

A Socio-Cultural Study of Historical Tourist Spots and Their Impact on Human Behaviour

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Abstract

Historical tourist spots serve not only as cultural repositories but also as active socio-psychological spaces that influence the behaviour, attitudes, and values of visitors. This study examines the socio-cultural impact of historical destinations on human behaviour by analysing visitor experiences, community interactions, heritage interpretation, and behavioural responses. Using a mixed-method approach the study reveals that heritage tourism significantly shapes cultural understanding, social bonding, identity formation, and behavioural transformation. It also identifies challenges such as commodification of culture, overcrowding, and social disconnect. The findings underscore the need for strategic heritage management that balances cultural preservation with meaningful visitor engagement. This study examines how historical tourist spots influence human behavior through cultural learning, emotional engagement, identity formation, and social interaction. It explores visitor motivations, community responses, and behavioral changes that occur due to exposure to heritage environments. The research highlights how historical sites shape values, attitudes, and cultural sensitivity, while also identifying challenges and proposing actionable recommendations.

Keywords

Historical tourist spots, socio-cultural impact, human behaviour, cultural learning, emotional engagement, identity formation, social interaction, visitor motivations, community interaction, heritage interpretation, behavioural transformation, cultural sensitivity, heritage tourism, overcrowding, cultural

commodification, preservation strategies, visitor engagement, socio-psychological spaces, values and attitudes, heritage management.

1. Introduction:-

India, which has a history of thousands of years, has been attracting many tourists since the time of the Indus Valley Civilization. Tourists like Greeks, Persians, Arabs, Mughals, Portuguese, Dutch, British, French etc. have visited India and introduced its history, art and culture to the world. Among the prominent tourists who visited India, tourists like Ibn Battuta, Niccolò Conti, Barbosa, Suleiman, Abdul Razak etc. have introduced the history of India to the world. But the attitude of the tourists who came to India at that time is different compared to the tourists who visit India today. Many of India's powerful and imposing historical tourist sites are testaments to the culture, tradition, sacrifice, bravery, and valor of the Indians.

Historical tourist spots represent collective memories, cultural continuity, and social identity. Tourism scholars argue that heritage sites are not merely physical structures but dynamic socio-cultural institutions that influence visitors' behaviours, attitudes, and psychological states. As tourism grows in developing countries like India, heritage locations have become crucial spaces where individuals encounter history, interact with diverse cultures, and experience behavioural changes such as empathy, curiosity, respect, and cultural awareness.

This study investigates these behavioural patterns. Although numerous works have examined heritage tourism from economic or preservation perspectives, relatively few studies focus specifically on how historical sites shape human behaviour. The present research fills this gap through an in-depth socio-cultural analysis of visitor behaviour at selected historical sites. The inseparable relationship between nature and man has existed since the four (Satya, Treta, Dwapara and Kaliyug) ages. If nature is female, time is male. If there is one place of their exaltation, it is the earth, the Gondavan era, and among the continents of the world formed by the Bharatakhanda, a mirror of its natural beauty. From the time when we lived alone like celestial animals, to this time when the world is at our fingertips, human inventions have one by one eliminated our necessary or unnecessary dependencies and fulfilled what is needed, but man cannot escape from his dependence on the love of nature, which is the basic need of man. If there is one place created by the harmonious combination of time and nature, where the mind blossoms, the mind is stirred and the heart is delighted, it is Kashmir of Karnataka, The Uttarakannada District. In India, where unity is in diversity, Karnataka is the home of diversity. Here, dynasties like Kadambas, Gangas, Chalukyas, Satavahanas, Hoysalas, Vijayanagara, Wodeyas of Mysore, Bahmani

