

## PROMOTION OF TOURISM THROUGH MUSIC

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**Abstract:** *One of the most effective means of promoting travel around the world has been music. This is mostly because music frequently aids in showcasing a city's beauty and elegance at its finest. Like these songs.*

*Khai ke pan Banaras wala....*

*Dili Hai dill walo Ki....*

*Whenever we listen to these songs, we get to know the beauty and importance of these cities. It is a well-known fact that traveling and music go hand in hand. Both industries are interdependent, and the expansion of one industry triggers an equal expansion of the other. Due to its addictive nature, music has immense potential and power, people are frequently so concerned and curious about music that they will travel across the globe to see their favorite musicians' live shows. One of the parts of the global economy that is growing the fastest is the tourism sector. Many things have been credited for this exceptional achievement, but the influence the music business has had on travel has received the most attention. Today, it might be said that music permeates every area of the economy. This study aims to analyze the current state of the role of music in tourism and to put forward concrete suggestions for enhancing the impact of music to innovate tourism.*

**Keywords-** *music tourism, tourism, pilgrimage, travel industry*

### INTRODUCTION

अतिथि देवो भवः In our country, the guest is considered God. Keeping in the mind the vast culture and heritage of our country, the tourism industry has prodigious significance. Tourism is the leading service industry in India, which is growing rapidly these days. There are several types of tourism as such religious tourism, spiritual tourism, commercial tourism, business tourism, sacred tourism, etc. with main subtypes: pilgrimage, meaning travel for religious or spiritual purposes, and the viewing of religious monuments, sculptures, and artifacts. Religious tourism is an important part of the tourism industry. It is also called special interest tourism, which is usually related to the followers of particular faiths who visit a location that is considered a holy site. Religious tourism is not a new notion, people have been traveling to religious sites for years, but usually, this travel was restricted to people from the highest echelons of society, these people use to club religion, culture, and leisure activities to enjoy their travel within their country and overseas to specifically visit a religious destination because of their beliefs. Religious sites are not only visited by pilgrims but also visited by non-religious tourists since they have cultural, historical, and religious significance. Most of the tourism industry is affected by economic instability but this religious tourism is less affected by these economic issues because the reason for traveling is very strong and it plays a very important role in their lives. We got to see direct evidence of this during the COVID-19 pandemic. Where the economy is deteriorating, there are negative consequences on the tourism sector, but there is little impact on religious tourism

### AIMS OF RELIGIOUS TOURISM

The public indulged in religious tourism due to various reasons and with different goals. The main aims that the tourist have when they become part of religious tourism are as follows:

- To perform pilgrimage as an act of worship
- To achieve social and spiritual salvation
- To commemorate and celebrate certain religious events
- To enhance one's knowledge
- To express gratitude for their beliefs

## **MUSIC**

As defined in the Merriam-Webster dictionary music is the sound whether vocal, instrumental, or mechanical that has rhythm, melody, and synchronization. It can be considered as an art and science of organizing tones and sounds in sequences and combinations that have unity and continuity and that lead to a pleasant effect. Music is a sound that is soothing to the ears, relaxing to the mind, and serene to the soul. Music is all around us, Nature has its natural music and all natural objects are affected by the music, human beings, animals, and even plants respond to music. Music is influencing various aspects of our lives interestingly. Music is significant in literature as it is an integrated part of the various themes of literature, music therapy is nowadays being used to treat patients with psychological disorders, music is used in the teaching-learning process, music forms part of our sports, music is an integral part of the entertainment industry and music is appreciably influencing the tourism industry.

## **DEVELOPMENT OF MUSIC IN INDIA**

India has long been praised for having a rich tradition in all art forms, including architecture, literature, sculpture, painting, music, dance, and theatre, dating back to the Indus period. All of these were only passed down orally over generations, resulting in the formation of clans that were experts in specific fields. The ruling elite patronized and supported the propagation of arts. India places a high value on dance and music as a form of religion, a tourist attraction, and a reliable source of entertainment. The earliest roots of musical forms were ingrained in the book "Samaveda," one of the oldest forms of classical art with a history spanning several centuries. Language and music both represent the expression of the human spirit. The world has received messages from its finest exponents that no other language can express. Everyone's existence involves music, whether it be for amusement, cultural expression, or spiritual inspiration. Our physical and mental health is significantly impacted by music. Travel and tourism are increasingly being justified by music, which can take on various cultural forms and personas.

Certain types of tourism emerged as a result of the growing number of visitors' desire to discover new locations and fully appreciate novel experiences. Tourism, music, and place are all closely related in several ways, including through festivals and museums, places of birth and death and musical invention, and lyrical settings. It is being underlined that music in tourism is finally being acknowledged as having a positive impact on cities' cultural economies. Invoking ideas of racial and regional identity, music creates new sorts of social, economic, and cultural networks. Music also physically and aurally alters tourist spaces. Regional music festivals are a constantly expanding culture in India, where the location's name is progressively becoming associated with the

genre of music that devotees usually enjoy there. The celebration of classical singing styles like Bhatkhande in Lucknow, classical music event subeh-e-banaras and dhupad mela in Varanasi, and Tyagaraja in Thiruvayyaru in India, is based on the fundamental idea that music and place are deeply connected. Hindustani and Carnatic music, which are both a part of Indian culture, have been developing for many years. Elements of musical forms, such as tonal intervals, harmonies, and rhythmic patterns, are the special outcomes of a multitude of musical traditions and influences; they are also significantly dissimilar from those that are well-known in the west. A lot of the music celebrates the natural seasonal cycles as well as Hindu stories and folklore. Indian dancing is widely performed throughout the nation, either at important festivals and recitals or at the numerous cultural performances held in hotels.

