

Scope of Heritage Walk as a Tourism Product in Udaipur

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ABSTRACT

India has been famous for its rich culture and ancient heritage, so in India the scope of heritage tourism was anticipated pretty long. In last few years in India, heritage tourism has emerged a massive growth, ever since government of India started additional initiatives to boost India's image as destination for heritage tourism. Each year millions of tourists attract to Indian heritage attractions as India is full of glorious history and cultural diversity. In India heritage tourism are reflected by various attractions like temples, forts, palaces, and monuments which one can find everywhere in India and to explore all this at one go we have one of the best option is Heritage Walk. Heritage walk is most trending tourism product all over the world. Heritage walk is a tool to explore the unexplored and neglected richness of a country. It plays an important role for the development of history and character of city through generating interests and involvement of local community in the urban conservation activity. Heritage walks can generate revenue and upkeep of lesser known structures, while keeping history alive for future generation.

Keywords: Tourism, Heritage Tourism, Heritage Walk, Tourism Product.

INTRODUCTION:

Tourism is nothing but travelling from usual environment to explore something new for different purposes like business, entertainment, leisure and to fulfill various purposes. There are different types of tourism like adventure tourism, cultural tourism, dark tourism, space tourism, sustainable tourism, ethnic tourism, grey tourism and is never ending. All the types of tourism in India registered immense growth in the last decade. Each types of tourism is boosting maximum revenues and among all the types of tourism there is one of the most popular types of tourism is Heritage Tourism as India is Known for its Culture and Heritage.

Heritage Tourism is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The National Trust for Historic Preservation in the United States defines heritage tourism as "travelling to experience the places and activities that authentically represent the stories and people of the past," and cultural heritage tourism is defined as "travelling to experience the places and activities that authentically represent the stories and people of the past and present." Heritage is combination of our inherited traditions, monuments, objects and culture. It's a range of contemporary activities, meanings, and behaviours that we draw from them. Heritage is more than preserving, excavating, displaying, or restoring a collection of old things.

In last few years in India, heritage tourism has emerged a massive growth, ever since government of India started additional initiatives to boost India's image as destination for heritage tourism. In India heritage tourism are reflected by various attractions like temples, forts, palaces, and monuments which one can find everywhere in India. This leads to increase in scope of heritage tourism in India. There are various popular heritage tourism destinations like Agra, Rajasthan, Mahabalipuram & Madurai (Tamil Nadu), Lucknow (Uttar Pradesh), Delhi, Khajuraho (Madhya Pradesh), Aurangabad (Maharashtra) and so on. Heritage tourism is very important in India, as per the data Heritage tourists spend 20% more and stay 22% longer than any other tourists. We can indentify that the potential of heritage tourism in India is really high as we are having various resources to

serve. One of the most prominent tourism products which are getting popular all over the world is Heritage Walk through which Heritage tourism in India will grow and there is very broad scope for further development which can be attained only through combined efforts of the government of India and the tourism boards.

Heritage Walk in India:

Heritage walk is most trending tourism product all over the world. Heritage walk is a tool to explore the unexplored and neglected richness of a country. It plays an important role for the development of history and character of city through generating interests and involvement of local community in the urban conservation activity. Heritage walks can generate revenue and upkeep of lesser known structures, while keeping history alive for future generation.. Most popular heritage walks of India are:

- The Mylapore Walk, Chennai
- The Mysore City Walk, Mysore
- The Panjim Walk, Goa
- The Worli Walk & The Dadar Walk, Mumbai
- The Humayans' Tomb Walk & The Old City Walk, Delhi

Heritage Walk in Rajasthan:

Rajasthan is one of the most popular tourist destinations in India which known for its culture and heritage. Rajasthan itself has slogan which speaks about culture i.e. "Padharo Mahare Desh" which includes forts, palaces, art, fairs & festivals, etc. Heritage Walk is also becoming a very popular tourism product in Rajasthan. There are various heritage walk which are conducting in Rajasthan like:

- Vintage Heritage Walk, Jaipur
- The Heritage Walk, Jodhpur
- Amber Heritage Walk, Jaipur
- Delwara Heritage Walk, Delwara
- Shekhawati Heritage Walk, Nawalgarh

Heritage Walk in Udaipur:

Udaipur the 'city of Lakes' seems many worlds away the desert land and the golden sand dunes that epitomise Rajasthan. Udaipur is romantic land that had been popular for Rajputs and their culture. Udaipur receives large number of tourists from all over the world every year for its heritage tourism. Udaipur is popular for the lakes, temples, huge forts, cuisine, language, religion, folk dance and music and palaces which boast rich legacy of this city. There are various landmarks of Udaipur which are very famous tourist points, to explore such tourist point's heritage walks can be ice on the cake. There are two most potential heritage walks can be conducted in Udaipur, which can become a tourism product. The heritage walks are first old city heritage walk, secondly Ahar Heritage walk.