Sultans etc. have ruled and enriched our culture and heritage : Dr. Suresh Tandel (::Honnavaara ::2025)
 Among the 31 districts in Karnataka, Uttara Kannada district has its own magnificent heritage of history, culture and tradition. Uttara Kannada district, which is one of the largest districts in Karnataka, is known for its diverse geographical features, immense natural wealth, dense forests, flowing rivers, evergreen hills, flowing waterfalls, unique wildlife and birdlife, art, literature, music, dance and architecture. Karnataka's contribution to Indian civilization is unique, and Uttara Kannada district has played a very important role from the development of civilization to modernity. Uttara Kannada district, which is the third largest district in Karnataka, has contributed a lion's share to the country in terms of its folk culture, tradition, mythological background, adventure stories, patriotism, sacrifice, customs, ideas, literature, music, dance, art, architecture, natural beauty, trade and commerce, tourism, etc. The 12 taluks in this district, Karwar, Ankola, Kumta, Honnavar, Bhatkal (Coastal area), Sirsi, Siddhapur, Yellapur, Mundagod, Halliyal, Joida, Dandeli (Malenadu area):: Suryanath U Kamat (1985) Karnataka State Gazetteer - Uttara Kannada district. have their own mythological and historical background, which enriched this region by its own contributions. Regarding my PhD research title "Tourist Destinations of Uttara Kannada District",

I have selected Honnavar, a taluk that has recently become very popular, has flourished in history, is currently making strides towards progress, and will grow into a tourism hub in the future, as a sample among the 12 taluks of Uttara Kannada district. Honnavar is a beautiful historical port town in the coastal part of Uttara Kannada district. It is situated on the shores of the Arabian Sea and on the banks of the Sharavathi River.

Honnavaar is a major port town in the 5 coastal taluks of Uttara Kannada district, situated between the Arabian Sea in the west, the Sahyadri mountain range in the east, the Badgani River in the north, and the Sharavathi River in the south. Honnavar is located at Latitude 14° 16.30' North and longitude 74° 7.10 East and two major national highways pass through

Honnavaar. National Highway 66 connecting Honnavar to Mangalore and Ernakulam via Mumbai-Karwar. Another national highway connects Honnavar via Tumkur-Shimoga Gersoppa. The Konkan Railway connects Honnavar to both the north and south of India. A 2.065 metre long bridge across the Sharavathi River in Honnavar and other road routes connect the surrounding villages. Honnavar has a total land area of 754 kms, of which 8.28 lakh hectares is covered by forests and 1.2 lakh hectares is used for agriculture and

horticulture. Established in 1890, Honnavar currently has a municipal type town panchayat. According to the 2011 census, the population here is 1,66,264, including a rural (135 villages) population of 1,47,155 and an urban population of 19,109. The total population includes 83,196 males and 83,068 females. Geographically it's a coastal town on the Arabian Sea, forming an estuary with the Sharavathi River, and beautiful beaches. Historically, it was a vital seaport, facilitating trade and ruled by various royal dynasties. Culturally, it's known for folk arts, rich art and architecture, vivid literature, Yakshagana dance, and a diverse linguistic landscape including Kannada, Konkani and Marathi.

