

ITM BA 2. Sem. 8035: Special Tourism Management

- Tourism Politics, Globalization, Sustainable and Responsible Tourism -

Tu 11.45 - 13.15 h, Audimax II

TOURISM AND POLITICS IN ASIA AND AFRICA

Tourism development policy goals different from Europeans: Poverty Elimination

UNWTO: ST-EP PROGRAMME

At its Millennium Summit in 2000, the United Nations identified poverty as one of the biggest global challenges and set forth as one of its Millennium Development Goals to eradicate extreme poverty by 2015. The World Tourism Organization has responded to this challenge and opportunity by launching the ST-EP initiative, which was announced at the World Summit on Sustainable Development in Johannesburg in 2002.

Entitled **ST-EP (Sustainable Tourism – Eliminating Poverty)**, the initiative focuses on enhancing the Organization's longstanding work to encourage sustainable tourism – social, economic and ecological – with activities that specifically alleviate poverty, delivering development and jobs to people living on less than a dollar a day.

Following the launch of ST-EP, activities concentrated primarily on fundraising and raising awareness of the initiative. As a result of the initial fundraising process, a number of important donors and development organisations offered their financial support to the ST-EP Programme with significant contributions. These included the Governments of the Republic of Korea, Italy, Macao S.A.R. China, and the Netherlands Development Organisation SNV.

The contribution from the Government of the Republic of Korea was allocated for the establishment of the ST-EP Foundation, an international, non-profit umbrella body overseeing the ST-EP Programme, based in Seoul. The initial contributions from the Government of Italy and SNV were allocated by UNWTO to undertake a series of pilot projects in order to identify and test various interventions to make the tourism sector work for the poor and achieve tangible impacts.

Through the ST-EP programme, UNWTO and the ST-EP Foundation have put in place a framework for poverty alleviation through tourism, which extends to a wide range of activities, including:

Capacity building seminars
 Research and publications
 ST-EP projects
 Dissemination of information and awareness-raising