## **MUSIC AND INDIAN TOURISM**

The tourism industry is related to music in many ways, this relationship is bidirectional in which both music and tourism positively influence each other. This relationship can be discussed under two heads

### **(1) DIRECT INTERACTION**

Music and tourism are interrelated directly. Their relationship is beneficial for both of these.

#### **(A) MUSIC TOURISM**

The practice of traveling to a city or town to attend a concert or festival is known as music tourism. While the visitor is there, money is spent, which helps the local economy. More and more tourists are turning becoming special interest travelers who list engaging in the arts, heritage, or other cultural activities as one of their top five travel motivations. Live music performances are therefore a very lucrative business (Connell & Gibson, 2004).

As a subset of cultural tourism, music tourism is becoming more and more popular. Travelers who do not normally reside in that location may do so to attend live performances or to learn about the history of the composition and performance of music. These can include locations such as concert halls, museums, musicians' residences, and locations mentioned in a song's lyrics (Connell & Gibson, 2004). Thus Music is a source of revenue generation for the tourism department. Music is one of the attractions that attract tourists from various places within and outside the country. For several reasons, musical tourism has a wide range of positive social and economic effects on society

#### **(B) TOURISM HELPS IN THE PROGRESSION AND PROPAGATION OF MUSIC**

Traveling to different historical places and different states gives tourists glimpses of the history of music in India, its development, and its diversity. It helps in developing interest in music. Regional music forms, and local musical instruments all get wide exposure and appreciation which gives the artist a motivational force. The unique music forms and endangered music instruments get reviving births through tourism.

## (1) INDIRECT INTERACTION

### (A) MUSIC HELPS IN PROMOTING TOURISM

Music always attracts listeners. The content becomes more meaningful and more influential when integrated with music. It is the reason why the tourist industry utilizes music for promotional purposes and for attracting tourists. We can cite the examples of promotional videos of Gujarat Tourism featuring Amitabh Bachchan and the famous *Hindustan Ka dil dekha* frame video of Madhya Pradesh tourism. A study done by Jiang J, Hong Y, Li W, and Li D tried to explore the impact of official videos on tourist destination decisions. The study revealed the positive role of official videos in stimulating tourists' perceptions and sentiments. The study concluded that official musical videos influence tourist destination decision-making behavior.

### (B) COMPLIMENTARY ROLE IN ACHIEVING THE AIMS

Both industries have similar goals and they very well complement each other in achieving their aims. Music aims to soothe the mind and hearts of the listeners, tourism industry also targets to make its participants joyful and provide them with a serene escape from the chaos of their daily life. When both music and tourism interact the task of making people calm, happy, and peaceful is achieved easily and smoothly.

### (C) MUSIC HELPS IN CREATING A FAVORABLE ATMOSPHERE FOR TOURISM.

Music not only helps in attracting tourists to destinations but it constantly plays role in maintaining their interest in the place and making their stay pleasurable with cherished memories. That is the reason why tourist spots, resorts historical places make arrangements for music programs or shows or informal displays of musical talents or by playing background music. We can cite the examples of light and sound show at *Akshardham mandir* in Gujrat or the musical fountain of *Vrindavan Garden* in Mysore.

### (D) MUSIC FESTIVALS AND PROGRAMS ATTRACT TOURIST

Music shows and live music concerts by famous artists and musical bands all over the world attract tourists. These programs become the sole reason for visiting such places which may not be having any special tourist attractions and thus play as a booster for the tourism industry. Indian Tourism is slowly progressing in this area. Some examples of such music festivals are Rajasthan International Folk Festival, Hornbill Festival in Nagaland, and Sunburn Festival in Goa, etc.

## ADVANTAGES OF THE INTERRELATIONSHIP OF MUSIC AND TOURISM

- **Expansion and conservation of culture:** It promotes harmony and understanding between people and aids in the preservation of cultural heritage. Tourism and music both contribute to establishing and enforcing a tourist destination's identity. This is crucial for maintaining and fostering community pride and spirit both nationally and locally. The industry is crucial for the recognition of smaller communities, which also increases self-awareness. The image-building impact of music tourism contributes to a nation's overall image
- **Creating jobs:** The tourism department has many job opportunities but the merger of the music and tourist industry has created many job opportunities and careers which is very

beneficial for a country like India where unemployment is a major problem. music tourism has opened new arenas and many new job prospects. Technical experts, event organizers, managers, and distributors are required to meet the demand of the growing industry of music tourism

- **Contribution to Public Sector Revenues:** The interrelation of the music industry and tourism industry is boosting both industries and thus helping in generating more revenues which is important for National development.
- **Promote national harmony and social integration:** The integration of music and tourism helps in acculturation within a country, more traveling across the country makes people proud of their diversified culture as well as helps them to observe the similarities among all Indians. This helps to eradicate prejudices and stereotype thinking and behavior thus promoting national Unity.
- **Promote Global understanding and world peace:** As this relation helps in promoting national harmony similarly it helps in erasing the boundaries between people of different nations. Indian Music attracts foreign tourists and vice-versa. Thus music and tourism bridge the gap between the hearts of global citizens.

## CONCLUSION

studies and surveys reported, there is a genuine and influential connection between music and humanity throughout history. The new form of cultural tourism has given rise to a distinct component called music tourism, which is expected to grow significantly in the coming years. The cultural industries such as music, literature, film, theatre, and art have a variety of tourism relations, absorbing local mythologies and reshaping communities both materially and discursively to promote the growth of the tourism industry. A significant cultural sector and a medium through which locations are recognized and portrayed, music offers fresh visual and aural materials for promoting travel.

It is advised that local governments develop financial policies to encourage cultural tourism by offering loans or financial incentives to individuals who want to maintain, restore, or remodel structures of cultural, historical, or architectural importance.

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