Historical background of Honnavar: In 247 AD, the Roman-Egyptian Greek traders mentioned Honnavar as Noura in their work *The Periplus of the Erythraean Sea*. They called it the first port of the Tamil country Limurice. Later it became known as "Hanuruha Island". In the tenth century (902-943 AD), the poet Pampa mentioned it as the seat of an independent chief in the ancient Jain Ramayana. The Arab geographer Abul Fida (1273-1331 AD) mentioned Honnavar. The Moroccan traveler Ibn Battuta (1342 AD) : Dr Krishnananda Kamat :: Pravasiya Prabhandagalu :: Honnavarada hirime :: 'visited the court of Chennabaira Devi, who was known as the Queen of Black Pepper in Gerusoppa, and he called Honnavar "Hinaura Nagar". The historian Buchanan (1801) referred to it as "Hanovar", the Persian ambassador Abdul Razak (1444 AD) as "Hanoor", the Italian traveler Wertheima (1505 AD) as "Onoor", and the Portuguese traveler Barbosa (1514 AD) as "the good town of Onor". From 350 to 525 AD, Honnavar came under the control of the Kadambas, Chalukyas, Rashtrakutas, Hoysalas and then the Vijayanagara kings. In the 11th and 14th centuries, Honnavar was taken over by the Kadambas of Chandavar. In 1750, the Marathas and later the Mysore kings turned it into an important commercial port and engaged in foreign trade. In 1568, the Portuguese Viceroy Don Luis plundered and reduced the town to ashes. The Portuguese built a fort here and engaged in foreign trade. In 1631, the ruler of this town, Venkatappa Nayaka, entered into an agreement with the Portuguese and engaged in the export trade of pepper. In 1720, Hamilton made this area a river port with the capacity to receive ships of 200 to 300 tons. In 1751, according to the agreement of the Bidanur (Keladi) chief, the English were allowed to build a factory. In 1763, Hyder Ali decided to make this area his headquarters and later captured the Basavaraja Durga. In 1855, North Canara was transferred to the Bombay Presidency, Honnavar becomes a district station and comes under the control of the British. In 1890, the new town of Honnavar is established. The 2011 census recorded 1,60,331 people in Honnavar taluk, with a higher proportion in rural areas (1,41,222) compared to the semi-urban Honnavar town (19,109). Hindus, Muslims, Christians, Jains are the major religious people who live here. Agriculture is a major occupation in Honnavar, with crops like paddy, maize, and vegetables being cultivated during different seasons. Fishing is also a significant activity in the coastal region. Tourism and aquaculture are also contributing factors to the local economy. Many Nawayaths are economic migrants working abroad, particularly in Saudi Arabia and Dubai. Religious, Historical, Cultural and Tourist centers of Honnavar:- Honnavar, a town situated on the banks of the Sharavathi River and the Arabian Sea, is famous for its many historical, cultural and tourist attractions. B.G.Ramesh :: Karnataka Janapriya 300 Sthalanaamagalu::2011. Spreading amidst the rugged natural environment of the Sahyadri foothills of the Western Ghats and the Arabian Sea, Honnavar is world famous for its many natural beauties, waterfalls, beaches, historical sites, temples, basadis, churches, forts, monuments, etc.

This study would contribute to academic knowledge, cultural preservation, and informed tourism strategies. Religious centers with mythological background in Honnavar:-

1) Rama Thirtha:-

Rama Thirtha, which has a mythological background of the Treta Yuga, is located 3 km from the city center, next to the road connecting Honnavar to Chendavar. According to the mythological story, after the death of Ravana, Lord Rama came to this area with Sita and Lakshmana. In this area, which was a dense and harsh forest, when there was not a drop of water to quench his thirst, Lord Rama shot an arrow from his quiver and created a Tirtha here, which is still famous as Rama Tirtha. The water from a height falls into the tank from two points called Ramathirtha and Laxmanthirtha. According to local tradition, Shri Rama, Sita and Laxmana had a holy dip in the tank during their exile. There is also a Rameshwara temple of Bal Linga, which was installed by Lord Rama. The sanctum sanctorum of this temple is made of Shivani wood and 5,000 five-faced Rudrakshas.

2) Idagunji Ganapati Temple:-

Govardhan Ankolekar :: Bediddannu Needuva Ganesha : 2014: Located 12 kilometers from Honnavar, the ancient temple of Idagunji, with a history of 1,500 years, is the Mathobhara Sri Vinayaka Temple. The word Idagunji comes from the word "Edakunja", which means left, and Kunja means garden. Since this place is on the left bank of the Sharavati river, it is called (Edakunja) Idagunji. When Valakhilya asked Narada to show him a suitable place to worship Ganapati, Narada identified a place a few miles away on the left bank of the Sharavati and named it "IdaKunjavana". (1) That is the present-day Idagunji. The idol of Ganapati in a standing posture, installed by the sage Narada, holds a lotus flower in his right hand and a modaka in his left hand. Various religious functions are always held here, and every year "the Brahma chariot" (2) festival is celebrated with great pomp.

