

HSCM SEC 201 (SEMESTER –II)
TOURISM AND HOSPITALITY MANAGEMENT

HERITAGE TOURISM

- **Meaning and Definition**

The Heritage is of recent invention with a meaning, inherent from the past or anything that is passed down through generations. In context of tourism, the term heritage means landscapes, natural history, buildings, artifacts, cultural practices, traditions, etc.

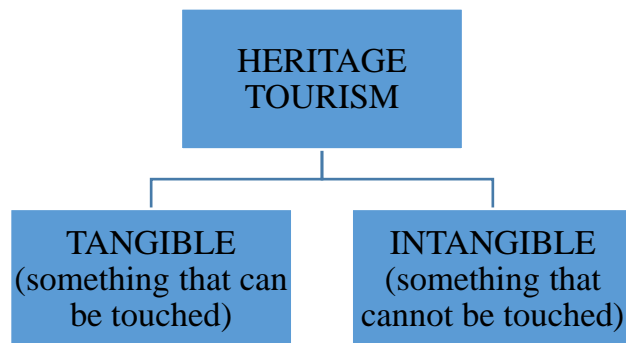
The National Trust defines heritage tourism as “traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present. It includes cultural, historic and natural resources” (National Trust for Historic Preservation, 2008).

James D. Wolfensohn, president of World Bank, “Cultural-heritage can be justified for tourism, for industry and for employment, but it must also be seen as an essential element in preserving and enhancing national pride and spirit”.

Heritage can also be classified as natural (inherited through nature), and cultural (inherited through culture).

More and more people are seeking unique travel experiences that combine history, education, entertainment and authenticity. A cultural heritage tourism survey conducted in 2009 revealed that 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling. These cultural and heritage travelers stay longer, spend more, and travel more often. They also tend to be older, better educated, more sophisticated, and often more affluent than other tourists. Overseas cultural heritage travelers visiting the United States tend to be more first-time travelers, stay longer in the United States, and visit more destinations than the average traveler.

- **Heritage tourism can be classified as:**



Note-The tangible resources are the built artifacts, architectural or archaeological remnants, specific furniture's and plants which can be further grouped into fixed (monuments), semi fixed (furniture, plants) and non-fixed attributes (human cultures).

- **Objectives of Heritage tourism**

- Integrate sustainable tourism principles into the mechanisms of the World heritage sites.
- Establish a management structure for the Heritage area
- Preserve, protect and promote heritage resources
- Raise public awareness of the country's history, culture, and resources.
- Increase economic development related to heritage tourism in the concerned area
- Promote quality tourism products and services that encourage responsible behavior among all stakeholders and foster an understanding and appreciation of the World heritage sites.

- **Challenges of Heritage tourism**

- The developing countries face the challenges of limited funding resources and inadequate institutional capabilities.
- The excavation of archaeological structures may disrupt communities of people who already are living in the designated sites and have lived there for time immemorial.
- Lack of ownership by local bodies and civil societies
- Heritage tourism also deals with politically sensitive questions such as what to preserve from a former colonial era, property rights.
- The interaction between the tourists and the host communities with their different social structures and expectations can lead to conflicts.
- In developed nations problems regarding building demolition, traffic congestion and overcrowding are more often.

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- **Sites of Heritage Tourism in India**

Cultural (30)

- Agra Fort (1983)
- Ajanta Caves (1983)
- Archaeological Site of Nalanda Mahavihara at Nalanda, Bihar (2016)
- Buddhist Monuments at Sanchi (1989)
- Champaner-Pavagadh Archaeological Park (2004)
- Chhatrapati Shivaji Terminus (formerly Victoria Terminus) (2004)
- Churches and Convents of Goa (1986)
- Elephanta Caves (1987)
- Ellora Caves (1983)
- Fatehpur Sikri (1986)

- Great Living Chola Temples (1987,2004)
- Group of Monuments at Hampi (1986)
- Group of Monuments at Mahabalipuram (1984)
- Group of Monuments at Pattadakal (1987)
- Hill Forts of Rajasthan (2013)
- Historic City of Ahmadabad (2017)
- Humayun's Tomb, Delhi (1993)
- Jaipur City, Rajasthan (2019)
- Khajuraho Group of Monuments (1986)
- Mahabodhi Temple Complex at Bodh Gaya (2002)
- Mountain Railways of India (1999,2005,2008)
- Qutb Minar and its Monuments, Delhi (1993)
- Rani-ki-Vav (the Queen's Stepwell) at Patan, Gujarat (2014)
- Red Fort Complex (2007)
- Rock Shelters of Bhimbetka (2003)
- Sun Temple, Konârak (1984)
- Taj Mahal (1983)
- The Architectural Work of Le Corbusier, an Outstanding Contribution to the Modern Movement (2016)
- The Jantar Mantar, Jaipur (2010)
- Victorian Gothic and Art Deco Ensembles of Mumbai (2018)

Natural (7)

- Great Himalayan National Park Conservation Area (2014)
- Kaziranga National Park (1985)
- Keoladeo National Park (1985)
- Manas Wildlife Sanctuary (1985)
- Nanda Devi and Valley of Flowers National Parks (1988,2005)
- Sundarbans National Park (1987)
- Western Ghats (2012)

Mixed (1)

- Khangchendzonga National Park (2016)

• Conclusion

Heritage tourism requires a great care in planning, development, management and marketing. It has potential to enrich appreciation of the past and has challenge to keep pace with the changing circumstances. Heritage requires more than preservation: its importance should be conveyed to the visitor, leading to an enriched understanding in the context of present.