Historical Review of Heritage Tourism in Ramvan, District Satna

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ABSTRACT
Heritage Tourism is a newly concept of modern development recognized by tourism industry. Tourism which is based on heritage where heritage is core of the product that is offered and heritage is the main motivating factor of tourists. Madhya Pradesh especially Satna district offers a number of natural, cultural and heritage attractions for tourists and devotees. Form the ancient times, this part of the country has been the centre for art and culture. Ramvan is the abode of ancient remains of Ramayana period; the various temples are also built in this holy place. The lush greenery environment is inviting here for all type of tourists and the spiritual element puts one instantly at ease. The atmosphere is calming and the well-maintained gardens and premises make it one of the most visited sites of Satna district. Tulsi Museum at Ramvan preserved various sculptures from the ancient period collected in different places. They give a peak into the artistry and devotion of the earlier generations. The present paper deals with the study of historical fact and an emerging issue of resource interpretation and sustainable planning of the heritage tourism in Ramvan because Lord Sri Rama’s footsteps during his 14-year exile were lying on this holy land of Ramvan and he spent here a full night, so that tourists and devotees have recognized this place as a devotional faith of Lord Sri Rama’s life.

KEYWORDS: Ramvan, heritage tourism, museum, temple and gallery

INTRODUCTION
Heritage tourism is a universal phenomenon to develop historical site related to mythology, traditions, cultures, religions, superstitions and distanced form modernity. It also offers opportunities to portray the past in the present. Ramvan is a religious destination in Satna that attracts a lot of devotees from the country. The Ramvan beams with spiritual aura that gets highlighted in its attractions. The Ramvan temple is a symbol of devotional faith. It is believed that Lord Sri Rama stayed in Ramvan during his exile and that is why Satna has become one of the most important cities in context of Ramayana (Bandyopadhyay et al. 2008)[3]. Ramvan temple is a landmark where tourist and devotees come to spend some time amidst spiritual ecstasy. Inside, there is a Tulsi museum where tourists can see many unique artistic sculptures of ancient times found in this area.

The Ramvan is situated near Sajjanpur village on NH-75, Satna-Rewa road, whose Tulsi museum is worth visiting. Apart from the museum of sculptures, handwritten ancient Ramayana is also available here. There is a garden behind the Lord Ram’s temple. A high sculpture depicting the magnificent form of Lord Hanuman is erected in the park. In this Hanuman complex, the entire story of Rama, in the form of a large gallery, is engraved by sculptures (Nagayach 1998)[16]. Forgetting faith and human sacred relations, this Hanuman temple, built to introduce the new generation to its glorious culture, is worthwhile.

Objective
The heritage site is recognized by multinational society as being of importance to its quality. This acceptance of the society makes the heritage site patronizing for its own sake and for present and future generations. The following objectives have been set in this study-
1. To assess and review of heritage tourism management in Ramvan.
2. To explore the possibilities to attract higher income tourists to generate more income and job opportunities in rural community.
3. To develop heritage sites which include development of infrastructures and increase tourism business in Ramvan heritage site.
4. To assess the trade media represented to Satna’s heritage site in Madhya Pradesh Tourism.

Material and methods
The present paper is prepared on the basis of historical facts in the field of Ramvan heritage site. Several research papers and survey reports were also consulted in order to explore the facts involved in the development of culture and heritage.
field in the light of recent researches. Heritage tourism is becoming increasingly recognised as an identifiable sector, since the 1990s researchers have developed baseline survey of ‘Ram Van Gaman Path’ and identified potential segments as a basis of Hindu mythology for developing a better understanding of the heritage tourism place and its market. During the study, last five year data of tourist arrivals is obtained in museum. The opinion has also been obtained from the local resident because tourism has financially benefited to the local people. It also means that it will be in the best interest of the locals to make their area attractive for tourists.

