

Folk Tourism Opportunities in Coastal Karnataka – A Study

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Abstract: - *Folklore is the traditional knowledge, culture and practices of commoners' mainly rural inhabitants which are passed orally from individual to individual. Folklore is the mother root of a nation's culture. Coastal Karnataka has a rich folklore repository in the form of ballads, riddles, legends, stories, proverbs, dance forms, customs, cuisines, festivals, sports and medicinal remedies. Every year it grabs number of tourists towards it. This paper is an attempt to study on folk tradition of coastal Karnataka and to portray the region as cultural tourism destination. The paper also aims at to identify the folk tourism opportunities the need. The Coastal Karnataka has plenty to offer to the tourists. The physiological characteristics of the region blended with it rich heritage culture of indigenous communities makes it as heavenly destination for visitors. A planned sustainable tourism practices in this region stimulate the tourist inflow and able to maintain the essence of cultural glory.*

Keywords: - Coastal Karnataka, cultural tourism, folk culture, indigenous community and sustainable tourism.

INTRODUCTION

India offers a hotspot for tourist for unique folk culture exploration and immersion opportunities. Folk arts are the mirror image for the richness of culture of a place. Each destination has its own form, origin, style and history of folklore. In India folk dances and dances of the forest communities or may be the tribal dances have been performing at the time of particular occasion, like marriage, birth of a child, hunting gathering, fair time etc., Not only dances but also all forms of folklore like folk song, folk maths, folk idioms, folk stories, folk cuisines, folk arts and many are showing the richness of the cultural heritage which may not view at other destination. The state of Karnataka is one of the states in India contributing significantly to the country's cultural glory. The three major physiographical regions of Karnataka are known for their distinctive culture and traditional practices reflected in the folk arts of the regions respectively. The Coastal Karnataka is having indigenous folk culture just like other two regions in the state.

Coastal Karnataka includes the three districts of Uttara Kannada, Dakshina Kannada and Udupi. It lies between the Arabian Sea and Western Ghats. A narrow belt has the area of 267km length and 50-80km of width. It has the total area of 19,753 sq.km. Karnataka's coastal tourism is still at its infancy. In this region we can see the 8 rivers those are -Nethravati, the Haladi, Chakra, Kollur, Gurupur, Mulki and Pavange, Udyavara, Sita and Swarna, and Baindur. Mangalore port and Malpe are two major ports and also, they are the Fishing Harbour and the NH 17 (west coast, road – Mumbai to Kanyakumari) and Mumbai and Thiruvanthapuram states are linked by the Konkan railways to this region. In coastal Karnataka we can see the many ethnic groups like Besta, Brahmin, Devadiga, Gudikar, Idiga and Kumbar are dominant non-tribal communities and Koraga, Kunbi, Malekudiya, Gowli, Halakki, Vokkaliga and Siddi are the important tribal communities. 80% people are depending on the agriculture and rice is the principal crop, other than this they are cultivating the cash crops like coconut, areca nut and other horticultural products. Another source of livelihood is Fishing where 1,00,000 people are working. Kannada and Tulu are two major languages and the languages like Marathi, Urdu and Konkani are used by the local people.

Folk Forms of Karnataka: The various forms of folk literature in Kannada can be found in the form of stories, riddles, proverbs and ballads. In folk dance we have dance like Karadi Kunita, Kamsale, Kolata, Veeragaase, Nandidwajakunita, etc. In folk theatre we have plays like Yakshagana, Dodaata, Sanaata and puppetry like Sutrada Bombe Aata and Togalu Bombe Aata. With painstaking efforts, a vast number of Kannada folk songs have been discovered. Authors of folk songs are anonymous and weave their songs without being aware of the rules of grammar and metre or with the knowledge of notes and scales. These songs came out as a relief from the boredom associated with the hard monotonous work which the commoners had to endure for a livelihood like pounding of cereals, grinding, sowing of seeds, etc. Some type of songs was sung during joyous occasions like birth of a child, marriages and after getting a good harvest. A number of folk fairs are celebrated with much gusto in Karnataka, like the Kadalekaayi Parishe, Karaga, Annamma, Maramma, Male Madeshwara, Harohara, Junjappa to name a few. Even today in rural areas there is a demand for traditional healers, who give herbal medicine called Naati Aushadhi for various ailments to both human beings and domesticated animals. There is an urgent need to document the recipe/components of the medicine being prepared by the traditional healers so that the future generation may not lose taste and benefit of it.

