The Effect of Revamping of Punjabi Culture on Punjab Tourism

Akhil Bali1 Deepak Thakur 2
HOD Department of Tourism and Travel Management1
HOD Hotel Management Department 2
Shree Hanumat Institute of Management and Technology, Goraya, Jalandhar, Punjab, India1,2

Abstract:
Effect of Revamping of Punjabi culture on Tourism represents the effect of different cultures in Punjab. The culture is called as the background of every living being. Punjabis are known as soft hearted people who live their lives with great enthusiasm and who celebrates every festival and event with utmost zest. The current research paper presents the survey on satisfaction level of Punjabi youth on the Modernization of traditional Punjabi culture, it will also identify the area of its effect whether it is positive or in negative way in Indian tourism industry. The lesser the youth will satisfy the more will be the need to eliminate modernization from culture. This entitled research paper also represents the effect of western culture on Punjabi culture. Punjabi culture is one of the oldest in the world history. People of Punjab are very warm hearted and are also famous for their hospitality. They take active part in happiness and grieve of everyone and pay special attention to their culture, norms and live their lives according to their set of traditions. This paper will give detailed information about revamping of various cultures of Punjab like folk dances, folk music, rituals, costumes, places, cuisines and religion in Punjabi region. It will help to find out the exposure of Tourism in Punjab. This title clearly justifies the westernization of Punjabi culture.

Keywords: Revamping, Punjabi culture, Punjab Tourism.

Introduction:
Punjab is located in north-west of India. It was regarded as gateway of India in history. Even though now if we talk about its geographical location, it shares its border with Pakistan. Punjab shares its capital with Haryana. Its capital is Chandigarh. In Vedic era the name of Punjab was Sapt-Sindhu. As there were seven rivers in Punjab. These rivers were- Sindhu, Jhelum, Chenab, Ravi, Beas, Sutlej and Saraswati. The word Punjab is derived from two words “Punj + Aab”. The word Punj means Five and Aab means water. Hence, Punjab is land of Five rivers. Before independence there were five rivers in Punjab (Sutlej, Beas, Ravi, Chenab and Jehlum). But after independence Punjab has only two and half rivers (Sutlej, Beas and half of Ravi). The people of Punjab are always regarded as enthusiastic. Punjabis are hardworking. Their main profession is farming. Punjab is one of the most wheat producing states in India. The Punjabi culture is the richest culture of India. The Punjabi culture represents the royalty in dressing of Punjabis and simplicity in their livings. Punjabis are energetic in living although their dances are full of energy as well as grace and their
folk music and folk dance is full of energy and power. The major religion in Punjab is Sikhism. The language spoken is Punjabi among majority of Punjabi Youth. Punjabi cuisine is full of fats and spices. The dissertation report will represent about Revamping of not only Punjabi culture but also about revamping of geography of Punjab, its language, festivals and fairs.

1. **Punjabi Cuisine and Food Tourism**

Punjabi cuisine is full of spices. Their food is full of proteins and fats as they used to do energetic works in crop fields.

Some examples of their food are:

- Sarson da Sag & Makki di Roti
- Chhole Bhature
- Butter Milk
- Rajmah Rice
- Amritsari Naan

**Revamping of Cuisine**

People usually start eating western food instead of traditional food. Due to which the originality of Punjabi cuisine is somewhere disturbed.

2. **Punjabi Folk Dances and Folklores**

Punjab state has about seven folk dances. These folk dances are divided according to the Geographical regions of Punjab.

**Gidha**-It is a famous folk dance of Punjab performed by Punjabi woman. This dance form is performed at all occasions of happiness whether there is any marriage or there is any birth occasion.

**Sammi**-A famous dance form of Punjabi woman. This is a folk dance of lower community of Punjab. This dance form represents story of a girl, whose beloved was left her. This dance form is of Sandalbaar region of Punjab.

**Luddi**-A famous folk dance of Punjabi woman performed on the beat of Dhol.

**Kikkali**-It is a famous folk dance of Punjabi girls which is mostly performed by two girls. This folk dance is performed by small girls in circular form.

**Bhangra**-It is a famous dance form of Punjabi men which is very energetic dance form performed on the beat of dhol.

**Malwai Gidha**-A famous dance form performed by Punjabi men and most famous in Malwa region of Punjab.

**Jhoomar**-It’s famous dance form of Punjabi men of Lower cast which belongs to Sandalbaar region of Punjab.
Revamping of Folk dance

The traditional folk dances were performed with grace and purity. But by the modernization effect, the steps of folk dances are remixed with western dance- Pop, rock, salsa etc. Due to modernization the originality of dance is vanished. These dances are only become the beauty of scenic. These dances are only performed occasionally and now these days DJ remix used instead of dhol.

