

**"CULTURAL DIMENSION OF TOURISM IN INDIA
AND TUNISIA
CASE STUDIES OF GOA AND TUNIS"**

**DISSERTATION SUBMITTED TO
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CERTIFICATE

*This is to certify that the dissertation entitled "CULTURAL DIMENSION OF TOURISM IN INDIA AND TUNISIA CASE STUDIES OF GOA AND TUNIS" submitted by Jaspreet Kaur, is in the partial fulfillment of the award of **Master of Philosophy (M. Phil)** of this University. To the best of our knowledge, this dissertation is a bonafide work and has not been submitted fully or partially to any other university. Therefore we recommend that this work may be placed before the examiner for evaluation.*

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PREFACE

In recent years, tourism has gained great importance throughout the world. This has become one of the most important tools for understanding the habits, ethnic and social values and cultural heritage, etc. of different countries of the world, thus bringing different cultures closer to each other which in turn result in assimilation of new ones. In the following study entitled, "CULTURAL DIMENSION OF TOURISM IN INDIA AND TUNISIA, CASE STUDIES: GOA AND TUNIS", under the supervision of my supervisor, Mr. A. Basheer Ahmad, it has been tried to deal with tourism on the whole, the meaning and concept of tourism, the cultural aspect of tourism in both the countries, India and Tunisia, the impacts of various types of tourism, the initiatives taken by the governments of both the countries, to boost tourism. It has also been tried to find out certain steps that India can take to develop its tourism sector on the basis of Tunisia's experience. As for the case studies, it has been tried to make a case study on tourism in the two cities Goa and Tunis. The objectives behind choosing these two particular cities were: (i) both the cities are quite modern with great influence of European cultures and still they carry along their age old cultural and traditional values, (ii) both the cities have well-developed tourism sectors and a major portion of their economic indicators come from tourism sector only, (iii) both the cities present varied and certain common options to their visitors like historical monuments, museums, vast and beautiful sea beaches, spicy cuisine, open and friendly people ready to mix up with all kinds of tourists.

The chapters that follow in the study are arranged in the following manner:

Chapter 1 is the introduction to tourism, its definition, several meanings and concepts, a world perspective of tourism – how the world views the tourism industry and what is the status of this industry world over today.

Chapter 2 deals with the scope of tourism as an industry the world over, the process of development of tourism, different types of tourism depending on the preferences of the tourist and the various types of impacts and relations of tourism activities with the economy, society, culture and even political affairs.

Chapter 3 is about the present scenario of cultural tourism in India, which is a vast, magnificent, stupendous, magical land. This chapter talks about India's people, its various religions, languages, its age old cultural heritage and modern monuments and architecture, festivals, the several ethnic tribes which contribute to Ethnic Tourism in India, the arts, crafts, music and dances of India, handicrafts, cuisine, sports and adventure tourism in India and finally the relationship between the culture and environment of India.

Chapter 4 presents the scenario of cultural tourism in Tunisia, which is said to be a melting pot of civilizations of Mediterranean, Africa and Europe. It talks about the Tunisian people, language, religions, a brief history, the beautiful Tunisian monuments and architecture, the touristic places, its museums, festivals, arts and crafts, music and dance, Tunisian handicrafts, cuisines, its sea beaches which are a specialty, sports and adventure activities, and finally concludes with the relationship of Tunisian culture and environment.

Chapter 5 deals with India's potential in the field of tourism and the various steps taken by the Ministry of Tourism, Government of India to promote tourism and to find out the economic and socio – cultural indicators with whose help tourism in India may be developed in a positive direction. It also mentions the

various promotional and marketing strategies taken up by the Indian government.

Chapter 6 talks about the steps taken by the Tunisian Ministry of Tourism to give an impetus to its already booming tourism industry. This chapter also mentions Tunisia's multidimensional promotion strategy, the 9th plan for development of tourism by the Tunisian Ministry for Economic Development, and its policy towards ecology and environment.

Chapter 7 goes on to deal with the Case Studies that have been made between Goa and Tunis, two of the major Indian and Tunisian cities respectively with well-developed tourism sectors. The chapter puts forward the various social and cultural aspects of both Goa and Tunis like, an overview of the cities with brief historical backgrounds, various tourist places, the splendid beaches of the two cities, the architecture, their fairs and festivals, flavors of the two cities, sports and leisure activities related to tourism and certain other practicalities like hotels, transport facilities, etc. This chapter further talks about certain common aspects of both the modern yet traditional cities and about steps and measures that can be taken up to boost tourism activities to new higher horizons.

Chapter 8 is the conclusion and it mentions in brief what has been talked about in the whole course of the study, the positive aspects of the Tunisian tourism industry although it is a very tiny country when compared to the vastness and magnitude of India, and the lessons that India can take from its own mistakes and also from the past and present experiences of Tunisia. It stresses on the need for taking steps so that India can be made the most sought destination in the new millennium.

I would like to express my deepest gratitude for the completion of this work to my supervisor, Mr. A. Basheer Ahmad, the Chairperson of our centre, Mr. S.A. Rehman and all other faculty members from our centre for their contribution in my career development due to which today I have been able to reach at a stage where I have made this study. I would also like to say a word of thanks to my husband Ravi Kumar who has always extended both moral and scholarly support. I must mention the name of my parents and brother who have always extended support in completing this task. Without the support of these people, it would have been impossible for me to complete my work.

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INDEX

CHAPTERS	CONTENTS	PAGES
	Certificate	01
	Preface	02
I.	Introduction to Tourism	06
II.	Scope, types, process of development of tourism and its socio-economic, political and environmental effects	13
III.	Cultural tourism in India	27
IV.	Cultural tourism in Tunisia	51
V.	India's potential and the steps taken by the Indian government to boost tourism	85
VI.	Tunisia's potential and the steps taken by the Indian government to boost tourism	92
VII.	Case studies : Goa and Tunis	101
VIII.	Conclusion ✓	123
IX.	Bibliography	126
X.	Appendix	131

I. INTRODUCTION TO TOURISM

Tourism has different meaning to different people. It is generally related with sightseeing and visiting recreational and historical areas and staying over there for a couple of days. Tourism industry has been accepted as the second largest industry after oil. Tourism is the greatest producer of world gross domestic product and employment, and it also plays a significant role in promotion of mutual understanding between the people of the world and in maintenance of peace through people-to-people exchanges, and thus contributes to the prosperity of many countries and regions.

According to Webster's Dictionary, tour means a journey, which returns to the starting point, a circular trip usually for business, pleasure or education, during which various places are visited and for which an itinerary is usually planned. In ancient time Saggi, a Persian poet said, 'the benefits of travel are many; the freshness it brings to the heart, the delight of beholding new cities, the meeting of unknown friends and the learning of high manners.'¹ According to Gilbert (1992), the term Tourism is relatively a recent phenomenon and is distinguishable by its mass character from travel. □ The use of the term tourism has led to a range of complex meaning which have become associated with: the movement of people; a sector of the economy; an identifiable industry; services which need to be provided for travelers. Tourism can be defined as a human experience, social behavior, geographical phenomena, resource, business industry and by a number of other cultural, social and economic values. Wahab (1971) writes "For the country concerned, tourism is an industry whose 'Products' are consumed on the spot forming invisible exports. In another monumental contribution Wahab (1975) goes on to say that, "any product, whether tangible or intangible, that serves to gratify certain

¹ What is tourism? Concepts and Definitions, S.C. Bagri, IITTM Journal of Travel and Tourism

human needs should be considered an industrial product and that if a bond of product unity exists between various firms and organizations in a way that characterizes their overall function and determines their place in economic life, they should be considered an industry. However, tourism has become the world's largest export industry. It is estimated that tourism accounts for about 8% of the total world exports and more than 30% of international trade in services.¹

Tourism, in the modern society is an important social phenomenon with enormous economic benefits. It promotes international understanding and national integration, creates employment opportunities and augments foreign exchange earnings. The economic development associated with tourism reaches remote areas, besides supporting local handicrafts and cultural activities. Over time, a holiday has developed into consumer product, which has improved in quality, value and variety and the system that delivers it has become more professional and effective.

TOURISM : A WORLD PERSPECTIVE

Travelers worldwide made over 595 million trips abroad in 1996 according to the World Tourism Organization (WTO) estimates. These were 5.5% higher than the figure for the previous year.² The WTO forecasts that by 2010 A. D., the number will reach close to one billion trips abroad. Employing 255 million people worldwide, generating \$3.6 trillion in world gross output and contributing \$700 billion of Government tax revenues, the travel and tourism industry is the world's largest industry. By the year 2005, the tourism industry is expected to

¹ Current Situation of Tourism, A.K Bhatt, IITM Journal of Travel and Tourism

² WTO, Workshop on Services: Dynamics & Issues before WTO, case study on The Hotels & Tourism Sector

be worth US\$7 trillion to the world economy. The tourism industry represents about 5.5% of the world's Gross Domestic Product (GDP) and accounts for one third of service exports. According to WTO, the world over has registered a growth 3.1% earnings in 1999-2000 amounting to 441.0 billion US\$. (Ref. Figure1, Appendix)

Travel and tourism is now the world's largest generator of jobs. In 1996, the industry provided direct and indirect employment for 255 million people; accounted for 10.7% of the global work force and provided one in every nine jobs. The World Travel and Tourism Council had estimated that between 1995 and the year 2000, travel and tourism will add one new job every 2.5 seconds and create 125 million new direct and indirect jobs. ¹

Growth of tourism globally is due to social factors that boost demand as well as technology and that make travel possible. Over the years, nothing has changed tourism more than relatively cheaper and progressively efficient air travel.

Enabling political conditions are a pre-requisite to faster growth of tourism. Illustratively, South Africa in 1996 had 6.5 million visitors, which is almost three times more than the number in 1990. Recent Government policies have led South Africa in becoming one of the fastest growing tourist destinations. ²

Given the huge economic benefits of this industry, the tourism organizations all over the world are constantly trying to persuade governments that spending money on tourism particularly on infrastructure is a good investment.

¹ WTO, Workshop on Services: Dynamics & Issues before WTO, case study on The Hotels & Tourism Sector

² Burkart A.J., Medlik S., Tourism, Past, Present and Future (1974) Heinemann, London.

Globalization and discovery of faster means of communication have helped in spreading of international business and hence mass movement at international level. Although a huge percentage of international tourism consists of business travel, the cultural aspect of tourism has its own importance not only in terms of business but also in terms of international understanding and development of peace.

In recent years, tourism has gained greater importance throughout the world. It has become one of the most important tools for understanding the habits, ethnic and social values and cultural heritage, etc. of different countries of the world, thus bringing together different cultures which in turn results in assimilation of new ones.

Now, tourism is not only considered merely travel and spending money on leisure but it is also considered to be an important means of maintaining peace and sustainable development. Economic gain from tourism can be realized on mass level only when there is proper infrastructure in terms of hotels, transport, civic amenities, security and peace in the region.

According to the World Tourism Organization's report in 1997, there was an average growth of 4.7 percent in tourism industry of the world.□ It means a higher mobility in the world with greater chances of interaction not only at the national level but also at the international level. For example, tourism is presently India's third largest industry after gems & jewelry and ready-made garments. The foreign exchange earnings from tourism during 1997-98 stood at 2.5 billion US\$.¹ The most sustainable feature of the tourism industry is its contribution to human development including poverty alleviation, employment generation, and environmental regeneration particularly in remote and backward areas. Another important feature of the tourism industry, which is of particular significance to India, is its contribution to national integration. Over 141 million domestic tourists visiting different parts of our country every year

¹ Technical handbook on Domestic and International Tourism Statistics, WTO.

return home with a better understanding of people living in different regions of the country and its cultural diversity. ¹

The past half-century of tourism has been marked foremost by its tremendous expansion. Between 1950 and 1999 the number of international arrivals has shown an evolution from a mere 25 million international arrivals to the current 664 million, corresponding to an average annual growth rate of 7 per cent. □

In addition to its strong overall expansion, the development of modern day tourism is also characterized by its ongoing geographical spread. Numerous countries have been successful, not only in attracting significant numbers of tourists, but also in turning tourism into a source of wealth. A notable diversification in tourism destinations has taken place, with those of Asia, North Africa and Latin America and the Caribbean being the emerging destinations joining in. In 1950, only 15 countries received about 100 per cent of the 25 million international tourist arrivals. In 1999, there were more than 70 countries and territories that received more than one million international tourist arrivals. □ By 1999, the top 15 tourist receiving countries saw their share decrease to less than two-thirds and some traditional top destinations have been replaced by newcomers from Asia and Central / Eastern Europe. ²

Of all international tourists in the world the majority travel to or within Europe. Together they generated almost 400 million arrivals in 1999. Americas is the second biggest region with 123 million international tourist arrivals in 1999, followed by East Asia and the Pacific with 97 million arrivals. Furthermore, Africa received 26.9 million international tourist arrivals in 1999, the Middle East 17.8 million and South Asia 5.7 million.

Europe and the Americas are still the main tourist receiving regions. But since other regions are growing at a faster pace, their respective shares in the world

¹ Annual Report, WTO.

² Bhatia, A.K., Tourism Development - Principles and Practices

total show a declining tendency. In 1999 Europe accounted for 59 per cent and the Americas for 19 per cent. □ East Asia and the Pacific are the regions that have most benefited from this transformation of the market. Historical data show that this region experienced the highest growth rate, having obtained a 15 per cent share of the world market in 1999. □ In 1997 and 1998, however, arrivals in the region dropped slightly as a result of the financial crisis. Figures for 1999 show that recovery is already underway. ¹

The Africa region showed a growth rate of 7.8 per cent in arrivals, nearly twice the world average. □ The polarization of international tourism in this region, towards destinations in the north and south of the continent, has been maintained. The best performing countries included Morocco (18%), Zimbabwe (11%) and Zambia (26%), while the important tourism destinations of **Tunisia (3.4%)** and South Africa (6%) continued to show steady gains.

Americas: The rate of growth for the whole region, of 2.4 per cent, was lower than the world average, mainly owing to flat results for Southern America in general (-0.1%) and Mexico (-2.9%) which was only partially compensated by those of the United States (4.5%) and Canada (3.7%). Central America had an excellent year, with tourism increasing rapidly from a small base, especially Guatemala (29%) and El Salvador (21%). Results in the Caribbean were mixed, with Cuba (12%) and the Dominican Republic (15%) among the big winners and Puerto Rico (-11%) among the losers. □

After two years of decreasing tourist arrivals, the Asia/Pacific region was once again the star of world tourism in 1999, reaching a growth rate of 11.1 per cent and a new record total of 97.2 million international tourists. Growth was widespread, with especially good results in Malaysia (43%), Cambodia (29%), Vietnam (17%), Singapore (11%), Thailand (10%), Republic of Korea(10%),

¹ Annual Report, WTO.

China(8%), Hong Kong, China(18%), Japan (8%), Australia (7%), and New Zealand (8%)¹

Overall, tourism to Europe grew by 2.7 per cent in 1999 with results mixed according to region. Southern Europe had a good year (5.5%), especially Spain (9.2%), Greece (9.9%) and Portugal, which increased its arrivals by 2.7 per cent despite the 11 per cent growth posted the previous year as a result of Expo'98. Notable results were also achieved by the Netherlands (5.6%) and Ireland (7.4%). On the other hand, the Kosovo crisis and instability in the Russian market caused problems for mature destinations in Central and Eastern Europe such as Hungary (-14%), Poland (-4.4%) and the Czech Republic (-1.8%). However, emerging destinations did manage to attract the interest of travelers, for example, Estonia (15%), Kyrgyzstan (17%) and Georgia (21%), as well as did Russian Federation (17%) and Ukraine (21%).

The Middle East is one of the world's smallest regions, receiving nearly 18 million tourists in 1999, but it also had the fastest growth rate with arrivals up by 16 per cent. Egypt-which represents a quarter of the regional total posted a spectacular growth rate of almost 40 per cent and a record number of tourist arrivals that far exceeds totals achieved in its top year 1997. Dubai, Lebanon and Syria also fared well, with arrivals increasing by 14, 12 and 9 per cent respectively. Libya also registered an increase of 25 per cent.

¹ Annual Report, WTO.

II. SCOPE, TYPES, PROCESS OF DEVELOPMENT OF TOURISM AND ITS SOCIO-ECONOMIC, POLITICAL AND ENVIRONMENTAL EFFECTS

Tourism increased in the majority of countries in South Asia and resulted in a rise of 8.3 per cent over last year's results. India registered an increase of 5.2 per cent, arrivals to Iran rose by 16.5 per cent, in Sri Lanka by 14.4 per cent and in the Maldives by 8.6 per cent. ¹

As there are a large number of tourists with different motives and life styles, they give rise to different terms of interaction between hosts and guests. They are:

Ethnic Tourism: There are a large number of tourists specially from the elite class who wish to experience exotic culture of Eskimos, American-Indians, African tribes, other tribal communities etc. Hence, they spend huge amount and by and experience / see their ceremonies, primitive art, home life as well as private life. In return (they) tourists also influence their life style. Eg. Monestry festivals in Ladakh are no longer held in winter, because of commercialization they are now held in summer when the tourists come.

Historical Tourism: It involves visiting of tourists in the destinations like, Fort, Museums, Temples, monuments etc., which are fundamentally in areas where institutionalized tourism industry operates with special facilities for all grades of tourists who are generally educated. These tourists are not interested much in influencing the lifestyles of people and generally have business like or impersonal relations with tourism. Here the people of the visiting country do not have to entertain them in their houses because the hotels that are operating in

¹ Tourism – Concepts and Definitions, S.C. Bagri, IITTM Journal of Travel and Tourism

large numbers in that area provide them with options of accommodation. But rates of consumer items, rents, transport and other articles increase as a result of the inflation created by tourists.

Environmental Tourism: Nearly 50% tourists feel that beautiful and natural scenery contributed largely to their desire to visit India. Tourists visit forests, lakes, and rivers. They even see many rare species of lion, tiger, one horned rhinoceros, snow leopard, wild ass and variety of exotic birds in forests, wild life sanctuaries and national parks. The Host-Guest relationship in such areas varies according to the degree of openness on the part of hosts. There are many spots where tourist activities takes place exclusively in a reserve area away from locality. Eg. Lakshdweep Island, Bangarum an uninhabited island was selected for tourism development.

Recreation Tourism: Apart from above mentioned seasons large majority of tourists visit different places with a motive of recreation, pleasure, support, relaxation. Hence the places which includes beaches, snow covered slopes, lush green golf course or even natural habitats. They go for village festivals, local concerts, dance, music etc. They even go to pubs which is gaining popularity in India, they even go on for gambling etc. hence they enjoy 4S formula tourism which involves sun, sand, sea and sex tourism.

Cultural tourism: Cultural tourism covers all those aspects of travel where by people learn about each other's way of life and thought. Tourism is an important means of promoting cultural relations and international cooperation. Development of cultural factors within a nation can be viewed as a means of enhancing resources for tourism.

The cultural dimension of tourism is not just a dead historical site, but a whole living cultural past. Its meaning lies in the humanity that was there, and gave it

value, form and meaning. The most important role tourism plays is to reaffirm this essential dialogue between man and nature. This is the reason why Ajanta, Ellora, Konark, Kanyakumari, etc., were chosen. It meant not only reaffirming the man-nature relationship, but also confronting all these areas, meeting people and knowing the value of their culture. But the moment, aspects of life are presented as a spectacle, they cease to become life. Tourism, unless imaginatively managed, can be a process of death for both monuments and the culture.

When we think of tourism, we divide ourselves into regions, areas, continents, mountains, oceans, flora, fauna, religions, societies and so on. Motivation of tourism is very important factor in considering tourism of the past or the present. Going on to the cultural dimension of tourism, cultural dimension is no longer something which can be identified as a single fixed point. Going to monuments, seeing a painting, taking people to a music or dance performance, visiting Hindu, Muslim, Christian, Buddhist, etc. monuments are all cultural dimensions. At the fundamental level in each case there is interaction of one with the other, in time specific here and now, and in time remote and past. Another thing that is depicted in this process is man's relationship with his environment and nature. Tourism reaffirms this essential dialogue between man and nature. It is man's sheer helplessness before the vast nature that surrounds us. It is this helplessness that all ancient civilizations knew and which contributed to their becoming a great culture. The first lesson this culture to which we belong, and to which other civilizations have belonged before us, teaches is that man and nature relationship, and the man and environment relationship, was one of inter-dependence in which man was only one amongst all living.

By explaining the natural environment in the meaningful representation of snakes, animals and birds which have been transformed into mythical animals

of stupas and temples. They are endearingly arrested in stone through master craftsmanship of our sculptors and painters. All of these have lessons to teach and messages to give. The most fundamental amongst these being that whether in the natural environment or in a man made environment, the principle of harmonious balance between man and nature was crucial and pervasive.

Further, if we try to find out the reason as to why our monuments in India, or for that matter in other parts of the world, were constructed in those far-off inaccessible places and near forests, caves, mountains or oceans. This perhaps serves two purposes: one, choosing of the site reaffirms this man-nature relationship in a variety of ways; most important being the fact that by giving ritual significance and validity, knowledge and appreciation are promoted. Second, since it took months; perhaps years in the old days, to come from Patan, Gujarat to Puri on foot and it meant confronting all these areas that were regions and provinces of India along the Ganges belt and meeting innumerable people, it meant living with them (and there was no escape but to live with them), and knowing the value of culture of other people. This thing which we call regionalism today would not be negative force. Despite the regional identities, it was obligatory for the pilgrims to travel from one part of the country to may be another corner of the country - and this was not by government ordinance but because of a collective will. This was tourism at its best, going by the evidence that is available to historians. Even today, to know about the most authentic thing that happened in one part of the country, one can find it in the miniature paintings in some other corner of the country. The credit here again goes to tourism. Because the tourist traveled from one part of the country to the other, and it took him many months, with him traveled the story of the traveling of Ramayana, the Mahabharata, the poetry and music, the song and the dance of the saints and sufis. It was travelers who facilitated a dialogue, and through it the real cultural integration of the

subcontinent took place. To cite another example, whether motivated by business or by tourism, Indians in search for spices reached Indonesia, as they did to so many other countries of the world. And with them traveled the Ramayana and other aspects of Indian culture. There would have been no monuments of the Ramayana theme in Indonesia and elsewhere, had there not been this traditional tourist industry. This network of relationships and cultural interaction between the visitor and the country visited is a two-fold process. On one hand, it allows one to retain his own cultural identity, and on the other hand, it stimulates interaction with others. There is every chance of a Gujarati becoming an Oriyan and also remaining more Gujarati, thus enhancing both identity and interaction. A flow takes place within a total cultural context and a worldview.

Hence, the whole way in which a country represents itself to tourist can be considered its cultural factors. The food, drinks, hospitality, manufactured and craft products and other aspects like Camel ride, Elephant ride, peasant cultures and medieval practices attract a large no. of tourists.

It is natural for people belonging to different cultures, lifestyles or social settings to interact and leave an impact on each other. In tourism this happens at a massive level. Tourists may explore the social life at the destinations, whereas the host population attempts to imitate the lifestyle of the tourists. This is generally termed as the positive impact of tourism that can be described in terms of:

- * friendship
- * learning from each other
- * better understanding among people, and their social development.

The first appearance of tourism in the world had a cultural motivation, and tourism has always stood as a unique vehicle for the cultural propagation that is necessary to a deeper understanding of peoples. Tourism, with its basic element of movement, stands for the possibility of communication between different civilizations it has served in this sense medium for broadening the limits of human knowledge. From the very early times, a mainspring of the urge to travel has been based on cultural interest. As Medlik says: "When the tourist comes in contact with the place he visits and its population, a social structure and mode of life of his destination; he is in turn affected by it and sometimes carries back home with him new habits and ways of life." □ Every type of civilization, from the most sophisticated and advanced to the most primitive, is a source of attraction and curiosity for mankind.

Tourism remains basically a cultural phenomenon. One way of hastening the beneficial effects resulting from tourism is to bring cultural heritage into the economic circuit, thus justifying the investments made at cost of the national community for its preservation. Mass tourism can contribute unique benefits to the exploiting of the cultural heritage of a nation and can serve indirectly to improve the individual cultural level of both nationals and foreigners, while at the same time developing into national wealth. The circle thus closes: cultural and tourist economy, instead of standing in opposition, derive reciprocal advantage from one another. ¹

Cultural resources have another specific characteristic which can act as a positive element in the developing countries that possess an ancient civilization or an original culture can benefit greatly from tourism as many people would like to experience the exotic. There will be a great urge on the part of the tourist to visit and become acquainted with the ancient civilizations. The main justification for cultural tourism is in fact not solely the cultural heritage alone. It

¹ Cultural Dimensions of Tourism, Kapila Vatsyayan, IITTM Journal of Travel and Tourism

also means the prospect of contact with other civilizations, their original and varied customs and traditions with their distinct characteristics.