Objectives of the Study:

Tourism is an industry which directly supports the development of a country, in that cultural tourism is the form which helps to develop both the country as well as rural area through its unique folk tradition, it can generate the job opportunities and improves the quality of life. The main aim of the study is to know the folk richness of coastal Karnataka and its role in developing tourism. So, the main objectives of this study are;

- To understand the concept of folk tradition in Coastal Karnataka.
- To analyse the concept of folk tradition and its relation to the promotion of tourism in Coastal Karnataka.

REVIEW OF LITERATURE

Gramin Vikas Seva Sanshtha Dist. 24 Parganas (North), West Bengal 700129 INDIA has mentioned in a report named 'Evaluation Study of Tribal/Folk Arts and Culture in West Bengal, Orissa, Jharkhand, Chhattisgarh and Bihar' that the performers of the Tribal/Folk Arts and Culture should continually upgrade their creative flair and operational skill so that they themselves can play a proactive role in bolstering the foundation and ensuring the sustainability of Tribal/Folk Arts and Culture. They should adopt a proactive stance in carrying the rich cultural legacy of India and proceed forward in pursuit of functional excellence.

Cultural tourism connects all aspects of culture and helps visitors learn something new. There is a reciprocal relationship between folk culture and tourism and folk culture is the source of cultural tourism. (Mokras-Grabowska, 2013). India is a country of cultural diversity, offering tourists a hotspot for unique folk cultural exploration and immense opportunities. Folk theatre, folk art, folk games, folk dances, folk songs, folk tales, folk medicine etc. have their own role in promoting Indian tourism. (Hajra, 2015).

In an age of over clocking output that removes state boundaries, knowing ourselves is crucial to being able to identify. Cultural folk holidays/festivals represent one of the most comprehensive complex aspects of immaterial popular culture, which serve as an icon because they embody social, moral, aesthetic, cultural values specific to a nation (Carmen Iordache).

Culinary tourism is now growing worldwide. Everywhere food culture affects the development of tourism. People involved in culinary tourism showcase their traditional aspects of cooking, and culinary tourists seek unique experiences and custom-made services. As a result, the general taste of people around the world is influenced by local traditions, culinary heritage and region-specific recipes (Zsarnoczky, 2018).

India is home to various flora, fauna, music, drama, culture, traditions etc. Karnataka is a state with lots of tourist attractions that showcase the culture and tradition of the state. Here tourists can experience various folk music, dances, drama etc (A.Balasubramanian, 2013). The folk culture of India has helped the development of Indian tourism as it has developed in some states. Folk culture tourism promotes community and protects the intangible cultural heritage of the destination. It can be considered as the most environmentally friendly form of tourism that supports local culture with minimal negative impacts. Many people want to live a certain lifestyle and folk tourism is the answer to that by showcasing the true culture and tradition of the destination (Hazra, 2015).

India's rich heritage is preserved in its folk arts and crafts. Today there is great interest in the Indian heritage of folk culture. The arts and crafts of ancient times are very close to today's daily life (Dhamija, 2021). Indian Folk Theatres is a theatre anthropology that includes detailed accounts of recent folk theatre performances as well as historical and cultural contexts. Contrasting styles and themes are depicted with a strong empirical bias, utilizing expertise from practitioners, anthropologists and theatre scholars. Indian folk theatre makes these extraordinarily versatile and up-beat theatre forms accessible to students and practitioners everywhere (Hollander, 2007).

