

Dark Tourism in India- Introduction, Places Of Interest, Challenges and Strategies to Overcome Them

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Abstract-Tourism is the practice and theory of attracting and guiding tourists along with entertaining and treating them well. Affecting the economy of both countries, where the tourists come from and go to, it can be domestic or international having both outgoing and incoming outcomes. In other words, the activities of people visiting a particular place, where they expect to get paid back, in terms of accommodation, entertainment and hospitality can be termed as Tourism. Just like other fields, it is a major source of income for various countries. Tourism is divided into domains and these domains are called its "types". The most popular types of tourism are Religious tourism, Wildlife tourism, Cultural tourism, Recreational tourism, Educational tourism and so on. In this paper we have studied the challenges faced by dark tourism in India, strategy to overcome challenges and what will be the consequences if these strategies will be implemented.

Keywords: Dark Tourism, Dark Spots, Strategies, Tourism in India.

Introduction: Each and every moment, uncountable people of the world, make their travel plans for enjoyment or professional trips. Plans could be for longer or shorter holiday. For this, tickets are purchased, hotels are booked, cars are rented, visas are applied for and flights are reserved. Earlier, people used to travel for religious, ethical, safety, trade, commerce etc. but with change in time, the mind-sets have changed and tourists have started travelling for pleasure, rest, recreation and exploration. Trips for educational purposes are also arranged now [1]. The scenario comprising all this forms a vast industry, getting bigger and bigger day by day and that industry is famous as "The Tourism Industry". [3] This also includes the People, who are responsible for providing services, security, guidance, assurance and interaction to the travellers, by working at the front or at the back. Tourism is derived from the word "Tornas" that

means "Compass", which indicates to circular journey. When Tourists travel from one place to another and come to domicile, they give contribution in this industry. With an investment of even a single rupee, the industry is originating more and more employment schemes or offers, on a large scale. Some of the industries or organizations that contribute to tourism industry are Ministry of External Affairs for passport documentation, consulates for visa endorsement, Travel Agents, Transport Services, Airport Authorities, Central Industry Security Force (CISF), Immigration office, Receptionist/Front Desk, Porter etc. [4]

This is the reason for why, instead of a sector, tourism is being considered as an industry. However, tourism, as said earlier, is of various types. Here, focus is on a rarely known type of tourism emerging in India. Section-I gives an overview of the tourism industry existing in India at the present moment. Whereas, Section- II describes what "Dark Tourism" actually is along with its scope or existence in India. In the Section-III, focus is on the various problems faced by dark tourism and at last, various strategies have been considered and virtually implemented to raise the status of tourism. Also, table on Problems faced by dark tourism and the strategies to overcome them with their influence is given. This paper astoundingly describes the rarely known tourism type in reference to India.

I. CURRENT SCENARIO OF INDIAN TOURISM

Whenever we think about India, the pictures of Temples, Forts, bright colours, Festivals and rich culture come into mind. In India, tourism is considered as a very fast growing industry in the world, which also gives its contribution in the economy of the countries from and to, the tourists travel. India is a tourist paradise because of its rich heritage, religious spots, museums, snow-capped

mountains and joyous festivals. Tourists travel with the excitement of exploring a new place and for recreation, adventure, religious and educational purposes. Although, there are many influences that make tourists travel from one place to other. These influences are seen as "Motivators". Motivators can be Physical, Interpersonal, Prestige type, Educational and Cultural, relating to Relaxation, meeting new people, personal esteem and learning about lifestyles at different locations, respectively. [3] Basically, tourism is of Domestic, Outbound and Inbound forms and is of various types. Some of the types are Cultural Tourism, Religious Tourism, Dark Tourism, Adventure Tourism, Beach Tourism, Business Tourism etc. [1] This paper focuses on dark tourism emerging in India, the problems faced by it at present and the plans, by implementing which the scenario can be made more impressive [3] [4].

II. DARK TOURISM AND ITS SCOPE IN INDIA

There is no doubt that a person is influenced by social and cultural activities or happenings. A tourist may get persuaded and one's perception of travelling may relate to one's perception of the World. However, there are so many things or people, from whom a traveller gets carried away and these inspirations work as motivators to travel a particular place. The environment and other activities make a person what he is. Not even two persons have the same psychological acceptance to something or someone. In other words, a person's demand depends upon the type of behaviour and intellect that one carries. But, what does it make people to travel [4] [1]

No matter whether from the internal voice or the external influence, a person may feel deprived when his actual stage is different from his desired stage. This arises in a person the feeling of getting a need fulfilled, so as to reach his desired stage. Similarly, a person who wants to have experience or entertainment instead, would try to find a particular place to complete his wish [3]. A spot that sounds attractive or appealing attracts tourists from different places. It's the individual requirement of a tourist that where he wishes to go to for entertainment, recreation, holiday, business etc.