3. Punjabi Folk Music

Punjab has abandoned treasure of Folk music. Punjabi folk music not only represents music but also represents story telling.

Some famous folk songs of Punjab are:

- Ghoryian
- Suhaag
- Tappe
- Mahyia
- Heer Ranjha
- Mirza
- Sitthanian
- Bolyian
- Dhole

Revamping of Punjabi Music

The Punjabi folk music is mostly affected by Modernization. The Punjabi pure folk is remixed now days with raps. The traditional folk music was performed on the beat of Dhol and Dholki. But the modern music is performed on DJ mixes

4. Punjabi Costumes and Ornaments

Punjabi costumes and ornaments are rich in look, vibrant in colors and comfortable to wear.

Some Punjabi costumes and ornaments are given below:

- Kurti-Ghagra
- Phulkari
- Salwaar-Kameez
- Kurta- Chadra
- Kurta-Pajama
- Turle vali Pagg
- Saggiphul
- Kaintha
- Jugni
- Pippal-pattian
• Panjeba
• Paranda
• Punjabi Jutti
• Vangan

**Revamping of Punjabi Costumes and Ornaments**
Modernization also affected Punjabi costumes and ornaments. The peoples from Punjab is mostly attracted toward western costumes, footwear etc. Now these day’s youngsters like to wear traditional costumes or ornaments only festivals or occasions.

**Objectives:**
- To study on the impact of revamping on Punjabi culture.
- To study about Punjabi culture, dances, music, festivals and fairs.
- To study on highly affected areas of Punjab by modernization.

**Research Methodology:**
This research paper will be the combination of Primary and Secondary research.
- Primary research will be done by preparation of questioner, which will consist of some questions related to Punjabi culture. This questioner will be presented in form of hard copies as well as through Goggle forms, to a sample unit in Punjab region. Result will be prepared accordingly.
- Secondary research will be done by reviewing some research work to the related topics with concern of Punjabi Music, Dances, Language, Literature, Geography, History, Cuisine and Tradition.

**Data Analysis**
Under data analysis the information has been gathered from a sample unit (age 20-40) by Questionnaire. The sample unit contains 40 people undergraduates, graduates and post graduates from Punjab. The graphical representation of data gathered is given below: -

**a. Traditional Punjabi Culture**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Category</th>
<th>No. of likings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Food</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
<td>Dress</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Dance</td>
<td>07</td>
</tr>
<tr>
<td>4</td>
<td>Music</td>
<td>07</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>40</td>
</tr>
</tbody>
</table>
b. Effect of Modernization on Punjabi Culture

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Satisfied</td>
<td>33</td>
<td>89.18%</td>
</tr>
<tr>
<td>2</td>
<td>Not satisfied</td>
<td>07</td>
<td>10.82%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>40</strong></td>
<td><strong>100%</strong></td>
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</tbody>
</table>


c. Affected areas of Punjabi Culture

<table>
<thead>
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<th>Category</th>
<th>Frequency</th>
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</thead>
<tbody>
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<td>Food</td>
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<tr>
<td>2</td>
<td>Fashion</td>
<td>27</td>
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<tr>
<td>3</td>
<td>Theatre</td>
<td>04</td>
</tr>
<tr>
<td>4</td>
<td>Dance</td>
<td>02</td>
</tr>
<tr>
<td>5</td>
<td>Music</td>
<td>02</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>40</strong></td>
</tr>
</tbody>
</table>
d. Effect on Punjab Tourism

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Category</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Food Tourism</td>
<td>06</td>
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<tr>
<td>2</td>
<td>Cultural Tourism</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Film Tourism</td>
<td>06</td>
</tr>
<tr>
<td>4</td>
<td>Religious Tourism</td>
<td>14</td>
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<tr>
<td>5</td>
<td>Historical Tourism</td>
<td>04</td>
</tr>
<tr>
<td></td>
<td>To Total</td>
<td>40</td>
</tr>
</tbody>
</table>

Conclusion:
The data collection shows most of the people feel that modernization affects the major part of Punjab by various means. They are not satisfied with the fully modern Punjabi culture. They want some touch of traditional Punjabi culture back in the society. They feel fashion and theater is mostly affected by modernization.

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