Ethnic tourism is often known as cultural tourism, but the focus is more on customs, fairs, festivals, rituals, ceremonies, primitive art, private and public spheres of activity, etc., of exotic people like Eskimos, American Indians, Tribal communities, etc. This kind of tourism although limited in number involves an immediate contact between hosts and guests.

Cultural tourism is greatly linked with the following:

1. Monuments and their history,
2. Festivals and their importance,
3. Ethnic tribes and their social customs, values and living styles,
4. Religions and pilgrimage,
5. Spiritual importance of religious books and philosophy,
6. Arts and crafts of the region,
7. Modern day carnivals,
8. Film festivals,
9. Travel marts, etc.

VARIOUS IMPACTS OF TOURISM

Tourism has been traditionally viewed as a great force in promoting understanding among nations and within the national boundaries, facilitating emotional integration. But its economic importance is less commonly understood. It is only in recent years, in particular the latter half of the century, that tourism has been accepted as an important catalyst for economic development. It is in terms of its contribution to employment generation, foreign exchange earnings, income generation and output growth that tourism

got the status of an industry in the 7th Five Year Plan (1985-90).¹ It has various economic, social, cultural, political and environmental impacts.

ECONOMIC IMPACT

EMPLOYMENT:

The Government of India's **National Action Plan** for tourism mentions that during 1989 - 90 the tourism industry in India generated direct employment of 5.5 million persons and another 8 million who were employed indirectly. □ Further the projection is that employment opportunities should be at least double the present level by 2000 AD. □ Tourism industry has tremendous capacity to create both, direct and indirect employment. Starting from hotels to various tour operators, tourist offices, transport operators, tourist guides, etc. it provides direct employment to various categories of people. Indirect employment generation through tourism, as for example the people who are supplying vegetables, meat, fish, poultry, cereals, etc. to the hotels, the electricians, plumbers, furnishers, and furniture repairers in fact all those who are providing ancillary services to the hotels customers, like taxi drivers, etc.

According to a study of the Institute of Public Opinion, in 1980, over 6 million people were employed only in the hotels approved by the Department of Tourism, Government of India. Employment was reported to have grown by 11% in the tourism sector in the last two years of the 6th Plan and in the 7th Plan. Many of the jobs are being created by tourism in areas where there would be few alternative employment opportunities. Take for example most of the hill stations. Thus, tourism provides a vast spectrum of employment from highly trained managers in five star hotels to room bearers, transport workers, artisans, etc.

¹ Tourism Impact, Study material no. 9 for Foundation course in Tourism, IGNOU.

INCOME:

The employment and income effects of tourism are very closely inter-related and follow a common source, namely, tourist expenditure. Income in general comes from wages and salaries, as for example, accommodation, food and drinks, long distance and local transport, entertainment, shopping, guides for sight - seeing, etc. Not only does the tourist expenditure provide direct income to all these different services, but it also generates employment in hotels, restaurants, transport operators and workers, travel agents and their employees, owners of entertainment houses and those who work there e.g. bearers, artists and many other like craftsmen and souvenir makers.

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Tourism also generates an immense volume of indirect employment and income with a multiple effect. Apart from the first recipient of the tourist money, there are many others who become beneficiaries e.g. tourists visit Kashmir and spend Rs. 2,00,000 in hotels and other amenities. Hoteliers and amenity owners receive this as income. Hoteliers and amenity owners pay tax, save some of their income and spend the rest. Some of what they spend goes to shopkeepers, suppliers and other producers in Kashmir, they in turn pay taxes, save and spend, the original sum of Rs. 2,00,000 spent by tourists in Kashmir is thus circulating among different people and in each circle it generates income and adds to the original sum.

However, the **multiplier effect will be greater if the Tourism industry buys goods or services from local market sectors. If the tendency is to import goods and services, the multiplier effect decreases.**¹

It is worth noting here that both the central and the state governments earn revenue through various taxes, octroi and entry fee, etc.

¹ Tourism Impact, Study material no. 9 for Foundation course in Tourism, IGNOU.

FOREIGN EXCHANGE EARNINGS:

Tourism, in recent years, has emerged as one of the largest foreign exchange earning economic activity in India. Tourist arrivals went up from 836908 at the beginning of the Seventh Plan in 1985 to 18,67,651 in 1992. Foreign exchange earnings also spectacularly went up from Rs. 1800 crores in 1985 to Rs. 3916 crores in 1992. The computation of foreign exchange earnings from tourism is made by the RBI as part of exercise to collect balance of payments statistics. According to the United Nations report on **The Economic Impact of Tourism on India** it has been noticed that the tourism receipt in dollar terms has declined even when there has been an increase in "tourist arrivals ". The possible reasons for such phenomenon are:

- high rate of devaluation of Rupee in the recent past,
- rise in the proportion of budget tourists and
- leakage of money into black market due to the existence of a premium for foreign currency, etc.

An important benefit of foreign tourism is the promotion of international trade. Foreign tourists purchase a number of items like jewelry and gems, carpets, textiles, handicrafts and leather goods. These foreign tourists also become a source of effective publicity for those items in their respective countries. This induces further the demand of these items and improves exports. The excellent quality of Indian handicrafts and its exposure to the world through foreign tourism are largely responsible for the high export performance of this sector.

THE ENVIRONMENTAL IMPACT:

Different kinds of tourism activities affect the natural and built environment. There is a complex interaction between tourism and the environment. A major part of tourism depends on nature: Mountains, Beaches, Deserts, Forests, Wildlife, Water-bodies and the like. Tourism destroys tourism, an oft-repeated truism, is one which has seldom entered the consciousness of planners and developers.

Tourism in National Park, Reserves and Sanctuaries has considerable effects on the wildlife which ranges from disruption of animal feeding and breeding patterns to providing the impetus to maintain such protected areas. But unplanned tourism puts enormous pressure on the carrying capacity of the area which has severe effects on the wildlife.

The sale of the sanctuary as a tourist destination is often thought of as a necessary agent in conservation efforts. However an example of tourist congestion in National Parks is to be found in Corbett National Park. There has been no increase in the road use to keep pace with tourism growth in Corbett National Park. Hence the increase in tourism has restricted itself to a relatively small area. Since the park cannot be modified to suit the tourists, that is lay more roads and other infrastructure in core and restricted zones, tourism patterns have to be change to reduce human overcrowding and to avoid man-animal conflicts.

Speeding vehicles, driving off roads and night driving all contribute to wildlife mortality and alteration of animal habits. Unregulated sewage disposal around lodges and campsites attracts animals and disturbs traditional feeding patterns. Wastes including cigarette packets, liquor bottles, cartons, polythene bags and other city garbage are common in these areas. The capture and killing of

animals for trade has increased with the growing demand for wildlife souvenirs. Another inhuman practice that tourism gives rise to is the fashion of getting photographed with the baby animals, such as chimpanzee, tiger, lion and leopard. While capturing these animals from their habitats many animals are killed.

POLITICAL IMPLICATIONS:

The links between tourism and politics in many Third World nations are almost inevitable. Given the need to boosting images of their sagging regimes and fattened bureaucracies, politicians often see the tourism industry as a direct way of gaining powerful friends, including Western governments, ad agencies and investors. A healthy balance of payments can be achieved by prominently displaying gross earning from tourism, which is turn can be used to obtain aid and investments. To cite **the most recent example of the political implications of tourism**, the recently concluded, unsuccessful **Agra summit** between high level delegations of India and Pakistan headed by their leaders, Prime Minister A.B. Vajpayee and President Pervez Musharraf. Before and during the holding of this summit, the media hype that it got not only brought forward its political aims and objectives but also gave huge publicity to the places and hotels which were involved in the summit in some way or the other. Eg.: Hotel Amar Vilas, Agra, where the Pakistani President Musharraf stayed, Hotel Taj Palace, New Delhi, where a lunch was hosted by Prime Minister Vajpayee, The Taj Mahal, Fatehpur Sikri, Buland Darwaza, etc. Another recent and important example was that of former US President **Bill Clinton's visit** to India. The venue of his stay, Hotel Maurya Sheraton, New Delhi, was highly promoted in the whole affair.

SOCIO-CULTURAL IMPACT OF TOURISM

Tourism has been traditionally viewed as a great force in promoting understanding among nations and within the national boundaries, facilitating emotional integration. But its economic importance is less commonly understood. It is only in recent years, in particular the latter half of the century, that tourism has been accepted as an important catalyst for economic development. It is in terms of its contribution to employment generation, foreign exchange earnings, income generation and output growth that tourism got the status of an industry in the 7th Five Year Plan (1985-90). It has various economic, social, cultural, political and environmental impacts.

It is natural for people belonging to different cultures, lifestyles or social settings to interact and leave an impact on each other. In tourism this happens at a massive level. Tourists may explore the social life at the destinations, whereas the host population attempts to imitate the lifestyle of the tourists. This is generally termed as the positive impact of tourism which can be described in terms of:

- * friendship
- * learning from each other
- * better understanding among people and their social development.

A general argument is that tourism contributes to international understanding and harmony. On the contrary, it has severely affected indigenous customs and ways of life in certain cases.

Tourists expect a glimpse of the 'Native Culture' during their visit. To meet the growing number of demand of the tourists, The Third World countries offer

'cultural shows' devoid of intrinsic meaning. This phenomenon is known as **'staged authenticity'**.

The stereotyped image of the tourist wearing T-shirt and jeans slinging a walkman and a camera is true quite often. The visible display of modern consumer goods is a stark reminder of the affluence of the world's powerful minority. This, in turn results in a certain tension and restlessness, and increases their propensity to consume. This is known as **the demonstration effect of tourism**. This effect creates conditions where residents may try to copy tourist behavior and spending patterns. At many destinations social tensions emerge in the form of increase in begging, prostitution, cheating, drug peddling, etc.

Tourists are seldom well prepared for an international cultural encounter which is vastly different from their own. Their main source of knowledge are glamorized images gleaned from glossy travel brochures, movies and similar material. Traveling in air-conditioned buses and staying in disinfected five star hotels, creates an artificial barrier between tourists and the host community. Contact with the locals is often limited to those who serve the tourists - shopkeepers, hotel workers, tour guides, travel agents, beggars, touts, prostitutes, drug peddlers and so on. The 'tourist encounter' results in promoting stereotypes-both of hosts and tourists-and even an outright animosity and aggression.

It has been argued that the socio-cultural effects of tourism cannot be easily distinguished from those of modernization in general. However, tourism, apart from the changes in physical reality - such as music, dance, art, architecture and so on - the most consequential effect of tourism has on native population is perceptual. As a matter of fact, a whole identity is altered immutably, how people view themselves and who they are, and an understanding of relationships - of people with people with nature, of people with places.

III. CULTURAL TOURISM IN INDIA

In India, the government and the industry, have set an ambitious goal; that of promoting the image of India as a tourism destination to the international public, the image of land of great historical, architectural, artistic and natural beauty, technological excellence and opportunities, folklore and cultural traditions. This particular wish aggressively markets India as an attractive tourist place stems from plain business sense. Geographically, India could not have asked for a better location in the world of Tourism.

Given its continental dimensions, it is perhaps the only place in the world where one can experience all climatic variations at any given time of the year, within a two hour flight radius.

The range and diversity of the available flora and fauna are perhaps matched only by the choice of exotic destinations like beaches, deserts and snow clad mountains.

Physical Features

India, with an area of 3.3 million Sq. Km, is a subcontinent. The peninsula is separated from mainland Asia by the Himalayas. The country lies between 80.4° and 37.06° north of the equator and surrounded by the Bay of Bengal in the east, the Arabian Sea in the west and the Indian Ocean to the south.

The Himalayas form the highest mountain ranges in the world, extending 2,500 km over northern India. Bounded by the Indus river in the west and the Brahmaputra in the east, the three parallel ranges, the Himadri, Himachal and Shivaliks have deep canyons gorged by the following the rivers into the Gangetic plain.

A land for all seasons

India is a land of contrasts - from tropics to snows. It is vast, varied and strikingly beautiful. The second most populous and the seventh largest country in the world, India has the most ancient cultural heritage. The variety of its scenery, its intensive and equally varied agriculture, its extremely diversified industry, its big cities and thickly populated areas, its vast open countryside, its ports, its variety of languages and finally its manifold relations with other nations of the world all of these make India an exiting and fascinating destination.

Physically, the mainland comprises four well-defined regions, namely, the great mountain zone, the extensive middle section of Indo-Gangetic plain together with the Brahmaputra Valley of Assam, the desert region and the Southern Peninsula. The Himalayas comprise of three almost parallel ranges interspersed with large plateaus and valleys some of which like the Kashmir and Kulu valleys are very fertile, extensive and extremely rich in scenic beauty. Some of the highest peaks in the world are found in these regions. The extensive middle section of the Indo-Gangetic plain is about 2,400 kilometers long and 240 to 320 kilometers broad and is formed by the basins of three great river systems, the Indus, the Ganga and the Brahmaputra. These are one of the most densely populated areas on the earth. The desert regions can be divided into two parts - the great desert and the little desert. The great desert extends from the edge of the Rann of Kutch to beyond the Luni river northwest. The little desert extends from Luni river between Jaisalmer and Jodhpur in Rajasthan upto north. The great Peninsula plateau is marked off from the Indo-Gangetic plain by a mass of mountain and hill ranges varying from 460 to 1220 metres in height. Prominent among these are the Aravalli, Vindhya, Satpura and Ajanta.

Climate

Climatically, the whole region enjoys a tropical monsoon climate but with extreme ranges of rainfall from 5 inches in the deserts to the wettest stations in the whole subcontinent - indeed the whole world. The monsoons (South-West and North-East between June and November) provide 85 percent of the country's rainfall, with a range of 780 mm to 1,760 mm a year, the extremes being 11,000 mm in Assam Hills and 290 mm a year in parts of Rajasthan. There are four main seasons: (i) Winter season (December-February), (ii) Hot weather summer season (March-May), (iii) Rainy season, South-West monsoon period, known as north-east monsoon period in the South peninsula, (October-November). Apart from its snow-covered northern fringe, India is generally a hot country, North and Central India experience the two extremes of climate. In December and January, in spite of bright sunshine it can be extremely cold and frosty. On the other hand, in Western and Eastern India, the cold season is less pronounced, while South India basks under a tropical climate all the year round.

THE PEOPLE:

India is the world's second most populous country with more than One Billion inhabitants. The inhabitants show an enormous variety of distinct racial and ethnic types. Nowhere else in the world do we find such fascinating variety of people, languages and customs knit together. Corresponding to this complexity of the racial composition is the wealth of equally intricate cultural patterns ranging from primitiveness of semi - nomadic forest dwellers to the highly advanced stage of civilization represented by the inhabitants of some of the modern industrial cities such as Bombay, Delhi, Calcutta, Madras and Bangalore. There are major religions and linguistic divisions, and religion, as it were, is still the principal basis for the delineation. There is something unique about the continuity of this cultural and social heritage through thousands of

years of Indian history. Few other countries in the world perhaps can boast of such a continuity of tradition and cultural life.

The secret of this dynamic civilization lies in its wonderful capacity for accommodation - for absorbing different customs and ways of life that have emerged from the fusion of many races and cultures. People of modern India are a multi-colored population constituting various religious groups, each fragment with its own peculiar characteristics, customs and ways of life. The food and dress of the people also vary a great deal. There are hundreds of styles of wearing the graceful multi-colored saree - a dress of the majority of women in India. Men folk wear a variety of dresses, which differ, from region to region. The western style dresses are quite popular with both men and women in cities and towns. With regard to food, India may be considered as a gourmet's paradise. Food in India is as varied as the Himalayan peaks, fertile plains and palm - fringed shores that make up so much of the land. There are, hundreds of traditional cuisines in India. Food habits of people differ from one region to another. Another major characteristic of the people of India is the multiplicity of languages.

RELIGION:

India is a land of multi religions, where one finds co-existence of more than 08 major religions and more than 400 sects and tribes having their own life styles thorough out length and breadth of India. What ever may be the religious beliefs, in general they all are based on non-violence and teach to respect the other religion or belief, and the most important part is that they all teach to respect humanity and its natural environment. With respect to tourism all these religions together add flavor to the Indian culture, where a tourist always finds celebration of festivals in one corner or the other corner of India.

The major religions of India are Hinduism, Islam, Christianity, Sikhism, Buddhism, Zoroastrianism and Jainism.□

Languages of India

There are many language groups in India. According to the 1971 census, there are over 800 regional minor and major dialects in the country. The four major language groups are (i) Indo-Aryan (ii) Dravidian (iii) Tibeto-Burman and (iv) Munda.¹

Fifteen languages have been recognized as the major languages of India. These are Hindi, Telugu, Bengali, Marathi, Tamil, Urdu, Gujarati, Kannada, Malayalam, Oriya, Punjabi, Assamese, Kashmiri, Sindhi and Sanskrit. Apart from the regional languages, Hindi is understood and widely spoken throughout the country. English is spoken in most towns and cities.

INDIAN MONUMENTS AND ARCHITECTURE

India has gone through ages of experience in making buildings and architecture - from Indus valley civilization to present day world where, it continues to make new architecture of world repute, example Bahai Temple, Chandigarh city, Rashtrapati Bhawan etc.

When we talk of Indian architecture, it is essentially of native origin. It has also absorbed many outside influences at different times. During a period extending over many centuries the master builders of the ancient days covered the land with beautiful structures. For the visitor to India it is the numerous and varied buildings - Dravidian, Brahmanical, Buddhist, Jain, Muslim and Christian - deriving from different sources, racial, religious and social, their varying characteristics, that constitute the physical part of the legacy of India. Architectural skill as it developed during the Muslim periods needs no introduction. The great wonders like the Taj Mahal, the Qutab Minar and Fatehpur Sikri are living testimony of India's genius in the field. The impressive

¹ Tour Operator's manual, IATO, 1997

buildings and churches that were constructed all over the country during the British period are another example of Indian craftsmanship.

BUDDHIST STUPAS

The Stupas are the earliest Buddhist structures. Made of brick and stone, Stupas date back to 3rd century B. C. these usually contain relics of Buddha or Buddhist saints. ¹

CAVE TEMPLES

The next stage in the development of Indian architecture was the cave temples. About 1200 of these exist in India and they are considered to be India's greatest contribution to the world of art. □ Though cave temples are found in various areas of India, the most famous ones are in the mountain ranges of the Western Ghats, where the rock texture easily lends itself carving and sculpting. The earliest surviving cave temples are the Buddhist ones. The examples are Ajanta and Ellora cave paintings.

TEMPLE ARCHITECTURE

Temple architecture can be roughly divided into three main types: the Northern style known as Nagar, the Southern style called Dravida and the third, the Chalukya, which has its origin in the Karnataka school of temple architecture. It combines the features of Nagara and Dravida and exists in all the regions of the country, even as far as Gujarat, Rajasthan, Orissa and Bengal. Temple architecture has remained purely Indian in character, except for a brief Grecian influence around 4th century B. C.

¹ Tour Operator's manual, IATO, 1997

INDO - ISLAMIC ARCHITECTURE

From 12th century A. D. onwards, the Muslim invaders from north - west stayed on and formed their kingdoms in India.¹ This resulted in a whole new chapter in India's architecture called the Indo-Islamic style. There were innovations in design as well as adaptations of indigenous forms. Often temples were converted into mosques creating completely new trends in Islamic architecture.

Some of the finest Islamic monuments of the world are found in India. Muslim architects often adopted a number of features from Hindu architecture and grace of temple art. Not only was the fusion of Hindu and Muslim concepts visible in mosques and tombs, built out of destroyed temples, but also in new monuments such as forts and mausoleums.

POST MUGHAL STYLES

Two provincial styles developed in the post Mughal period. The Oudh or Avadh style of Lucknow produced massive buildings, such as Imambaras, of great size. These structures however can not be attributed to any particular Indian school since they also reveal a distinct European influence.

In Mysore, another local style developed. It can be seen at Darya Daulat, the summer palace of Tipu Sultan at Shrirangapatnam.

THE MODERN PERIOD

The British in India produced many impressive buildings, especially in Calcutta and in New Delhi, one of the few national capitals to be built by a single architect, Sir Edwin Lutyens. His designs were a blend of classical European forms with oriental and Middle Eastern elements. While the Portuguese

¹ Tour Operator's manual, IATO, 1997

introduced their own renaissance and late baroque styles on the west coast, the French in Pondichery promoted Louis XVI architecture during the 18th century.

The most recent marvel of Indian architecture is undoubtedly the Bahai's House of worship, popularly known as the Lotus temple in New Delhi.

All the above mentioned monuments attract a great number of tourists. These monuments not only represent architecture and grandeur of the past, but they also carry with them the rich past, that tells us about the living culture of that time, in the form of legends and stories that one finds associated with these monuments.

FESTIVALS OF INDIA AND THEIR IMPORTANCE

Colors so fascinating and an excitement so palpable. Such is the kaleidoscope of the festivals of India. Numerous cultures have, over the centuries, made India a land of perpetual festivals. The festivals of India may take you for a holy dip to any of the numerous rivers, or cover you with warm scented and colored water, swing you sky high, give you elephant or camel rides or invite you to a joyous day and night of singing, dancing and feasting.

There are festivals of the wind, the rain, the fire, the animals and other animate and inanimate objects. The sun is eclipsed and for millions of people, it calls for a holy dip. The moon reaches its glory and events call for a feast.

There is not a single day or a change in nature, which the Indian calendar does not recognize as an occasion for celebrating the beauty of Prakriti (Nature), the mother of all creations. So, in the South, it is the Festival of Pongal Sankriti, which celebrates the harvest and heralds the onsets nature, it is not always

nature alone which is a cause for of the summer, with its longer days and shorter nights. In north India, it is the festival of Lohri featuring dancing and celebrations around a bonfire, which marks the end of winter and welcomes warmer weather.

Another festival widely celebrated across North India is Baisakhi. There are a number of reasons for celebrating this day. First of all, it marks the harvest in Punjab. It is a day of thanks giving and homage to mother Earth. The day marks the beginning of the New Year of the Bikrami calendar. It also marks the anniversary of Guru Gobind Singh's initiation of Sikhs into the Panth.

Teej is a festival, which welcomes the monsoons. It is celebrated mostly in the Desert State of Rajasthan, where the arrival or absence of the monsoons is of utmost importance. The festival is essentially celebrated by women, who dress in bright, green cloths and ride improvised swings hung from trees.

Yet another harvest festival, this one native to Kerala, is Onam. Onam is widely known for Snake Boat Races, which form its most popular feature.

Indian festivals are very often dedicated to gods and goddesses and their incarnations and reincarnations. For example, Diwali celebrates the return of Lord Rama, Prince of Ayodhya, after fourteen long years of exile. But then again, the festival is also dedicated to the worship of Lakshmi, the goddess of wealth. In east India the same festival is dedicated to goddess Kali, the consort of Lord Shiva. All over India, Christmas and Easter are also observed with great enthusiasm. The Sikhs celebrate the birth of their leader Guru Nanak and Guru Gobind Singh, while Muslim observes Id and Muharram.

Every day in India is marked by some celebration or the other. It's perhaps the result of the inter-mingling of different communities and different religions. With every passing year, the people of different regions take their cultures with them

to other parts of the country, thus making India is culturally richer and a more diverse land.