Old City Heritage Walk (Heart of Udaipur City):

Old city heritage walk offers incredible experience of indulging in the life of local, trail is through the heart of the city, market areas, and medieval households and so on. There are professional guides which can show the actual side of Udaipur through their immense knowledge. This 2 hours heritage walk is designed to bring a flow in kind of experience and knowledge. Earlier Udaipur Municipal Corporation and Department of Tourism started old city heritage walk with the contract of 3 years, they also managed an experienced and knowledgeable professional guide. It started really well but after the contract finished, it never came in existence again. Now there are few private travel agencies who conduct heritage walk in old city.

Circuit of Old City Heritage Walk:

1. **Jagdish Temple:** It is one of the famous temples of Udaipur which is located in the City Palace complex of Udaipur. The architecture of the temple is made in Indo – Aryan style. Jagdish Temple made in year 1651 by Maharana Jagat Singh, who ruled Udaipur during 1628-53. The temple is dedicated to Lord Vishnu, the preserver of Universe.
2. **Lal Ghat:** Lal Ghat is the traveler ghetto of Udaipur. It is one of the popular ghat of Udaipur, is perfect abode for those who are looking for inner peace and relaxation.
3. **Gangaur Ghat:** It is a prime location of Udaipur i.e. the main ghat which is situated on the banks of Lake Pichola in the heart of old city. It is a magnificent location for all the photo capturing maniacs, as one can capture the beauty of old city in one frame.

4. **Bagore Ki Heveli:** It is on the waterfront of Lake Pichola at Gangaur Ghat. It is perfect place to explore the ancient architecture and life style of the royal family. It was built in eighteenth century by Amar Chand Badwa, the Prime Minister of Mewar. Presently, The West Zone Cultural Centre renovates the haveli into museum.
5. **JethiyoKaAkhada:** It's a place where all the Jethi community used to live. It was said that earlier in Mewar State Jethies were the community which used to participate in wars as Jethi were really strong.
6. **Bhil Market:** Bhil market is one the oldest market of Udaipur, where Bhil tribe used to do shopping. Bhil tribe is one of the largest tribe in Rajasthan.
7. **Ganesh Ghati:** Ganesh Ghati is a very popular street in old city of Udaipur. One can see the old architecture of households while going for heritage walk.
8. **Kawar Pada Mahal (Palace):** In the middle of old city of Udaipur, Kawar Pada Mahal is presently serving a school. It was built in 1876 by Maharana Swaroop Singh. In ealier time this complex was a taksaal where all silver coins used to keep during ruling time. Here long back, kids of Maharanas used to study that were the reason its name was kept Kawar Pada.
9. **GhantaGhar:** It is the City Clock Tower – symbol of communal harmony erected by Pradhan Rai Pannalal Mehta, was Pradhan of Mewar state from 1869-1894. Presently, it still stands tall with Kotwali in background.
10. **Jal Sanjhi Temple:** Shri RadhaVallab Ji Temple is dedicated to Lord Krishna, where Jal Snajhi Art is practicing. Jal Sanjhi Art is almost 300 years old. This exclusive art form is not made on any cloth or paper but the canvas is on water.

Ahar Heritage Walk:

Ahar heritage walk is one of the most prominent heritage walk of Udaipur. This heritage walk will offer a collection of rich history and culture of ancient Ahar civilization. Through the walk one can experience 4000 years old glorious historic civilization. The trail has 8 pausing vintage points, each have its own importance and history. Ahar heritage walk for the first started in Feb 2017 by the collaboration of Udaipur Municipal Corporation and MaharanaMewar Charitable Foundation (MMCF). When it started, heritage walk conducted weekly, but today it conducted monthly. If we want Ahar Heritage Walk to be a prominent tourism product, then there should be good understanding between Municipal Corporation, MMCF and Department of Tourism Udaipur to make it a valuable tourism product, so more international and domestic tourists will be attracted. This trail consumes 1 hour.

