Heritage Consciousness and Participative Conservation; Empirical Study of Role of Local People in Heritage Conservation and Tourism Development

Shima Mansourmahani
Research Scholar (Tourism Management), Department of History (Art), Banaras Hindu University, India
Dr. Shyju P. J.
Assistant Professor (Tourism), Department of History (Art), Banaras Hindu University, India
Rashmi Kala Agrawal
Professor, Department of History (Art), Banaras Hindu University, India

Abstract:
Preservation of heritage monuments is one of the most debated topics of the current world. Heritage is the representation of the past and the invisible wealth of any nation. Due to several issues, developing countries could not pay much attention to the conservation of ancient heritage as the priorities change according to the time. This study focuses on the Islamic monuments of Delhi and its significance to India's heritage tourism activities. In every tourist attractions, local people have an important role as the ultimate purpose of any development activities aimed at the welfare of common people. This study is an attempt to understand the perception of local people on the importance of tourism to their livelihood, explore the heritage consciousness with educational backgrounds. The study uses exploratory research design and the data have been analyzed by using quantitative techniques.

Keywords: Heritage value, heritage consciousness, conservation

1. Introduction

India has been recognized as a fast growing economy and expected to play a crucial role in the future of the world. Considering the important role of tourism in economic development, India positioned itself as one of the destinations must to be visited. However, unlike other countries, India has not been able to harness tourism development to the same extent. 'Incredible India' Campaign by Ministry of Tourism, resulted in enhancing the source markets and improvements in tourist arrivals but still it is not in the list of top 25 countries (UNWTO, WTTC reports). It indicates that the main strength of Indian tourism, i.e. Cultural tourism and the vibrant heritage of India have not been marketed well, or some issues remain unsolved in order to attain the targeted goals.

The word 'heritage' in its broader meaning is generally associated with the words 'inheritance' and 'ancestry'; something transferred from one generation to another. Two types of heritages are: tangible heritage includes all assets that have some physical embodiment of cultural values such as historic towns, buildings, archaeological sites, cultural landscape or cultural objects. Intangible heritage is traditional culture, folk lore, or popular culture that is preformed or practiced with close ties to "place" and with little complex technological accompaniment (Mc Kercher and Crose, 2002). The term 'heritage tourism' refers to that segment of the tourism industry that places special emphasis on heritage and cultural attractions. Richards (1997: 24) provided a technical definition of heritage tourism, stating that heritage tourism includes 'all movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of residence'.

Heritage tourism in India has been portrayed mainly as restoring old havelis, palaces and buildings. After restoration, it is converted as a resort and it is offered to tourists. This concept is widely popular in states like Rajasthan. Cities or sites which stood once as the symbol of political power and might lost its glory with the passage of time and at present these monuments just maintained but many such monuments still face threats from degradation and encroachment. Foreign tourists as well as Indian tourists throng to important historical sites during the peak seasons. These monuments contribute immensely to the tourism development of India.

Heritage management can generally be defined as a process of maintaining the significance of a particular heritage and making it available for relevant groups of people to engage with it. Heritage management is the practice of controlling the heritage and this is quite important since the worth of heritage in most of the cases depends on how it is presented to customers, tourists. Heritage places have to be presented, then, as tourists' products and to reach this high standards of management are needed (Shuhaimi, 1997).

1.1. Delhi

Delhi, the historic India capital, lies on the right bank of the Jumna, practically in the same latitude as the ancient cities of Cairo and Canton (Bakshi and Sharma, 1995). The city of Delhi belongs to the period of the Mahabharata. It is said to be built on the site of Indraprastha, where the legendary palace and court of the Pandavas were located (Sasmita S. Akhtar, 2010). According to the Prithvirajaraso, Anangpal, a Rajput king, found the first city of Delhi, Lal Kot. The second city of Delhi was built in 1303 by Alauddin Khilji and named Siri, and built by a Muslim king. The third is called Tughlaqabad, which built by Tughlaqs. Mohammed bin Tughlaq built Jahanpanah, the fourth city. The fifth city, Firozabad, was built by Firoz Shah Tughlaq in 1354. Dinpanah, the sixth city, is better known as the Purana Qila. A fort construction was begun in 1533 by Humayun on the old site of Indraprastha. Shahjahanabad, the last and the grandest of seven cities, was built by Shah Jahan the fifth Mughal emperor between 1638 and 1648 (ibid:14).

1.2. Monuments of Delhi

There are 3 World Heritage Sites, 174 National Protected Monuments and over hundreds of state protected monuments and several unprotected and lesser known monuments in Delhi. Government agencies and several NGOs do actively work for restoring these forgotten masterpieces of architecture to their original glory. Monuments of Delhi are not just about few dozen old buildings; it is about several ancient mosques, walls, gateways, forts, gardens and roads, decorating Delhi, the capital of India.

