

Scope of Heritage Walk as a Tourism Product in Bharuch

Yash Shah¹

¹PG Student, Dept. of Town and Country Planning, Sarvajanic College of Eng. And Technology, Surat, India

Abstract - Heritage tourism involves services to tourists with the occasion to understand and pleasure from the uniqueness of natural and heritage features. Cultural legacy, environment, accessibility, and facilities are important features of heritage tourism places. India's cities are endowed with heritage structures, cultural landscapes, practices, and expressions which, over centuries, have not only defined collective identities and a strong sense of belonging, but also provided critical services, such as water supply and housing conditions, and served as livable economic hubs. In a previous couple of years in India, heritage tourism has emerged a massive growth, ever since the government of India started new initiatives to boost up India's image as a destination for heritage tourism. The study provides ample scope and opportunities for heritage tourism development in Bharuch. In India heritage tourism is reflected by various attractions like forts, palaces, temples, and monuments which one can find everywhere in India and explore all this at one go we have one of the best options is Heritage Walk. Heritage walks represent the connection and interpretation of particular sites of historical and cultural significance to form a cohesive, 'themed journey' through space. It plays a vital role in the development of the history and character of the city through generating interests and involvement of the local community in urban conservation activity. This paper attempts to probe the scope of heritage walk as a Tourism product in Bharuch city of Gujarat State, which can help in shaping our society.

Keywords: Heritage Tourism, Heritage Walk, Heritage Conservation, Bharuch City

1. INTRODUCTION

Tourism is a multifaceted leisure activity of human beings. A person who travels from one place to another place for leisure, pleasure, and business is called tourism. Tourism has become the largest industry in the world and changed the present scenario as the fastest growing industry. India name as one of the most famous destinations in the world Tourism destinations. India has rich Culture and Heritage. It's also famous for Geographical and cultural diversity. All the types of tourism in India registered immense growth in the last decade. Each type 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. The World Travel and Tourism Council (WTTC) calculated that tourism generated 6.6% of the nation's GDP in 2012. The sector is predicted to grow at an average annual rate of 7.9% from 2013 to 2023.

According to WTTC India is become the 7th largest tourism economy in terms of GDP in 2017. Tourism is the world's largest and fastest-growing industry. As projected, there will be tremendous growth in Tourism by 2020 (WTO, 1999). Tourism also facilitates access to social and cultural aspects of the destination. Heritage tourism is one of the types of tourism whose aim is to discover historically and culturally important places and it is a highly fashionable and admirable tourism activity in modern times. Heritage tourism is a new and modern phenomenon relating to cultural tourism but its origin is mapped out back to the ancient periods of human existence. Heritage tourism is the travel activity made to investigate and experience the places, activities, and artifacts that realistically stand for stories and lives of people in the past and present. A large number of old palaces, Havelis, and darbagadhs exist in the state. These historical buildings can be converted into hotels, restaurants, or museums by providing suitable incentives to owners. Heritage tourism is important for various reasons it has a positive economic and social impact it establishes and reinforces identity; it helps preserve the cultural heritage, with culture as an instrument it facilitates harmony and understanding among people, it supports culture, and help renew tourism. Heritage tourism is an expanded area of research that was originally designed in simple supply-side terms as visited spaces adjudged, habitually by experts, to comprise or represent the heritage of a destination. This heritage was associated with the glorious past; plantation great homes castles, Forts, Temple complex, battlegrounds, old religious buildings. Same historical appearance as important cultural inheritances ethical of protection and presentation. Heritage walks help preserve heritage through the transfer of knowledge. City branding initiatives bring heritage properties to the limelight. It is essential to place environmental concerns and concerns of stakeholders of heritage properties alongside profit while working towards any city's attractiveness for business and investments. One of the most prominent tourism products which are getting popular all over the world is Heritage Walkthrough 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.

1.1 Bharuch City

The city of Bharuch stands on the right bank of the estuary of the River Narmada 50 km upstream of Dahej, where it debouches into the Gulf of Khambhat and then drains into the Arabian Sea. The land is around is rich in black cotton soil. In the past, the city was a hub of cotton and grain

trading. The city reflects the cultural diversity and is an important center for different religions owing to the variety of rulers. Each of the several rulers of Bharuch has left an imprint on the city, but much-built heritage has been lost to plunder and pillage. At each such adversity, the city went under but amazingly resurged. This capacity of Bharuch has yielded the proverb, 'Bhangyu Bhangyu Toye Bharuch' which celebrates the spirit of the city to recover and rise from calamities. Such influences made it important in Hindu, Jain, and Buddhist Mythologies. The multiple influences are reflected in the architecture of the core Bharuch city. After Varanasi, Bharuch is the second oldest continuously inhabited city in India. It has been home to multiple cultures and has a rich variety of architecture. These, along with the river, weave a strong identity of the city reflecting its past and present. It still retains some memorials of tangible heritage, but these are endangered due to neglect by the citizens as well as the local government. Unexplored heritage lies scattered around the Old City area in a radius of over 3-4 km.