Literature review
Tourism is not just an aggregate of merely commercial activities; it is also an ideological framing of history, nature and tradition; a framing that has the power to reshape culture and nature to its own needs. From the historical point of view, the role of tourism has gained much importance recently due to the increased realization that contested identities account for the local and national level. From time to time many researches and documenting is interested in a generalized cultural or heritage product and its manifestations; the celebration of great events or personalities in history; distinctive ways of life and culture a part of the heritage that is transferred from one generation to another. In its essence, the relationship between heritage and tourism parallels the debate that takes place within a society's culture between tradition and modernity. Research has been focused on the growing "Heritage Industry" (Hewison 1987)[11], natural (Hall 2000)[12], built (Laws 1998)[13] elements. In the cultural arena, heritage can be used to describe material forms such as monuments, historical or architectural remains and artifacts on display in museums; or immaterial forms such as philosophy, traditions and art in all its manifestations; the celebration of great events or personalities in history; distinctive ways of life and education as expressed through literature and folklore (Herbert 1989; Zeppel and Hall 1992)[11,17].

Many policies also make the assumption that tourists are interested in a generalized cultural or heritage product and that the cultural heritage of one region is just as good as the next for the purposes of developing tourism. Several scholars (Johnson 1996, Palmer 1999, Light 2001 and Pretes 2003)[12,19,14,21] have mentioned that the promotion of heritage sites is important in the construction of national identity as the viewing of heritage sites by domestic tourists offer glances of a nation's past. Some authors have even argued that “conflict is endemic to heritage” (Lowenthal 2005)[15]. Thus, heritage tourism is a dynamic and political practice in which dominant narratives of history, culture and identity are always disputed (Light 2001)[14]. Although recently some researchers have investigated the heritage tourism (Hewison 1987, Hall and McArther 1993)[11,18] has tended to concentrate on the power of tradition, which implies stability or continuity, whereas tourism involves change.

Location and Geography
Ramvan is an important religious destination in Satna district. The heritage site of Ramvan is located from 16 km. away from district headquarters of Satna. It is situated on the Sajjanpur village (about one kilometer from main road), this place having good connectivity with NH-75 Satna Rewa main road. Ramvan heritage place has a rich and varied history during Ramayana period because here Lord Sri Rama’s footsteps during his 14-year exile were lying on this place with his wife Sita ji and brother Lakshman and also he spent a full night.

History of Ramvan
Ramvan is a holy place created in 6-7 decades ago by late Sharda Prasad had established this place in the memory of his father and collecting the antiquities of Vindhyan Region (Sharan 1943)[22]. This place has colossus images of Lord Hanuman and an open air type museum developed on the basis of Ramcharitmanas of Tulsidas. Ramvan has also an archeological museum run by Govt. of Madhya Pradesh. Many rare sculptures housed in this small museum, powerfully represent the Shunga, Gupta, Kalachuri and Chandela Schools of Art.

The beginning of collection of the ancient artifacts was done in 1936 and for which Ramvan ashram was established. In 1939, Manas Sangha Trust was formed under which in the year 1959 and after that Tulsi Museum was established. The collection of antiquities and artifacts for the museum was carried out from 1925 to 1957. The collection of museum consists of stone sculptures, manuscripts, artifacts and other antiquities. A library was also established in this building. In 1978, this museum was donated to the Department of Archaeology and Museums of Madhya Pradesh (Nagyach 1998)[16].

Although the present building was built in 1959 but it has gone through various changes for safety and security measures. There are various galleries in the museum which contain Bharahut, Gupta, Jaina, Saiva, Vaishnava and other galleries. Presently, the museum is housed 2368 objects. These are stone sculptures, metal images, copper plates, inscriptions, coins of gold and silver (Nagayach 1998)[16].

Heritage Site of Ramvan and their attractions
Ramavan is a heritage tourism site originally belonging to the Ramayana period. It has been known from spiritual texts that Lord Sri Rama had spent one night here during his 14 years of exile. At the present time this place has been connected as a ‘Ram Van Gaman Path’ (Circuit) and developed tourism heritage site. The detail historical review of all tourist attractions is as follows-
Tulsi Museum