Apart from the above mentioned festivals India offers variety of fairs and festivals that can be summed up in the following table;

Festival	Date/Month	Region	Description
Shilpgram Crafts Mela	January 1-15	Udaipur, Rajasthan	Some of the magnificent crafts of Rajasthan are on display at this colourful festival.
The Great Elephant March	January	Kerala	While caparisoned elephants are taken out in a procession, boat races on the backwaters and cultural events lend colour to the festivities.
Bikaner Festival	January 20-21	Bikaner, Rajasthan	Dedicated to the 'ship of the desert', the festival starts off with a procession of camels followed by dance and music competitions.
Republic Day	January 26	Delhi and state capitals	To commemorate India turning a republic, the country shows off its military might in a splendid parade, followed by folk dances and flotillas from the various states.
Calcutta Festival	January	Calcutta, West Bengal	Traditional food stalls selling Bengali cuisine and cultural events mark this lively occasion.
Kerala Village Fair	February 1-7	Kovalam, Kerala	The traditional thatch houses around Kovalam become venue for folk dances and music during this 8-day festival.
Surajkund Crafts Mela	February 1-15	Surajkund, Haryana	Artisans display the rich craft tradition of India. Cultural programmes and rural cuisine are part of this colourful 15-day fair.
International Yoga Week	February 2-7	Rishikesh, Uttar Pradesh	Lectures and demonstration of various asanas by prominent exponents of yoga are the major highlights of this week-long event.
Desert Festival	February 17-19	Jaisalmer, Rajasthan	Camel rides, turban-tying competition, a Mr Desert Contest and folk dances are held on the sand dunes.
Nagaur Fair	February 12-15	Nagaur, Rajasthan	A busy cattle fair with exciting games and camel races.
Elephanta Festival	February	Mumbai, Maharashtra	Held on the Elephanta Island, this festival of music and dance is celebrated under the stars.
Deccan Festival	February	Hyderabad, Andhra Pradesh	Cultural programmes, a pearl and bangle fair and food fests mark this occasion.
Taj Mahotsav	February 18-27	Agra, Uttar Pradesh	The festival showcases India's arts, crafts and culture.
Goa Carnival	February	Goa	Lively processions, floats, music and dance bring alive Goa's festive spirit.
Garden Festival	February	Delhi	A spectacular flower show where varieties of flowers and exotic plants are on display.
Chapchar Kut	February	Mizoram	This festival celebrates the arrival of spring and is an occasion for music and feasting.

Rose Festival	February	Chandigarh	The biggest rose show in the country where you can see hundreds of varieties.
Island Tourism Festival	February	Port Blair, Andaman & Nicobar Islands	A 10-day long festival of dance, drama and music. Exhibitions of arts and crafts, flora and fauna and marine life.
Natyanjali Festival	March	Chidambaram, Tamil Nadu	Five-day long festival of classical dance and music at Chidambaram, the home of the Dancing Shiva.
Khajuraho Dance Festival	March	Khajuraho, Madhya Pradesh	The 1,000-year old temples at Khajuraho come alive during the week-long festival of classical dances.
Elephant Festival	March 23-24	Jaipur, Rajasthan	Elephant races, elephant polo and a tug of war between elephants and men are all part of this spectacular event.
Hoysala Mahotsava	March	Belur-Halebid, Karnataka	The breathtaking Hoysala temples make the perfect venue for this cultural feast.
Jhansi Festival	February 29 to March 4	Jhansi, Uttar Pradesh	The event is a display of the arts, crafts and culture of the city.
Ellora Festival	March	Aurangabad, Maharashtra	The magnificent rock-cut caves form the perfect backdrop for this festival of dance and music.
Mewar Festival	April 7-8	Udaipur, Rajasthan	Colourfully attired women carry images of goddess Gauri to Lake Pichola. A line of boats goes around the lake.
International Flower Festival	May	Gangtok, Sikkim	A rare show of exotic flowers, orchids and other plants native to Sikkim. River rafting and a yak safari are added attractions.
Summer Festival	1st week June	Major hill stations	The advent of summer ushers in colourful festivity. Lively cultural events, flower shows and exhibitions brighten the summer season at the picturesque hill stations.
Hemis Festival	July 11	Leh, Ladakh	Hemis, Ladakh's biggest Buddhist monastery, celebrates the birth anniversary of Guru Padmasambhava. Splendid mask dances and a fair displaying handicrafts are the special highlights
International Mango Festival	July 7-9	Delhi	Innumerable varieties of mangoes at the unique mango festival.
Nehru Trophy Boat Race	August 12	Kerala	Long elegant snake boats oared by enthusiastic men vie with each other to win the coveted trophy.
Independence Day	August 15	All over India	This was the day India attained Independence. The Prime Minister hoists the national flag at the Red Fort.
Tarnetar Mela	September 2-4	Saurashtra	A festival where the young choose their partners, it also exhibits traditional costumes and jewellery.
Ganesh Festival	September	Pune, Maharashtra	Dedicated to Lord Ganesh, folk dances, music and film festival make up this event.
Gandhi Jayanti	October 2	All over India	The country's leaders pay homage at Raj Ghat - the samadhi of Mahatma Gandhi - on his birth anniversary.
Marwar Festival	October 12-13	Marwar, Rajasthan	The festival brings alive the 'Maand' style of folk music - a classical style that describes the romantic life of Rajasthan's rulers.

Rajgir Mahotsav	October 25-27	Rajgir, Bihar	This is a colourful festival of dance and music held in the erstwhile capital of the Magadha kings. This 10-day long festival is marked by colourful processions,
Lucknow Festival	November 25	Lucknow, Uttar Pradesh	Kathak dances and sitar recitals coupled with ghazals, qawwalis and thumri.
Sonepur Mela	November 11	Sonepur, Bihar	Asia's biggest cattle fair is held on the banks of river Ganga. Cattle decorated for the occasion through the venue.
Hampi Festival	November	Hampi, Karnataka	The magnificent ruined city of Hampi comes alive with dance and music.
Vishnupur Festival	December	Vishnupur, West Bengal	The festival celebrates the rich heritage of the town of Vishnupur, noted for its exquisite terracotta temples and rich silks.
Konark Dance Festival	December 1-5	Konark, Orissa	Skilled dancers perform in the open-air auditorium; a crafts mela adding to the festive mood.
Mamallapuram Dance Festival	Dec 25-Jan 31	Mamallapuram, Tamil Nadu	Leading Indian classical dancers perform against the backdrop of the Pallava rock sculptures.

ETHNIC TRIBES AND THEIR SOCIAL CUSTOMS, VALUES AND LIVING STYLES

Diversity or heterogeneity has been termed one of the hallmarks of Indian society. Religion, language, region, caste and tribe have been considered to be the most important distinctions. But not all of them have been conceptually and theoretically as contentious as the category of tribe. It has generally been said that the categories of religion, language, region and caste have been rooted in the consciousness and the social relations of the people at large. There have been 6 main races and they multiplied later, thus giving way to 400 different tribes having their own customs and social values. These are:

(1) Negritos: The Negritos or the brachycephalic (broad headed) from Africa were the earliest people to inhabit India. They are survived in their original habitat in the Andaman and Nicobar Islands. The Jarewas, Onges, Sentelene and Great Andamanis tribes are the examples. Studies have indicated that the Onges tribes have been living in the Andamans for the last 60,000 years. Some hill tribes like Irulas, Kodars, Paniyans and Kurumbas are found only in patches among the hills of south India on the mainland.

(2) Pro-Australoids or Austrics: This group was the next to come to India after the Negritos. They represent a race of people, with wavy hair plentifully distributed over their brown bodies, long heads with low foreheads and prominent eye ridges, noses with low and broad roots, thick jaws, large palates and teeth and small chins. The Austrics were the main builders of the Indus Valley Civilization. Their language has survived in the Kol or Munda (Mundari) in Eastern and Central India.

(3) Mongoloids: These people have features that are common to those of the people of Mongolia, China and Tibet. These tribal groups are located in the Northeastern part of India in states like Assam, Nagaland and Meghalaya and also in Ladakh and Sikkim. Generally, they are people of yellow complexion, oblique eyes, high cheekbones, sparse hair and medium height.

(4) Mediterranean or Dravidian: This group came to India from the Southwest Asia and appear to be people of the same stock as the peoples of Asia Minor and Crete and the pre-Hellenic Aegeans of Greece. They are reputed to have built up the city civilization of the Indus Valley, whose remains have been found at Mohenjodaro and Harappa and other Indus cities. Dravidians comprise all the three sub-types, Paleo-Mediterranean, the true Mediterranean and Oriental Mediterranean. This group constitutes the bulk of the scheduled castes in the North India.

(5) Western Brachycephals: These include the Alpinoids, Dinarics and Armenoids. The Coorgis and Parsis fall into this category.

(6) Nordics: Nordics or Indo-Aryans are the last immigrants into India. Nordic Aryans were a branch of Indo-Iranians, who had originally left their homes in Central Asia, some 5000 years ago, and had settled in Mesopotamia for some centuries. These tribes are now mainly found in the Northwest and the Northwest Frontier Province (NWFP). Many of these tribes belong to the "upper castes".

There are more than 400 groups in Indian society which are officially

designated as scheduled tribes.¹ These groups have all been undergoing changes. Tribes and castes are also seen to be different in respect of the psychological disposition of members. Tribes are said to take direct, unalloyed satisfaction in the pleasures of the senses - in such areas as food, drink, sex, dance and song - whereas caste people maintain a certain ambivalence about such pleasures.

The concerns of the British Raj's administrator scholars gave rise to the conception that tribes lived in isolation from the rest of the population and had no interaction or interconnection with them. But the current scene in India is different, as even when tribes have been conceived as remaining outside the state, which has most often been the case, they have been viewed as being in constant interaction with civilisation: tribal society has been seen not as static but in process of change. Several tribes are treated as hardly differentiable from neighboring Hindu peasantry. Some of the well known tribes in this category are said to be bhils, bhumijis, majhis, khasas and raj-gonds.

The tribes are also a good source of attraction for the tourists. There are certain tourists who come to India with a view to have a look at India's diverse culture even in the jungles and forests. Here they encounter the tribes. The mixing of a tribal with foreign tourists not only helps in giving an impression of the tribal life of India, but as a matter of fact, the tourist also brings with him his own culture and social values. Both leave an impact on each other. Another way in which the tribes can be benefited from tourism is the generation of finances and overall development of the region to make it more attractive. Hence, the local bodies should try to teach the tribals to be more friendly and receptive towards the tourists.

In the Kulu valley, the festival of Dussehra is celebrated with great pomp and show. Images of Raghunathji are brought from the different shrines to a central

¹ Tourism Development – Principles and Practices, A.K. Bhatia

place, and then there is singing and dancing. Dances of the region are collectively known as Natio, though each may be meant for a different purpose. No festive occasion, including wedding and similar social ceremonies, is complete without dancing. All regions of Himachal Pradesh have their own dances. Mostly men and women dance together close to each other in the formation.

The Bihu of Assam is the most widespread folk dance in the state and is enjoyed by all, young and old, rich and poor. The dance is part of the Bihu festival, that comes in mid-4 April, when harvesting is done, and continues for about a month. The participants are young men and girls, who gather in the open, in daytime. They dance together, but there is no mixing of the sexes. The dance is supported by drums and pipes. In between, the performers sometimes sing, usually of love. The Bihu demonstrates, through song and dance, the soul of the Assamese at its richest. The sense of fun and frolic of the Nagas is seen in many of their dances. The Zemis, Zeliangs and other tribes of Assam have a series of dances. Harvesting season is naturally the time for celebrations. All the Naga tribes have their particular harvest dances. The characteristic feature of all Naga dancing is the use of the human figure in an erect posture with many movements of the legs and comparatively little use of the torso, and the shoulders.

ARTS, MUSIC AND DANCE:

Indian art can be described as traditional since it was dedicated to reveal the divine nature and enchanting dignity of places of worships. The function of art was to present or recreate the objects of worship in different forms. The ancient Indian artist was trained to produce images in different shapes and sizes, which in their abstract perfection would reflect the divine nature of the original. Indian images are abstractions of the human form, the handiwork of the

creator. Thus Indian art is essentially an art devoted to the exposition of the personality and deeds of deities.

Indian music has been greatly influenced by religious traditions of the country. Chanting of hymns and prayers has been in vogue since the beginning of the Aryan civilization. Some of early musical literature is in the nature of minor scriptures. Early songs embody philosophical concepts, ethical and moral precepts and discussions and social criticism. Music can be thus said to have developed as an adjunct of worship and those temples have always been the biggest repositories of music and dance. Great many singers in India were saints. The raga (mode) is the glory of Indian music and is the basis of the melody, it consists of the use of certain notes and microtones at the exclusion of others. The music in India can be identified into two main divisions - the Hindustani or the Northern School and Karnataka or the Southern School. However, the spiritual basis and the fundamental features of both the schools are the same. Both the systems are governed by the same principals of raga and melody. The Hindustani music however, contains many traces of foreign influence.

Another type of music, which is very popular in India and especially in the countryside, is the folk music. This category of music flourishes in the villages and has a pronounced agricultural background. In almost all parts of the country people recite folk music during the harvesting season. Some of the folk songs are very popular in appeal and have therefore been adopted by the composers of modern music. A variety of instruments are used in folk music. These musical instruments have been devised locally, taking into consideration the tradition and culture of the area.

DANCE FORMS:

Like music, Indian dance form has also been predominantly influenced by religion. Together with music it formed an inseparable part of aesthetic

perfection for the worship of God. The origin of all the classical systems has been the Hindu temple. It was in the temples that Indian dances styles, were conceived and nourished to attain their full stature.

There are various types of dance forms. One of the famous dance forms is the Bharat Natyam, a highly perfected devotional dance prevalent mainly in South India. This form is an art, which had royal and religious patronage for centuries. Dancers were attached to well known temples and participated in the offering of worship. Bharat Natyam danced unravels a story through a language of gestures and facial expressions set to the rhythm and melody of background music. Another major dance form is Kathakali, which is also popular in South India. This danced evolved from earlier forms of mono acting, a characteristic tradition of the Sanskrit stage. The dancer wears colorful and elaborate costumes and make-up. The differences in costume and make - up are according to the characters represented. The performance which often lasts until the early morning hours, opens with loud beat of drums to take the spectators to the mythical world of the Hindu gods, goddesses, and sages. The theme is usually derived from the great epic stories of Ramayana and Mahabharata. Unlike Bharat Natyam, the Kathakali dancers are all male.

Another major dance form popular in North India is Kathak. This dance was patronized by the Muslim rulers. Consequently, Persian influence affected this dance from to a great extent. Originally a temple dance, it became a court dance. The dance is performed skillfully and gracefully by the artist. The dancers can reproduce the exact sounds made by the drums in their footwork. The musical accompaniment consists of a singer, who not only sings but reproduces the drum syllables.

Manipuri is yet another famous dance form very popular in Assam in Eastern India. This dance form is again purely religious in character. The dance items re-enact the love story of Radha and Krishna. A highly devotional dance form, it depicts the separation and reunion of Radha and Krishna in an enchanting

romantic style. Faces of the dancers remain immobile and the graceful movement of arms. The costumes are extremely gay and colorful. The accompanying music and chorus are typical of the region.

INDIAN HANDICRAFTS

Some states and regions specialize in one kind of craft or the other. In the hill states and Gujarat, every village has utensils and garments vibrantly alive with color and ornamentation spontaneously created for their own pleasure.

Traditionally, craftsmen in India have always had the status of an artist, tracing their descent to Vishwakarma, the "Lord of the many Arts".

For the novice tourist, the first overwhelming impact is of Kashmiri handicraft, Papier-mache, embroidery and carpets with vibrant flowing imagery and color of foliage, flora and fauna of Kashmir's enchanted landscape. The glint of metal comes next. Brass, copper, silver and gold - hammered, beaten or cast, engraved, enameled or repoussed, have been used down the ages.

While in India, traditional crafts-forms worth looking out for are the engraved and enameled Meenakari brassware of Rajasthan and Uttar Pradesh, with main centres located at Jaipur and Moradabad. In Jaipur and Udaipur, you will also find exquisitely enameled silver and gold ornaments and objects d'art, with precious stones embedded amongst the brilliant blues, green and deep reds. Less well - known but stunningly subtle in its dramatic black and white is bidri, the silver damasque work which originated in the old Hyderabad State. The stylized floral motifs or geometrical trellis design from Mughal architecture. In Udaipur, Alwar and Jodhpur you can still see beautiful daggers and shields made by descendants of the royal armor makers who now occasionally turn their hands to more domestically utilitarian objects - nutcrackers, scissors, and betel nut cutters.

Cire - perdue or the lost - wax technique of casting brass, bronze and bell metal objects, is also used all over India. Often cast using this technique, are

the life size bronzes of Hindu deities made at swamimalai in Tamil Nadu, the austere elegant ritual vessels of Kerala and the delightful Dhokra toy animals of Madhya Pradesh and Bengal.

Everyone's image of India is the Taj. Its exquisite marble mosaics and inlays and delicate trellises are still reproduced in Agra on beautiful boxes, tabletops, plates and bowls. The translucent white marble or alabaster is inlaid in Mughal flower designs in mother of pearl, Lapis and Cronelian. Other stoneware to look out for in India is the statues of Mamallapuram (Mahabalipuram), which echo the vibrant, powerful themes of south Indian temple art, the green serpentine or rust Gaya stone, rock crystal and alabaster boxes, bowls and animal figures of Jaipur, Benaras and Bihar, the black chlorite utensils of Orissa and the wonderful red and buff sandstone pillar, balconies and windows of domestic and temple architecture of Rajasthan and Gujarat.

Similar themes and patterns are echoed in wood. India was once called "the land that has no furniture," but wood was always extensively used, not only in architecture and sculpture but also for ceremonial carriages and palanquins, dowry chests, screens and myriad smaller articles, ornamental or utilitarian. Sandalwood is considered auspicious.

The sadeli marquetry work of Surat in Gujarat, the tarkashi brass wire inlay of Rajasthan and Uttar Pradesh, ivory craft and mother-of-pearl inlay in south, the brass sheet inlay pittara dowry chests and doors of Saurashtra, the kamangiri figurative painted woodwork of Jodhpur and Jaipur, the brilliantly coloured lacquer work of Sankheda, Nirmal and Sawantwadi; the lattice lace of jaali screens from Saharanpur; the flowers and foliage carved into the satin finish of Kashmiri walnut, the gesso and gold leaf of Bikaner, are worth looking for.

TEXTILES

Woven, waxed, tie and dyed, brocaded, embroidered, appliquéd, block-printed stenciled, running the whole gamut from simple to splendid, a few rupees to a fortune, there is something for every season and ceremony, symbolic or merely spectacular, to be found in India.

Often seen abroad are block - printed Indian cottons and Saurashtrian mirror work, Indian silks and brocades, Quilts, Kashmiri carpets and shawls. Fascinating, though lesser known techniques, are the tie - and - dye bandhni saris and scarves of Rajasthan and Gujarat, in which fine cotton or silk is knotted into minute patterns with waxed string and dyed in successive deepening shades of different colors.

Similar to the bandhni technique is ikat. In case of the patola, pochampalli, telia rumal and mashru weaves of Gujarat, Andhra Pradesh and Orissa, the warp and weft threads are separately tie - dyed before being woven into intricate, stylized designs of flowering shrubs, birds, elephants and fish, set in geometric squares and strips. Both bandhni and patola are associated with marriage and no bride's trousseau is complete without one or the other.

Amongst a myriad of stitches, two differing but equally exciting techniques are the phulkari (flower - craft) of Punjab and chikkon work of Lucknow in Uttar Pradesh. In its bold surface satin stitch in vivid satin floss in oranges, pinks and flames, the phulkari reflects the vigor and vibrant energy of the Punjabi peasant, while the chikkon work's typical delicate white on white floral net and shadow work shows the subtlety and refinement of the Mughal court, where legend has it that Noorjehan, Queen Consort to the emperor Jehangir, first devised the craft.

INDIAN CUISINE

To most foreigners, Indian food means curry and rice and in recent years, the tandoori chicken. However, in a subcontinent, as vast as India with so many races, languages, customs and life style, the food is as varied as the country itself.

Indian cuisine aims to satisfy the needs of the tongue and body. From sweets to sour, bitter to hot, from heating to cooling foods, from food for the body to food for the brain, from food for the young and active people to satvik food (believed to aid "control of the sins") Indian cuisine has lots to offer. Each region has nurtured its own culinary tastes using different combinations of spices. Incidentally, no country in the world has perhaps developed such an elaborate and testy range of vegetarian cuisine as India.

In addition to physical heat and cold, Indian medicine speaks of "internally" heating and cooling qualities of different vegetable fruits and cooked food. The interaction between climate and food has been well studied and has greatly influenced Indian eating habits. For example, in hot weather salads are mostly eaten in the western parts of India. On the other hand, in hotter regions, the food is generally spicier. Indians believe that in order to work up an appetite, spices and flavoring are necessary.

Water always accompanies an Indian meal. However, overseas tourists usually stick to mineral water, beer, wine, coffee or tea with their meals. Some of the popular Indian drinks are tender coconut water, nimbu pani (fresh lemonade), sweet and salted lassi (buttermilk).

Fruits in India are in plenty. In addition to apple, banana, pear, melon and grapes, there are exotic fruits like the mango, pineapple, sweet lime, chickkoo, jackfruit, pomello, litchees and many more. There are dozens of varieties of yellow, red and green bananas to be found in the markets of south India. One

of the interesting aspects of traveling in India is testing the local food of each region. For stomachs not used to spicy food, it is advisable that only one Indian dish per meal be eaten for the first few days.

Other tourist and Sports activities

Apart from above mentioned cultural dimensions that India offers, it also offers various kinds of activities that a tourist is looking for. These activities can be called sports or activities of special interest. They are ;

Camel Safaris in Rajasthan - Thar Desert, Gujrat - This region is well known for camel safaris where one mounts on camel in desert and enjoys the sun and the caravans.

Ballooning - In India with the initiative of government and private organizations, a ballooning festival in the month of November is held where a large number of participants come from abroad and attract tourists.

Mountaineering - Trekking in Himalayas-Nanda Devi, Kanchan junga Zaskar in Jammu & Kashmir, Kulu in Himachal Pradesh is another interesting activity, where a tourist not only sees mountains and nature but also mixes with the local culture and people.

Rock Climbing-These mountains of Himalayas and other plateaus offers exciting sports in the form rock climbing since 15 years. The best seasons are from the month of October to February.

Water skiing -Many sea beaches and resorts offers a comparatively new sport for the tourists of special interest.

Skiing- Government of India has set up Skiing institutes in the Indian Himalayan regions to boost these kinds of sports.

Relationship between Culture and Environment

Tourism today is not only limited to visiting monuments, and markets of the country concerned. Tourists today have varied interests. At several instances, tourists have shown their interest in the nature and environment of the country they are visiting. They like to visit forests, lakes, and rivers. They even see many rare species like the lion, tiger, one horned rhinoceros, snow leopard, wild ass and variety exotic birds in forests, wild life sanctuaries and national parks. India offers many such opportunities to the foreign as well as the domestic tourist. India is very rich in its flora and fauna. With its many bird sanctuaries and wild life conservation parks or the national parks it stands a good chance in promoting its tourism figures related to natural reserves. Example: Jim Corbett National Park - Uttar Pradesh, Hazaribagh National Park - Jharkhand, Kanha National park - Madhya Pradesh, Kaziranga – Assam, Dachigam – Kashmir. There are many spots where tourist activities take place exclusively in a reserve area away from locality. Eg. Lakshadweep, Island, Bangarum an uninhabited island was selected for tourism development. The most important role tourism plays is to reaffirm this essential dialogue between man and nature. This is the reason why Ajanta, Ellora, Konark, Kanyakumari, etc., were chosen. Another thing which is depicted in this process is man's relationship with his environment and nature. Tourism reaffirms this essential dialogue between man and nature. The first lesson this culture to which we belong, and to which other civilizations have belonged before us, teaches is that man and nature relationship, and the man and environment relationship, was one of inter-dependence in which man was only one amongst all living. By explaining the natural environment in the meaningful representation of snakes, animals

and birds which have been transformed into mythical animals of stupas and temples. They are endearingly arrested in stone through master craftsmanship of our sculptors and painters. All of these have lessons to teach and messages to give. The most fundamental amongst these being that whether in the natural environment or in a man made environment, the principle of harmonious balance between man and nature was crucial and pervasive. If we try to find out the reason as to why our monuments in India, or for that matter in other parts of the world, were constructed in those far-off inaccessible places and near forests, caves, mountains or oceans. This serves the purpose that choosing of the site reaffirms this man-nature relationship in a variety of ways; most important being the fact that by giving ritual significance and validity, knowledge and appreciation are promoted.

In the modern day, the man and nature relationship is not only restricted to visiting sites located in far off areas, but now it is also linked to visiting wild life reserves, parks and bird Sanctuaries etc. India is very rich in flora and fauna with its more than 6 national parks and more than 15 reserve areas. These areas need to be developed with a view to accommodate tourist and local tribes and groups needs to be taught about the importance of tourism so that they receive tourists with smile and extend hospitality. At the same time government must take steps to conserve and preserve these areas as they help a lot in maintaining ecological balance.

IV. CULTURAL TOURISM IN TUNISIA

Tunisia with its capital as Tunis, lies in the northern coast of Africa. It has an area of 164,000 sq km and a population of around 10 millions. In Tunisia, the government and the industry, have set an ambitious goal; that of promoting the image of Tunis as a tourism destination to the international public, the image of land of great historical, architectural, artistic and natural beauty, cultural traditions, sea beaches and a place of multi religious activities. This particular wish aggressively markets Tunisia as an attractive tourist place, stems from plain business sense. Geographically, Tunisia which lies in the Mediterranean coast could not have asked for a better location in the world of Tourism.