2. HERITAGE WALK IN INDIA

Heritage walk is the 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 in the development of the history and character of the city through generating interests and involvement of the local community in urban conservation activity. Heritage walks can generate revenue and upkeep of lesser-known structures while keeping history alive for the future generation. Heritage walks can further be differentiated between 'government-generated, market-oriented, and community-based initiatives. This typology reflects the variances that can be found in the aims, content, funding, promotion and overall formalization or sophistication of purposive trails. Depending on these factors, heritage walks may be guided, self-guided or a combination of both, and may feature different modes of interpretation including directional markers, informational panels or commemorative plaques, digital or printed brochures, audio recordings, and mobile apps. The functions of heritage walk also vary widely. Outline four key purposes of cultural heritage trails: promoting preservation and conservation; fostering economic development; enhancing a city's image or a sense of place; and achieving political aims. That is, firstly, the creation of heritage trails can involve or impel the preservation of tangible and intangible heritage, educate the general public about (particular versions of) history, and raise awareness and interest in the conservation projects. Most popular heritage walks of India are:

- The Ahmedabad City Walk, Ahmedabad
- The Mysore City Walk, Mysore
- The Panjim Walk, Goa
- Vintage Heritage Walk, Jaipur
- The Heritage Walk, Jodhpur

- The Worli Walk & The Dadar Walk, Mumbai
- Delwara Heritage Walk, Delwara
- The Humayun's Tomb Walk & The Old City Walk, Delhi

2.1 How E-Governance Helps in Heritage Walk Management

India's cities are endowed with tangible and intangible expressions of heritage which, over centuries, have defined their cultural identities, endowed them with a strong sense of belonging, and served to make them vibrant centers of social and economic activities. A city's heritage represents a significant accumulation by communities of the knowledge, investments, and labor of past generations. This 'cultural capital' gives the city a distinctive identity. If managed properly, it also forms a vital component of urban wealth essential for socioeconomic and environmental sustainability and advancement. It is extensively believed that information and communication technology (ICT) enable organizations to reduce costs and enlarge capabilities. Technology in the system of the government and for the betterment of society. It provides solutions for e-Governance implementation and its issues. E-Governance is an important part of ICT. Heritage Tourism is evolving in India. With the advancement in Information and Communication Technology (ICT) lot of new opportunities are now available even for rural markets. Local people can integrate various stakeholders to improve their livelihood meaningfully by digitally holistically marketing their region. However, there is a need for education, training, capacity building of local people. Before the era of technology, going on a trip was hectic where we had to plan our trip at least 3-4 months before the trip. But, over around 2 decades, planning and executing trips have simply become easier and all thanks to the improvements in travel technology. Overlooking the importance of heritage tourism in the present scenario, even the government has taken an initiative of E-Governance in the tourism sector for transforming the way they cater to citizens. Through E-Governance, the tourism sector of the government has adopted Tech-Savvy solutions for providing its various services like dissemination of information related to tourist spots, obtaining and responding to tourists' feedback, online reservation for traveling to various tourist spots, etc. that has helped the tourism industry immensely in easily offering their services to national as well as international tourists.

3. OBJECTIVES OF STUDY

- To find the scope of Heritage Walk in Bharuch.
- To suggest the major circuits for a Heritage, Walk in Bharuch.
- To understand the perception of stakeholders of tourism towards Heritage Walk.

4. PROBLEM DEFINITION

Heritage is a wide-ranging concept which increases city value. There is great tourism potential in Gujarat which can be properly harnessed and regulated through more instrumentation and innovative mechanism for development. Many heritage sites exist in Bharuch but the people are not exploring these sites due to a lack of appropriate presentation and communication of the significance of a place to both the tourist and host of the community can lead to a lack of understanding and appreciation of the culture and heritage of the place among the community. They are not aware of the value of heritage as a result of accepting modernization culture which needs to be the highlight in the youth for preserving the heritage.

4.1 Methodology

The 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. This research utilizes 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.