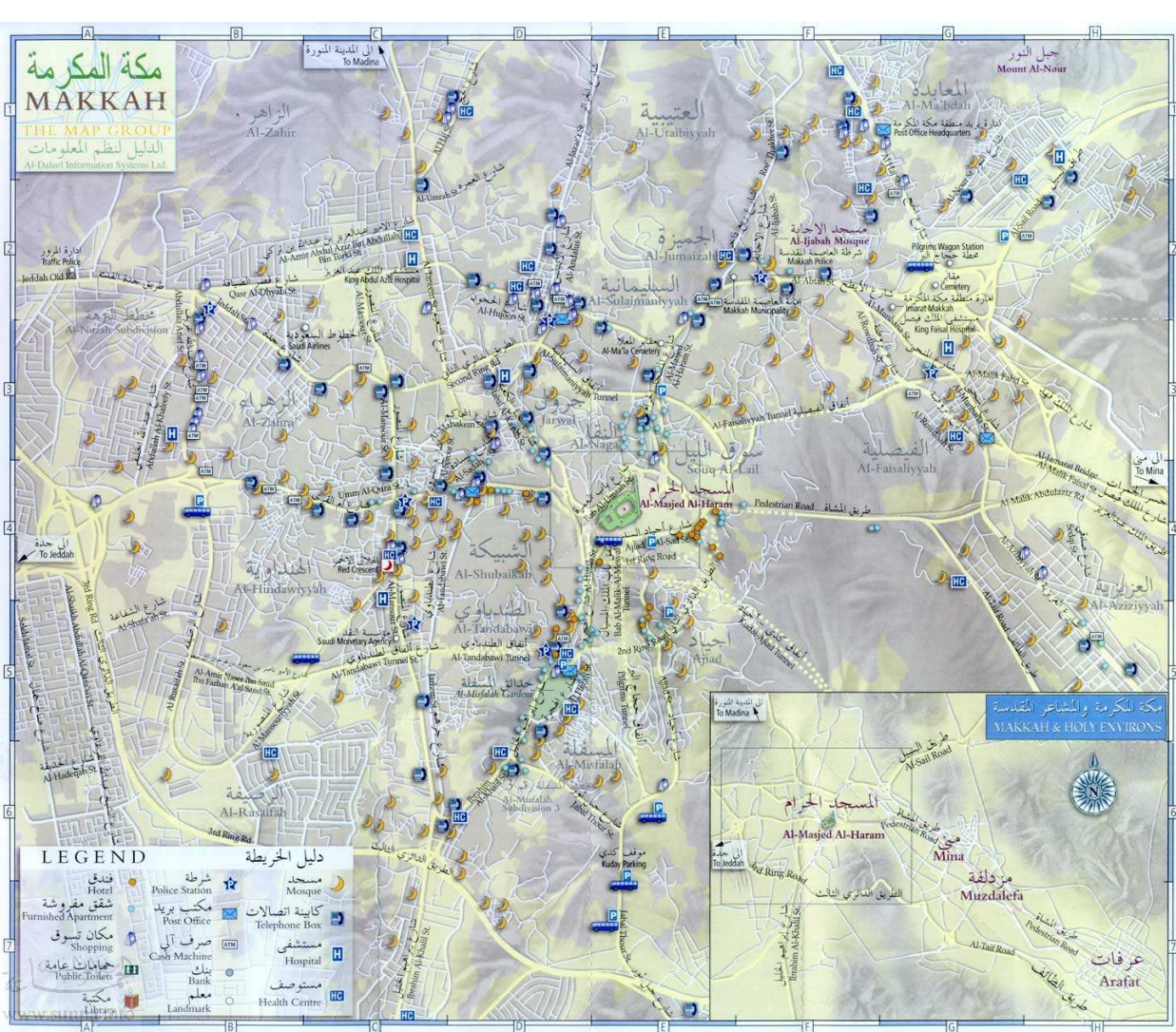
Projects:

AFRICA		
Cameroon	Development of a Network for Promotion and Capacity Building for Running Bird Watching Tours	SNV
	Sustainable Community-based Tourism and Private Enterprise Development in Ebogo	SNV
Cape Verde	San Antão Island Ecotourism Development	Italian Government
Ethiopia	Konso Community Tourism Project	ST-EP Foundation
	Pro-Poor Tourism Business Linkages with Accommodation Providers	SNV
	Ecotourism Development in Bale Mountains National Park	SNV
Gambia	Kartong Community-based and Ecotourism Project	ST-EP Foundation
Ghana	Development of Eco-Cultural Tourism in Butre and Dixcove	Italian Government
Guinea	Ecotourism Development in Sangareah in the Dubreka Region	ST-EP Foundation
Kenya	The Kitengela Footbridge Project	ST-EP Foundation
Madagascar	Development of Community-based Ecotourism in the Anjozorobe-Angavo Protected Area	ST-EP Foundation
Mali	Expanding Ecotourism Activities (Agricultural Supply to Hotels in Sangha)	Italian Government
	Expanding Ecotourism Activities (Ecotourism Promotion in Siby)	Italian Government
	Health Protection Programme for Female Artisans in Djenné	SNV
	Creation of a Network for Responsible Tourism	Italian Government
	Expanding Ecotourism Activities (Guides Training in Mopti)	Italian Government
Mozambique	Community-Based Lodges Training Programme	ST-EP Foundation Flemish Government
Rwanda	Guidelines for Community-based Tourism	SNV
South Africa	Pro-Poor Tourism Leadership and Empowerment Training to Pondoland Community Trust	SNV
United Republic of Tanzania	Pangani - Saadani Coastal Protection	ST-EP Foundation