The list and stories of famous monuments in Delhi also includes the era before British rule. A number of famous monuments in Delhi are the structural testaments to the reign of the Mughals. The monuments in Delhi are historical sites, which takes the visitors back to the days of Delhi Sultanate and Mughal dynasty.

2. Rationale of the Study

The history of Delhi can often be told through its monuments. Delhi not only has more than share of buildings, but also has rich history that is complex but interesting. Islamic monuments in Delhi are splendid in its architecture and more beautiful. There are several monuments which are not highlighted, but there is scope for developing as World Heritage Sites, viz. Safdarjang's tomb, Purana Qila, Khan-i-Khana Tomb and others but nobody care about its importance of these monuments. Further, the existing upkeep and management of the selected monuments (UNESCO listed and non listed) in Delhi are not up to the mark. If we want to keep monuments as a heritage or for next generation, it must be given due attention and importance. Most of the Islamic monuments are located in Delhi and for each tourist visiting the capital; it is important and required to be maintained. Several rulers from different dynasties contributed their own way, but their contributions remain as monuments and give meaning to the present Delhi and its heritage. From the available literature, it is found that Delhi played a crucial role in the political administration of India. The reigns were influenced by the assimilation of different cultures and the result of this fusion of culture reflected through art, architecture and traditions in a visible form. While some monuments are enlisted by UNESCO in World Heritage List, other monuments are neglected or ignored and in the due course these monuments disappear gradually. It is found that there are very less studies conducted in this area in India. The existing information sources are not giving a proper picture on heritage management of monuments, how it can be connected with tourism, and important aspects of visitor management in monuments. Major issues identified while review of literature and field visits are mentioned below.

   i. There are several Islamic monuments in Delhi, which are important in terms of history of India
  ii. Monuments listed in UNESCO and other monuments protected by ASI needs a thorough relook in to the conservation activities by including the local people staying near to the monuments.
 iii. It is important to understand 'heritage consciousness' of local residents before introducing any conservation plans.
  iv. The study of heritage consciousness is significant in order to create awareness about the 'heritage value' of a monument or a site.

3. Objectives of the Study

   i. To study demographic profile of residents staying around the monuments in Delhi.
  ii. To study the educational background of local people and its effect on heritage consciousness of local people.
 iii. To study the level of people participation in preservation and conservation.
  iv. To explore the dependence of local people on tourism of the selected sites.

4. Hypothesis

The following hypotheses have been formulated to conduct the study

- H1: The means of respondents' of educational backgrounds and their opinion on heritage and tourism development are significantly different.
- H2: The means of respondents' educational background and the heritage consciousness factors are different.
- H3: The means of respondents' educational background and the level of heritage conservation factors are different.

5. Research Design
The research design followed is mixed research design which involved explorative. Quantitative techniques have been used to analyse the data. The findings are based on the statistical analysis and conclusions are drawn as per findings.

6. Scope of the Study
The Area of study is Islamic Monuments in Delhi. Selected sites include Qutub Minar, Red Fort, and Humayun's Tomb (declared by UNESCO in its list of World Heritage SitesSafdar-Jang's tomb, Purana-Qila Fort, Sultanghari Tomb, Khan-i-Khana Tomb, Tughlaqabad Fort, and Feroz Shah Kotla Fort. The said monuments are also important land mark of historical Delhi, but are not known to many, less visited by tourists, and less attention is also paid for its preservation.

7. Data Collection
The sources of this research work are Primary data and Secondary data. The primary data, in this research, have been used when carrying out the case study about the heritage management of monuments at the city of Delhi. The population of the study includes local people who reside near the selected monuments. Structured Questionnaires were designed to collect data from local people. The questionnaire designed for tourists and local people included demographic profile in common. Questions addressing the objectives of the study have been formulated with probable answers. Dichotomy questions and questions with answer choices according to Likert 5 point scale were used to collect the responses. Questions addressing the heritage consciousness, involvement of local people on conservation etc. were included in the questionnaire. Questionnaires distributed local people at the selected monuments on October and December, in 2013 and 2014. In total 400 filled questionnaires were collected from local people.

