

## REPORT

# Analysing Recent Trends in Visitor Arrivals at Centrally Protected Monuments in India

February 2022

Submitted to  
  
Ministry of Tourism  
Government of India  
Incredible India

Prepared by



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**Indian Institute of Tourism and Travel Management**  
(An organization of Ministry of Tourism, Govt. of India)



**A STUDY ON**

**Analysing Recent Trends in Visitor Arrivals at  
Centrally Protected Monuments in India**

**FINAL REPORT**

**FEBRUARY 2023**

**Submitted to:**



सत्यमेव जयते

**Ministry of Tourism  
Government of India**

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**Indian Institute of Tourism and Travel Management**

**(An Autonomous Body under Ministry of Tourism, Govt. of India)**

## CERTIFICATE

The study titled '**Analysing Recent Trends in Visitor Arrivals at Centrally Protected Monuments in India**' has been commissioned to the Indian Institute of Tourism & Travel Management by the Ministry of Tourism, Govt. of India. A team of IITTM researchers conducted the study and the contents furnished in this report are original in nature. The report is hereby submitted to the funding agency, the Ministry of Tourism, for its acceptance.

### For the Study Team

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## ACKNOWLEDGEMENT

Monuments are not mere imposing physical structures or built-ups preserved only to facilitate visitor consumption. Instead, these are imposing ‘cultural edifices’ and ‘markers’ of the civilizational past, which, the nations are to approach and conserve as priceless cultural assets for the posterity. India’s monument heritage is unparalleled in many ways, portraying an incredible amalgam of styles and structures that it accumulated over a span of over five thousand years. Every part of India is endowed with a rich and diverse monuments repository that bear date with many a fascinating historic and cultural accounts. Such a bewildering account seemed to have prompted Mark Twain to say, ‘..... the one land that all men desire to see, and having seen once, by even a glimpse, would not give that glimpse for the shows of all the rest of the world combined’.

The centrality of built-heritage in the schemes of ‘Destination India’ has been very much in the reckoning since mid-1940’s and this has been reiterated in all major reports on tourism development in India. However, discerning efforts are still wanting for appropriate positioning of India in the Cultural Tourism Map of the world. Worthy of noting is also that the monuments have not been able to take the advantage of a huge surge in both domestic and foreign tourism in India if the visitation to the monuments including those at the mascots like Taj Mahal and Qutub Minar, are of any indication.

This study is an attempt to investigate various dimensions of monument tourism, especially the visitor enabling mechanisms, focused on 40 odd ASI protected spread across the country. The Study Team take this opportunity to thank the Ministry of Tourism for entrusting this important study to IITTM and it has been great learning opportunity for us. Our special gratitude is due to the Secretary (Tourism) and all senior officers of the Ministry for constant guidance and support to complete a comprehensive study of this scale. Many Institutions including ASI have also supported us in the successful completion of this study. All such god gestures and cooperation are thankfully acknowledged herewith.

**For Study Team**

**(Chief Investigator)**

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Abbreviations	
ASI	Archaeological Survey of India
IITTM	Indian Institute of Tourism and Travel Management
MoT	Ministry of Tourism, Government of India
WHM&S	World Heritage Monuments and Sites

## Executive Summary

Monuments of India are imposing ‘cultural edifices’ and ‘markers’ that manifest its incredible civilizational past in all its glory and pride. The monument heritage is unparalleled, depicting an incredible amalgam of styles and structures that it has accumulated over a span of over many millennia. The posterity also deserves to live amidst these priceless cultural assets and appreciate a rich history that the country has traversed through besides the contributions it made to the world at large. From early on itself, the built heritage has been incorporated as a significant component of India’s tourism development schematics and the monuments continue to be used as a prime offering in the international positioning of ‘Destination India’.

Notwithstanding the potential of monument tourism in India, it has not been able to take full advantage of a huge surge in both domestic and foreign tourism in India if the visitation to the monuments including the mascots like Taj Mahal and Qutub Minar are of any indication. Of late, annual arrival figures have also been revealing considerable volatility even at many leading monuments situated in major cities and major tourism regions. Considering the potential of monument tourism in India, it becomes imperative to evolve qualified perspectives and understanding on major bottlenecks, particularly the prevalence of visitor enabling mechanisms at the monuments. The visitor grievances on the lack of basic facilities and services at monuments locations also need to be treated as the markers of prevailing situation.

This study is an attempt to investigate various dimensions of monument tourism in India with the focus on pattern of visitation and the visitor enabling mechanisms and practices at 40 odd ASI protected from across the country. The targeted groups for the study were key stakeholders of monument tourism viz. the tourists, monument custodians and travel industry segments.

### A. Terms of Reference for the Study:

1. To examine the recent trends in visitor arrivals to selected ASI-protected monuments
2. To elucidate the factors responsible for unexpected fluctuations in visitor arrivals to some ASI-protected monuments

3. To examine major factors motivating both the domestic and foreign visitors to visit different cities and towns in India
4. To assess level of awareness among the domestic and foreign visitors on the ASI-protected monuments situated in the city of their current visit
5. To examine the visitor's awareness about ASI-protected monuments in India
6. To examine recent attraction development in the city or in the vicinity of the monuments. If so, examine the visitor arrivals at such attractions;
7. To seek the views of the travel intermediaries such as tour operators, travel agents and other stakeholders on the declining interest among the tourists in visiting ASI-protected monuments.

## B. Methodology Scheme

The main approach to the study was exploratory in nature and both the primary and secondary data were used to satisfy the study objectives. The analytical focus of secondary data was the visitor arrivals to ticketed monuments under the aegis of ASI for which the visitor arrival data were available with the Ministry of Tourism. The data gaps were filled with the help of the questionnaire survey targeting the Visitors to selected monuments; Visitors to the city/town where the selected monuments are located but did not visit the monument; Stakeholders such as the Govt. agencies and industry partners like TA's & TOs'. The websites promoting the monuments were also studied to understand the emphasis being accorded to every monument. A total of 1803 visitors (40% visitors to the monuments and 60% visited the city where the monument is situated but did not visit the monument) and 300 stakeholders.

Separate questionnaires were designed and administered amongst the targeted groups. The visitor's data were available for 115 ASI protected monuments, out of which, 40 were selected for the study. Selected monuments were then categorized in to 03 clusters based on total visitors in 2016 as per below:

Monument Category	Visitor numbers	Total Monuments
Highly visited	Above 10 lakhs	09
Moderately visited	Between 05 to 10 lakhs	08
Less visited	Less than 5.0 lakh tourists	23

## C. Major Findings & Observations

### C.1: Trend in Arrivals to Monuments during 2015 & 2016

- ✓ Visitation to monuments in almost all circles, excepting those in Eastern India, had encountered considerable fluctuations in both domestic and foreign visitor arrivals during 2015 and 2016.
- ✓ In Agra Circle, the fall in arrivals of domestic and foreign visitors were over 30% and around 11% respectively. In Delhi circle, Domestic arrivals fell by - 35.62% and foreign went up by 12.56%. The Mumbai and Hyderabad circles also encountered the fall in visitor arrivals.
- ✓ The Circles of Delhi and Agra enjoy highest incidence of visitors, both foreign and domestic.
- ✓ Incidence of foreign visitation can be seen higher at those monuments closer to major international entry points in the country such as Delhi and Mumbai.
- ✓ Many of the highest visited monuments also happened to be World Heritage Monuments (WHM). However, some other WHM's could not, perhaps owing to its farness from major international entry points.
- ✓ The monuments in Eastern India have not been attracting foreign visitors in proportion to attraction endowments. None of the monuments in the region had monuments reporting more than 10,000 foreign visitors and this this could be attributed to proportionately very less movement of foreign tourists in this region.
- ✓ The monuments of importance to Buddhism have seen relatively higher incidence of foreign visitors.
- ✓ In Mumbai and Aurangabad Circles, Elephanta Caves, Ajanta Caves and Ellora Caves have seen higher incidents of foreign tourist arrivals.

### C.2 : Virtual Presence of ASI Monuments:

Monument attractions to have adequate virtual presence is crucial but many of India's leading World Heritage Monuments and Sites (WHM&S) are not visible enough in any discerning manner in online searches and its listings appear much below in the order. Similarly, search of 'Leading Monuments of India', 'Top Monuments of India', 'Top heritage sites of India' or 'Top heritages of India' etc. usually display the sites of tour operators or some hotels in the top 10 listings and

not of the monument custodians or the Government Departments. This necessitates launch of dedicated separate websites for 'Monuments and Heritage Sites of India' and 'World Heritage Monuments and Sites of India' (WHM&S) etc. in addition to existing websites. The website designed thereof must present all leading monuments along with key features, accessibility, accommodation, tourism facilities and services available, attractions in the vicinity etc.

### **C.3: Perception of Tourists Visited the Monuments in India**

Analysis of the data gathered from the visitors canvassed at the monuments provides to summarise the following:

#### **C.3.1: Demographics and Trip Details:**

- ✓ Visitors in general are educated and good chunks of them were either employed or students (domestic- 14.3% & foreign- 20.9%). Most respondents were also reported to have monthly income in range of Rs. 10001/- to Rs. 60000/-.
- ✓ Over 60% of visitors were expressed to have interest mostly in the attractions such as cultural and historic places and monuments. Further, about two-third of the domestic and a half of foreign tourists visited the monuments by making independent arrangements suggesting that foreigners visiting on package tour were appreciably high.
- ✓ Respondents making tour arrangements directly with service providers or through e-portals figured prominently. To reach the monument destinations, domestic visitors largely depended on land-based modes viz. road (54%) or by the railways (38.6%) to reached respective monuments whereas proportion of foreign respondents using airport was higher at about 38%.
- ✓ Internet emerged as major source of information about the monuments and places followed by friends and relatives among the domestic visitors. Specific to the purpose of visit to current place of visit, large chunks of visitors reported holiday, leisure and recreation as the main purpose.

#### **C.3.2: Trend in Visitation to Monuments:**

- ✓ Frequency of visits were higher at the places where the 'highly visited monuments' are situated, which happen to be major cities or towns that are well connected and enjoy well developed tourism infrastructure. Over



44% of domestic respondents from ‘highly visited’ monuments reported to have visited such cities/towns more than once whereas corresponding figures for ‘moderately visited’ and ‘less visited’, 17.6% and 15% respectively.

- ✓ In general, over three-fourth of domestic respondents were reported to have prior knowledge about the presence of monuments in their current place of visit whereas the share of such respondents was over 84% for ‘highly visited’ monuments. In contrary, prior knowledge of monuments among the foreigners from ‘less visited’ category was just about two-third, suggesting its lack of exposure/promotion.
- ✓ Repeat visitation was higher at ‘highly visited’ monuments and share of such respondents was 39.3% and 15.6% respectively among the domestic and foreign respondents. In case of other two monument categories, repeat visit was far less.

### C.3.3 : Monument Facilities and Maintenance

In recent years, custodians of the monuments in India have been striving to enable the sites visitor-friendly by providing additional facilities and improving the existing ones. The initiatives were aimed at visitor-friendliness by provisioning essential needs of visitors viz. toilets, drinking water outlets, curated pathways, reading material, signage, interpretation centers, guide services, Wi-Fi, eateries etc. However, there exists discrepancy in terms of provisioning of these across the monuments. Visitors’ grievances on lack of maintenance and poor condition of existing provisions have also been echoed with great resonance. The growing attention towards a visitor-friendly monument ecosystem manifest the criticalities of enabling factors and its bearing on visitor satisfaction and creation of vibrant images about monument tourism. The perception of the visitors on the maintenance of facilities and their expectations at the monument sites are summarized in the following section.

- **Monument Upkeep:** General pattern of responses is encouraging (excellent or good rating together accounted roughly 80%), however, less-visited monuments fared comparatively much less on this count.
- **Garbage collection:** Mechanism in place is reportedly not satisfying particularly at less-visited monuments. This may also be attributed to its

inadequacy or/and lack of visibility of bins owing often to its location of placement as well as the mechanisms for its periodic collection and disposal.

- **Provision of clean drinking water outlets:** Feedback is not encouraging with only about one-fifth of respondents opined it as 'highly satisfactory'. Across monument categories, this provision received comparatively low rating.
- **Toilets and washrooms:** Feedback received is not adequately encouraging and the pattern emerged is similar to that on drinking water outlets.
- **Provision of restaurants, food outlets in the monument vicinity:** It is a major area needing attention as just about one-fourth considered it 'very satisfactory' and the pattern is largely similar across the visitor segments and monument categories.
- **Signage:** While it is important for overall management of the monument premises and the enhanced visitor experience, its placement at many monuments is not appropriately made. While its presence and visibility were reportedly better at highly-visited monuments, the less visited ones fared much less and that is needlessly an area warranting focused attention.
- **Arrangements for the safety and security of visitors at the sites as well as local people's attitude towards the visitors** were found affirming in nature across the visitor segments and monument categories.
- **Experience of purchasing entry tickets:** It was rated better across both domestic and visitor segments. The response pattern also suggests that the entry fees is affordable.
- **Cleanliness of monument premises:** Responses were encouraging, however, less-visited monuments received comparatively lower rating though it remained around three-fourth of total. However, the area around the monument sites is not encouraging with heaps of litters and trash, encroachments etc. at many leading monument locations.
- **Guiding services:** At majority of locations, satisfaction levels were encouraging but at less-visited monuments, the scores were relatively less. However, many respondents did not offer any specific any comments and that might also be due to their not availing of guiding service.
- **Information disseminated through ASI offices at monument sites** was reportedly good in quality but it is not adequate enough.
- Less than half of respondents held that the

- **ASI websites promoting monuments:** Less than half of respondents held that information provided adequate. However, a good chunk of respondents did not offer any comment on this and proportion of such cases were much higher in case of less-visited monuments.
- **Access to Monuments:** Reaching out to the monument was seen a major problem by both visitor segments. For domestic visitors, it was mainly the frequency of the public transport and higher expenses to reach the monument. But for foreign respondents, congested roads came next to frequency of public transport as major problems.
- **Recommendation of monuments to friends and relatives:** The respondents in general were agreed on this.
- **Major Botheration During Visit Monument:** Ranking of a given set of parameters stands to reveal that lack of clean toilets/ washrooms emerged on top among both visitor groups. It was closely followed by lack of provision for drinking water as well as cleanliness and proper mechanism for garbage collection. Trouble from touts figured next for the domestic groups and poor signage and its visibility for foreign groups.

### C.3.4 Additional Facilities Expected at Monument for Better Experience

Certain essential requirements needed for better experience of monument visits have been reported. The major ones were better and adequate amenities like RO water cooler for drinking water, cleaner toilets and wash rooms, ATM and mobile charging facilities, clean surroundings, better garbage disposal, adequate and multi lingual signage, sheds, adequate parking area, trained guides, food courts, facilities for senior citizens and differently-abled persons, children's' play area, interpretation centre, display of important emergency numbers, first aid kit, decongestion of monument surroundings, better public transport, Wi-Fi, online payment for buying tickets, light and sound shows, audio guides etc.

A considerate view emerged from this study is that the ASI Officials are central to the monument tourism experience. An engaging approach of the ASI Officials towards monument tourism and visitor enabling provisions would not only result longing visitor experience but it could also contribute immensely towards enhancing the monuments image and tourism in general. It is important to appreciate the roles that tourism can play in monument protection and conservation. Enabling mechanisms to increase the visitation can generate much

needed revenue for ASI and this can be pooled for monument upkeep and management. Such steps can also contribute in achieving the key sustainable development goal of income generation, poverty eradication, women and community empowerment and the like.

#### **C.4 Visitors Not Visited the Monuments: Results & Discussions**

A huge chunk of visitors to may not be visiting the attractions including the monuments in the vicinity of their place of visit due to various reasons. Those could range from paucity of time, pre-defined itinerary, accessibility constraints, personal reasons and inclination towards attractions and places etc. With this backdrop, it was attempted to investigate the reasons preventing the visitors from visiting the monuments situated in the vicinity of their current place of visit. Major conclusions emerging from the analysis 1080 responses separately for the domestic and foreign visitor segments furnished in the following section.

##### **C.4.1 Respondent Profiling and Their Travel Plan**

- Among the domestic visitors, around 28.7% were in the age group of 18-28 years, and those in age group of 29-38 were 35.2%. Almost a similar pattern emerged among the foreign visitors also.
- Large chunks of respondents also were holding graduation or higher degrees. About 67.3% domestic and 70.6% foreigner respondents were reportedly in employment.
- Roughly 52.7% were had monthly income reportedly in range of Rs. 10,001-30,000, followed by those in range of Rs. 30,001-60,000 (24.2%). Among the foreign respondents, 53.3% reported their monthly income between USD 1,001- 5,000 followed by those with USD 5,001-10,000 (33.6%).
- Among the domestic respondents, 57% have great liking for cultural, historical places and monuments but 41% liked natural and adventure activities. In contrary, 50% of foreigners had expressed their first liking for natural and adventure destinations but 32% liked historical and adventure destinations.
- Independent travelers among the domestic visitors were 70.5% whereas the foreigners were travelling to India on a package tour (61.9%).

- Travel arrangements of roughly 37.7% of domestic respondents have been made by their friends and relatives. Around 21% made bookings directly through the service providers and roughly 20% used e-portals. As for foreigners, 43.5% used the services of a travel agent/tour operator followed by 25.3% using an e-portal for tour arrangements.
- Duration of tour of domestic group was largely up to 3 days (46.6%), whereas itinerary of those with 4-7 days was reportedly 32%. Trip of the foreign visitors was expectedly higher with 40.5% reporting a stay period of 4-7 days, followed by those staying up to 3 days (30.6%).
- The mode of transport of domestic segments was predominantly the land, either by the road (48.1%) or the railways (40.2%) to reach the respective destinations. Among the foreign visitors, it was largely air (39.6%) or road (37.6%) to reach the destinations.
- Group size of domestic respondents was smaller with two to five persons (81.4%), and corresponding share among the foreigners was 75.6%. Further, domestic segments were touring either with family members (domestic- 42.9%) or friends (40.3%). Whereas, 45.5% of the foreign visitors were travelling with their friends.
- Main purpose of travel for domestic visitors at their current place was holiday, leisure and recreation (61.6%); but for foreigners, it was 71.8%. For 59.4% domestic and 87.4% foreign respondents, it was their first visit to the current city.
- Internet was major source of information (50.1%) followed by relatives and friends (29.5%). The books/magazines/newspapers comprised 12.3%. Over 73.8% foreigners depended on internet as the major source of information.
- Specific to the views on engaging the private groups for managing part of the tourism facilities at the monuments, a mixed pattern emerged.
- About 38.3% of domestic respondents reported to have already visited the monuments in their current place of visit. Of these, 55.1% visited once and another 30.0% visited twice. Responses from foreigners suggest that only negligible segments have visited the monument already.
- Major reason for not visiting the monument in their current city of visit among the domestic respondents was paucity of time (29.9%), followed by other reasons (22.4%). The monument visits also did not form 'part of itinerary' (13.8%) for the current trip. Contrary, 'other reasons' (27.2%) emerged prominently among the foreign respondents, followed by paucity

of time (21.1%) and the monument not becoming 'not part of itinerary' (12.9%).

- Entry fees to monuments reportedly acted as a barrier for the visit for certain sections of respondents. Share of such cases among the domestic and foreign segments were about 31.8% and 23.3% respectively.
- There were also respondents not having any interest in monuments visit and they accounted roughly 14.3% of domestic and 19.7% foreign visitors.

#### C.4.2 Expectations While Visiting the Monuments

The respondents reported to have many expectations when it comes to visiting monuments. Major ones were cleanliness; availability of basic amenities such as clean toilets and washrooms, drinking water (RO machine), Canteen/hotels restaurants nearby, good and affordable accommodation, dust bins; regular garbage collection and disposal; parking area close to the monument; garden or park; information desk/interpretation centre; facilities for senior citizens and physically challenged persons; trained multilingual guides; reduction in entry tickets for large family groups; online payment system for entry fees; frequency in public transportation; entertainment in the form of shows or cultural events; better arrangements of security; good behaviour of local people; route map, signages, display of more information about the monuments etc. There may also be good literature providing details of the monument, vigorous marketing and promotion etc.

#### C.5 Feedback of the Stakeholders of Monument Tourism

- Promotional deficiencies have been seen as major reasons for the fluctuation including decline in visitor arrivals at many monuments in India and about 70% respondents hold this view. A fresh and focused approach to promotions is warranted where the Place/Destination should be identified with the monuments and not vice versa.
- Exclusive promotional campaign for every major monument in India, especially the World Heritage Monuments (WHM) is an imperative. It could center around:
  - ✓ Narration of the stories of each monument with high resolution photographs and videos, Branding/ Road show etc.;
  - ✓ Theme, feel and replica cut-outs of one such monument in every global tourism fair;

- ✓ Advertisements/shows/festivals, Dance & music festival;
- ✓ Monument's basic offering & its linking with the Indian traditions that are completely unique.
- The monument ecosystem must possess and promote a visitor-friendly image with more essential amenities, better accessibility, better management, shorter queues, online reservation system, systems to project positive image on safety & security of the visitors.
- Need for adoption of '*Monuments Circuits*' approach has been echoed. It also emerges that the festivals and different cultural events are important for promotion of the monument tourism. The emphasis can be seen accorded in support of the Music and Dance Festivals followed by other cultural festivals/shows.
- While the awareness about the '*Adarsh Monument*' initiative is largely reckoning, the industry was not sure of its effect on improving the image of the monuments covered under the Scheme.
- Requisite Local-body support for the monuments was seen as not forthcoming, and hence, need for *monument-level Management Committee* comprising key stakeholders was proposed as one of the key steps forward. Further, scope of each stakeholder group may also be defined within the framework of existing Acts and Regulations related to the monuments.
- CSR funds for the monuments to create visitor-friendly ecosystem can be welcomed. The areas to soliciting the support can be beautification of monument including 'sound & light' show (59.8%) and installation of public comforts and support services (23.5%).
- Endorsement for the *Monument-specific Charter* for better management of monument tourism emerged from many respondents.
- On its part, the tourism industry could take following additional steps for promotion of monument tourism in India:
  - ✓ Initiate promotional events starting from local level; invite social media influencers to create awareness on a large scale;
  - ✓ Promotion of monumental circuits with the support of stakeholders likes hotels, travel agents, guide, airlines, etc.;
  - ✓ Promote monuments on radio stations world-wide, Advertisement;
  - ✓ Regional travel industry to focus on promoting popular monuments and local destinations/places;



- ✓ Popularise the Scheme of visitor cards for multiple monuments so that it can enable access to multiple museums.
- ✓ Promote tourism-oriented attractions, be it monument or museum, along with free-ride in Metros;
- ✓ Spearhead tourist-friendly practice at monuments.

The tourism industry expects the Government also to take certain specific steps for the promotion monument tourism. Major suggestions were for eco-friendly clean tourism practices; Encouraging increased usage of battery vehicles; More aggressive approach in policy framework for monuments; Stakeholder consultations and to form committees that can address the concerns related to infrastructure development; Increased online promotion; Financial support and extend support from local governing authority.

### **C.6 Specific Observations on Moderate and Less Visited Monuments**

In general, the less-visited monuments are situated far away from the major transport nodes such as airports, major railway junctions and the major cities and towns. These factors turn out to be major constraints directly influencing the visitation propensities. The experience of some of the World Heritage Monuments and Sites is substantiative of this; instantaneous being Pattadakal Group of Monuments, Rani-ka-Vav, Patan, Rock Shelters of Bhimbetka, Ajanta and Ellora Caves, Champaner-Pavagadh Archaeological Park and Buddhist Monuments at Sanchi. However, despite each of these monuments embodying unique attributes and positioning, the visitor appeal is constrained by the locational disadvantages. Even the roads leading to some of these monuments are great impediments to ease of mobility, and such feedbacks get shared through various media platforms including the social media. This is equally a case for many other leading ASI-protected monuments in the country.

The prominence of these monuments is also constrained by the absence of other attractions worthy of tourist attention in its vicinity. The general perception about the inadequacy of essential facilities and services such as decent places to stay, eateries/restaurants etc. are also discouraging factors when it comes to visitation. However, the absence of focused promotions, marketing campaigns and positioning strategies, particularly on the internet and other virtual media platforms cannot be overlooked. In certain cases, the response of the local communities towards the visitors are also not very encouraging and that could



perhaps be attributed to a lack of awareness about the benefits the local community could accrue from tourism.

## C.7 Recommendations

The visitation pattern across monuments under study is revealing of the prevalence of a great array of disparities and that warrants divergent strategies and action plans both to attract more visitors and sustain the visitation momentum. The insights and understanding gained from this study provide to propose focused suggestions and recommendations for different categories of monuments, particularly the less-visited monuments.

### C.7.1 General

- Greater **awareness creation and sensitization** are needed amongst the visitors on the effects touching the monuments and its walls. Adequate number of sign boards citing adverse effects of it should be installed at all the prominent places. Deterrent mechanisms like the fines should be levied on violators and besides its notification and appropriate display/placement.
- Majority of the foreign respondents have observed on higher **entrance fees** and for its reduction. References were also made on differential entry fee system for the domestic and foreign visitors. However, this does not hold ground since differential entry fees is a common practice and observed in many countries.
- **Active private participation** should be encouraged and welcomed for infrastructure creation to style the monuments more visitor-friendly. Priority can be accorded for the maintenance and cleaning works of the monument premises and its vicinity, roads and pathways, food-courts/eateries etc.
- The monuments are managed more bureaucratically where the officials would come and go, which in a way results to a relatively less sense of ownership towards the monument. Thus, it becomes imperative to *inculcate a greater sense of ownership and pride about the monument's glory amongst the local community*. It can be tried by planning mechanisms to have greater participation of the locals in the overall management of monuments. Reflecting the local ethos would motivate them to become

active partners, assume greater sense of ownership and greater responsibility. These need to be viewed as integral to monument tourism.

- Institute **Monument Tourism Facilitation Committee** for every monument comprising the ASI Officials, Local Administration, industry stakeholders and eminent local personalities. Orienting the local communities towards the Monument and its role as a potential source of their livelihood could result mutual benefits. This model has been successfully attempted across many countries for heritage conservation and sustainable tourism.
- Cleanliness of the monument vicinity, approach roads etc. beyond the monument boundaries are under the local municipal authorities and beyond ASI jurisdiction. Proposed Monument Tourism Facilitation Committee can take lead to solicit greater coordination between ASI, local municipal authorities and the locals for better upkeep of the monument surrounding, facility provision etc.
- **Tourist Communes** of varying nature such as ‘Reading the Literature’ are in the offing. They can be promoted for monument sites/its vicinity as these are special interest attractions for ‘serious cultural tourists’. The Literature collections can have more focus on the monument, local art and artifacts, culture etc. Such focus can help wider dissemination of monument-specific information and knowledge, that in turn, create more visibility and interest leading to enhanced visitation.
- Establishment and promotion of ‘**Monuments Clubs**’ comprising of monument lovers, promotion of Tourism Clubs’ & ‘Monument Clubs’ in the schools and colleges etc. can also be pursued. Specific videos of the monuments in the vicinity of institutions can be developed for screening at educational institutions for greater awareness.
- **Adoption of modern technology** in vigorous manners for better management and promotion of the monuments.
- Create a **digital library** covering all ASI-protected monuments in India. It is integral to both conservation and preservation initiatives, and suggested accordingly. *Digital simulation* of the dilapidated/damaged monuments should be attempted to reconstruct those, and towards this, the service of digital conservation experts including those from IITTM may be considered.
- The **wrist band tickets with single use bar codes** can be introduced to discourage malpractices and misappropriation of revenue from entry fees.

- **Night viewing of the monuments** should be made open to the extent possible as there exists great demand from both domestic and international tourists. Adequate **lighting arrangements** should be planned to enable this.
- Improvement in **bus connectivity** and other public transport modes to and from the monument may be taken up on priority basis.
- **Tour Guides:** Only officially approved, properly trained, well-mannered and well-groomed guides should only be allowed at the monuments. Strict action against touts and unauthorized guides should be pursued as it is important to enable authentic experience and tourist satisfaction. At well-appointed places, signboards prompting tourists to “Beware of fake guides and touts” may be installed.
- **Approach roads** to the monuments must be made clear of encroachments, garbage and filth, which is presently not the case at many monuments.
- To **impart soft skills and tourist behaviour training** to all ASI Officials and across the cadre at all monuments for better handling of the tourists and giving them an memorable experience in tune with “Atithi Devo Bhavah”.
- Enhance the **appeal of the monument/heritage through cultural positioning-** illumination, upkeep, cultural events, eateries, curated horticulture etc.
- Re-use of obsolete infrastructure to create new public spaces.
- **Important helplines:** - Helpline numbers for women, child, police, ambulance, etc. displayed prominently using appropriate signage.
- Install **Signage of Dos and Dont’s, ‘Swachhta Hi Seva’** etc. at all important points within monument premises.
- Provision of **Wi-Fi and mobile charging facilities** at all monuments.
- Consider **installation of ropeways** for ease of climb and better tourist experience at certain monuments like cave, forts and palaces.
- Expand the **scope and coverage of monuments for ‘Single Ticket’ System.** This will reduce hassles of buying tickets, save time and increase in visitation to lesser-known monuments.

### C.7.2 On Marketing and Promotion

- Organize the entertainment events like **light & sound shows, dance and music festivals, fairs and exhibitions etc.** on a regular basis. Popularization of a Calendar of Events is suggested.

- For **Monuments away from metro and large cities**, institute focused promotional campaign tailored to attract the regional and local visitor segments may be attempted.
- Install **Multi-lingual signage across the city/town**, approach roads etc. for greater publicity and visibility of the monument.
- Position the monuments in such a way that **the City identifies with its monuments**. Instantaneous being, Agra for Taj Mahal, Konark for Sun Temple etc.
- **Dedicated website for every monument**, at least for WHM&S, so to showcase its glory and prestige. Use this to create USP's and separate identity for every monument and position accordingly. All relevant information pertaining to the tourists can also be made available in such websites.
- To optimize the internet search outcome, establish a **dedicated website for Monuments and Heritage Sites of India'** depicting all WHM&S. Similarly, a **dedicated website for 'Monuments and Heritage Sites of India' covering all leading monuments of ASI** can be planned to increase visibility. These websites will be in addition to the websites of the Ministry of Culture and ASI.
- Plan to **inter-link all Central Govt. websites dealing with the Monuments and Heritage** so to enable search optimization leads to authentic Web-sources and top listings.
- Onboard all key stakeholders like ASI, State Government, Local Administration, industry etc. are make them as partners in promotional endeavours.
- **LED screen displays** in the cities, prominent entry/exit points to the city, prominent domestic and international gateways etc. to disseminate information on the monuments and attractions.
- **Monument specific video-games** for greater involvement of the students and the youths. It will eventually contribute greater awareness creation, and wider publicity and marketing.
- **Home-stay, Bed and Breakfast and other ancillary accommodations** around the monument may be give greater marketing and publicity emphasis. The tourists may be encouraged to stay in such facilities for authentic experience and word-of-mouth endorsements.
- Extensive **use of social media tools** for promotion of each monument. These options are presently used only for a handful of monuments.

- **Install QR code enabled Signage** to retrieve instance information upon scanning on the mobile phone.
- **Organise Heritage Walks** and engage the local community as partners in such walks by also planning the routes through craft villages, ethnic cuisine area etc. to also enhance the livelihood options for the locals.
- **Short-duration cultural video contents:** Create short-duration thematic video, especially for the less and moderately visited monuments, as it would be helpful for focused promotion of monument tourism.

### C.7.3 On Public Comforts, Amenities and Facilities

- Institute a **Standard Operating Procedure (SOP) for maintenance, cleaning of the toilets and washrooms and better upkeep**. This be enforced across the monuments for a routine, timely, and standard cleaning process.
- Plan and institute **adequate number of trash-bins and garbage collection at key locations** at all monument sites without impacting the visual effect of the structures and landscape. Institute a check-list of practices and for regular collection and timely disposal/treatment and its cross-checking.
- Make the provision for **adequate and well-kept drinking water facilities**. Also, plan to have the **water-coolers** as it is crucial during the summer days.
- Plan for specific facilities that are required to facilitate the visit of **senior citizens and differently-abled persons**. These include wheel-chairs, wash-rooms, drinking water facility, waiting rooms, hand-rails for support etc.
- Installation of **Braille information kiosks** at all monuments.
- Provision for **hygienic and reasonably-priced Food Courts** within the monument premises or in its vicinity.
- Installation of **Hand-grips** along the footpath at all required points for the support of children, senior citizens or tired tourists.

### C.7.4 Visitor Facilitation and Management

- Adequate, clearly-marked and uncluttered **parking space** at the monuments.
- Set up the **Photo-gallery depicting the monument** within the premises to show case the glory of the monument over the ages.

- Provision adequate number of **well-appointed signage** for traffic, parking, route map and information are required on the way leading to the monument and at the monument site.
- **Tourist Police** should be more vigilant on unauthorized guides. CCTV cameras may be installed to capture unauthorised guides. Legal action also to be contemplated against violators.
- **Consider Tourist Information/Interpretation centres** most monuments for better understanding, visitor satisfaction and experience.
- Greater presence of **Women Police inside and in vicinity of the monument** to handle the incidence of eve-teasing, harassment of women tourists etc. This can instill a higher sense of security especially among the female tourists.
- Plan at least one **ATM** of a prominent bank in the monument vicinity, preferably the entrance/ticket window. Possibility of **money exchange facility** could also be explored for some monument locations, especially those away from major cities and towns.
- **Provision First Aid kits** at all the monuments and train ASI staff in CPR and First Aid to attend emergencies.
- Provision for making payment online for collection of tickets at the ticket counters. This is proposed in addition to on-site ticket counters.
- Plan for adequate numbers of **green-shades** to provide shelter to the tourists from heat and rains.
- **Sanitary napkins vending and disposal machines** are recommended. It can be installed with the help of private sector including under CSR activities.
- **Battery-driven cars** are recommended where distance to approach the monument is longer. This will also reduce the pollution and parking clutter in the monument vicinity.
- At high-points of the monuments like forts and palaces where public access is permitted, steel railings/iron rod blockages may be installed for safety.
- To the extent possible, **children's play area** can be planned within the monument premises so that the parents can have better experience of the monument.
- Provision **Cloak-rooms** at all monuments to secure those items not allowed inside, which the tourists should be able to handle on their own.
- **Audio/video guides** are suggestive at all monuments for enhanced tourist experience since many visitors would not avail the service of the Guides.

- Control of menace created by the **monkeys and dogs** at the monument sites and to secure the visitors from attacks/disturbances.