Circuit of Ahar Heritage Walk:

1. **Ahar Mound:** Ahar civilization is situated on the south-eastern part of Rajasthan which is currently known as Udaipur. It's one of the oldest civilizations on the world. Ahar is one of the largest Rural Bronze age sites of Ahar-Banas Culture of soutn Rajasthan in 2000 B.C. this site also known as Dhool-Kot which is located on the bank of river Ahar, a tributary of river Banas.
2. **Royal Cenotaphs, Mahasatya Ji:** Ahar cenotaph complex was built under the royal patronage of Mewar dynasty in the memory of their forefathers and to conduct funerary activities. It is one the lagerst cenotaph complexes among the other Medieval Rajput cenotaph complexes covering an area of 3.2 hectare.
3. **GangaubhavKund:** Gangaudbhav or the holy pool (kund) is siturated next to cenotaphs; it's believed that the holy pool is originated from river Ganga.
4. **BhaktimatiMeera Temple:** In early medieval phase i.e. in 10th-11th century, few jain and hindu temples were also built near Ahar site. The BhaktimatiMeera temple built in the 10th century has projected walls resting on a high plinth.
5. **Ahar Jain Temple:** Ahar Jain Temple complex was built in 10th century and is suited in front of Meera temple. The complex has temples of jain first Teerthankars Aadinath, the 24thMahaveer and a temple of Shantinatha.
6. **Traditional Musical Instrument shops:** Ahar is also known for the the traditional Drum, Tabla and Damru makers. The area is also honored through the dedication of specific streets and makers like Chhipoka Mohalla, where traditional tie and die craftsmen inhabit.
7. **Ahar Museum:** Ahar Archaeological Museum is famous for its various architectural sculptures pieces date back to 1700 BC.

LITERATURE REVIEW:

Heritage tourism India has registered an immense growth in the last few years, ever since additional initiatives were taken by the government of India to boost India's image as a destination for heritage tourism. India has

always been famous for its rich heritage and ancient culture. So the onset of heritage tourism in India was long anticipated. India's glorious past and cultural diversity make a potent blend which attracts millions of tourists each year to its heritage tourist attractions. The government of India and the Ministry of Tourism and Culture encourage heritage tourism in India by offering several benefits to the Indian states that are particularly famous for attracting tourists. India's rich heritage is amply reflected in the various temples, palaces, monuments, and forts that can be found everywhere in the country. This has led to the increase in India's heritage tourism. (Business Maps of India, 2018)

According to (Sharma & Sharma, 2017) Present research concludes that resident's acceptance of tourism is the key to the destination survival, therefore, it is suggested that government should ensure local community satisfaction while planning for tourism development. Close mentoring and monitoring mechanism for the tourism activities and initiatives by government may contribute towards holistic tourism development. The tourism sector is a major economic engine and generates a large part of the employment and business opportunities to the residents worldwide. To link the commitment from within the society to cultural heritage and use it for tourism attractions, could be an opportunity to boost the tourism sector and therewith employment levels. Furthermore, it would increase the attractiveness and competitiveness of the entire Himachal Pradesh Tourism. Preserving the world's cultural heritage for the enrichment and education of present and future generations is crucial. A great deal of tourism relies on places with natural, indigenous and historic significance which tourism products are based. In order to respect the cultural significance of the destination, people involved in tourism industry need to be sensitive to cultural groups who have a special interest in them and they need to directly involve in the planning and promotion of the destination. More importantly, different sectors have to recognize that heritage resources are the key for their own sustainability and they are not exogenous factors.

Cultural heritage conservation is always a center of discussion in the form of developing economy of various nations. Cultural heritage tourism product is becoming a prime source for developed and developing countries though it is a subsidized product of tourism. The reason of subsidizing may be underpinning of heritage tourism is attractions. Huge number of examples currently in practice throughout the world of natural and cultural heritage sites that are of internationally approved and many more thousands of local notoriety. All of these play an important role in the supply of tourism although they may draw different market segment e.g. international tourist and local recreational users. (UK Essays, 2016)

According to (Pratap, 2018) Heritage walks are generating revenue for the curators and the upkeep of lesser-known structures, while keeping history alive for future generations. Heritage walks are an increasingly popular way to discover hidden nooks and corners of cities — replete with history, folklore, mythology, tales of kings and queens, and sometimes otherworldly beings. With the growing interest in uncovering cities on foot, heritage and food walks have become a business opportunity for entrepreneurs. "There are many more organisations today than there were 10 years ago. And there is a need for more creative ideas in this space," says Vijay Prabhat Kamalakara, a former banker and IT consultant who, in December 2006, started Storytrails, an organisation that helps people sample India through its stories. His company currently organises trails in Chennai, Madurai, Puducherry and Thiruvananthapuram. As a result, almost every city in India — from Lucknow to Hyderabad and Kolkata to Ahmedabad — is seeing the emergence of companies or groups offering walks — both on weekdays and weekends. And big cities such as Delhi and Mumbai have over 30 players offering walks. But only those who provide a differentiated experience are able to build a sustainable customer base.