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

4.3 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 research work, I used the 'Hogg and Tennis Method- 2009' sampling method which comes under the probability sampling method because my sample should represent the target population and eliminate sampling bias. The sample size of my study was 384. As my target, I choose

stakeholders of tourism which can be guides, tour operators, travel agencies, Bharuch Citizens, Department of Tourism (Bharuch), Bharuch Municipality, tourism teachers & researchers, and they going to fill questionnaire randomly.

4.4 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 Bharuch.

1. Should Heritage promote Heritage for tourism purposes and would heritage walk be started in Bharuch City? (Figure 1)

According to the survey, the majority of people, as per 77.3 % of them think that Heritage promote Heritage for Tourism purposes and Heritage walk started in Bharuch City, 9.10% peoples are neutral (Partly Agree/ Partly Disagree) and rest 13.6 % people are denied to above questions.

2. Awareness of Heritage walk in Bharuch City? (Figure 2)

Only 32.6% of peoples are aware of Bharuch city's heritage walk, and the rest, 67.4%, are unaware of the Heritage walk in Bharuch city.

3. Should Bharuch City a suitable place for Heritage Walk? (Figure 3)

39.80% of the people strongly agreed, 26% of the people agreed that Bharuch is the most suitable place for heritage walk and 5.20% of the people strongly disagreed that Bharuch is not the proper place for the heritage walk.

4. Should Heritage Walk can become a potential tourism product in Bharuch City? (Figure 4)

According to the survey, 64 % of people believe that Heritage walk can be a potential tourism product in Bharuch city, 16.1 % were neutral believe it should happen, and 19% don't accept Heritage Walk as Tourism Product.

5. Do you believe that the community would benefit from a developing Heritage Walk as a tourism product in Bharuch City? (Figure 5)

The result shows more than the Third half, as 74.7 % agrees with it, only 13% disagree, and 12% give a neutral response that the community would benefit through improving Heritage Tourism in the city.

6. Should Heritage Walk encourage tourists to spend more which helps in Revenue & Employment generation? (Figure 6)

Based on the aforementioned survey results, more than 60% peoples are agrees that New initiative like Heritage walk encourages Heritage Tourism and boost up revenue & employment generation, only 20% denies and nearby 16% are neutral.

7. Should the Government be taking desired initiatives to promote Heritage Walk in Bharuch City? (Figure 7)

When people were asked if the government taking desired initiatives to promote Heritage walks in Bharuch, there were a different point of views as 11.2% of the stakeholders strongly agreed, 13% were agreed with the statement, 20.1% were neutral, but 35.2% strongly disagreed, 20.6% disagreed with the information

8. If it would happen, the Heritage Walk program should be conducted/sponsored by.... (Figure 8)

The result shows that Majority wants the Bharuch Tourism Department to hold it, the Second Majority wants it by PPP Mode, 17.2 % wants NGOs to conduct walk and rest a very few like the private sector took it.

9. Heritage Walk can be promoted through the following source of information? (Figure 9)

59.60% think Social Media Application is the best source of information to promote heritage walk, whereas 19% thinks Newspaper & Magazine, 7.30% thinks Travel Agencies are best. Only 7.80% think Hotels & 6.30% think Hording & Banners are the best way to promote heritage walk.

10. Problems of Heritage Walk in Bharuch City..... (Figure 10)

There are many reasons for less known of Bharuch heritage such as, Lack of information for tourists about heritage places, Poor Maintenance of Heritage structures and Poor Infrastructures, Lack of Public-Private partnership, Poor administration and management.

5. SWOT ANALYSIS

A SWOT analysis (alternatively SWOT matrix) is a structured coming up with technique want to measure the strengths, weaknesses, opportunities, and threats concerned in an exceedingly project or a business venture. A SWOT analysis will be dispensed for a product, place, industry, or person. It involves specifying the target of the business venture or project and distinctive the inner and external factors that square measure favorable and unfavorable to realize that objective. business isn't solely a growth engine however additionally AN employment generator. in keeping with the Economic Survey 2011-12, the world will produce large-scale employment each direct and indirect, for various sections in society, from the foremost specialized to the unskilled personnel. It provides 6-7 percent of the world's

total jobs directly and millions more indirectly through the multiplier effect as per the UNs World Tourism Organization.

STRENGTHS

- Bharuch city is a Key junction to Delhi – Ratlam – Vadodara – Mumbai as well as Delhi – Ahmedabad – Mumbai broad gauge railway line. Also, the six-lane expressway from Vadodara to Mumbai is passing from near Bharuch city. Delhi-Mumbai Industrial Corridor (DMIC) is also passing from Bharuch district.
- Various attractive Archaeological, Religious places also 10th to 14th Century Old unique Monuments with attractive pleasant weather.
- Attractive Heritage Details with its importance most numbers of monuments are created before independence.
- Various Awareness programs viz. Boards, Banners, and Competition: debate, essay writing, painting, etc., initiated by District Tourism Development Board Office.
- A special component of heritage conservation is being planned under the District Tourism Development Board Society.