Unlike India, it does not have much of the climatic variations, it being near to the Mediterranean coast, through out the year one can have on average of 22-30 degree Centigrade of temperature, which in fact is an asset for the sustainable tourism and Tunisia receives tourists through out the year. It has a range of flora and fauna are perhaps that can be matched only by the choice of exotic destinations like beaches, forests, deserts and mountains.

Physical Features

The Republic of Tunisia lies on the Mediterranean coast of Africa, 130km (80 miles) southwest of Sicily and 160 km (100 miles) due south of Sardinia. Tunisia covers an area of 62,592 square miles (162,155 sq. km.) and has some 750 miles (1300 km) of Mediterranean coastline stretching along the north and east. ¹The country comprises three large climatic regions: the cereal-growing plains of the northwest, the olive-rich Sahel in the eastern central part, and the Sahara in the south.

¹ <http://www.tunsiaonline.com>

Climate

A Mediterranean climate generally prevails, with cold and wet winters in the north and a semi-arid climate inland and in the south. Average temperatures range from 11.4°C to 29.3°C (52.5°F to 84.7°F). Protection of the ecosystem is one of the current priorities of the government. Six national parks and 18 nature preserves have been created to protect native flora and fauna and introduce new species. Tunisia is also implementing a variety of national programs for coastal protection, pollution abatement, the creation of urban green areas, and the prevention of desertification. The summer days in the north, especially along the magnificent beaches of fine sand, are pleasantly hot and sunny. Tunisia has wealth of inestimable historic treasures and many assets for tourism. Its vast beaches and striking archeological sites attract four million tourists every year.

The People

Tunisia is the place where one finds people of different races. The reason being it has been ruled by Romans, French and Punic. These rulers have intermixed with the indigenous mass giving rise to a new kind of population which has more of a western influence. One can find this influence, in the way of dressing, in the way of eating and in the way living of the people. The majority of the population is educated and understands the importance of tourism, that is why a tourist finds Tunisia as one of the friendly destinations.

LANGUAGE: The official language is Arabic. French and English are spoken in major cities and resorts.

Religion: The principal religion is Islam; there are Roman Catholic and Protestant minorities.

Brief about Tunisian history and its monuments

Tunisians have traded and interacted with other Mediterranean cultures since the 12th century BC.¹ Carthage, the great city-state founded in 814 BC, so prospered in commerce that it attracted the eyes of an expanding Roman Empire. The fall of Carthage in the 2nd century BC ushered in nearly 700 years of Roman rule.² Tunisia became the granary of Rome. The many splendid archeological sites which dot the Tunisian landscape attest to Tunisia's prominent position in the empire.

In the 5th and 6th centuries AD, Roman influence was replaced by that of the Vandals, and later the Byzantines. In the 7th century AD, Islam reached Tunisia.□ The city of Kairouan became the center of religious life and the site of one of Islam's most ancient and holiest mosques. In the ensuing centuries, five Arab and Ottoman dynasties enriched the Islamic heritage of Tunisia. High points during this period were the establishment in Tunis of the Great Mosque and Islamic University of Zeitouna; the flourishing of great thinkers such as Ibn Khaldun, historian and father of modern sociology, who produced works which still influence scholarship; and the arrival of Muslim Andalusian immigrants from Spain. By the 16th century, an Ottoman dynasty of Beys governed Tunisia. Khereddine Pasha introduced enlightened reforms, making Tunisia the first Arab country to promulgate a constitution and ban slavery. However, economic problems, abuses by the Beys and foreign interference became the source of increased instability. In 1883, the French made Tunisia a protectorate, generating a strong anti-colonial reaction in the country.¹ Nationalist pressure for independence began in 1934 with the formation of the

¹ <http://www.tourismtunisia.com>

² Peter Morris and Daniel Jacobs, *Rough Guide to Tunisia*

¹ Fore Mary V.- Tunisia

Néo-Destour (New Constitution) Party (NDP) under the leadership of Habib Bourguiba. Internal self-government was granted in 1955; independence as a constitutional monarchy under the Bey of Tunis came a year later. In 1957, the Bey was overthrown and a republic proclaimed, with Bourguiba as President. Despite independence, the French insisted on holding onto a naval base at Bizerta on the northern coast, but lost it in 1963 after a naval blockade by the Tunisians and several months of heavy fighting. □ The ruling Party Socialiste Destourien (renamed Rassemblement Constitutionel Démocratique in 1988), successor to the NDP, has maintained a strong grip. Bourguiba pursued unsuccessful socialist policies in the early part of his regime, but in the 1970s opened the economy up to foreign investment and allowed the development of a private sector. □ By the crude measure of per capita domestic income, the lot of the Tunisians greatly improved during this second phase. At the time of his fall from power in November 1987, Bourguiba had control for 30 years, at first through elections to the single party, and after 1975 as President-for-Life. Following a pronouncement by his own team of doctors that Bourguiba was no longer of sound mind, Prime Minister Zine El Abidine Ben Ali assumed the presidency unopposed. □ Tunisia has played host to the leadership and many of the fighters of the Palestine Liberation Organization since their enforced departure from the Lebanon following the Israeli invasion in 1982. An important foreign policy development occurred in February 1989 with the formation of the Union of the Arab Maghreb, conceived as a political and economic bloc in north Africa, in response to the EC in Europe, and comprising Algeria, Libya, Morocco, Mauritania and Tunisia.² As President Ben Ali consolidated his position, the Government introduced economic reforms to complement the political liberalization process. Tunisia has watched developments in neighboring Algeria with increasing concern, but the thwarting of the

² Fore Mary V.- Tunisia

fundamentalists by the Algerian government has been followed by an improvement in relations. Tunisia has its own influential Islamic movement , Nahda, but it is not a legal political party within the Government. Nahda has grown quickly in the last few years and may have benefited from outside funding. The Islamists have not benefited from the partial relaxation of previous strict controls of political parties which has been underway since the early 1980s. Candidates other than those from the PSD are now able to stand for elections, but there are definite limits to political dissent which the government will not tolerate, as the arrest and detention of the leaders of the communists and Democratic Socialists at various times in the last 18 months illustrate. Presidential elections were held in March 1994 and Ben Ali was re-elected with 99.9% of the vote.□ At legislative elections held at the same time, half of the 19 seats reserved for the opposition were allocated to the Democratic Socialists, and the others divided between the Mouvement de la Renovation (formerly the communists), the Union Démocratique Unioniste and the Parti de l'Unité Populaire. Abroad, because of the crisis in Algeria, Tunisia has taken over some of the traditional mediating role, which was frequently assumed by Algeria (during the Iran-Iraq war, for example). A recent example is Tunisia's mediation in the dispute between the West and Libya over the extradition of Libyan suspects for the Lockerbie aircraft bombing in 1987. Tunisia had no direct involvement in the moves leading to the PLO-Israeli settlement in 1993 despite hosting the bulk of the PLO leadership, although there may have been certain secret negotiations taking place behind the scenes.

DIFFERENT TOURIST PLACES OF TUNISIA

In order to really appreciate Tunis, the capital of Tunisia, visitors need to imagine it through the eyes of the Saharan and Sahelian people who, for centuries, revered 'Green Tunis'. In their eyes it was the Promised Land: after weeks of crossing the desert, they would suddenly come across the sight of streams and cascading waterfalls watering gardens full of flowers, of orchards

bursting with fruit trees, and all this water, so rare and so precious in their arid lands flowing in abundance, to waste even. The nomads from Chad often used to chant: 'Take us to the land of Green Tunis. Even if we have no millet, the waters of Tunis alone will be enough to support us... Green Tunis is a paradise. In Nigeria it was known as 'Tunis the prosperous'. The town inspired the same magical aura for other West African peoples who, in their folk tales, evoked this beautiful and rich oasis with its plants and trees so green.

The next big city is Bizerte, which is best known for its resistance against the French stand just after the independence. Bizerte's strategic position on the Sicily strait overlooking the two Mediterranean basins had always an important meaning since the times of Carthaginians and Romans. The large port town of Sousse is also a major industrial center and an important tourist destination with many hotels and lovely beaches.

Probably, historically the most important town in the country is Kairouan. It is one of the holiest shrines in Islam. It is the fifth largest city in Tunisia, with a strong agricultural base and a touristic infrastructure. The traditional carpet-weaving is the most important industry of the town.

The second largest city of Tunisia is Sfax. It is also a major port for exports and imports. Although, it is not the most interesting tourist destination in Tunisia, but most of the exciting tours start from here.

Houaria, on the tip of Cap Bon to the south-east of Tunis, is a little village that has a passion for birds of prey and the art of falconry. Another town in Cap Bon, Hammamet should be twinned with Saint Tropez in France as they clearly have many things in common. In fact, all Cap Bon peninsula looks like a finger pointing towards Sicily, has many features in common to the southern European coasts of the Mediterranean sea. The islands of Zembra and Zembretta are equally attractive and worth to see. Naturally, Carthage is the most important historic site to see in Tunisia.

KAIROUAN¹

Situated in the center of Tunisia, at the intersection of several routes, and yet only some 30 miles from Port El Kantaoui (the holiday resort of Sousse) is the holy city of Kairouan. As the most important Muslim City of North Africa, its cultural and scholastic influence has extended to the fringes of Europe and Asia since the ninth century onwards.

As fate would have it, ten centuries after the fall of Carthage, Rome's great rival, little Tunisia again significantly affected the course of history because it was from Kairouan that Tarak Ibn Ziad's conquest of Spain started.

With its medina and its ramparts painstakingly restored, its numerous mosques, zaouias (mausoleums), other monuments and sites, Kairouan is a town of obvious historical and religious interest. However, it is also a craft centre and the current inhabitants have shown themselves to be worthy inheritors of the rich legacy left by the city's founders, preserving traditions and style which are original and authentic. One of the best examples of this is the well-known Kairouan carpet, which is famous all over the world.

The craft industry has survived in its entirety and leather craftsmen can still be seen at work in the Souks, making shoes, bags, belts and pouffes.

The coppersmith dexterously hammers away, producing a whole range of kitchen utensils, which would make an ideal wedding present for a young married couple.

The joiner makes bedroom suites, desks and armchair in the true Kairouan style. Intricately designed saddlery wrought iron crafts, basket and fan making, JEBBA or GANDOURA "haute couture" traditional clothes made out of wool or

¹ Kairouan – Brochure published by the Tunisian National Tourist Office.

cloth are the other activities in this area. Kairouan is an important centre for carpet making. Supple hands pass wefts of cotton, tie the wool knots, press down with a heavy comb and cut the knot ends and it ends with great clicks of the scissors.

The National Crafts Office undertakes supervision of standards and issues an official mark to each carpet. The buyer may choose between three types of lambskin carpet, the ZARBIA and the ALLOUCHA (lamb) with high wool content and the MERGOUM, which is of the short pile variety.

CARTHAGE¹

Carthage - is over three thousand years old and forms part of the heritage of the human race.

The cultural and economic influence of Carthage on the ancient world has been handed down through the countries, giving modern - day Tunisia its special values of tolerance, open - mindedness to adapt.

Sidi Bou Said, Carthage's Archaeological Park, is an example of Tunisian President, Zine El Abidine Ben Ali's willingness to acknowledge the importance of the site.

From the traces of Carthaginian culture at the Antonine hot-springs, to the Roman villas amphitheater and the archaeological museum, the park extends

from the hillside to the coastline, providing visitors with the opportunity to stroll through lush surroundings, and the spirit can absorb the perfumed scents of the ages.

¹ The coasts of Carthage – Brochure published by the Tunisian National Tourism Office

The first protected site in the world, perched on the Cliffside which dominates Carthage and the Gulf of Tunis, is the medieval village of Sidi Bou Said, a little paradise, adorned in the colors of the Mediterranean.

Strolling through its cobbled alleyways, visitors discover the delightful mixture of houses with their white lime exteriors, moucharaby, balconies, and blue of Sidi Bou Said. The heavy, studded doors open into secret gardens carpeted with ceramics and encircled with bougainvillea.

Cinema, theatre, music, dancing, and variety entertainment are there all year round. The celebrations and festivals just follow one after another, along the coasts of Carthage, in particular at the Roman amphitheater and the Acropolium.

Tourists, business people, congress participants, and visitors to Carthage are offered an extraordinarily varied choice of leisure activities and entertainment. The region of coasts of Carthage is rich in sporting amenities, appealing both to amateurs and professionals alike.

With the swimming facilities, the golf course, the riding centre, the tennis court complexes, squash, bowling, the pleasure harbor at Sidi Bou Said, any sports enthusiast on holiday will appreciate the enormous range of high quality services available.

SOUSSE¹

Founded by the Phoenicians, who called it Hadrumet, and probably before Carthage, Sousse was an independent city until the sixth century BC, when it came under Carthaginian influence. After the Punic wars and the destruction of

¹ Sousse, Port El Kantaoui – Brochure by the Tunisian National Tourist Office

Carthage by the Romans it was established as a colony by Trajan in the second century AD, and again became a "productive city" and a prosperous trading centre.

A century later, Hadrumet suffered the effects of Rome's reprisals against the emperor Gordian, the independent ruler of El Djem and builder of the great amphitheater. It rose again and became Hunericopolis under the sort reign of the vandals the Byzantines gave it a third name and, as Justinianopolis, it with stood the siege of the conquering Arab Okba Ibn Naffa, companion of the prophet and founder of Kairouan. It was under the Aghlabid dynasty that the Arabs, finally reconciled with the sea, gave Sousse a new lease of life, which still resounds through some of its monuments. A strategic coastal city, Sousse was subsequently occupied by the Norman's in the twelfth century, the Spanish in the sixteenth century and the French in the eighteenth century. In the Second World War the town was bombed several times before being liberated in 1943.

The Souks, the traditional meeting and shopping places, give visitors the chance to learn the art of haggling, a good excuse for making contacts and striking up friendships with the local people.

The museum, near the khalef Tower, contains an important collection of mosaics, mostly from El Djem. Not far from the medina, the Catacombs, a five-kilometer site containing 240 burial galleries, which are very well - preserved than those in Rome, add to the city's historic treasures.

MODERN SOUSSE

Administrative capital, University town, Major fishing port, weaving centre and important olive oil producing and marketing centre, Sousse owes its prosperity to the diversity of its natural resources and the timeless toil of its people. These

administrative, university and commercial functions have been joined by tourism, which has expanded in particularly spectacular fashion over the last twenty years, thanks to the quality of the beaches, the diversity of the accommodation, the refined cuisine, the wide range of leisure activities and the cultural events which take on an international flavour in the summer months. Sousse is a true traditional and modern capital which offers visitors an alluring showcase for curiosity, shopping and just strolling alone the streets and byways of a city with a typically Mediterranean charm.

PORT EL KANTAOUI¹

This is the first and by far the largest of Tunisia's planned tourism centres, built in the architectural style of the village of Sidi Bou Said outskirts of Tunis. This centre adds a new dimension to sailing in the Mediterranean, thanks to its beautifully appointed 300 - yacht marina. A complex facing the vastness of the sea, it has its supermarket, its souk which is perfect replica of the traditional souks, and its 27 - hole golf course for amateurs and professionals alike. El Kantaoui offers its residents a multitude of leisure activities: sub - aqua, sailing, water-skiing, tennis, riding, casinos, night clubs and dancing, not to mention the restaurants offering a range of different specialties. A range of accommodation options vie to make Port - El - Kantaoui the ideal place for mental relaxation and inclusive activities in luxury hotels, aparthotels, and Moorish - style villas nestling among ancient olive trees and jasmines.

Built in 1979 on 103 hectares of hill side, **El Kantaoui's golf course** dominates the famous resort of El Kantaoui, the premier garden port in the Mediterranean.

The exceptionally sunny climate means that you can play at any time of year, whilst the mild air, the blue sea and the blue sky make of one of the most scenic rounds anywhere.

¹ Sousse, Port El Kantaoui – Brochure by the Tunisian National Tourist Office

DJERBA ZARZIS¹

Land of fabulous legend and ancient tradition, the Djerba - Zarzis region, between sky and sea, offers up a hymn to the joy of living. Ulysses himself loved this happy, palm - crowned garden lying off the East Coast of Tunisia. Perhaps even today the mythical sweet lotus fruit induces that delightful forgetfulness which the hero's companions felt long ago.

Djerba and Zarzis - the island and the peninsula - clear and silent - two oases surrounded by sea with the same length of bathing beach... two tourist centres equipped with every facility you could wish for and linked by a causeway dating from ancient times.

Djerba and Zarzis, the door to a world of adventure, a world which is so close to the great Sahara desert. The Isle of Djerba is a veritable floating garden covered in hundreds of thousands of palm trees. Wander among the olive trees with their century - old trunks, stroll through this Eden - like orchard planted with figs, grenadines, carobs, apples and apricots. A magnificent shore - line runs as far as Zarzis.

The sand on the beaches is fine and white. The sea is warm and crystal clear. Fish and crustaceans abound in these waters. You will also spot Menzels * dotted here and there among the palm trees. Although it is only a step away from Europe, there is no pollution in this little "Mediterranean Polynesia". Palaces or hotels in the seaside environment of Cap Tourgueness at Djerba and the East coast at Zarzis are built in the style of traditional Menzels, which has enabled them to be perfectly integrated into their setting. From the holiday village to the five-star hotel, their décor is impeccable and their quality worthy of the Arabian Nights.

¹ Djerba Zarzis – Brochure by Tunisian National Tourist Office

Tennis, water-skiing, riding, scuba-diving, cultural festivals, discovering palm - groves - a whole panoply of activities is open to you in all its variety. Put to sea with the Zarzis fisherman in search of natural sponges, pull up wriggling fish - traps with the fisherman of Houmt - Souk and Mellita in their fixed fishing - grounds - the generosity of the sea filled with unforgettable memories. Would you like to take a trip in a micro.

GHRIBA¹

The synagogue of Ghriba shelters the descendants of a small group of refugee who fled from Palestine in 584 BC. Their biblical presence has peacefully continued here for over twenty - six centuries, a brilliant example of human wisdom and brotherhood. The roots of the region's arts and crafts lie in the deep layers of the civilization of the Mediterranean basin. At Guellala, the potter, bent over his work, has been fashioning the same shapes since the times of King Minos.

The techniques used in the weaving workshops where the famous Djerba blankets are made at Houmt - Souk date back to the time of Hannibal. The underground oil mills at Meninx, the matting workshops at Fatou and the basket - ware workshops at Mellita and Ajim have not lost this precious ancestral skill.

MAHDIA¹

When in 912 Obeid Allah El Mehdi wanted to choose a new capital for the Fatimid dynasty, he waited until his astrologers had read in the stars that the lion, symbol of power, was in ascendance. He then picked the site of cape Africa, formerly a Carthaginian trading post set on an unassailable peninsula, and gave it the name of Mahdia. He fortified the town and, at the peninsula's

¹ Djerba Zarzis – Brochure by Tunisian National Tourist Office

¹ Mahdia – Brochure by Tunisian National Tourist Office

narrowest point, constructed an entrance that is dominated by an imposing gateway, La Skiffa El kahla (the dark porch). Within the town's walls, prince Fatimid founded his kingdom, building a royal palace, the great Mosque, administration quarters and workshops for local artisans. The craftsmen - weavers, metalworkers, and jewelers were forced to live in the suburb of Zoqila, thereby creating a bipolar town with a remarkable love of learning and art.

But the Fatimids, weakened by internal uprisings, fled to Egypt and founded Cairo in 973. Mahdia, taken over by the Zirids, became the scene of bloodshed for many centuries. It was attacked first by Norman Sicilians, then the Genoese and the knights of Malta, until the Hafsids dynasty (1612) and the Hussaynids (1705) brought stability to the town. Repopulated by Andalusians and Anatolians, Mahdia's cultural heritage went from strength to strength.

HAMMAMET NABEUL¹

This beauty spot is certainly the most famous symbol of Tunisia, where the charms of the sea, the sand, the sky, the sun, the palm trees combine to recreate the image which so many people have today of the ideal holiday spot. Simply by quoting the names of celebrities, writers, printers and artists who have made it their rallying point, one can measure the attraction which

Hammamet has for the bodies and souls of its visitors: Winston Churchill, Oscar Wilde, George's Bernanos, Andre Gide, Paul Klee, Franck Lloyd Wright, Sophia Loren and many others. Hammamet was at the very forefront of the conservationist movement. Town planning regulations stipulate that no buildings must be taller than the outline of a cypress tree. The town greedily embraces the sea, the charm of its emerald coast unfurling under an ever - perfect sky.

¹ Hammamet Nabeul – Brochure by Tunisian National Tourist Office

With its ramparts and fortress dating back to the fifteenth century, the old medina offers the visitor the charm of its winding streets where the pace of life is slow and, in order not to spoil this quietude, the souk and all trading activity is restricted here to just one narrow alley. Another equally famous monument is the international culture centre which has been set up on land formerly owned by George's Sebastien, a Roman aristocrat, with its open air theatre where a cultural festival is held every summer, attended by artists from all over the world.

As well as being the capital of Cap Bon, Nabeul is a well-known tourist resort, popular not only for its beautiful fine sandy beaches and its garden hotels, but above all for its inestimable attraction as the leading town for Tunisian craftsmanship, in particular its pottery. In Nabeul, pottery is an activity, which dates back to Roman times, and today it is produced in craftsmen's workshops which tourists can visit. Other crafts include embroidery, distillation of perfumes using ancient recipes (orange blossom, jasmine geranium, etc.), esparto goods, wrought ironware and stone sculptures. A colorful market is held every week on a Friday.

BIZERTA¹

Few cities have as strategic a position as the town the Romans called Hippo Diarrhytus. It is located on a strip of land that connects the Mediterranean and the huge, natural harbor named after the city. This incomparable shelter for ships explains why Bizerta has always been so important, and why it has been Punic, Roman, Byzantine, Arab and Turkish. Today the city is lovely and prosperous. The well-preserved Medina, with its mosques, Souks, and Moorish houses, offer many pleasant discoveries for the visitor. Its winding streets end

¹ The Coral Coast – from Bizerte to Tabarka – Brochure by Tunisian National Tourist Office

at the Old Port, where there are Coffees and small docks for fishing boats, and the atmosphere here is unique. A visit to the fish market is a must.

The modern city is full of gardens and wide avenues; Bizerta continues to the north along the famous Corniche, which now has tourist accommodations with its well-equipped and comfortable hotels, and to the south lies the beach of EI - Rimel, where the white sand has a backdrop of stately pines. Strolling along the streets and tiny alley - ways, the tourist will discover the many kinds of handicrafts available, the result of years of experience: embroidery, rug weaving, iron, etc.

TABARKA, AIN DRAHAM THE SEA AND THE MOUNTAIN

The combination of sea and mountain is certainly one of the most sought - after by vacationers, and the are to the northwest of Bizerta offers both with many variations on the theme. The hills have all different kinds of plant life, and so each mountain is unique.

In Tabarka, for example, the hills are covered by a dense forest, and the predominant tree is the oak, large and majestic. This forest and the moor, which extends towards the Mogods are a hunter's paradise. In this forest couches the hare: wild game (jackal, fox, wild - cat and genet) abound on the fern - covered trails.

In this wonderful natural environment right in the heart of the Khroumira Forest at 800m altitude is found the village of Ain Draham (Source of Silver), especially appreciated by visitors for the quality of its plant life and its freshness, as well as for its remarkable range of fine quality hotel accommodation.

MONASTIR¹

Monastir was formerly called Ruspina, (a corruption of the Punic name Rous Penna.), and served as Julius Caesar's operations base for his African campaign. It was defended by a solid triple rampart, part of which still services.

Monastir became even more important in the VIIIth century when the Aghlabite dynasty of Kairouan built a Ribat, a sort of monastery which is both a place of mystic retreat and a military stronghold to defend the country against invaders arriving by sea. Monastir's golden age was in the XI century when Kairouan lost its status as capital under the rule of the Fatmides to nearby Mahdia and Monastir became the major holy city to which pilgrims flocked.

Nowadays, the only invaders who come to Monastir are the peace - loving tourists in search of escape, of comfort combined with adventure, an enchanting stay in a land which feels as though it has been specifically created to ensure a memorable holiday. Monastir is, of course, a seaside resort on a magnificent coast where you can swim, bask in the sun and tan practically all year round, but there is also wonderful, lush scenery where nature runs riots.