According to INTACH one of the important mandates is to make the citizens aware of the importance of their cultural and historical environment and help them to develop a harmonious relationship with it. In pursuit of this objective, INTACH has been regularly conducting walks in various areas of Delhi since 2005. Heritage walks is an important strategy to achieve the following objectives:

- Create awareness among citizens about the key historic areas within Delhi.
- Help citizens and tourists to relate to the historic parts of the city in a more personal and intimate manner.
- Draw the citizens of Delhi and tourists into areas of rich cultural and architectural Heritage, which are not yet on the tourist itinerary.
- Heightening sensitivity of the local populace towards the historic value of settlements and encouraging local communities to conserve and preserve their own heritage and inculcate a sense of pride and appreciation among them.
- Initiate community based conservation efforts involving citizens, volunteers, and other organizations. (INTACH Delhi Chapter, 2018)

Heritage walks, are best way to learn and recognize our culture, tradition, philosophy, myths and associated rituals with them. The walk makes one look back and reminds us of our rich culture and history, provoking us to

thing about the existence of every historical structure and place. It also helps in bringing focus of authorities towards the degrading conditions of heritage place, promoting their care and restoration. (Spicmacay, 2018) According to (Nazki & Khan, 2018) Heritage is legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritage is both irreplaceable sources of life and inspiration. Cultural heritage is reference point to the past. It helps us to understand history and the ancestry that binds us together, at the same time, being an integral part of our present, and of our future. Srinagar is a city of unparalleled beauty and heritage, and the best way to explore it is by walking through its street and lanes. Almost every street corner will surprise with something new and wonderful. So, its preservation should be the prime concern of the stakeholders associated with it. Heritage walk helps to make people aware about the importance of preserving the rich heritage and culture, promote culture and heritage at national as well as at international levels, plays significant role in sustaining local communities, and eventually paves way for entrepreneurial opportunities for the locals.

METHODOLOGY:

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

Research can be either primary or secondary.

Primary research is new research, carried out to answer specific issues or questions. It can involve questionnaires, surveys or interviews with individuals or small groups. In this research utilises questionnaires as a primary source of information. Secondary research makes use of information previously researched for other purposes and publicly available. Secondary research includes published research reports in a library, surveys or the Internet.

OBJECTIVES:

- To find the scope of heritage walk in Udaipur.
- To suggest the major circuits for heritage walk in Udaipur.
- To understand the perception of stakeholders of tourism towards heritage walk.
- To study the role of government in promoting heritage walk.

Data Collection Method:

There are two methods of data collection i.e. qualitative data collection method and quantitative data collection method. In my paper I have used quantitative data collection method. The quantitative data collection methods, rely on random sampling and structured data collection instruments that fit different experiences into various predetermined response categories. They produce results that are easy to summarize, compare and generalize. It includes interviews, questionnaires, etc.

I made questionnaire to produce results. As it was the most convenient method to collect the primary data from the respective sample size.

Sampling Method and Size:

Usually, the population is too large for the researcher to attempt to survey all its members. A small, but carefully chosen sample can be used to represent the population. The sample reflects the characteristics of the population from which it is drawn.

In my paper I used random sampling method which comes under probability sampling method because my sample should represent the target population and eliminate sampling bias.

The sample size of my study was **50**. As my target I choose stakeholders of tourism which can be guides, tour operators, travel agencies, Department of Tourism (Udaipur), Udaipur Municipal Corporation, tourism teachers & researchers and they going to fill questionnaire randomly.

FINDINGS AND DISCUSSION:

The data collection method was structured questionnaire. On the basis of my questionnaire I did my findings and interpretation of many aspects regarding the opinion of stakeholders related to the scope of heritage walk in Udaipur.

1. Awareness of Heritage Walk in Udaipur. (Figure 1)

All the stakeholders (100%) related to tourism industry in Udaipur know about the Heritage walk.