Tulsi museum is major heritage sites in Ramvan. This museum is an archaeological museum and is of great importance in this region. The museum was set up in the year 1977. In this museum houses have collected some fine sculptures and pieces from the ancient times made out of various elements such as terracotta, birch ark, palm leaf. It also showcases some rare copper coins, copper plates, gold and silver sculptures. This museum contains 1135 coins out of these 8 gold coins, 245 silver coins and 842 coins made of copper (Nagayach 1998)[16]. In addition, copper punch marked and coins of Kushana, Naga, Gupta and Muslim rulers such as Mughal periods are also preserved in this collection. There are 9 galleries in this museum which contain Bharahut, Gupta, Jain, Saiva, Vaisnava and other galleries. Presently, the museum is housed 2368 objects. This museum is a major attraction in all the peoples who come to Ramvan for tourism purpose (Nagayach 1998)[16]. This reveal the glorious past of the area. These objects have been brought from Bharahut, Bhumra, Uchera, Doha, Jaso, Gohmi, Maiher, Kotar, Satri, Amarpadan, Marahi, Balupur, Bhutra, Maropahari, Saria Tola, Sajjanpur, Jaria, Miroliod Satna district, Sohagpur of Sahadol district, Mamosi of Sidhi district, Gurgi of Riwa district, Khajuraho of Chhatarpur district, Nachpan of Panna district. Besides, some objects from Bhita (UP), Bodh Gaya (Bihar) and Kathmandu (Nepal) have also been collected in this museum. Various Sculptures displayed in the following galleries of Tulsi museum- 

1. Bharahut Gallery

It is very important gallery inside the Tulshi museum. Most of the remains now housed in Indian Museum Kolkata, but 81 artifacts are displayed in this gallery. These are composed of Suchi-pieces of Vedika, pieces of pillar, full blown lotus, stambha–sirsha (pillar top) etc. has also been displayed in this gallery.

2. Gupta Period Gallery

The objects displayed in this gallery have been collected from Khoh, Bhumra, Dureha and Bhatura. The important objects of Shiva, Parshwanath, Veenadhari Shiva, Parvati, Saiva-ganas, Mahismardini, Deer etc. have also been displayed in this gallery.

3. Jaina Gallery

This gallery is displayed with stone sculptures belonging to Kalchuri period and collected from Gurgi, Marahi, Amarpadan. Among these, Parshwanatha the 23rd Tirthankara is important. Besides the sculptures of Aadinatha, Chandraprabhu, Neminatha have also been housed in this gallery. These are datable to 11th–12th century AD.

4. Saiva and Vyananta Deities Gallery

This gallery is displayed with Saiva sculptures which have been collected from Uchera, Sohagpur, Babupur. The important sculptures are of Uma-Maheshwar, Veenadhari Shiva. The other figures in this gallery are of Chamunda, Yogini, Surya, Dilkpalas, Yam - Nairiti, Varun etc. have also displayed.

5. Vaishnava Gallery

This gallery contains sculptures of Vishnu and his incarnations. The important specimens are of Vishnu, Lakshmi-Narayana, Bhu-varaha etc. These sculptures were carved in late medieval period and collected from Sohagpur, Babupur, Satri, Nachna etc. of Vindhyan region.

6. Reserve Collection (Remarkable Sculptures)

Two miniature stupas of Gupta period procured from Bodh Gaya are kept in reserve collection. One of them contains Dhyani Buddha on all four cardinal directions while in the second one a Dhyani Buddha is depicted on one side. Stupas are provided with chastra, harmika and vedika. A Vishnu head from Sohagpur is a unique specimen of Kalchuri period. There are 70 art pieces of Buddhist religion, 75 Jaina sculptures, 90 Vaishnava sculptures and 65 Saiva sculptures in reserve collection.

7. Collection of Coins

In this gallery the museum contains 1135 coins out of these 8 gold coins, 245 silver coins and 842 coins made of copper. In addition, copper punch marked and coins are also collected in Kushana, Naga, Gupta and Mughal periods. Regional, State, Foreign States are also preserve in this rare collection of coins.

Tulsi Library

The library contains 25000 books. The important manuscripts about 2500 in number are priceless heritage of this library. There are 7 manuscripts having figures. Among these, Ramayana written in Samvata 1851 containing the story of Rama along with beautiful figures is noteworthy. Remaining 6 manuscripts are Bhagvatgita. About 100 texts have been written on Tadapatras in Odia language. They are associated with the story of Rama about 300-400 years old. There is a 200 years old Bhagvatgita written on Bhopapatra in Sanskrit language. Besides, three hands written Kashmuri Gita are about 250 years old. The library has two unique manuscripts; one belongs to Bhagvatgita of Balbhadra and second one is associated with Meghdut’s Panjarka of Mallinatha Suta written in samvata 1522. The other manuscripts are of Gurugranthasahib and Ramayana written by Maharaja Raghuraj Singh of Rewa etc. besides, there are 1000 manuscripts of Karmkands and about 200 manuscripts of Shaiva, Shakti, Vaidyak and Jyotisha (Astrology). In addition, an outstanding collection of printed books is also a unique feature of this library (Nagayach 1990)[16]. The library has all sort of text like Vedic, Mythological, Vaishnava, Saiva, Shakti, Tantra-Mantra, Krishna, Rama, Jain, Buddhist, Muslim and Christen along with some modern literature.