WEAKNESS

- No specific information to the public authorities or public for management of heritage assets including alterations and demolitions. All information is not properly displayed to the tourist and if that is not the case, language creates a barrier especially for non-English speakers.
- Lack of awareness of the local people among Heritage Monuments.
- Infrastructure seems to be the biggest bottleneck, condition, and maintenance of roads, problems of electricity, communication facilities, hygiene factors, pollution and litter on the roads create an annoying situation for the tourist.
- There are no wide publicity drives.
- Lack of staff for proper monitoring of the tourists.
- Lagging in marketing Strategy Bharuch as a Heritage Tourism Destination.
- No mechanism for the participation of people or owners of private buildings/ stakeholders.

OPPORTUNITY

- Setting up of Heritage Cell for planning, management, and control, and resource mobilization.
- Scope for framing of Heritage Polices under various government programs Tool Kit.
- Tourist Development Plan of State Government to boost heritage and culture.
- Big opportunity for developing it as a Heritage Tourism spot with nearby kevadiya tourism attraction (Statue of Unity, Kabirwad, etc.)

- Revenue generation for local people can be developed through it.
- The booming Information Technology and Outsourcing industry can also be a contributor to increasing tourist traffic to Bharuch.
- The use of application-based services will also help in boosting the sector.

THREATS

- Private owners and businessmen resist/ oppose maintaining the assets owned by them.
- Relocation of City Bus terminals for pedestrianization in the heritage core and restricting vehicles.
- Disruption of Heritage Monuments.

6. PLANNING PROPOSAL

As per Primary Survey data, more than 50% of folks believe that Social media applications will help boost up Heritage Tourism. Under our research study work, a website of Bharuch Heritage Walk is created, which will contain rich information regarding various heritage sites and rich information about different Heritage walks, which are essential from a historical and architectural point of view.

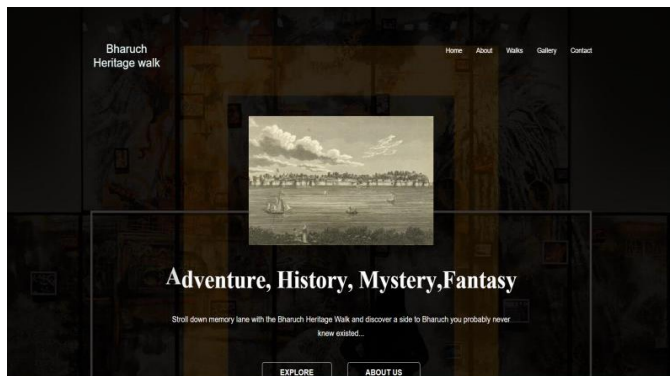


Figure 11 Bharuch Heritage Walk website

The site also provides rich information to users to take individualized self-guided Heritage Walks. Thus, contributing to Government’s Digital India Initiative. As a town and country planner, the key objective of the initiative was to promote tourism via several means. The website, as mentioned above, having Unexplored heritage, lies scattered around the Old City area in a radius of over 3-4 km. These all circuits are covered under a maximum of 3 km of radial. Hence it can be implemented as Heritage walks as shown planning proposal. For Revenue Generation Online E-ticketing of monuments Technology is needed for e-governance and one window for permissions and clearances as well. Use digital platforms as web-based and mobile application which is given in planning proposal.