### C.7.5 For Moderate and Less Visited Monuments

The less and moderately visited monuments encounter many peculiar bottlenecks viz. farness from the major cities and towns, transport nodes besides and public infrastructure etc. The condition of less-visited ones is more precarious including WHM's. This demands for a destination development approach, especially for the stand-alone monuments like Pattadakal Group of Monuments, situated in less-developed regions. Thus, in addition to the above-stated recommendations, following specific suggestions are also proposed:

- **Plan to develop the major monument location as destination:** The plan must envision and position the monument as key component of the local economic development. It must encompass the monument being positioned as core attraction and a 'Cultural Edifice and Marker' of the region. It is then inter-linked with the ancillary attractions in the vicinity to create a 'destination region' and to also create new attractions where needed.
- Explore local traditions, customs, rituals, festivals, myths and legends, lifestyle, crafts and cuisine and create and **promote own programs or thematic tourism products**. Create and offer products tailored in scope and time with the calendar of local events – fairs, festivals, gatherings etc.
- **Plan Art & Craft Villages:** Besides selling of the crafts, plan for attracting 'craft volunteer tourists' and 'serious cultural tourists' having the passion for the craft skills and deriving the experience and satisfaction in doing so.
- **Accommodation:** Locations where formal accommodation units are non-existent or not in the vicinity, say 10 KM, plan for new units and explore the homestay and B&B opportunities.
- **Infrastructure development:** Leverage and synergize the existing schemes under both the Central and State Schemes viz. roads, public comforts, toilets etc.
- **Create Land-bank:** Identify and document the land available for the development of tourism and related infrastructure and facilities. Also, institute mechanisms for its utilization including allocation.



- **Plan PPP Interventions:** Incentivize the private sector to develop tourist facilities, and the Government in turn, focus on the institutional support, infrastructure and public utility development.
- **Organise heritage education sessions for the local communities** within the monument catchment with a view to create awareness about the significance of the monument, their roles in its conservation and significance of monument tourism as an additional income source. The schools, colleges, neighborhood and other host communities etc. can be natural target groups.
- **Monument Charter and Local Heritage Policies:** A duly endorsed Charter by all key stakeholders of monument tourism, that inter alia, define the role and responsibilities of each partner. It must entail the objectives of heritage conservation, tourism development and community empowerment.
- Create ‘**monument circuits**’ by connecting the monuments within the reach. For instance, Hampi-Bidar-Pattadakka-Aihole-Bijapur in north Karnataka. Similar circuits can also be planned in other monument locations.
- **Special Efforts towards promotion:** Where the visitation is less, the focus should be of the local and regional visitors. Increased visitation will help the monument to assume prominence and give fillip to develop more tourist facilities and services. The Central and State Culture and Tourism departments must have plans specifically to neutralize the locational disadvantages of these locations and to sufficiently highlight the USP’s of these monument locations in the promotional schemes- virtual and offline.
- **Virtual promotion:** The internet and other virtual mediums are crucial in an information-driven business environment. Thus, ensuring the virtual prominence both in terms of information sharing and guest feedbacks are key to enhance the visitation. Thus, the measures as proposed above are equally important for the less visited monuments also.
- **Capacity building of the local communities:** Location of any less-visited monuments also happened to be in less developed where the education attainment may be lower. Thus, skills as needed to serving the visitors may not be locally available and that demands focused skill development interventions.



- **Masterplan for destination development:** To achieve the desired outcome of development initiatives and sustainable heritage tourism, a Masterplan envisioning a stage-wise and sustainable development for each destination is an imperative.

The present study being first of its kinds in the country and comprehensive in terms of the parameters being analysed and the coverage of monuments from every part of the country, it suffices to be treated as a 'base-line study'. In accordance, the Ministry of Tourism could undertake the studies on monument tourism themes on a regular interval. The parameters used in the present study, along with other relevant ones as being framed from time to time, could form the basis for future studies. This would help mapping the improvements/changes in monument tourism, visitor experiences and feedbacks etc. to enable further actions. It is equally important to carry-out Third-party audit of all major ASI protected monuments periodically.

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## Chapter-I

# INTRODUCTION

The monuments are not mere imposing physical structures or built-ups that suffice to attract the visitors; these are rather 'cultural edifices' and the 'markers' of the civilizational past. For many cities, towns or the localities; the 'placeness' is constructed around these symbols that eventually result in accruing distinct imageries and identities of the places and contributing towards place positioning and promotion. The monumental structures impress the purveyors of its aesthetics derived from the artistry and civilizational antecedents, and for the custodians, these are priceless cultural assets to admire. P.B Shelly in his famous poem 'Ozymandias' sums up this awe: "My name is Ozymandias, king of kings; Look on my works, ye Mighty, and despair!".

The monuments are integral part of the rich heritage and manifestation of an incredible past that India has accrued over many millenniums of its thriving history and culture. The touristic advantage of India's monuments repository has been accounted well before the country became independent in 1947. After the World War-II, the British Rulers in India took conscious and organized efforts to promote tourism, and 1945, a committee under the chairmanship of Sir John Sargent was set up to map the tourism prospects in India. In its interim report submitted in October 1946, the potential to substantially augment both direct and indirect revenues through tourism have been recognized and also identified the importance of 'cultural tourism'.

After Independence, Prof. F.R. Allchin<sup>1</sup>, an UNESCO expert undertook a survey of the cultural resources of India in 1968 and established a much broader definition to the cultural heritage<sup>1</sup>. He also attempted a classification of the monumental heritage into four principal subject groups: (a) Buddhist monuments; (b) Hindu monuments; (c) Indo-Islamic monuments; and (d) Monuments of European and British association with India. It was suggested that each groups deserved to be exploited for purposes of cultural tourism. Needlessly then, monuments remained as central to both the Central and State Government tourism development and promotion initiatives.

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<sup>1</sup> F.R. Allchin, 1969. Cultural Tourism in India: Its scope and development with special reference to monumental heritage, UNESCO, Paris, Sr. No. 1559/BMS/RD/CLT, October

However, the fluctuations in the visitation to the ASI-protected monuments of late could suffice a pointer towards the emerging challenges of monument tourism in India. This, then is a cause of concern given that India enjoys an image of an incredible cultural destination and thousands of monuments enrich those imageries. Thus, revitalising the attractability and appeal of the monument heritage is central to enhancing the 'Incredible India' experience and increasing the visitation to the country. This in turn contributes towards accelerating the revenue generation, community and local area development as well as monuments' conservation. But achieving these ends warrants focused policy interventions and actions to enhance the image of monuments and the visitor experiences.

Many factors have been seen to influence the visitor arrivals at the monuments spread across the country. While prime factor can be its attractability and appeal, there exist equally influential and enabling factors like connectivity and accessibility, monument upkeep and management, visitor preferences, promotion, facilitation, entry fees and like. India's advantage lies in the spread of distinct monumental heritage in every region and many of those are appealing enough to assume primacy of its own right. However, a cursory look at the visitor data available for ASI protected monuments during 2014-16 reveal striking fluctuations in the visitor numbers including Taj Mahal or Qutab Minar. Interesting enough, many leading monuments being seen as manifestation of India's syncretism and known for global appeal and locational advantage also mediate this challenge.

The annual revenue through entry fee from centrally protected and ticketed monuments/ sites/museums under the jurisdiction of Archaeological Survey of India has been seen declined during the study period. For instance, the total revenues generated during the year 2015-16 was Rs 92.49 crore as against Rs 93.38 crore in 2014-15<sup>2</sup>. The reports also suggest that the expenditure incurred by ASI on monuments/sites of national importance during 2015-16 was to the tune of Rs. 238.61 crore. This scenario apparently raises many questions about the vulnerability of visitation even across many mascot monuments and

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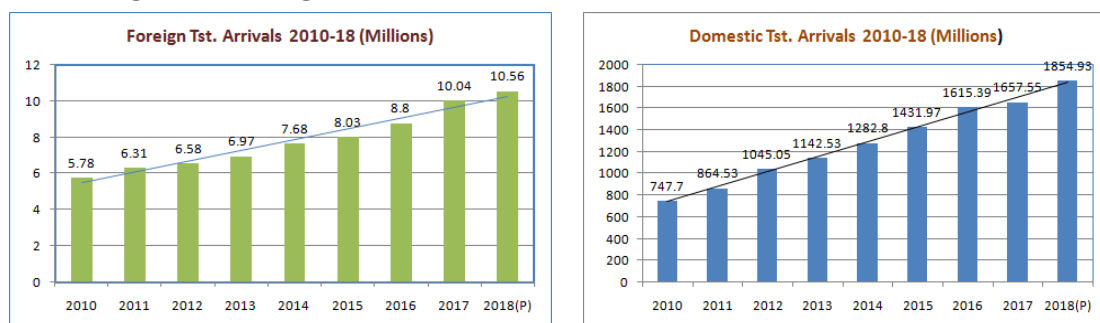
<sup>2</sup> India Today. (2016). *Revenue from entry tickets for ASI monuments declines*. 26, July. <https://www.indiatoday.in/pti-feed/story/revenue-from-entry-tickets-for-asi-monuments-declines-672789-2016-07-25>

struggling to sustain the visitor flows. Further, specific questions would also call for elaborations are as per the following:

- Has the changing visitor motivation got to do something with the emerging arrival scenario at the monuments?
- What are emerging patterns of arrivals at monuments?
- What roles do the factors such as entry fees, management of monument tourism, accessibility, facilitation, amenities etc. have in determining the visitor footfalls to the monuments?
- How do the industry stakeholders approach monument tourism and its challenges?
- What are the categories of monuments experiencing proportionately higher fluctuations in visitor numbers?
- Could a monument-level management committee serve better for the cause of monument tourism?
- What type of development approach could improve the monument tourism in less-developed regions of the country?

Indeed, visitation patterns at the monuments are to be understood in the backdrop of a fast growing domestic and foreign tourist visitation in the country. For instance, domestic tourism in India recorded an increase of 3.1 times just in a period of nine years during 2010 and 2019, respective figures being 747.4 million and 2321.98 million. During this period, international tourist arrivals in India increased by 3.1 times from 5.78 million and 17.91 million.

**Fig.-1.1: Foreign and Domestic Tourist Arrivals in India- 2010-18**



Source: Min. of Tourism

Specific to the visitor arrivals to ASI-protected monuments, total domestic and foreign arrivals in 2010 were 35.77 million and 3.00 million respectively.

Corresponding figures during 2018-19 were 47.32 million domestic and 3,58 million visitors. It can thus be inferred from the above data that the visitor footfalls at the monuments in the country did not keep the pace with the overall increase experienced in the foreign and domestic visitor numbers in the country. Further, it is reasonable to assume that the visitor footfalls to all major cities and towns must have witnessed considerable increase on a year-on-year basis. On the other, the visitor data available for different monuments across the country do not reflect any corresponding increase.

Specifically, the leading monuments of the country situated in many of those cities like Delhi, Agra, Kolkata, Hyderabad etc. have been encountering fluctuations in the visitor numbers. Specific to Delhi, some reports have attributed the decline in foreign tourist visits to Qutab Minar, Humayun's Tomb and Red Fort in 2014 on account of the factors<sup>3</sup> viz. Nirbhaya gang rape case, recession in the Western countries and under-reporting of ticket sales at ASI monuments as reported by CAG. It is equally worth to note here the observation of Comptroller and Auditor General of India (CAG)<sup>4</sup> in its 2013 report that the World Heritage Sites did not receive appropriate care and protection and there were numerous cases of encroachment and unauthorized construction in and around these sites. It was also observed that though the site management plans were mandatory for WHS as per UNESCO's Operational Guidelines, the same was not ready in the case of 15 out of 19 sites of the ASI.

The overall visitation scenario at the monuments raises certain pertinent questions related to the handling of the monument tourism in India. These could stem from monument-specific management practices, availability of facilities and services at the monuments and in its vicinity, maintenance, visitor handling, cleanliness and hygiene, promotion, visitor awareness, proximity to tourist destinations, development approach etc. It is worth noting here that while interacting with the ASI Officials, fluctuations in the arrival figures were attributed to the data publication format. i.e., calendar year and financial year basis.

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<sup>3</sup> Times of India. (2014). *Nirbhaya effect? Delhi sees 30% drop in foreign tourists*. August 06, <https://timesofindia.indiatimes.com/city/delhi/Nirbhaya-effect-Delhi-sees-30-drop-in-foreign-tourists/articleshow/39834389.cms>

<sup>4</sup> CAG. (2013). *Performance Audit of Preservation and Conservation of Monuments and Antiquities*. Report No. 18. Union Government (Civil) Ministry of Culture. *The Comptroller and Auditor General of India*. [https://cag.gov.in/uploads/download\\_audit\\_report/2013/Union\\_Performance\\_Ministry\\_Cultures\\_Monuments\\_Antiquities\\_18\\_2013.pdf](https://cag.gov.in/uploads/download_audit_report/2013/Union_Performance_Ministry_Cultures_Monuments_Antiquities_18_2013.pdf)

Seeking to address the questions stated above warrant examination of a complex set of factors and contexts. The main approach therefore for this study was to synthesize various internalities and externalities having potential to impact the visitor arrival patterns at the ASI protected monuments, directly and indirectly. While there are thousands of monuments under the administrative ambit of ASI, the coverage of this study was limited to selected ticketed monuments, where the visitor arrivals data were available with the Ministry of Tourism sources. Specific to the approach, an integrated framework has been considered sufficing to establish the monument- specific factors and scenarios to help proposing a set of measures and systems to mediate through the challenges of monument tourism in the country.

### 1.1. Terms of Reference for the Study

The Ministry of Tourism, through Vide Order F.No.8(5)/2018-MRD, dt.15.03-2018, entrusted the Indian Institute of Tourism and Travel Management (IITTM) to undertake a study to examine the patterns of tourist visitation at the centrally-protected in India in recent years and to propose measures that will enhance the overall visitor experience and satisfaction, thereby, increasing the footfalls to the monuments. The study has been titled as '*Analyzing Recent Trends in Visitor Arrivals to Centrally Protected Monuments in India*'. The study was targeted to cover the key stakeholders of monument tourism viz. the tourists, monument custodians and travel industry segments. The terms of reference are as per below:

1. To examine the recent trends in visitor arrivals to selected ASI-protected monuments
2. To elucidate the factors responsible for unexpected fluctuations in visitor arrivals to some ASI-protected monuments
3. To examine major factors motivating both the domestic and foreign visitors to visit different cities and towns in India
4. To assess level of awareness among the domestic and foreign visitors on the ASI-protected monuments situated in the city of their current visit
5. To examine the visitor's awareness about ASI-protected monuments in India
6. To examine recent attraction development in the city or in the vicinity of the monuments. If so, examine the visitor arrivals at such attractions;

7. To seek the views of the travel intermediaries such as tour operators, travel agents and other stakeholders on the declining interest among the tourists in visiting ASI-protected monuments.

India's monumental heritage is distinctly rich and diverse to incrementally contributing to define a unique identity and positioning opportunity for the country. These monumental heritages also hold immense values as prime attractions, drawing millions of visitors from within and around the world already. In the process, these are also becoming instrumental in creating ample economic opportunities, avenues for conservation and sustenance of monuments. Thus, proper upkeep, maintenance and conservation of these invaluable assets become a national imperative and responsibility.

This study has been scoped to examine the visitor arrivals at the Centrally-protected monuments in India period of 2015 to 2016. Accordingly, the secondary data pertaining to the arrivals have been gathered from the Ministry of Tourism sources and examined to establish the monument-specific visitation trends and patterns. It was also attempted to collate the perspectives and understanding of key stakeholders about the values of heritage and tourism activities found available around these assets. The present study is not reviewing the visitor arrivals to monuments in the pandemic period. However, the outcomes of the analysis have been integrated with the generic propositions on monument tourism and its practices. This approach was considered sufficing towards devising a framework and mechanisms to pursue the cause of sustainable heritages and the monument tourism in particular in India.

## 1.2. Methodology Scheme

The review of literature suggests that the studies examining and analysing the patterns of visitor arrivals to the attractions in India are scant. Hardly any credible literature can be found dealing with or establishing the causes of fluctuation or decline in visitor arrivals to monuments in Indian context. Thus, relevant background knowledge is almost non-existent to further build-up the investigation, and therefore, the study is largely exploratory in its approach. The subject of inquiry being complex, an integrated analytical framework has been adopted in a way that it aligns with the theoretical propositions and stakeholdership narratives for meaningful explanations.



In addition to the secondary level, a few international case studies of sufficing in nature were examined to corroborate the propositions. However, good chunks of data have been generated at the primary level by deploying structured questionnaires and participant observation tools. The analytical frame has been scoped to address specific targets of inquiry and the instruments were designed, and in accordance, separate survey instruments were developed for the visitors to the city but not to the monuments, visitors to the monuments, custodians of monuments and the industry segment that appropriate monuments for attracting the tourists.

### 1.2.1 Sampling Frame

The study universe encompassed the tourists (domestic and foreign), custodian of monuments (ASI officials), and destination promotion agencies such as State Tourism Departments besides the tour operators, travel agents, tour guides etc. These key stakeholders of monument tourism *inter alia* formed the sample frame. Method of data gathering was investigator-administered questionnaire surveys at the monument locations and the cities selected after due analysis of secondary data. Monument-specific conservation and promotional initiatives, for which the data were available, also examined and the results incorporated.

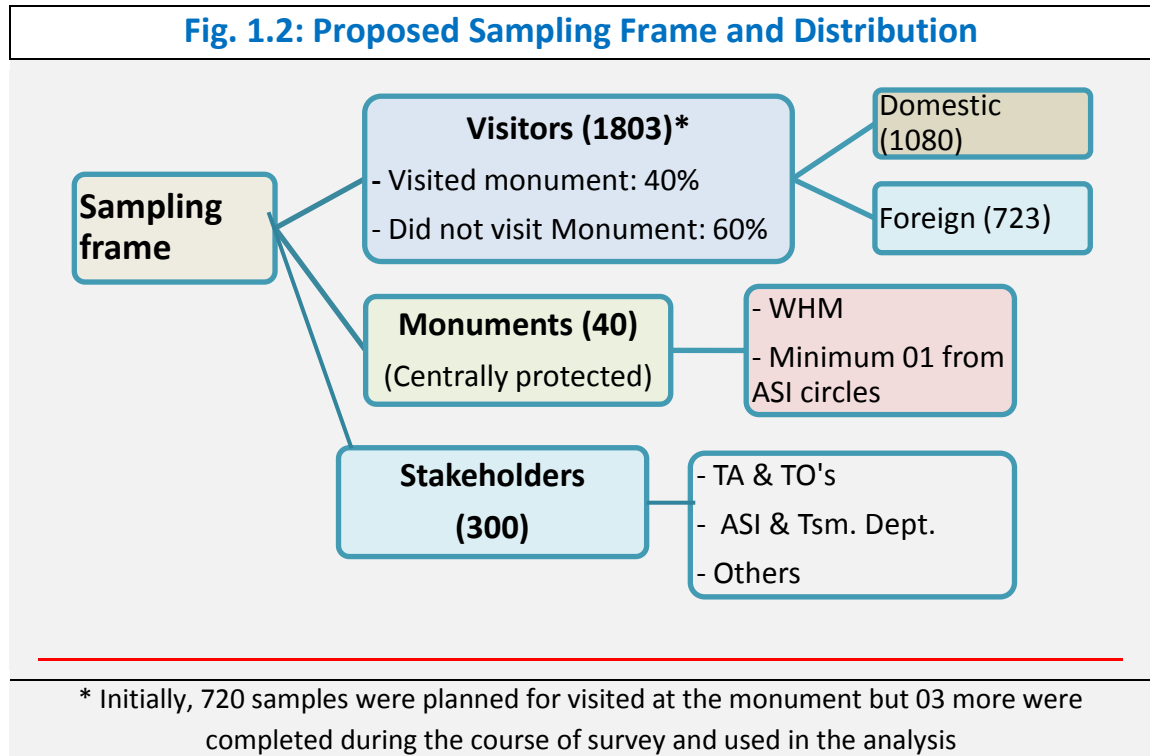
### 1.2.2 Determination of Tourist Sample Size

As per the data available, visitor arrival figures in India are available at the secondary level for 115 centrally-protected monuments, where the number of visitors in 2016 stood at 4,25,47,327. However, visitor data for most cities and towns where the monuments selected for the study are located were not available. Thus, for the purpose of determining the sample size of the visitors to the selected monuments and respective cities and towns, certain assumptions were made. The study population was treated as unlimited, and in accordance, the criteria of 99% confidence level, 3% confidence interval and 50% population proportion were prescribed for determining the sample size as per the following formula:

$$\text{Unlimited population: } n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\epsilon^2}$$

Where,  $z$  =  $z$  score;  $\epsilon$  = margin of error;  $N$  = population size; and  $\hat{p}$  = population proportion. The sample size accordingly was 1849, which was then rounded off to 1800 in consultation with the Market Research Division, Ministry of Tourism. The

distribution of sample size for monuments is at Annexure-1.1. Similarly, the sample size for stakeholders and the monuments were also determined at 300 and 40 in numbers respectively. The sampling frame and the distribution are at Fig.1.2.



The total sample size of 1800 respondents were apportioned on 60:40 basis, where 60% (1080) was accounted for the visitors who have 'not visited monuments but the city' and 40% (720) for those 'visited monuments'. Further, the domestic and foreign visitors were apportioned on 60:40 basis and the sample size derived accordingly were 1080 and 720. However, upon completion of the primary survey, a total of 1803 visitor questionnaires were found complete in nature and those were used for the analysis.

Specific to the sample size of monuments selected for the study, the numbers were determined on the basis of total visitors to each ASI monument in 2016, where the highest number of samples was assigned to the monument recorded highest visitation in 2016 and vice versa.

### 1.2.3 Selection of Sample Monuments:

The visitor's data were available for 115 monuments, out of which, 40 were selected for the study based on the parameters as under:

- A. The monuments experienced unusual volatility in visitor arrivals:** Those exhibited unusual fluctuation- increase/decrease- on account of visitor arrivals. While both categories of monuments (those witnessed increase/decrease in arrivals) have been included in the study frame, care was taken to include a larger share of such monuments where the rate of decline during 2015-2016 has been observably higher.
- B. Destinations/Cities and Monuments:** Many cities and towns have more than one leading ASI monument. In place like Agra with many monuments for instance, the arrivals at major ones like the Taj Mahal, Agra Fort and Fatehpur Sikri were seen sliding to a negative trajectory. Whereas at Itimad-ud-Daulah, foreign footfalls were almost doubled. Similarly, many monuments situated in the ASI circles of Delhi, Bangalore etc. were also observed to have striking variations in arrival numbers. Thus, a norm of monument attractiveness (inferred from the visitor arrival figures) and decline in arrivals (largely) formed the basis for monument selection from the same city.
- C. Total visitor arrivals:** Touristic importance of a monument can be deciphered from the visitor arrival figures and thus, it is taken as a proxy indicator to infer its attractability. In sample selection therefore, larger sample sizes have been assigned to monuments with higher visitation figures.
- D. UNESCO World Heritage monuments (WHM):** These monuments are considered important from the tourism angle on account of its heightened appeal and incremental heritage value. India has 30 cultural sites on WHL; however, the visitor data are available for 17 WH monuments where the entry ticket system is in existence. Thus, coverage of WHM's for the study is limited to those 17 monuments only. For want of reliable visitor data, some of the highly visited WHM like Bodhi Gaya and Churches and Convents of Goa could not be included in the study.
- E. Categorization of Monuments:** From 115 ASI protected monuments for which visitor's data were available, 40 were selected on the basis of a combination of factors such as: total visitors to the monuments in 2016; those

monuments experienced unusual volatility in visitor arrivals; UNESCO World Heritage monuments (WHM) status; Clustering of monuments on the basis of annual visitor footfalls. The 40 monuments finalized thereof were further categorized in to 03 clusters on the basis of total visitors in 2016 viz. 'Highly visited', 'Moderately visited' and 'Less visited'. The distribution is provided at Table-1.1 below:

<b>Table-1.1: Categorization of ASI Protected Monuments Based of Visitor Arrivals- 2016</b>		
<b>Monument Category</b>	<b>Visitor numbers</b>	<b>Total Monuments</b>
Highly visited	Above 10 lakhs	09
Moderately visited	Between 05 to 10 lakhs	08
Less visited	Less than 5.0 lakh tourists	23

**F. Coverage of Archeological Survey of India (ASI) Circles:** The monuments are scattered across the country and under different ASI Circle jurisdiction. Thus, selection of monuments was attempted in a manner that it allowed inclusion of the monuments from almost every ASI Circle. However, coverage of monuments from the ASI circles varied since the selection was governed by total visitors to the monuments. The Pan-India coverage of monuments could accrue the advantage of contextualizing the monuments and eliciting probable factors and attributes of visitation in better ways.

#### **1.2.4 Survey Frame for Visitors to the City and the Monuments:**

From the state-levels arrival statistics, it is reasonable to hold that thousands of visitors disembark at the cities and towns in India daily and going by the trend, the arrivals have been increasing consistently on a year-on-year basis. However, there exists certain constraints in statistically establishing this as the city/place-wise visitor data are not available for most monument locations selected for this study. However, the pattern of visitation to the monuments situated in the selected monument locations could suggest certain scenarios viz.: a). Either the visitors to the monuments are not increasing in proportion to the arrivals in the city/town where it is located or; b). The fluctuations are evident in the incidence of visitation to the monuments.

A contrasting pattern of the visitor arrivals observed across the States, city/town on the one hand and at the visitation to the monuments on the other could raise some important questions especially on the positioning and management of monuments. Thus, it becomes pertinent to inquire as to why a good chunk of visitors to various Cities and Towns are not inclined to visiting the monuments in the vicinity. To earn a detailed understanding of such contrasting arrival patterns, the study is scoped to examine the visitor segments who have been to the city and not the monuments as well as 'those visited the monuments'; and both groups were treated as separate units in the study frame.

**I.2.B.1:- Survey frame:** The scope of the study demanded a diverse canvass of stakeholders intertwined to the frame. The groups thus considered for investigation therefore were: Visitors to Cities/Towns but not to the monuments in the place of visit; Visitors to the monuments; Custodians of the monuments (ASI) and; Promoters of the monuments such as the Central Tourism Ministry, State Tourism Department etc. under which the monuments are situated, tour operators, travel agents etc. However, it is to note here that though the ASI officials were approached for focus interviews and to solicit their feedback on certain key aspects of monument tourism and its management, but their responses were rather discouraging.

Specific to the domestic visitor respondents, the efforts were taken to canvass only those hailing from non-home States (in relation to monuments location) and the responses were gathered accordingly. Further, even though the domestic arrival figures are many folds higher than the foreign visitors, total visitor samples of 1,803 have been apportioned on a 60:40 ratio basis for the domestic and foreign tourist segments.

**I.2.B.2 Stakeholders Frame:** A total of 300 key stakeholders were canvassed against a structured questionnaire. However, details to emerge from the monument custodians and its promoters were not materialized the way it was being planned since only very few officials from some monument locations were not forthcoming and showed interest to respond/interact with the study team. The officials in charge of ASI Circles were also not willing to share the information.

### 1.2.5 Marketing and Promotion of Monument-based Tourism

Marketing and promotion are important tools to increase visitor arrivals including at the monuments. But, if the pattern of visitation to hundreds of centrally protected monuments spread across 25 ASI Circles was something to go by, it can be seen that huge chunks of it have not been able to attract adequate visitation and/or its sustaining. While there can be various reasons, the lack of proper positioning in the Governments promotional schemes cannot be undermined. Invariably, the established monuments and destinations assume disproportionately larger shares of the Government's marketing and promotion efforts, budget provisioning and funding schemes. A cursory profiling of the Government reports and the websites would substantiate above proposition.

The Archaeological Survey of India launched an online portal and listed 'Must See' Indian Heritage Sites/Monuments. It features the outstanding monuments and archaeological heritage under its protection including those on UNESCO's World Heritage List. Reportedly, the plans are being underway to feature more monuments in the portal. Besides, the State Governments also promotes the monuments on its own ways, whereas, many monuments may not be part of the initiatives of Central Government agencies. Even the tourism industry is seen overtly selective in their packaging and promotions being planned around a few selected monuments. The imbalances in arrival statistics are sufficiently revealing a disproportionate prioritization of monument tourism in the country. Thus, it was also attempted to profile the monument tourism marketing and promotion by both the Central and State Governments.

### 1.3. Study Instrument Development

Considering the scope of this study, arrival data (both at the city/town and monuments level) hotel occupancy etc. were gathered from the secondary sources. It is worth recording here that data on visitor arrivals for many cities/towns selected for this study are not available at the secondary level. Thus, most essential information was obtained from the primary survey of key stakeholders as stated in the sampling frame (Fig.1.2). Segments of the survey frame (stakeholder groups) and major aspects of inquiry are provided in the Table-1.2 below.

**Table- 1.2: Schedules and Focus Areas**

Schedule types	Focus of Inquiry												
<b>Visitors to the city not visited the monument</b>	<ul style="list-style-type: none"> <li>➤ Demographic background and nationality;</li> <li>➤ Types of tour: group-size (single/with family/other groups), FIT/Package tour</li> <li>➤ Purpose travel; No. of leisure/vacation trip in a year/once in couple of years etc.</li> <li>➤ Basis of destination selection; Factors influencing them most in visiting the city; Method of booking</li> <li>➤ Duration at stay in the city, ;</li> <li>➤ Source of info. On destination and monuments</li> <li>➤ Perception about the monuments and its surroundings</li> <li>➤ Reasons for not visiting the monument though the visitors are still in the city: <table border="1"> <tr> <td>Lack of time</td><td>Visited monument already</td></tr> <tr> <td>Streets and monuments are crowded</td><td>Entry fees not affordable</td></tr> <tr> <td>Surroundings are not clean</td><td>Lack of awareness</td></tr> <tr> <td>Hardly any amenities there</td><td>Not connected with my religion</td></tr> <tr> <td>Political reasons</td><td>Long queue for entry</td></tr> <tr> <td>Monument's time didn't suite</td><td>Poor connectivity to go there</td></tr> </table> </li> <li>➤ Rating of the monuments in the current city of visit against the monuments they have seen in other places in India</li> <li>➤ Suggestions for improvement</li> </ul>	Lack of time	Visited monument already	Streets and monuments are crowded	Entry fees not affordable	Surroundings are not clean	Lack of awareness	Hardly any amenities there	Not connected with my religion	Political reasons	Long queue for entry	Monument's time didn't suite	Poor connectivity to go there
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Political reasons	Long queue for entry												
Monument's time didn't suite	Poor connectivity to go there												
<b>Monument visitors</b>	<p>Besides many relevant questions from above, following would also be asked:</p> <ul style="list-style-type: none"> <li>➤ Reason for visiting the monument, sources of information, what attracts them the most about the monument;</li> <li>➤ Repeat visit or not;</li> <li>➤ What they liked at the monument or bothered? Upkeep; visitor management inside and outside the monument; discipline, helpful staff; Clean surroundings, touts; lack of good tour guides; high taxi charge; overcrowding; behavior of local communities; accessibility;</li> <li>➤ Visitor composition is a botheration?</li> <li>➤ View on entry fees; amenities &amp; facilities</li> <li>➤ Comparing current monument with those they have visited</li> </ul>												

	<p>already,</p> <ul style="list-style-type: none"> <li>➤ Overall experience</li> <li>➤ Suggestion for improvement</li> </ul>
<b>Stakeholders- travel trade, monument custodians</b>	<ul style="list-style-type: none"> <li>➤ Profiling;</li> <li>➤ Major bottlenecks when it comes to visitor arrivals</li> <li>➤ View on entry fees; amenities &amp; facilities</li> <li>➤ Present level of promotion</li> <li>➤ Changing tourist preferences/motivations</li> <li>➤ Political reasons</li> <li>➤ Entry fees unaffordable to most visitors</li> <li>➤ Problems faced in and around</li> <li>➤ Poor management</li> <li>➤ Inadequate infrastructure</li> <li>➤ Inadequate promotion, policy and stakeholder support?</li> <li>➤ Suggestion for improvement</li> </ul>
<b>Monument custodians; Tourism Dept. officials etc.</b>	<ul style="list-style-type: none"> <li>➤ Feedback about the visitors, their attitude, preferences</li> <li>➤ Major challenges?</li> <li>➤ Policy framework and statues governing the monuments a deterrent?</li> <li>➤ Infrastructure inadequacy?</li> <li>➤ Specific issues being identified as reason for decline in arrivals at the monuments?</li> <li>➤ Suggestions for improvement.</li> </ul>

#### 1.4. Collection of Data

The Study Team comprising the IITTM faculty members have coordinated/carried-out the survey of the segments as per sample frame. From ASI and other the Government agencies, the study team gathered the details through semi-structured questionnaires directly since other modes of collection were not considered effective. Service of the local enumerators from respective monument locations, having adequate knowledge about field survey and interviewing, was utilised for canvassing the respondents. They were properly educated on the contents of the questionnaires and modalities of canvassing the respondents before deputed for the survey.



### 1.5. Trends in Visitor Arrivals at Centrally Protected Monuments

While examining the visitor arrival data to ASI protected monuments in India, considerable fluctuations, and drastic fall in the footfalls in certain cases, were observed in both the domestic and foreign visitor arrivals in 2016. Further, the data for previous years reveal that the total foreign visitor arrivals to 116 monuments in India decreased consistently from -2.2% in 2013 to -9.19% in 2016. In comparison, while a marginal decrease of -0.6% was recorded in the arrivals of domestic visitors in 2013, the numbers increased much higher to maintain the total arrivals in 2014 & 2015. But, it fell by -21.22% in 2016 and that resulted a decline of -20.63% in total arrivals at the monuments in 2016 (Table-1.3).

Contrary to a scenario of the drop in the visitor arrivals to the 116 monuments, the tourist arrivals in the country portray a consistent growth during 2013-2016 period (Annexure-1.2 & 1.3). Both domestic and foreign tourist visits across the states in India marked consistent increase especially the domestic visits in range of 9.3% (2013) to 12.7% (2016). Growth in foreign tourists across the country in 2015 and 2016 also remained positive at 4.4% and 5.9% respectively.

<b>Table-1. 3: Visitor Arrivals at 116 Centrally Protected Monuments in India</b>						
<b>Year</b>	<b>Number of Visitors</b>			<b>Annual Growth Rate (%)</b>		
	<b>Domestic</b>	<b>Foreign</b>	<b>Total</b>	<b>Domestic</b>	<b>Foreign</b>	<b>Total</b>
2003	19551820	1216615	20768435	12.80	45.40	14.3
2004	20356940	1788753	22145693	4.10	47.0	6.6
2005	21035864	2122436	23158300	3.30	18.7	4.6
2006	23815252	2250502	26065754	13.20	6.0	12.6
2007	23450419	2614254	26064673	-1.50	16.2	0.0
2008	28786608	2679763	31466371	22.8	2.5	20.7
2009	30804103	2195382	32999485	7.0	-18.1	4.9
2010	35770242	2998175	38768417	16.1	36.6	17.5
2011	40534481	2948065	43482546	13.3	-1.7	12.2
2012	43259075	3064778	46323853	6.7	4.0	6.5
2013	43019998	2995852	46015850	-0.6	-2.2 ..	-0.7
2014	45425859	2792272	48218131	5.6	-6.8	4.8
2015	50988730	2620228	53608958	12.2	-6.2	11.2
2016	40167938	2379389	42547327	-21.2	-9.2	-20.6
2016- 17	45076706	2982601	48059307	-	-	-
2017- 18	53803682	3630618	57434300	19.4	21.1	19.5
2018-19	47316029	3576837	50892866	-2.2	5.3	-1.79
2019-20	43584117	2756449	46340566	-7.9	-22.9	-8.94

### 1.5.1 Monument-specific Visitation Pattern

Specific to foreign tourists, around 71.9% of the visits in 2016 were confined to 10 monuments in the country (Table-1.4). Of these ten monuments, only Mattanchery Palace Museum and Group of Monuments, Mamallapuram were from outside the Agra and Delhi ASI circles. Monument-wise, Taj Mahal alone accounted for 16.6% of total foreign visitors at ASI monuments in the country followed by Agra Fort (14.3%) and Qutab Minar (14.1%); together representing nearly 44.9% of total foreign visitor counts. The three top monuments that followed in the order were Fatehpur Sikri (6.1%), Humayun's Tomb (6.2%), Itimad-ud-Daulah (5.6%), Mattanchery Palace Museum, Kochi (3.3%) and Red Fort (3.2%).