Hanuman Temple

Ramvan is a holy tourist place, which is famous for the 16 feet tail huge and scarlet colour statue of Lord Hanuman with the Abhaya Mudra. This is a main temple of Ramvan which is known as Ramvan Hanuman Mandir. It attract both young and old people. The lush greenery and spiritual environment of Ramvan holy place to attract various tourists and devotees.

Panoramic View of Lord Shiva family

Hanuman is situated in front of the complex, a panoramic view of the Lord Shiva family, which offers visions of Ganesh, Karthikeya and Nandi, along with Shiva, who is seated as on Kailash. There is a gallery around it made of various deities. This temple of Shiva–Parvati, built to introduce the new generation to its glorious culture, forgetting faith and human sacred relations is worthwhile.
Ramcharitmanas Chavée
One of the tourist attractions in Ramvan is the magnificent of Ramcharitmanas Chavée (Image). It is a historical site that has been depicting the life and character of Lord Shri Ram. The walls of the temple depicted the entire story of Lord Shri Ram’s life related to incarnation and from birth to salvation through highly lively, beautiful and enthralling pictures. Today, while the technology to present the story of Ramayana is developed by the new digital technology, but this place of Ramvan depicts Lord Rama’s life through murals, it is not only attractive but also very amazing, picturesque and delightful. Ramayana is a supernatural and inspirational text, which is not only revered from religious point of view, but also on the ground of literature, this text is excellent and unique. In fact, the Ramayana holy book is the regulator of every person’s life. This site reflects all the dimensions of spiritual and religious life of human beings and finds a place with importance. The Ramayana text has an important in Indian social culture and literature. Through this site, every people have got the knowledge of Ramkatha and being inspired by complete devotion, spirituality, religion and loyalty.

Religious ceremony
Ramvan has a very beautiful and magnificent place. Religious dialogues and Ramkatha are always organized in separate hall. Ramvan has become a grove to attract tourists, where now, apart from the water park, there are many ways for children to play independently. There is also a canteen with various cuisines in the Ramvan complex, where tourists and devotees can also get food after visiting. Today’s, Ramvan in Satna district is becoming the centre of tourist attraction, where there is knowledge, spirituality, philosophy and there is attraction of gardens. Tourists and devotees visiting Maihar and Chitrakoot should also visit Ramvan heritage place.

Attraction of various type of swings
Ramvan remains a place of fun with faith amidst its natural hues. The greenery of the park and the surrounding fields attract different types of tourists. More than a dozen swings in the Manoranjalaya set up by the Manas Sangh remain major centers of attraction for children and tourists. Here at the recreation room, roman train, angel ride, aero plane ride, elephant ride, disc ride, multi play station, aero plane merry go round, air hockey, basketball, circle mania panda, speed ball, auto car race, arcade fight, black catcher etc. have been attracted to children and tourists. The Ramvan Darshan begins with the worship of tallest and idol statue of Lord Hanuman and culminates in the smooth ride of the roman train.

Basant Panchami Fair:
The fair held on the occasion of Basant Panchami in Ramvan is not new to the people of the region. The grandeur of Ramvan is increasing year by year with the fair. Whereas Ramvan’s all-round development took place, modernism went on dissolving in the fair too. Sometimes the identity of the fair was Lai-Luduia. The color of the fair was earlier around the rural environment (Beri 2017)[5]. Over time, the identity of the fair has also changed. Stalls can also be seen in the fair with lai and sugarcane in the ground, which are completely commercial. One thing is clear from the gathering of the people that Ramvan has now been identified with the faith center as the Basant Panchami fair. On the occasion of Basant Panchami, the attraction of the fair held in Ramvan for the last several years is at the peak. On the third day of Basant Panchami’s fair, city dwellers also enjoy the fair with the people of the villages around the Ramvan region.