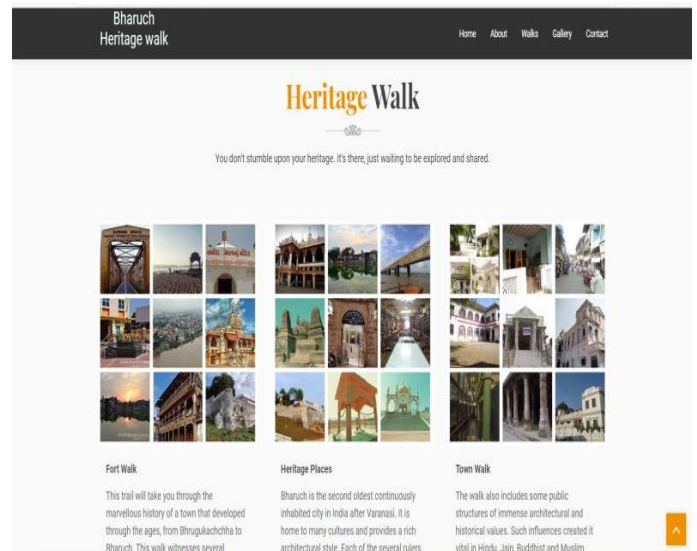


Figure 12 Heritage Walk

The heritage walk covers Nathu Thobhan Dharamshala, which was constructed in the 17th century and had excellent wooden carvings of Maratha rule, the ancient Bhrugu Rishi temple symbolizing four Vedas, Jumma Masjid of 13th century which is a protected monument, Sardar Museum that boasts of old collections such as 400-year-old running watches, paintings, and groups of 14th century, Deepchand Raichand Library established in 1858 with an array of two lakh plus books, Parsi Agiyari built in 1760 AD, Eidgah structure of 1326 AD and the cemetery of Dutch traders of 16th Century. Heritage walk has a well-defined circuit that can be covered in a short duration with its starting and ending points.

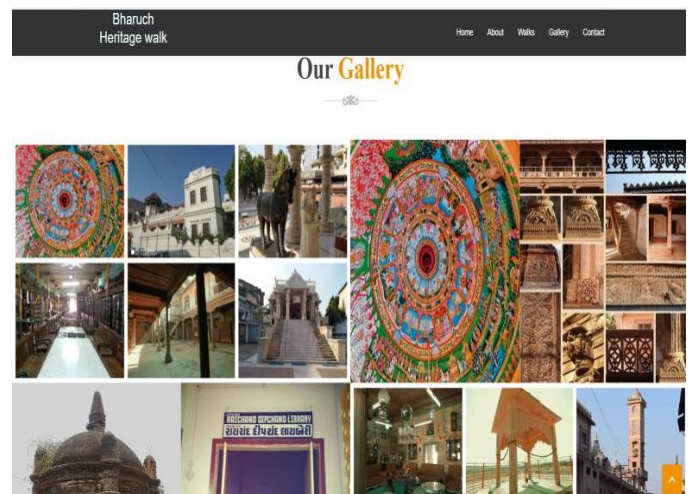


Figure 13 Gallery

Bharuch Heritage Walk Website contains various pieces of literature like List of heritage circuit as per cluster, Information of Tangible heritage / Intangible heritage of Bharuch city, Heritage Walks details, contact us & About us

Pages, Registration for events, Contact regarding above heritage activities, etc. My key objective is to push the thought and unfold the word, and unleash the potential that town touristy holds. It's extensively believed that data and communication technology (ICT) allow organizations to cut back prices and enlarge capabilities.

7. CONCLUSION

The tourism industry has risen as the most prominent worldwide industry of the twentieth century. It has likewise the possibility to make a most significant number of employees. Heritage as an element of attraction of traveller streams as a result of the existence of distinctive historical objects would be a boom in tourism development. The data helps identify visitors' needs, interests, and deficiencies at a Heritage site. From the data, we found that mostly there is a lack of information and less use of Web-based application, which is a barrier to heritage tourism. City branding initiatives bring heritage properties to the limelight. One of the most prominent tourism products that are getting popular worldwide is the Heritage Walk. Heritage walks are creating a positive impact on tourism, enhancing the brand value of the city, respect for diversity, projection of the city's culture. A unique way of experiencing the heritage of any area is to walk through the route with the help of a good interpreter. The ultimate goal of heritage walks is the preservation of local craft, monuments, and religious sites. My key objective is to promote the idea and spread the word, and unleash the potential that city tourism holds. It is extensively believed that information and communication technology (ICT) enable organizations to reduce costs and enlarge capabilities. It can also help to increase the socio-economic development of areas and local employment generation.

REFERENCES

1. Jahan, R. "Heritage Tourism in South Tamil Nadu-India." J Tourism Hospit 8.399 (2019): 2167-0269.
2. Dr. Stuti Sahni, #Dr.Farhat Mohsin "A Study on Young Tourist Preferences towards Heritage Attraction: Case Study of Agra and Delhi". International Journal for Research in Engineering Application & Management. Vol-05, Issue-01, April 2019
3. Anitha, K. P., and B. Chandrasekhar. "A study on prospects and problems of heritage tourism in Karnataka." International Journal of Applied Research 3.5 (2017): 107-109.
4. Saiyed, Abrar Ali, Anita Basalingappa, and Piyush Kumar Sinha. "Value network in heritage walks: case studies of ahmedabad city walks." Journal of Heritage Management 1.2 (2016): 191-204.
5. Dayananda.K.C and Prof. D.S.Leelavathi. "Evolution of Tourism Policy in India: An overview" IOSR Journal of Humanities and Social Science. Volume 21, Issue12, Ver. 1 (December. 2016) PP 37-43

6. Irfan, M., and A. K. Yadav. "Travel in India: international advertising programme for promoting multi-dimensional tourism in India." Journal of Tourism and Hospitality 5.2 (2016).