8. Analysis
Analysis is divided in to two parts. Demographic profile and the Anova Test of selected factors.

8.1. Demographic Profile (Table 1)

No.	Variation	Category	Frequency	Percentage
1.	Gender	Male	400	100%
2.	Age	19-29	166	41.5
		30-39	126	31.5
		40-49	34	8.5
		More than 50	74	18.5
3.	Education	Intermediate	210	52.5
		Graduate	160	40
		Post Graduate and above	30	7.5
4.	Occupation	Business	100	25
		Labour	114	28.5
		Student	62	15.5
		Professional	5	1.3
		Others	119	29.8
5.	Income	Below 30.000	271	67.8
		30.001-40.000	60	15
		40.001-50.000	37	9.3
		Above 50.000	32	8

Table 1

Above shows the demographic distribution of local people. All respondents in this survey are male (N=400).This sample distribution is substantiated with actual gender a distribution of local population where the male members have outnumbered the female and virtually the female members belong to the local community were hesitated to express their views. Regarding the distribution of age of the responses, as many as 166 (41.5%) of responses fall in the age bracket of 19-29, followed by 126 out of 400 responses (31.5%) in the age groups of 30-39, and 34 (8.5%) in the age of 40-49 and remaining other about 74 (18.5%)responses fall in the category of above 50 respectively. This age-wise distribution has clearly indicated that there was almost a proportionate representation of responses from all age groups local people to share their opinions. It is inferred that majority of responses falling in the age brackets (19-39), i.e. 73% who participated in the primary data collection. Looking at the educational qualifications as many 52.5% (210) respondents educated at Intermediate level, followed by 160 (40%) respondents were Graduates and 30 (7.5%) of them were holding Post Graduate Degree or higher degrees. Regarding occupation of hosts, out of 400 responses, 100 (25%) of them are involved in business, whereas 114 (28.5%) of them were daily labours. 62(15.5%) of the respondents were students and 5 (1.3%) are professionals. As many as 119 (29.8%) responses were engaged with other fields. The monthly income of local people is a direct function of the amount of earning and ability to spend for various needs. It is reported that as many as 271 (67.8%) respondents have a

monthly income varying below Rs. 30,000, followed by 60(15%) responses having the income of between 30,001-40,000, and 37 (9.3%) of them earn between Rs. 40,000-50,000 and 32 (8%) with the monthly income of above Rs. 50,000.

8.2. Heritage Consciousness and Dependence on Tourism
Anova Test has been conducted to understand the difference of means between the respondents based on their educational qualifications and income factors to prove the hypotheses.

Sl. No	Statements	F Ratio	Sig
01	Tourism is important for local people	8.315	.000
02	Life of local people depends on revenue from tourism	14.134	.000
03	Tourism creates new markets for local products	30.666	.000

Table 2: Importance of tourism to local people
(N=400, df, 2,397,399)

The above table indicates that the hypothesis (H1) *the means of respondents' of educational backgrounds and their opinion on heritage and tourism development are significantly different* is rejected at P<.05 (F ratio-8.315,14.134,30.666).

Sl. No	Statements	F Ratio	Sig
01	This monument is important for local people	8.315	.000
02	I have complete knowledge about the history of monuments	12.607	.000
03	This monument is well protected by government	4.003	.000
04	The monuments should have its own website	24.182	.000
05	Tourist visit this monument because it has important history	3.913	.042

Table 3: Knowledge factors (heritage consciousness)
(N=400, df, 2,397,399)

The above table indicates that the hypothesis (H2) *the means of respondents' educational background and the heritage consciousness factors are different* is rejected at P<.05 (F ratio 3.193,12.607,4.003,24.182,3.913)

Sl. No	Statements	F Ratio	Sig
01	Level of participation of local people in protection of monuments	4.717	.009
02	Conservation and preservation have the main role to keep the value of heritage	15.686	.000
03	Local people should know conservation and preservation of monuments	6.154	.002
04	Conservation and preservation are important in maintaining the attractiveness of monuments	5.925	.003
05	Local people should contribute for the conservation and protection of monuments	3.597	.029

Table 4: Level of involvement
(N=400, df, 2,397,399)

Hypothesis (H3) *the means of respondents' educational background and the level of heritage conservation factors are different* is rejected as P<.05 (F ratio 4.717,15.686,6.154,5.925,3.597)

9. Discussions
The demographic profile indicates key features of the local people staying around the monuments. Respondents came forward to attend the survey were males only. The reason for this is many which include the sociological issues and mainly men were found in the survey sites and female respondents hesitated to attend the survey. But the findings are general in nature which is similar to other important tourist attractions in the country. The age group of the respondents were in between 20-40with an educational qualification of graduation or below. The occupation of the majority of respondents were business and daily labours with a monthly income of less than Rs.30,000/-
The findings point to the socio educational profiles of the respondents which are key factors to understand the heritage consciousness and involvement in heritage conservation. This also tells the dependence of the local community on tourism.
Statistical analysis conducted to test the hypotheses of the study shows that on there is no difference among local people (educational back ground and income) on the selected factors of heritage preservation, involvement in conservation by local people and heritage and tourism development. The findings lead to the understanding level of local people on their knowledge on various factors of heritage, its importance and preservation. Further, it proves that local people realize that tourism has an important their life in various ways. Respondents agreed that their job depends on tourists, and tourism also creates market for local products. Respondents staying around the monuments work as vendors of souvenir items, refreshments, guides and indirectly involved in tourism activities. The