A few years ago, Raht swing, which had its own unique identity, has now been replaced by Break Dance. Raht was considered the best swing in any fair. Also, the people coming to the fair enjoy swinging in the Raht. Similar views are also seen in the fair of Ramvan. Today, a unique confluence of both domestic and foreign swings is seen in Ramvan. More than a dozen indigenous and foreign swings are made at the fair. Apart from the fair, the movement of tourists and visitors always like this place. Whereas due to the Bansat fair, near about thousands of people arrive here to visit the temples. Almost all the tourists and visitors they visit this place firstly warship the God and then enjoy the fair.

The spring festival organized for a few years in the fair held in Ramvan for years has increased the tourism importance of the place. After enjoying the fair during the day, cultural programs are also organized here in the evening, which tourists and local’s people enjoy fiercely. Tourists say that due to the spring festival, the beauty of the fair has increased even more.

Street Food: Khurchan (Scrape)
Khurchan sweet is popular street food around the Ramvan region, which is made by continuously boiling milk in so much that it remains only as a scrape. This sweet is known as Khurchan in local language. The preparation of Khurchan around this area not only has for many years, but unique taste has become recognized in the heart of every tourists passing through it. Khurchan sweet is made from milk and sugar, not from any khova, which the people of this region have been making for many years. It is not only a popular sweet of this region, but due to its proximity to the national highway, this dish is now reaching far all places of India. Khurchan has been made in this area for many years, now, it is not only the identity of the people here, but it has also become a great means of livelihood for the people. This sweet, which sells 2 to 3 quintals daily from each house in this region whereas during the festival time Khurchan sweet has, sells only 300 to 400 kg daily. This unique dish is made in this region for the last 60 years and sells whole year. But it is difficult to fulfill its demand during the time of festivals, because it is made from pure milk. Therefore, Khurchan is a street food of this region which is largely prepared by the local businessmen. This is the reason why it is the most popular sweet in the area.

Tourist Arrival
Generally, tourists and devotees of all ages visit the Ramvan heritage site every year. It is the inspiration of tourists and devotees who inspire them to visit this place. This place is more sacred and revered as it is connected to ‘Ram Van Gaman Path’ (circuit). The last five year of tourist arrival data has been obtained by Tulsi museum of Ramvan which is shown in table 1-
From the above table give the details of domestic and foreign tourists of Ramvan heritage place. Maximum numbers of domestic tourists (485422) were visited during the year of 2017, whereas maximum numbers of foreign tourists (898) were also visited in same year. Lowest arrivals of domestic tourists (306271) were measured during the year of 2018, whereas the lowest foreign tourists (422) arrived in also the same year. Overall, the total numbers of tourism arrival in the last five years are 1841952 both domestic and foreign. Weather condition in this area is one of the major determents of tourist arrival. All type of tourists have same day visitor because they do not have any accommodation unit in Ramvan so that foreign tourists have not stay Ramvan in overnight. Hotels have first choice for all type of tourists. In case of domestic tourist they visit in Ramvan as same day visitors, but many cases the domestic tourists staying at friends/relative places and staying elsewhere also. With increasing number of foreign and domestic tourists, employment opportunities will increase at this tourist destination. Since this site is on the ‘Ram Van Gaman Path’ (circuit), it is necessary to make Ramavan a national heritage site by giving it the status of national heritage.

Analysis and finding
After resting at Chitrakoot, Lord Sri Ram reached Satna in Madhya Pradesh via Atri Rishi’s ashram. Various historians were stated during that time Lord Sri Rama’s had visited Ramvan and then reached to Dandkarand forest (Presently Chhattisgarh). This mythological story had also known to Sharda Prasad by a saint which they had lived in Ramvan. In 1936 that saint had told to Sharda Prasad that Lord Sri Rama’s footsteps during his 14-year exile were lying on this holy land of Satna and he spent a full night here. Therefore, a holy place must be built at this place. Inspired by these things of the saint and due to the unflinching reverence towards Lord Sri Rama, he had established here Ramvan place. In this way, he turned the deserted area into a magnificent tourist destination. Today, Ramvan is counted among the major tourist destinations of Satna district and also link with ‘Ram Van Gaman Path’ (circuit) from Chitrakut-Satna-Amarkantak-Sitmahadi Harchauka.