When Tunisia became independent, a lot of investment was put into making Monastir a holiday resort equipped with every facility. A town of contrasts, Monastir is a microcosm of Tunisia itself, a country with an ancient civilization living side by side with progressive modernism, in perfect harmony. Major restoration works have been carried out. The old Chraga quarter has been entirely renovated and there is a new thoroughfare lined with pavement cafes and typical restaurants where you can sit and sip mint tea or sample the delicacies of Tunisian cooking. Today, this thriving quarter is the heart of city life.

¹ Monastir – Brochure by Tunisian National Tourist Office

The town is clean and tidy. Palm trees lend an exotic note to the vast esplanade on which the Ribat and the Mosques seem to have landed as if born on the winds from the sea. But modernization has not been allowed to destroy our ancestral heritage. The people of Monastir have taken great care to restore the ancient monuments, which abound in the region.

MOSAICS AND MUSEUMS

Tunisia has the finest collection of mosaics in the world and the majority of these can be seen at the Bardo Museum. This Moorish palace in the suburbs of Tunis was at one time, the residence of Tunisia's Beys (kings), and besides housing the fabulous exposition of mosaics, it contains an important collection of Prehistoric, Roman, Punic and Islamic artifacts. Classified by region, Sousse, Carthage, Dougga, Bulla Regia the mosaics date mostly from the 3rd and 4th century - their golden age. Of particular interest is the unique portrait of Virgil, and in the Sousse Room, the Triumph of Neptune, one of the largest in existence. Realistic scenes of hunting, a panorama of mythological gods and goddesses, exquisite stills of life of fish and games, the legendary Hercules and the adventurous Odysseus are portrayed with astonishing mastery of form and color. What marvelous skill it was of these unknown artists who used tiny chips of stone to create such beauty!

MUSEUMS

The long and diversified history of Tunisia is displayed through its statues, bronzes, pottery and mosaics exposed in museums located at several archeological sites. From the prestigious Bardo Museum to the modest on-site selection, each brings to the visitor a particular vision of this country's rich historical heritage.

Of particular interest by period are the following sites and museums:
Prehistoric: Bardo (Tunis), Gafsa Museum , Metlaoui, regions of El Kef,

Makthar.

Berber: Chennini, Tataouine, Tamerza, Matamata

Punic: Kerkouane, Carthage Museum, Bardo, Utica, Salamambo Punic Ports

Roman: Carthage, Carthage Museum, Sousse Museum, Dougga, Bulla Regia and its Museum, Tabarka and its Museum.

Islamic: Kairouan, Raqqada Museum, Bardo Museum, Monastir and its Museum, Sousse Ribat and its Museum, Mahdia, Tozeur and its Museum, Tourbet Bey Tunis

Traditional Arts: Dar Abdallah Tunis, Tozeur Museum, Le Kef Museum, Monastir Museum
Jerba: The Griba synagogue presumed 6th century BC (Fall of Jerusalem to Babylonians)

Houmt Souk Citadel: Dargouth the pirate's fort 15-16th century - Museum

Douz: Saharian Museum

THE EL JEM MUSEUM

Originally planned to house a large collection of mosaics discovered in 1960 and 1961, the El Jem Museum was completed and opened to the public in 1970, bringing to an end the extensive dispersion of the archeological remains from Thysdrus, that had until then been divided among the Bardo, Sousse and Sfax museums. Inspired by the design of a Roman house, the museum includes three large exhibition rooms and a reception area, surrounding a central courtyard with a garden and peristyle. It soon proved too small for the inexhaustible treasures of Roman Thysdrus, El Jem's illustrious predecessor, and one of the richest and most powerful cities of Roman Africa. The monuments of Thysdrus were among the finest in the empire, including one of the world's most majestic amphitheaters, a circus as large as that of Maxentius in Rome, and aristocratic dwellings luxuriously decorated with mosaics.

FESTIVALS

Tunisia hosts numerous international film, arts, and historical festivals, including the Summer festivals of Carthage, Dougga, and Hammamet, which host top international artists, the International Festival of El Jem for classical music, the Andalusian Music Festival of Testour, the Sahara Festival in Douz, the International Film Festival of Carthage, the Mythological Films Festival in Jerba and the Theatre Festival of Carthage.

Festival list 2000¹

Festivals	When	Where
Spring Festival	May 8-14	Jendouba
Grand Prix Sand Surf	May 26-28	Chott El Djerid (Tozeur)
Underwater Fishing Festival (Trident de Neptune)	May 31-June 4	Bizerte
Hammamet Yasmine Festival	June 5-10	Hammamet (Nabeul)
Thoroughbred Horse Festival	June 16-21	Meknes (Sidi Bouzid)
Falconry Festival	June 23-25	Medouera (Nabeul)
International Tabarka Jazz Festival	June 30-July 3	Tabarka (Jendouba)
International Festival of Carthage	July 6-August 16	Carthage (Tunis)
Symphonic Music Festival	July 19-August 2	El Jem (Mandja)
Bizerte Festival	July 22-August 3	Bizerte
International Festival of Hammamet	July 24-August 9	Hammamet (Nabeul)
Nights of Salmar	July 16-August 20	El Marsa (Tunis)

¹ <http://www.miftahshamali.com>

Ulysses Festival	July 17-26	Sidi Bou Said
Malouf Festival	July 17-21	Medina (Bab el Bhar)
Plastic Art Festival	July 22-August 6	Madinet Steun
Aoussou Festival	July 24	Sidi Bou Said
Amateur Film Festival	July 25-27	Kalimat (Nabeul)
Barbery Horse Festival	July 27	Barbery (Sousse)
Pottery Festival	August 1-5	Medinet Anouba
Diving Sub-aquatic Festival	September 1-5	Le Gole (Golex)
Hot Air Ballooning Festival	September 1-5	Medinet Anouba
Astronomic Night Watch	September 1-5	Medinet Anouba
Liturgical Music Festival	October 1-5	Medinet Anouba
Oases Festival	November 1-5	Medinet Anouba
Saharan Doulz Festival	November 1-5	Medinet Anouba
Saharan Tourist Day	November 1-5	Medinet Anouba
Millennium Sahara (2001 New Year Eve)	December 31	Medinet Anouba

SOCIO - CULTURAL DIMENSION

With an ideal climate, a long and gentle seacoast, Tunisia, the northernmost country of Africa has for over 3000 years witnessed the passage of Phoenicians, Romans, Vandals, Byzantines, Turks, Spanish and French. They came as fugitives or adventurers, to conquer or to claim, warriors and missionaries, traders and farmers each leaving a part of their story in stone or mosaics, on hills of Carthage and the threshold of the Sahara.

This heritage, Tunisia's greatest wealth has been held in trust and preserved in hundreds of sites and museums from the small Punic museum in Utica to the vast collections of the prestigious National Museum of Bardo. Most Museums are closed on Mondays, whereas many on-site archeological museums and ruins are open all week. An entrance fee is usually charged and a caretaker often acts as a guide.

CULTURAL ACTIVITIES IN TUNISIA

A whole strategy has been put in place to set up institutions serving as points of reference in the various domains of cultural activity. Among them, the National Dance Center of Borj El Baccouche, the House of Baron d'Erlanger converted into a Center for Arab and Mediterranean Music, and the Husseinite Museum (covering the period of the Beys) in the Palace of Ksar Said. Other projects are in the process of completion, such as the Museum of Modern Art, located at the Palace of El Abdellia, and the National Cultural Center of Tunis. In addition, the International Cultural Center of Hammamet has been refurbished and transformed into the House of the Mediterranean, specializing mainly in theatrical arts. The institution of "Beit el Hikma" was converted into an Academy of Sciences, Arts and Letters in order to better contribute to the cultural and intellectual activity of Tunisia. The academy also welcomes distinguished scholars wishing to conduct research in various fields and serves as a meeting place for debates and exchanges between researchers, scholars and artists.

ARTS, MUSIC AND DANCE

In Tunisia the theatre season lasts from October to June when local and foreign (especially French) companies put on productions and concerts. International groups appear at the Tunis Theatre and in the towns of Hammamet and Sousse. There are numerous cinemas in the larger cities. There are nightclubs in most of the beach hotels as well as in the big city hotels. Belly dancing is a common cabaret feature and lively local bands often play traditional music. Night life here is not terribly exciting. When it gets good, it happens in conjunction with Islamic festivals, like during Ramadan and the Great Feast. And then most things happen in the streets, and do not involve the consumption of alcohol. Discos are rather few, and many of them are

dominated by men. The few women coming out, are often together with friends, brothers or husbands. There are however no reason for female travelers to stay away, the male clients are friendly. There are some places to go out and have a drink. These places are often seedy to say the least, and not recommended for women. Bars in good hotels are far better.

Special Events: The following information is a selection of Tunisian festivals to be celebrated in 2001.¹

Apr 2001 Oranges Festival, Nabeul; Ksour Festival (arts and popular tradition), Tatouine. **Jun** Festival of Falconry, El Haouaria, near Nabeul. **Jul/Aug** Festival of Carthage (music, dance and theatre), Carthage; Cultural Festival (theatre, poetry and comedy), Monastir; Errayhane Festival (music and dance), Ain Draham; Ulysses Festival (international films), Jerba; International Festival (theatre, music and dance), Hammamet; Traditional Music Festival (Andalusian and Arabic music), Testor; Sponge Festival (sponge fishing), Zarzis. **Sep** Coralis Festival (underwater photography), Tabarka. **Nov** Festival of the Oases (camel racing); Saharan Festival (desert folklore), Douz.

Social Conventions: Arabic in culture and tradition, Tunisia is nevertheless one of the more liberal and tolerant Muslim countries. The nomadic Bedouin still follow their traditional way of life in the southern desert. The Tunisians' varied origins are shown in the architecture, crafts, music and regional folk dances. Tunisia has also developed an international reputation as an intellectual and cultural centre. Shaking hands is the usual form of greeting. Hospitality is very important and a small gift in appreciation of hospitality or as a token of friendship is always appropriate. Dress can be informal but should respect the conventions of Islam when visiting religious monuments i.e. shoulders and knees must be covered. Outside tourist resorts, scanty beachwear should not be worn.

¹ <http://www.raken.com>

TUNISIAN HANDICRAFTS

Special purchases include copperware (engraved trays, ashtrays and other utensils); articles sculpted in olivewood; leather goods (wallets, purses, and handbags); clothing (caftans, jelabas, burnuses); pottery and ceramics; dolls in traditional dress; beautiful embroidery; fine silverware and enameled jewelry. Among the most valuable of Tunisia's products are carpets. The two major types are woven (non-pile) and knotted (pile). The quality of all carpets is strictly controlled by the National Handicrafts Office. **Weekly markets:** A source of good purchases are the markets which are set up on certain days in many Tunisian towns and villages. All the products of the region are displayed, including handicrafts, farm produce and secondhand goods. There are ONA workshops and stores throughout the country where visitors can buy items at fixed prices (payment can be made by Eurocheque with a banker's card). ONA stores make a reduction of 10% on the price of goods purchased in foreign currency. No duty is payable on articles up to £900 in value which are shipped to EU countries, only if accompanied by an EUR1 form. Visitors who make a purchase of more than TD 5, anywhere in Tunisia, should ask for a sales slip and keep all sales slips, along with bank receipts for any currency exchanged, for Customs inspection.¹

CERAMICS AND POTTERY

Clay work is one of three activities that appeared with mankind. As with textiles and leather, it is profoundly rooted in the Tunisian culture, given that the Gafsa civilization already was in contact with Pharaonic Egypt, Greece and Persia. Traditionally, there are two types of pottery: one "turned" by men, the other "modeled" by women. The latter is confined to rural areas and essentially utilitarian.

¹ <http://tourismtunisia.com>

Throughout history, we find that “modeled” pottery in Tunisia dates back to the first ages of Neolithic. Every pottery bears forms and decorations adapted to its function; every form has a cultural value and responds to a need. The renewal of ceramics in Tunisia came with the introduction by the Phoenicians of the potter’s lathe. Extending their tradition and under inspiration of potteries imported from other Mediterranean countries, the Punic artisans created new forms, such as the Amphora with pointed bottom, adapted for sea transport, as well as red or black varnished bowls and plates. During Roman times, the African Sigillate was introduced, with its bright red color and Relief or stamped decoration with floral, animal or mythological motives. Baked earth (terracotta), as a decorative element, found its best expression in the “Christian” tiles, which were Relief decorated. For architectural reasons, these tiles were four-angled to adapt to large wall or ceiling decorations. They owe their qualification as “Christian” to their iconographic content and to their frequent presence in Byzantine basilicas where mythological, biblical (Old and New Testament), animal, floral and geometric themes are grouped. But it is with the arrival of Islam that Tunisian ceramics knew its blooming period; marked by the numerous forms, fancy decorations and mastership of enameling and glazing. The Aghlabides ceramics, with floral, animal and geometric motives announced the traditional pottery of Nabeul and Djerba. The Fatimides ceramics mixes animal and human figures with great harmony. With the Hafside, the decorations got more abstract again and limited to geometric and floral motives. Then came the Andalusian influence, with the introduction of the technique of encircling enameled motives, which allows the production of coating tiles with poly- chromatic glaze, adorned with polygonal geometric figures. This influence gained strength thanks to the saint Abu El Kacem El Jazili, as witnessed by his mausoleum in Tunis. As from the 17th century, Tunisian ceramics came strongly under the Turkish influence and still today the ceramists of Tunis, who are installed at Kallaline, produce poly- chromatic ceramics reminding of those of Ottoman Turkey. In this way each Tunisian

region got characterized over time through specific type of ceramics and pottery, influenced by past civilizations e.g.

Guellala (Djerba) : Berber, Greek and Roman influence.

Moknine (Sahel) : Berber, Byzantine and Arab influence.

Néapolis (Nabeul) : Punic, Roman and Andalusian influence.

Kallaline (Tunis) : Punic, Arab and Andalusian influence

Nowadays, Tunisian ceramics experiences a revival, as the building sector gives it new strength and permits the rise of numerous artisan and industrial production units. Tunisian ceramics and pottery is no longer limited to functional use but has gained importance for the plastic artists. Whether it is “modeled” or “turned”, by craftsmen or artists, functional or decorative, Tunisian pottery is in turmoil.

It is a world in continuous development, building on a prestigious past and constantly renewed in prolific diversity.

CUISINES

Moorish cafés, with their traditional decor, serve excellent Turkish coffee or mint tea with pine nuts. Although Tunisia is an Islamic country, alcohol is not prohibited. Tunisia produces a range of excellent table wines, sparkling wines, beers, aperitifs and local liqueurs, notably Boukha (distilled from figs) and Thibarine.

Tunisian cooking is a blend of European, Oriental and desert dweller's culinary traditions. Its distinctive spicy fieriness comes from neighboring Mediterranean countries and the many civilizations who have ruled Tunisian land -- Phoenician, Roman, Arab, Turkish, French, and the native Berber. Many of the cooking styles and utensils began to take shape when the ancient tribes were nomads. Nomadic people were limited in their cooking by what pots and pans they could carry with them, often building them from the earth where they set up camp. A tagine is really the name of a conical-lidded pot, although today the

same word to what is cooked in it is applied. Unlike other North African cuisine, Tunisian food is spicy hot. There is an old wife's tale that says a husband can judge his wife's affections by the amount of hot peppers she uses when preparing his food. If the food becomes bland then a man may believe that his wife no longer loves him. However when the food is prepared for guests the hot peppers are decreased to suit the more delicate palate of the visitor.

Tunisian food is well prepared and delicious, particularly the authentic lamb or dorado (bream) cous-cous, the fish dishes, tajine and brik or brik à l'oeuf (egg and a tasty filling fried in an envelope of pastry). Tunisian dishes are cooked with olive oil, spiced with aniseed, coriander, cumin, caraway, cinnamon or saffron and flavored with mint, orange blossom or rose water. Restaurants catering for tourists tend to serve rather bland dishes and 'international' cuisine. Tunis and the main cities also have French, Italian and other international restaurants. Self-service may sometimes be found but table service is more common.

Couscous is the national dish of Tunisia and can be prepared in a dozen different ways. It is cooked in a special kind of double boiler called a couscoussiere. Meat and vegetables are boiled in the lower half. The top half has holes in the bottom through which the steam rises to cook the grain which is put in this part. Cooked this way the grain acquires the flavor of whatever is below. The usual grain is semolina. To serve, the grain is piled in the middle of a dish, and the meat and vegetables put on top. A sauce can be then poured over before serving.

Other popular Tunisian dishes include: ¹

- Chorba -- soup with lots of pepper.

¹ <http://www.wtgonline.com>

- Brik -- tiny parcels of minced lamb, beef, or vegetables and an egg wrapped in thin pastry and deep fried (pictured). Brik is very popular, but requires careful eating with your fingers if the egg is not to trickle down your chin.
- Bouza -- rich and sticky sorghum and hazelnut cake.
- Chakchouka -- ratatouille with chick peas, tomatoes, peppers, garlic and onions served with a poached egg.
- Felfel mahchi -- sweet peppers stuffed with meat, usually lamb, and served with harissa sauce.
- Guenaoia -- lamb or beef stew with chillies, okra, sweet peppers and coriander.
- Harissa -- hot red pepper sauce used with almost any main dish.
- Koucha -- whole baby lamb baked in a clay case with rosemary.
- Lalabli -- rich garlicky soup made with chick peas.
- Makroud -- semolina cake stuffed with dates, cinnamon and grated orange peel.
- Mechouia -- an hors d'oeuvre of grilled sweet peppers, tomatoes and onions mixed with oil lemon, tuna fish and hard-boiled eggs.
- Mhalbya -- cake made with rice, nuts and geranium water.
- Salata batata -- a hot (in every sense) potato salad flavored with caraway seeds.
- Samsa -- layers of thin pastry alternated with layers of ground roast almonds, and sesame seeds, baked in lemon and rosewater syrup.
- Merguez -- small spicy sausages

- Tagine -- a stew
- Tagine ez Zitoun -- veal and olive tagine
- Tagine J'bin -- cheese tagine
- Tagine Maadnus -- spinach tagine
- Torshi -- turnips marinated with lime juice and served with harissa sauce.
- Yo-yo -- donuts made with orange juice, deep fried then dipped in a honey syrup.

SEA BEACHES: SPECIALTY OF TUNISIA

In Tunisia, independence liberated both land and people. Evil plants are being weeded out, harmful traditions swept away. A new spirit sets astir the work yards. A creative effort is simultaneously transforming nature and man for while man transforms nature, he himself is transfigured by his work. The face of new Tunisia is already being shaped. Tunisia, a land of hospitality open to all trends, an arm of Africa, reaching out towards Europe and Asia, it is Tunisia's vocation to be a melting pot of many civilizations and a land between continents.

Almost entirely surrounded by the sea, Tunisia faces abroad and seems to link her destiny to whatever the outside world may bring. Thus Carthage was born. The importance of Tunisia's position in the Mediterranean – and therefore in the entire world – is primarily due to her geographical location. This has been and remains the basic factor in Tunisia's destiny. Tunisia occupies a key position between the eastern and western basins of Mediterranean in the Straits of Sicily, between Sicily and Tunisia's Cap Bon, the sea narrows to a

mere 86 miles.¹ The straits are therefore a vital passage in mid-Mediterranean, indeed, one of the most frequented waterways in the whole world. This is the only conceivable explanation for the importance of Carthage, the long struggle with Rome, the part played by Tunisia in the Second World War.

Tunisia's surface area, though a mere 58,000 square miles, is fully receptive to the human and climatic influence of this marvelous sea due to the 800 mile coastline which grounds two sides of the country. This is a dominant characteristic. From the very beginning it was the sea which dominated the life, the language and the spirit of Tunisia's people. With very few exceptions, all Tunisian cities are situated on or near the coast. Even when soil and climate conditions are equal, the coastal regions are more fully developed than those inland. As the sun rises, Tunisia is the first blessed shore of the Maghreb, North Africa.

Tunisia's beautiful beaches and historical treasures attract about 5 million tourists from all over the world each year. Six international airports, and seven passenger ports connect Tunisia to the United States and Europe. The capital city Tunis, is a two-hour flight from Paris and London and a 50 minute flight from Rome. Daily flights connect Tunisia to virtually all European, African and Middle East destinations. Visitors sunbathe, dive, sail, and fish along the vast stretches of glistening, white sandy Mediterranean beaches along the 800 mile coast. Beach resorts include Tabarka, Hammamet, Sousse and Jerba. The perched village of Sidi Bou Said offers a unique scenery of domes, arched doors and balconies in blue and white set against a sparkling sea. Punic and Roman archaeological sites can be visited in Carthage and other historical areas around the country. They include a second century Roman temple in Bulla Regia's Roman villas and El Jem's Coliseum, which is second only to Rome's. Masterpieces of Arab-Islamic architecture attract the attention of the visitors. Among them are the Great Mosque of Kairouan, and the Great

¹ <http://www.wtgonline.com>

Mosque of Zitouna at the centre of the old city (the Medina) of Tunis. The vast Tunisian south with its lush oasis and sweeping Saharan landscapes is increasingly becoming a favored shooting location for international film productions. Recently shot films include Star Wars and the English Patient. The Island of Jerba is the site of the Ghirba, one of the world's oldest Jewish shrines.

BEACHES AND SUN BATHING

Below is a short list of Tunisia's beaches and seaside resorts classed according to the region for all sun bathing fans: ¹

- The "Coral Coast" in the north: the Melloula beaches (on the border with Algeria), Tabarka (large sea side resort), Berkoukech (rocky beach 9 Km east of Tabarka), Jébara in Ain Sobh, east of Cap Nègre (Sidi Mechrig beach), Cap Serrat (Lovely deserted beach).
- Near to Bizerte: the Corniche beaches (seaside resort), El Rimel, Rass Jebel, Raf-Raf, Ghar el Melh, ex- Porto Farina (planned seaside resort).
- In the Tunis region: the Raouad, Gammarth, La Marsa, Amilcar, Carthage, La Goulette, Ez Zahra, Hammam-Lif beaches.
- Cap Bon: the Cédria, Sidi Rais, sidi Daoud, Rass Mostefa, Menzel Témime, Korba, Tazerka, Nabeul (seaside resort), Hammamet (seaside resort) beaches.
- Gulf of Hammamet: the Bou Ficha,, Hergla, Sidi Bou Ali, El Kantaoui (port El Kantaoui marina), Hammam-Sousse, Sousse, Skanès (seaside resort), Monastir, Khniss beaches.
- Around Mahdia : the Rejiche, Salakta, and Chebba beaches.

¹ <http://mideasttravelnet.com>

- Around Sfax : the Laouza, Sidi Mahrez Mansour, Kerkennah and Nakta beaches.
- Gabès.
- Isle of Djerba : the Sidi Mahrez (seaside resort), Rass Taguerness (seaside resort), and Séguia (seaside resort) beaches, Zarzis (seaside resort).

OTHER TOURIST AND SPORTS ACTIVITIES

Watersports: Fully-equipped **scuba diving** centres are located in Tabarka, Monastir and Port el Kantaoui. For underwater fishing, it is necessary to bring one's own equipment, and obtain details of conservationist underwater fishing restrictions from the National Tourist Office. Visitors who have brought their own equipment can refill their air bottles at the offices of the Société d'Air Liquide at Mégrine, 7km (4 miles) from Tunis, and at Sfax. Most hotels on the coast have a heated pool as well as a private beach suitable for **swimming**. Port el Kantaoui is a port of international standard offering mooring for 340 boats, harbor-master's office, deep-sea navigation school, **sailing** school, ship-chandler, boat-rental and a dry docking area with maintenance shops. Prices are competitive, especially for winter careening services. There is a marina at Cap Monastir with similar facilities. Among other sailing (and **water-skiing**) centres is Le Club Nautique de Sidi-Bou Said, which has a marina complex. The abundance and great variety of fish makes **fishing** very popular. Catches include mullet, ray, dogfish, groupers, red rock mullet, crayfish and shrimp. A wetsuit is necessary only between November and April. One can watch coral fishing at Tabarka, octopus fishing off the Kerkenah Islands, sponge fishing at Sfax, on the island of Jerba and in the Gulf of Gabès, and tuna fishing by the

experts at Sidi Daoud. These fishing spectacles take place in May and June.

Golf: There are excellent courses at Port el Kantaoui near Sousse, Monastir, Tabarka, Tunis, Hammamet and Jerba. Players of all abilities will find very high-quality facilities. The Open Golf Championships there have already attracted many leading competitors from all over the world. Created by eminent golf-course architects, the courses are dotted with palm, olive and pomegranate trees, and are next to the sea. Each of the 18 holes is on a different kind of terrain, and treated turf has been imported from California. The courses are well suited to all players. There are luxurious clubhouses, equipment to rent and training/practice grounds with putting green. In Tunis, the golf course at the Country Club at La Soukra has recently undergone extension and re-landscaping. More courses are planned for every major resort.