***3) Sri Karikana Parameshwari Temple:-** Vidwan Vishweshwara Ram Bhat :: Sri Karikana Parameshwari Mahine :: 1979. Sri Karikanamma or Sri Karikanaparameshwari Temple is a legendary temple located on a hill in the middle of the forests, 10 k.m. from Honnavar. This place is located between peaks surrounded by rocks, and here is the stone-cut idol of Sri Karikana Devi. Here, Mother Parvati is worshiped in the form of Parameshwari. According to the mythological story, when the Yaksha brothers Bhandasura and Mallasura started torturing the Brahmins and committing atrocities, the people gathered and went to the goddess. (3) Sridevi rode her vehicle, the tiger, and fought with the demons for 21 days, killing the demons. The place where Mallasura died became 'Mallaramakki' and where Bhandasura died became 'Bhandaramakki', and Goddess settled at this place. Over time, the pollution increased due to the flow of pilgrims, and Goddess tired of, looking for a natural area that was sacred, peaceful, and away

from human contact, and settled down near the Ondike Kshetra, where Parameshwara had arisen, which was located far away.

The name Karikanaparameshwari became permanent for Goddess due to the black rocks and dense green forest around the temple. The Ondadike Shambhulingeshwara Temple is located nearby and this temple has a mythological background. This area is named Ondike because(4) there is always an areca tree in the middle of the forest. The Ondike Shambhulingeshwara Temple and Karikanaparameshwari Temple, located in the middle of the dense forests, are known for their beauty and are a favorite place for trekking enthusiasts.

4)Gunavanteswar:- Located 12 kilometers from Honnavar on National Highway 66, Gunavanteswar is one of the five holy places, which has a very ancient mythological essence and incorporates historical facts of thousands of years. Bharat Raj ::Karnatakada Prekshaniya Sthalagalgu ::2022 .A part of the Atma Linga of Shiva, which was thrown from the Gokarna Kshetra by the Lankan ruler Ravana lamenting that "Gunavanteswar, who has the quality of giving boons to devotees", fell in this area and became the Gunavanteswar Kshetra. According to archaeological researchers, the original Jyotirlinga is also said to be underwater under the Prana Peetha. A total of seven inscriptions are available in the temple premises. The Pushkarani in the vicinity of the temple is a panacea for skin diseases. In Nelavanki, a land not far from Gunavante, Parvati has settled as Durgaparameshwari for the welfare of the world by alleviating the extreme condition of Shambhulingeshwar.

5)Mugva Subramanya Temple:-

Sri Kshetra Mugva Subramanya Temple is located 5 k.m. from Honnavar on National Highway 206. The legendary Balasubramanya idol of this temple was installed by Narada Muni. Since then, the same Balasubramanya idol has been worshipped, but in recent times, since that idol has broken, the Swami of Sri Ramachandrapur Math has installed a new Subramanya idol. This place is famous for Naga worship, Naga dosha, birth defects, skin diseases, vision defects, marriage problems etc. There are thousands of Naga stones in the Naga garden here. Every year, fairs, festivals and special worship is held here on Naga Panchami.

6)Kodlamane Sri Vishnumurthy Temple:- Sri Vishnumurthy Temple in Kodlamane of Honnavar taluk is a holy place of pilgrimage, which located 16 k.m.from Honnavar. This temple is in the middle of forests and hills.A natural stream called "Vishnu Theertha" can be seen flowing near the temple. This temple is very powerful. Devotees believe that the Lord residing here grants salvation and liberation.It is peaceful and perfect place for spiritual seekers.

7)Sri Kshetra Bangara Makki:-

Sri Kshetra Bangara Makki, located in Gerasoppa, 20 k.m. from Honnavar, is a powerful place of Lord Hanuman. The temple's history is inter-twined with the region's historical significance as the capital of Queen Chennabairadevi, popularly known as "Pepper Queen". The divine idol of Veeraanjaneya was found ready for installation after a period of 'Jalaadheevaa'(ritualistic cleansing).

The Bangara Makki and BelliMakki Hanuman temples are inextricably linked to each other.