FOLK TRADITION OF COASTAL KARNATAKA

Folk Tourism is a major social phenomenon of modern society. Today Folk tourism is not just about sightseeing and entertainment but also an agent of economic development of the country which generate revenue generation. It plays a very significant role in accelerating the pace of economic development by generating employment opportunities, enhancing social progress and strengthening communities, encouraging the protection of environment and contributing actively to conservation. And also, it showcases the folk tradition of particular destination and preserves it. As such if proper infrastructures are built and access to the State is thrown open, then tourism can bring millions of people to the region

Coastal Karnataka is a region where tourists can enjoy lot of tourist attraction. The diverse linguistic and religious ethnicity that are native to coastal Karnataka combined with their long histories and cultural heritage of the region. Apart from Kannadigas, it is home to Tuluvas, who also consider themselves as Kannadigas. Minor populations of Tibetan Buddhists and Siddhi tribes plus a few other ethnic groups also live in this region. The traditional folk arts are major theatrical forms of coastal Karnataka. Folklore is an inseparable part of culture and tradition of coastal Karnataka. It includes folk dances, folk songs, folk arts, folk sports, folk cuisine, folk medicine etc. these all have their own importance in developing tourism in coastal Karnataka.

Folk Dances of Coastal Karnataka:

Tarle Kunitha: -Belongs to the Halakki and okkaliga community. You can see these dance forms in Honnavara, Gokarna, Ankola and Karwara region.

Mandira Nalike: - Nalike community girls perform this dance on the next day of Diwali. It also called as Murthi Nalike.

Bhootha Aradhane: - This dance form is widely performed in the coastal areas of Karnataka. The Bhootha Aradhane or Holy Spirit (Shiva Gana's) worship, includes a procession of idols depicting 'bhoothas'. This procession is characterized by the beating of drums and bursting of firecrackers. After the end of the procession, the idols are placed on a plinth. Then, a dancer personifying a Bhoota (Holy Spirit) dances around the plinth with sword and jingling bells

Yakshagana: - Yakshagana is a dance drama performed in the coastal areas of Karnataka. This is a signature folkdance performance of Karnataka. This unique dance form is a perfect blend of dance, music, songs, scholarly dialogues and colorful costumes. The word Yakshagana literally means celestial music. This dance drama is also performed throughout the night, usually after the winter crop has been reaped.

Gaarudi gomb: -Dancers adorn themselves with giant doll-suits made of bamboo sticks. The term *gaarudi-gombe* means *magical-doll* in the native language, kannada. This dance is also known as *tattiraya* in the coastal districts of karnataka. The term *tattiraya* means *a person carrying a doll made of bamboo sticks*. Garudi gomb body is wrapped with colourful costumes of the regional dress. Sometime the replica of the live human theatre i.e., yakshagana. The face of the puppet is made out of bamboo basket and applied on paper mache with suitable make-up.

Nagamandala: - This ritualistic dance form is performed by the people of south Karnataka. It is done to tranquilize the serpent spirit and is an extravagant affair held throughout the night. The dancers called the Vaidyas are dressed as nagakannika. They dance all night long around a huge figure, drawn on the sacred ground with natural colors, in a pandal specially erected in front of the shrine. This ritualistic dance is generally performed between December to April

Antikalenja: - In Dakshina kannada, it has been Performing by Nalike community, In Beltangadi, it has been Performing by Meru community,

Kanyapu Kunitha: - In Putturu, Ajila and Nalike community perform this. There will be 4 artists are there in this dance and in that One will be acting as a bride and another one as a groom.

Kadyanaata: - It can see at Udupi and Kundapura regions. Meru community people perform this dance where they make a grass roofed house for their god 'Naga' and It takes 3 nights and 3 days of Nagaradhane.