Gliding: The best-known venue for gliding enthusiasts is the Federal Gliding Centre at Jebel Rassas, 25km (15 miles) from Tunis, where gliders and qualified instruction in the sport are available to visitors.

Bird Watching: Tunisia has many species of birds, many of which are protected in national parks. The cork-oak forests of Ain Draham, the lake and marshes of Ichkeul near Bizerta, the coastal lagoons round Tunis and Sousse, the rocky hills and steps from Kef to Kasserine, and the oases and deserts of the south all have their characteristic birds. Birdlife also varies with the seasons; in winter, spoonbills, geese, ducks, robins and wagtails seek refuge from the cold further north, while in spring and autumn migrant swallows and warblers and birds of prey at Cap Bon pass through on their journeys between Africa and Europe. In summer, Mediterranean species like storks, bee-eaters and rollers stay to nest.

Health spas: There are about 100 hot-spring stations throughout Tunisia - mostly in the north of the country. Many of the spas have been used for this purpose since Roman and Punic times. The most important stations are run by personnel specialized in the medical and paramedical fields and treatments are available for rheumatism, arthritis, a variety of lung and skin complaints,

circulatory troubles and gynecological problems. More information is available from the National Tourist Office.

Film tours: Tunisia's desert near Tozeur has featured in numerous films, most notably *The English Patient* and *Star Wars: The Phantom Menace*. An increasing number of tour operators now offer desert safaris to the locations where these famous blockbuster movies were shot.

RELATIONSHIP BETWEEN CULTURE AND ENVIRONMENT

Tourism in Tunisia today is not only limited to visiting monuments, markets and enjoying at the open sea beaches. It offers a variety of attractions to the tourists. For instance, many a times tourists show their interest in the nature and environment of the country they are visiting. They like to visit forests, lakes, and rivers. They even see many rare species of the lion, tiger, one horned rhinoceros, wild ass and variety of exotic birds in forests, wild life sanctuaries and national parks. Tunisia offers many such opportunities with its many bird sanctuaries and wild life conservation parks or the national parks. Example: Ichkeul, Chaambi, Boukernine, Feija, Bou-Hedma, Sidi Toui. Tunisia has already taken lead in this regard by drafting an environmental policy in its ninth plan that aims at preserving the ecological balance, safeguarding natural and human resource and controlling all form of pollution. It also seeks to reconcile development needs with environmental imperatives in order to protect natural elements (air, water, soil and bio diversity), reduce existing risks to such resources, and improve the living conditions of the population.

V. INDIA'S POTENTIAL AND THE STEPS TAKEN BY THE INDIAN GOVERNMENT TO BOOST TOURISM

The service sector in India as a whole has been dynamic and growing very fast since 1991, i.e. after the economic liberalization. Multifarious and exciting opportunities are bustling in almost all the spheres of economic activities including tourism. In the past, the tourism sector was neglected and its contribution to poverty alleviation, employment generation and balance of payment has perhaps been underestimated. The international tourist traffic to the country during 1951 was only 16,829. Over a period of 45 years, international arrival topped 2.80 million for the first time in 2000 (refer figure 2 appendix). Although this was an important landmark in the history of tourism in India, the figure of 2.8 million for a country having 1000 million people appears to be insignificant particularly, when it is compared to some of its neighboring countries like Thailand, Indonesia, Singapore and Malaysia. However, it is important to mention here that the average stay of a tourist in India is over 26 days which is second highest in the world after Australia. In terms of Foreign exchange, the country earned 3027 millions US dollars as against the receipts of 1995 which was \$ 2754 million making tourism the second largest export industry of the country after gem and jewelry.¹ (In the case of gem and jewelry, the import content is very high). In addition, tourism has also emerged as one of the largest employment generating sectors of the country even in remote and backward areas. Direct employment in the tourism sector, during 1995-96 was about 7-8 million persons, accounting for about 2.4 per cent of the total labor force. But keeping in mind the world - wide figures of 592 million tourists and foreign exchange of 365.27 millions US dollars (in 2000- refer figure 3

¹ Ministry of Commerce, Govt. of India, Annual Report of Indian Tourism Development Corporation, 1997-1998

appendix) it is just peanuts. India is one of the signatories of the GATS. An analysis of the world wide international tourists.

arrivals in 1996 reveals that the international tourism grew faster in developing countries than in the advanced nations, reflecting a wider distribution of tourism revenues to new emerging nations in the third world.¹

The other regions of the world with strong tourism growth rates in 1995 include South Asia, where tourist arrivals have increased by 11 percent.² In the burgeoning Asian market, the time is ripe for India to capture a major share of the tourism cake. Geographically, perhaps India could not have asked for better location in the world of tourism. With the varied topography, picturesque valleys, high mountains, peak and cascading rivers, India never ceases to surprise tourists with kaleidoscopic attractions. The pomp and pageantry of Indian festivals and local fairs are matched by the warmth and hospitality of Indian people who welcome tourists with open hearts and receptive smiles. The shopping scene in India is a journey through countries - embracing old traditional crafts and artistic skills. A land for recreation, adventure and business, India is an interesting amalgamation of antiquity and modernity.

Given these dimensions of international tourism and the opportunities which exist in the country, at present there is tremendous scope for accelerating the growth of tourism industry in the country.

On-going economic reforms / liberalization process : As a part of the far - reaching programs of economic reforms and liberalization, the government of India has targeted the tourism industry for a significant growth by the turn of this century :

¹ Annual report, Ministry of Tourism, Government of India, 2000.

² Annual Report for the year 2000, WTO, Madrid, Spain.

i) The industrial policy statement - 1991, has placed “hotels and tourism related industry” as a high priority sector for development.

ii) National Action Plan for tourism was drawn up in 1992, which envisaged the growth of tourist traffics (i.e. 5 million international tourists by 2000 AD), identification of new tourists areas for development, improvement of tourist infrastructure, restructuring / strengthening institution for man - power development and encouragement of private investment.

iii) A tourism “Synergy Program” has also been formulated to remove the imbalance in the basic infrastructure and to ensure an integrated development of tourists facilities with the involvement of all the infrastructural departments, State Governments and the private sector and to facilitate direct and easy access to those places from international destination and emphasizes on diversifying the tourism products in such a way that it supplements the main stream of cultural tourism.

iv) Development of hotels is one of the highest priority in government tourism development plans. Foreign collaboration has been encouraged by permitting 51% of equity participation in hotel projects, along with more liberal rules for sharing the profits. The government is also giving an interest subsidy on loans. Further, expenditure tax on hotels has been reduced to 10%.

v) Now, India is open for foreign investment in several infrastructure sectors connected with tourism like, communication, power generation and distribution, airport, surface transport etc.

vi) Investments in tourism sector are also eligible for several fiscal and financial incentives like: lower rate of customs duty on imports of capital goods, 50% of the income from foreign exchange earnings by tourism industries are exempted

from income tax and the remaining 50% is also exempted if invested in tourism sector.

vii) To facilitate the movements of international tourists, governments has announced a liberalized charter policy and the Director General of Civil Aviation automatically grants permission expeditiously for the chartered flights. The air taxi scheme and the trains like “Royal Orient”, and “ Palace on Wheels” would definitely facilitate the movement of the tourists within the country. Efforts are also being made to encourage tourist movements by water transport.

viii) Government has established a specialized financial institution, namely, Tourism Financial Corporation of India (TFCI) for providing financial assistance for tourism and travel related activities. A tourism Consultancy organization (Tourism Advisory and Financial Services Corporation) has also been setup by the government to assist the entrepreneurs and the state governments.

ix) At present there are 20 hotel management institutions, 13 food craft institutes, one national institute for tourism and travel management (NITTM) having its headquarters at Gwalior, a regional centre at Bhubaneswar and chapters at Calcutta, Delhi, Mumbai, Jaipur, Kozhikode, Thiruvanthapuram and Guwahati, one national institute of water sports at Goa and another institute for skiing and mountaineering at Gulmarg have been established by the Government of India (along with many state government and non- government institutions) to develop human resources for the different segments of tourism and travel related services.

x) The New Tourism Policy also aims at achieving necessary linkages and synergies in the policies and programs of all concerned Departments / agencies by establishing effective co-ordination mechanisms at Central, State

and District levels. The focus of national policy, therefore, will also be to develop tourism as a common endeavor of all the agencies vitally concerned with it at the Central and State levels, public sector undertakings and the private sector. It will be the policy of government to encourage peoples participation in tourism development including Panchayati Raj institutions, local bodies, Co-operatives, non-governmental organizations and enterprising local youth to create public awareness and to achieve a wider spread of tourist facilities. However, focused attention will be given for the integrated development of identified centres with well directed public participation.

xi) It also assures that Government would initiate and support special programs and schemes for the development of tourism in North Eastern States, Himalayan region and island States/U.Ts with a view to achieve overall economic development of the regions, and as part of the strategy for removing regional imbalances.

xii) It also aims at controlling adverse impact on the natural environment and cultural heritage which constitute the tourist attraction. A judicious balance needs to be maintained between conservation and development. **Government will continue its policy of trying to maintain balance** through planning restrictions and by educating the people in appreciating their rich heritage and by eliciting their co-operation in preserving and protecting it.

xiii) The government also seems to be ready to adopt **New Technologies as it also aims at application of** these technological advances in the tourism sector to provide better facilities to tourists and to market the tourism product, to the benefit of all concerned and feels that the Information technology shall be given the pride of place in the efforts to promote Indian tourism. Every endeavor in this regard would increasingly rely on optimizing the use of e-commerce / m-commerce, use of internet for dissemination of tourism related information, increasing use of portals as gateway to accessibility to tourism information, networking of States, setting of tourist information Kiosks, encouragement to information technology and eco-friendly practices by the

private industries and above all keeping abreast with the global technologies for promoting and facilitating tourism. It shall be ensured that Information Technology (IT) and Indian Tourism (IT) become synonymous.

Product Development:

Though India is mainly conceived as a cultural tourist destination, it is now planning to diversify its tourist attractions. The segments which have been identified to be developed during the Ninth five Year Plan (1997 - 2002) are as follows :

- i) Beaches.
- ii) Sea and inland water cruise tourism.
- iii) Eco-tourism and natural tourism covering mountains, forests, wildlife, landscapes.
- iv) Mountain, snow, river and water based adventure sports tourism.
- v) Amusement parks, and theme parks
- vi) Health tourism including Ayurvedic and Naturopathy centres.
- vii) Pilgrim and spiritual tourism.
- viii) Scientific institutions, technology parks and science tourism.
- ix) Educational tourism.

Marketing Strategies

Based on the research findings and past experience, the government is now drawing up a country specific marketing strategy to concentrate on potential market segments. The department of tourism performs the main marketing function through a network of 18 Govt. of India tourist offices located overseas specific area demarcations under six distinct regions as given below :-¹

- i) New York - Responsible for the entire North American and South American continent

¹ Annual report, Ministry of Tourism, Government of India, 2000.

- ii) Frankfurt - Responsible for continental Europe
- iii) London - Responsible for UK and Ireland
- iv) Dubai - Responsible for West Asia & South Africa
- v) Sydney - Responsible for Australia
- vi) Tokyo - Responsible for East Asia.

Government is also planning to open a few more offices in other places, keeping in view the emerging trends in international tourist traffic. Under these offices, there are sub-offices located at Los Angeles, Toronto, Paris, Milan, Amsterdam, Madrid, Geneva, Stockholm, Bahrain, Singapore, Kuala Lumpur and Bangkok.

The Government of India had also established a Tourist information Network (TOURNET) to provide latest information to the tourists interested to visit India. Steps are being taken to upgrade the TOURNET software into a multimedia package which could be installed in all the Govt. of India offices abroad. It would give instant information about the mode of transport, food, accommodation, places of interest, cost and services in different languages to the foreign tourists.¹

While the GATS is a long range planning in removing the barriers of international trade in services, significant progress has already taken place in India. In spite of each country's negotiating objectives, GATS has definitely created a conducive climate for the development of global tourism. With the phenomenal inflow of Direct Foreign Investment (Foreign Collaboration), in the country, which can be seen from the table - II, India will be emerging as the fore -runner in the Asia Pacific region. As the process of liberalization and economic reforms gain momentum, India is now posed for higher investment, faster growth and larger tourism.

¹ Annual report, Ministry of Tourism, Government of India, 2000.

**VI. TUNISIA'S POTENTIAL AND THE STEPS TAKEN
BY THE INDIAN GOVERNMENT
TO
BOOST TOURISM**

With the competition rowing stiffer for tourism clientele in the Mediterranean as Turkey and Egypt return to the scene in force, Tunisia is readying to meet the competition head on with its expanded tourism product and options, quality services and accommodation, and is preparing to maintain and to grow its market share through an aggressive well-targeted marketing strategy. Tunisia's tourism sector is an important growth sector. While the measurable direct contribution of tourism to Tunisia's GDP is 6%, the sector has an important impact on the economy in general and on certain ancillary activities namely the building industries, transport, agriculture, handicrafts and the construction supplies and materials industries. (REFER FIGURE 4 FOR VALUE ADDED SERVICE GROWTH RATE IN APPENDIX)

The tourism sector accounts for some 300,000 direct and indirect jobs, while hard currency receipts in 2000 exceeded two billion dinars.¹ For 2001 hard currency receipts are expected to reach 2.3 billion Tunisian dinars. In other words, Tunisia's tourism sector, though not the leading economic activity (textiles is number one), is a major contributor of economic growth. It is also an asset which has yet to be exploited to its fullest potential, all the more the reason to follow its evolution and to help guide its growth in the short term, and in the long term to find a remedy for the momentary downturns to assure its sustainability while ensuring that its expansion is in keeping with Tunisia's environmental protection plan.

Although tourist activity is classified under services, it can be said to be an industry if measured in terms of its capital investments for the construction of hotels and tourists complexes (integrated stations, infrastructure), the no. of

¹ <http://www.tunisie.com>

tourism entries annually, the type of transportation used, employment generated, supplies necessary for the sector, its commercial networks and the diversity of tourism options.

By the same token the more this industry is successful, the more it is fragile when one considers its specific characteristics: its seasonal characters with differences in prices for high season and low season; a market dominated by very powerful tour operators who organize charter flights and sign allotment contracts; the changing vacation destination trends among tourism clientele; strong competition between countries, tour operators and hotel chains; and the growing number of tourism products.

Changing and new behavioral trends in the tourism markets.

The representatives of the ONTT (Tunisian National Tourism Office) abroad, who play the crucial role of “reconnaissance brigades” for Tunisian tourism, acting as the external antenna, are the major source for information and observation on changing market trends and customer behavior and the competition, providing insight for necessary adjustments to Tunisia’s tourism development and marketing strategies. In addition to the re-emergence of Tunisia’s major competitors, Egypt and Turkey, and the reshuffling and regrouping of European tour operators, at client level a number of new trends were observed and reported by ONTT. Slight changes in tourist behavior point towards a current evolving trend in later bookings, shorter stays, search for least expensive prices, and the desire for high quality tourism product and new tourism options. Competition between the tourist countries of the Mediterranean has become increasingly more aggressive . Morocco, Greece, Turkey, Egypt, Cyprus, Portugal, the Balearics are not only comparable in terms of the price range to attract the tourists. A number of them have also diversified their tourist products, offering alternatives to seaside vacation such as golf and casinos, thalassotherapy spas and cultural tourism.

The Tunisian Multidimensional Promotion Strategy

The ONTT has increased its tourism promotional budget to 28 million dinars for the year 2001. While considered modest compared to the means at the disposal of Tunisia's competitor countries, the promotional actions are well targeted. The budget is supplemented by other activities undertaken by hotel owners, tour operators and Tunisair, which contributes through free and reduced price airline tickets. In addition to advertising campaigns targeted at tourism clients, urban billboards, weeklies and inserts in specialized publications, television spots and documentaries made in Tunisia and broadcast on the major European TV channels, and the sponsoring of targeted radio broadcasts, publicity plays a major role in Tunisia's tourism promotion strategy. Advertising is based on a series of marketing programs and media plans that revolve around the following actions:

- participation in the major tourist salons in Europe with unique and distinctive stands decorated in the colors of Tunisia and animated with traditional troupes, artisans at work and receptions where Tunisian gastronomy is highlighted;
- public relations activities focused on creating a closer relationship with tour operators to make Tunisian tourism more well known in order to ensure that the major tourism operators feature Tunisia in their catalogues and to promote business contacts with Tunisian hotel owners with the objective of signing allotment contracts.

The accent at the salons and in public relations activities has been more and more on certain tourist zones and the diversity of Tunisia's tourism product such as the new Yasmine Hammamet tourism resort, golf, casinos, thalassotherapy (sea water therapy spas), Sahara tourism and ecotourism. Participating in the salons are representatives of Tunisian hotel chains, the ONTT and the Union of the Tunisian Travel Agents. Invitations to visit Tunisia are sent to major tour operators and to foreign travel agencies who are in direct

contact with the visiting clientele in order to help them know Tunisia better. In keeping with the same idea of the multiplier effect, tourism journalists are invited to visit Tunisia's multitude of vacation options and to write about their experience, which is published in specialized magazines and newspapers throughout the world.

In the tourism sector, the 9th Plan for development of tourism by the Ministry of Economic Development, Tunisia calls for:

- Enriching and diversifying the product. and exploring new potential markets;
- Improving the quality of service;
- Upgrading the infrastructure and improving the environment in tourist areas;
- Consolidating the role of the private sector in this activity.

Key indicators

	1996	2001
Nights (millions)	26.1	34.0
	1996-1993	2001-1997
Increase in # of nights	6.3%	5.4%
Occupancy Rate	48.1%	51.5%
Income from tourism (Million TD)	1,411	2,280
	VIII Plan	IX Plan
Investments (MD 1996 prices)	1,535	1,480

Major tourism indicators 1995 through 1999					
	1995	1996	1997	1998	1999
Investment (in dinars)	449.1	417.0	353.3	307.0	323.0
Number of hotels	612	641	662	692	772
Bed capacity	161,500	169,900	178,200	184,600	188,600
Tourism entries	4,119,80 0	3,884,600	4,263,10 0	4,717,500	4,831,70 0
Bed nights	23,914,4 00	24,130,00 0	27,684,2 00	28,787,50 0	33,150,7 00
Average stays (in days)	5.7	6.2	6.5	6.1	6.9
Occupancy rate	48.7%	48%	52.7%	52.5%	57.9%
Hard currency receipts (in million dinars)	1,322.9	1,411.0	1,565.3	1,712.8	1,950.0

Source: INS (National Institute of statistics)

TUNISIA'S POLICY TOWARDS ECOLOGY AND ENVIRONMENT

With a view to preserving its ecological heritage, Tunisia has embarked on a voluntarist policy for the protection of its ecosystems and its biodiversity. Eight natural areas identified as priority zones have been established as national parks.¹

Ichkeul: 600 plant species, 200,000 to 300,000 wintering water birds of 180 different species. Situated in the plain of Mateur, one-hour journey from Tunis, Lake Ichkeul is the only natural site in the world to be mentioned in the three international conventions of UNESCO. **Chaambi:** Aleppo pine forests, 100 species of plants; 24 species of mammals; 16 species of reptiles and batracians. **Boukornine:** a vegetation forest with rich and varied fauna; a great number of Persian cyclamens. **Feija:** a cork oak forest and a rich and varied vegetation; 500 species of orchids and ferns; 25 species of mammals, reptiles and amphibians. **Bou-Hedma:** 300 species of plants including relics of the savanna of acacia radina (the gumtree) and a fauna with various species such as the mouflon, the ostrich, the antelope, and the gazelle. **Sidi Toui:** situated on the edge of the Sahara. **Medenine,** this park shelters a flora and fauna typical of arid regions. **The Zembra island:** Situated off the Gulf of Hammamet, on the edge of the Sicilian-Tunisian straits, the Zembra Park constitutes a unique island natural environment in the Mediterranean regions. The creation of protected area has enabled, among other things, the reintroduction of certain extinct species: addax, onyx, gazelle, ostrich, and mouflon, particularly in the national parks of the Center and South of Tunisia.

It has also embarked many policies to promote and protect 16 **Natural**

¹ Wayne Scott, *Adventuring in North Africa: The Sierra Club Travel Guide to Morocco, Algeria, Tunisia and the Maltese Islands*

reserves, of which the main are: the **Mhibes** reserve for the protection of the Berberian stag; the **Kchem El Kelb** reserve for gazelles; the integral reserve of **Galiton** for the protection of the monk seal. There are plans for the promotion of this natural area through creation of a land and sea natural park as part of the sustainable development of this Tunisian island area; the **Chikly** reserve for the protection of nesting sites for the Garzette egret; the **Majen Chitan** reserve and the reserve of the Bats Cave in El Haouaria. The above reserves have been established for the protection of unique natural sites (Majen Chitan) or as habitat of specific species (gazelle, monk seal, or garzette egret).¹

With regard to Tunisia's environmental policy, it aims to preserve the ecological balance, safeguard natural and human resources, and control all forms of pollution.¹ It also seeks to reconcile development needs with environmental imperatives in order to protect natural elements (air, water, soil, and biodiversity), reduce existing risks to such resources, and improve the living conditions of the population. All these objectives are included in a national strategy for sustainable development in compliance with the principles of the 1992 Rio Conference. □ A long-term strategy and an action plan have been put into force through the creation, or reinforcement of tools in the financial, institutional, legal and technological fields as such tools are essential for ensuring a national and sustainable management of the environment. In addition to this long-term action, several campaigns have been organized with civil society to sensitize public opinion and particularly the young, to the problems of nature and environment protection. For strengthening and execution of government plan a diversity of institutions in Tunisia has been setup. They are 1) National Office of Sanitation (ONAS) 2) National Environment Protection Agency (ANPE) 3) National Agency for Coastal

¹ Wayne Scott, *Adventuring in North Africa: The Sierra Club Travel Guide to Morocco, Algeria, Tunisia and the Maltese Islands*

¹ <http://www.tunsiaonline.com>

Protection (APAL) 4) National Renewable Energies Agency(ANER) 5) National Sustainable Development Commission (CNDD)

The above mentioned policies of the Government of Tunisia shows the seriousness of the government in tapping the tourism market. This also affirms in general that the common population of Tunisia understands the importance of ecology and environment. They understand that progress of human being can be in isolation - it has to be addressed taking in consideration ecological balance and the environment in which he lives.

VII. CASE STUDIES : GOA AND TUNIS

GOA : A CITY OF RICH CULTURE AND MONUMENTS

The 131 km long coastline of Goa, is set on the golden Konkan coast, on the Western Ghats, along the Arabian Sea. This small former Portuguese enclave is one of India's most dazzling tourist mosaics. Goa deserves every bit of the sobriquet 'The Pearl of the East'. The name Goa is derived from the Konkani word 'Goyan', which means a patch of tall grass. The best time to visit Goa is from late September to March, when there is almost no rain and it is a bit cooler. Mid-December until the end of January is ideal, and is the most popular time in Goa. Rarely does the temperature go over 32°C (90°F) during this time. It can be unbearably hot from April to the beginning of July. The monsoon rains come in July, August, and early September, and can be very heavy. The sea is rough and the water muddy during these months. Goa is approachable from Bombay by air. Parasailing, yachting, windsurfing, and deep sea diving are some of the more popular water sports, facilities for which are available. In addition, every sort of accommodation fringes the beaches, from deluxe resorts to budget lodgings. Inland, 451 years of Portuguese rule has imbued Goa's towns and villages with a unique culture. Whitewashed chapels and churches that dot the landscape are surrounded by sleepy villages and rice fields.

Once a great Hindu stronghold, Goa was a part of the grand Mauryan empire, around 3rd century B.C. The Satvahanas of Kolhapur and later the Chalukyas of Badami, took over the governance. Other dynasties followed, including a short-lived Muslim invasion, until the Vijayanagar Empire established itself for almost a century. This era, too, ended with the arrival of the Sultans of Gulbarga, around 1469 AD, from whom the rule passed on to the Adil Shah of Bijapur.¹ Goa soon became the bone of contention between the Dutch, English, French and Portuguese, all vying for its

¹ <http://accessindiatravel.com>

possession. Ultimately, in 1510, the Portuguese conquered Goa, with Alfonso de Albuquerque leading the invasion. Old Goa became the capital of the area. For a while, the Portuguese controlled the spice trade and many made their fortunes from it. After ruling for around four centuries, in 1961, fourteen years after the country's independence, the Portuguese had to turn their backs on this fascinating 'Pearl'.¹

Goa is divided into three basic areas: the cities of **Panaji** and **Old Goa** are roughly in the middle; there is a beach area stretching north of Panaji; and there are beaches south of Panaji. The further you travel in either direction from Panaji, the more secluded the beaches become. Some beaches are strictly five-star resorts, while other beaches are visited by Western travelers planning a long stay on a low budget.