8)Varaha Temple Kadageri:-

Just like the Varaha Temple of Kantara film fame is in Dakshina Kannada district, the Varaha Swamy Temple can be found in Kadageri, of Honnavar Taluk. This is the only Varaha temple in Uttara Kannada district. This temple is located in Kharva village, 12 kilometers from Honnavar. Various religious functions are held here with great pomp throughout the year.

9)St. Francis Xavier Church:-

M R Kulkarni :: Pilgrimage and people::2014. St. Francis Xavier's Church, located in Chandavar village, 18 k.m. from Honnavar, is a symbol of unity with a historical background. This church is a center of worship for Christians, Hindus, and Muslims. This Church has a history marked by periods of growth, decline, and rebuilding. The original church was built in 1678 during the reign of Basappa Nayak. It was a flourishing center for Christians, but was destroyed by Tipu Sultan in the late 18th century. The church was rebuilt in 1801 and again in 1874. Every years December months feast celebration of here is world fame.

Religious places with historical background in Honnavar:-

1)Haigunda:-

Palaksha :: Ancient history of India ::Haigunda is an island in the middle of the Sharavathi river, 20 k.m. from Honnavar. This area with a historical background was in use during the reign of several royal dynasties of Karnataka. Earlier it was called Paive Gundapura. According to the Talgunda inscription, the Kadamba king Mayuravarman brought 32 Havyaka families from the then Ahichhatra in present-day Uttar Pradesh to the Agrahara of Talgunda for performing Vedic rituals and ceremonies. Later it became a Shaiva, Vaishnava and later Jain centre. The Yaksha stone idols found here date back to the first and second centuries AD.

2)Mutta Basadi:-

Bhavi bharamappa ningappa:: utara Kannada jilleya jaiba parampare ::

Mutta Basadi, located in the village of Mutta, fifteen km. from Honnavar, is an ancient Jain center. There is an 800-year-old Jain basadi here, and idols and rock inscriptions of Tirthankaras dating back to the 9th and 10th centuries AD are found here.

***3)Gerusoppa Chaturmukha Basadi:-**Dr.Gajanana sharma :: Chennabhairadevi :Karimenasinabraaniya AkalaInka charite 2021. Gerusoppa, 36 km from Honnavar on National Highway 206, was an ancient historical and cultural center. This area was ruled by Queen Chenna Beira Devi, who is known as the Queen of Black Pepper. Built in the 14th century Vijayanagara style, this Chaturmukha Basadi is an important Jain center. This Basadi, which is a valuable work of art and architecture, has entrances in all four directions. Many small temples, idols of Tirthankaras, Madanikas, stone monuments, and heroic stones can be seen around the Basadi.

4)Basavaraja Durga Island:-

Located 4 k.m from Honnavar, this island has an area of just under 20 acres and is about 50 meters high, and is located in the Arabian Sea. There is a temple built on this island during the 16th and 17th centuries. There is a fort built by the Vijayanagara kings in 1590, which was attacked and captured by Shivappa Nayaka of Keladi and later named as Basavaraja Durga in memory of Basavaraja, the prince of Keladi. A special fair is held here every year on Makar Sankranti.

5)Colonel's Pillar:- Colonel's Kambha or Colonel's Pillar is a pillar seen on a hillock next to National Highway 66 at the entrance of Honnavar town. This pillar was built in memory of Colonel Hill, a British army officer who died fighting against the Gerusoppa Queen on 20 January 1854. It is 168 years old and 30 meters high and is still standing strong today.

Places with Cultural background in Honnavar;:-

1)Gundabala:- G S.Bhat : Yakshagana kaladhara :2018.undabala, which is famous as" Yakshagana Kashi", is located 15k.m. from Honnavar.The coastal cultural art of Yakshagana is famous for its main deity, Sri Mukhyaprana Lakshmi Venkateswara. Every year, a Yakshagana performance is held here for five consecutive months on the same stage. Yakshagana here has a history of centuries. Hundreds of

years ago, 'Harake games' were held here. In 1948, a specific team was organized to conduct Yakshagana, and since then, Harake games have been held continuously in the presence of Sri Mukhaprana, the beloved Yakshagana. That is, about 300 Harake players play the game for 150 nights, twice a day, every year. There are Harake players who have permanent service for 120 games.

