

Heritage tourism through urban regeneration – case study of Land forts of Marathwada region

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Abstract - From the outset of civilization, human beings felt the need for protection not only from natural calamities & wild animals but also from rival human being. And the concept of raising the barrier around the settlement must have been initiated. This might have triggered the idea of constructing ramparts & fortifications around towns that have been found out during recent archaeological excavations took place in 2010. The Land forts which has existed within the political boundary of the Marathwada region are typical examples of military architecture of the medieval period. Despite their significant history most of them are isolated in the core city area & rarely visited by tourists & locals.

This research paper aim to create a role model toolkit by designing a framework to generate revenue by reviving the heritage structures located in urban areas. Heritage policies, cultural events, active participation of the locals and visitors, and facility management will be the main components of this framework. A comprehensive framework for four such identified cases has been designed and the outcome of the framework will be helpful for policymakers, urban designers & conservation architects.

Keywords - Urban generation, Heritage tourism, Land forts, Policy framework.

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INTRODUCTION

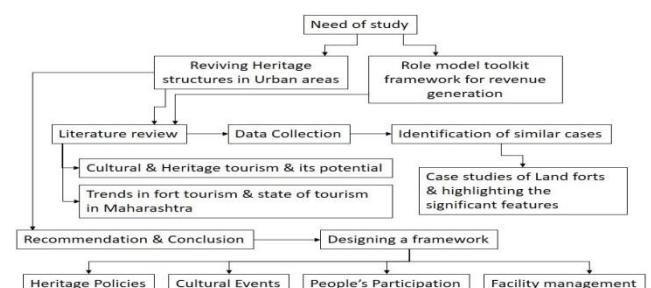
Urban Heritage:

Heritage is a part of a society's cultural traditions & it is the identity of a community. It refers to the events & processes that have a special meaning in shaping the region & it has blended itself well into the core of the region. The heritage has all the past values that are worth preserving for the next generation. In a broader sense, the essential aspects of heritage can be divided into the tangible remains from the past, individual & collective memories, intangible facets, and significant outcomes based on natural, cultural activities & artistic works. Heritage elements are segregated into two groups i.e. Cultural Heritage & Natural heritage. Cultural heritage can be further divided into tangible & intangible elements.

The concept of urban heritage can be classified into two sub-themes, one with references from a group of activities, events such as archaeological sites, historical buildings, vernacular architecture, social

practices, rituals & festivals. Second is a special category as cultural properties associated with urban centers & neighborhoods. The concept of urban heritage has become popular in recent times with rising in tourism. However, it is not directly linked with historic urban centers since most of them are neglected. This scenario can be improved through a change in approach to the proposition of reviving these declining urban destinations by creating a role-model toolkit of a tourist circuit framework.

METHODOLOGY



Cultural & Heritage tourism & its potential:

Cultural & Heritage tourism being an instrument of economic growth that helps to achieve economic development through engaging visitors who does have interest in the scientific, artistic & heritage of a community. This experience depends upon cultural environments, which comprises of landscapes, different arts & crafts & special events & traditions. By identifying tourism hotspots, a large number of tourist can be attracted towards these historic buildings. In the executive summary of tourism survey for Maharashtra, the statistics suggest that the number of visitors are 14,92,94,703 person for 2019. (ORG-MARG) Out of the number of tourists, there were 98% accounted in Maharashtra & only 2% of foreign tourist visits Maharashtra every year. (ORG-MARG) The major trend of tourists visits Maharashtra's rich heritage which is reflected in *Ellora caves*, *Kailasa temple* & *Ajanta caves* in Aurangabad district. *Chhatrapati Shivaji Maharaj Terminus*, *Victorian*, *Art-Deco buildings* & *Elephanta caves* are a few notable examples of tourist attractions.

Along with these, there is a category which is famous in tourist list is "Forts". There are more than 400 forts in Maharashtra with different types such as Hill forts, Land forts, Sea forts, Coastal forts & Forest forts. Out of these types, Hill forts are visited majorly. (Sawant, 2014) They are most common in Maharashtra & scattered all around the *Sahyadri* mountains. Around 09 nos. Land forts which has existed within the political boundary of the Marathwada region are typical examples of military architecture of the medieval period & are very identical to the precinct but have a different purpose compared to other typologies. In spite of their influential history, most of them are isolated in the core city area & are rarely visited by tourists & locals. There are three distinct categories of these land forts as;

a) Capital city forts b) Palatial or administrative forts c) Military outposts to mark the extent of the kingdom

The study of forts mentioned in this research is based on the third type of the above listed categories. These forts has palatial complexes, administrative buildings, ammunition storage & water bodies combined to make them a stronghold in the region. Despite having such a distinct inventory for the development of these heritage centers as tourism capital in the state of Maharashtra, their legacy is in the state of negligence.