2. Udaipur a suitable place for heritage walk. (Figure 2)
52% of the stakeholders strongly agreed, 46% of the stakeholders agreed that Udaipur is the most suitable place for heritage walk and 2% of the stakeholders strongly disagreed that Udaipur is not suitable place for heritage walk.
3. Heritage walk can become a potential tourism product in Udaipur. (Figure 3)
54% populations of stakeholders strongly agreed, 34% of the stakeholders agreed that Heritage Walk can become a potential tourism product in Udaipur; 12% of the stakeholders were neutral.
4. Heritage Walk will help in employment generation. (Figure 4)
29% of the stakeholders were strongly agreed, 53% of the stakeholders were agreed that heritage can help in employment generation in tourism industry; 16% stakeholders were neutral and 2% were strongly disagreed that heritage walk cannot help in employment generation.
5. Heritage Walk may increase the length of stay of tourist in Udaipur. (Figure 5)
34% population of stakeholders strongly agreed, 54% of the stakeholders were agreed that heritage walk can increase the length of stay of tourist in Udaipur, 8% of the stakeholders were neutral but 4% of the stakeholders disagreed with the statement.
6. Udaipur has all the required resources to conduct a heritage walk. (Figure 6)
When stakeholders talked about required recourses for conducting a heritage walk, there were different point of views like 30% of the stakeholders strongly agreed, 36% of the stakeholders were agreed with the statement, 18% were neutral and 16% disagreed with the statement.
7. Government sponsored heritage walks will attract more tourists. (Figure 7)
32% population of stakeholders strongly agreed, 55% of the stakeholders were agreed that tourist will be more attracted if heritage walks will be government sponsored, 13% were neutral but nobody disagreed with the statement.
8. Government is taking desired initiatives to promote Heritage Walk in Udaipur. (Figure 8)
When stakeholders were asked is government taking desired initiatives to promote Heritage walks in Udaipur, there were different point of views as 22% of the stakeholders strongly agreed, 47% were agreed with the statement, 20% were neutral but 30% disagreed with the statement.
9. Heritage Walk should be conducted in following intervals. (Figure 9)
38% stakeholders said heritage walk should be conducted once in a week, 36% said twice a week, 24% said once in a month were as only 2% said twice in a week. As the above data stakeholders feels heritage walk should be conducted more often.
10. Heritage Walk can be promoted through following source of information. (Figure 10)
76% of the stakeholders think social media is the best source of information to promote heritage walk, where as 52% thinks travel agencies, 40% thinks hotels and newspaper are best and only 10% think friends and relatives are best way to promote heritage walk.
11. Problems affecting Heritage Walk in Udaipur. (5 is the highest and 1 is the lowest) (Figure 11)
Here stakeholders were asked about problems which can affect heritage walk in Udaipur, more than 50% population of stakeholders said that lack of information and infrastructure is a major problem for heritage walks.

CONCLUSION:

I would like to conclude by saying that when international tourists or domestic tourists talk about Rajasthan especially Udaipur, they are more interested in culture and heritage. Heritage is the most growing aspect of tourism industry now days. There is a huge scope of Heritage Walks as a product in Udaipur as per the perception of stakeholders of tourism industry. There can be two best suggested circuits of heritage walk in Udaipur. There are only few people who are not having any idea about heritage walk. Stakeholders strongly believe heritage walk have huge potential to a become a successful tourism product as Udaipur has all required resources related to heritage walk like history, ancient infrastructure, capable guides and so on. Stakeholders also believe government plays a vital role in scope of heritage walk in Udaipur as if government sponsored heritage walk will be more entertained for tourists rather than private one. So government should take following initiatives to promote heritage walk in Tourism. Stakeholders also feel heritage walk should be conducted frequently. The marketing or promotion should be done broadly so that everybody should have information related to heritage walk and more people can participate in the same. There are lot of problems which can affect heritage walk in Udaipur like lack of information as there are many monuments whose history is not clear with the people, cleanliness is big issue, ancient infrastructure need to be maintained as on what basis only heritage walk will be conducted, there should also be equal participation of government, local people & stakeholders then only heritage walk will get a shape in Udaipur.

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FIGURE(S):

