vertical hierarchies in the distribution of material and immaterial resources obtained from exchanges. The mode of creative tourism follows by the respecting values, cultural patterns and interpersonal relationships.

To understand the relationship between tourism and creativity, how culture and tourism became reliant. The cultural tourism is a traditional one, it is based on tangible cultural resources emphasizing on the sightseeing aspect of creative tourism. In the creative tourism, however, is defined as a form of tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences.

Culture has not always been a part of tourism development but it is a need for alternate forms of development to replace traditional jobs in manufacturing which gave rise to the origins of service based industries such as culture, tourism, finance, research and development. In this process, culture, creativity and tourism gained popularity and were coined as harmless industries. The popularity of these industries resulted in culture led regeneration and development in the Dindigul district. This initiated a dependent relationship between culture and tourism wherein cultural expansion via tourism was possible. It furthermore enhanced the role of culture in tourism development, with culture becoming an important aspect of development in general. The authentic experiences on holidays, culture became one of the means to generate more and more role actions in the tourism. The success of culture directed development is soon grasped by many countries as a strategy for economic revival. However, as many cities started adopting these strategies, if the culture found to be marked by the various structures, museums, monuments etc. While, cultural tourism in the Dindigul district, involved a larger number of tourists, it also drove many somber traditional tourists left.

In regard, creative tourism and its characteristics are based on spaces or characteristics such as,

1. Developed from cultural tourism
2. Tourist resources had outstanding in culture
3. The culture that existed in daily life

4. Learning exchange between tourists and people
5. Bond between tourists and the local community
6. Conservation of the environment and local culture
7. Activities for tourists to operate and use their own creative idea and
8. Allowed tourists to have direct experiences.

The creative tourism in Dindigul district is increase the visitors of tourism in accordance with the strategy of development plan and also promoting the tourism in the country. It covers the properties, not just one side which will not include the benefits systematically. The creative tourism towards the tour operators, community or local authorities, it is important, as well as promoting the creative tourism from the government and cloistered sector and impresarios in community kindred in order to subsidize to the objective of workable tourism.

In the promptly changing global economic scenario, tourism is considered to be one of the largest and fast-growing industry in the Dindigul district. The creative tourism destinations are providing very useful and fruitful paths especially to those people who are engaged in tourism activities. They are not only closest improving their widespread of residing however additionally producing earnings and employment openings. In the Dindigul region, tourism has played a very decisive role to transform the district into a globalized economy where all nations can exchange free trade and culture and share their interest of mutual benefits based on tourism industry. The tourists are visiting it due to its climatic, scenic beauty, ecological resources and pilgrimage destinations.

7. CONCLUSION

In today's modern world, creative tourism is seen as a factor that strengthens the economy of the Dindigul district. It also fulfills the tourist visitor's need and attuned with the requirements of local people. But as the creative industries expand in destinations around the Dindigul district, there is also a more general relationship emerging between creativity and tourism. This is also driving the growth of new markets, particularly in developing the Dindigul regions. Therefore, creative tourism may also be an area of convergence of different areas of development policy, focused not just on tourism growth, but also on the ways in which tourism growth and local people.

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