second factors (knowledge factors) respondents' agreement on the importance of monuments and how these monuments are important in the history of Delhi. Varying educational backgrounds didn't act as a major role in the awareness of local people on the given factors as the hypothesis is rejected. Third factors in the study test the involvement level of local people on heritage conservation and how their educational background plays a crucial role in it. Respondents agreed to the facts that local people should know the conservation and preservation techniques to get involved with the government and non-government agencies that take care of the preservation activities, importance of conservation and preservation in maintenance of monuments, and the financial contribution towards the upkeep of monuments. It can be summarized that the following framework explains the pattern of tourism development and heritage preservation.
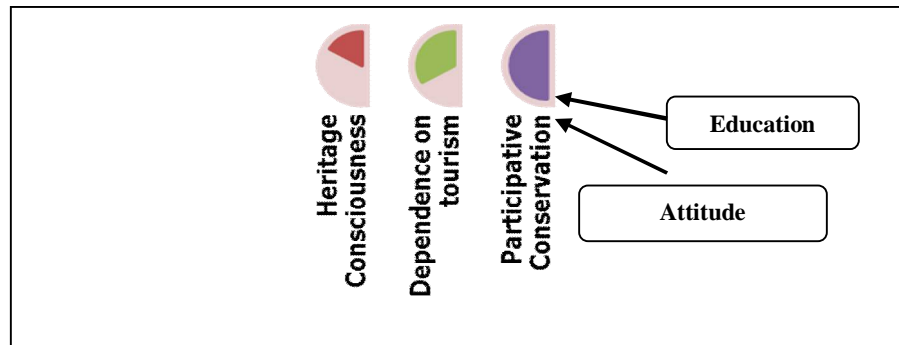

Figure 1: Participative Heritage Preservation Model

10. Conclusion

The study discloses the interrelationship of tourism, heritage consciousness of local people, and the involvement of local people. We are undergoing a period where our heritage resources face threat from various corners such as natural disasters can't be avoided. But war, ethnic violence and communal clashes also target the heritage monuments which are integral part of the history of any nation. Considering the important heritage resources of Delhi, various Islamic monuments stand as the guides to the past. Awareness of local people on heritage is a very important factor which decides the future of heritage conservation of any place and tourism development of any destination. This study attempts to connect the relationship of tourism development of Delhi and role played by important heritage monuments which are listed by UNESCO and some monuments which are equally important but not listed by UNESCO.

Examples from various places in India show that several monuments lack proper preservation and maintenance. Since conservation is an expensive affair and the governments have several other priorities, it is important to find an alternative way for conservation which is sustainable. Restricted entry of visitors to heritage attractions can bring supplement the revenue to the development and preservation authorities. It is also a fact that any conservation activity can only be successful when the local people are involved in maintenance and conservation and they are also part of the development process. This study concludes that heritage consciousness of local people compliments the conservation efforts of the authorities which in turn can result in developing such sites as tourist attractions.

11. References

   i. Akhtar Sasmita S, Akhtar Shamim (2010) Forhotten Dilli. New Delhi: Nishcam Publication.
  ii. Archaeological Survey of India. (2013). Conservation of Heritage Building-A Guide. New Delhi: Directorate General.
 iii. Bakshi.S.R., Sharma Suresh K. (1995). Delhi through Ages. New Delhi: Anmol Publications.
 iv. Batra.N.L.(1996). Heritage Conservation Preservation and Restoration of Monuments. New Delhi: Aryan Books International.
  v. Chawla, Ramesh. (2006). Eco-Tourism and development. New Delhi: Sumit Enterprises.
 vi. Feilden, B.M. (1982). Conservation of Historic Building. London: Butterworth-Heinemann.
 vii. Feilden, B.M. & Jokilehto,J. (1998). Management Guidelines for World Cultural Heritage Sites. Rome: ICCROM.
viii. Kamal K.Jain. (2009). Conservation of Cultural Heritage. Delhi: Agam Prasad.
 ix. Kate Clark.(2014).Values-based Heritage Tourism and the Heritage Lottery Fund In UK. Special issue on values-based preservation, 45(2), 65-71.
  x. Kuo, I. (2002). The effectiveness of environmental interpretation at resource-Sensitive tourism destinations. International Journal of Tourism Research, 4(2), 87-101.
 xi. Shuhaimi, N.H. (1997). Challenge of tourism for heritage site management. In: NURYANTI, W. (ed). Tourism and Heritage Management. Yogyakarta: Gadja Mada University Press.
 xii. Stake, R.E. (2005). Qualitative case studies. In Denzin, N.K. and Lincoln, Y.S. (Eds), The UNWTO, (2007). A Practical Guide to Tourism Destination Management. Madrid: WTO.