

Tourism Oriented Heritage Guide Course: Concept Presentation.

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Living in a place without travelling to different and distant places betrays one of many valuable things in life. It makes life a colorless routine. Tourism caters to the human urge for variety in life; it provides spices to every sense through entertainment, education and rich experience. Besides the commercial value of tourism it definitely has deeper and greater contributions to make to the society and nation. Unfortunately, the Department of Tourism and Culture be it of the State or of the Centre does not seem to have discerned the importance of Heritage Tourism as a national movement towards National Integration.

Although the star hotels and posh mansions have fanciful names like Heritage Home they seldom have well qualified Heritage Guides who can serve the local, national and international needs of guided tourism.

India that is BhAratam is a great nation whose geographical area is punctuated with rivers, ancient temples and landscapes which are named individually since time immemorial and these names contribute to the awareness of One India. These have cross references across the country and every village knows these names, stories and narratives sprinkled with Sanskrit/ vernacularized terms. Heritage awareness is embedded in and through such names and forms.

It is high time that the cultural values which are specific to BhAratam are recognized as the live components of Heritage Awareness and Indian Tourism is oriented towards it. It is in this context the proposed Course gathers national significance.

The proposed course has thus national significance from more than one angle.

- 1) It would be first of its kind to herald new and innovative career opportunities across the country.
- 2) It would open up new branches of learning which demand research into all areas of Indian Heritage such as Science and Technology, Astronomy, Ayurveda to facilitate quality guidance to Indian and Western tourists.
- 3) The employment opportunities would be gender friendly in as much as both male and female Heritage Guides would have equal opportunities without competition.
- 4) Intergenerational culture and heritage awareness transfer would gather academic perfection and traditional authenticity through this undergraduate program, if well intended and designed.
- 5) It would educate the common man to respect and protect the invaluable culture and heritage of our great nation.

Heritage Awareness for Enlightened and Value added Tourism is the Motto which has inspired this concept for facilitating preparation of today's Youth for brighter tomorrow.