PANAJI, the capital of Goa, is a charming little town with lots of interesting landmarks. It acquired the status of capital in 1843 when Old Goa relinquished its claim. Located along the south bank of the River Mandovi, it is known for the annual Sabado Gordo Carnival (Fat Saturday). While most tourists head straight for the beaches, a brief stay in Panaji can be quite rewarding. **Our Lady of the Immaculate Conception:** This is Panaji's most significant church and is set bang in the middle of the main part of the city. It overlooks the main city square and can be reached by several flights of steps. The church was consecrated in 1541 and was very popular with Portuguese sailors who often came here to say thanks for their safe-crossing from Lisbon. **Goa State Museum:** A beautifully-planned modern museum, its chief attraction is the inclusion of Christian, Hindu and Jain art and sculptures from all over the country. **Fontainhas & Sao Tome:** Fontainhas and Sao Tome are a legacy from Goa's Portuguese rulers and by far the most interesting parts of Panaji.

¹ <http://accessindiatravel.com>

The style of architecture is entirely Mediterranean. **Secretariat Building:** This stately edifice comes with a lot of history. It was built in the 16th century by Adil Shah, the ruler of Bijapur. In the year 1759, it became the viceroy's official residence. **Mahalakshmi Temple:** A modern-day temple dedicated to the Goddess of wealth, Lakshmi. **Miramar:** About 3km west of Panaji, Miramar is the nearest beach. **Dona Paula:** About 4km farther from Miramar lies the small town of Dona Paula. It boasts of several good resorts centred around a picture-perfect fishing village. ¹

OLD GOA is barely 9km east of Panjim and was earlier the state capital. It is dotted with lovely churches and cathedrals that you just have to see. The city was built by the Portuguese as their capital in India and the influence can easily be spotted in the Mediterranean style of architecture. However history reveals that it was a prosperous centre even before the Portuguese first landed here and was ruled by the Adil Shahi dynasty of Bijapur. But none of the temples, mosques and palaces from that era have survived. **Se Cathedral** is the largest church in Old Goa and is definitely Portuguese-Gothic in style. The sole surviving tower has one of the largest bells in Goa and is popularly known as the Golden Bell. **Convent & Church of St Francis of Assisi:** One of the most remarkable and sacred churches in Goa, this one is dedicated to the wonderfully compassionate St France of Assisi. **Archaeological Museum:** The convent behind the Church of St Francis Assisi has been converted into an archaeological museum. There are some very interesting displays - portraits of Portuguese viceroys, Hindu sculptures and stone images from the time when an animist cult flourished here. **Basilica of Bom Jesus:** A world-renowned Roman Catholic Church, the Basilica contains the tomb and mortal remains of St Francis Xavier who came to Goa with the express purpose of spreading

¹ <http://Theindiatravel.com>

Christianity among the subjects of the Portuguese colonies. The focal point of the church is St Francis' tomb which was built by the Florentine sculptor Giovanni Batista Fogini. The mortal remains of the saint are kept in a silver casket and displayed only once in 10 years for approximately 54 days.

Church of St Cajetan: This church was built by Italian friars of the Order of Theatines who were sent to Golconda by Pope Urban III to preach Christianity.

Church of St Augustine Ruins: Built by Augustinian friars in 1602, nothing much remains of this church except the 46m tower that served as a belfry.

Church & Convent of St Monica: A three-storeyed building, it was originally constructed in 1627 but burnt down nine years later. It was rebuilt the following year and came to be known as the Royal Monastery. The building now serves as a nunnery for the Mater dei Institute.¹

Beaches: There are many different beaches along the coast, and each of them has its own attraction for tourist. Some beaches - Agauda, Bogmala, Varca and Cavelossim - cater to package tours and rich tourists. □ **Calangute** and **Baga** in the north, and **Colva** and to a lesser extent **Benaulim** in the south, are developed areas and have good tourist facilities, including hotels, restaurants, and shopping areas. In **Vagator** and **Anjuna** there are hip travelers who plan to stay for a long period of time. Both places have decent facilities and a good beach, but a place to stay can be hard to find. Further north is **Arambol** (also called Harmal), which is much less touristed and has only basic accommodations. Visitors interested in spending time at the beach will find the area pleasant, but should not expect to find the same party atmosphere as at the beaches mentioned above. South of Colva is **Betul**, and further south again is **Palolem**. Here too the accommodations are basic. Palolem is a quiet place, removed from the package tourist crowds. Many people head south to **Gokarna** in Karnataka, and go to the secluded **OM** or **Kudli** beaches.

¹ <http://Theindiatravel.com>

OTHER TOURIST PLACES¹

The Bondla Wildlife Sanctuary: Bondla, in the foothills of the Western Ghats, has sambars and wild boars. It has a fenced Deer Park (closed Thurs), a zoo, and a botanical and rose garden. **Arvalem:** Arvalem contains small Buddhist caves and waterfalls. The caves are said to date from the 3rd to 6th centuries AD. They have been converted to Siva temples and the altars now contain Siva-lingas. The falls here are impressive during the monsoon. Steps lead down to the foot of the falls. **Dudhsagar Waterfalls and Bhagwan Mahaveer Sanctuary:** These impressive waterfalls are some of the highest in India, 600m from top to bottom. At this place, the Mandovi River makes a near vertical drop into a green pool. The local name meaning "sea of milk" is derived from the cloud of white foam that comes up. There is beautiful scenery in the area. The Bhagwan Mahaveer Sanctuary, which contains the falls, has gaurs, leopards, elephants, deer, and many species of birds. **Aguada Fort:** Aguada Fort, built in 1612, is the best preserved Portuguese fort in Goa. It was the strongest Portuguese fort and has several natural springs. There are 79 guns placed around the fort to give firepower from any direction. The Church of St Lawrence (1630) is in the center. There is a 13m high lighthouse, from the top of which there is a good view. **Terekhol:** is north of Arambol and is the northernmost point in Goa.

There is an old **fort** in the village, which contains the **Chapel of St Anthony**. The chapel is usually locked except during guided tours. **QUEPEM:** In Quepem is the **Chandreswar (Moon God) Temple**. Every full moon, water is said to ooze from the Siva-linga when it is hit by moonlight. The temple has been especially designed to ensure that this happens. There is a carved temple chariot and a good view from the hilltop. **CABO DE RAMA:** There is an

¹ <http://travelandtourisonline.com>

interesting old **Fort** here on Cape Rama overlooking the sea. The Cape was given this name because it is believed that Rama and his wife Sita spent time here during their exile. The fort was captured by the Portuguese in 1783 and used as a prison. The fort is surrounded by a moat and there are several old cannons on the ramparts. There are good views from the walls of the fort, especially the south wall at sunset. There is an old church near the gate. **COTIAGAO WILDLIFE SANCTUARY:** This was established in 1969. It is 86 square km of woodlands and is a nice place to visit. There is a good chance you will see wild boars, two kinds of monkeys, gaurs (Indian bison), and various types of birds. There are also panthers, sloth bears, porcupines, hyenas, and gazelles here, but they are rarely seen. There is a 25m high treetop **watchtower** overlooking a waterhole, which animals use around dawn and dusk.

ARCHITECTURE

Goa combines old Portuguese architecture, and a distinct Portuguese flavor to the lifestyle, with a history that abounds with Indian mythology. Its unending beaches, the pristine beauty of the seascape, its mystical hills and groves, the rhythmic pounding of the sea, its swaying palms - all make it a fairytale land for the traveler. Goa indeed is enviously adorned. An amalgamation of religious architecture, built in the 16th century, it was a city with awe inspiring Cathedrals. The Basilica of Bom Jesus, the Church of Our Lady of Rosary, the St. Cathedral with its fourteen splendid altars, and the Convent of St. Francis of Assisi are the magnificent sites to visit. The known temples are the Sri Shanta Durga at Kavlem, Shri Mangesh Temple, Sri Saptakoteswar Mukhalinga and the Dravidian Sri Malikarju Temple at Canacona. The brief tenure of Islam has left mosque of the Namazgah and the ruins of the Safa Masjid at Ponda. A visit to the Museum of Christian Art, 12 km from Margao in the South Goa is a must housing artifacts from private collectors and from the churches of Goa.

The **transport facilities** in Goa are varied: By Air - Dabolim Airport, By Rail – Railway stations in Margao and Vasco da Gama. By Bus – at Mapusa, Margao and Panaji. By Taxi, By Motorcycle Taxis, By Ferries – Old Goa to Piedade, Dona Paula to Mormugao, Agassaim to Cortalim, Siolim to Chopdem, Querim to Terekhol.

HOTELS AND RESTAURANTS

There are a variety of hotels and restaurants available for tourist ranging from the executive to the budget traveler. They are available beginning from rented accommodations like cottages and flats to three star, four star and five star hotels. To mention a few: Cidade de Goa, Leela Palace, Margao Tourist Hotel, Colva Beach Cottages, Mayem Lake Resort, Mollem Forest Resort, Old Goa Tourist Hotel, Tiracol Fort Heritage, Holiday Inn, etc.

NIGHTLIFE AND THE PARTY SCENE IN GOA

The main techno party scene is found in the Vagator and Anjuna area. During the high season over Christmas there are parties almost every other day. The two major party nights are Christmas Eve and New Years Eve. After the busy times, parties can often be better because many of the local men tourist who come to parties to get drunk and to pick up supposed easy women are no longer around. Usually there is a party on a the night of the Full Moon. There are also many parties on days other than the Full Moon. There are Full Moon parties in Hampi and Gokarna in January. **Primrose**, in Vagator, is the steadiest techno party place in North Goa. In the evening, it is a mellow place to have dinner. By 9:30 pm, however, loud techno music fills the air, often played by a disc-jockey. This makes Primrose a popular place. The music stops between 12 midnight and 12:30 am, after which, if there is something happening, people go to the next party. If there is no other party, people go home or to **Royal Velvet**, 50m down the road. In Baga, the most happening place is **Tito's**, which has a small dance floor and is located near the beach. It

has a straighter crowd than Primrose. There are also steady parties in the Vagator, Chapora, and Anjuna areas during the high season. There are a few parties near the football field, near the German Bakery in Anjuna. Also there are regular parties near Little Vagator Beach. There are smaller parties in Arambol.

WATER SPORTS

Such as Windsurfing, Dinghy Sailing, Water-Skiing, Parasailing, Motor-boat rides, Water-scooter rides, Scuba diving, Snorkelling, etc. are organized by GTDC, Aqua Sports Assn, Goa Yachting Assn & Dona Paula Sports Club and various hotels like Fort Aguada Beach Resort, Hotel Oberoi Bogmalo Beach, Ramada Renaissance.¹

FLAVOURS OF GOA

Goans live to eat, not the other way round, like most communities. Five hundred years ago the Portuguese came to Goa in search of spices and souls. And while they reaped a rich harvest of both, they did not come empty-handed. They brought with them new food crops like potatoes, tomatoes and pumpkins, and fruits of all kinds like chikoos, papaya and pineapple. They left some spices behind too. Incredibly, chillies -- without which Indian cuisine would barely exist -- also came in via the Portuguese. Or for that matter the cashew, which ensures that the tourist gets roasted cashew nuts to take home and the fiery and odorific brew, cashew feni. The liberal use of vinegar in Goan Catholic cuisine is also a legacy of the Portuguese. The Portuguese also introduced new methods of cooking like roasting on coals and the curing and preserving of meats and fish. While many of the dishes in Goa bear Portuguese names (like Vindaloo, Caldin, Guizado, Chourico), they have undergone a dramatic transformation based on ingredients available in the local market and the Goan's inclination for spicy food. Rice and fish curry is the staple of all Goans, though a variety of breads unleavened or leavened with toddy or yeast are also served. While the Goan Catholic supplements this with pork, chicken and beef, Goan

¹ <http://accessindiatravel.com>

Hindu cuisine is basically fish and vegetable based. Beef and Pork are forbidden, though chicken and mutton also find their way into the menu of non-Brahmins. In the Goan context, fish is considered vegetarian, probably because unlike other viands, it does not have to be slaughtered. Goan cuisine makes extensive use of spices (like cumin seeds, peppercorns, turmeric, cloves, cinnamon, cardamom, nutmeg, ginger, garlic, tamarind, mango, coconut, red chillies, coriander seeds). While Christian cuisine uses a lot of toddy vinegar and liquor in food, Goan Hindus, instead of vinegar, use tamarind and kokum (*Garcinia*). There is also the African Chicken Cafreal. Seafood specialities, mainly Hindu-based, include the Sukem (a stir fry with coconut sprinkles), the Kismur (a salad made from dried salted shrimp or mackerel with raw onion and grated coconut), Xacuti of crab and shark, and Amot Tik (a hot curry made of chillies and tamarind). There are also the Christian Reichado (mackerel stuffed with a paste of chillies and vinegar), Balchao (a thick paste made from dried shrimp, chillies and vinegar) and Xec-Xec (a dry crab preparation). Apart from rice (the local par-boiled red rice has a unique flavor), other staples include local versions of European breads, collectively called Pao. Goan desserts are devoid of milk, which has never been available in plenty in the territory. Instead, eggs, coconut and jaggery are the staples. So the Nevrio (fried dumplings stuffed with a mixture of coconut and jaggery) are eaten by Hindus for Ganesh Chaturthi, and by the Christians for Christmas. The Portuguese contributed their bit, giving rise to the many-layered Bebinca, the Dodol, the Bol (or cake), and a host of others.

BEVERAGES: Goa has vast hilly areas where cashew trees grow wild. The ripe cashew fruit separated from the seeds (cashew nuts) are crushed under the feet in a special rock-cut basin. The juice is then fermented in barrels for 4 to 5 days and distilled in locally made earthen pots. The resulting brew, called modap, is mixed with more fermented juice and distilled a second time to get a drink called cashew urrack, which is much lighter than cashew **feni**. Urrack is Goa's summertime drink. It is light and, mixed with an aerated lime drink and soda with a pinch of salt and a twist of lime, is an unbeatable summer drink; cooling and mildly intoxicating. To get Goa's celebrated cashew feni, this urrack is mixed with more fermented juice and re-

distilled, a third time. This distillate is called feni. Though much touted as Goa's national drink, feni is also widely used here as medicine. Every household keeps a bottle, for medicinal purposes.

FAIRS AND FESTIVALS¹

Being a predominantly Roman Catholic society, most of the festivals of Goa are Christianity-specific. Feast days, thanksgiving, monsoon celebrations, processions-all mark the Goanese calendar. Shigmo, the Goanese version of Holi, is celebrated in the month of February and March. The Feast of Our Lady of Miracles, celebrated 16 days after the Easter, is secular by nature and is celebrated with pomp and show by both Hindus and Christians. Igitun Chalne, held at Sirigao temple in Bicholim during May, is one of Goa's most distinctive festivals. The main attraction of the festival comes when devotees of Goddess Lairaya walk across burning coals to prove their devotion. The Feast of St. Anthony in the month of June is also significant as it marks the beginning of monsoon. Besides such religious festivals, Goa is also known for its arts and crafts fairs, and food festivals. One of the most fascinating features Goan life is the happy - go - lucky and unquenchable spirit of the joi de vivre of its people that find full expression in the annual celebration of the Carnival and other numerous fairs and festivals. The Carnival in Goa represents an effervescence of the fusion of two cultural strains - the West and the East. The introduction of this traditional festival not only dates back to the Portuguese conquest and colonization of this tiny territory but in local ethos it also resembles the colourful Hindu spring festival of Holi. In the Konkani language Carnival is known as Intruz from the Latin Introito or introduction to Lent. The Carnival played a significant role in the development of popular theatre and folk songs and dances in Portugal and other Western countries. In the same way in Goa, from the Intruz was born the typical ambulatory theatrical performances by groups of

¹ <http://goa-tourism.com>

amateur actors. The Carnival in Goa also reflects the natural resources, cultural heritage, artistic genius and sensitive ethos to make it an exotic pageant of color and mirth of unrivalled beauty and exuberance. It is a picturesque procession of gay floats and car driving through the main streets packed with tourists and spectators. Groups of serenaders with various musical instruments delight the crowds. One can see thrilling mock battles with cocotes (cartridges stuffed with powdered chalk, flour or sawdust) by rival groups of young and old in fierce combat, buses and trucks packed like sardines with young folk armed with their plastic pistols and buckets of colored water driving around as they squirt water and soak well dressed pedestrians. Interesting fells dramatizing some local incident, politics or maybe a corrective to the foibles and follies of high society adding a touch of piquancy and variety to the show fostering the bonds of unity and friendship among the masses are some of the interesting facts of fiesta freshness and originality of the gay Carnival in Goa.

TUNIS : A CITY OF RICH CULTURE AND MONUMENTS

Tunis is the capital and largest city in Tunisia. It is situated 10 km inland from the Gulf of Tunis on the shores of a lake linked to the Mediterranean Sea. Tunis, reflects the country's diversity. Its French colonial past has a far-reaching influence (it only gained independence in 1956); most obvious in its cuisine that blends sophisticated French with Arab spice. Older history is evident in the remains of what was Roman Carthage, while the Roman ruins at Dougga and El-Jem are some of the finest in Africa. An ancient city whose history goes back to Punic times, Tunis flourished as a part of the Roman Empire, and after the destruction of Carthage in the 7th century it became the second city in Afriqiya, a province of the Arab Empire. In the 16th century under Ottoman rule, Tunis became the centre of the Barbary Coast, a base for piracy against European ships in the Mediterranean.

Tunis is an ancient city whose past is linked to an even more ancient civilization, it is the hub of political affairs, seat of the Arab League, and is not just a city in expansion with its new quarters girdled by access routes and served by modern transport facilities such as the Tunis metro. Today Tunis is a city of contrasts between the **ancient Medina** and the **modern metropolis** that holds an interesting mixture of European North African cultures.

THE MEDINA OF TUNIS

A symphony cupolas and terraces, harmonious and intelligent urban planning, cool shadow, the vestiges and scent of the past, the heart of the old city - the **Medina**. The Medina is a world of living stone, a variety of sounds, of ancestral gestures, of hidden treasure, a city of a thousand colors, which fascinates you, besets the soul, and enlivens the senses. At the Dar Ben Abdallah [18th - 19th century] there is a collection of household implements, costumes and antique furniture set-off against a most evocative décor. Other "musts" on any visit to the Medina are: the Dar Lasram, the Ez-Zitouna Mosques, which also harbors the first University in the Arab world, the Turkish Mosque of Sidi Mehrez and Sidi Kacem El Jellizi [15th century].¹

The shops and covered booths of the souks, stacked with a variety of treasures, are veritable Ali Baba's caves, and the noise of animated bartering competes with the din of the traffic. The "Maison de L'Artisanat," which has done much to restore artistic and technical standards, issue a "quality-authenticity" label which is a guarantee of the high degree of craftsmanship of its goods, whether these are "haute couture" dresses, caftans, finely worked box inlaid with metal or jewelry, carved or enameled jewelry and fine quality rugs and carpets. The antiquarians of Tunis - a visit to which is an event in itself- will offer you passé partout pictures and a selection of treasures from

¹ <http://www.almaktabah.com>

another age. The **medina** is the **old quarter** of Tunis; a maze of tiny, winding streets which has been designated by UNESCO as a part of mankind's cultural heritage. "Suuq' is the Arabic name for market, 'medina' is the Arabic name for town. In Tunis today, the suuq is also called medina. And there is a good reason: most of what once was Tunis is today like one enormous shopping centre and handicrafts factory. Today, the medina is still inhabited, but only a small percentage of the total population of Tunis lives in these quarters. The suuq is far from randomly arranged. There are areas for goldsmiths, for metal workers, for fabrics etc. And then there is the areas for touristic items. The arrangement of the suuqs are traditional for Muslim cities: the clean professions had their suuqs near the main mosque, the Zitouna, while the unclean professions like dyeing and crude metal works were placed further away. It might be strange to us now that the slave suuq, active until 1846, was placed just 100-150 meters away from the main mosque and the palace of the bey (ruler). Even if much has disappeared from the suuq of the weavers, the *Souk de la Laine*, you still have good chances of actually seeing the weaving process by hand looms. The fabrics made like this are expensive and only intended for well-off clients and special occasions.

Tunis has its own countryside, and as soon as winter is over city dwellers like to leave the city behind them for a while to welcome the arrival of spring. At **Zaghuan** there is the Mausoleum of Sidi Ali Azzouz, fountains adorned with ceramics and the Roman Temple of the Waters at the foot of the mountain which, for centuries, was the "chateau d'eau" [the "water tower"] serving the city of Tunis, just as it had served Carthage. The massive semi - ruined arches, too, are evocative of an era when Carthage was a great power. At **Thuburbo Majus**, the archaeological site is well worth a visit, as is that at **Jebel Oust**, which is also a very popular spa centre. At **Karbous**, set in a deep ravine, there is another popular thermal Establishment, where the spa waters gush forth at 60°. Nearer Tunis, the **Djebel Bou Kornine** dominates some splendid

beaches served by a succession of fine hotels and resorts, such as **Hummam Lif**, formerly a Beylic.

MODERN TOWN OF TUNIS

The **new city** is centered around Ave Habib Bourguiba where architecture ranging from baroque to rococo contrasts with the futuristic creations of more modern architects. Tunis is a city looking towards the future, multiplying its international links thanks to the openness of its communications with the outside worlds as epitomized by its busy port and airport. Tunis has become a major financial centre and an important international rendezvous, as reflected by its splendid conference leisure facilities. Banks, conference halls fitted with the latest and most sophisticated equipment, luxury hotels the needs of those visiting the city for business, to attend conferences or merely to enjoy a holiday, are all catered for, and the visitor will be delighted with the standards of service and the warmth of the welcome. The modern town is clearly the weakest part of Tunis. The houses built often look a bit communistic, and quality was apparently not important when they were erected by the modern state of Tunisia. Some of the more dominating examples are 3 hotels, Africa, International and the inverted pyramid of Du Lac.¹ It is comforting to establish that today's Tunisian architecture has reclaimed its former quality and creativity. In Tunis today, the suuq is also called medina. And there is a good reason: most of what once was Tunis is today like one enormous shopping centre and handicrafts factory. Today, the medina is still inhabited, but only a small percentage of the total population of Tunis lives in these quarters. The suuq is far from randomly arranged. There are areas for goldsmiths, for metal workers, for fabrics etc. And then there is the area for touristic items.

¹ <http://www.tourismtunisia.com>

BEACHES OF TUNIS

With an immediate coastline of more than twenty kilometers of beaches, picturesque villages and a host of activities, Tunis has everything for the lover of sun and sand. From la Goulette to Raoued, the coast is a veritable open air - museum, a scenic wonder...

La Goulette, with its 16th century fortress, its restaurants and their grilled fish specialties, where the tables spill out onto the pavements during the summer months. **Salambo**, immortalized by Flaubert and surrounded by Punic Ports. Here and there one catches a glimpse of snow-white villas hidden in perfumed gardens. The Oceanographic Museum includes an interesting collection of marine wild life. **Sidi Bou Said**, a haven of peace in a typical Mediterranean ambiance. This village has a quite extraordinary charm. It is built around the minaret of the central mosque and on the sides of steep scarlet hued cliffs. **La Marsa**, the ancient summer Palace of the Beys of Tunis. The great local attraction is the Café Saf-Saf with its malouf music. **Raoued**, miles of open beaches with excellent facilities.