Zambia	Village Action for Sustainable Tourism	ST-EP Foundation
ASIA		
Bhutan	Sustainable Tourism Law	SNV
Cambodia	Mekong River Dolphin Discovery Trail and Tourism Development Master Plan for Kratie Town	SNV
Lao People's Democratic Republic	Virngxay Story	UNWTO
	Ban Kandone and Ban Tahine Village-based Tourism Development	ST-EP Foundation
	Tourism Planning and Promotion for Viengxay Caves	SNV
	Capacity Building in Conservation Planning and Management in Viengxay District	SNV
Viet Nam	Development of Handicrafts Villages in Ha Tay Province	ST-EP Foundation
	Tourism Law Implementation	SNV

Supporting Religion

Examples: Mekka



Kumbha Mela

Sacred site festivals in India, called *melas*, are a vital part of the pilgrimage tradition of Hinduism. Celebrating a mythological event in the life of a deity or an auspicious astrological period, the melas attract enormous numbers of pilgrims from all over the country. The greatest of these, the Kumbha Mela, is a riverside festival held four times every twelve years, rotating between Allahabad at the confluence of the rivers Ganges, Yamuna and the mythical Saraswati; Nasik on the Godavari; Ujjain on the Sipra; and Hardwar on the Ganges. Bathing in these rivers during the Kumbha Mela is considered an endeavor of great merit, cleansing both body and spirit. The Allahabad and Hardwar festivals are routinely attended by five million or more pilgrims (13 million visited Allahabad in 1977, 18 million in 1989, and nearly 24 million in 2001) thus the Kumbha Mela is the largest religious gathering in the world. It may also be the oldest.

Two traditions are in circulation regarding the origin and timing of the festival: one that stems from ancient texts known as the Puranas, and the other that connects it with astrological considerations. According to the Puranic epic, the gods and demons had churned the milky ocean at the beginning of time in

order to gather various divine treasures including a jar containing amrita, the nectar of immortality. As the jar emerged from the ocean the gods and demons began a terrific battle for its possession. For twelve days and twelve nights (equivalent to twelve human years) the gods and demons fought in the sky for the possession of this potion of immortality. During the battle, which according to some legends the gods won by trickery, four drops of the precious potion fell to earth. These places became the sites of the four Kumbha Mela festivals. The astrological tradition (ascribed to a lost Puranic text and not traceable in extant editions) seems to stem from a very ancient festival called the Kumbha Parva which occurred at Hardwar every twelfth year when Jupiter was in Aquarius and the sun entered Aries. At some later time the term 'Kumbha' was prefixed to the melas held at Nasik, Ujjain and Prayaga (the earlier name of Allahabad), and these four sites became identified with the four mythical locations of the immortality potion. In theory the Kumbha Mela festivals are supposed to occur every three years, rotating between the four cities. In practice the four-city cycle may actually take eleven or thirteen years and this because of the difficulties and controversies in calculating the astrological conjunctions. Furthermore the interval between the Kumbha Mela at Nasik and that at Ujjain is not of three years; they are celebrated the same year or only a year apart. This deviation in practice is intriguing and can not be fully explained by either astrological or mythological means. The following chart gives the astrological periods of the four melas, and the years of their most recent and near future occurrences:

Hardwar.....when Jupiter is in Aquarius and the Sun is in Aries during the Hindu month of Caitra (March-April); 1986, 1998, 2010, 2021.

Allahabad.....when Jupiter is in Aries or Taurus and the Sun and Moon are in Capricorn during the Hindu month of Magha (January-February); 1989, 2001, 2012, 2024.

Nasik.....when Jupiter and the Sun are in Leo in the Hindu month of Bhadrapada (August-September); 1980, 1992, 2003, 2015.

Ujjain.....when Jupiter is in Leo and the Sun is in Aries, or when Jupiter, the Sun, and the Moon are in Libra during the Hindu month of Vaisakha (April-May); 1980,1992, 2004, 2016.