Chennu Kunitha: -In Kasaragodu and Veetla region, this performs by women of Kopala or Nalike community. "Tembare" is a musical instrument used perform this dance.

Kangilu Kunitha Matta: - It performs by Godda community whose mother tongue is Tulu. It has been performing in full moon day and takes 3 nights and 3 days.

Patada Kunitha: -just like suggi kunitha and it has been performing by Okkaliga community.

Folk Sports of Coastal Karnataka:

Aligulimane Aata: -It also called as Chennemane Aata, Seeds are used for this game and board for this game have 2 rows and each row has 7 houses {Total 14 houses}, both the edges of board have the boxes to put the winning seeds.

Types: -

Arasanaata: This game includes 3 members {Arasa, minister and commander}. In this middle 6 houses belongs to Arasa/King, right 4 houses belong to Minister and Left 4 houses belongs to Commander. It divides in to two parts.

- *Otteyaata*
- *Matadaata*

Haggada Aata: - It includes two teams, both the team should hold the thread and pull towards them, the looser team will be one which cross the middle line.

Koli anka: -It's the game of Hens fighting.

Annikallinata: -It has played with stones and players should throw the stones up and catch them before fall on earth.

Choukabara aata: -In this game there are 25 boxes and 4 players. Here players drop the dies and according that they have move the coins. Who will reach all the coins into the find house will be the winner and last one will be the looser.

Ratto Ratto: -it is one of the folk sports where two members form arc by their hand and remaining run through it by singing a song.

Chinnykolu: - Gilli danda is one of the most popular outdoor games played all over India and even in South Asia. It is called Chinni Dandu in Kannada. This game is believed to be the origin of many European and American games such as Cricket, Baseball and Softball. The game is played with a peg (gilli) and a stick (danda), both of which are made of wood. The stick is used to strike the peg. It is a team game that requires hand eye co-ordination and concentration of the player.

Folk Songs of Coastal Karnataka:

Antige –Pintige: - Antige-Pantige is a religious, community ritual that is practiced in Shivamogga, Chikkamagaluru and some parts of North Kannada districts. This is practiced by the communities of okkaliga, hasala, lingAyata and bant. This activity takes place during the Deepavali festival. The word 'antige' is derived from 'dipa antisuvudu' (lighting a lamp) 'Pantige' is associated with meaning 'festival'. the combination 'antige-pantige' is associated with lighting a lamp and taking them around the streets of a village. The songs that are used during this occasion are called 'antike-pantike padagalu'

Onjal pottu: - Also called as Uyyale song

Enike Prasagalu: - Used for child like "Hittuguttu Mallakka"

Etada Pada: -Eta is the equipment used to lift the water from well. It used either to control the hardness of the work or to motivate the animals which used for lifting.

Naati and Koylu Geete: - These are the songs used at the time of sowing and cutting the crops at the field, it will motivate the workers to work.

Beesukallu and Onake Haadu: - Beeso kallu is a household stone implement for dry grinding millet and Onake is a wooden pole/stick, about the length of an average person, used in the past to pound millets into

flour. At the time of grinding and pounding, rural women sing a folk song called *Beesukallu and Onake Haadu*.

Laalihadu: - it is a **lullaby**, or **cradle song** and it is a soothing song or piece of music that is usually played for (or sung to) children. The purposes of lullabies vary.

Marriage Song: - ladies of coastal Karnataka rural areas sing at the time of marriage ceremony.

Folk Cuisines of Coastal Karnataka:

In Coastal Karnataka we can see mainly two types, those are Udupi Cuisine and Mangalorean Catholic Cuisine.