OTHER PLACES TO VISIT¹

Dar Ben Abdullah Palace is a traditional late 18th-early 19th-century Tunisian mansion which displays its collection of costumes and furniture against a spectacular decor. **The Great Mosque Ez-Zitouna**, the largest mosque in Tunis was started by the Umayyad rulers in 732 and finished by the Aghlabites in 864. From the beginning it was an important Arab Islamic university which functioned until a few years ago when its facilities were amalgamated with those of the University of Tunis. The mosque is in the centre of the Medina and the souks and old city buildings have expanded and developed around it. **Souk el Attarine** specializes in perfumes, but also sells many other local craft

¹ <http://www.tunsiaonline.com>, <http://www.tourismtunisia.com>, <http://www.tunisie.com>

items. **Bibliothèque Nationale** built in 1813 as barracks by Hammouda Husseinite is now the National Library. **Souk Birka**, the gold souk, was built in the 17th century. **Sidi Yousef Mosque**, a 17th century Turkish mosque was the first mosque to have an octagonal minaret, which went on to become the architectural fashion for many other Turkish mosques. **Dar Hussein**, an Arab house decorated with rich-colored tiles and plaster lacework features many beautiful Islamic artifacts including valuable Quran manuscripts. This building was occupied by the French army during their time in Tunisia; after Independence it became the National Art and Archaeology Institute. **Dar El Haddad** is one of the oldest palaces in the Medina. **The Bardo National Museum**, also known as The Alaoui National Museum is considered one of the most important in the Maghreb. It is a masterpiece of Spanish-Moorish architecture and exhibits a vast collection of relics from every period of Tunisia's past, including the finest Roman mosaic collection in the world. **Bab el Bahr** means "Gate to the Sea". Before the French came in the 19th century, that was exactly what it was too. Then there was just open grounds here, leading down to the lake of Tunis. For the French the Bab el Bahr became a symbol, as the gate between the Oriental part and the European part of Tunis. Hence its other name came to be "Porte de France". **Bab Souika** was hastily rebuilt, but in style, after clashes with the Islamists in the 1980's brought a fire over the quarter. The new style of Bab Souika has proven successful, and this area has become very popular with locals. Its position is also strategic. **Café M'Rabet** is an institution in the medina of Tunis. The interior hasn't changed for at least a hundred years. **The Cathedral**: It represents an architectural style of its own, that only could be conceived among Europeans living in an Oriental culture. The Cathedral of St. Vincent de Paul was built in 1882, the year after that the French took formal control over Tunisia. Although the cathedral of Tunis has been mocked for its architecture, it still is a fascinating monument over the European presence in Tunis.

In the centre of Tunis – just out from the medina – one can wander in areas that have not changed much since colonial times. Tunis' modern town was built up over relatively few years, and the majority of houses in town centre belong to the period around 1900. This allows for a genuine feeling that even many French cities have problems with matching. Though the Tunisians have taken back their city, many institutions like cafés, confectionery and even ordinary shops live on from the colonial times, with the same interior and type of service. **The governmental quarters complex** is the place where the prime minister has his office, and the location is not random. His office is in the Dar al Bay, House of the Bey, which was used as a royal guesthouse. The surrounding area is always clean from the smallest piece of paper. At certain times of the day, the nearby streets are full of government officials in traditional Tunisian costumes. **Halfaouine** is one of 2 important food markets of Tunis, as well as a part of town with a distinct identity of its own. It was at first placed outside the city walls, outside both Bab Souika and Bab el Khadra. In the Tunisian film *Halfaouine* life in Tunisia in the 1960's has been depicted with a nerve seldom before seen in North African movies. **Ez-zitouna Mosque** This is the main mosque of Tunis, and so it has been almost all the time Tunis has been a Muslim city. The city has even been modeled with it as the centre. Its name means "olive tree", and comes from the mosque's founder who taught the Koran under an olive tree. It was first erected in the 9th century by the Aghlabid rulers. But its most famous part, the minaret is a 19th century addition. While the mosque today serves mainly as a house of worship, it was also a house of higher learning from times before the first European universities, and until the 1950's when Tunis' universities started to take over.

Place Halfaouine: In the 18th century, the Place Halfaouine grew into becoming a chic area. Even if this was in a time when Tunisia was governed by its own rulers, much of houses erected here took inspiration from Europe. The mosque of Youssef Sahib at Taba'a was begun in 1812, and resembles to a

great deal a Venezian palazzo. It used imported building materials, like metal railings, Neo-classical columns and black marble. The minaret remained unfinished for a long time, and was not completed until 1970. Most of the glory of former times is now gone. Place Halfaouine, which is the end point of Halfaouine, serves now as a grocery market. And the street leading to Bab el Khadra, is among the most modest commercial streets that Tunis has to offer. It is said that each teacher had his own column. The teacher sat next to it, with his students around him. Considering that there are no more than just a few meters between each, all cannot have been teaching at the same time.

ARCHITECTURE

Tunis is now a city of contrasts between the old Medina and the new modern town which is an interesting mixture of European North African cultures. Most of the monuments and historical buildings are in the old quarter. The traditional monuments and mosques show the Mediterranean and European styles mixed in to create magnificent structures. There is the use of rich colors and traditional Islamic arts. Tunis has since long been famous for its **beautiful gates and windows**. While the houses might be simple and minimalist, wealth was centered to the workmanship of these wooden elements. The dominating colors for doors are blue and beige, while windows are dominated by blue.

TRANSPORT¹

All possible connections with either train, buses, shared taxis or airplanes to other destinations in Tunisia. The airport has also connections with all major

¹ <http://www.miftahshamali.com>, <http://www.wtgonline.com>

international destinations. There are numerous stations for shared taxis and buses - each serving its part of the country. There are some car rental companies also.

HOTELS AND RESTAURANTS

Tunis has many hotels, covering all scales and standards. In town centre and the medina, the cheapest alternatives are found. Value for price is not always good, and many unclassified hotels have little to offer, compared to one star options. Mid-class hotels are slightly more expensive here than in most other parts of the country - but if you arrive early in the day, you will have plenty to choose from all through the year. High-class hotels are often overpriced. As far as restaurants are concerned, there are no problems getting a good meal in Tunis. In downtown areas you can choose between food stalls, simple and filling cheapies, and cozy French-style restaurants. Chez Nous is one of the many really nice places, cheap compared to Europe and expensive in Tunisian terms.

NIGHTLIFE¹

Despite being the capital of Tunisia, night life here is not terribly exciting. Some hours after sunset Tunis becomes a very tranquil city. It is not like people rushing home, and streets becoming empty. Because there still are many people around. But the noise disappears, and people sit down on benches and on doorsteps and rest after a day under the sun. Discos are rather few, and many of them are dominated by men. The few women coming out, are often together with friends, brothers or husbands. There are however no reason for female travelers to stay away, the male clients are friendly. There are some places to go out and have a drink. These places are often

¹ Carpenter Allan, Chourou Bechir, Tunisia (Enchantment of Africa), Indo-Tunisian Friendship Association in collaboration with the Embassy of Tunisia, New Delhi, Rehab-el-Maarefa, Publication

seedy to say the least, and not recommended for women. Bars in good hotels are far better.

FAIRS AND FESTIVALS

When it gets good, it happens in conjunction with Islamic festivals, like during Ramadan and the Great Feast. And then most things happen in the streets, and do not involve the consumption of alcohol. **Ramadan** in Tunisia is a special time of the year. More than any other period, it is a time of mutual help. A total of 106 restaurants across Tunisia are catering to the poor and the needy with no place to go to break their fast. About 10.000 people have their "Iftar" dinners in such restaurants free of charge during the holy month of Ramadan. Moslems in Tunisia, who constitute the overwhelming majority of the population, abstain from eating and drinking from sunrise to sunset during the whole month. By the end of the month, within a couple of weeks, a total of 300 tons of food ingredients, clothes and toys will be distributed on poor children celebrating "Eid El Fitr", a holiday marking the end of the month-long fast. Ramadan is a month of religious abstinence and piety. Many go to the Mosque

for evening. But large crowds are also attracted in the evening to theaters, where cultural events are held, or to shopping centers. For others who prefer to stay home, television broadcasts offer a variety of staples till a late hour.

One of the important festivals held in Tunis is the **Carthage Film Festival**, the 18th edition of this festival was opened in Tunis last year in the month of October.

SPORTS AND OTHER LEISURE ACTIVITIES¹

Visual and auditory pleasures, the joys of physical effort or relaxation, Tunis is able to offer the visitor a wide choice of sporting, cultural or leisure activities. The city is overlooked by the cool, wooded **Belvedere Park** which has a delightful Muslim pavilion and a zoo. There is a golf course and a riding stable in the suburbs of **La Soukra**. Beaches are nearby at **La Marsa** and

¹ <http://www.miftahshamali.com>, <http://www.wtgonline.com>

Gammarth. All the principal hotels in the capital put - on concerts, exhibitions and discotheques and offer facilities such as tennis courts, gymnasiums, swimming pools, saunas and boutiques. Once outside your hotel there are golf courses, tennis courts riding stables and facilities for a wide variety of nautical activities. If you prefer to be a spectator there are horse races where you can see purebred Arab horses in action, festivals and a variety of excursions. When night falls there are cinemas, classical music concerts popular music show and nightclubs.

LOCAL CUISINE

The local cuisine is based on a centuries old tradition - brick, couscous, tajines, pastries and mint tea - or international cuisine, can be enjoyed at a number of friendly restaurants, some of which provide the ever popular malouf music, that unique and spellbinding combination in sound of the lute, violin and tambourine. The French influence is very much visible in the Tunisian cuisine which is otherwise prepared in a Mediterranean style. The dishes are cooked with olive oil, spiced with aniseed, coriander, cumin, caraway, cinnamon or saffron and flavored with mint, orange blossom or rose water.

While making a case study of the two modern cities, Goa and Tunis, the following are the main points which are worth mentioning:

1. Both Goa and Tunis have been greatly influenced by the European culture. Both these cities have acquired their partly European cultures from their colonial rulers.
2. An important common aspect of the two cities is that in spite of their being highly influenced by foreign cultures, they still remain traditional in their cultural and social values.
3. Both the cities, Goa and Tunis are important tourist centres of India and Tunisia respectively. If their potentials are given due importance and harnessed in a proper way, both these modern, yet traditional cities can

be made the hub of tourism, specially in terms of cultural tourism mixed with tourism related to sand, sea, and sun.

4. Another common aspect between Goa and Tunis is that of their liking for spicy food. People of both the cities like their food spicy and both make extensive use of non-vegetarian foods.
5. Goa and Tunis, both present varied attractions to the foreign and domestic tourists, be it in the form of sight seeing, their vast beautiful beaches, religious places, fairs and festivals, sports and other leisure activities.
6. Tourism acts as an important industry in both of these modern cities bringing in big economic gains.
7. Goa – India can make use of the experience of this Mediterranean land which is one of the principal receptors of tourists in the North African region. The Government and the non – governmental organizations will have to take initiatives to market Goa in a proper way, and that can be possible only when Goa develops its infrastructure in terms of service industry related to tourism, and that will include development of hotels both higher and lower budget, development of means of transport and communication, cruises, strong law against cheating and development of mechanism that assures quality of services to the tourists for the money they pay.
8. For both the places, tourism is the main source of income, so for maintaining sustainability, it is a must for both the places to develop some mechanism so as to receive tourists throughout the year.
9. And all the above mentioned development should take place without disturbing the environment and the ecology of the area, otherwise in long run this may turn out to be very hazardous for the local population, and later affecting tourism also.

VIII. CONCLUSION:

In India since 1991, i.e. after the economic liberalization, multifarious and exciting opportunities are bustling in almost all the spheres of economic activities including tourism. In the past, the tourism sector was neglected and its contribution to poverty alleviation, employment generation and balance of payment had perhaps been underestimated. The international tourist traffic to the country during 1951 was only 16,829. Over a period of 45 years, international arrival topped 2.28 million for the first time in 1996. Although this was an important landmark in the history of tourism in India, the figure of 2.28 million for a country having 1000 million people appears to be insignificant. If we take a look at the tourism indicators of Tunisia which is a tiny Mediterranean country when compared to India, the tourist arrivals in Tunisia were recorded at 4 million in the year 1998. This shows the magnitude of India's lagging behind in the world tourism scene. In spite of Tunisia being such a small country, and hence with limited natural and cultural heritage, it has a very well developed tourism sector. The Tunisian government has taken certain important steps and initiatives to achieve sustained development of tourism. It has well maintained natural parks and reserves, beautiful beaches equipped with all essential facilities, maintained and well-kept museums preserving the national wealth, properly preserved ancient monuments, etc. which attract the tourists. The Ministry of Economic Development of Tunisia has also come up with a Economic Development Plan on Tourism which calls for (i) Enriching and diversifying the product and exploring new potential markets; (ii) Improving the quality of service; (iii) Upgrading the infrastructure and improving the environment in tourist areas; (iv) Consolidating the role of the private sector in this activity.

Hence, based on the guidelines of Tunisia's past experience and present initiatives, it is advisable for India to try and learn from this small Mediterranean country the ways and strategies for achievement of phenomenal growth and

sustainable development of Tourism in India. India, being a land of stupendous dimensions - colorful, exotic, traditional, modern has a very huge potential in the field of tourism. It can surely be made the **destination of the new millennium**, provide India meets the expectations of every type of tourist. With her varied topography, picturesque valleys, high mountain peaks and cascading rivers, India never ceases to surprise tourists with her kaleidoscopic attractions. The pomp and pageantry of India's festivals and local fairs are matched by the warmth and hospitality of her people who welcome tourists with open hearts and warm smiles. The Indian government has been taking steps and measures to boost tourism activities in India, but there is possibly something missing somewhere. Although now tourism stands to be the second largest exporting industry of India after Gems and Jewelry, India definitely has the potential to make its tourism industry as the biggest and highest revenue generating industry. According to the Annual Report 2000-2001 by the Department of Tourism, Government of India, the tourism sector is the second largest net foreign exchange earner by way of invisible exports. The report also states that the Ministry of Tourism has taken certain steps to boost tourism in India like fiscal incentives to hotels, tour operators, interest subsidies on loans taken for hotel projects, beginning of Liberalized Exchange Rate Management System, presentation of National Tourism Awards and Awards of Excellence. The first and foremost thing in the tourism sector that needs to be attended upon is the inadequate basic infrastructure, lack of hygiene and cleanliness in public places, etc. On the other hand, to handle the fierce competition in tourist generating markets, it would be advisable for India to strengthen its promotional and marketing efforts by the way of effective advertising, printing of brochures and production of films in local languages for foreign and domestic tourists, promotion of charters, organizing seminars and talks, participation and organization of tourism fairs and festivals, use of state-of-the-art technology, cooperation with international organizations, bilateral tourism agreements, etc. All this development should be made keeping in view the conservation of the existing natural environment in order to ensure its

sustainability. The developments in ecologically sensitive areas have, therefore to be guided by the carrying capacity of such areas, so that it would provide a non-declining stream of net economic benefits. On the other hand, the safety and security of the tourists also needs to be ensured. Unfortunately, India is perceived as a high risk destination so far as health and hygiene is concerned. All efforts must be made to provide a tourist friendly environment.

Hence, after making comparative studies on the tourism scenario in the two countries, India and Tunisia, we can conclude that both the countries possess tremendous potential in the field of tourism. Tunisia has a well developed tourism sector, but developments and changes for improvement are still being incorporated in its policies and strategies. In the same way, India, which is a vast magical land with age old cultural heritage, can progress in this particular field by learning from its own mistakes and by taking examples from others experiences.

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APPENDIX

1. Figure 1 - World International Tourism Receipts , Year 2000, World Tourism Organization.
2. Figure 2 - Foreign Tourist Arrivals in India, Year 2000, Annual Report, Department of Tourism, Government of India.
3. Figure 3 - Foreign Exchange Earnings in India, Year 2000, Annual Report, Department of Tourism, Government of India.
4. Figure 4- Major Tunisian Tourism Indicators, 1995-99, National Institute of Statistics, Tunisia.
5. Map - India
6. Map - Tunisia
7. Map - Tunis
8. Map - Goa

Figure 1

World

International Tourism Receipts by Region (US\$ billion)

	1983	1990	1993	1997	1998	1999*	Growth rate (%)	Average annual growth (%)		
							1998/1997	1983-1998	1993-1998	
World	118.1	263.6	405.8	439.7	441.0	454.6	3.1	10.7	2.8	
Africa	2.5	5.3	8.1	9.4	9.8		4.8	11.0	6.8	
Americas	33.3	69.2	100.5	116.9	118.0		0.9	10.2	5.5	
East Asia / Pacific	13.2	39.2	74.6	75.7	67.8		-10.4	13.4	-3.1	
Europe	63.5	143.5	211.7	224.5	232.5		3.6	10.5	3.2	
Middle East	4.2	4.4	7.5	9.2	8.6		-6.7	5.7	4.5	
South Asia	1.4	2.0	3.5	4.0	4.3		5.3	9.1	6.8	
	Market share						%			
World	100	100	100	100	100					
Africa	2.2	2.0	2.0	2.1	2.2					
Americas	28.2	26.2	24.8	26.6	26.8					
East Asia / Pacific	11.2	14.9	18.4	17.2	15.4					
Europe	53.8	54.4	52.2	51.1	52.7					
Middle East	3.5	1.7	1.9	2.1	1.9					
South Asia	1.2	0.8	0.9	0.9	1.0					

Source: World Tourism Organization (WTO)

(Data as collected in WTO database August 2000)

Figure 2

FOREIGN TOURIST ARRIVALS IN INDIA DURING 2000 AND CORRESPONDING FIGURES FOR 1998 & 1999

Month	Foreign Tourist Arrivals			Percentage Change	
	1998	1999	2000	1999/98	2000/99
January	245706	253125	266972	3.0	5.5
February	222089	241881	254721	8.9	5.3
March	215534	227151	235326	5.4	3.6
April	174204	165627	187419	- 4.9	13.2
May	137868	140163	151344	1.7	8.0
June	140810	153225	168716	8.8	10.1
July	175322	189045	204969	7.8	8.4
August	173095	184808	189902	6.8	2.8
September	160369	169200	181292	5.5	7.1
October	203903	219442	226531	7.6	3.2
November	239919	260752	276254	8.7	5.9
December	269810	277504	280813 (P)	2.9	1.2
Total	2358629	2481923	2624259 (P)	5.2	5.7

P : Provisional

Figure 3

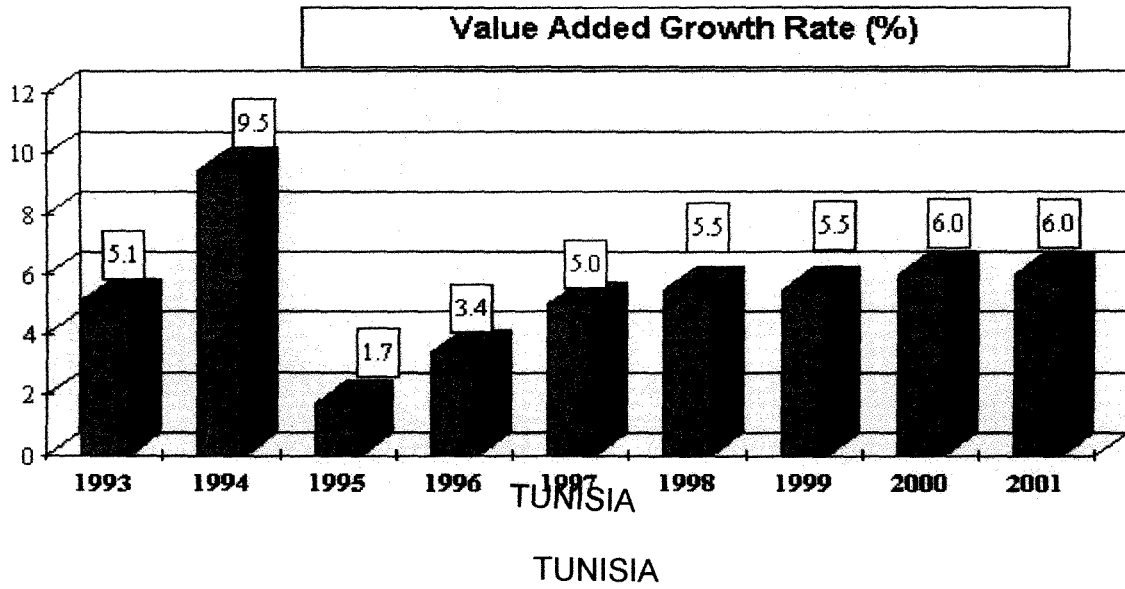
FOREIGN EXCHANGE EARNINGS DURING 2000 AND CORRESPONDING FIGURES FOR 1998 & 1999
(In US\$ Million)

Month	Foreign Exchange Earnings			Percentage Change	
	1998	1999	2000	1999/98	2000/99
January	307.13	321.20	324.39	4.6	1.0
February	282.05	311.30	327.15	10.4	5.1
March	269.58	284.11	284.71	5.4	0.2
April	211.57	202.24	232.01	- 4.4	14.7
May	162.04	165.56	177.72	2.2	7.3
June	169.96	179.39	199.36	5.5	11.1
July	216.07	229.94	252.48	6.4	9.8
August	213.01	226.01	235.70	6.1	4.3
September	196.51	201.34	222.97	2.5	10.7
October	257.28	269.23	296.23	4.6	10.0
November	309.55	322.27	364.89	4.1	13.2
December	340.40	323.10	365.27 (P)	- 5.1	13.1
Total	2935.15	3035.69	3282.88 (P)	3.4	8.1

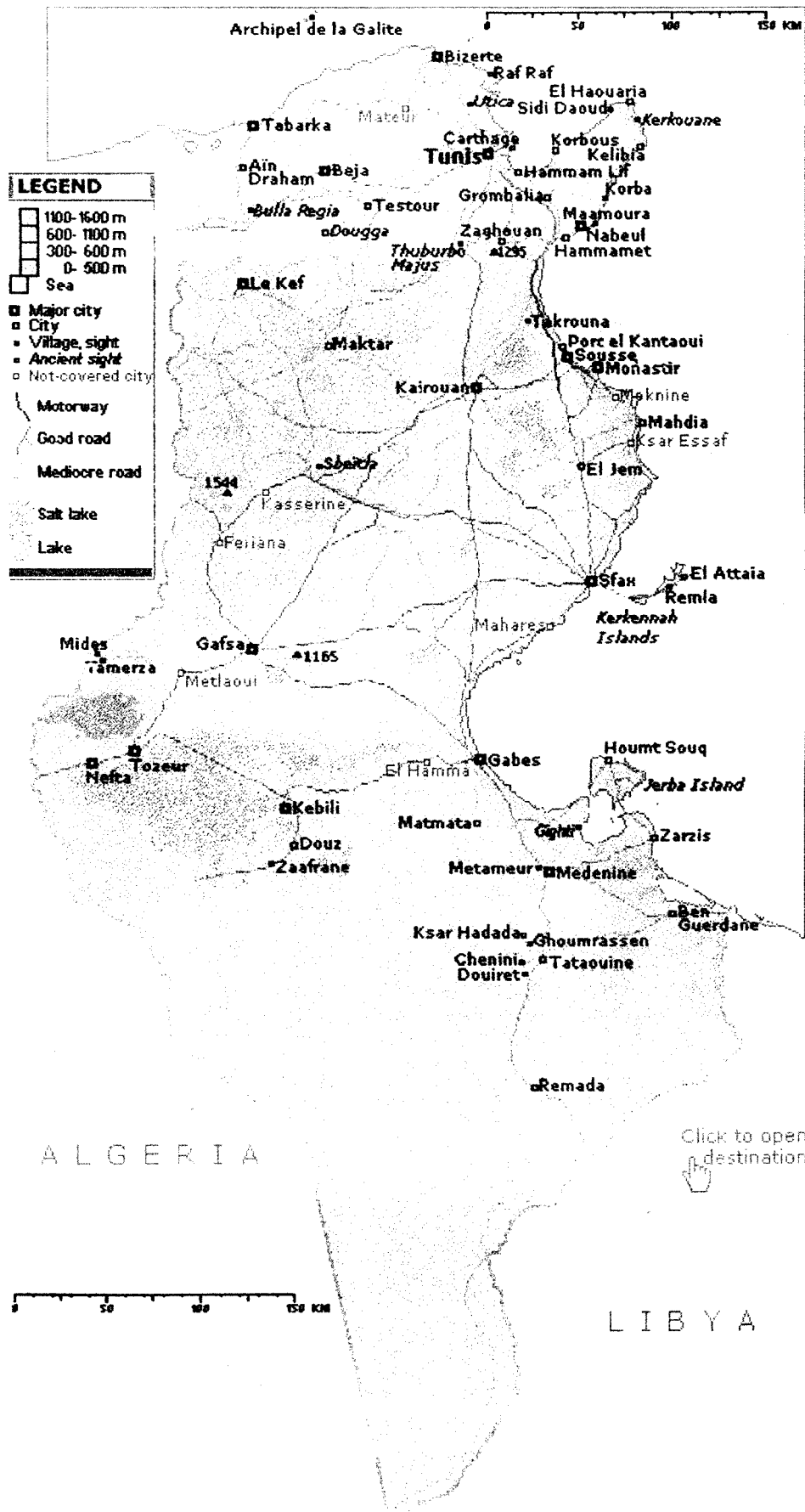
P : Provisional

Note : Figures up to March 1999 have been finalised based on the RBI figures and the figures from April 1999 onwards are provisional.

FIGURE NO. 4



MAP OF TUNISIA



MAP OF GOA

Tourist map of Goa