For the journey of Ramvan can be special for every tourists and devotees in many ways. This place is considered very special for those interested in history, art and culture. Tourists can see all the idols from the medieval period. This is a suitable destination for a family trip. If tourists and devotees are fond of photography, then they can take the spectacular scenery here in his/her camera. For spiritual and mental peace, the spiritual places here are relaxing the human mind. Ramvan is an ideal option for a wonderful holiday, where itinerary can be made on a very low budget. The best time to visit Ramvan is during the winter months when the weather is at its most pleasant. The cool and comfortable weather makes taking part in outdoor activities easier. The temperature hardly rises above 26 degrees Celsius, which is an added advantage. The hot summer months might be uncomfortable. Moreover, it is a good idea to avoid the months ranging from mid June through September which is characterised by heavy rains. Mostly this place has visited all session. As all the facts are analyzed above the Ramvan heritage site is related to ‘Ram Van Gaman Path’ (Circuit). Various historical statements were stated that this place is more popular for the devotional faith of Lard Sri Rama’s life.

**Linkage and Connectivity**
Satna Railway Junction is one of the important junctions of Madhya Pradesh and is directly connected with almost all the prominent urban cities of India. Besides this all important station, Satna’s connectivity gets further boost by robust bus services. Satna is also connected with all the cities of Madhya Pradesh via bus service. Ramvan is situated on the Rewa-Satna road, local buses are a good option for getting in Ramvan. Pre-paid taxis and autorickshaws as well as buses for Satna are available to the Ramvan heritage place. Satna Airport is well connected to major cities in the country including Chennai, Mumbai and Delhi. Other nearby airports includes Khajuraho Airport, about 114 km away and Jabalpur Airport, about 200 km away.

**Conclusion and Suggestion**
Satna district has rich in history, heritage, culture, archaeology, tribes, communities, folklore but unfortunately it has not got international status yet from any of the agency. None of the international bodies have yet taken up any kind of work at these areas or assessed its international significance (VCCI Satna 2017)[23]. This region is very strong in heritage and hence can become a hot heritage tourist destination of many heritage lovers in India and abroad. In fact, some of the developed areas of this district experience the regular visit of national and international scholars and tourist.

The tourists and devotees come to the Ramavan heritage site then they will get firstly the blessings of Lord Sri Ram and Hanuman. Tourists will get physical and mental relaxation in the pleasing environment here, as well as seeing a live depiction of the life character of Lord Sri Ram, listening and understanding that the devotion and reverence that will be generated by the grace of God will make their life meaningful. Promotion of tourism in heritage sites will provide employment to local people and increase in per capita income and improve the standard of living of the people. With the arrival of both domestic and foreign tourists, Ramvan will get a prominent place in the tourism map of the district and the state. The Ramvan heritage site should be developed as a tourist circuit of the ‘Ram Van Gaman Path’ (circuit) so that it can be developed as a pilgrimage center. During the summer, this place is very humid; it takes heat, so that tourists should make a program to come here after the monsoon. The ideal time to visit here is from the month of October to February, during which the weather here is quite favourable and pleasant and tourists can enjoy a trip to this place. Meanwhile, tourists can also see other famous tourist places nearby Ramvan as well as places like Chitrakoot, Giddhakoot mountain, Shiv Mandir Birsinghpur, Vaiktesh Mandir, Dharkudi Ashram, Jagaddev talab, Karmau Shiv Mandir, Kangalda Ashram etc.

### Table 1: Tourist arrival data in Ramvan Heritage Tourist Place

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>Foreign</th>
<th>Total</th>
<th>Percentage</th>
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<td>621</td>
<td>351892</td>
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</tr>
<tr>
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<tr>
<td>2018</td>
<td>306271</td>
<td>422</td>
<td>306693</td>
<td>16.40</td>
</tr>
<tr>
<td>2019</td>
<td>314373</td>
<td>861</td>
<td>315234</td>
<td>17.12</td>
</tr>
<tr>
<td>Total</td>
<td>1838320</td>
<td>3632</td>
<td>1841952</td>
<td>100.00</td>
</tr>
</tbody>
</table>

**Source:** Tourist arrival data collected form Ramvan

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International Journal of Trend in Scientific Research and Development (IJTSRD) | www.ijtsrd.com | eISSN: 2456-6470

Acknowledgements
This piece of research work is dedicated to the memory of my brother-in-law late Sri Puspendra Singh Parihar (Dabbu). We are also thankful to Chief Curator of Tulshi Museum Ramvan and their management team for providing us necessary information during the research work.

Conflict of interest
The authors have declared no conflict of interest. They have approved the final version of the manuscript contributing equally.

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