<b>Table- 1.4: Monuments with Highest Visitor Footfalls During 2015-16: Foreign</b>					
S. No.	Monument	Foreign		% Change- 2016/15	% Share in 2016
		2015	2016		
1	Taj Mahal	480008	395760	-17.55	16.6
2	Agra Fort	343776	339667	-1.2	14.3
3	Qutab Minar	297840	334435	12.29	14.1
4	Fatehpur Sikri	229374	144070	-37.19	6.1
5	Humayun's Tomb	203501	147667	-27.44	6.2
6	Red Fort	127426	75771	-40.54	3.2
7	Mattanchery Palace Museum	112564	77634	-17.38	3.3
8	Excavated remains at Sarnath	89496	207	-99.77	0.00008
9	Itimad-ud-Daulah (Agra)	68244	132216	93.74	5.6
10	Group of Monuments, Mamallapuram	66258	64260	-3.02	2.7
<b>Total of 10 Monuments</b>		<b>2018487</b>	<b>1711687</b>	<b>-15.2</b>	<b>71.9</b>
<b>G. Total (All monuments)</b>		<b>2620228</b>	<b>2379388</b>	<b>-9.19</b>	<b>100</b>

Monument-wise, Tomb of Itimad-ud-Daulah witnessed to almost doubling of the visitation in 2016 whereas at Excavated remains at Sarnath, it fell merely to 207 visits in 2016 from 89496 visits the previous year. The data also revealed appreciable numbers of foreigners at Zananna Enclosure & Vittala Temple- Hampi and that could be attributed to its closeness to the popular destination of Goa. It was interesting to observe that at Lord Cornwallis Tomb, Ghazipur, foreign arrivals

rose from mere 71 in 2015 to a whopping 88282 in 2016. Domestic arrivals also found many fold increase in just a year.

At certain monuments where foreign visitors were more than 10,000 in 2016 were: Lord Cornwallis Tomb, Ghazipur (88282), Mattancherry Palace Museum, Kochi (77634), Group of Monuments, Mamallapuram (64260), Western Group of Temple, Khajuraho (55701), Tippu's Summer Palace, Bangalore (30960), Zananna Enclosure & Vittala Temple- Hampi (39258), Excavated Remains at Nalanda (26856), Daria Daulat Bagh, Srirangapatnam (20836), Golconda (20189), Bibi-Ka-Maqbara- Aurangabad (19291), Sravasti (15855), Chittorgarh (15650), Kumbalgarh (13306), Charminar (11523), Keshava Temple, Somnathpur (11284) and Ancient site of Vaishali-Kolhua (10556).

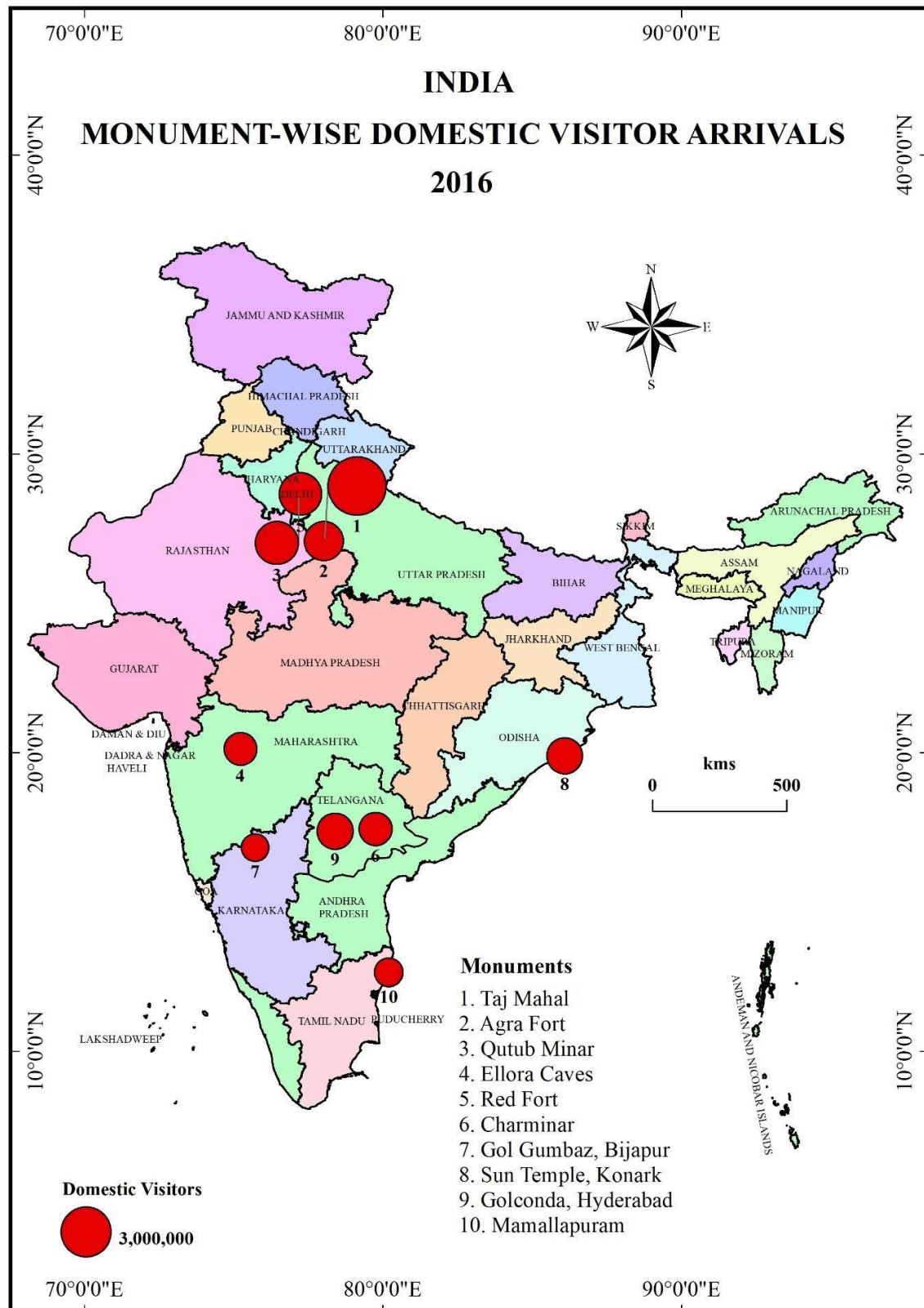
In case of the domestic tourists also, the visitation pattern can be seen following a largely similar trend to that of the foreign visits (Table.1.5). The top 10 monuments represented about 42% of the monument visitor's pie in the country in 2015 even though the visitors spread were relatively higher.

<b>Table- 1.5: Monuments with Highest Visitor Footfalls During 2015-16: Domestic</b>					
<b>S. No</b>	<b>Monument</b>	<b>Domestic</b>		<b>% Change- 2016/15</b>	<b>% Share in 2016</b>
		<b>2015</b>	<b>2016</b>		
1	Agra Fort	4713250	1838440	-60.99	4.6
2	Taj Mahal	4146313	4097897	-1.17	10.2
3	Qutab Minar	3316095	2217955	-33.12	5.52
4	Red Fort	2930107	2184613	-25.44	5.43
5	Sun Temple, Konark	2709046	1552729	-42.68	3.8
6	Purana Quila	2010517	920797	-54.2	3.9
7	Golconda	1646609	1565886	-4.9	3.9
8	Charminar	1531833	1320511	-13.8	3.3
9	Ellora Caves	1469348	1279272	-12.94	3.18
10	Bibi-Ka-Maqbara,	1396968	1301278	-6.85	3.2
<b>Total of 10 Monuments</b>		<b>25870086</b>	<b>18279378</b>	<b>-29.34</b>	<b>42.43</b>
<b>G. Total (All monuments)</b>		<b>50988730</b>	<b>40167938</b>	<b>-21.22</b>	<b>100</b>

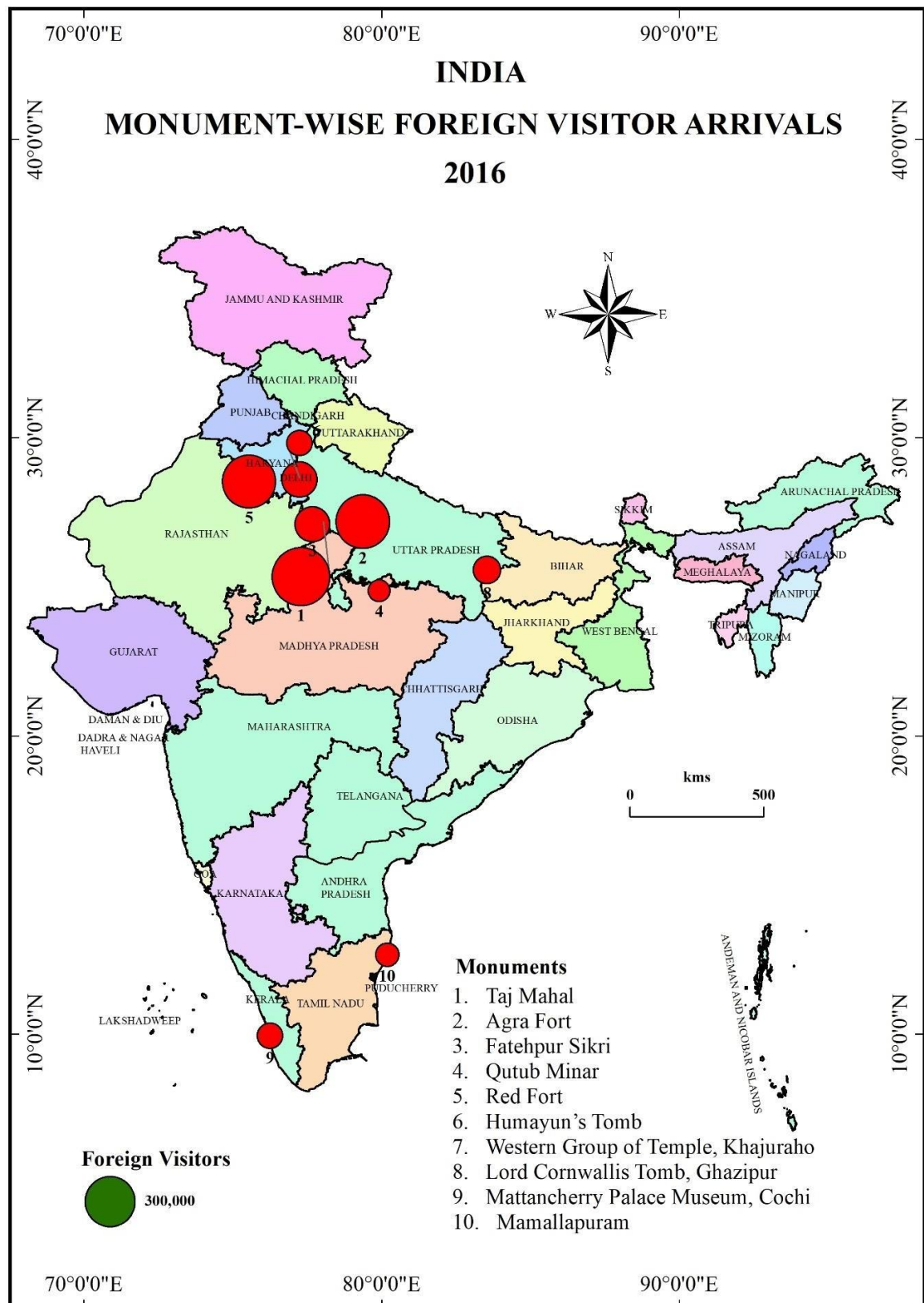
The Taj Mahal emerged with largest share of around 10.2% and that was followed by Qutub Minar (5.52), Red Fort (5.43%) and Agra Fort (4.6%). Other leading monuments were Qutub Minar (6.5%), Red Fort (5.7%), Golkonda Fort (3.9%), Purana Quila (3.9%) and Sun Temple (3.8%). Further, major beneficiary of the domestic visitation were also those monuments situated in the Agra and Delhi circles.

The spatial distribution of visitation to the monuments, both domestic and foreign, selected for the study are shown in the Map-1.1. & 1.2 respectively.

**Map-1.1: Monument-wise Arrival of Domestic Visitors in 2016**



Map-1.2: Monument-wise Arrival of Foreign Visitors in 2016





### 1.5.2 ASI Circle-specific Visitation Pattern

The trends and patterns of visitation to the monuments in different circles for 2015 and 2016 can be elaborated as per following (Table-1.6):

**Table-1.6 : ASI Circle-specific Visitation Trend- 2015- 16**

- ❖ **Agra Circle**: As stated already, it enjoys a magnificent spread of monuments and architectural heritage in the country and proximity to NCR. Despite still, decline in arrivals to the monuments in the circle was alarming in nature. Circle-wise, it showed a fall of over 30% in domestic and around 11% in the foreign arrivals. Specifically, Akbar's Tomb and Marium's Tombs at Sikandra, saw highest fall. Even Fatepur Sikri and Agra Fort largely followed similar pattern. However, it was striking to notice a fall in the footfalls at Taj Mahal, especially of the foreign to the tune of 17.55%.
- ❖ **Aurangabad Circle**: It is known for India's cave cultural heritage and abode of some of the landmark attractions including 02 WHS. Still, the monuments did not see the increase in the visitors and that was more evident among the domestic numbers who declined by 9.35%. Both Ajanta and Ellora caves saw its arrivals in both foreign (Ellora -6.31%, Ajanta -2.82%) and domestic (Ellora -12.94%, Ajanta -3.18%) declining.
- ❖ **Bengaluru Circle**: The decline in domestic arrivals in the circle was 7.48% whereas the foreigners went up by 35.73%. While Tipu Palace, Bangalore witnessed sizeable reduction in domestic numbers (-39.68%), it interesting to observe higher incidence of foreigners (157.7%). In contrast, higher domestic footfalls were recorded at Keshava Temple, Somanathpur (43%).
- ❖ **Bhopal Circle**: It boasts of as embodiment of some unique architectural traditions in Khajuraho Group of Temples and Buddhist Monuments at Sanchi. Nevertheless, visitors to the circle have not been proportionate to its appeal as evident in the arrivals (Domestic -20.77%, Foreigners -13.92%). Specifically, Buhranpur Palace and Hoshang Shaw Tomb, Mandu had over 30% decrease in domestic numbers whereas in case of the foreigners, it was in the range of -17% to 125%.
- ❖ **Bhubaneswar Circle**: It is a major circle in Eastern India with distinguished culture and history, embodying many leading attractions including Puri (Jagannath Temple) and Konark (Sun Temple). But, the fall in arrivals was

alarming across both visitor categories (Domestic -40.11%, Foreigners - 48.84%). The Sun Temple (WHM) and Khandagiri & Udayagiri Caves saw the arrivals reduced by over one-third.

❖ **Chandigarh Circle**: Only for two monuments in the circle that the data are available. Notable is Suraj Kund situated on the outskirts of Delhi, where the foreign arrivals were reduced by around 22%.

❖ **Chennai Circle**: Though the numbers saw decline, it was comparatively lesser in magnitude at -7.08% (domestic) and -3.69% (foreign) respectively. All monuments listed including the Monuments at Mamallapuram had encountered fall in footfalls.

❖ **Delhi Circle**: It is the national capital region and also the major international gateway to India. In spite locational advantage, the monuments in the circle could not pull visitors and the figures saw fell drastically by -35.62% (Domestic) and 12.56% (foreign). Even the monuments on WHM List like Qutub Minar, Red Fort and Humayun's Tomb were badly affected and the fall was by a quarter or more.

❖ **Dharward Circle**: While the domestic numbers fell by over 10%, the foreigners were on positive side (20%). At Pattadakal Group of Monuments (WHM) also, upside was observed only among the foreigners.

❖ **Guwahati Circle**: The domestic arrivals went up marginally by about 8%, whereas the foreign arrivals, though not significant in numbers, went down by 6.39%.

❖ **Hyderabad Circle**: The decline in numbers in the circle was -10.34% (domestic) and -7.36% (foreign). Almost similar pattern was evident across all monuments under examination including Golkonda Fort and Charminar.

❖ **Hampi Mini Circle**: Data were available for 02 monuments, and again, trend is in negative side including at Zananna Enclosure & Vittala Temple.

❖ **Jaipur Circle**: At Deeg Palace and Bharatpur Palace, decline observed was over 30%.

❖ **Jodhpur Circle**: At Chittaurgarh and Kumbhalgarh also, decline in general was over 20%.

❖ **Kolkata Circle**: A substantial decline in both domestic and foreign visitation was evident. While foreign visitation was negligible, the decline in general

was around 81%. In contrary, domestic numbers were substantial but the year-on-year trend was strongly negative, ranging between 35% and 41%.

- ❖ **Leh Mini Region**: Domestic visit at Leh Palace went up by around 30% whereas the foreigners dropped by around 12%.
- ❖ **Lucknow Circle**: Domestic arrivals to the major sites such as Lucknow Residency and Jhansi Fort went down but foreigners were encouragingly higher.
- ❖ **Mumbai Circle**: The major fall was observed in domestic arrival numbers including at Elephanta, Lenyadri and Kanheri Caves. In contrary, foreigners were impressively higher especially at Elephanta (24%). This stands to suggest that despite Mumbai being India's biggest city, commercial capital and hub of connectivity for means of transport; present level of visitation to the monuments in the circle on sustainable basis merits investigation.
- ❖ **Patna Circle**: Arrivals in general did not see any decline. Indeed, Nalanda, the prime site in the circle had over 17% increase in foreign visitors, so was in Vaishali (46%) though numbers were relatively much less. Notable decline was only in domestic arrivals at Shershah Suri Tomb with around 19%.
- ❖ **Raipur Circle**: Data are available for only one monument of Lakshman Temple, Sirpur, where the decline was over 37%.
- ❖ **Saranath Circle**: While the reduction in numbers were not anything striking (less than 1.9% in either case), excavated remains at Sarnath experienced substantial decrease in arrivals, especially of foreign origin. However, it was interesting to notice quantum jump in case of Lord Cornwallis Tomb, Ghazipur, where the numbers went up many fold higher.
- ❖ **Shimla Circle**: At Kangra Fort, domestic numbers reduced by over 8% whereas foreign numbers went up by around 9%.
- ❖ **Srinagar Circle**: Three monuments have been considered, and in all cases, arrivals can be seen fallen considerably.
- ❖ **Trissur Circle**: At both Mattancherry Palace and Bakel Forts, slide was strikingly higher especially among the foreign footfalls which stood at 31% and 55% respectively. Against this, decline in domestic numbers were about 17%.



❖ **Vadodara Circle:** While the domestic visits were falling across, there were signs of some momentum gaining among the foreigners particularly at major attractions like Sun Temple, Modhera and Rani-ki-Vav at Patan, a WHM.

The monuments in Agra Circle were the most visited ones in India in 2016 both in terms of the foreign (44.9%) and domestic (18%) visitors, followed by Delhi and corresponding figures of 24% and 15.8% respectively. Agra and Delhi together accounted for 68.9% of foreign and 34.6% of domestic visits (Annexure-1.4).

Specific to the foreign visits, other circles of importance were Saranath (3.5%), Trissur (3.3%), Aurangabad (3.2%) and Bhopal (3.1%). Interestingly, the circles of Chennai (2.9%), Mumbai (2.9%), Bangaluru (2.7%) and Hyderabad (1.4%) have seen lower visitation in spite of the fact that these cities also happen to be India's major entry points for international travellers. The visitors to monuments in Kolkata, another major entry point, were indeed as low as 2023 in total.

The circle-wise trend in domestic visits reveals it to be a little more distributive as the figures would suggest. While Agra Circle and Delhi enjoyed relatively larger shares of visits, others emerged in the order below were Aurangabad (9.6%), Hyderabad (8.2%), Mumbai (7.9%), Bhopal (3.9%) and Bhubaneswar (3.1%). Notable enough, despite three metropolitan cities situated within the circles of Bangaluru (4.3%), Chennai (3.1%) and Kolkata (2.2%), these did not appear to have benefitted from its locational advantages if the visitor numbers are of any indication.

In addition to the specific patterns discussed above, further trends that can be mapped at the monuments and Circle-level in 2016 are as per following:

- ✓ Many of the highest visited monuments happened to be World Heritage Monuments (WHM). However, some WHM's did not attract enough visitation and that can perhaps be attributed to the locational disadvantages in the farness from major international entry points and transport nodes, absence of established tourist destinations in the vicinity and well as the prevalence of under-development in such areas.
- ✓ The foreign visitor arrivals were lowest at the monuments situated in the East and N.E State circles such as Bhubaneswar, Kolkata and Guwahati

circles. These circles together had 7804 visitors in 2016 or 0.3% of the total arrivals in India. However, the share of domestic visitors in these circles were about 8.5% but if the numbers for Bhubaneswar circle is not accounted, share of other two would be reduced to 3.5%.

- ✓ ASI circles of Dharward and Hampi Mini Circle together had 2.1% of foreign whereas domestic footfalls were about 6.7%. Further, the foreign arrival figures remained positive during 2015-2016 period for both the circles, whereas decline in domestic arrivals was more apparent (-10.8% (Dharward) and -11.63% (Hampi)).
- ✓ In Aurangabad Circle, the Caves of Ajanta and Ellora have seen foreign tourist arrivals in range of 22469 and 26184. However, Elephanta Cave has witnessed comparatively higher foreign visitation perhaps due to its location in the vicinity of Mumbai City.
- ✓ In Jodhpur Circle, the domestic and foreign visitation was 1.98% and 2.2% respectively. Whereas the Vadodara circle that covers the whole of Gujarat State had negligible foreign visits (0.44%) and the domestic visits (2.2%) were comparatively higher.
- ✓ Sarnath and Patna circles are assumed to have higher visitation especially of the foreigners given that most leading Buddhist monuments and sites in Indian are situated in these circles. But, the visitors data suggests that it is not commensurable to the potential that these circles hold in terms of resource endowments. In case of the earlier for instance, the foreign and the domestic visitors were comprised of about 3.7% and 2.3% respectively. Specific to Patna circle, corresponding figures are 1.69% & 3.1% respectively. However, it is worth noting that Bodh Gaya is not part of the official data frame as it is not a ticketed monument and the visitor data are not gathered separately.

The secondary data analysis provides to conclude that the monument visitation and its patterns can be determined by many factors of both the endogenous and exogenous in nature. However, it becomes more revealing that monument's perceptual appeal or attractability along with the positioning both at international and national levels can be one of the key factors. Other equally influencing factors could be presence of 'prime attraction' and equally appealing monuments in the proximity (Agra and Delhi Circles), connectivity and ease of access, level of destination development, presence of appealing visitor facilities and services etc.

## 1.6. Major Natural and Political Events in 2016

To gather a perspective on the fall in the arrivals to many leading monuments, a trend that was not striking enough either before or after 2016, one of the ways being attempted was mapping of the occurrences of major events that might have the potential to influence the tourist movements, both in India and internationally. Major events gathered and compiled from various sources for 2016 are provided in Table-1.7.

Politically seen, the conflicts echoed by the terrorist attacks in India at the Pathankot Air Force Station on 02, January 2016 and a subsequent one on the Indian Army brigade headquarters at Uri, J&K needlessly resulted a tense political atmosphere in Indian sub-continent. In both the incidents, the involvement of Pakistan was explicit and these had debilitating effects on India and Pakistan relations. At certain point when the situation was reached a stage of no return, India has responded by a 'Surgical strike', targeting the terror hide-outs in Pakistan occupied Kashmir (PoK).

In the same year in July, the Kashmir unrest took a toll of more than 85 lives and injured over 13000 civilians and 4000 security personnel. These externally-driven events needlessly sustained a state of tension between both the countries for almost whole of 2016, however, barring the incidents in the Valley, there were hardly any instances worth citing as might have influenced the visitation to the monuments.

**Table- 1.7: Major Natural & Socio-political Events in India & World in 2016**

Events In India	Description
<i>Pathankot Attack on 22 January</i>	The terrorist attack at the Pathankot Air Force Station of the Indian Air Force resulted an unprecedented situation. Six attackers were shot dead, and one civilian and seven security personnel lost their lives. It evoked widespread international condemnation and the bilateral relations between India and Pakistan badly affected throughout 2016
<i>Kashmir Unrest in July</i>	It has led to death of more than 85 people and injured over 13000 civilians and 4000 security personnel.

<i>Assam Flood in July</i>	Flooding affected 1.8 million people, and flooded the Kaziranga National Park
<i>Uri Attack on 18 September</i>	Four heavily armed terrorists ambushed the Indian Army brigade headquarters at Uri, and 19 soldiers lost their lives in the attack. All four attackers were killed in the pre-dawn gun battle. It further destabilized India-Pakistan relations.
<i>'Surgical Strike' by India on 29 September</i>	Indian Army retaliated after 11 days of the attack on the Uri base camp through a 'surgical strike' against the militants in Pakistan occupied Kashmir. The situation mounted the tension in the sub-continent.
<i>Demonetization announced on 08 November</i>	The Government of India enacted demonetization of Rs 500 and Rs 1,000 banknotes and purposed to stop black money and counterfeit notes. But, its impact on tourism in less explained.
<i>Uttarakhand Flood in July</i>	Heavy monsoon rain caused 30 people to die. The heavy spells of rain caused by bringing cloudbursts, landslides and mudslides.
<i>Cyclone Vardah on 12 December</i>	The stronger landfall to hit Chennai in over 50 years and 1966. Reportedly, 10 people lost their lives
<i>Events In the World</i>	
<i>January 12</i>	Ten people killed and 15 wounded in a bombing near the Blue Mosque in Istanbul.
<i>January 28</i>	The WHO announces an outbreak of the Zika virus
<i>March 22</i>	Brussels bombings: Suicide bombing attacks at Brussels' Zaventem airport and Maalbeek metro station kill 35 people and injure 300 more
<i>June 28</i>	Atatürk Airport attack in Istanbul, Turkey, killing 45 people and injuring around 230 others
<i>July 14</i>	2016 Nice truck attack: 86 people killed and more than 400 others injured in a truck attack in Nice, France, during Bastille Day celebrations

The occurrence of the flood was largely confined to parts of Assam and Uttarakhand and was more of localized in its impacts though its consequences

were severe enough to both people and their assets. The year of 2016 was also known as the demonetization year in India and that the policy was brought in to deter the circulation of black money and counterfeit notes in the country. The policy prescription also nullified the prevailing higher denomination currencies of Rs 500 and Rs 1,000. At the international level also, hardly any events with the magnitude of impacting the visitor arrivals in India could be traced except a relatively slower growth of FTAs in India. Thus, the national and international events, albeit the demonetization to certain extent even though its impacts on tourism are hardly understood or studied, cannot hold any reasonable ground to associate these events with the fall in visitors to most monuments and ASI circles in India.

The preceding discussion set the backdrop for elaboration of the study objectives, methodological procedure and mapping trends in visitors at the monuments during 2015 and 2016. The next chapter focuses on establishing the context for approaching the monument tourism in India. It deals with different propositions on monuments tourism, discussion of some successful case studies and good practices and sustainable heritage tourism and its management. Third chapter dwells on the results of primary survey of the visitors to the selected monuments, and in the Fourth chapter, discussions revolve around the survey results of the visitors to the cities under study. In the Fifth chapter, important aspects of the perspectives of stakeholders on monument tourism in India have been elaborated. The last chapter is devoted for the Conclusion and Recommendations.

## Chapter- 2

### CONTEXT OF MONUMENT TOURISM IN INDIA

India is one of the largest and most diverse countries in the world embodying an over four thousand years of civilization and history. The country symbolises one of the oldest living civilizations of the world and an amalgam of incredible traditions and cultures. Mark Twain summarises it: “This is indeed India, ..... the country of hundred nations and a hundred tongues, of a thousand religions and two million gods, cradle of the human race, birthplace of human speech, mother of history, grandmother of legend, great-grandmother of traditions, ..... the one sole country under the sun that is endowed with an imperishable interest for alien prince and alien peasant, .... the one land that all men desire to see, and having seen once, by even a glimpse, would not give that glimpse for the shows of all the rest of the world combined”. The discerned could see a unique archive of India’s civilization, culture and heritage embedded in the monumental heritage.

Heritage is a broad concept to encompass the tangible and intangible manifestations of the cultures. It embraces the natural and the cultural endowments, landscape, monuments, historic places and sites, other built-in environments, biodiversity sites, continuing cultural practices, knowledge and as such the living experiences. In many ways, it records and expresses the processes of a long-drawn historic development that forms the essence of diverse national, regional, indigenous and local identities. Heritage also constitutes such manifestations resulting from events of armed conflicts such as war memorials, battle-fields and museums of weaponry and armaments. These expressions- historical, aesthetic, ethnological or anthropological- hold distinct universal values for a nation.

According to UNESCO, cultural heritage encompasses several main categories of heritage. It can be tangible (movable, immovable and under-water) and intangible (oral traditions, performing arts, rituals), Natural (natural sites with cultural aspects such as cultural landscapes, physical, biological or geological formations) and Heritage in the event of armed conflicts. The scope of documentation of Built Heritage by the National Mission on Monuments and Antiquities (NMA) has been enhanced by defining any structure that belongs to pre-independence period, and the year 1950 has been considered as the cut-off date keeping in view

of its aesthetic, architectural, historical and archaeological significance. This has been decided realizing the fact that heritage structures during pre-independence period show the influence of colonial architecture and sometimes, the traditional architecture of a region that is no more in continuity. Hence, these structures are unique to our present architectural tradition.

## 2.1 Spatial Pattern of Visitor Movements in India

The movement of visitors in India is determined by various factor such as distribution of mascot attractions and its accessibility, drawing power of the attractions, availability of accommodation and entertainment avenues, proximity to international entry points, road and railway network connecting the attractions, marketing and promotion and the like. The States bestowed with the key endowments are in advantageous position to attract higher visitation and the available statistics are in support of this.

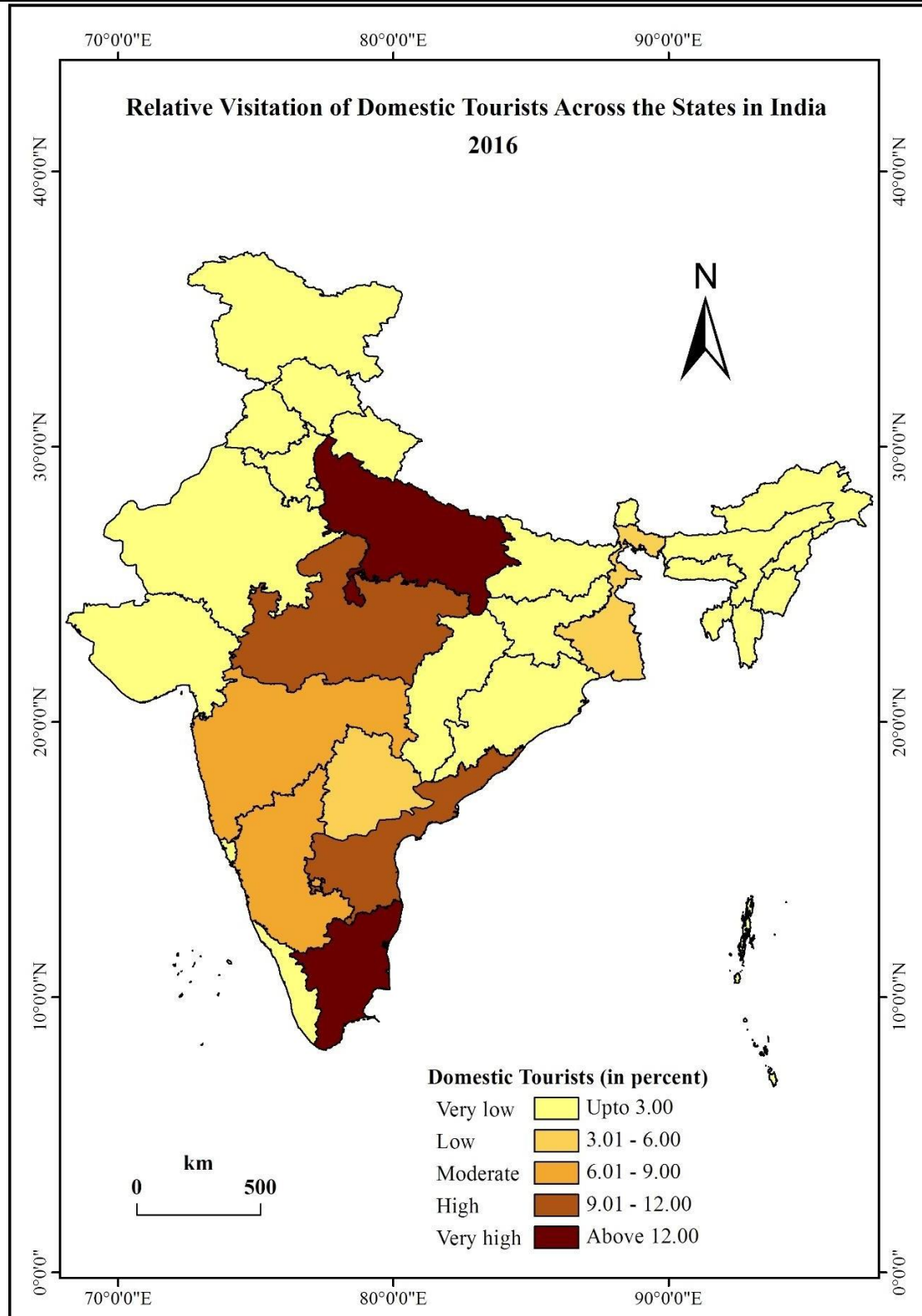
Across the States, highest visitation of domestic tourists in 2016 was recorded in the states of Tamil Nadu and Uttar Pradesh, accounting for 21.3% and 13.1% of the total visitors in India (Annexure-2.1). It was followed by Andhra Pradesh (9.5%), Madhya Pradesh (9.3%), Karnataka (8%), Maharashtra (7.2%), Telangana (5.9%) and West Bengal (4.6%). These 08 states together garnered about 79% of the domestic visitors and their distribution is depicted in Map.2.1.

As regards to foreign visitors, Annexure-2.1 further reveal that Tamil Nadu (19.1%) and Maharashtra (18.9%) emerged on top of the foreign visitor's pie. The states of U.P (12.8%), Delhi (10.2%), W. Bengal (6.2%) and Kerala (4.2%) followed in the order. These 06 states together accounted for about 71% of the total foreign visitors whose distribution is provided in Map.2.2.

It was also attempted to map the visitor's density across the States and UT's, the results of which provided in Annexure-2.2 & Map-2.3. The city state of Delhi is emerged as most dense with 21480.1/SqKM visitors, followed by UT's of Chandigarh (13846.3/SqKM) and Pondicherry (3587.3/SqKM). Among the major tourism states, Tamil Nadu emerged on top (3013.9/SqKM) and other major states/UT's in order are Goa (2165.2/ SqKM), U.P (1198.9/SqKM), A.P (1196.8/ SqKM) and Karnataka (1120.2/ SqKM) and Dadra & Nagar Haveli (1013.3/SqKM). In summation, the states with highest domestic visitation also happened to portray higher visitor density and vice versa.