Figure1: Awareness of Heritage Walk in Udaipur

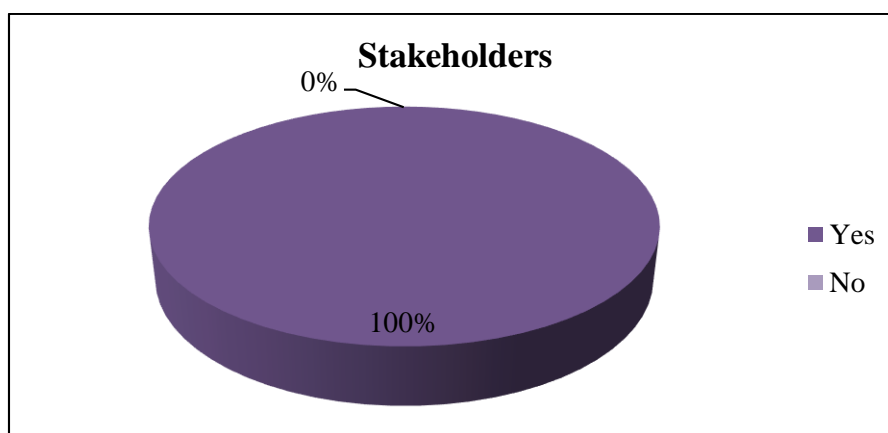


Figure 2: Udaipur a suitable place for heritage walk

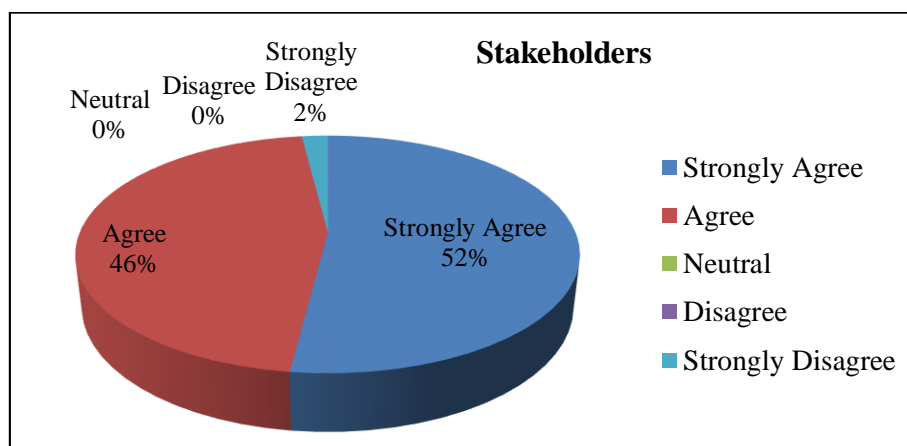


Figure 3: Heritage walk can become a potential tourism product in Udaipur

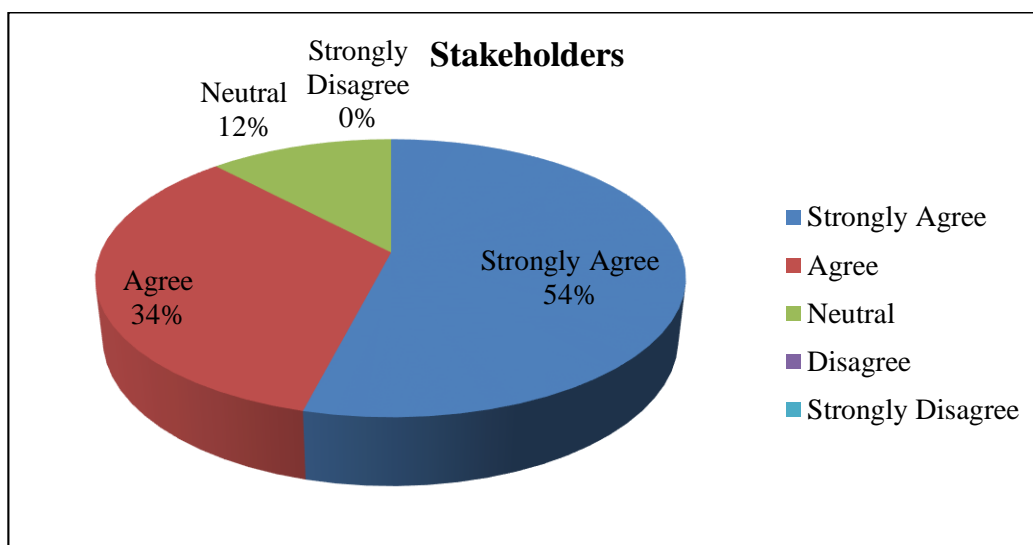


Figure 4: Heritage Walk will help in employment generation

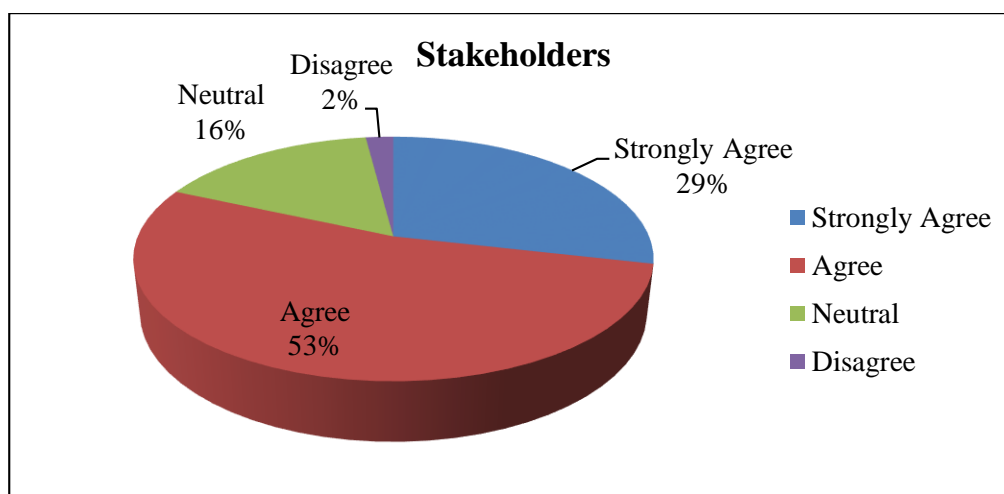