2)Apsarakonda:- Located seven kilometers from Honnavar, Apsarakonda is a tranquil waterflow with a thrilling waterfall. It is named Apsarakonda because it was a pond where nymphs used to visit to take bath in the ancient times. There is a Pandavas cave which is of Historical significance. According to mythology Pandavas stayed here during their Vanavasa.

3)Bangara Kusuma Falls:-

This waterfall can be seen among the hills of Gerusoppa, about 41 km from Honnavar on National Highway 206. Bangara Makki Veeranjaneya Temple is about 9 km away from this waterfall. A few years ago, this waterfall did not have a name. It is said that the priests of Bangara Makki Veeranjaneya Temple named this waterfall as Bangara Kusuma Falls. Since the water gushing from this waterfall appears golden in color during the monsoon season, so also this waterfall called Bangara Kusuma Falls.

4)Gerusoppa Dam:- The Gerusoppa Dam has created a special reservoir in the Gerusoppa Valley. About 10 km from Gerusoppa towards Jog Falls, the valley can be viewed from the observation tower built by the Forest Department. Boating can be done in the reservoir through the valley. This dam also known as the Sharavathi tailrace scheme, is a hydroelectric project located on the Sharavathi River. It's designed to generate electricity and is part of a larger scheme that includes other dams and power stations. The dam itself is a concrete gravity structure, 58 meters high and 423 meters long.

5)Sharavati backwater Boating:-

A boating trip on the Sharavati backwaters from the Honnavar Taribagil, is a great way to enjoy the scenic beauty of nature as well as a relaxing experience. As tourists from outside the state come here, the languages, cultures and traditions of different states are exchanged.

6)Sharavathi Kandla Mangrove Board Walk:- Located 2 k.m. from Honnavar, Sharavathi Kandla Mangrove Board Walk is a perfect place to enjoy the beauty of nature that captivates tourists. Located in the heart of the mangrove forest, this place is a perfect spot for nature walks, boating and environmental studies.

7)Hanging Bridge:-

25 km from Honnavar, on the Gerusoppa route, there is a suspension bridge across the Sharavathi River near Kudragi, which connects Honnavar with the surrounding villages. The walk on the bridge and the sunsets are breathtaking.

8)Echo Beach:- Located one k.m. from Honnavar in Kasaragod, Echo Beach is a beautiful eco-friendly tourist destination that attracts tourists with its sparkling white sand. This beautiful harbor area, recognized by the Karnataka Tourism Department, is a popular spot for watching sunsets and sunrises.

Other Religious and cultural centers in Honnavar town:-

Famous religious and cultural centers include the Beteveera Sri Venkataramana Temple on Bazaar Road from Sharavathi Circle, Sri Rama Mandir, Sri Ganapati Temple on Rath Street, Sri Durga Devi Temple in Durga Keri, Shaneshwar Temple next to the bus stand, Mood Ganapati Temple in Prabhatan Nagar, San Salvador Church (1852)the ancient church in Taribagal, Pedro Poveda Church Bandehalla, Khizr Jamia Masjid Kasaragod, Jamia Masjid, Masjid-E-Hasan Usman nagar, Pratibhodaya Kalakendra, Social club etc.

2. Review of Literature

Heritage tourism research highlights the emotional, cognitive, and social experiences that result from engagement with historical spaces. Studies indicate that heritage sites enhance cultural identity, intergroup understanding, and awareness of the past. Scholars like Poria (2006), Timothy (2011), and Smith (2020) emphasise the role of personal connection and place identity in shaping visitor experiences. Others argue that tourism impacts local communities socially through cultural exchange, behavioural adaptation, and shifts in social norms.