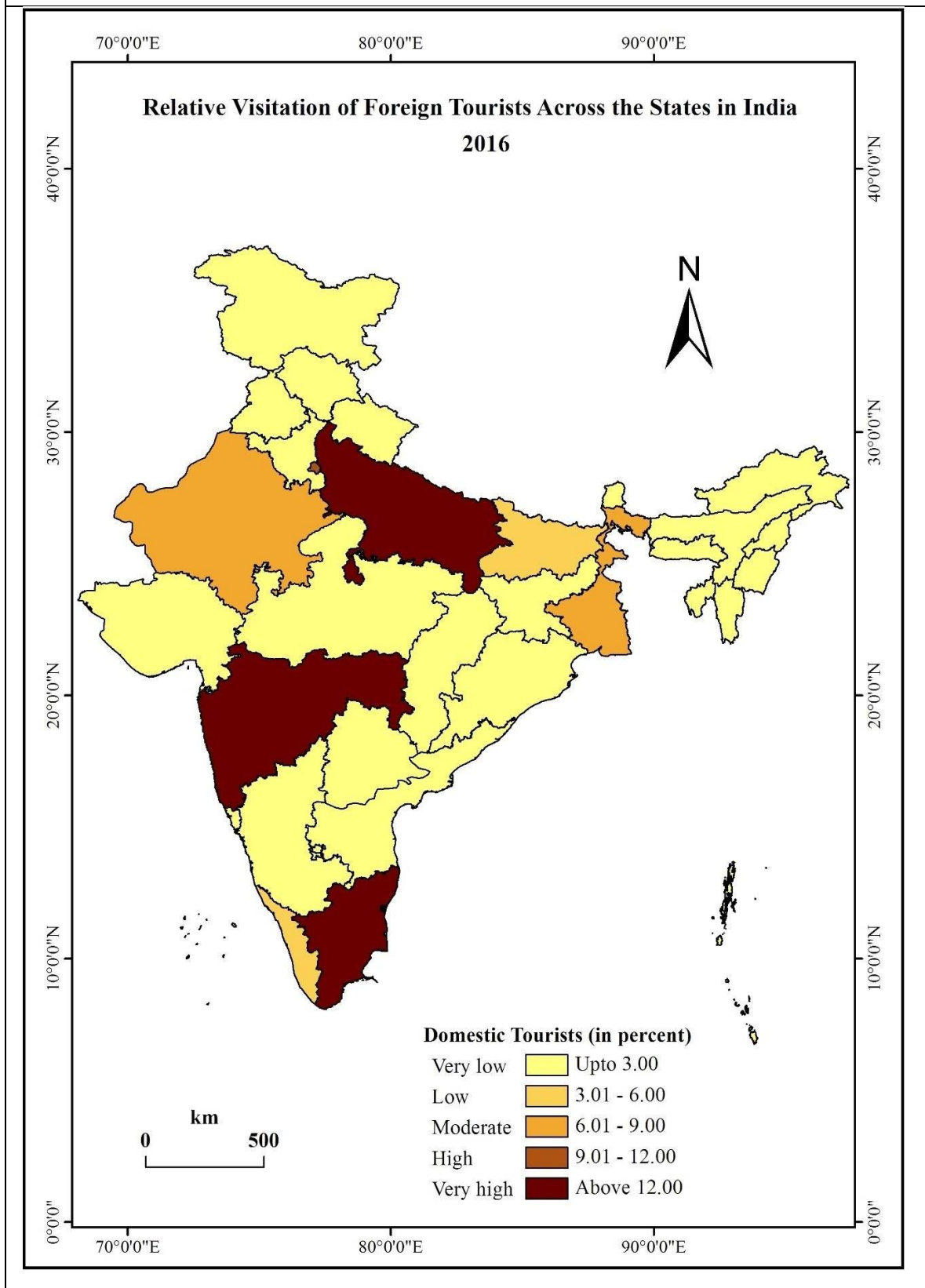


**Map-2.1: State-wise Domestic Tourist Visitation Pattern in India- 2016 (In%)**

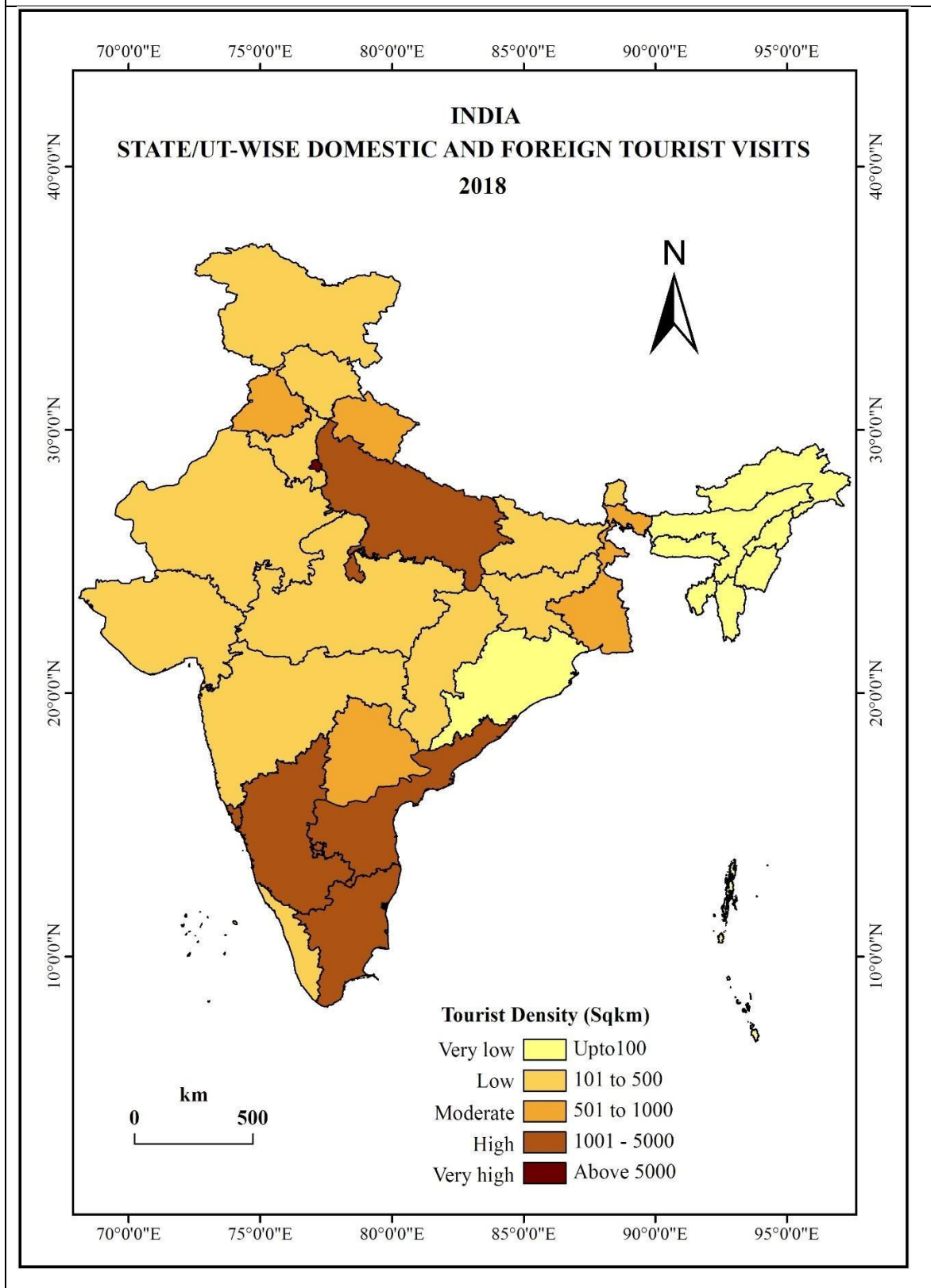




**Map-2.2: State-wise Foreign Tourist Visitation Pattern in India- 2016 (In%)**



**Map-2.3: State-wise Tourist Visitation Density in India- 2016 (Per SqKM)**



## 2.2 Cultural Tourism

The UNWTO General Assembly (2017)<sup>5</sup> defined Cultural tourism as ‘a type of tourism activity in which the visitor’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions’. Accordingly, cultural tourism means to embody not just the sites and monuments but the ways of life, creativity and everyday culture.

As per UNESCO, cultural tourism means ‘creating discerning type of tourism that takes account of other people’s cultures’<sup>6</sup>. It deals with a subset of tourism positioned around a country or region’s culture, especially its arts. In urban areas, it would mean historic or large cities and their cultural facilities such as museums and theatres etc. In rural areas for instance, showcasing the traditions of indigenous cultural communities (i.e., festivals, rituals), their values and lifestyle, habitat styles etc. would equally mean cultural tourism.

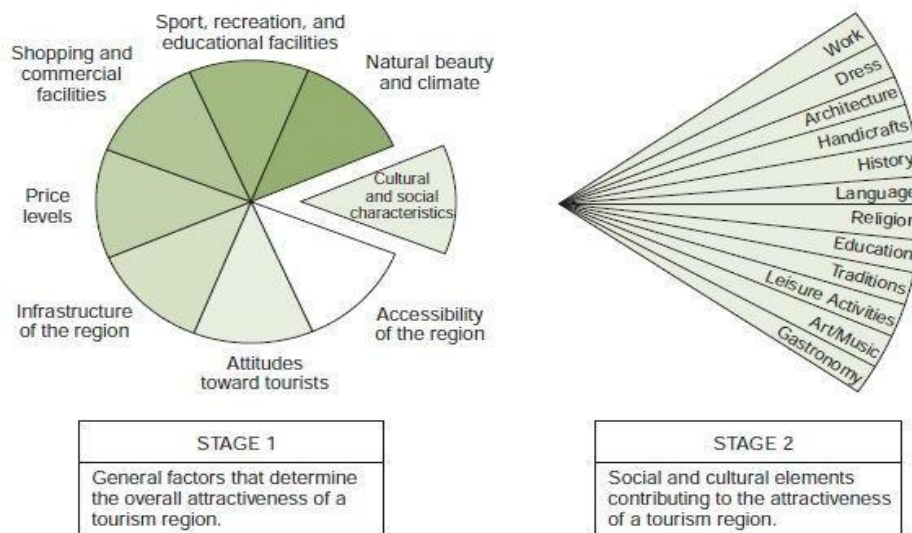
The canvas of cultural tourism is vast since the word culture means a diverse range of things and manifestations of ‘cultural’ in nature. Richard (2001)<sup>7</sup> envisioned as framework of cultural tourism that not only embraces the consumption of the cultural products of the past, but it also entails the contemporary culture or the ‘way of life’ of people or region. Cultural tourism can therefore be seen as covering both ‘heritage tourism’ (related to artifacts of the past) and ‘arts tourism’ (related to contemporary cultural production). It not only represents passive tourism (historic sites, museum collections, paintings or theatre performances) but creative tourism (participation in cultural activities) as well. The culture is key a destination attraction component that Ritchie & Michale (1978) elaborate this in their study (Fig.2.1).

<sup>5</sup> UNWTO General Assembly in Chengdu, China (11 to 16 September 2017)

<sup>6</sup> UNESCO, [http://portal.unesco.org/culture/en/ev.php-URL\\_ID=36700&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/culture/en/ev.php-URL_ID=36700&URL_DO=DO_TOPIC&URL_SECTION=201.html)

<sup>7</sup> Richards, G. 2001. The Development of Cultural Tourism in Europe. In: Richards, G. (ed.) *Cultural Attractions and European Tourism*. Wallingford: CABI.

**Fig-2.1: Culture as Determinant of Destination Attractiveness**



After Ritchie & Michel, 1978<sup>8</sup>

According to Smith (2009)<sup>9</sup>, cultural tourism is “Passive, active and interactive engagement with culture(s) and communities, whereby the visitor gains new experiences of an educational, creative and/or entertaining nature”. Cultural tourism as a quantitative approach assumes the consumers of cultural attractions with limited view of the motivations and activities of cultural tourist, thereby restricting its analysis to specific attractions and sites. For instance, heritage site and monumental attractions approach the cultural tourism in a manner that it considers the following attractions and sites as intangible and tangible expressions of culture which attracts cultural tourists (ECTARC, 1989)<sup>10</sup>.

- Archaeological sites and museums
- Architecture (ruins, famous buildings, whole towns)
- Art, Sculpture, crafts, galleries, festivals, events
- Music and dance (classical, folk, contemporary)
- Drama (theatre, films, dramatists)
- Religious festivals, pilgrimages, language and literature study, tours, events
- Complete (Folk or primitive) cultures and sub cultures.

<sup>8</sup> Ritchie, JRB & Zins, M. \*1978). Culture as determinant of the attractiveness of a tourism region, *Annals of Tourism Research*, Volume 5, Issue 2, April–June, Pages 252-267

<sup>9</sup> Smith, M. K. 2009. *Issues in cultural tourism studies*, London: Routledge

<sup>10</sup> ECTARC, 1989. Contribution to the drafting of a charter for cultural Tourism. European Centre for traditional and regional cultures, Llangollen, Wales

As qualitative approach, it is analysed through practices, experiences and meanings of cultural tourist in contact with other places and cultures. McIntosh and Goeldner (1986)<sup>11</sup> define 'cultural tourism' including 'all aspects of travel, whereby travellers become familiar with the heritage and history of their contemporary ways of life or thought.' Furthermore, summing up all the prior work, Pereiro (2002)<sup>12</sup> argues that cultural tourism can be defined in a different way, 'as a process of commodification, a nostalgia for heritage and the past a psychological experience, process of learning and curiosity, modern form of pilgrimage, as an industry which represents cultural values and as a specific way of cultural consumption'.

Again, it can be seen as crucial component of tourism 'product' and it may determine the competitiveness and effectiveness of tourism destinations (Mausavi, 2016)<sup>13</sup>. For all foreign tourists, any visit to India is a form of cultural tourism. There are however those with more explicit interests in the monumental heritage, the religious heritage, the natural heritage, traditional arts and crafts, music and dance and gastronomy, and these help in formulating its scope (Allchin, 1969)<sup>14</sup>.

### 2.1.1 Classification of Cultural Tourism

Ashworth (1995)<sup>15</sup> categorized three types of culture and tourism. The first one is related to aesthetic productivity called 'Art Tourism', generally associated with art and artistic products and performance like theatre, ballet, concert, festivals, museums and opera performances. The category is 'Heritage Tourism' to denote a mix of practices in the preserved buildings, conserved cityscapes and morphological patterns, and places associated with historical events and personalities. The last one is most general of called 'Place- specific tourism', 'meaning that culture can be defined as the common set of values, attitudes and thus behaviour of a social group'.

<sup>11</sup> McIntosh, R.W., & Goeldner, C.R. 1986. *Tourism: principles, practices, philosophies*. New York, Wiley.

<sup>12</sup> Pereiro, X. 2002. "Turismo Cultural: Leituras da Antropologia", in Actas do I Congresso Internacional de Turismo Cultural. Buenos Aires: Noticias de Antropología y Arqueología (NAYA)

<sup>13</sup> Mousavi, S.S., Doratli, N. and Moradiahari, F. 2016. Defining Cultural Tourism. International Conference on Civil, Architecture and Sustainable Development (CSAD-2016), London, UK.

<sup>14</sup> F.R. Allchin, 1969., *Op. Cit.*

<sup>15</sup> Ashworth, G.J. and Dietvorst, A.G. 1995. *Tourism and spatial transformations*. CAB International, Wallingford, Oxon, UK.

**Fig-2.2: Classification of Culture and Tourism (Ashworth, 1995)**



Owing to the diversity and complexity, cultural tourism can be divided into a number of sub-sectors like heritage tourism, arts tourism, creative tourism and indigenous tourism (Fig.2.2). The art tourism focuses on visual and performing arts, as well as cultural festivals and events. This may include visit to galleries or museums, theatres and concerts, as well as more experiential forms of tourism relating to the arts and crafts of local people, or their performances of dance and music.

Creative tourism consists of more active participation in cultural tourism activities, whereby tourists create something on an individual or collective basis. Holidays are increasingly being developed around artistic and creative practices such as painting, pottery, photography or dance. In some cases, groups of tourists undertake the activities by in isolation from local communities, whereas in others, the host-guest interaction constitutes a major part of the experience. UNESCO (2006)<sup>16</sup> has recently been to the forefront for the creative tourism movement, advocating that it should include more access to culture or history and involve doing something experientially, with an authentic engagement in the real cultural life of a place and its people.

### 2.3 Evolution of Cultural Tourism in India

The earliest effort towards promotion of tourism in India in an organized manner can be traced to 1945 with the submission of a report by Sir John Sargent committee. It was tasked to prepare a plan for developing tourist traffic in India. The most important recommendation of the committee was to set up a separate representative organisation of tourism with offices in metropolitan cities with promotional and organizational functions focusing on publicity, conference,

<sup>16</sup> UNESCO, 2006. Towards sustainable strategies or creative tourism. Discussion Report of the Planning Meeting for 2008 International Conference on Creative Tourism. Santa Fe, New Mexico, USA.



travel, trade hospitality, accommodation, supplementary accommodation, market research and administration (Bhatia, 1978)<sup>17</sup>. India is predominantly a cultural destination and according to Allchin (1969)<sup>18</sup>, almost all tourism activities in India atleast have an aspect of cultural contact and therefore must be regarded as potentially cultural tourism.

The evolution of cultural tourism in India cannot be explained without reference to the vast array of historical monuments. Indeed, the cultural heritage and diversity has immensely helped the country in the development of tourism and its positioning as popular cultural destination in the world. Heritage tourism focuses on both tangible and intangible traditions. Typical attractions might include historical monuments, historic towns and World Heritage Sites, as well as the history and lifestyles of indigenous communities.

The report of Sir Sargent Committee is considered to have laid the foundation for development of cultural tourism in India. It was observed that it would be in the interest of India to encourage and develop tourist traffic both internal and external by all possible means. Adequate emphasis accorded to the strength of India's rich cultural heritage for the promotion of tourism. Subsequently, Dr. F. R. Allchin, through UNESCO, investigated the potential of cultural and monumental heritage of India for tourism development. In the Report on Cultural Tourism (1968), major recommendations advanced were as per following:

- ✓ Provision of standardized facilities at all significant monumental sites: These include decently made approach roads and footpaths, standardized hours of opening and closing of the monuments, adequate guide services, sign posts and notice boards, bookstalls stocking guide-books, post cards and ancillary literature, water supply, tea and snack stalls/restaurants, lavatories, arts/artifacts outlets etc.
- ✓ Closer coordination between Department of Tourism and ASI in the recruitment and training Guides, their refresher course etc.
- ✓ Travel agents should be encouraged to develop tours built around special themes based upon a selection on monuments, arts and crafts, some aspects of natural history etc.

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<sup>17</sup> Bhatia, A.K., 1978. Tourism in India: history and development. *Tourism in India: history and development*.

<sup>18</sup> F.R. Allchin, 1969. *Op. Cit.*

- ✓ Scheduling and preservation of all such monuments outside the control of Archaeological Survey of India (ASI)
- ✓ Publication of popular folders, tourist post cards, popular city guide books and regional hand books etc. by the Tourism Department; while ASI may bring out more scholarly guide books on monuments

Many of India's monuments and heritage sites hold universal values and figure in the UNESCO World Heritage list. In 1972, the General Conference of UNESCO adopted a resolution namely 'Convention Concerning the protection of the World Cultural and Natural Heritage' with the objectives defining the World Heritage in both cultural and natural aspects, which helps to protect intangible cultural heritage, including language, stories, art styles, music, dance, religious beliefs-in other words those culture not directly embodied in material things. As per the latest listing, India has 37 World Heritage Properties, out of which, 30 are Cultural Properties and 07 are Natural Properties (<https://whc.unesco.org/en/statesparties/in>, retrieved on 13.06.2019).

In the first Tourism Policy of India promulgated in 1982, power of India's historical and archeological monuments to attract the foreign tourists has been emphasized. The policy also envisioned to 'provide adequate tourist facilities at the major centers of cultural interest in a planned manner in coordination with ASI and other concerned agencies including the State Governments. The Second Tourism Policy came out in 2002 was more emphatic and noted that India possesses a rich and diverse range of unique tangible and intangible cultural, natural and man-made tourism resources; many of which are of world class in quality. Many of these unique attractions are also located in rural India. Specifically, the strategy pitched for 'conservation, preservation and integrated development of area around the monuments for growth and expansion of cultural tourism in India'.

## 2.4 Heritage Tourism

It is positioned as a branch of tourism oriented towards the cultural heritage of the destination. In recent years, many city planners envisioned heritage tourism opportunities as a strategic option for urban regeneration and adopted many tourism programmes. Towards this, supports are also forthcoming from the



business and banks. But, as posited by UNWTO (2013)<sup>19</sup>, heritage is not a luxury—it is a most precious asset that we have inherited from our forebears and which we must pass-on unimpaired to future generations. The distribution of WHM's in India can be seen at Map-2.4.

**Map.2.4 : World Heritage Monuments and Sites in India**



Source: <https://www.mapsofindia.com/maps/india/world-heritage-sites.html>; Retrieved on 03.09.2019

<sup>19</sup> UNWTO. (2013). *Tourism at World Heritage Sites Challenges and Opportunities*. March, Madrid. <https://www.e-unwto.org/doi/pdf/10.18111/9789284416608>

Further, there is a two-way relationship between world heritage and tourism. First, World Heritage properties are often major attractions for the tourism sector; Second, tourism offers the world heritage stakeholders the ability to meet the requirements of the Convention to 'present' (or communicate) world heritage properties to the public and to generate funds for conservation, while also realising community and economic benefits through sustainable use.

Owing to diverse activities and coverage, defining and measuring heritage tourism is often found difficult. However, UNESCO put forth a definition that states: 'Heritage tourism is a broad category that embraces both eco-tourism and cultural tourism, with an emphasis on conserving natural and cultural heritage (Arthur Pedersen, (200), *Managing Tourism at World Heritage Sites: a Practical Manual for World Heritage Site Managers*, UNESCO World Heritage Centre). Its market segments include the visits to historic sites, museums and art galleries, and exploring national and forest parks.

The National Trust for Historic Preservation defines heritage tourism as 'travelling to experience the places and activities that authentically represent the stories and people of the past and present. It includes cultural, historic, and natural resources'. Its definition and measurement often turn difficult because of a large number of activities that it encompasses. The broad category can cover the eco-tourism and cultural tourism with an emphasis on conserving natural and cultural heritage. As a category or market segment, it can comprise the visits to historic sites, museums and art galleries and exploring the national and forest parks (Pederson, 2002)<sup>20</sup>.

The core of heritage tourism is about environmental ethics and local interests. Theoretically, it emphasizes on environmental preservation mandate that the tourism interventions in the heritage settings are conservation-supporting and to result environmental awareness and eventually environmentally sound tourism. In thinking of different heritage-related market segments, it becomes more meaningful when focus is on the tourists' behaviours, their preferences and desired experiences sought. Viewed this way, the tourists can be classified in to following categories:

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<sup>20</sup> Pedersen, A., 2002. *Managing Tourism at World Heritage Sites: a Practical Manual for World Heritage Site Managers*, Published by UNESCO World Heritage Centre

- ✓ **Hard-core tourists:** Those who join tours or groups travelling specifically for educational purposes and/or to take part in environmental or cultural projects, such as wildlife monitoring.
- ✓ **Dedicated tourists:** Those desirous of visiting the protected or cultural areas and understand local natural and cultural history.
- ✓ **Casual tourists:** Comprises of those intending to visit the natural and cultural travel as an incidental component of a broader trip.
- ✓ **Role of Cultural Heritage in Tourism**
- ✓ Cultural capacity of the region is expressed in its historical heritage. Existence of unique historical objects can predetermine successful development of tourism in the region. It is opportunity for economic, social and cultural recovery of the local community and tourism stakeholders. Objects of cultural heritage are an important asset of the tourist destinations; and help in increasing the appeal of these destinations, promoting development of infrastructure, facilities and services. Cultural tourism provides opportunities for interaction with history, culture, traditions and customs, and religious wealth of the country. Cultural tourism thus helps regions in local cultural values thereby contributing to the cultural advancement and developing national identity.
- ✓ Historical monuments attract tourists especially those who would like to experience the “spirit” of the city, which is seen through the architecture. These monuments within the country provide information regarding the history of their establishment and the people constructed them, their habits and traditions.

## 2.5 Centrally Protected Monuments in India

The term Monument is universal, which according to UNESCO, can be architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science<sup>21</sup>. It is commonly used for all kinds of structures having heritage and/or cultural significance.

<sup>21</sup> UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage, 17th Session from 17 October to 21 November 1972, Paris, <https://whc.unesco.org/en/conventiontext/>

In India, an Ancient Monument is defined<sup>22</sup> as ‘any structure, erection or monument, or any tumulus or place of interment, or any cave, rock-sculpture, inscription or monolith which is of historical, archaeological or artistic interest and which has been in existence for not less than 100 years’ and includes:

1. Remains of an ancient monument;
2. Site of an ancient monument;
3. Such portion of land adjoining the site of an ancient monument as may be required for fencing or covering in or otherwise preserving such monument;
4. The means of access to, and convenient inspection of, an ancient monument.

Archaeological Survey of India (ASI), under the aegis of the Ministry of Culture, is the premier organization for the archaeological researches and protection of the cultural heritage of the nation. Maintenance of ancient monuments and archaeological sites and remains of national importance is the prime concern of the ASI. Besides it regulate all archaeological activities in the country as per the provisions of the Ancient Monuments and Archaeological Sites and Remains Act (AM&ASR Act), 1958. It also regulates Antiquities and Art Treasure Act, 1972.

For the maintenance of ancient monuments and archaeological sites and remains of national importance, the entire country is divided into 24 Circles. The organization has a large pool of trained archaeologists, conservators, epigraphist and scientists for conducting archaeological research projects. The works are taken through the Circles, Museums, Excavation Branches, Prehistory Branch, Epigraphy Branches, Science Branch, Horticulture Branch, Building Survey Project, Temple Survey Projects and Underwater Archaeology Wing.

The monuments range from the prehistoric period to the colonial period era, located in different geographical settings. These may be in various forms like temples, mosques, tombs, churches, cemeteries, forts, palaces, step-wells, rock-cut caves, and secular architecture as well as ancient mounds and sites which represent the remains of ancient habitation. These monuments and sites spread across the length and breadth of the country are maintained and preserved through various regional Circles of the ASI.

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<sup>22</sup> The Ancient Monuments and Archaeological Sites and Remains Act, 1958

According to the Ancient Monuments and Archaeological Sites and Remains Act, 1958, an *Ancient Monument* means ‘any structure, erection or monument, or any tumulus or place of interment, or any cave, rock-sculpture, inscription or monolith which is of historical, archaeological or artistic interest and which has been in existence for not less than 100 years and includes:

1. Remains of an ancient monument,
2. Site of an ancient monument,
3. Such portion of land adjoining the site of an ancient monument as may be required for fencing or covering in or otherwise preserving such monument,
4. The means of access to, and convenient inspection of, an ancient monument;

The section 2(d) of AM&ASR Act defines *archaeological site and remains* as: ‘any area which contains or is reasonably believed to contain ruins or relics of historical or archaeological importance which have been in existence for not less than one hundred years’, and includes:

- ✓ Such portion of land adjoining the area as may be required for fencing or covering in or otherwise preserving it, and
- ✓ The means of access to, and convenient inspection of the area.

The monuments within the county provide relevant information regarding the history of their establishment and the rulers, who constructed them.

## 2.6 Legal and Regulatory Framework for Monuments

India has an extraordinary, vast and diverse pool of cultural heritage and ancient monuments in the form of buildings and other archaeological sites and remains. This heritage is threatened not only by the usual causes of decay, but also by the changing social and economic conditions. It is the responsibility of the Govts. and equally the civil society to preserve the monuments and transfer that heritage to the next generation.

India is a signatory to the World heritage Convention of UNESCO<sup>23</sup> where Article 4 provides, “Each State Party to this Convention recognizes that the duty of

<sup>23</sup> <https://whc.unesco.org/en/conventiontext/>

ensuring the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage and situated on its territory, belongs primarily to that State. It will do all it can to this end, to the utmost of its own resources and, where appropriate, with any international assistance and co-operation, in particular, financial, artistic, scientific and technical, which it may be able to obtain”.

The Constitution of India has also provided for the protection of monuments under Article 49 of the Constitution which states that: “Protection of monuments and places and objects of national importance. It shall be the obligation of the State to protect every monument or place or object of artistic or historic interests, declared by or under law made by Parliament to be of national importance, from spoliation, disfigurement, destruction, removal, disposal or export, as the case may be”. The Article 253 of The Constitution of India<sup>24</sup> provides for the Legislation to give effect to international agreements. Notwithstanding anything in the foregoing provisions of this Chapter, Parliament has power to make any law for the whole or any part of the territory of India for implementing any treaty, agreement or convention with any other country or countries or any decision made at any international conference, association or other body.

The Ancient Monuments and Archaeological Sites and Remains Act (AMASR Act) 1958 was enacted by the Parliament with an aim to provide for the preservation of ancient and historical monuments and archaeological sites and remains of national importance, for the regulation of archaeological excavations and for the protection of sculptures, carvings and other like objects. The Archaeological Survey of India functions under the provisions of this act. This act was enacted after repealing the following Acts and Sections:

- (i) The Ancient Monuments Preservation Act, 1904,
- (ii) The Ancient and Historical Monuments and Archaeological Sites and remains (declaration of national importance) Act, 1951
- (iii) Section 126 of the States reorganization Act, 1956.

The AMSAR act was further amended to make provisions for validation of certain actions taken by the central govt. As per the amendment, the relevant central government department that seeks to carry out construction for public purposes

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<sup>24</sup> [https://www.india.gov.in/sites/upload\\_files/npi/files/coi\\_part\\_full.pdf](https://www.india.gov.in/sites/upload_files/npi/files/coi_part_full.pdf)



ina prohibited area (an area of 100 meters around a protected monument or area which can be extended by the central govt.) should make an application to the competent authority. The National Monuments Authority and Competent Authorities were set up following the amendment of AMSAR Act in 2010.

National Monuments Authority (NMA), quasi-judicial body under the Ministry of Culture and Tourism, Govt. of India has been setup as per provisions of The Ancient Monuments and Archaeological Sites and Remains AMASR (Amendment and Validation) Act, 2010, which was enacted in March, 2010. The responsibilities of NMA include grading and classifying centrally protected monuments and protected areas declared as of national importance, preservation and protection of monuments and sites. It manages the regulated and prohibited area around the centrally protected monuments by providing statutory procedures for applications seeking permission for construction/repair/renovation<sup>25</sup>.

Other laws that deal with the protection and preservation of cultural heritage are The Antiquities and Art Treasures Act, 1972, which was passed to regulate the export trade in antiquities and art treasures and to prevent smuggling of and fraudulent dealings in antiquities and the Prevention of Damage of Public Property Act, 1984 which also protects the monuments (Panigrahi, 2018)<sup>26</sup>.

## 2.7 Schemes developed for Monument tourism

### 2.7.1 Adarsh Smarak

In order to promote, preserve and conserve the cultural heritage of the country, the Adarsh Smarak Scheme was launched by the Ministry of Culture in 2014. Under this scheme, selected monuments would be provided necessary tourist facilities including Wi-Fi, security, signages, encroachment free area, interpretation centres showing short films about the importance of monuments, signboards of Swachh Bharat Abhiyan and provision for safety and protection. Of 3697 protected monuments and sites of national importance under the aegis of ASI, 153 monuments has already been identified, including Adarsh monuments, throughout the country. These would be conserved and developed as model

<sup>25</sup> [www.nma.gov.in](http://www.nma.gov.in)

<sup>26</sup> Panigrahi, S., 2018. Laws for ancient monuments in India, indianlegalsolution.com

monuments in the first phase<sup>27</sup>. Under this, there are two distinct schemes viz. HRIDAY and PRASAD.

### **2.7.2 National Heritage City Development and Augmentation Yojana (HRIDAY) Scheme**

HRIDAY scheme was launched by The Ministry of Housing and Urban Affairs, Government of India, in 2015. The scheme supports development of core heritage infrastructure projects which shall include revitalization of urban infrastructure for areas around heritage assets identified/approved by the Ministry of Culture, Government of India and State Governments. These initiatives shall include development of water supply, sanitation, drainage, waste management, approach roads, footpaths, street lights, tourist conveniences, electricity wiring, landscaping and such citizen services. The Scheme is being implemented in 12 identified Cities (up to march 2019) namely, Ajmer, Amaravati, Amritsar, Badami, Dwarka, Gaya, Kanchipuram, Mathura, Puri, Varanasi, Velankanni and Warangal.

### **2.7.3 Pilgrimage Rejuvenation and Spirituality Augmentation Drive (PRASAD Smarak)<sup>28</sup>**

PRASAD Smarak scheme is an initiative of the Ministry of Tourism, which was launched in 2015 with a focus on developing sites of religious and spiritual significance. The infrastructure development under this scheme includes development of entry points (road, rail and water transport), last mile connectivity, basic tourism facilities like Information/interpretation centers ATM/ money exchange, eco-friendly modes of transport, lighting and illumination with renewable energy sources, drinking water, parking, toilets, waiting rooms, first aid centers, craft bazars/souvenir shops/cafeteria, rain shelters, telecom facilities, internet connectivity etc.

The PRASAD scheme was launched 13 identified cities namely Amaravati (Andhra Pradesh), Gaya (Bihar), Dwaraka (Gujarat), Amritsar (Punjab), Ajmer (Rajasthan), Kanchipuram and Vellankani (Tamil Nadu), Puri (Odisha), Varanasi (Uttar Pradesh), Mathura (Uttar Pradesh), Kedarnath (Uttarakhand) and Kamakhya (Assam) and Patna (Bihar). In 2016-17, 12 more sites were added in the scheme for development viz., Ayodhya (Uttar Pradesh), Badrinath (Uttarakhand), Belur (West

<sup>27</sup> <http://tourism.gov.in/sites/default/files/usq%204580%20for%2022072019.pdf>, retrieved on 02.09.2029

<sup>28</sup> Tourism infrastructure: the role states play. 2015.



Bengal), Deoghar (Jharkhand), Guruvayur (Kerala), Hazratbal and Katra (Jammu & Kashmir), Omkareshwar (Madhya Pradesh), Somnath (Gujarat), Srisailam and Tirupati (Andhra Pradesh), Trimbakeshwar (Maharashtra).

These sites have been identified for development based on the principles of high tourist value, and sustainability which will aid in augmenting tourist experience, employment opportunities and infrastructure facilities under this scheme. A mission directorate, responsible for implementation of development plans, has been established under the Ministry of Tourism (MoT) and provides financial assistance to various States and Union Territories for aesthetic development and rejuvenation of these sites. The scheme funding details are provided in the Annexure 2.3.