The person fond of exploring the unexplored may be interested in knowing about what happened to the victims of a non-happening or at haunted places, by visiting that place and exploring it. These are those places on the globe that relate to death, atrocity, disaster, tragedy or destruction, having sinister pasts that attract the tourists from

different parts of the world and this forms the basis of the term "Dark Tourism". In other words, people travelling to various spots having dark history, is termed as "Dark Tourism" or "Grief Tourism". [5]

EXISTENCE IN INDIA: Almost every type of tourism exists in India because of this diversity of cultures, festivals, religions etc. The existence of Dark Tourism in India is not much known, but there are many spots in India that fit under the category of "Dark Tourism". Some of them are:

(i) "Bhangarh Fort" in the state of Rajasthan, built by Man Singh, is the most haunted and spooky place in the India as it is considered to be cursed by a magician. Going to this place after sunset is strictly prohibited [7].

(ii) "Kuldhara" is a place, again in Rajasthan where it is said that 83 villages lost their existence in just one night. This place is considered to be cursed by the villagers and there's no one living there right now [6] [7].

(iii) On 13th April, 1919 many people gathered at "The Jallianwala Bagh" in Amritsar as it was the day of "Baisakhi", the main Sikh festival. On getting the information that crowd is supposed to gather in the garden, the British Dyer ordered to shoot the people till the ammunition supply ended. The shooting continued for about ten minutes and the whole ground was covered with the blood of people. Today, it is seen as a memorial of those who sacrificed their lives [8].

(iv) "Dumas Beach, Surat (Gujarat), is the beach covered with black sand and various paranormal activities have been observed here. It is believed that the persons walking around the beach at night have been disappeared. This is also considered as a dark Spot in India [7].

(v) "Three Kings Church" in Goa, India is also famous for its paranormal activities. It is believed that Three kings killed each other so as to rule over the property of this church and people believe that the spirits of these kings roam about in the Premises [7].

(vi) "Mussoorie" being a famous recreational destination for Tourists, is also a place where Dark Tourism exists. "The Lambi Dehar Mines" in Mussoorie is one of the spookiest places in India. Millions of workers died in the mine while working. Unusual deaths and activities have also been observed at this place [6].

(vii) “Savoy Hotel” at Mussoorie is yet again a haunted place in India. Various unusual activities have been observed in this hotel. This beautiful Hill station has various hotels but this hotel makes the visitors to be scary of this place [7].

(viii) A fishing hamlet, 50KM away from Chennai, is the “Dutch Cemetery” in Pulicat is a

(ix) Historic place as also considered as a “Dark Spot” in India [6] [7].

(ix) At the “Shaniwarwada Fort” in Pune, there is believed that a prince was unkindly murdered and there have been various supernatural activities experienced by people nearby. So, because of these situations, this place is considered as a part existence of dark tourism in India [7].

(x) Hyderabad’s notorious “Ramoji film City” is one of the biggest and famous film cities of India

where there are various hotels and in these hotels, supernatural activities have been observed. Strange marks are left on the mirror, the leftover food scatters around the room, and invisible forces tear one’s clothes and so on. These kinds of activities make this place haunted [6] [7].

III. CHALLENGES TO GROWTH OF DARK TOURISM IN INDIA

The term “Tourism” and its domains are basically known to all. Some of its popular domains are Religious Tourism, Recreational Tourism, and Cultural Tourism etc. These are the types of Tourism that are widely known but “Dark Tourism” is not that famous as all above and there are some problems or challenges behind that. To promote dark tourism in India, we must have to overcome these problems. Some of the challenges that dark tourism faces have been stated here and also, strategies to overcome these challenges have been provided. The challenges faced by Dark Tourism and strategies are shown here in the tabular form in Table 1.1.