Trends in fort tourism & state of tourism in Maharashtra:

United Nations Conference on Trade & Development (2010) stated the tourism as a major factor for the employment generation. The 2006 Tourism Policy of Maharashtra states the economic importance of tourism in the state. (ORG-MARG) As per the policy, tourism alone has the potential to change the economic state of the region. It brings numerous benefits to the local community of the region, such as

employment opportunities in tourism & hospitality sector, sustainable environmental practices, development of private enterprise, infrastructure facilities, development in terms of power, sanitation, roads, hospitals, water, etc. & upliftment in quality of life, education & training. The report from India Tourism Statistics (2012) of the Ministry of Tourism under the Government of India shows the importance of Foreign Tourist & Foreign Exchange Earnings as well as contribution from domestic tourist in uplifting the economic state of the Maharashtra. (Sawant, 2014) The Maharashtra state ranked first in foreign tourist arrivals & among top 5 in the domestic tourist arrivals. Visit to the historic centers like forts is one of the major motivations for tourist & it plays an important role in attracting lots of tourists. The land forts are unique not only due to the historic significance, distinct architectural features & locations but also allow one to recall the major historic events attached to them. Land fort tourism sites are facing problems due to lack of cooperation from different stakeholders, conservation & preservation frameworks, futuristic planning considering the tourism potential, haphazard encroachment & growth of modern infrastructure facilities & amenities etc. The further discussions can carved out the possible ways for enhancing the synergy between different stakeholders to find out the effective ways to enhance tourism potential by creating a role model toolkit & to reduce the dissatisfaction amongst tourists & locals by effectively minimizing problems of economic leakages.

1. Promotion as an Urban Cultural Capital:

The development of military science of strengthening positions against the attack from the outside world is termed as a fortification. The term 'Fort' signifies a stronghold, offering protection & security to the inhabitants & the surrounding area. The land forts in the Marathwada region exemplify the rich cultural history since there many religious structures that have been built in the fortified areas over the period of time which are still being used by locals & few tourists from surrounding areas on the specific events. The event of Flag Hoisting on Independence day, Republic Day & Marathwada Mukti Din is regularly been practiced. The events of religious practices are regularly been performed in the temples & mosques which are part of these forts. In Maharashtra, building mud forts by children during the Diwali festival is an integral part of the celebration. These forts are not only popular with the general public but also are one of the most discussed heritage in other parts of the society & have been demonstrated through several articles, novels, books & research papers.

2. Case studies of Land forts & highlighting the significant features:

Nature & Planning of forts with section through Rampart, Moat, Glacis & Fortification wall



Figure 3: Paranda fort, Ausa fort, Udgir fort & Kandhar fort

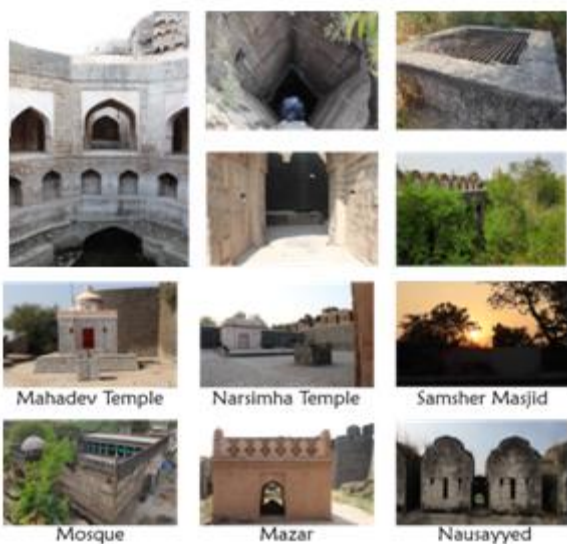
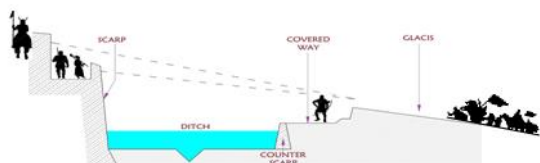


Figure 2: Water Bodies & Religious structures at Paranda fort

RECOMMENDATION & CONCLUSION

In an ideal condition in the development of economic tools & to develop an effective working model of a Cultural & Heritage tourism with some key elements of futuristic planning strategies, the involvement of the community is very important. ((INTACH), 2015) This involvement needs to be undertaken to create good economic opportunities & work towards strategic directions. The leadership in this strategic planning can be achieved through an individual or an organization related to these heritage centers. Following effective steps & considerations should be undertaken by communities to effectively implement the tools of Cultural & Heritage tourism;

A) Role Model Toolkit:

i) Developing infrastructure for Urban Heritage:

- a) Creation of the institutional framework by the state government & it's effective implementation by local authorities to support conservation & preservation policies, regulations & inclusion of the heritage structure in legislation to spread awareness.
 - b) Provision of financial & administrative support for the creation of infrastructure & maintenance through Public-private partnership.
 - c) System of private, government funding & donations from public-private agencies & to give them tax incentives.
- ii) The amalgamation of heritage in urban planning framework & generating awareness:
- a) Considering heritage as a resource for urban development the planning of policies, programs & integration in urban planning through Local area Plans, City Development plans & Master plans for creating a tourism framework & eventually creating a comprehensive conservation proposal for spreading awareness in the community.
 - b) Conduction of awareness program on the safeguarding of the heritage by encouraging the involvement of multiple stakeholders from all parts of the community, public agencies, professionals & education institutes.
- iii) Rejuvenation of Urban Heritage through urban renewal:
- a) Operational guidelines of Heritage Preservation & Rejuvenation projects in delineated historic areas, precincts & public spaces with identification of special characters in the urban renewal context.
 - b) Taking opinions from relevant professionals & scholars making comprehensive proposals of enhancing the characters of the area by promoting its history, culture & socio-economic characters.
 - c) Upgradation of heritage buildings from the nearby areas, precinct, streetscape & public spaces with appropriate guidelines will help to revive the interest of stakeholders & to promote the local economy, community activities & livelihood generation.

- iv) Stakeholder & Community participation approach:
 - a) By encouraging the participation of the community, media & private sectors to engage them in conservation initiatives.
 - b) Enhancing the skills required to take participation in the training for employment in the heritage conservation, cultural tourism initiatives & participation from local youth & women should be encouraged.
 - B) Designing & Managing the framework of the tourist circuit:

Basic & Core Management & Infrastructure Facilities				Setting Urban Management & Infrastructure Facilities					
Sl. No.	Information	Current Status		Current Description	Sl. No.	Infrastructure	Current Condition		Current Description
		Good	Poor				Good	Poor	
1	WFO/CPD parking			No segregation of parking area or parking facility is not planned	1	Parking area			No segregation of parking area or parking facility is not planned
2	Signage/ Info board/ boards			Information board is not in good condition	2	Signage/ Info board/ boards			Provides village sign board are present but identification of fort as heritage is absent
3	Security gates			No security gates provision	3	Footbridge/ walkway/ route			Essentially done work for road construction, but lack of maintenance facilities
4	Security system			Provision of security system is not in place (no primary basis, as fort is a cluster of heritage structures)	4	Street lights			Street lighting condition is poor
5	Drinking water facilities			No provision of drinking water facilities	5	Bedrooms			No provision of bedrooms
6	Lockers			No provision of lockers	6	Drinking water facilities			No drinking water facility is available
7	Bedrooms			No provision of bedrooms	7	Planitation for shading			Planitation in form surrounding is present but it is not planned and design
8	Mobile toilet facilities			No provision of mobile toilet facilities	8	Seating arrangement			No sufficient seating arrangement
9	Barrier free design			No provision of barrier free design	9	Road widening for risk management			Lack of zones for road widening in available space has been witnessed
10	Seating arrangement			Provision of seating arrangement is not sufficient and should be done priority basis	10	Emergency routes			No routes are identified for emergency situation
11	Lighting water/ illumination facilities			No provision of lighting and illumination facilities	11	Toilet facilities			Common toilet facility provision is done but it is not planned, but its condition is very poor due to lack of maintenance
12	Sound Information/ interpretation centre			No provision of sound information/interpretation centre					

Cultural & Heritage tourism has played an important role in generating revenues for the local communities & states. It has the potential to become a major source to generate revenue from outside the community & expanding the local economy beyond the capacity of locals. Following are the sources needed to successfully design & manage the tourist circuit framework:

1. Development of basic infrastructure facilities in & around the heritage centers such as information centers, accommodation facilities & eateries with the participation of local communities.
2. Development control regulations to work as guidelines in & around the forts & ultimately connect all the heritage centers to the tourist circuit map/route.
3. Planning & developing transportation facilities, designing circuit routes, public transport facilities & development of roads to ease the accessibility from one centre to another. For eg.
4. Recreational facilities such as parking, design of open spaces, light & sound show with its link to the historic events/period, people & culture.
5. Design of signage & barrier-free accessibility to the fort premise
6. To promote the local art & craft products by creating an effective framework of people's participation.
7. A successful framework of cultural & heritage tourism requires the coordination of all the stakeholders in tourism, infrastructure development, planning, and economic development & to undertake comprehensive conservation proposals for these forts.
8. The implementation of a successful Cultural & Heritage tourism framework & art & cultural development, it is impossible without training from the heritage professionals. Periodic assessment of all these facilities & framework should be conducted to understand the effectiveness of the policies & to determine the impact analysis with their potential to further improvement & development.

CONCLUSION

The study is helpful for effective implementation of urban regeneration through heritage policies holding cultural events, people participation, and its management & encouraging public urban spaces through different strategies. The outcome of the framework will be helpful for policymakers, urban designers & conservation architects for planning in similar cases.

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