#### **2.7.4 Swadesh Darshan**

This scheme is aimed at integrated development of tourist circuits around specific themes. A Tourist Circuit is defined as a route having at least three major tourist destinations which are distinct and apart. The 13 tourist circuits identified under this scheme are Buddhist circuit, Coastal circuit, Krishna circuit, Ramayana circuit, Desert circuit, Spiritual circuit, North-East circuit, Himalayan circuit, Heritage circuit, Tribal circuit, Rural circuit, Eco circuit and Wildlife circuit. The Scheme is 100% centrally funded and efforts are made to achieve convergence with other schemes of Central and State Governments and also to leverage the voluntary funding available for Corporate Social Responsibility (CSR) initiatives of Central Public Sector Undertakings and Corporate Sector. Since its launch, the Ministry of Tourism has sanctioned 91 projects. Developing tourist circuits will provide opportunities for individuals and communities to become familiar with heritages of different areas, exchange, develop and promote intercultural and interreligious dialogue and safeguard and enhance cultural heritage.<sup>29</sup>

#### **2.7.5 Adopt a Heritage Scheme**

The '*Adopt a Heritage: Apni Dharohar, Apni Pehchaan*' scheme is an initiative of the Ministry of Tourism in collaboration with the Ministry of Culture and the Archaeological Survey of India. Launched in September 2017, the scheme invites entities, including public sector companies, private sector firms as well as

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<sup>29</sup> Rosenfeld, R.A., 2008. Cultural and heritage tourism. Municipal Economic Tool Kit project

individuals, to develop selected monuments and heritage and tourist sites across India. The development involves providing and maintaining basic amenities, including drinking water, ease of access for the differently-abled and senior citizens, standardized signage, cleanliness, public conveniences and illumination, along with advanced amenities such as surveillance systems, night-viewing facilities and tourism facilitation centers.

#### **24 ASI Monuments Untraceable**

According to information made available to Lok Sabha in July 2017, 24 of India's Protected Monuments have disappeared and 'untraceable' because of encroachments and rapid urbanisation.

The sites/monuments are selected on the basis of tourist footfall and visibility and can be adopted by private and public sector companies and individuals (known as Monument Mitras) for an initial period of five years. The Monument Mitras are selected by the 'oversight and vision committee' on the basis of the bidder's 'vision' for development of all amenities at the heritage site. The corporate sector is encouraged to use corporate social responsibility (CSR) funds for the upkeep of the site. The 'Monument Mitras', in turn, will get limited visibility on the site premises and on the Incredible India website. The oversight committee also has the power to terminate memorandum of understanding in case of non-compliance or non-performance.

So far, 11 MoU's have been signed under Adopt a Heritage Project. A total of 38 Agencies have been shortlisted for submission of Vision Bid (V.B) proposal for 102 monument/tourist sites<sup>30</sup>.

#### **2.7.6 Online Purchase of Entry Tickets for Monuments Visit**

The facility for online booking of entry ticket is available for 143 monuments and 30 museums already. Five more reputed website in addition to Book My Show and Yatra.com have been identified for providing online ticket booking services.

### **2.8 Challenges to be addressed by Managers of Heritage Tourism**

Tourism can capture the economic characteristics of heritage and harness these for conservation by generating funding, educating the community and influencing policy. It is an essential part of many national and regional economies and can be

<sup>30</sup> <http://tourism.gov.in/sites/default/files/usq%204580%20for%2022072019.pdf>, retrieved on 02.09.2019

an important factor in development. When managed successfully tourism will bring benefits to host communities and provide an important means and motivation for them to care for and maintain their heritage and cultural practices. Tourism also brings along varied problems with the rapid increase of tourists both domestic and international as some heritage sites have been operating beyond their capacity, which violates the principle of sustainable development. Natural and cultural heritage, diversities and living cultures are major tourism attractions. Excessive or poorly managed tourism and tourism-related development can threaten their physical nature, integrity and significant characteristics (Table-2.1).

<b>Table-2.1: Major Challenges of Cultural Heritage Sites:</b>	
<b>Challenges</b>	<b>Indicators</b>
Management of Cultural Heritage	Maintenance, Conservation, long term plans, risks identification, cleaning, Tourism Development Plan, Marketing, events or publications, on-line presence of a cultural heritage place on social media and exclusive website
Human Resource	Training, staff
Visitor Management	Visitor engagement- Multi lingual guides, audio guides, visitor interpretation centres, Carrying Capacity of visitors, local or international, digital engagement, education. Accessibility
Financial	revenue, income, expenditures

The ecological setting, culture and lifestyles of host communities may also be degraded, along with the visitor's experience of the place. Some of the problems being reported are:

- ✓ Lack of a master plan for the monuments and heritage destinations. This may lead to many problems, major being land-use, environmental and socio- economic. Another major challenge is overcrowding and that can be detrimental to its protection and conservation, especially those located in the vulnerable cultural and ecological environments.

Poorly managed tourism or excessive visitor numbers at a site can pose significant threats to the heritage significance of the place, degrade the quality of the visitor experience and even put their safety at risk.

- ✓ Lack of civic sense among the visitors leads to friction between the local community and tourists, cause of damages such as graffiti and defacement of monuments.
- ✓ The lifestyle of locals is affected by tourist traffic, rising cost of living and all-around chaos.
- ✓ The use of guides and interpreters from outside of the local community would minimise the income and employment opportunities to local people. This can also discourage the local people from taking a direct interest in the care and conservation of the heritage and the environment around.
- ✓ Encroachment by local shopkeepers and vendors around the monument is a major concern since the new structures could distract external viewing of monument architecture. Besides the concerns of hygiene, it could also reduce the aesthetic value of monument ecosystem. A typical instance being the Badami Cave Temples. Despite being UNESCO site, its surroundings reveals how architectural marvels can be defaced so pitifully, often attributed to the local political interferences.

#### **Pollution- A Major Challenge to Monuments**

- ✓ Taj Mahal's marble edifice is slowly turning brownish-yellow because of pollution;
- ✓ National Green Tribunal reported that major threats to Lotus Temple traffic, burning rubber and plastic from surrounding slums, and fly ash, a residue of coal combustion, and gas from a nearby power plant.

There cannot be any denying on the need to protect and present the heritage sites for synergies of conservation and tourism development. But to achieve this, key stakeholders are to be taken on-board. The successful cases of monument management point to the imperative of coordinated planning and cooperative decision-making.

## **2.9 Strategies to Overcome the Problems Caused by Tourism**

### **2.9.1 Role of Visitors in Heritage Management**

The domestic and international visitors to a heritage place have the potential to be its greatest champions for safeguarding the *spirit of place*. Visitors and local

people who experience a place and absorb its character often develop a strong interest that extends well beyond their actual visit. The role of individuals in actively protecting the environment through adoption of responsible and sustainable behaviours such as engaging in actions to protect the environment and taking efforts to minimize any negative human influence on the natural and built world.

Sustainable behaviour is defined as behaviour by individuals who act with more sustainable considerations. Accordingly, visitors' sustainable behaviour is defined as their intentions to perform or not perform a specific behaviour directed to preserve the environment<sup>31</sup>. It involves awareness of visitors about the historical and natural importance of cultural heritage, their commitment to contribute towards heritage conservation efforts and their actions undertaken to protect cultural heritage for the present and future generations<sup>32</sup>.

### 2.9.2 Role of National/International Organisations in Heritage Management

The UNESCO World Heritage Centre attaches paramount importance to the development of sound and sustainable tourism policies and practices to ensure that tourism activity contributes to the protection and conservation of heritage sites and the communities that sustain them. In developing the World Heritage and Sustainable Tourism Project, the UNESCO World Heritage Centre and UNWTO recognise that world heritage sites cannot be successfully conserved without proactively responding to the challenges of increasing tourist visitation and the broader humanitarian context. Jointly, they have established a set of initiatives to make tourism more sustainable within the context of the human transaction between visitors and the *Spirit of Place*. These include:

- ✓ Raise World Heritage awareness to build community support for conservation
- ✓ Derive economic, education and employment opportunities from tourism
- ✓ Empower local communities in decision-making and conservation activities
- ✓ Poverty Alleviation, particularly of the communities living at heritage places
- ✓ Capture diverse and innovative funding sources for site conservation
- ✓ Build the capacity of WH Site managers in tourism related issues

<sup>31</sup> Brown, T.J.; Ham, S.H.; Hughes, M. Picking up litter: An application of theory-based communication to influence tourist behaviour in protected areas. *Journal of Sustainable Tourism*. 2010, 18, 879–900.

<sup>32</sup> Buonincontri, P., Marasco, A. and Ramkissoon, H., 2017. Visitors' experience, place attachment and sustainable behaviour at cultural heritage sites: A conceptual framework. *Sustainability*. 9(7), p.1112

- ✓ Develop tools and techniques for tourism management at WH Sites
- ✓ Integrate comprehensive tourism management with the Operational Guidelines of the World Heritage Convention.

The UNESCO World Heritage Centre is combining with Advisory Bodies- ICOMOS and World Conservation Union (IUCN)- with UNWTO, World Bank, ICCROM and The Nature Conservancy along with key representatives of the tourism private sector. Its main objective would be to develop a common vision and set of guiding principles and working tools to implement such a vision. The relationship between tourism and conservation extends well beyond the places inscribed on the W.H List. However, for the purpose of the project, World Heritage sites are regarded as the exemplars of the challenges having the capacity to become beacons of best practice management<sup>33</sup>.

At behest of ASI, National Environmental Engineering NEERI commissioned a survey to assess the load bearing capacity of Taj Mahal. The study proposes to restrict number of the visitors to Taj Mahal is likely to 40,000 daily. It also put a 03-hour cap on each ticket holder to tour within the monument in a bid to preserve the heritage site. Recently ASI has added an additional Rs. 200/- towards the visit to main mausoleum at Taj Mahal. It also introduced 'zero value' tickets to children below the age of 15 years which shall enable to keep account of the number of such visitors.

### 2.9.3 Role of Tourism Stakeholders in Heritage Management

- a) **Govt. Organisations:** Govt. bodies like Ministry of Tourism have focused on planning and devising policies for managing the heritage sites. Recently, it came up initiatives like 'Asarsh Smarak', 'PRASAD smarak', 'Swadesh Darshan' and 'Adopt a heritage: Apni Dharohar, Apni Pehchaan' in a collaborative effort between Ministry of Tourism, Ministry of Culture and ASI and State/UTs Govt.

It aims to involve public sector companies, private sector companies and corporate citizen/individuals to take up the responsibility for making our heritage and tourism more sustainable through development, operation and maintenance

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<sup>33</sup> Brooks, G., 2008. Developing Guiding Principles and Policies for World Heritage and Sustainable Tourism—A Major UNESCO World Heritage Centre Initiative.

of world-class tourist infrastructure and amenities at ASI/State heritage sites and other important tourist sites in India. Through the campaign of “Incredible India”, MoT has been successful in tapping the market for heritage tourism globally. Recently MoT launched a website “*indiathelandofbuddha.in*” to promote important Buddhist sites in the country. A new advertisement film showcasing the Buddhist sites has also been launched during the International Buddhist Conclave in 2018.

- b) **Private Organisations:** Private players like travel agencies and tour operators are the one who keep constant touch with the tourists. They play an important role in educating the tourist and provide a sense of responsible tourism.
- c) **Non-Government Organisations (NGOs):** NGO’s like Agha Khan Trust renovated Humayun’s Tomb and made it more pleasant for the tourists.

## 2.10 Management of Heritage Tourism at UNESCO World Heritage Sites<sup>34</sup>

**Ownership and Management:** In public owned sites, conservation goals represent usually an explicit priority although public ownership is not a guarantee of effective conservation and management, because resources may be scarce and the site be placed in remote areas that are not in the priority list of public administration. In order to reduce the risk, UNESCO seeks existence of management plans that must be approved by the committee. In extreme cases, the sites can be delisted or placed in the list of World Heritage in Danger.

**Accessibility:** Denotes a material way to arrive at the site and as the possibility for people in different conditions to access the site, including people with physical, sensory or intellectual disabilities. Days and opening hours must also be considered and, as much as possible, matched with hours visitors are more likely to visit.

**Accessibility and carrying capacity:** Carrying capacity is defined as ‘The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and unacceptable decrease in the quality of visitors’ satisfaction’. Some sites sell tickets with a specific entrance time to ensure spaces do not get overcrowded. Decisions about opening hours are to be made in agreement with different

<sup>34</sup> De Ascaniis, S., Gravari-Barbas, M. and Cantoni, L., 2018. Tourism Management at UNESCO World Heritage Sites.



stakeholders to harmonize the different goals (conservation vs. profit; knowledge vs. dissemination with resource management). When the site is composed of meaningful and interesting areas, but too fragile to be open to the public, reproductions and multimedia solutions can be used to provide the visitor with a taste of them.

**Pricing policies and strategies:** Charging entrance fees represent the most direct way to gain funding for conservation and operation activities. Yet, managers must be careful not to turn it into a barrier to access the site. Local communities can contribute to the conservation of the place in other forms like volunteering, paying taxes, through sponsorships and donations. Ways to attract money without raising entrance fees is offer of services to tourists- restaurants, shops, special activities.

**Interpretation Tools:** Use these to design itineraries and guided tours for different tourism segments, so that visitors are spread over time and place avoiding the harmful effects of overcrowding. Allowing entry only with an official tourist guide is a measure that helps conservation activity, since it is easier to control visitors

**Marketing strategies:** managers should take care that that marketing messages and actions should also aim at fostering awareness about heritage values. This is of even greater importance in the case of intangible heritage, which is intrinsically related to cultural values and identity.

**Table-2.2: Objectives of UNESCO World Heritage and Sustainable Tourism Programme**

- |   |
|---|
| ✓ Integrate sustainable tourism principles into the mechanisms of the World Heritage Convention;  |
| ✓ Strengthen the enabling environment by advocating policies, strategies, frameworks and tools that support sustainable tourism as an important vehicle for protecting and managing cultural and natural heritage of Outstanding Universal Value; |
| ✓ Promote broad stakeholder engagement in the planning, development and management of sustainable tourism that follows a destination approach to heritage conservation and focuses on empowering local communities;                               |
| ✓ Provide World Heritage stakeholders with the capacity and the tools to manage tourism efficiently, responsibly and sustainably based on the local context and needs;  |



- ✓ Promote quality tourism products and services that encourage responsible behaviour among all stakeholders and foster understanding and appreciation of the concept of Outstanding Universal Value and protection of World Heritage.

## 2.11 : Steps Towards Authentic Visitor Experience at Monuments

The presentation of monuments and its cultural settings in authentic ways is integral to long-term visitor experience and their satisfaction, which is vital to the image of monument tourism and its vitality. Indeed, at many monument locations, authentic visitor experience is a major challenge and inadequate planning interventions and image building play a major part. Keeping this in view, some of the best practices towards authentic visitor experiences have been compiled and furnished in the Table-2.3 below.

<b>Table-2.3: Steps towards Authentic Visitor Experience at Monuments</b>
➤ Promote Walk-able areas to improve access to heritage resources
➤ Enhance appeal of Cultural heritage through illuminating the structures, maintain the horticulture
➤ Provide Access for All
➤ Provision of eco-friendly vehicles from parking areas
➤ Multi-modal connection of heritage sites hop-on hop-off buses to be available greater frequency
➤ ICT application in form of QR codes, mobile apps, Kiosks, Audio guides, exclusive websites, online booking, E-ticket entry, sound & light etc.
➤ People visit attractions with different expectations. The Recreation Opportunity Spectrum (ROS) has proven a useful tool for setting objectives for different visitor experiences. The ROS is a means of describing how tourism and recreation will be managed for different areas within a site.
➤ Create events and sociable places- like Dance and Music Festivals. Eg Khajuraho Dance Festival
➤ Encourage local folk performances
➤ Reuse obsolete infrastructure to create new public spaces
➤ Develop sensorial experiences-taste, smell, touch, hear and see-Marrakech

- Enhance streets around cultural heritage sites for shopping
- Offer Creative and Night time activities

Heritages are of considerable value for the domestic and international visitors as objects of gazing and more importantly the learning for great array of people. Domestic visitors especially take great pride in these invaluable assets and find these as symbols to boast of their great past. For a heritage-rich country like India, monument tourism offers great potential and it has been emphasized by many in the last seven decades.

## Chapter- 3

### VISITORS AT THE MONUMENTS: RESULTS & DISCUSSIONS

As discussed in the previous section, decision to visit the monuments is influenced by many factors and those could vary across the visitor segments of the domestic and foreign origin. For large sections, it may be 'being there' or something that one 'must see' in life-time kind, but for others; it is learning, aesthetic appreciation, identification with ones' historic and cultural past and many more. However, sustaining the interest in the monument visit, especially repeat visits, is crucial to the sustainability of the monuments, its management, local community and the socio-economic life organised around the visitations. To a great extent, appeal of the monuments is needlessly the key driver in pulling the visitors and there exist innumerable instances to substantiate this. But, the studies reveal that appeal alone may not serve to sustain the visitors flow unless supplemented by enabling mechanisms including facilitation and visitor management.

The modern tourists are demanding in terms of the value for money and they accord greater weightage to ease of access, comforts and conveniences, information adequacy, upkeep and the behaviour of destination communities. While the monuments in India are spread across the country, most iconic ones co-exist as clusters and often closer to well-connected cities and towns. Still, fluctuations in visitation observed, and stark in some cases, is a cause for worry given the international positioning of those. It then emerges that hospitability of the ecosystem is as much important as to attractability in enhancing and sustaining the visitor flows. At a time when the social media platforms exert overpowering influence on the purchase behavior of the people, managing people's perception is crucial for an experiential activity such as tourism to which the word-of-mouth endorsement play significant roles.

Satisfaction can be seen an amalgam of tangible and intangible consumption experiences that the tourists accumulate through a process of indulgences specific to the destination endowments. In case of monument tourism, while the visual object of gaze embodied in the structure is posit to play immensely in shaping visitor satisfaction, incremental role of the overall ambience and facilitations are also to be emphasized adequately. The analytical frame for this

study has thus accorded sufficient focus on these aspects so as to evaluate the satisfaction of visitors to the centrally protected monuments in India.

Specific to data requirements, enumerator-administered questionnaires have been used for canvassing the visitors at the monuments as per the laid-out survey plan. The questionnaire data were then tabulated and subjected to analyse separately for the domestic and foreign visitors and monument categories. The trends and patterns emerged from the analysis are discussed in the following section.

### 3.A. Profiling of the Visitors at Monument Site

Total sample size for canvassing at the monument sites as per the survey plan was 720 visitors which was then apportioned on 60:40 basis between domestic and foreign visitors and distributed accordingly. A total 723 questionnaires were found completed and all those were processed, analysed and discussed below. It is worth stating that the visitors were canvassed from 40 sample monuments and all information gathered pertained to specific monument location where the visitor survey took place. The results thus may be seen as aggregation of the survey data from monument locations.

#### 3.A.1: Demographic Profiling

**Age and Gender of Respondents:** Around 35.8% domestic visitors were in the age group of 18-28 years, followed by those in age group of 29-38 (31.7%). Almost a similar pattern was emerged among the foreign visitors also (Tabel.3.1).

Table 3.1: Age of Respondents		
Age (Yrs.)	Domestic (in %)	Foreign (in %)
18-28	35.8	31.1
29-38	31.7	37.8
39-48	23.8	18.5
49-58	7.5	8.8
Above 58 yrs.	1.2	3.8
<b>Total</b>	<b>435</b>	<b>288</b>

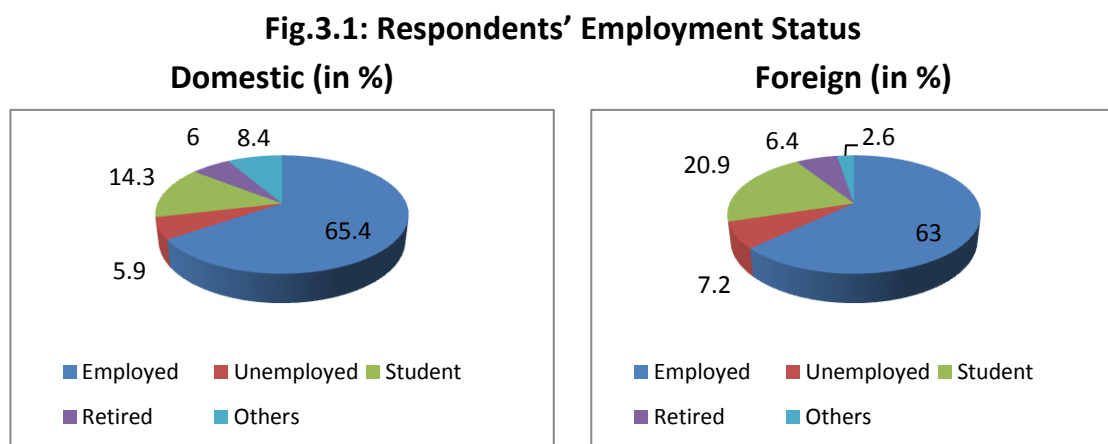
About 78% of the domestic and 59.3% of foreign respondents canvassed was male (Tabel.3.2). Further, nearly 69% of domestic origin were married, whereas, corresponding figures for foreign were 55.6%.

Table 3.2: Gender & Marital Status of Respondents					
Gender (In %)			Marital status (In %)		
Gender	Domestic	Foreign	Status	Domestic	Foreign
Male	78.3	59.3	Married	68.7	55.6
Female	21.7	40.7	Unmarried	31.3	44.4
<b>Total</b>	<b>435</b>	<b>288</b>	<b>Total</b>	<b>435</b>	<b>288</b>

**Education and Employment Status:** About 58.9% were reported to be graduates, whereas, together with them and the postgraduates accounted for roughly 72% of the domestic respondents. Corresponding figures for foreign respondents were about 81% (Tabel.3.3).

Table.3.3 : Educational Background of Respondents		
Education	Domestic (in %)	Foreign (in %)
Illiterate	1.7	-
Secondary	8.3	6.8
Higher Secondary	17.6	12.2
Graduate	58.9	58.4
Post-Graduate & above	13.4	22.7
<b>Total</b>	<b>435</b>	<b>288</b>

While examining the employment status of the domestic respondents, about 65.4% were found in employment (Fig.3.1). Proportion of employed respondents among the foreigners was 63%.



In response to the enquiry on the monthly income, roughly 43.8% of domestic visitors were reportedly in the monthly income group of Rs. 10,001-30,000,

followed by those falling in the range of Rs. 30,001-60,000 (31.8%). Those with the income of above Rs. 60,000/- constituted 11% of the sample (Tabel.3.4). This distribution indicates that a good chunk of domestic visitors to the monuments hail from soundfinancial background even if they may not that well-off.

<b>Table 3.4: Monthly Income Reported by Respondents</b>			
<b>Domestic (In %)</b>		<b>Foreign (in %)</b>	
<b>Income (INR)</b>	<b>Distribution</b>	<b>Income (USD)</b>	<b>Distribution</b>
Up to 10000	13.1	Up to 1000	16.9
10001-30000	43.8	1001-5000	40.5
30001-60000	31.8	5001-10000	34.4
Above 60000	11.2	Above 10000	8.2
<b>Total</b>	<b>412</b>	<b>Total</b>	<b>195</b>

Monthly income of the foreign respondents was ascertained in USD terms. It suggests that 40.5% have monthly income between USD 1,001-5,000 followed by those in range of USD 5,001-10,000 (34.4%).

### 3.A.2: Tour Arrangements and Purpose of Travel

People visiting the monuments need not be cultural tourists in a literal sense and their likeness for different types of attraction varies. To ascertain the choice of prime attraction, the respondents sought to express the attraction they like most and the result is interesting. It emerges that roughly two-third of domestic visitors treats thecultural, historic and monument attractions as something they like the most (Tabel.3.5). Share of visit to natural areas and adventure is roughly 37%. However, such patterns of response has to be read given the fact that the visitors were canvassed from the monument premises or places known for rich cultural and historical heritage. A similar pattern of response was observed among the foreign visitors as well.

Examining the type of tour arrangements could provide qualified insights on the visitor movements to the monuments and historical heritages. The studies across the world suggest the growing interest of the people towards cultural tourism, motivation being to derive meaning from their indulgences with the cultural settings of the destination. According to a UNWTO (2015) <sup>35</sup> estimate, the

<sup>35</sup> UNWTO. (2015). *Tourism & Culture Synergies*. <https://www.eunwto.org/doi/pdf/10.18111/9789284418978>

proportion of tourists according to ‘cultural motivation’ is 16% and ‘cultural activities’ averages to around 47%. This means that nearly half of inbound tourists indulge in cultural activities even though main motivation for the travel may not be culture. OECD (2009)<sup>36</sup> also observed, many studies have indicated that about 40–50% of tourists undertake cultural activities.

<b>Table. 3.5: Type of Attraction Most Liked by Respondents</b>		
<b>Attraction type</b>	<b>Domestic (in %)</b>	<b>Foreign (in %)</b>
Historic places and monuments	33.1	37.0
Cultural	29.2	27.3
Natural areas	27.4	27.7
Adventure	10.1	8.0
Others	0.2	-
<b>Total</b>	<b>435</b>	<b>288</b>

In vast countries like India where the monument attractions are spread far and wide, visitor may have to travel independently if they want to experience the monument in its fullness. Package tours may have limitations of time as well as selective inclusion of the monuments, particularly the monuments situated beyond daily and overnight trips are usually not that preferred for package itinerary. This was sufficiently evident in foreign tourists with 52.3% reportedly making independent tour arrangements. Among the domestic segment, more than two-third of visitors in the sample represent this category (Table.3.6). This pattern in a way also indicates the lack of flexibility in package tour arrangement and that restricts the freedom of movement needed to explore destinations at one's will.

<b>Table.3.6: Type of Tour Respondents are Travelling With</b>		
<b>Tour type</b>	<b>Domestic (in %)</b>	<b>Foreign (in %)</b>
Independent tour	64.5	52.3
Inclusive package (Transport and stay only)	26.3	37.6
All-inclusive package	9.2	10.1
<b>Total</b>	<b>434</b>	<b>287</b>

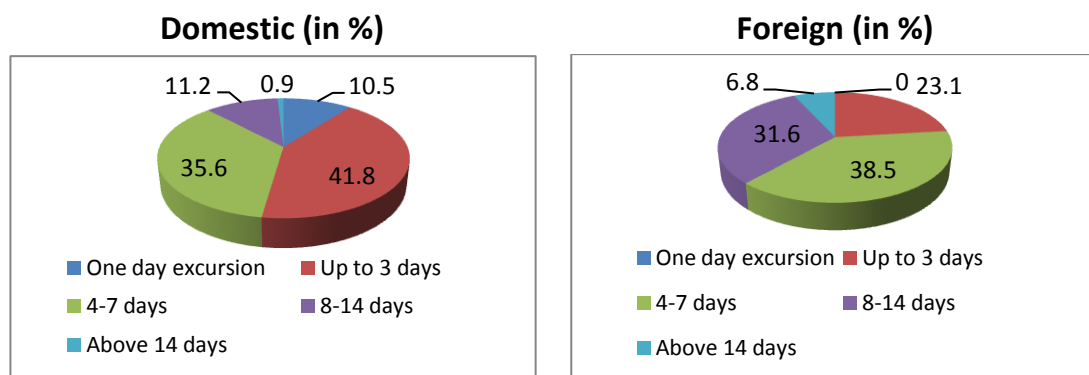
<sup>36</sup> Organisation for Economic Co-operation and Development (OECD, 2009), *Impact of Culture on Tourism*, OECD, Paris, [https://www.mlit.go.jp/kankocho/naratourismstatisticsweek/statistical/pdf/2009\\_The\\_Impact.pdf](https://www.mlit.go.jp/kankocho/naratourismstatisticsweek/statistical/pdf/2009_The_Impact.pdf)

In recent years, the information communication technology, especially mobile technology, has been a great enabler in promoting flexibility and convenience in travel planning. It was observed in this study that over roughly 27% respondents have made their travel arrangements either directly with the service provider or through e-portals (12.4%). The friends and relatives reported to have made the travel arrangement for 29.7% of the visitors (Tabel.3.7).

Table 3.7: Type of Arrangements Made for Tour by Respondents		
Tour arrangement made	Domestic (in %)	Foreign (in %)
Directly with service provider	26.9	10.6
Travel agent/tour operator	25.3	40.0
Through e-portals	12.4	37.9
Friends & relatives	29.7	9.8
Others	5.7	1.7
Total	435	287

A good chunk of foreigners (37.9) was found using E-portals for booking the tour related services, whereas, 40% made the same through Travel agent/tour operator. As regards to the duration of trip, it was seen that 41.8% domestic visitors had their tours up to 3 days, whereas itinerary of those with 4-7 days duration was reportedly 35.6%. This, in other words, suggests that the duration of trip of the domestic visitors were largely short to medium duration trips (Fig.3.2).

**Fig.3.2: Duration of Tour**

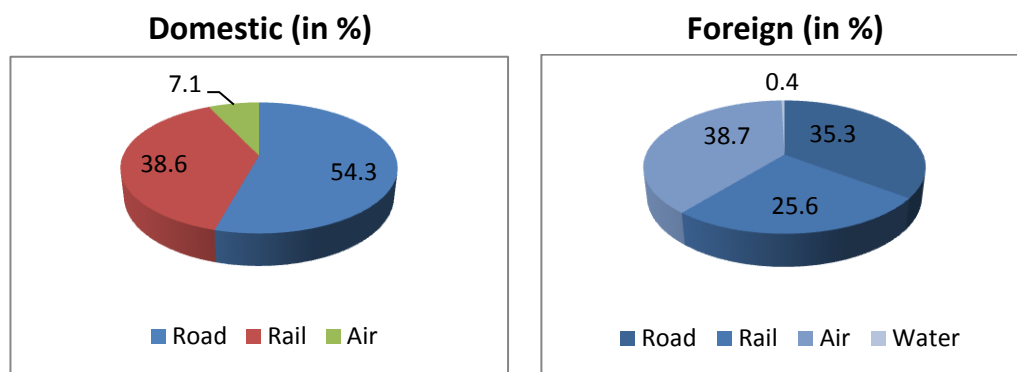


The trip duration of the foreign visitors was expectedly higher with 38.5% reporting a stay period of 4-7 days and another 31.6% staying 8-14 days. About 7% were found staying for more than 02 weeks.



The mode of transport for the tour was also subjected for investigation. The results suggest that it is predominantly land-based, either by road (54%) or by the railways (38.6%) to reach respective attractions (Fig.3.3). On the other, foreign visitors largely depended on the air to reach the destinations (38.7). However, means of road and railways also figured prominently for internal transport with combined share of 60.8%.

**Fig.3.3: Mode of Transport Used to reach Destinations**



The survey results are given to understand that the visitors are moving in smaller groups of two to five persons and such domestic respondents comprise of over 83% of the domestic respondents (Table.3.8). Those moving alone were smaller relatively to about 7.9%. In contrary, 10.2% of the foreign visitors were travelling alone, whereas the group of two stood at 43.6% of the total.

Table 3.8: Group Size and Composition of Groups					
Group size (in %)			Group composition (in %)		
Size	Domestic	Foreign	Composition	Domestic	Foreign
Single	7.9	10.2	Spouse	8.8	9.1
Two persons	35.7	43.6	Family	42.9	34.5
3-5 persons	47.1	39.0	Friends	40.3	45.5
6-10 persons	6.7	6.8	Family & Friends	6.8	8.2
Above 10	2.6	0.4	Others	1.3	2.7
<b>Total</b>	<b>431</b>	<b>397</b>	<b>Total</b>	<b>397</b>	<b>357</b>

Further, domestic visitors were touring either with family members (42.9%) or friends (40.3%). In contrary, 45.5% of the foreign visitors were travelling with their friends. Among the domestic respondents, Internet was reportedly the main source of information (47.3%) about the places of their present visit, followed

by the Relatives and Friends (36.9%). In general, these two means acted as key sources of information (Table.3.9).

<b>Table 3.9: Main Source of Information About Current Place of Visit- Domestic (In %)</b>				
<b>Main sources of information</b>	<b>Rank- 1</b>	<b>Rank- 2</b>	<b>Rank- 3</b>	<b>Rank- 4</b>
Internet	47.3	25.0	11.5	7.0
Relatives and Friends	36.9	25.0	13.3	8.4
Travel agent/tour operator	5.1	11.3	18.3	14.1
Tourism depts.	1.8	4.9	9.7	20
Travel Trade fairs	1.2	5.8	8.5	13
Guide books	1.5	4.8	7.8	11
Print media	1.0	9.2	15.5	9.5
T.V	2.6	9.9	9.1	12.1
Tourist information centres	1.5	3.3	5.2	4.2
Others	1.2	0.9	1	0.7
<b>Total</b>	<b>648</b>	<b>636</b>	<b>629</b>	<b>564</b>

Whereas among the foreign respondents, it was predominantly Internet (72.3%) that assumed 1<sup>st</sup> rank (Table.3.10). The Relatives and Friends emerged at distant 8.9% in terms of top ranking and travel agent/tour operator groups figured next.

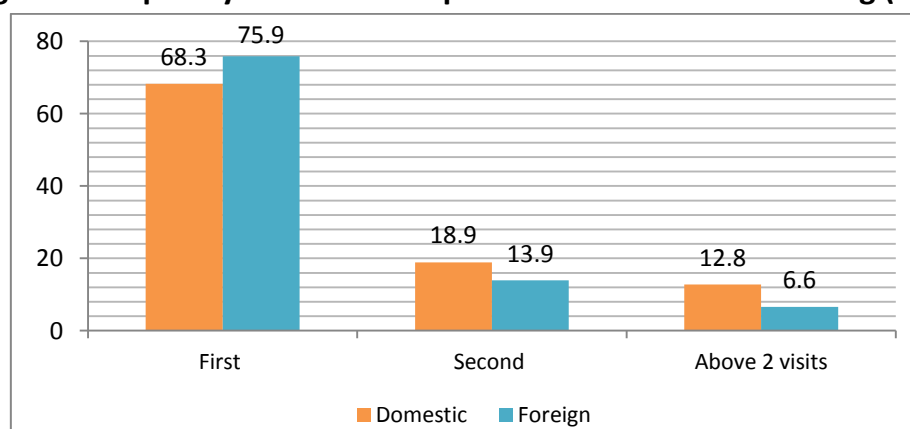
<b>Table 3.10: Main Source of Information About Current Place of Visit- Foreign (In%)</b>				
<b>Main sources of information</b>	<b>Rank- 1</b>	<b>Rank- 2</b>	<b>Rank- 3</b>	<b>Rank- 4</b>
Internet	72.3	15.9	1.9	3.5
Relatives and Friends	8.9	31.4	13	12.9
Travel agent/tour operator	6.7	9.3	14.4	9.9
Tourism depts.	2.2	11.1	14.4	18.7
Travel Trade fairs	2.2	8	16.8	7.0
Guide books	3.1	4.9	14.4	9.9
Print media	2.2	8.4	13.5	19.9
T.V	0.9	8	9.1	11.7
Tourist information centres	0.9	3.1	2.4	6.4
Others	0.4	-	-	-
<b>Total</b>	<b>288</b>	<b>276</b>	<b>228</b>	<b>221</b>

The pattern of response on main source of information about the places of visit reiterates the mounting role of virtual means in Internet as a medium of promotion of attractions. Further, examination of the main purpose of visit (Table.3.11) suggeststhat the holiday, leisure and recreation were main reason for domestic travel for a large chunk of visitors (59.9%), followed by business/professional (18%) and the social purpose such as visiting friends and relatives, marriages etc. (14%).