7. Subash, T. "Tourism in India: Potentials, Challenges and Opportunities." IJRAR-International Journal of Research and Analytical Reviews 2.4 (2015): 8-18.

8. Shankar, S. "Impact of Heritage Tourism in India: A Case Study." International Journal of Innovative Research in Information Security (IJIRIS) India (2015).

9. Shankar, B., and Chidambara Swamy. "Creating awareness for heritage conservation in the city of Mysore: Issues and policies." International Journal of Modern Engineering Research (IJMER) 3.2 (2013): 698-703.

BIOGRAPHIES



Yash Shah is pursuing a Master's in Town & Country Planning in SCET, Surat, India. In addition, he has completed Post Graduate Diploma in Urban Planning and Development from IGNOU and completed a Bachelor of engineering From ITM Universe, Vadodara. The Boy obtains challenging leadership with creative problem solving and lean management skills.

FIGURE (S)

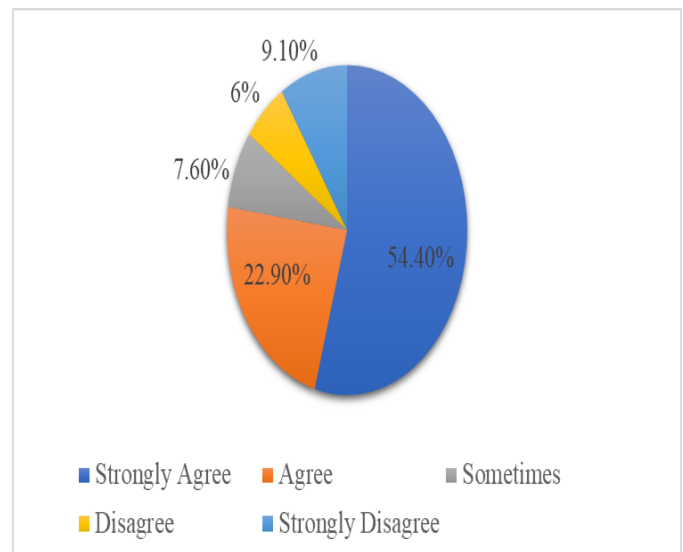


Figure 1 Should Heritage Walk Strated in City.

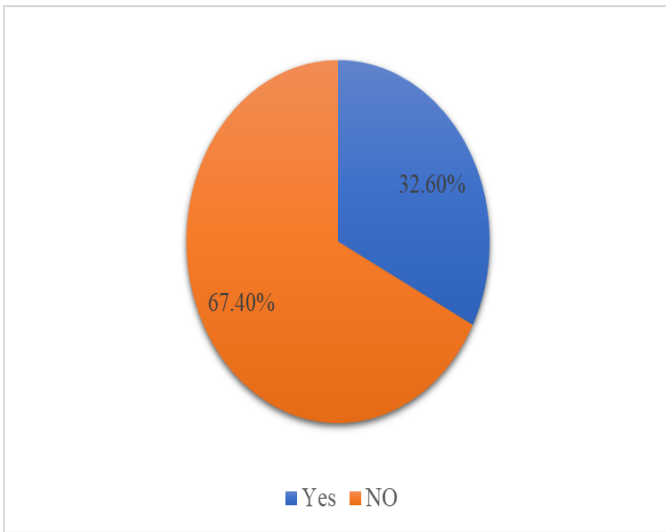


Figure 2 Awareness of Heritage Walk in City.

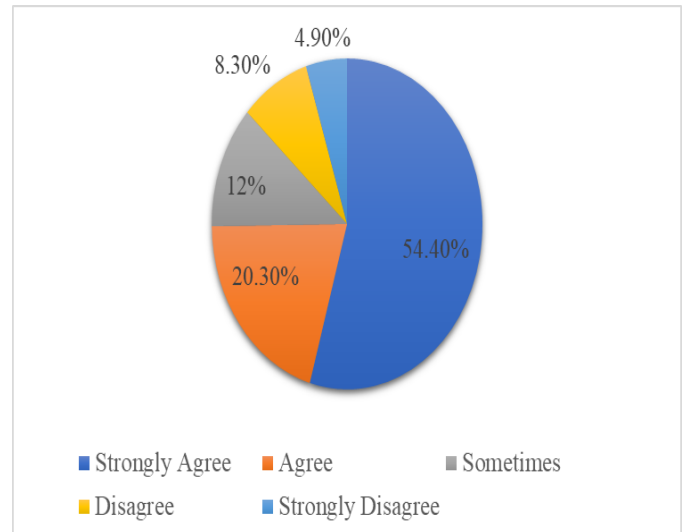


Figure 5 Community benefits from Heritage Walk.