Udupi Cuisine: -It is world renewed cuisine of South India. The famous items are as follows

➤ Masala Dosa {Originated here}	➤ Bajji
➤ Saru	➤ Paramanna, Payasa
➤ Hulli	➤ Rasayana
➤ Spiced rice	➤ Kadabu
➤ Coconut chutney	➤ Ghasi
➤ Holige	➤ Pathrode
➤ Bhakshya	➤ Puli Munchi
➤ Idly, Vade & Buns	➤ Kori Rotti
➤ Kosambari	➤ Goli Baje, Kesari Bath, etc.

Mangalorean Catholic Cuisine: - It is influenced by Mangalorean, Goan and Portuguese. They used both veg and non-veg cuisines.

Non-veg cuisines: - Curry used lot of coconut, ginger, garlic and chilli. Fish, chicken and Pork items are famous here.” *Roe curry of fish*” is well known here.

Vegetarian cuisines: -

- Baltazaar Chatney
- Pallu is type of samber
- Fode is popular Pickle.
- Karamb is type of Cucumber salad
- Appam is rice ball

Folk Arts of Coastal Karnataka

Rangoli: - Draw the picture by joining dots with using white powder. The main concern is to prevent the entering of negative energies to the house and it also looks good.

Handicrafts of Coastal Karnataka: -

- ✓ *Masks* for Yakshagana , Bhootaradhane and other dance forms.
- ✓ Many wooden musical instruments like *Maddale* , *Chande*.
- ✓ Many Ornaments like Pattalige sara, savensara, sarige, Bandi, Gujjitikki, Chakrahara, Borisara , Kattani sara, Vadyani sara, Chapula sara, Kottumbri sara, Ekatani sara, Mangalagowri sara, Nellikayi sara, Coffeabeejada sara.
- ✓ Many Dolls (Gombegalu) for fairs.

- ✓ Window designs, Designed doors, Ratha/Chariot, Mantapa from Sandal or teakwood.
- ✓ Chairs/Kurchi, Butti/Basket, Tatti, Mankari/Wooden Bowl, Sibbalu from Bamboo.

Folk Medicines of Coastal Karnataka

Coastal Karnataka is famous by folk medicines also. *Byder* is name of the one community which recognised for folk doctors.

In this community we can see other sub-divisions, those are Sayan Byder , Deyi Byder, Payya Byder, Byarakke Byder, Appu Byder. They all are belongs to the Billava community.

Other than this *Koragaru, Mogeru, Mundalar and Mansuru* communities are also follows the folk medicine at the coastal region.

Folk medicine at coastal regions follows the majorly *4 ways of treatment*, those are as follows;

1. Food-Customs
2. Vegetarian-Non-vegetarian-other {soil, stone}
3. Vaarshikavarthana-Jeevanavarthana-illness period
4. Home medicine-Kulavrutti-Moolige

Panditer is a person who gives the medicines.

Conclusion

Coastal Karnataka is treasure trove of so many attractions – created by man and natural. The experience for visitor will not end here. The people of the region, their culture, traditions and folk resources are like adding feathers to the throne increases tourism value. Folk forms are still practiced, performed and sustained with its basic essence. This makes the region to offer something more to the visitors than normal. The coastal Karnataka has become destination of nature-based tourism, wildlife tourism, adventure tourism, pleasure tourism, pilgrimage tourism and many more. Folk arts of the region could be an option to make it as one of the most dynamic folk tourism destinations in the state.

Government must take steps to encourage 'Traditional folk tourism' as an upcoming industry by building cultural resources with an adaptation of scientific and technological knowledge to local circumstances as well as forming partnerships between local and global bodies. Diffusing should be both formal and easy-going and centre as a wide a gathering of individuals as could be permitted. Research revelations should be broadcasted through school clubs, theatres, social occasions, festivities, describing, trades and so forth. It's far certainly obtrusive that folk art and way of life is of giant significance in ensuring country wide integrity, communal harmony and different socio-cultural identity of the various corners of our country. The sustainable folk tourism development strategies would help the destination to flourish. This article is providing a scope for further studies to be made on the evaluation of socio-economic significance, community development and so on.

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