S NO.	CHALLENGES FACED BY DARK TOURISM	STRATEGIES TO OVERCOME CHALLENGES	CONSEQUENCE OF STRATEGY IF IMPLEMENTED
1.	Lack of Promotion: The main problem faced by dark tourism in India is low publicity level. Potential Tourists are not aware about places of Dark Tourism existing in India.	Marketing dark Tourism: The first step to promote dark tourism is by making it known. Proper Marketing of dark tourism should be done so as to increase the knowledge level of the tourists. Advertisements can be given according this strategy and so on.	Implementation of this strategy would lead to sufficient knowledge in tourists regarding “Dark Tourism” and they would understand what dark tourism is.
2.	Lack of Tourist services at destinations: Because, only a few people know about this genre of Tourism, many travel agencies or organizations are not able to provide proper services to the visitors. This makes the tourists to not visit the place again.	Developing a proper circle to acquire sustainable part of services: For the organizations involved in tourism line and travel agencies also, each needs to develop a proper circle of providing services to the visitors like accommodation, food, providing them a guide etc.	By developing an appropriate circle of services, the hospitality issues can be resolved successfully and the visitors may get proper services when they visit a particular place.
3.	Improper Maintenance of Dark Tourism Sites: All the Dark Spots need to be maintained properly in terms of appearance, cleanliness etc. But, due to unawareness of these places there is not proper maintenance of spots.	Creating a Proper cycle for maintaining the Spots: There should be a team or a number of people selected for the maintenance of the places. Updating the resources on time as well as implementing the plans made for maintenance should be done properly.	If this strategy is acted upon, then the proper maintenance of “Dark Spots” can be done successfully.
4.	Low Accessibility Status: As these places are not widely known, there is not any proper network created	Building Various Circles for Tourists: The level of reaching and exploring the spots can be done when a circle is created for the Tourists visiting the places. Most	“The Golden Triangle” is the existing Tourism circuit in India which connects New Delhi, Agra and Jaipur

	to access to these spots. Because of low status of accessibility towards these places, the tourists cannot comfortably access all the spots they wish to.	of the people do not know about all the places. So, there must be a proper circuit created so as the visitors can get access to all the spots they want to.	Cities. This is called so, because these locations when connected form a triangle on the map. Like this, circuits for dark tourism can also be created.
5.	Branding Image of India: The image of India all over the world is of a Cultural destination i.e. it is famous for its cultural, regional and religious spots. But, India is also a place where dark tourism exists. The image of India as “Dark Tourism destination” should also be promoted along with cultural and religious publicities.	Promoting India as a “Destination of Variations”: India is being considered as a Cultural destination and it must be promoted as dark tourism destination also. Moreover, not only as a place for “Dark Tourism”, it is a place where different domains of Tourism exist. So, efforts should be done to change the image of India from only cultural destination to a destination of variations.	Implementation of this strategy will lead to the change of India’s present image into the country where different types of tourism occur. This will result in branding India as a destination where variations exist.
6.	Local Co-Operation by People: The main problem arises when the people near by the Tourist spot, do not give their actual contribution that they should be giving to the Government and Tourists.	Being sensitive about visitors: People living near the dark tourism spots must have proper knowledge of the places and also, they must be protective and supportive towards the visitors of the places nearby.	People having sufficient knowledge of the place that they live in and also, are interested in helping and guiding the tourists, then this can help visitors to protectively visit a particular place as well as give a good feedback.
7.	Supportive Governmental Policies: When the Government makes and implements various policies for the development of the Country, then there is a very small amount of part reserved for Tourism Sector. Due to this, the financial support that the tourism Industry should deserves is not getting.	Approaching government to alter the Policies: The Citizens, Travel Agencies or other organizations relating to “the Tourism Industry” must approach Government to change the existing policies and create new ones also.	After working on this basis, more financial support can be had for tourist places and also, the development scenario can be changed as the places can be developed and maintained thoroughly if sufficient amount is there for them.

Table 1.1

Conclusion:

As studied, it may thus be deduced that dark tourism has indeed not earned the limelight and utmost popularity in India but we can’t deny its existence and its potential to take tourism industry to greater heights. Lack of awareness and transparency are still much prevalent and government has its own reasons for weak implementation of strategies related to dark tourism through inadequate policies. Furthermore, awareness is needed to promoting the concept of Dark tourism among masses in India. Subsequently, taking lead from studies and discussions, new schemes and implementations

will be worked upon that may be undertaken at government, company or individual level to promote the concept of Dark Tourism in future as well on present scenario .

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