Yet, many existing studies remain descriptive rather than behavioural. This literature review supports the need for a psycho-social perspective to understand how heritage spaces influence personal attitudes, behaviours, and interpersonal relationships.

Objectives

1. To analyse the socio-cultural importance of historical tourist spots.

2. To examine the behavioural changes experienced by visitors.
3. To evaluate interactions among tourists, local communities, and heritage environments.
4. To identify factors contributing to positive or negative behavioural impacts.
5. To offer suggestions for improving heritage-based behavioural engagement.

4. Research Methodology

4.1 Research Design

A mixed-method approach was adopted to triangulate behavioural findings.

4.2 Study Area

The study focuses on selected historical tourist spots (e.g., forts, palaces, ancient temples, archaeological sites) known for high cultural significance and public visitation.

4.3 Data Collection Techniques

Structured questionnaires were administered to 120 visitors.

Semi-structured interviews with 25 participants (tourists, local guides, vendors).

Participant observation at the sites.

Secondary data from tourism reports, cultural studies, and academic journals.

4.4 Data Analysis

Quantitative data were analysed using percentage analysis, while qualitative responses were thematically interpreted.

5. Results and Findings

5.1 Enhanced Cultural Awareness

Visitors expressed increased understanding of local traditions, historical narratives, and cultural values. Exposure to monuments improved appreciation for heritage, leading to behavioural changes such as respect for cultural diversity.

5.2 Emotional and Psychological Impact

Historical sites triggered strong emotional responses—wonder, pride, nostalgia, and curiosity. These emotions influenced reflective behaviour, promoting deeper engagement with the past.

5.3 Strengthening of Social Bonds

Family groups and friends often reported that visiting heritage sites improved their social bonding. Shared experiences fostered communication, cooperation, and positive social behaviour.

5.4 Identity Formation

Many visitors reported feeling connected to their ancestors, community history, and national identity. Heritage sites acted as spaces for strengthening personal and collective identity.

5.5 Educational and Behavioural Learning

Tourists exhibited improved behavioural traits such as patience, discipline, respect for public spaces, and willingness to follow rules. Guided tours enhanced interpretive learning and responsible behaviour.

5.6 Interaction with Local Communities

Tourist–local interactions influenced attitudes on both sides. Positive interactions created mutual respect, while negative ones occasionally led to cultural misunderstandings.

5.7 Commercialisation and Behavioural Issues

Overcrowding, commercialization, and lack of proper facilities sometimes triggered stress, irritability, and negative behaviours among visitors.

5.8 Impact on Local Culture

The presence of tourists influenced local behaviour—some adopted new cultural practices, communication styles, or business attitudes due to continuous tourist interactions.

6. Discussion

The findings support the notion that heritage tourism is a major driver of behavioural change. Historical spaces serve as social laboratories where individuals experience cultural immersion. The study confirms that direct contact with heritage builds emotional connection and awareness, aligning with theories of cultural socialisation and behavioural learning. However, commercial pressures and overcrowding may dilute cultural authenticity and negatively affect behaviour. Sustainable heritage management must balance tourism, conservation, and community needs.

7. Conclusion

Historical tourist spots play a crucial role in shaping human behaviour. They influence cultural understanding, emotional responses, social relationships, and personal identity. The study highlights the importance of preserving these spaces not just for heritage conservation but also for their behavioural and educational value. Effective interpretation, visitor management, and community involvement can significantly enhance the positive behavioural impact of heritage tourism. The research contributes to understanding heritage sites as living socio-cultural environments.

8. Recommendations

1. Improve heritage interpretation using guided tours, digital aids, and multilingual displays.
2. Enhance visitor facilities to reduce behavioural stress factors.
3. Train tour guides to promote culturally sensitive behaviour.
4. Encourage community participation in tourism activities.
5. Implement behavioural awareness campaigns on responsible tourism.
6. Use technology (AR/VR) to provide immersive learning experiences.
7. Monitor visitor behaviour to identify problem areas.
8. Develop school/college programs for heritage-based behavioural education.

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