<b>Table 3.11: Main Purpose of Visit to Current Destination</b>		
<b>Main purpose</b>	<b>Domestic (in %)</b>	<b>Foreign (in %)</b>
Holiday, Leisure and recreation	59.9	65.7
Business/professional	18.0	25.1
Social (i.e. visiting friends & relatives, marriages, etc.)	14.1	4.1
Religious/ Pilgrimage	4.1	2.9
Education & Training	2.4	0.8
Health / Medical / Wellness	0.5	1.4
Shopping	0.5	-
Others	0.5	-
<b>Total</b>	<b>432</b>	<b>288</b>

However, among the foreigners, those visiting for holiday, Leisure and recreation constituted major chuck (65.7%) and business/professional or professional reasons (25.1%). Frequency of visit to the monuments can be taken as direct manifestation of the appeal in terms of attractiveness, access as well as enabling mechanisms available.

**Fig. 3.4: Frequency of Visit to Respondent's Place of Canvassing (In %)**

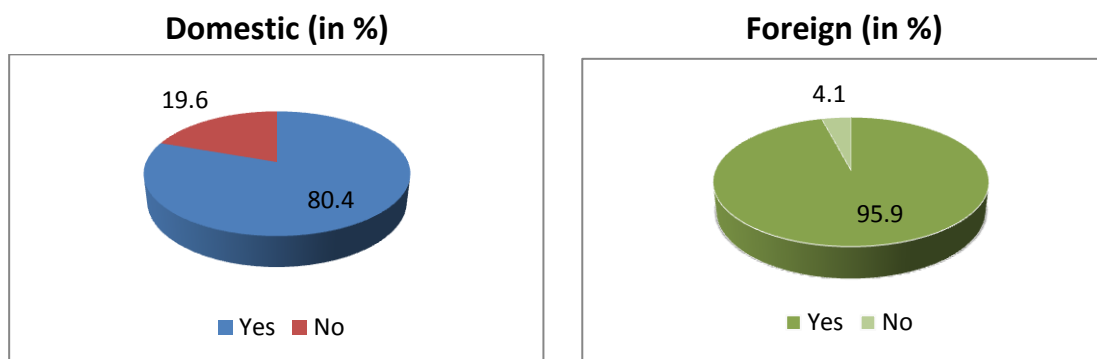


When the same was probed, nearly two-third of the domestic visitors were first time to the place of their present visit (68.3%), followed by those visiting for second time (18.9%). However, as Fig.3.4 reveals, most foreign respondents were first-time visitors to the place of canvass (75.9%). Further, it was interesting to observe that respondents were comparatively more frequent to the places where highly visited monuments are situated, most of which also happens to be big cities of the locations closer to same (Table-3.12).

Table 3.12: Frequency of Visit to Current Place of Visit				
Visitor type	Frequency of visit	Monument Visitation Category (In %)		
		High	Moderate	Less
Domestic	1 <sup>st</sup> visit	55.5	82.4	85.0
	2 <sup>nd</sup> visit	25.4	11.8	10.4
	Above 02 visits	19.1	5.8	4.6
	<b>Total</b>	<b>252</b>	<b>82</b>	<b>104</b>
Foreign	1 <sup>st</sup> visit	74.4	85.2	90.0
	2 <sup>nd</sup> visit	17.0	11.1	6.7
	Above 02 visits	8.6	3.7	3.3
	<b>Total</b>	<b>179</b>	<b>54</b>	<b>55</b>

As regards to the knowledge of monuments situated in the city or its vicinity before the arrival, over 80% of domestic visitors knew about its presence and they were also able to recall the names also. As Fig.3.5 shows, the pattern remained largely similar amongst the foreign visitors and they were found well informed of the attractions in the vicinity of the place of visit (95.9%).

**Fig.3.5: Knowledge about Monument Prior to Visit of Current City**



Specific to the query on the major source of information about the presence of monuments in the destination, internet (48.1%) was reportedly main source for domestic respondents, followed by relatives and friends (27.5%) and the books/magazines/newspapers (15.7%). However, proportion of respondents knew of the presence of monuments in their current city of visit was expectedly higher among the highly visited monuments (Table-3.13).

<b>Table 3.13: Prior Knowledge about Monument to Current City of Visit</b>				
Visitor type	Knowledge of Monument	Monument Visitation Category (In %)		
		High	Moderate	Less
<b>Domestic</b>	Yes	84.4	76.5	76.5
	No	15.5	23.5	23.5
	<b>Total</b>	<b>252</b>	<b>82</b>	<b>104</b>
<b>Foreign</b>	Yes	74.8	71.1	63.3
	No	25.2	28.9	36.7
	<b>Total</b>	<b>179</b>	<b>54</b>	<b>55</b>

It is evident from Table 3.14 about the dominance of Internet as source of information for the foreign visitors and such respondents accounted for about two-third in the sample. Being historical monuments, it was expected for foreign visitors to approach Tourism Department/Govt. agencies (15.6%) whereas the Book/Magazine/Newspaper etc. also became handy (10.6%) to gather information.

<b>Table 3.14: Major source of information about Presence of monuments in the Current City/Town of Visit</b>		
Source	Domestic (in %)	Foreign (in %)
Internet	48.1	61.7
Relatives & Friends	27.5	8.9
Book/Magazine/Newspaper	15.7	10.6
T.V. advertisement	1.6	3.3
Tourism/ Govt. Dept.	5.8	15.6
<b>Total</b>	<b>347</b>	<b>274</b>

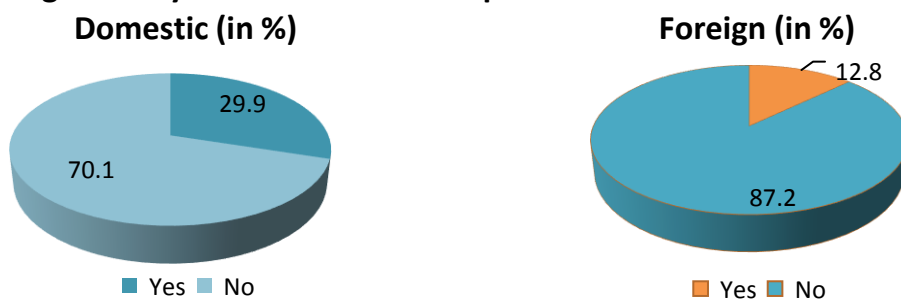
Further, respondents in general appeared to have knowledge of key attributes of the monument they were visiting- historical, architectural etc. Specific question on major attraction to the present monument, its historical importance (36.6%) and

its popularity (30%) figured prominently among the domestic visitors. Some 7% were reportedly there at the monument because they were in the town and thus it turned out as incidental (Table-3.15).

Table 3.15: Major Monument Attributes that Attracted Respondents		
Attribute	Domestic (in %)	Foreign (in %)
Historically important	36.6	23.1
It is well-known and popular	30.0	36.6
A must-see attraction	16.1	6.7
Came to see it as part of visiting the town	7.1	16.8
Studied about it and wanted to see	6.9	9.2
It is part of our tour program	2.8	6.3
Others (Pl. Specify)	0.5	1.3
<b>Total</b>	<b>434</b>	<b>288</b>

When it comes to attraction of foreign visitors to the monuments, popularity of the monument emerged as the major factor (36.6%) for their visit followed by the historical importance (23.1%). About 16.8% reported to have gone to the monument as they were visiting the city/town.

**Fig.3.6: Any Previous Visit of Respondents to Present Monument**



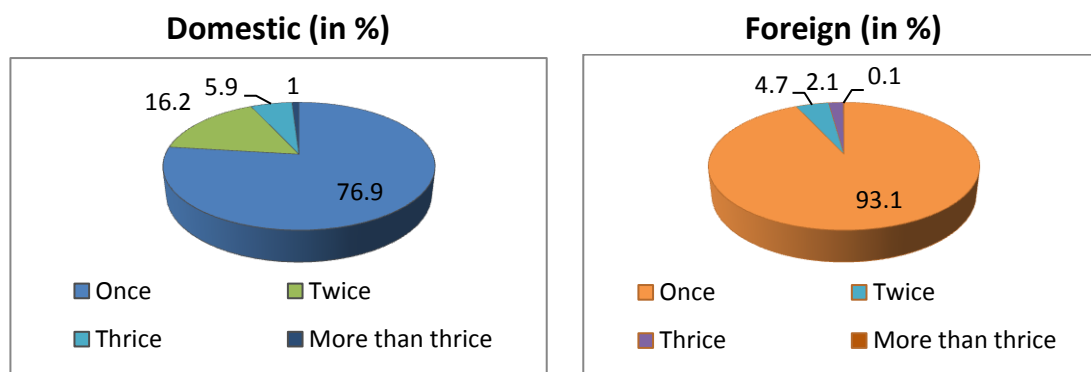
Frequency of visit to the monuments has also been ascertained and the responses suggest that about 30% of domestic respondents have already visited the monument in which they were canvassed (Fig.3.6). Again, proportion of respondents reported to have visited the monument earlier was higher at the highly visited ones (Fig.- 3.16). Proportion of such respondents already visited the highly visited monuments was 39.3% among the domestic and 15.6% among the foreign visitors.

**Table 3.16: Any Previous Visit to Monuments in Current City of Visit**

Visitor type	Frequency of visit	Monument Visitation Category (In %)		
		High	Moderate	Less
Domestic	Yes	39.3	17.6	21.2
	No	60.7	82.4	88.8
	<b>Total</b>	<b>252</b>	<b>82</b>	104
Foreign	Yes	15.6	6.1	7.3
	No	84.4	93.9	92.7
	<b>Total</b>	<b>179</b>	<b>54</b>	<b>55</b>

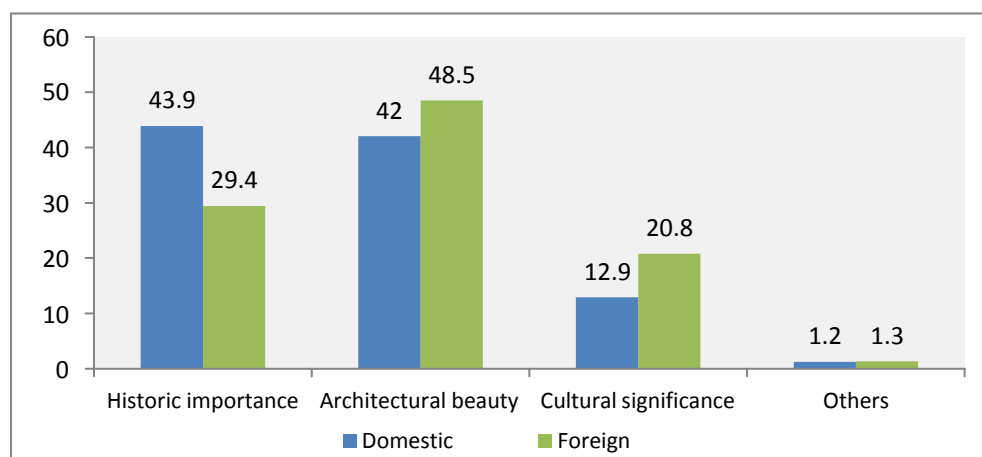
Of these, 76.9% visited once and another 16.2% visited twice (Fig.3.7). Previous visit to the present monument among the foreign respondents were about 12%, amongst them, 93.1% visited once already.

**Fig.3.7: Frequency of Visits to Present Monument**



To gather the perspective of the visitors about the monument of present their visit, views were sought on what they liked the most about the monument (Fig.3.8). The historical importance (43.9%) and architectural beauty (42%) figured prominently in the domestic segments. But for the foreigners, architectural beauty emerged as major one (48.5%) and its historical importance (29.4%).

**Fig.3.8: What Respondents Like Most About Monument (In %)**





### 3.B Feedback on Monument Facilities and its Maintenance

In recent years, custodians of monuments have been endeavouring concerted efforts to drive the sites visitor-friendly by installing the additional facilities as well as improving the existing ones. Most of these are essential in nature such as toilets, drinking water outlets, curated pathways, reading material, signage, interpretation centers, guide services, Wi-Fi, eateries and the like. But, visitors also have been echoing their grievances on lack of maintenance and poor condition of the basic facilities provided at the site and urgency of enabling other essential requirements. Considering the criticalities of these factors in determining the visitor satisfaction and also in view of its influence on forming images of the monuments, feedback of the visitors was gathered on certain key provisions using structured items.

#### 3.B.1 Upkeep & Management of Visitors in the Monuments

The general pattern of responses emerging on the upkeep of the monuments is encouraging with the rating of excellent (26.5%) and good (53.4%) accounts for 59.9% of the total responses among the domestic respondents. The pattern of response is largely similar among the foreign visitors (Table.3.17).

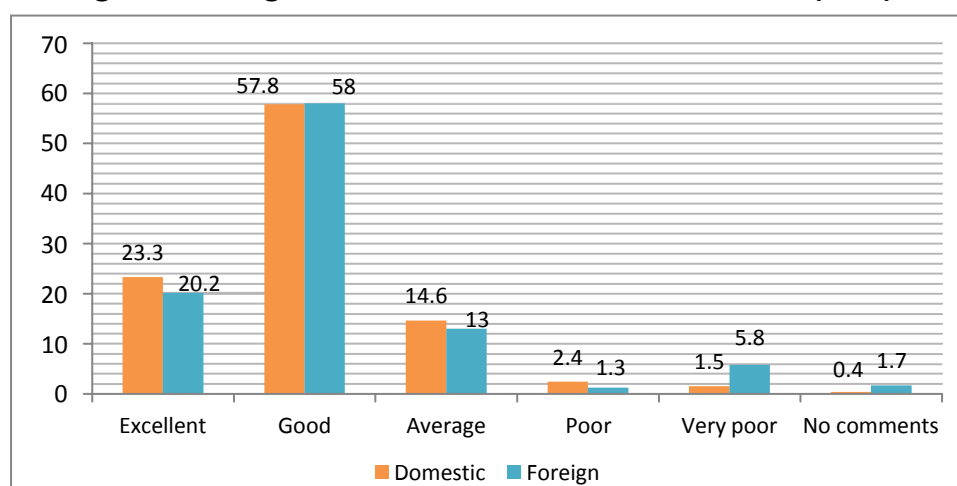
Table 3.17: Feedback on Upkeep of ASI Monuments					
Visitor type	Monument Upkeep	Monument Visitation Category (In %)			
		High	Moderate	Less	Total
Domestic	Excellent	34.0	11.8	18.9	26.5
	Good	53.9	57.1	51.0	53.4
	Average	9.8	12.0	14.4	11.4
	Poor	2.3	19.1	15.7	8.7
	<b>Total</b>	<b>252</b>	<b>82</b>	<b>104</b>	<b>438</b>
Foreign	Excellent	29.0	33.3	30.0	<b>30.2</b>
	Good	57.4	59.3	43.3	55.2
	Average	10.2	-	13.3	<b>8.7</b>
	Very poor	3.4	7.4	13.3	5.9
	<b>Total</b>	<b>179</b>	<b>54</b>	<b>55</b>	<b>288</b>

Further, across the monument categories, upkeep was reportedly better at highly visited ones as compared to the moderately visited and less visited categories. This may be perhaps account of more focused intervention on part of the monument

authorities in the maintenance of such monuments. Most of these also happen to locate either in the capital cities or to its relative proximity.

Specific to the responses on the management of the visitors inside the monuments, the trend is highly affirmative in nature with 23.3% domestic visitors according a rating of excellent and another 57.8% as good, together constitute 81% of the total responses. Responses of foreigners also reflected a similar trend (Fig-3.9).

**Fig.3.9: Management of Visitors Inside Monuments (In %)**



### 3.B.2 Amenities and Services within Monument Premises

Some of the basic amenities needed at the monuments premises are provision of clean drinking water outlets, toilets and washrooms, restaurants, food outlets etc. When the feedback on the provision of clean drinking water outlets from domestic respondents was analysed, it was observed that satisfaction level is not encouraging. Only about one-fifth opined it as 'highly satisfactory' and another one-third as 'satisfied' (Table-3.18). It can also be observed that level of satisfaction was comparatively better to that of moderately visited and less visited monuments.

Table further reveals that those foreign respondents satisfied with the arrangement for clean drinking water were much less and proportion of such responses together was about 38%. However, about half of the foreigners did not offer any comment and corresponding proportion of domestic groups were nearly 28%, perhaps on account of the fact that visitors in general carry the water and may not have looked for same inside the monument. It is worth recording that

during the field visit to the monuments, inadequacy of the drinking water outlets was noticed at many locations. The location of the outlets was also not in convenient locations.

Table 3.18: Views on Provision of Clean Drinking Water at Monuments					
Visitor type	Provision of Drinking Water	Monument Visitation Category (In %)			
		High	Moderate	Less	Total
Domestic	Very satisfied	24.0	13.2	18.0	20.5
	Satisfied	33.4	24.4	23.6	29.2
	Dissatisfied	9.8	12.0	17.4	12.1
	Very dissatisfied	5.9	22.1	9.6	10.3
	No comments	27.0	28.3	31.4	27.9
	<b>Total</b>	<b>250</b>	<b>82</b>	<b>102</b>	<b>434</b>
Foreign	Very satisfied	26.1	15.7	14.0	21.9
	Satisfied	11.9	21.3	19.3	15.2
	Dissatisfied	11.4	7.4	20.0	12.2
	No comments	50.7	55.5	46.7	50.7
	<b>Total</b>	<b>179</b>	<b>54</b>	<b>55</b>	<b>288</b>

Toilets and washrooms also did not receive adequately encouraging response with only about 57% of those with domestic origin considered it to satisfactory or highly satisfactory (Table-3.19). The pattern of foreign response in general is largely consistent to the above. Sections of domestic (7.6%) and foreign (11.3%) did not offer any comments.

Table 3.19: Feedback on Status of Washrooms/Toilet at Monuments					
Visitor type	Status of Washrooms/Toilet	Monument Visitation Category (In %)			
		High	Moderate	Less	Total
Domestic	Very satisfied	27.3	14.7	18.5	22.8
	Satisfied	35.7	29.4	33.7	34.0
	Dissatisfied	14.5	23.1	24.0	18.3
	Very dissatisfied	16.3	21.8	16.3	17.3
	No comments	6.3	11.0	7.7	7.6
	<b>Total</b>	<b>252</b>	<b>82</b>	<b>104</b>	<b>438</b>
Foreign	Very satisfied	22.9	20.4	14.5	20.7
	Satisfied	37.4	33.3	36.2	36.5
	Dissatisfied	11.2	16.7	18.2	13.5
	Very dissatisfied	19.6	14.8	16.7	18.0
	No comments	8.9	14.8	14.5	11.3
	<b>Total</b>	<b>179</b>	<b>54</b>	<b>55</b>	<b>288</b>

When the trend across the monument categories were considered, level of satisfaction was found reducing with decrease in visitation where highly visited ones received better rating as compared to other categories. This may be on account of better facilities and its maintenance available at the leading monument sites. It has also been noticed that the facilities are also not appropriately marked with signage and were located at disadvantageous locations.

Feedback of the respondents was also sought on the restaurants, food outlets as well as their experience in purchasing the entry tickets. In general, the satisfaction level is not encouraging with just about two-third of the domestic segments found it 'satisfactory' or 'highly satisfactory' (Table-3.20).

In case of foreign visitors, corresponding share was about 55% of the total. Further, monuments with higher visitation fared comparatively better on this count to that of other categories. Needlessly, absence or inadequacy of clean and hygienic restaurants/ refreshment outlets in the monument vicinity figured very prominently and this is an important bottleneck with regard to visitor satisfaction.

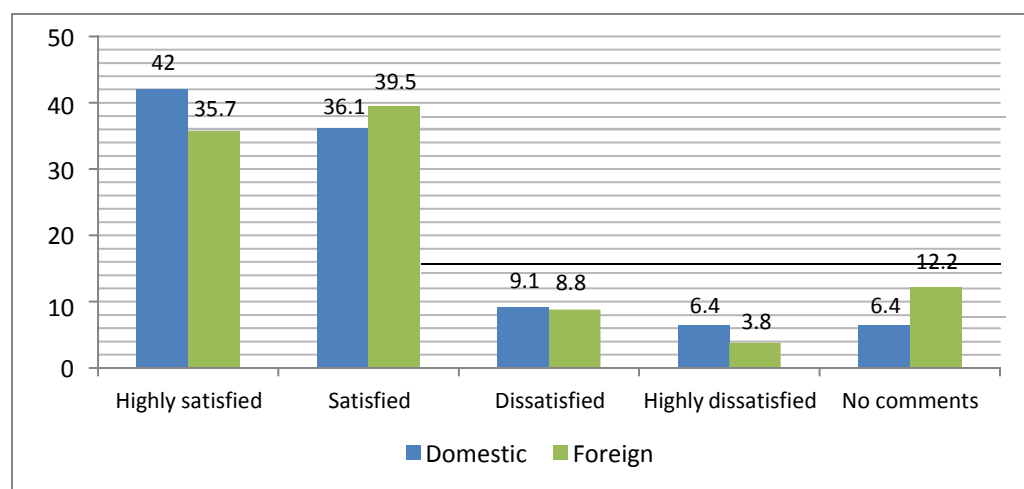
<b>Table 3.20: Views on Refreshments/Eateries in Monument Vicinity</b>					
<b>Visitor type</b>	<b>Refreshments/Eateries</b>	<b>Monument Visitation Category (In %)</b>			
		<b>High</b>	<b>Moderate</b>	<b>Less</b>	<b>Total</b>
Domestic	Very satisfied	26.1	20.4	16.2	22.8
	Satisfied	37.7	38.2	43.8	39.3
	Dissatisfied	12.5	18.0	21.6	15.5
	Very dissatisfied	10.3	12.2	4.2	9.2
	No comments	13.4	11.2	14.2	13.2
	<b>Total</b>	<b>252</b>	<b>82</b>	<b>104</b>	<b>438</b>
Foreign	Very satisfied	23.5	11.1	16.0	19.8
	Satisfied	33.0	40.2	38.3	35.4
	Dissatisfied	22.5	20.4	17.0	20.9
	Very dissatisfied	6.6	11.1	12.4	8.7
	No comments	14.4	17.2	16.3	15.2
	<b>Total</b>	<b>179</b>	<b>54</b>	<b>55</b>	<b>288</b>

This is rather more concerning when it comes to those monuments situated away from the major urban centers and gateways of the visitors. Thus, for the cause of

monument tourism in India, it is imperative to address this basic visitor requirement with added focus and attention. Studies across the world have revealed the centrality of clean and hygienic dining provisions at the places of visit as key element of visitor satisfaction and experience even if they are on excursions.

Specific to the experience of purchasing entry tickets, it was reported to have been satisfactory across all visitor segments (Fig-3.10). ASI has already provisioned for the purchase of entry tickets through online (*asi.payumoney.com*) and that has eased the visitors of time and other botherations of obtaining the tickets.

**Fig. 3.10: Experience with Purchase of Entry Tickets (In%)**

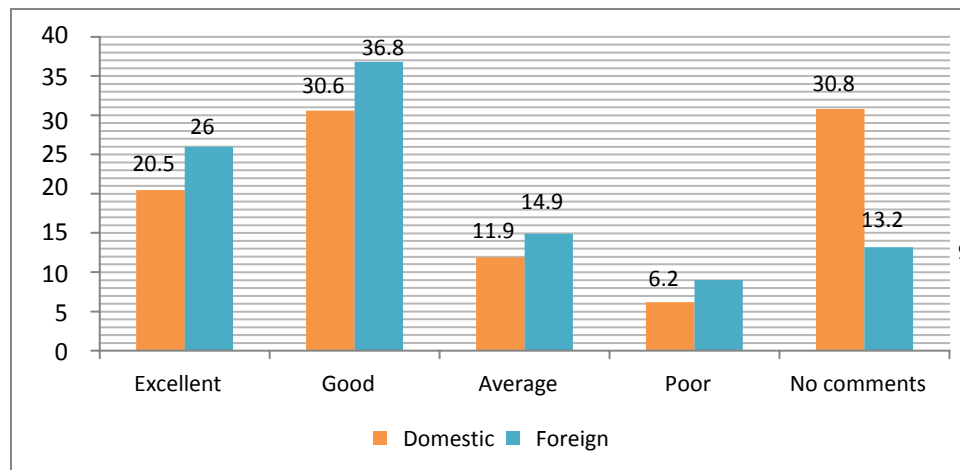


The sample responses on the quality of the services rendered by the tour guides suggest that only a little over half of the domestic respondents (51% together excellent & good ratings) were satisfied with the services of Tour Guides (Fig-3.10).

Among the foreigners, the proportion was relatively higher at about 63% and that could be attributable to a relatively higher proportion of the foreign visitors availing the service of the registered Guides, which may not be the case with the domestic visitors who may opt for cheaper option (Fig.-3.11). There are many non-qualified and non-registered persons offering the guiding service at almost every monument. Notably, about 30.8% of domestic respondents did not offer any comments whereas such cases among the foreigners were about 13%.

The non-response could be due to them either not availing the guiding service during the visit or they may choice to remain silent on this. Inadequacy of qualified and experienced Tour Guides could have direct influence the satisfaction of the visitators, especially amongst those visiting the less-visited and moderately visited monuments.

**Fig. 3.11: Quality of Guiding Services at Monuments (In%)**



The guiding service was further examined at the level of monument categories. It can be observed that the quality of service declined as the visitation decreases (Table-3.21). Across highly visited monuments, rating of good and excellent together constituted 57% as against 38% emerged amongst less visited ones.

Table 3.21: Views on Quality of Guiding Services Across Monuments					
Visitor type	Quality of Guiding service	Monument Visitation Category (In %)			
		High	Moderate	Less	Total
Domestic	Excellent	24.2	19.1	12.8	20.5
	Good	32.8	30.4	25.2	30.6
	Average	8.2	11.4	21.4	11.9
	Poor	3.9	7.5	10.2	6.2
	No comments	30.9	31.6	30.4	30.8
	<b>Total</b>	<b>252</b>	<b>82</b>	<b>104</b>	<b>438</b>
Foreign	Excellent	31.8	22.2	10.0	26.0
	Good	40.3	35.9	23.3	36.8
	Average	10.2	13.4	33.3	14.9
	Poor	5.8	13.7	17.1	9.0
	No comments	11.9	14.8	16.3	13.2
	<b>Total</b>	<b>179</b>	<b>54</b>	<b>55</b>	<b>288</b>

Specific to the cleanliness of the monument premises, responses were indeed very encouraging across both visitor segments (Table.3.22). However, major constraint of this emerges in the area around the monument site, with heaps of litters and trash at many leading monument locations.

Table 3.22: Views on Cleanliness of Monument Premises				
Visitor type	Cleanliness	Monument Visitation Category (In %)		
		High	Moderate	Less
Domestic	Excellent	38.7	20.6	26
	Good	50.2	43.4	51
	Average	3.9	10.3	12.4
	Poor	4.3	15.3	7.7
	No comments	7.4	11.2	2.9
	<b>Total</b>	<b>252</b>	<b>82</b>	<b>104</b>
Foreign	Excellent	31.2	18.5	40
	Good	45.5	59.3	43.3
	Average	10.2	3.7	13.3
	Poor	2.8	3.7	-
	No comments	10.3	14.8	3.3
	<b>Total</b>	<b>179</b>	<b>54</b>	<b>55</b>

The highly monuments under survey reported to have sufficient arrangement for collection of garbage at the monument site with over 70.7% domestic and 69.3% foreign respondents confirming the same (Table-3.23).

Table 3.23: Existence of Garbage Collection Mechanisms at Monuments				
Visitor type	Garbage collection	Monument Visitation Category (In %)		
		High	Moderate	Less
Domestic	Yes	70.7	63.2	49.0
	No	10.8	23.4	20.2
	No comments	18.5	10.4	30.8
	<b>Total</b>	<b>252</b>	<b>82</b>	<b>104</b>
Foreign	Yes	69.3	66.4	46.6
	No	21.6	20.9	30.0
	No comments	9.1	12.7	23.3
	<b>Total</b>	<b>179</b>	<b>54</b>	<b>55</b>



But, corresponding proportion was declined to 63.2% and 66.4% respectively in case of the moderately visited monuments. When it came to less visited monuments, proportion of respondents in affirmation was less than half. At the same time, no comments of certain respondents could also be due to their not searching for garbage bins to dispose of the trash.

### 3.B.3 Signage and Provision of Information

Signage, its placement for visibility and the quality are significant to the visitors' overall experience. For instance, if the public comforts are not properly flagged with signage, visitors may be at great discomfort the same can be experienced at many monuments even now.

Table 3.24: Feedback on Signage and Its Visibility at Monument Locations				
Visitor type	Signage and Visibility	Monument Visitation Category (In %)		
		High	Moderate	Less
Domestic	Excellent	30.2	14.7	24.0
	Good	38.4	36.8	29.8
	Average	22.0	14.7	23.9
	Poor	4.0	19.1	8.7
	Very poor	3.1	10.4	5.9
	No comments	2.3	4.3	7.7
	<b>Total</b>	<b>252</b>	<b>82</b>	<b>104</b>
Foreign	Excellent	25.0	25.9	24.0
	Good	44.1	44.4	23.3
	Average	18.0	11.1	26.0
	Poor	5.5	13.5	18.3
	No comments	7.4	5.0	8.3
	<b>Total</b>	<b>179</b>	<b>54</b>	<b>55</b>

While around two-third of both foreign and domestic respondents found it excellent or good, there are still concerns when it comes to its placement at many monuments sites (Table-3.24). Similarly, signage at the main entrance is also not of appealing in nature at many monuments. There are no signages on the boundary wall also particularly at those monuments with the frontage of main-roads.

When the feedback was examined across the monument categories, it was observed that the positioning and adequacy of signage are reportedly better at highly visited monuments with respondents rating excellent or good roughly constitute 69%. However, the combined share these ratings for less visited

monuments can be seen reduced to 53.8% among the domestic and 47.3% among the foreign visitors. This emphasizes on the importance of better signage management at the monument sites.

In general, safety and security arrangements at the monuments received encouraging feedbacks from the domestic and foreign visitor segments (Table-3.25). However, highly visited monuments received better affirmation of this as compared to less visited groups.

**Table 3.25: Views on Safety Arrangement for Visitors Across Monuments**

Visitor type	Safety arrangement	Monument Visitation Category (In %)		
		High	Moderate	Less
Domestic	Excellent	36.1	14.7	11.5
	Good	50.3	63.6	56.7
	Average	4.5	11.8	25.0
	Poor	3.9	4.5	1.9
	No comments	5.2	6.4	4.9
	<b>Total</b>	<b>252</b>	<b>82</b>	<b>104</b>
Foreign	Excellent	36.9	25.6	13.3
	Good	48.3	63.4	46.7
	Average	7.3	3.7	33.3
	No comments	7.4	7.3	6.7
	<b>Total</b>	<b>179</b>	<b>54</b>	<b>55</b>

The feedback on the adequacy and quality of information about the monument made available by the authorities at the monument was also gathered and analysed.

**Table 3.26: Information Adequacy of ASI Websites Promoting Monuments**

Visitor type	Information Adequacy	Monument Visitation Category (In %)		
		High	Moderate	Less
Domestic	Yes	46.9	45.6	19.2
	No	22.3	24.1	33.7
	No comments	30.8	28.8	47.1
	<b>Total</b>	<b>252</b>	<b>82</b>	<b>104</b>
Foreign	Yes	59.7	51.9	23.3
	No	26.7	28.1	43.3
	No comments	13.6	20.0	33.3
	<b>Total</b>	<b>176</b>	<b>54</b>	<b>55</b>

The feedback is that it is of good quality, however, 46.9% were of the view that information is adequate (Table-3.26). Proportion of such responses declined with decrease in visitation indicating that less visited monuments may not have the expected quantum of information available on the websites. It was also noticed of higher proportion of domestic respondents did not tender any comment and that may perhaps be due to their not accessing the websites for gathering the information about those monuments.

According to the foreign visitors, the quality of information made available by the monument authorities is not adequate enough, but the quality of literature did receive better feedback. There were also responses stating the literature as inadequate and of poor quality. It is worth noting here that the literature distributed through the ASI office at the monuments away from the major urban centers and those with lesser visitation are both scarce and not of good quality.

### 3.C Facilitation of Monument Visits

There exist many factors influencing the facilitation of tourist visits to the monuments, of which, the support of the local community is crucial. World over, friendly local communities are seen as important to the success of the sensitive service sector business like tourism. However, their support for tourism is guided by many factors and more particularly the anticipated benefits. Pedersen (2002)<sup>37</sup>, after an exhaustive review, report that residents are more likely to support tourism if they stand to benefit from it through employment for themselves or family members.

For monument tourism, support of the local community is non-negotiable since many are living monuments and used for religious and cultural observances. Equally noticeable is that many are also situated in the midst of thickly populated part of the cities and towns, where support of the locals is necessary for the visitors to move around freely and to make of sense of the place and gazing. Keeping this in view, behaviour of the local people towards visitors to the monuments was analysed (Table-3.27).

<sup>37</sup> Pedersen. A, (2002). Managing Tourism at World Heritage Sites: A Practical Manual for World Heritage Site Managers. UNESCO World Heritage Centre

It was in general seen to be supportive; however some groups still found locals not supportive enough or remained indifferent. The pattern was largely similar across the monument categories.

**Table 3.27: Feedback on Behaviour of Local People Towards Tourists**

Visitor type	Locals' behaviour	Monument Visitation Category (In %)		
		High	Moderate	Less
Domestic	Supportive	52.7	79.4	60.6
	Not supportive	26.6	16.2	15.4
	Indifferent	10.5	1.5	19.2
	No comments	10.2	2.9	4.8
	<b>Total</b>	<b>252</b>	<b>82</b>	<b>104</b>
Foreign	Supportive	36.9	77.8	70
	Not supportive	44.3	18.5	10
	Indifferent	12.5	3.7	13.3
	No comments	6.3	-	6.7
	<b>Total</b>	<b>179</b>	<b>54</b>	<b>55</b>

On the question of affordability of entry fees to the monuments, the response pattern across both the visitor segments and across categories was largely affirmative (Table-3.28). This would suggest that the visitors are not that averse to paying the present level of entry fees and hence it cannot be viewed a major deterrent for visit to the monuments.