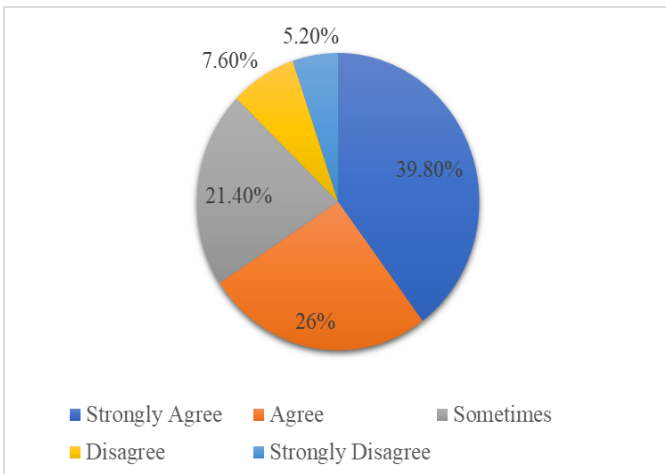


Figure 3 Should Bharuch suitable place for Heritage Walk.

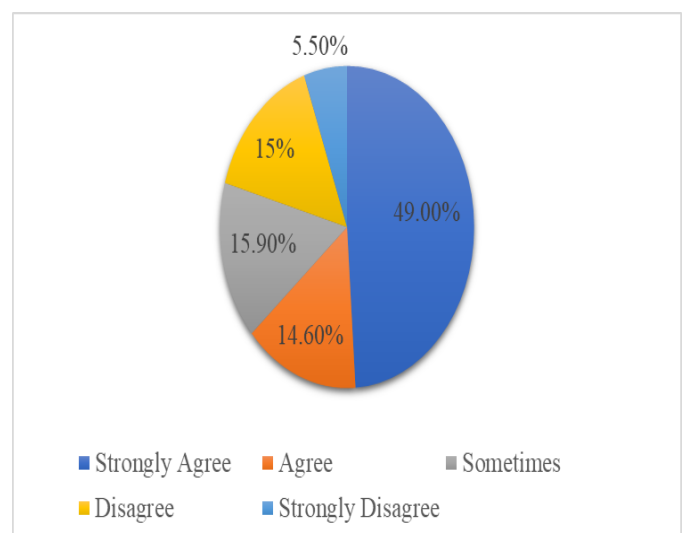


Figure 6 Heritage encourages in Revenue & Employment generation.

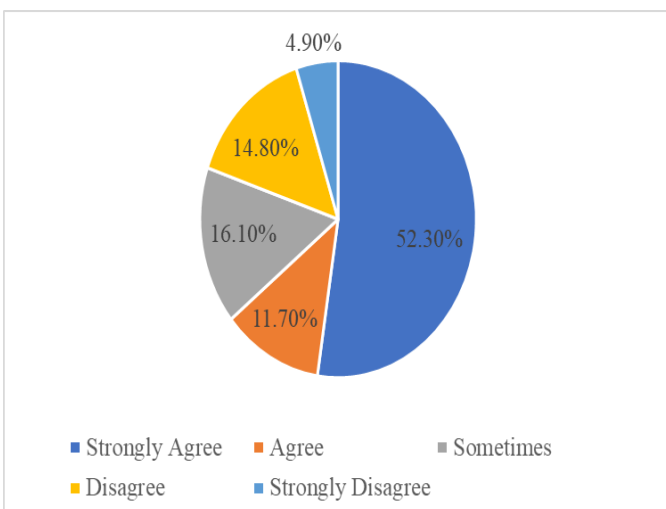


Figure 4 Heritage Walk become potential tourism product.

