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## CONTENTS

<i>From the Editor's Desk</i>	<i>iii</i>
<b>Research Papers/Main Articles</b>	
1. <b>Folk Research and Folklore Studies: Moving Towards Anthropology, Sociology or away from History?</b>	<b>1</b>
<i>K.V. Ramakrishna Rao</i> Assistant Commissioner – Customs, Central Excise and Service Tax (Retd.) Independent Researcher Director – Institute for the Study of Ancient Indian Arts and Sciences, Chennai	
<b>Commentary Reports/Short Articles</b>	
2. <b>Anthropology and Folklore</b>	<b>13</b>
<i>Dr. M.P. Damodaran</i> Assistant Professor, Department of Anthropology University of Madras, Chennai	
3. <b>Folklore and Education – A Lifelong Process</b>	<b>21</b>
<i>A. Indira</i> Assistant Professor, Department of History and Tourism and Travel Management Ethiraj College for Women (Autonomous), Chennai	
4. <b>Birbal and Tenali Rama – Exemplary Humorists of Indian Historical Folktales</b>	<b>29</b>
<i>Dr. Cinthia Jude</i> Assistant Professor Department of History and Tourism Stella Maris College (Autonomous), Chennai	
5. <b>Prasadam – The Divine Authentic Food of Ancient Temples of Tamil Nadu</b>	<b>37</b>
<b>Kunnal Sodhi</b> Assistant Professor, Department of Hotel Management T. John College, Bangalore	
<b>Methodological Debates/Notes</b>	
6. <b>International Tourists Perception about Folklore Tourism in Madurai</b>	<b>45</b>
<i>Dr. S. Kumaran</i> Professor, Alliance School of Business, Alliance University, Bangalore <i>Dr. T. Milton</i> Dean, Department of Tourism and Hospitality Management Bharat Institute of Higher Education and Research, Chennai & <i>Manjeet Singh</i> Assistant Professor, Department of Tourism and Travel Management Central University of Jammu, Jammu	
7. <b>Feature Films – A Catalyst to Folklore Culture: A Study on Hindi, Tamil and Malayalam Films</b>	<b>53</b>
<i>Dr. Shan Eugene Palakkal</i> Assistant Professor, Department of History Stella Maris College (Autonomous), Chennai	

<b>8. Tribal Tourism in Odisha and Tribal Festivities of Santal – A Study</b>	<b>59</b>
<i>Dr. Pareswar Sahoo</i> Assistant Professor, PG Department of History Shailabala Women’s College (A), Cuttack	
<b><i>Book Review</i></b>	
<b>9. Indian Cultures as Heritage: Contemporary Pasts</b>	<b>65</b>
<i>Dr. T. Chandralekha</i> Former Dean of Humanities & Sciences Dr MGR Educational & Research Institute University, Chennai	
<b><i>Guidelines for Authors</i></b>	<b>67</b>



## FROM THE EDITOR'S DESK

### OBJECTIVE AND SCOPE:

The Bi-Annual Journal of Indian Art, Culture, Heritage and Tourism (JIACHT) is a national peer reviewed half yearly publication. The Journal is multi-disciplinary in nature and encompasses wide range of areas such as art, culture, heritage and tourism for the researchers throughout the globe in order to promote studies of applied and professional interest. The Journal welcomes exceptionally high quality theoretical and empirical original writings and analysis pertaining to the issues related to India from the academics, practitioners and scholars belonging to India wherever they are placed and from the non-Indian scholars dealing with India.

Founded in 2009 by Dr. Prabhu Kumari Vanama, JIACHT is the India's scholarly Journal that authoritatively focuses on art, culture, heritage and tourism pertaining to both the age old as well as contemporary issues relating to India. This **Fifth Issue** (Volume. 10, Issue. 2) comprises of 1 Research Paper, 4 Commentary Reports, 3 Methodological Debates and 1 Book Review.

### FREQUENCY:

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The beloved encouragement of *Lionade. Mrs. Vanama Jnana Prasuna, Playback Singer* and the *Trustee* of the *Vanamaa Art, Educational and Cultural Trust*, who stood as a backbone in accomplishing this task is acknowledged with greatest gratitude.

This journal is an outcome of the benevolent blessings of *Lion. V.S.D.P. Pulla Rao, Pharmaceutical Manufacturer, Business Entrepreneur* and the *Trustee* of the *Vanamaa Art, Educational and Cultural Trust*, but for whose concern and caring it should not have seen the light of the day. I dedicate this journal to him.

It is time to place on record the humble and honesty filled thanks to the Journal's Board of Editors *Dr.Tmt.T.Chandralekha* and *Dr.G.J.Sudhakar* for constantly fuelling me with the required academic acumen, which ultimately helps me in executing this Journal successfully.

It will be obvious after reading this journal, that folklore has and is playing a predominant role in influencing the history as well as the contemporary society through the various scholastic research contributions of *K.V. Ramakrishna Rao - Assistant Commissioner (TN) - Customs, Central Excise and Service Tax (Retd.)*; *Dr. M.P. Damodaran, Assistant Professor, Department of Anthropology, University of*

Madras, Chennai; **A. Indira** - Assistant Professor, Department of History and Tourism and Travel Management, Ethiraj College for Women (Autonomous), Chennai; **Dr. Cinthia Jude** - Assistant Professor, Department of History and Tourism, Stella Maris College (Autonomous), Chennai; **Dr. S. Kumaran** - Professor, Alliance School of Business, Alliance University, Bangalore, **Dr. T. Milton** - Dean, Department of Tourism and Hospitality Management, Bharat Institute of Higher Education and Research, Chennai & **Manjeet Singh** - Assistant Professor, Department of Tourism and Travel Management, Central University of Jammu, Jammu; **Dr. Shan Eugene Palakkal** - Assistant Professor, Department of History, Stella Maris College (Autonomous), Chennai.

As food occupies the order of the day whether in ancient past or in the contemporary times, the research article by **Kunnal Sodhi** - Assistant Professor, Department of Hotel Management, T. John College, Bangalore found a pertinent place in this volume as it delves into how the ancient divine food *Prasadam* maintained its' uniqueness from day one till date

Yet another interesting article by **Dr. Pareswar Sahoo** - Assistant Professor, PG Department of History, Shailabala Women's College, Cuttack instills the mood of fiesta in the minds of the readers by corroborating the tribal festival activities in Santal, a prominent tourist destination of Odisha.

As the doors of the world are now wide open to people due to the technological advancement, people are willing to throng to places either physically or technically irrespective of their age, gender, class, caste or creed and even region, India is being most willingly sought as a beloved destination to visit or to view, and keeping this in mind, one of the historic and scenic destinations of India i.e., **Majestic Jaipur The Pink City**, which was diligently penned by Sara Wheeler has been scholastically reviewed by **Dr. Tmt. T. Chandralekha**, Former Dean of Humanities and Sciences, Dr. MGR Educational and Research Institute University, Chennai and this was accredited with an appropriate place in this volume

On the whole, an ensuring glimpse into this affirming journal, provides an assuring scholastic fiesta to the academicians as well as to the common herds.

(V. PRABHU KUMARI)