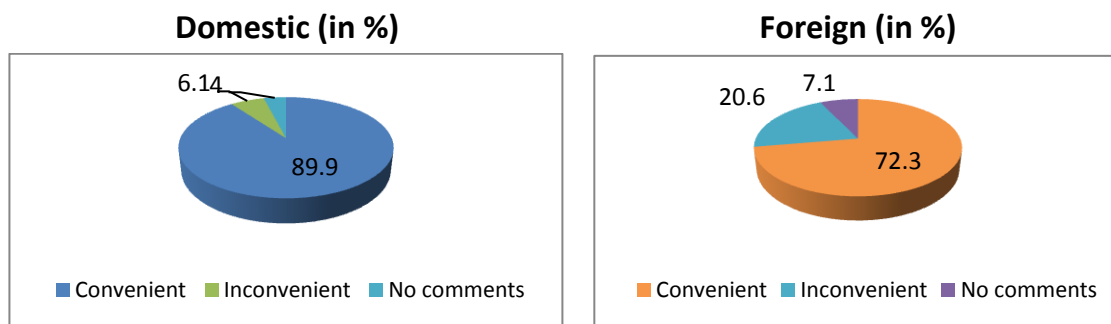
**Table 3.28: Views on Affordability of Entry Fees to Monuments**

Visitor type	Affordability of entry fees	Monument Visitation Category (In %)		
		High	Moderate	Less
Domestic	Yes	86.4	92.6	83.3
	No	9.3	4.4	11.2
	No comments	4.3	3.0	5.5
	<b>Total</b>	<b>252</b>	<b>82</b>	<b>104</b>
Foreign	Yes	76.2	79.3	76.7
	No	17.0	17.0	16.7
	No comments	6.8	3.7	6.6
	<b>Total</b>	<b>176</b>	<b>54</b>	<b>55</b>

Another aspect being examined was the entry and exit timings at the monuments. Majority of the domestic (89.9%) and foreign (72.3%) respondents held that

timings are convenient (Fig.3.12). Attempt was also made to gather the views of the respondents on engaging the private groups for managing part of the tourism facilities at the monuments. It was emerged that about 58% of domestic visitors appeared in agreement or strongly agreement on this.

**Fig. 3.12: Opinion about Entry & Exit Timing to Monuments**



However, around one-fourth were not in agreement on this. Notably, more than one-third of foreigners fully agreed on engaging the private groups for managing part of the tourism facilities at the monuments. As Table-3.29 stands to suggest, proportion such foreign respondents together with those in agreement or strongly agreement accounted for about 60% of the total sample.

**Table 3.29: View on Engaging Private Groups for Managing Part of Tourism Facilities in Monument Locations**

Visitor type	Engaging Private Groups	Monument Visitation Category (In %)		
		High	Moderate	Less
Domestic	Strongly agree	21.8	34.2	13.5
	Agree	37.2	28.4	38.5
	Disagree	25.2	21.9	26.0
	Strongly disagree	6.9	6.3	5.8
	Cannot say	8.9	9.2	16.2
	<b>Total</b>	<b>247</b>	<b>82</b>	<b>104</b>
Foreign	Strongly agree	30.5	38.1	33.3
	Agree	29.9	42.3	33.3
	Disagree	22.2	7.2	6.7
	Strongly disagree	9.6	-	6.7
	Cannot say	7.8	12.4	20
	<b>Total</b>	<b>167</b>	<b>54</b>	<b>55</b>

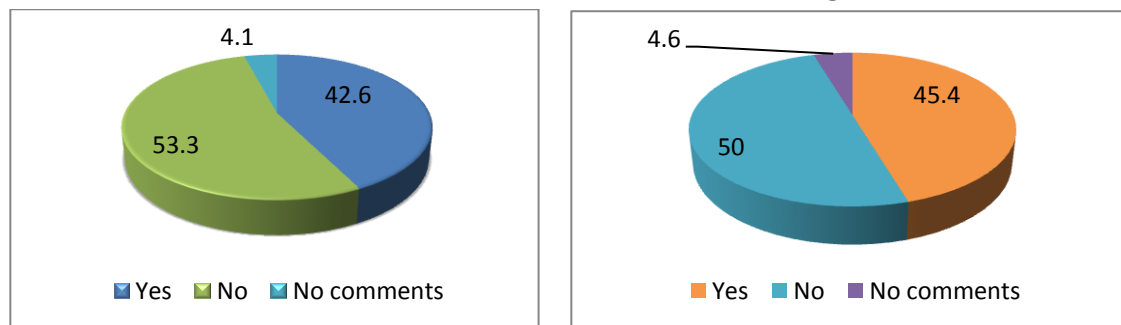
It is noting that under the 'Adopt a Heritage' scheme of the Ministry of Tourism, many monuments have been identified and opened for adoption and a few have

already been adopted. Instantaneous being, the Red Fort was adopted by the Dalmia Group, while the Qutub Minar and the Ajanta Caves were adopted by Yatra Online. Similarly, majority of the Iconic Tourist Sites identified by the Ministry of Tourism for holistic tourism development, and notably, many of those are also monument sites. Efforts are also being taken by the Ministry of Tourism to work in tandem with the Archaeological Survey of India (ASI) and State Archaeology Departments.

### 3.D. Major Problems being Faced as Part of Visiting the Monuments

Visitors to the monuments and other heritage sites may face many problems depending on the nature and location of the site as well as its accessibility. To gather in-depth insights on these, responses and feedbacks were sought of specific sets of questions and the results are discussed herewith. When the respondents were asked on facing any problem to reach the monument, 42.6% domestic visitors responded in affirmation, whereas, corresponding figures among the foreigners were 45.4%. However, nearly half of both respondent groups reported to have encountered while reaching the monument (Fig.3.13).

**Fig. 3.13: Faced Any Problem to Reach the Monument**  
**Domestic (in %)** **Foreign (in %)**



With over half of the respondents reported to have encountered problems of some kind to reach the monument, the matter further probed to enable better understanding of major ones. It was emerged that 40.6% of domestic visitors had problem with the frequency of the public transport and another 29.6% considered it expensive to reach monument (Table-3.30). Congestion of the roads (16%) took more time for their reaching the movement, whereas for many, lack of proper signage (12.6%) was a major concern.

As for the foreign respondents, frequency of public transport (32.4%) remained as major problem while they were equally rued on the congested roads (29.6%) as wasit was time taking to reach the site. Accessing the monument was also found expensive (17.6%) besides lack of proper signage (14.8%) to lead the visitors to the monument.

<b>Table 3.30: Nature of Problems Encountered While Reaching the Monument</b>		
<b>Nature of Problem</b>	<b>Domestic (in %)</b>	<b>Foreign (in %)</b>
Very expensive to reach monument	26.9	17.6
Frequency of public transport	40.6	32.4
Non-supportive Drivers	1.7	3.7
Proper signage	12.6	14.8
Roads are congested and takes time	16.0	29.6
Others	2.3	1.9
<b>Total</b>	<b>185</b>	<b>131</b>

Specific to the botheration of the visitors during the monument visit, major problems being delineated through literature review have been compiled and the same was provided for the respondents to assign the rank for each item depending on the degree of difficulties faced by them. Most difficult item has been accorded highest rank of '1' and remaining items followed in the ranking order. A total of 13 items were subjected for ranking, results of which were processed separately for the domestic and foreign visitors. However, only top 04 rank (1 to 4) assignments were considered for analysis.

A ranking index was also worked out to assess overall weightage of each variable depending on the relative index value that each one has accrued. It was done so by assigning weight to each rank category of every variable depending on percentage of responses for each rank. Maximum weight of '12' was assigned to rank '1' against each variable since there are 12 variables under analysis and for remaining rank category, in the descending order. Assigned weight was then multiplied with percentage of responses against each rank and aggregated those to arrive at gross weight for each variable. This was then multiplied with 100 to convert in to index.

**Foreign visitors:** More than a quarter of respondents (26.5%) assigned 1<sup>st</sup> rank lack of clean toilets/washrooms as the most bothering during the visit (Annexure-3.1). Other items received 1<sup>st</sup> rank in the order were the lack of provision for



drinking water (15.2%), trouble from touts (14.3%) and lack of cleanliness and proper mechanism to collect garbage (7.6%). The overall weightage by way of rank index also revealed gross attention on the lack of clean toilets/washrooms and lack of provision for drinking water as relatively (Table-3.31).

<b>Table 3.31: What Bothered Visitors During Visit Monument- Rank Index</b>		
<b>Variables</b>	<b>Domestic</b>	<b>Foreign</b>
Lack of clean toilets/ washrooms	7.35	7.7
Lack of provision for drinking water	6.54	5.66
Lack of cleanliness and proper mechanism for garbage collection	4.19	4.55
Trouble from touts	3.52	4.11
Poor signage and its visibility	3.34	3.21
Lack of discipline among the visitors	3.19	0.9
Lack of good guides	3.16	3.08
Lack of proper information about the monument	2.83	0.79
Poor upkeep of monument	2.51	1.55
Inaccessible amenities and facilities	1.91	3.43
Long queues for entry	1.91	2.53
Poor safety and security arrangements	1.56	2.33

**Domestic visitors:** Like respondents of foreign origin, lack of clean toilets/ washrooms was reportedly most bothering for this segment. Notably, proportion of such respondents in the sample was higher in later case at 29.4% who assigned 1<sup>st</sup> rank. Similarly, lack of provision for drinking water was also highlighted as an equally important with another 23% assigning 1<sup>st</sup> rank. Together, more half of domestic respondents (52.4%) held either of these two as major problems at the monuments. During field visit, the research team also personally observed these bottlenecks. Lack of good guides and long queues for entry emerged as next in the order with 6.3% each assigning 1<sup>st</sup> rank.

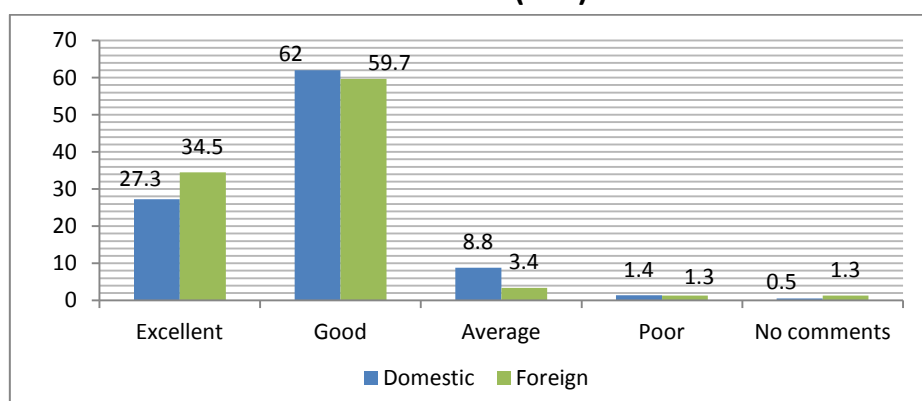
However, in terms of rank index, while the first two variables emerged on top with relatively higher loads, lack of cleanliness and proper mechanism for garbage collection figured next suggesting that respondents treat it as major botheration. Trouble from touts and poor signage and its visibility were also matters of concern when ranks were cumulatively weighed.

**Overall Feedback about Present Monument Visit:** The overall feedback on visiting present monument in general is found satisfying across both the domestic and foreign visitor segments (Table-3.32). Across the respondents, ‘excellent’ and ‘good’ rating together constituted over 90% of the total across highly visited monuments. The overall feedback of visiting the moderately visited and less visited monuments was also very encouraging.

Table 3.32: Views About Current Monument of Visit				
Visitor type	Current Monument	Monument Visitation Category (In %)		
		High	Moderate	Less
Domestic	Excellent	36.8	10.3	29.2
	Good	62.8	76.5	59.9
	Average	1.6	8.8	9.9
	Poor	0.8	4.4	1.0
	<b>Total</b>	<b>256</b>	<b>68</b>	<b>96</b>
Foreign	Excellent	26.1	14.8	26.7
	Good	69.3	81.5	56.7
	Average	4.5	3.7	16.6
	<b>Total</b>	<b>176</b>	<b>27</b>	<b>30</b>

As regards to comparison of the respondent’s experience of visiting the present monument to that of their previous visit to other monuments, results emerged among the domestic segment were encouraging with over 62% viewing it either as good and another 27.3% as excellent (Fig.-3.14). Corresponding figures among the foreigners were 59.7% and 34.5% respectively.

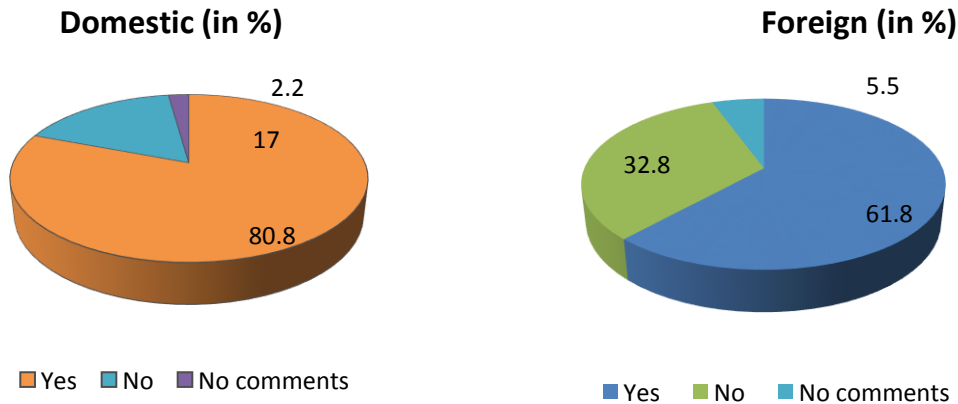
**Fig. 3.14: Comparison of Present Visit to Any Monuments Visited in the Past (In%)**



Overall satisfaction in the experience of the visitors to the monuments was reflected in the response towards endorsing the monuments to others (Fig-3.15).

An overwhelming 80.8% of domestic and 61.8% foreign respondents had opined that they will recommend this monument to their friends and relatives.

**Fig. 3.15: Respondents' Willingness in Recommending Current Monuments to Others for Visiting**



### 3.E Additional Facilities Expected at Monument for Better Experience

To enhance tourist's experience during the Monument visit, it was sought to know what further facilities and provisions are expected in addition to the existing ones. The responses were sought on an open-ended question and the major suggestions emerged have been compiled and provided below:

#### 3.E.1 Domestic Visitors

- Overall cleanliness; Clean toilets and Washrooms; Sufficient arrangement for garbage collection and disposal; Garbage dispose-bins at easily identifiable locations at the site with proper signage
- Proper upkeep of the area around the Monument, especially from the trash, littering, animal and human excreta etc.
- Adequate RO drinking water outlets and preferably water-coolers during summer
- Provide shed and adequate seating arrangements at entry and inside the monument
- Adequate parking area (for car and bus); footpath hand-grip
- Trained tour guides who can also speak regional languages; Authorised Local Guides; Stop Touts and Fake Guides who mislead visitors
- Proper multi-lingual signage within and outside monuments
- Route/site maps depicting the monument spread, visitor facilities etc.

- Facilities for disabled persons/senior citizens; Braille, audio-video guides
- Cafeteria/canteen in proximity to the monument where clean and hygienic refreshments and food served
- Photo gallery for children; Children's park, Theme-parks
- Display of emergency phone numbers, women police contact number etc. at reception area of the Monument
- Interpretation centre with video presentation- to cover monument features and its history; local art and culture, history etc.
- Proper conservation of monuments; Educate visitor to ensure cleanliness of the monuments
- Information help-desk, Inquiry counter, Complaints/Grievance Cell, First Aid help; Mobile charging point
- Good quality pamphlets/brochures/literature on the monument
- Better roads and traffic signals; decongestion of monument surroundings, approachable roads etc.
- Frequent public transport, waiting room/shades/Shelter for rest/sun/rain
- ATM facility close to the monuments; Vending Machine for sanitary napkins etc.
- Wi-Fi facility at monument premises particularly where mobile network connectivity is weak. At some monuments, this facility has been installed but weak signal continues to be major challenge
- Online payment system for purchase of entry tickets
- Shorter queues for tickets (suggested for more ticket counters)
- Provisions for recreational activities such as light and sound shows, laser shows etc.
- Better security and surveillance; safety from the animals such as monkey
- Decent and cheaper place to stay in the vicinity
- Safety railings or wall for safety of kids and others especially in those monuments located at hilly terrain
- Battery/Electric car at expansive sites
- Full restoration to the original wall and paintings (Ajanta Caves)
- In hilly areas, it would be better if there was a ropeway in order to return after the exploration
- Monument should be open all days of the week
- Organising festivals on important occasions connected to the monument- Dance, music, craft-mela etc.

**3.E.2 Foreign Visitors:** The facilities expected by the foreign visitors in addition to many items expressed by the domestic visitors are as following:

➤ Mobile toilets inside, Interpretation centre, Garbage Bins
➤ Very poor maintenance of the monument premises, needs to better it
➤ Poor maintenance of public amenities calls for betterment
➤ Money Exchange facility, Water Kiosk
➤ Some Audio guide to understand the architecture of the building; Guide Books; Route Map
➤ Need foreign Language guides; Quality guiding, well-informed guides
➤ Some recreational facilities around the place and if possible, places to stay, proper signage outside
➤ A lot can be done to improve the information sharing of the history of the rulers and culture. Some special shows can be conducted like on Sundays which will help tourists understand the importance of the destination
➤ Make steel or iron fence around the walking area on the wall of the fort. It can lead to accident or mishap
➤ More promotion of Buddhist sites
➤ Touts need to be controlled; Authorities does not respond quick
➤ Very Expensive entrance fee for foreigners
➤ No information about Karnataka temple on FB or Instagram.

The overall experience of the visitors canvassed at the monument has been found satisfactory. However, major problems being faced while accessing the monument as well as within the site were also highlighted. In general, respondents were very critical on poor condition and lack of maintenance of some key facilities already present at the monuments such as washrooms and toilets, drinking water, signage, garbage collection etc. For instance, Outlook Magazine (2019)<sup>38</sup> reports citing a tour operator specializing on Chinese inbound tourism to India that “the Chinese tourists find tourist destinations in India unhygienic and filthy. They feel ill at ease in terms of basic amenities such as toilets, parking space and even streets and lanes. Need for availability of authentic information about the monuments and its adequacy were also highlighted”.

<sup>38</sup> Outlook Magazine. (2019). Why India Is Not A Favourite Tourist Destination For Affluent Chinese. 27th June. <https://www.outlookindia.com/website/story/india-news-poor-amenities-language-barrier-a-huge-challenge-to-attract-affluent-chinese-tourists/333103>

Both domestic and foreign visitor groups have proposed for provision of certain essential services and provisions that are either inadequate or absent at present but considered as central to enhanced visitor experience. In general, it can be observed that certain very basic bottlenecks hinder the visitor encounters and their deriving satisfaction from the monument tours. It is imperative to address those through proactive measures and that needs to be appreciated significant for the promotion of monument tourism in India.

### 3.F. Virtual Presence of ASI Monuments

Many of India's leading World Heritage Monuments and Sites (WHM&S) are not visible enough for a discerning visitor's search. For instance, an internet search results of WHM&S away from major cities and towns are not encouraging enough. Being UNESCO listed, the search displays a listing of these sites/monuments but the listing order could be pretty below on the page. For instance, a search key on 'Ruins of Nalanda' does not show the ASI links or any other Govt. link except the websites of Bihar Tourism and Nalanda District. Similarly, Pattadakal Group of Monuments does not have an independent website or it is linked to ASI website.

The likes of Buddhist Monuments at Sanchi, Champaner-Pavagadh Archaeological Park, Ajanta Caves, Ellora Caves, Great Living Chola Temples, Khajuraho Group of Monuments, Rani-ki-Vav (the Queen's Stepwell) at Patan, Rock Shelters of Bhimbetka also encounter similar challenges of credible visibility on the virtual space.

Interestingly, a search key of 'Leading Monuments of India' or 'Top Monuments of India' display the sites of tour operators and some hotels in the top 10 listings and none is linked to the monument custodian or the Government Departments. The top search listings of 'Top heritage sites of India' or 'Top heritages of India' also reveal the above pattern. Thus, considering the predominance of internet and social media as powerful sources of information dissemination, it is imperative to have a strong virtual presence of the monuments and heritage sites of India.

To suffice the above purpose, besides the websites of the Ministry of Culture & ASI, dedicated separate websites of 'Monuments and Heritage Sites of India' and

*'World Heritage Monuments and Sites of India'* (WHM&S) are necessary. These websites must be designed in a manner that its present all leading monuments along with its key attract abilities, accessibility, accommodation, tourism facilities and services available, attractions in the vicinity etc. In addition, dedicated websites for all WHM&S are also imperative to optimize the search outcomes in a focused manner.



## Chapter- 4

### VISITORS NOT VISITED THE MONUMENTS: RESULTS & DISCUSSIONS

Almost all major towns and regions in India are bestowed with unique attractions and places worth seeing and many of those are also globally appealing. The data are also suggestive of consistent increase in the visitor arrivals to these places though there exists inadequacy of place specific arrival statistics. There is also lack of understanding and specific information sets pertaining to the visit patterns of tourists to the places of tourist interest. However, it is reasonable to assume that good chunks of visitors may not be visiting all the attractions including the monuments in their places of visit. Various factors can be attributed to this. Review of literature suggest that it may be single or a combination of factors such as paucity of time, fixed travel plan, interest in specific types of attraction, monetary considerations, accessibility constraints, lack of inclination towards viewing monuments and places and many other personal reasons.

Due to various reasons, the visitors to various cities and towns may not be visiting the attractions including the monuments in the vicinity of their place of visit. A recent study (Martinez-Garcia et. al. 2018)<sup>39</sup> has reported that previous knowledge of the site is an important element of visitors' time consumption behavior. It means more information about the place could increase time consumption and the likelihood of visiting more than one attraction. However, domination of the day- visitors may be disadvantageous to the cities since they spend less time on the whole visit and visit fewer attractions.

Interest around primary attractions could also render the secondary attractions in the city invisible and therefore may go unnoticed, thereby, fail to attract the attention of the visitors. The authors also identified other factors probably influencing the city visit such as: income level and cultural interest; visitor's valuation of attraction's attributes; congestion levels at the attraction; possible waiting times and queues to visit certain attractions; information regarding the weather; security of the area, etc.

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<sup>39</sup> Martinez-Garcia. E, Raya-Vilchez. J, Gali. N. (2018). Factors Affecting Time Spent Visiting Heritage City Areas. *Sustainability*, 10, 1824; doi:10.3390/su10061824, <https://www.mdpi.com/2071-1050/10/6/1824/pdf>

However, delineating the reasons for huge chunks of the tourists not visiting major attractions in their places of visit in India is integral to the understanding of tourist behavior. A clear perspective of this could also contribute towards more engaged tourism planning and positioning of the attractions, particularly the monuments. With this objective in view, an attempt was made to reach-out 1080 respondents who have not been to the monument(s) in their current city/town of visit or its vicinity. Focus of investigation was to solicit their reason(s) for not making the visit to the monuments. The responses were analysed separately for the domestic and foreign visitor segments and the results emerged have been discussed in the following sections.

## 4.1 Domestic Visitors at Monument Site

The responses were solicited from 648 domestic tourists from their current city/town of visit. They did not visit any monuments in their vicinity while being in the city/town during this visit. It was also ensured that the survey frame only have the tourists who did not hail from the state where the survey took place. The local visitors were purposefully kept outside of the sample frame for more objective outcome. The results emerging from the examination of the survey results are as per the following:

### 4.1.1 Demographic Profile

**Age and Gender of respondents:** Among the domestic visitors, around 28.7% were in the age group of 18-28 years, and those in age group of 29-38 were 35.2%. Almost a similar pattern emerged among the foreign visitors also (Fig.-4.1). About three-fourth of the domestic and one-third of foreign respondents were male (Table-4.1). Further, nearly 70.7% of domestic origin were married, whereas, corresponding figures for foreign were 62.6%.

**Fig.4.1: Age of Respondents**

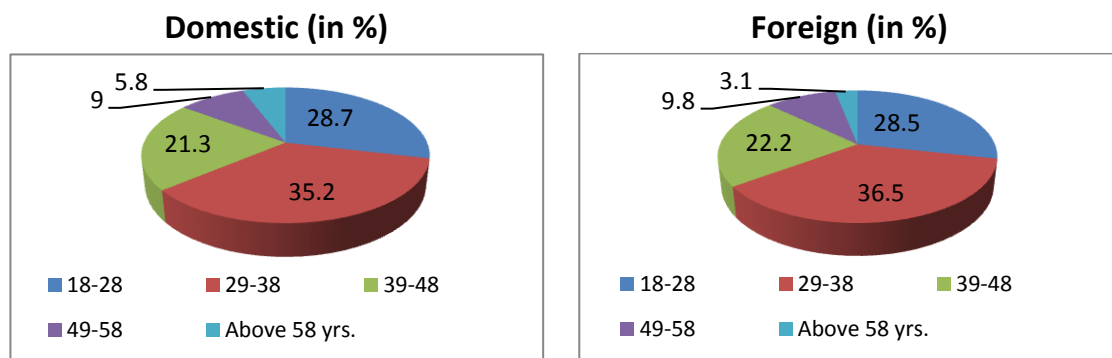


Table 4.1: Respondents Gender & Marital Status		
Gender	Domestic (in %)	Foreign (in %)
Male	75.7	62.6
Female	24.3	37.4
<b>Total</b>	<b>648</b>	<b>432</b>
Marital status	Domestic (in %)	Foreign (in %)
Married	70.7	62.4
Unmarried	29.3	37.6
<b>Total</b>	<b>648</b>	<b>432</b>

**Education and Employment Status of Respondents:** About 50.7% of them were reportedly in possession graduation degrees (Table-4.2). The graduates and the postgraduates together accounted for roughly 71% of among the domestic respondents. Corresponding figures for foreigners were about 87.2%.

Table 4.2: Education & Employment Status of Respondents (In %)					
Education	Domestic	Foreign	Employment	Domestic	Foreign
Illiterate	3	-	Employed	67.3	70.6
Secondary	7.1	1.0	Unemployed	9.2	3.6
Higher Secondary	19	11.8	Student	14.7	12.4
Graduate	50.7	58.4	Retired	1.3	2.6
P.G & above	20.2	28.8	Others	7.4	11.8
<b>Total</b>	<b>648</b>	<b>432</b>	<b>Total</b>	<b>648</b>	<b>432</b>

As regards to employment status of the domestic respondents, about 67.3% were reportedly in employment. Proportion of employed respondents among the foreigners was 70.6%.

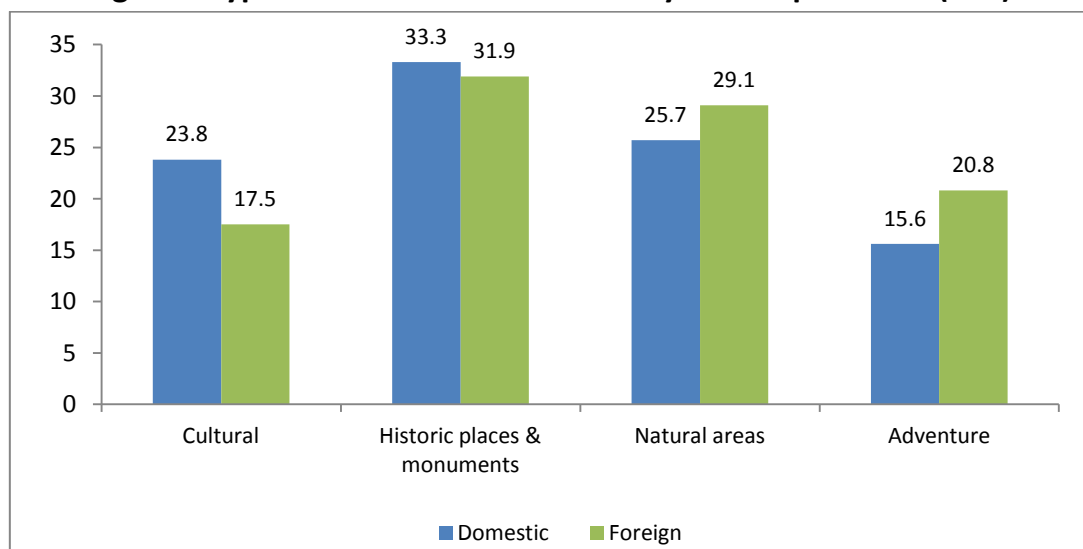
Table-4.3: Monthly Income of Respondents (in %)			
Income (INR)	Domestic	Income (USD)	Foreign
Up to 10000	11.4	Up to 1000	5.5
10001-30000	52.7	1001-5000	53.3
30001-60000	24.2	5001-10000	33.6
Above 60000	11.6	Above 10000	7.7
<b>Total</b>	<b>554</b>	<b>Total</b>	<b>366</b>

In response to the enquiry on the monthly income, it can be evident from Table-4.3 roughly 52.7% were reportedly in the monthly income category of Rs. 10,001-30,000, followed by those falling in the range of Rs. 30,001-60,000 (24.2%). Monthly income of the foreign respondents in USD terms, 53.3% reported to have the income between USD 1,001-5,000 followed by those earning in range of USD 5,001-10,000 (33.6%).

## 4.2 Profiling of Tour Arrangements and Purpose of Travel

The type of attractions respondents liked the most were probed and the pattern emerged largely suggest that they are more attracted towards the cultural and historical places and monuments. Respondents inclined towards these accounted for about 57%. It is worth noting that roughly 41.3% of them expressed to have most liking towards natural areas or adventure as the attractions.

**Fig. 4.2: Type of Attraction Most Liked by the Respondents (In%)**

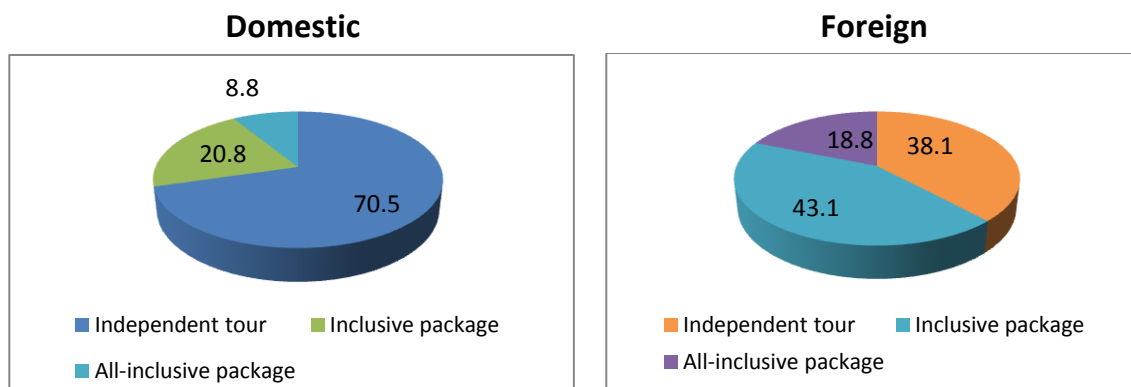


It was observed that nearly 50% of foreign visitors expressed to have most liking for the natural areas or adventure (Fig.-4.2). The historic places and monuments reported as most liked by about 32%.

The type of tour arrangements made by the visitors also offers to gain perspectives on the visitor movements. When the pattern of responses was examined, predominant chunk of Indian visitors (70.5) was found to be independent tour and only remaining was reportedly on package tours. However,

among the foreigners, 61.9% were reportedly visiting India on package tours (Fig.-4.3). Inclusive package meant transport and stay only.

**Fig. 4.3: Type of Tour by the Respondents (in %)**



The general trend of using IC technology options for travel planning and arrangements including booking of the facilities was also evident among these segments of respondents also. It was observed that roughly 20.5% of domestic respondents made their travel arrangements through e-portals. Those made the arrangements directly with the service provider were roughly 21% followed by Travel agent/tour operators. However, the friends and relatives accounted for 37.7% when it came to travel arrangement for the respondents (Table-4.4).

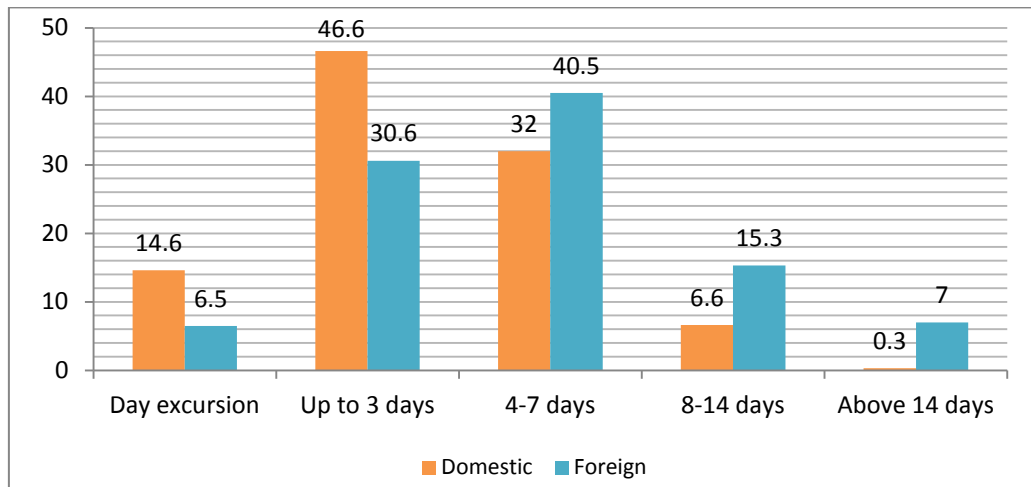
**Table-4.4: Type of Tour Arrangements Made by the Respondents**

Tour arrangement made	Domestic (in %)	Foreign (in %)
Directly with service provider	21.1	16.1
Through E-portals	20.5	25.3
Travel agent/tour operators	16.7	43.5
Friends & relatives	37.7	10.4
Others	3.9	4.7
<b>Total</b>	<b>648</b>	<b>432</b>

A good chunk of foreigners (25.3%) was found using E-portals for booking the tour related services, whereas, 43.5% made the same through Travel Agent/Tour Operator. Compared to foreigners, the duration of tour of the domestic respondents were shorter (Fig.-4.4). It was seen that 46.6% of domestic group had tours of up to 3 days, where as itinerary of those with 4-7 days was reportedly 32%. This, in other words, suggests that the duration of trip of the domestic visitors were largely short to medium duration. The duration of trip of the foreign

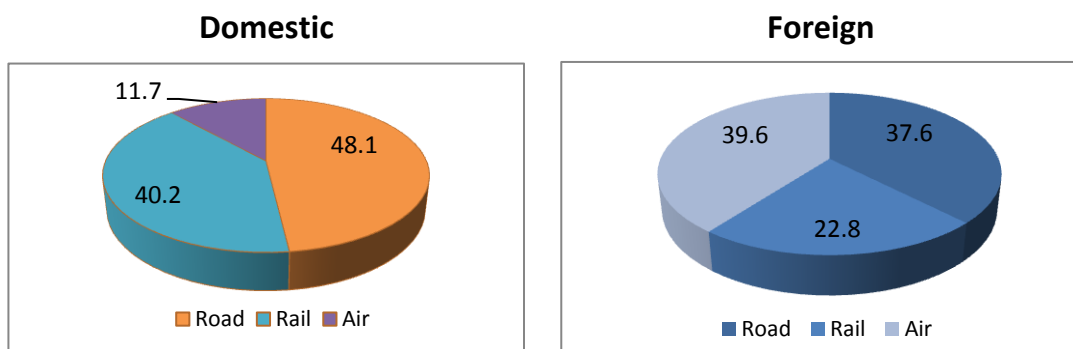
visitors was expectedly higher with 40.5% reporting a stay period of 4-7days, followed those staying up to 3 days (30.6%).

**Fig.4.4: Duration of Tour of Respondents (in %)**



For domestic segments, the mode of transport for the tour was predominantly by land, either on road (48.1%) or by the railways (40.2%) to reached respective destinations.