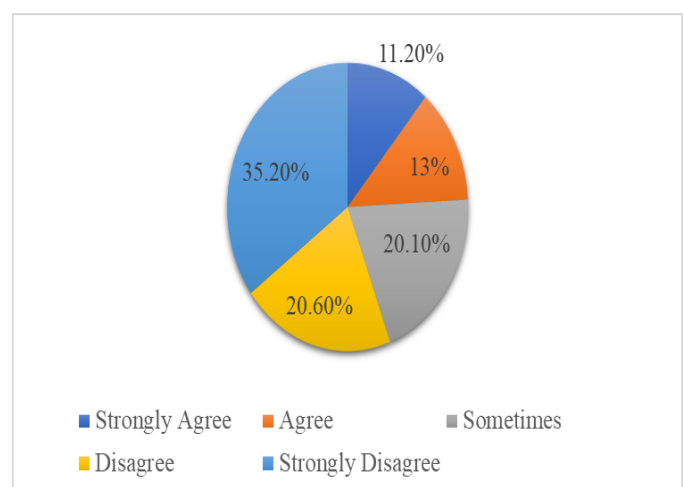


Figure 7 Government taking desired initiative to promote heritage walk.

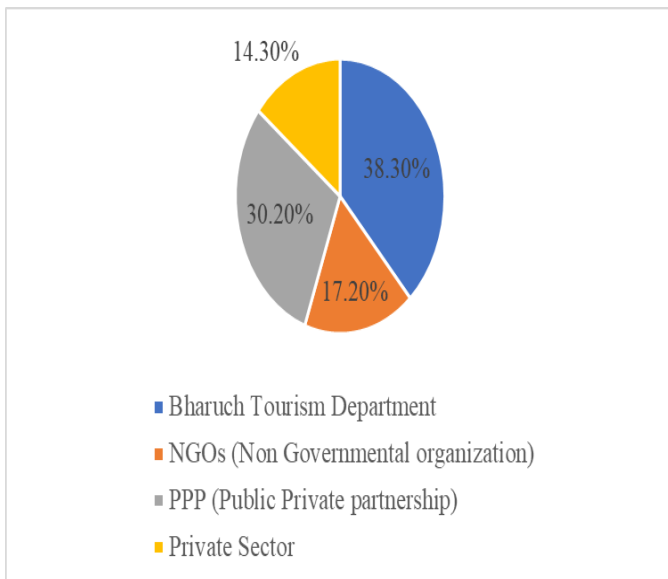


Figure 8 Heritage walk conducted by.

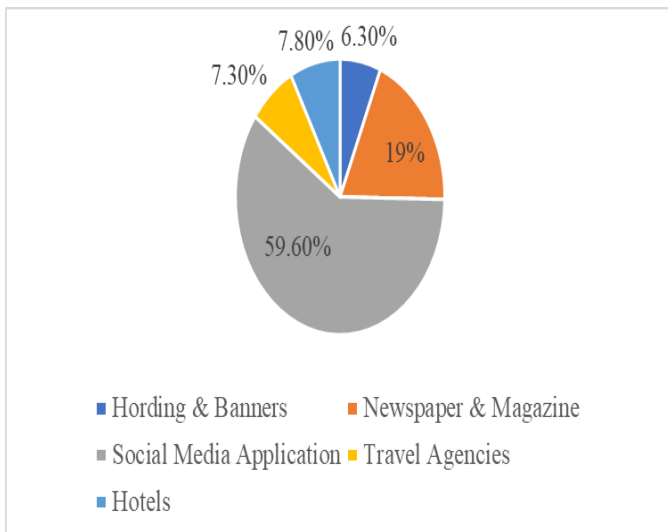


Figure 9 Heritage walk promoted through following sources.

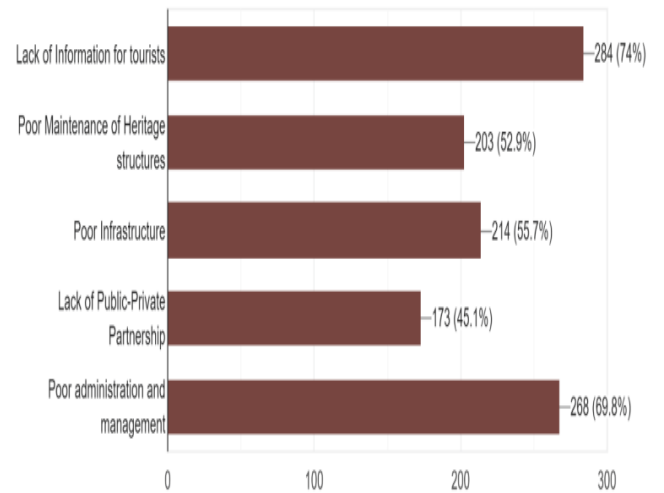


Figure 10 problems of Heritagw walk in Bharuch City.