Figure 5: Heritage Walk may increase the length of stay of tourist in Udaipur

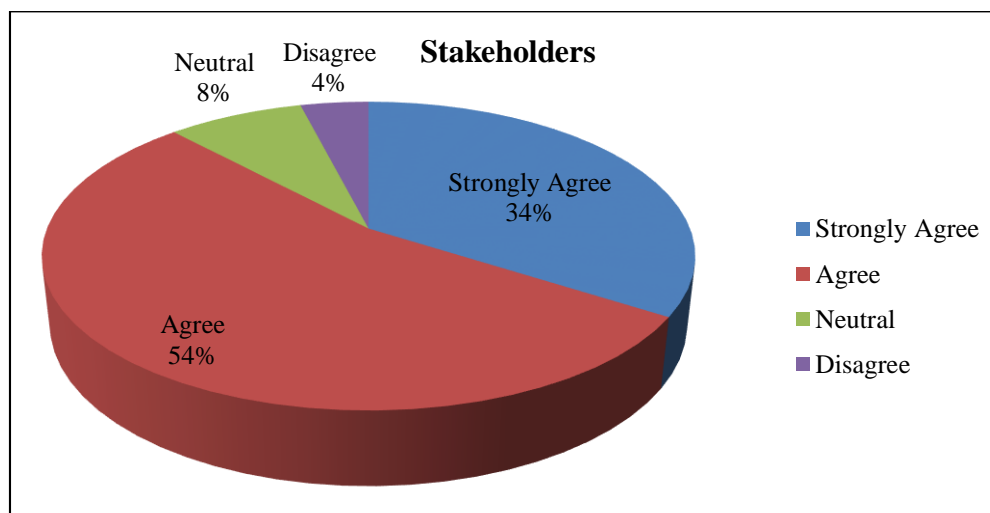


Figure 6: Udaipur has all the required resources to conduct a heritage walk

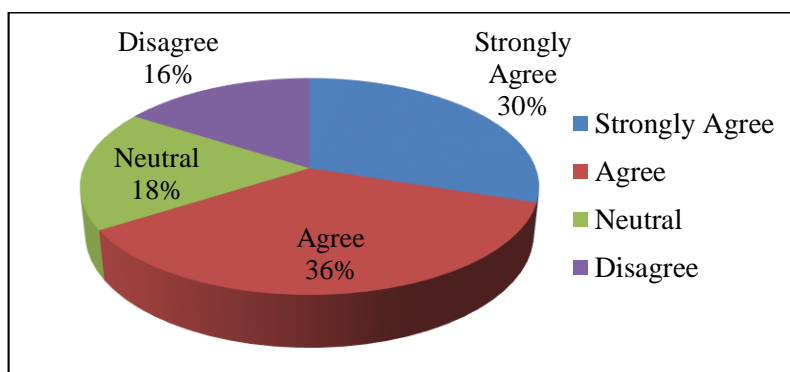


Figure 7: Government sponsored heritage walks will attract more tourists

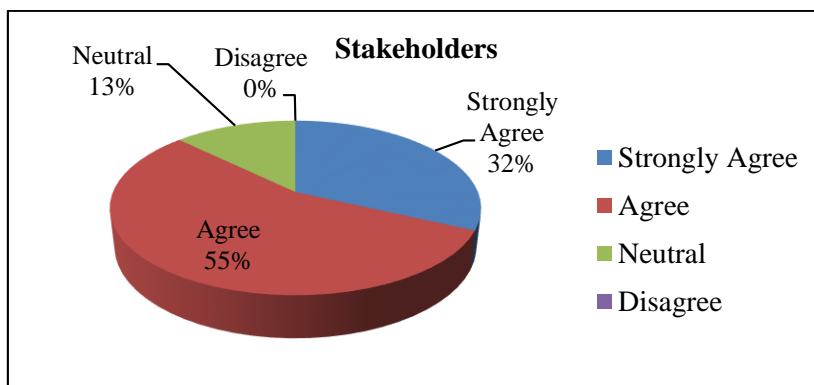


Figure 8: Government is taking desired initiatives to promote Heritage Walk in Udaipur