KUMBH.NET
Kumbh Mela Consultancy Bureau
All over Kumbh Mela 2007







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Incredible India



Incredible Uttar Pradesh



70 Million People
World's largest
devotional gathering
Explore & Know Hinduism
Reach your message & Advertisement to
70 million audiences at a time
Only once in 12 years

Important Bath Dates

- 3 Jan (Poush Purnima)
- 14 Jan (Makar Sankranti)**
- 19 Jan (Mauni Amavasya)
- 23 Jan (Vasant Panchami)
- 2 Feb (Magh Purnima)

About Kumbh Mela

The observance of Kumbh Mela is based upon the following legend: Thousands of years ago, in the Vedic period, gods and demons made a temporary agreement to work together churning amrita (the nectar of immortality) from the Ksheera Sagara (primordial ocean of milk), and to share the nectar equally. However, when the *Kumbh* (urn) containing the amrita appeared, the demons ran away with it and were chased by the gods. For twelve days and twelve nights (equivalent to twelve human years) the gods and demons fought in the sky for possession of this pot of amrita. It is said that during the battle, drops of amrita fell at four places: **Prayag, Haridwar, Ujjain and Nashik**. Thus, the Kumbh Mela is observed at these four locations where the nectar fell.



"It is wonderful, the power of a faith like that, that can make multitudes upon multitudes of the old and weak and the young and frail enter without hesitation or complaint upon such incredible journeys and endure the resultant miseries without repining. It is done in love, or it is done in fear; I do not know which it is. No matter what the impulse is, the act born of it is beyond imagination marvelous to our kind of people, the cold writes." - Mark Twain



The largest religious gathering in the world. According to astrologers, the 'Kumbh Fair' takes place when the planet Jupiter enters Aquarius and the Sun enters Aries.
2007: Prayag (Allahabad) Ardh Kumbh
2010: Haridwar Maha Kumbh and Ujjain Ardh Kumbh
2013: Allahabad Maha Kumbh and Nashik Ardh Kumbh
2016: Ujjain Maha Kumbh and Haridwar Ardh Kumbh

- >> [Kumbh Mela in Astrology](#)
- >> [Kumbh Mela: Programs](#)
- >> [Kumbh Mela: A historical overview](#)
- >> [Kumbh Mela: Getting there](#)

- >> [Kumbh Mela: An introduction](#)
- >> [Kumbh Mela: Precautions & restrictions](#)
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- >> [Much happens in Kumbh Mela: Be careful](#)

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http://www.arlt-lectures.com/8035-session6-2.htm

12.05.2008

Kumbh Total Package	Lodging, Eating, Mela Tour, Local Tour + 1 Cat A Yagya, 1 Jyotish Consultation, 1 Standard Panch Karma	350x6 day + 3000/= 5100*	Only via bank
Kumbh Advance Package	Lodging, Eating, Mela Tour & Local Tour	350x6 days	Add To Cart
Kumbh Standard Package	Lodging & Eating	200x6 days	Add To Cart
Kumbh Basic	Stay	100x6 days	Add To Cart

Rules & regulations [Itineraries](#) Prices are per day per person * Calculated for 6 days

Service Tariffs

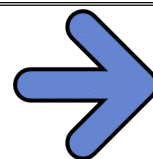
Pancha Karma Basic		500	Add To Cart
Pancha Karma Standard		1500	Add To Cart
Pancha Karma Extensive		3500	Add To Cart

[Rules & regulations](#)

Yagya Tariffs

Yagya Cat A	For any heavy purpose like Marriage, health, economy, business	992	Add To Cart
Yagya Cat A - VY110A	For all 9 planets together	992	Add To Cart
Yagya Cat B	For any small purpose like Love, growth, disorders & troubles	546	Add To Cart
Yagya Cat C	For precautions	303	Add To Cart
Yagya Cat C	For any one planet (for more planets, change the quantity on next page)	303	Add To Cart

www.kumbh.net



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 Consultation hours: Tuesday 10.00 - 11.00 h in my office