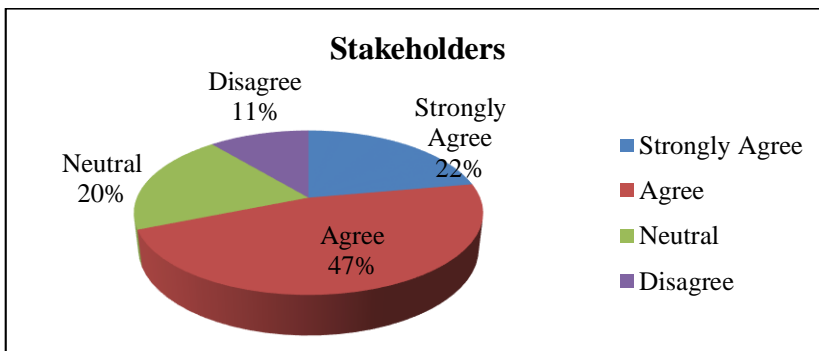


Figure 9: Heritage Walk should be conducted in following intervals

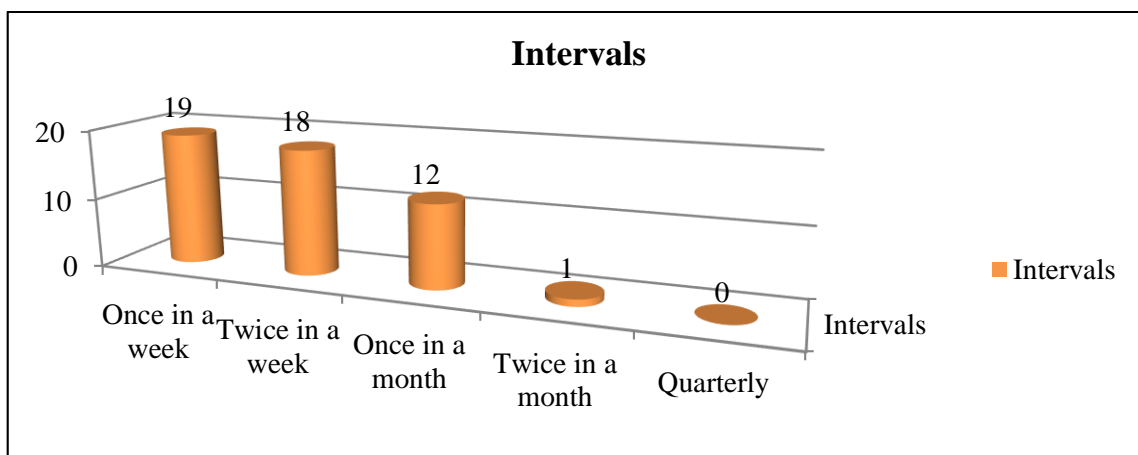


Figure 10: Heritage Walk can be promoted through following source of information

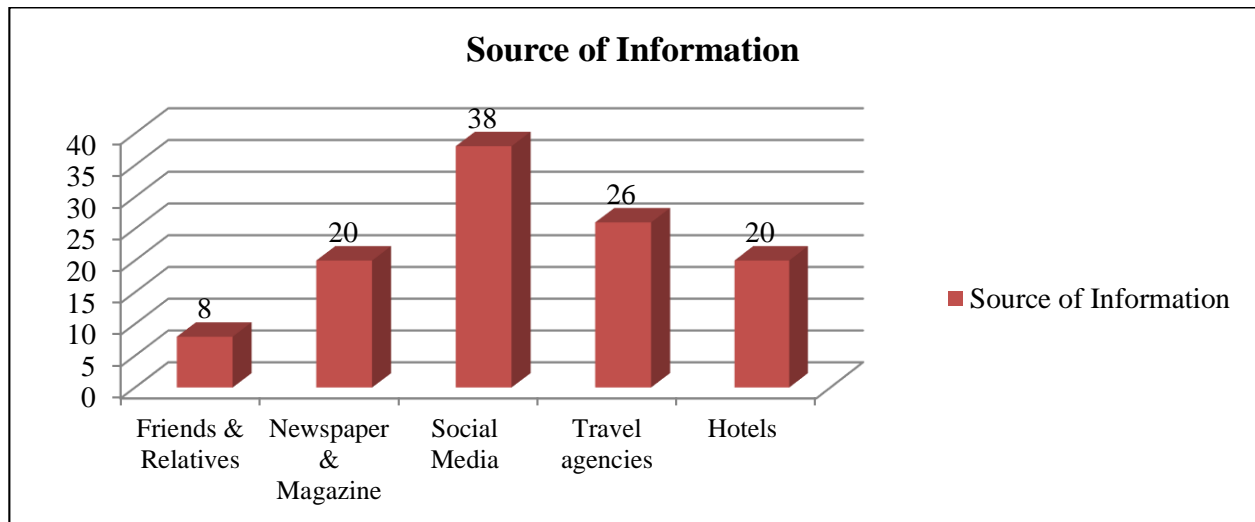


Figure 11: Problems affecting Heritage Walk in Udaipur. 5 is the highest and 1 is the lowest