**Fig.4.5: Mode of Transport Used to Reach Destinations (in %)**



Further, as Fig.-4.5 reveals, foreign visitors were largely using the air (39.6%) or road(37.6%) to reach the destinations (Table-4.5). The survey results are given to understand that the domestic visitors are moving in smaller groups of two to five persons at and such respondents constituted roughly 81.4% of the respondents. Those moving alone were smaller relatively to about 9.9%. Contrary, 16.2% of the foreign visitors were travelling alone or in smaller groups up to 5 persons (75.6%). Further, there were touring either with family members (42.9%) or friends (40.3%). Among the foreign visitors, travelling with their friends constituted huge chunks.

Table-4.5: Group Size and Its Composition (In %)					
Group Size			Group composition		
Size	Domestic	Foreign	Composition	Domestic	Foreign
Single	9.9	16.5	Spouse	12.5	18.9
Two persons	30.5	41.8	Family	44.0	34.8
3-5 persons	51.9	33.8	Friends	33.6	36.6
6-10 persons	6.7	4.6	Family & Friends	9.8	5.9
Above 10	1.0	3.4	Others	-	3.7
<b>Total</b>	<b>648</b>	<b>432</b>	<b>Total</b>	<b>584</b>	<b>361</b>

#### 4.2.1 Main Source of Information and Purpose of Visit to Current City

As seen in the case of tourists visiting the monuments, Internet was ranked as the main source and 47.3% domestic respondents assigned 1<sup>st</sup> against this followed by the relatives and friends (36.9%). Together, it represents over 84% of total respondents (Table-4.6) suggesting that other sources are not significant to the extent of these two sources.

Table-4.6: Main source of information about this City/Town				
Info. source- Domestic	Rank order (In %)			
	Rank- 1	Rank- 2	Rank- 3	Rank- 4
Internet	47.3	25.0	11.5	7.0
Relatives and Friends	36.9	25.0	13.3	8.4
Travel agent/tour operator	5.1	11.3	18.3	14.1
T.V/Visual media	2.6	9.9	9.1	12.1
Tourism depts.	1.8	4.9	9.7	20.0
Guide books	1.5	4.8	7.8	11.0
Tourist information centres	1.5	3.3	5.2	4.2
Travel Trade fairs	1.2	5.8	8.5	13.0
Print media	1.0	9.2	15.5	9.5
Others	1.2	0.9	1.0	0.7
<b>Total</b>	<b>648</b>	<b>606</b>	<b>541</b>	<b>494</b>

Among the foreign tourists, as it would be expected, Internet accrued over 72% top ranking as source of information (Table-4.7). Relatives and friends stood at distant 8.9% and travel agents/tour operators at 6.7%.

Table-4.7: Main Source of Information about Current City/Town				
Info. source- foreign	Rank Order (In %)			
	Rank 1	Rank 2	Rank 3	Rank 4
Internet	72.3	15.9	1.9	3.5
Relatives and Friends	8.9	31.4	13	12.9
Travel agent/tour operator	6.7	9.3	14.4	9.9
Guide books	3.5	4.9	14.4	9.9
Tourism depts.	2.2	11.1	14.4	18.7
Travel Trade fairs	2.2	8	16.8	7.0
Print media	2.2	8.4	13.5	19.9
T.V	0.9	8	9.1	11.7
Tourist information centers	0.9	3.1	2.4	6.4
<b>Total</b>	<b>288</b>	<b>276</b>	<b>228</b>	<b>221</b>

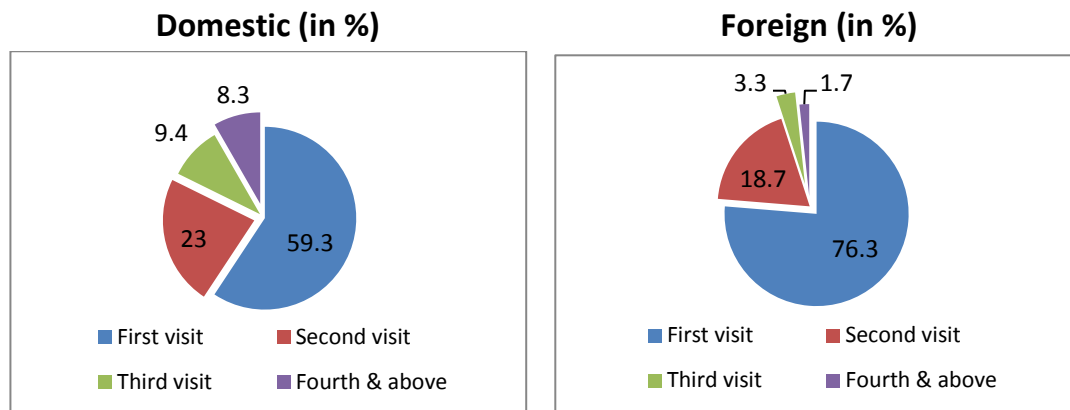
For a large chunks of domestic visitors, main purpose of visit was holiday, leisure and recreation (61.6%), followed by the social purpose such as visiting friends and relatives, marriages etc. (16.6%) or business/professional (13.1%).

Table-4.8: Main Purpose of Visit Current Destination (in %)		
Main purpose	Domestic	Foreign
Holiday, Leisure and recreation	61.6	71.8
Social (visiting friends & relatives, marriages, etc.)	16.6	6.7
Business/professional	13.1	14.8
Religious/ Pilgrimage	4.6	2.1
Education & Training	1.6	2.8
Health / Medical / Wellness	1.3	1.8
Shopping	1.2	-
<b>Total</b>	<b>648</b>	<b>432</b>

Among the foreigners, those visiting on holiday, leisure and recreation constituted major chunk (71.8%) and business/professional or social reasons followed in the order (Table-4.8). For nearly 59.4% of the domestic visitors, it was their first visit to the current place of visit followed by those on their second visit (23%). However, as Fig.4.6 suggest, most foreign respondents were first-time visitors the place of canvass (73.3%).



**Fig. 4.6: Frequency of Visit to Place Where Respondent was Canvassed**



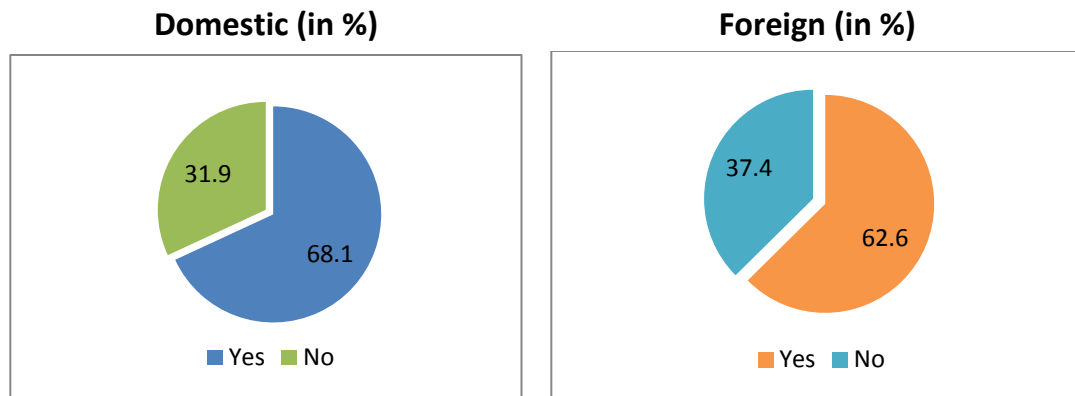
Across the monument categories, 55% of domestic respondents from the highly visited cities/towns reported to have current visit as first time, meaning remaining have visited at least once. In moderately visited locations, over two-third were reported it s the first visit and the trend was largely similar across less visited monuments Table-4.9). However, over three-fourth of foreigners were first timers at highly visited locations and their share found increased with decrease in visitation to the monuments, highest being at less visited ones (82.5%).

Table-4.9: Frequency of Visit to Current City/Place					
Visitor type	Frequency of visit	Monument Visitation Category (In %)			
		High	Moderate	Less	Total
Domestic	First visit	55.0	64.5	60.2	59.3
	Second visit	24.3	15.9	24.2	23.0
	Third visit	10.9	12.7	10.2	10.2
	Fourth & above	9.8	6.9	5.4	7.5
	<b>Total</b>	<b>395</b>	<b>125</b>	<b>128</b>	648
Foreign	First visit	72.7	78.5	92.5	76.3
	Second visit	21.7	15.9	7.5	18.7
	Third visit	3.2	4.7	-	3.3
	Fourth & above	2.4	0.9	-	1.7
	<b>Total</b>	<b>275</b>	<b>85</b>	<b>72</b>	432

A good chunk of domestic visitors (68.1%) reported to have heard about the monument in the city/town or its vicinity before their arrival. Respondents were also able to recall some of the major monuments in the city/town. The pattern

remained somewhat similar amongst the foreign visitors (62.6%) and they were less informed of the attractions in the vicinity (Fig.4.7).

**Fig. 4.7: Knowledge About Monuments in City/Place of Visit Before Arrival**



Across the monument categories, knowledge about the monuments in the current city/place of visit differed. In general, respondents canvassed from highly visited category of monuments were comparatively more informed than other categories of monument locations. This pattern was largely consistent across the domestic and visitor segments also however more strikingly amongst the foreign visitors (Table- 4.10).

Table-4.10: Knowledge About Monuments in City of Visit Before Arrival					
Visitor type	Knowledge of monuments	Monument Visitation Category (In %)			
		High	Moderate	Less	Total
Domestic	Yes	69.0	67.6	65.6	68.1
	No	31.0	32.4	34.4	31.9
	<b>Total</b>	<b>395</b>	<b>125</b>	<b>128</b>	<b>648</b>
Foreign	Yes	65.6	61.7	47.5	62.6
	No	34.5	38.3	52.5	37.4
	<b>Total</b>	<b>275</b>	<b>85</b>	<b>72</b>	<b>432</b>

Specific to the main source of information among the domestic segments about the presence of monuments, internet was reportedly major one (50.1%) followed by relatives and friends (29.5%). The books/magazines/newspapers comprised 12.3% (Table-4.11). The foreigners were mainly depending on the internet for information gathering (73.8%), and to a lesser degree, the Relatives & Friends and Book/Magazine/ Newspaper.

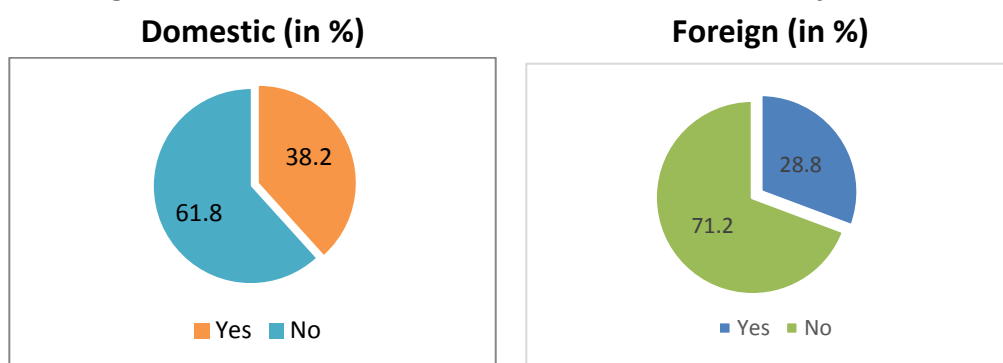
**Table-4.11: Main Source of Information about Presence of Monuments in Current City of Visit**

Source	Domestic (in %)	Foreign (in %)
Internet	50.1	73.8
Relatives & Friends	29.5	11.0
Book/Magazine/Newspaper	12.3	6.4
T.V, advertisement etc.	2.7	1.4
Tourism/ Govt. Dept.	5.4	7.4
<b>Total</b>	<b>639</b>	<b>430</b>

#### 4.2.2 Visitation Pattern to Monument in Current City of Visit

Reportedly, 38.2% of domestic respondents reported to have visited the monument in their current place of visit already (Fig.4.8). Of these, 55.1% visited once and another 30.0% visited twice (Table-4.10).

**Fig.4.8: Previous Visit to Monuments in Current City of Visit**



Of the foreign respondents canvassed at their current place of visit, about 30.7% reported have already been to the monument in the city/town during previous visit. Amongst them, 88.3% foreign respondents visited once and another 9.2% twice (Table-4.12).

A major observation emanating from the analysis of the responses of the visitors in the city of current visit is that only 15.5% of the domestic and 3.94% of the foreign respondents have visited the monuments in the city at least once. This pattern is worth further probing since almost every part of India is bestowed with distinct historical and cultural attractions/resources and some of those are unique, and worthy of visit.

**Table-4.12: Frequency of Visit to Monuments in Current City of Visit**

Frequency of Visits	Domestic (in %)	Foreign (in %)
Once	55.1	88.3
Twice	30.0	9.2
Thrice	9.3	2.5
More than thrice	5.6	-
<b>Total</b>	<b>105</b>	<b>17</b>

Examination of any previous visit to the monuments in the current city/place of visit stands to suggest that proportion of such visitors differed across the monument categories. Share of respondents across the highly visited monument locations was comparatively higher. It was also observed that the share of those already visited the monuments were relatively more among the domestic visitors to those of foreign origin (Table-4.13).

**Table 4.13: Previous Visit to Monuments in Current City/Place of Visit (In %)**

Visitor type	Previous visit	Highly visited	Moderately visited	Less visited	Total
<b>Domestic</b>	Yes	41.9	30.4	33.6	38.2
	No	58.1	69.6	64.4	61.8
	<b>Total</b>	<b>395</b>	<b>125</b>	<b>128</b>	<b>648</b>
<b>Foreign</b>	Yes	29.7	34.6	7.5	28.8
	No	79.3	65.4	92.5	71.2
	<b>Total</b>	<b>275</b>	<b>85</b>	<b>72</b>	<b>432</b>

To know more on the reasons behind the visitors not making to the attractive monuments in the current city of visit even once, the respondents were sought to express specific reason (Table-4.14). The results emerged were interesting. Paucity of time was reportedly a major reason (29.9%) among the domestic respondents, followed by the monument being 'not part of itinerary' (13.8%). Another 9.6% found reaching the site as expensive but for 8.8%, entry fees for monuments acted a deterrent. Those cited 'other reasons' represented 22.4% but they remained silent on expressing it in specific terms.

**Table 4.14: Reasons for Not Visiting Attractive Monuments in the Current City of Visit not Even Once (In %)**

Variable	Domestic	Foreign
Did not have enough time	29.9	21.1
Not part of the itinerary	13.8	12.9
Reaching out the place was expensive	9.6	10.3
High entry fees for monuments	8.8	6.3
Reaching out the place was not easy	6.6	9.4
Heard there are hardly facilities for visitors	4.3	5.3
Not connected with my religion	2.6	3.4
Heard it not safe to go there	2.0	4.1
Any other reasons	22.4	27.2
<b>Total</b>	<b>547</b>	<b>416</b>

Among the foreign respondents, ‘other reasons’ (27.2%) emerged prominently, but the paucity of time (21.1%) was reportedly single reason followed by it ‘not part of itinerary’ (12.9%). Other reasons worth citing are expensive nature of reaching out the site (10.3%) and difficulty of its accessing.

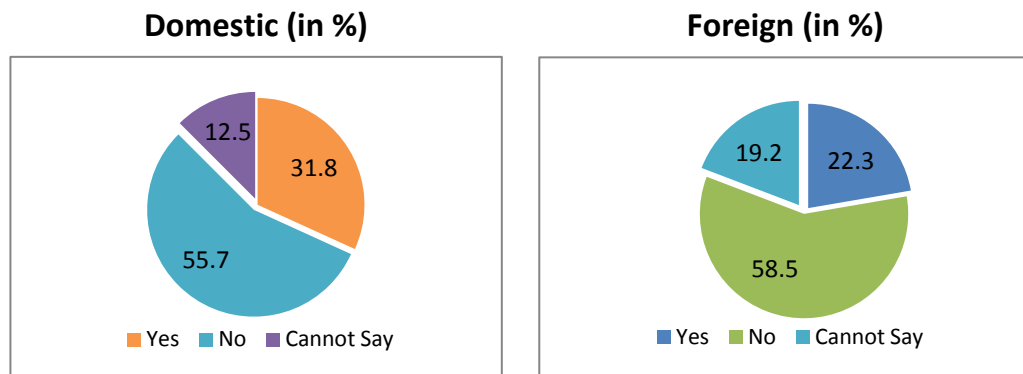
Often the expensive nature of entry fees to the monuments was reported as a barrier for the visit of certain sections of the people. In a report for the Ministry of Tourism, IMRB International (2014)<sup>40</sup> recommended for reduction in entry fee to be charged to inbound tourists for monument visits. Specific to Taj Mahal, the entry fees has been reportedly higher but in June, 2019, differential fee has been brought in to control the visitors inside the monuments. If visitors must stay more than 03 hours, additional fee is levied (Times of India)<sup>41</sup>.

Was entry fee a barrier for not visiting the monuments? The respondents among the domestic segments affirmative of this were about 31.8% whereas 12.5% did not offer any comment. But only about 23.3% of the foreign visitors held entry fees were a constraint and notably, 22.3% could say it specifically (Fig.4.9).

<sup>40</sup> IMRB International. (2014). *Study on Taxes Levied in Tourism Sector viz.a.viz. Export Sector*, Ministry of Tourism. December. <http://tourism.gov.in/sites/default/files/Other/Fi%20nal%20Report-MOT-IMRB-Taxes%20on%20Tourism%20Sector-C6.pdf>

<sup>41</sup> Times of India. (2019). *Taj Mahal's entry fee to increase for visitors who stay more than three hours*, Jun13, <https://timesofindia.indiatimes.com/travel/destinations/taj-mahals-entry-fee-to-increase-for-visitors-who-stay-more-than-three-hours/as69773860.cms>

**Fig. 4.9: Was Entry Fees a Barrier to Visit the Monuments**



The respondents were further probed on their interest in visiting the monuments. In general, there exists the interest among and that was found common across both visitor segments (Table-4.15). However, it worth noting a good chunk of them expressed to have no interest in the monuments and share of such respondents accounted for 14.3% of domestic and 19.7% foreign respondents respectively.

Table-4.15: Respondents' Interest in Visiting the Monuments		
Response pattern	Domestic (In %)	Foreign (In %)
Greatly interest	46.3	25.5
Just interested	31.8	49.4
Not interested	14.3	19.7
Not sure	7.6	5.5
<b>Total</b>	<b>648</b>	<b>432</b>

#### 4.2.3 Facilities and Services Expected at the Monuments

Though these respondents have not visited the monuments during their visit to the current city, it was sought to know their expectations during the monuments visit. The outcomes are found common to the feedback received from the survey of the visitors at the monuments. It was open-ended question and therefore the responses were only compiled and furnished as per below:

A. **Monument up-keeping:** Cleanliness; Basic amenities such as clean toilets and washrooms; Dust-bins at key points at the site; Regular garbage collection and disposal.

B. **Visitor facilities:** Drinking water (RO machine); Canteen/hotels and restaurants closer-by; Clean and affordable accommodation; Garden or

park; Information desk/interpretation centre; Facilities for senior citizens and physically challenged persons; Better arrangements of security.

C. **Entry fee:** Reduction in entry tickets for large family groups; Online payment system for entry fees

D. **Accessibility:** Frequency in public transportation; Parking area closer to the monument; Good behaviour of local people

E. **Visitor Information:** Route map; Signage; Display of more information pertaining to the monuments; Literature of good quality about monuments; Trained multilingual guides.

F. **Entertainment:** In the form of shows or cultural events, more focused marketing and promotion of monuments.

### 4.3 Engagement of Private Groups for Enabling Services at Monuments

The salient features of 'Adopt a Monument' Scheme launched in 2017 have been briefed in an earlier chapter. It was rolled out with tagline: '*Adopt a Heritage: Apni Dharohar, Apni Pehchaan*'. However, it invited in-depth public scrutiny and some sections of people have been highly critical particularly argued that it amounts to handing over of India's national symbols to the private entities. The Opposition parties in India termed it an attack on the idea of India, alleging that the government was handing over the symbol of India's independence to private parties (The Hindu, 2018)<sup>42</sup>. But, Ministry of Tourism clarified by stating that 'this is our way of getting the community involved, of telling them to own their heritage. There is nothing wrong in letting corporate does their bit under CSR' (India Today, 2018)<sup>43</sup>.

The opposition to the scheme was perhaps due to lack of clarity about the scheme and the critics now acknowledge that the *mitras*' role is limited to providing facilities to increase footfall and help tourism (The Print, 2019)<sup>44</sup>. As per some reports, ASI has signed 26 Memorandums of Understanding (MoUs) with corporations who will 'manage' monuments by providing them with basic and

<sup>42</sup> The Hindu. (2018). What is 'Adopt a Heritage' scheme? The Hindu, 12th May.

<https://www.thehindu.com/news/national/what-is-adopt-a-heritage-scheme/article23866697.ece>

<sup>43</sup> India Today. (2018). Who is a Monument Mitra? See how Red Fort and other heritage got 'adopted'. 18<sup>th</sup> December.

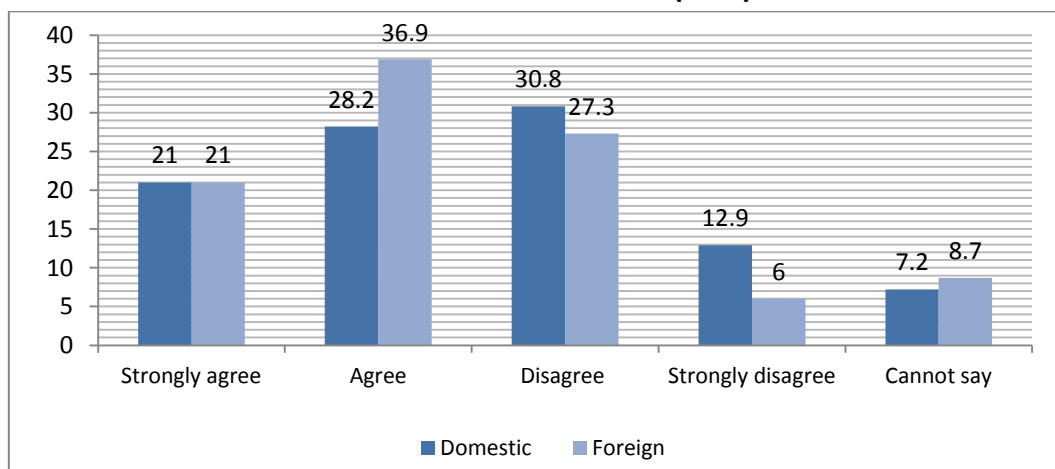
<https://www.indiatoday.in/education-today/gk-current-affairs/story/who-is-a-monument-mitra-1224166-2018-05-01>

<sup>44</sup> The Print. (2019). Scheme for private players to 'adopt' monuments goes full steam, with critics & ASI in tow. 13<sup>th</sup> October. <https://theprint.in/india/scheme-for-private-players-to-adopt-monuments-goes-full-steam-with-critics-asi-in-tow/305211/>

advanced amenities (The Print, *Ibid*). The *mitras* are expected to provide basic facilities like toilets, ramps for ease of access, signage, illumination, and Wi-Fi at each monument.

In the above backdrop, it was also attempted to gather the perspective of monument visitors on engaging the private entities in managing part of the tourism facilities at the monuments. It emerged that about 49.3% of domestic visitors were appeared in agreement on this idea. However, about 44% seemed not in agreement on this. Notably, more than 58% of foreigners were in agreement on engaging the private groups for managing part of the tourism facilities at monuments (Fig.4.10).

**Fig. 4.10: Views on Engaging Private Groups for Managing Part of Tourism Facilities at Monuments (in %)**



While there exist certain tangible reasons for the visitors not to visit the monuments in their current city of visit, their keenness to see the historic and cultural heritage of India is strong enough a case for focused interventions to sustain the visitor interest including creating the awareness among the potential visitors. The attractiveness of these cultural manifestations is huge, irresistible and to remain with the people and that holds promises for sustainable visitation.



## Chapter- 5

### STAKEHOLDERS PERSPECTIVE OF MONUMENT TOURISM

The stakeholders are integral part of monument tourism schematics and they contribute to the overall development of destinations. However, it is imperative to approach them as a diverse spectrum with each segment having specific interests and there to play different roles. Thus, understanding their views and concerns are not only important to sustainability of tourism but it is also crucial to garnering their support for development initiatives. An UNESCO (2002)<sup>45</sup> report notes, 'the experience has shown that visitor management is a balancing act requiring the establishment of a tourism policy based on conservation and preservation goals that will be supported by all stakeholders, while respecting legal mandates, encouraging ongoing debate and monitoring tourism activities'. The report also lays down a scheme of specific set of factors that can promote participation and effective communication in planning and policy formulations:

- ✓ Foster trust as it enhances a group's willingness to participate, which is also the crucial element of successful public participation
- ✓ Pursue a collective approach because it encourages public participation and benefit the dialogue in many ways
- ✓ Adopt participatory techniques such as rural appraisals allow the local people to describe their environment
- ✓ Encourage alternative forms of dialogue as it can help limiting public confrontations
- ✓ The process of developing a management plan can encourage the participation of stakeholders
- ✓ An advisory group or stakeholders' organization can play a crucial role in the success of management objectives
- ✓ Local NGOs can serve as a liaison for more effective and sustained participation.

Thus, incorporating the key stakeholders of the demand-side of monument tourism in the analytical frame of a study of this nature add immense value. They have been treated as separate group and approached accordingly. However, the

<sup>45</sup> Pederson. A. (2002). *Managing Tourism at World Heritage Sites: A Practical Manual for World Heritage Site Managers*, UNESCO World Heritage Centre. <http://whc.unesco.org/uploads/activities/documents/activity-113-2.pdf>

main thrust of examination was the travel agents and tour operators, destination promoters and monument custodians as their stake was observably higher. To gather information from these groups, a separate survey instrument was devised and canvassed 253 responses. It have been analysed and discussed in the following section.

## 5.1 Importance of Heritages in Tourism Development

The body of knowledge unambiguously documents the centrality of heritage assets in tourism development. Invariably, the results emerge from the analysis reinforce this firmly held understanding. For, almost every industry stakeholder held that the monuments and heritages are extremely important in determining tourists flow to different destinations in India (Table-5.1). But, according to them, keenness of the tourists in visiting the monument attractions in the country is not that encouraging and about one-third of them hold the view that tourists are very keen on visiting the monuments. Such respondents could be those promoting tours cultural and heritage tours.

**Table 5.1: Importance of Monuments for Tourism & Keenness of Tourists Towards Monument Visit (In %)**

Response pattern	Importance	Response	Keenness
Very Important	92.2	Very keen	32.4
Important	7.8	Keen	56.9
Unimportant	-	Not keen	7.8
Very unimportant	-	Not keen at all	2.9
Cannot say	-	Difficult to say	-
<b>Total</b>	<b>253</b>		<b>253</b>

Global trend suggests that the interest of tourists in visiting the monuments is increasing in recent years. UNWTO (2013 *Ibid*) observed that world heritage sites can be among the most popular and heavily promoted visitor and tourist attractions in many countries. The heritage of Europe for instance, and cultural heritage in particular, is one of the oldest and most important generators of tourism in the region. The growing influence of the heritage is also evident in India with about 56% of the industry operators confirming the interest is consistently increasing (Table- 5.2). It emerges that tourists of all age categories are eager to

visit the monuments, and perhaps, this can be more confirming in nature by a profiling of the visitors at the monuments.

**Table 5.2: Tourist's Interest in Monuments Visit & Categories of Tourists More eager Monuments (In %)**

Tourist Interest	Response	Categories of tourists	Response
Consistently increasing	55.9	Senior tourists	9.8
Consistently decreasing	11.8	Middle-aged	31.4
Difficult to map a specific pattern	32.4	Students	4.9
		All categories	53.9
<b>Total</b>	<b>253</b>		<b>253</b>

The industry stakeholders were also probed against a set of possible factors having potential to influencing the arrival of visitors to the ASI protected monument. The responses were obtained in the form of ranking of variables and the results emerged largely conform to the popular perception.

**Table 5.3: Factors Having Potential to Influence Arrival of Visitors to ASI Protected Monuments**

Factors	Ran-1	Rank-2	Rank-3	Rank-4
Less interest in seeing the monuments	19.6	2.9	4.3	2.3
Deteriorating image of monuments	16.7	11.8	12.9	11.4
Overcrowding of streets, roads, traffic jam	13.7	7.8	9.4	8
Image chaos, touts etc.	11.8	5.9	3.2	13.6
Lack of tourist friendly practices	10.8	21.6	10.6	18.2
Improper image accrued through lack of quality facilities and services	8.8	6.9	7.5	6.8
Lack of focused marketing promotion	7.8	7.8	9.7	3.4
Safety and security concerns	6.9	7.8	4.3	8
Lack of recreational facilities in the vicinity	3.9	2.9	7.5	17
Over-development and encroachment	-	13.7	27.3	3.4
Increasing concern on pollution and environmental issues	-	6.9	1.1	-
Religious and cultural reasons	-	3.9	2.2	8
<b>Total</b>	<b>245</b>	<b>245</b>	<b>236</b>	<b>231</b>

According to them, two major factors assumed to influence are less interest among the tourists in seeing the monuments and deteriorating image of monuments

(Table- 5.3). Other factors in the order of importance are overcrowding of the streets, roads and traffic jams; image chaos, touts etc. and; lack of tourist friendly practices at the monuments. Indeed, 76.6% of respondents have assigned 1<sup>st</sup> rank to above 05 factors and that in a way can be viewed a reflection on present status of monument tourism in India.

## 5.2 Major Challenges for Monument Tourism

In the backdrop of consistent increase in the visitor movements in India in recent years, tourist enabling ecosystems prevailing at the monuments in India have been receiving considerable attention. Various constraints and difficulties being encountered by the visitors in monument sites have already gained considerable traction across the key stakeholders, particularly the government and the industry stakeholders. Since the industry is in regular contact with the tourists, a specific open-ended question on major grievances of the visitors at monuments was posed to them. A summary of the responses is as per following:

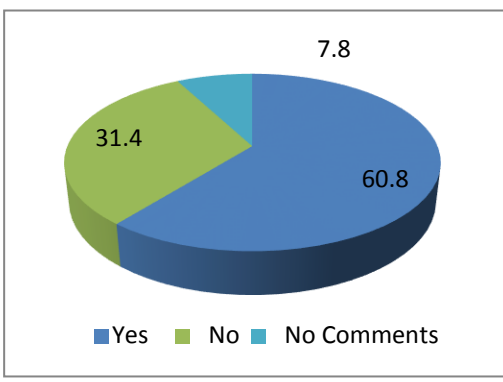
✓ Lack of proper directional Signage within and to many monuments including from entrance to ticket counters
✓ Lack of hygienic toilet, visitor-friendly facilities at most sites, not friendly to differently-abled visitors
✓ Non-enforcement of guiding regulations at specific monuments
✓ Nuisance of touts & hawkers
✓ Lack of first aid service in case of any minor injuries
✓ Lack of proper accessibility & its management by the concerned authorities
✓ Parking issues, public transport facility
✓ Lack of proper information in digital format; absence of mobile application to enable where downloading of relevant information in preferred language
✓ Illumination of monuments and preparing those for night visits.
✓ Improper attitude of personnel at information Counters
✓ Lack of places for rest and relaxation inside monument.

Further, views on specific requirements and infrastructures needed for creating positive visitor experience were also gathered and the responses were compiled and furnished as following:

✓ Cleanliness, well-marked signage, better toilet facilities
✓ Well organised ticket windows, Information Counter, staffing at monuments for helping the distress visitors
✓ Guided tours at each monument
✓ More self-service kiosks for hassle-free visit and experience
✓ 'Paryatak café' at famous sites where essential refreshments served.
✓ Online ticketing system at all monuments
✓ Specific time-slots for those visiting monuments on particular tickets to avoid long queue and rushing
✓ Attractive ambience; recreational facilities in and around the site
✓ Better focused marketing and promotion
✓ Ramps for the disabled visitors, Braille for the visually-impaired and audio, Video for hearing impaired
✓ Creatively appealing ambience and recreational facilities
✓ Better roads and parking area
✓ Biology Park, boating area, overall cultural ambience
✓ More infrastructure to create relaxing environment for tourists

### 5.3 Promotion of Monument Heritage as Tourism Attraction in India

With regard to the promotion of monuments and cultural heritages of the country with required focus, the views of nearly 31% were not in affirmation (Table-5.4).

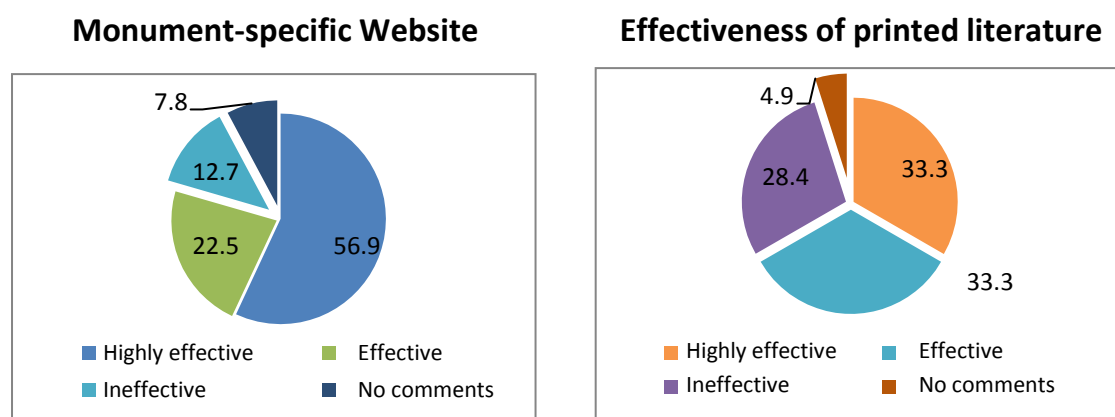
Table-5.4: Whether Monuments and Cultural Heritages of India Promoted with Requisite Focus (In %)		
Focus in Promotion	Response	
Yes	60.8	<div> <div></div> Yes <div></div> No <div></div> No Comments </div>
No	31.4	
No Comments	7.8	
<b>Total</b>	<b>245</b>	

There exist many deficiencies in the way the monuments have been presented and promoted. Only some monuments in and around major metro cities are accorded requisite priority whereas a large number of distinct monuments with considerable potential for attracting the visitors have been found largely ignored in the promotional schemes. Similarly, there is lack of promotion at the local level. Pattadakal Groups of Monuments and Badami Cave Temples in Karnataka are typical examples of this. Connectivity and proper accessibility are other set of major bottlenecks. Another issue that is equally important and highlighted has been the lack of leisure and recreational activities other than the monument and that limits the visit to many monuments just a few hours of affair.

The feedback also indicates that the industry has not been taken onboard on promotional endeavours. It would be more effective to have monument-specific promotional activities and the key players of tourism industry and the local government brought together through a formal mechanism. It can be in form of Monument Stakeholders Facilitation Forum. Online branding & promotion and use of social media tools such as Facebook, Instagram etc. would play important roles including word of mouth promotion. These tools must be used for each monument separately. Road-shows, organization of festivals around the themes connected to the monuments and similar promotional events can also be explored.

The industry was of the view that dedicated Websites for each monument would be very effective (56.9%) in disseminating the information. Similarly, printed promotional literature on monuments can also be effective with about one-third holding that it is highly effective (Fig.-5.1). However, over 28% also held that it may not any have no specific effect.

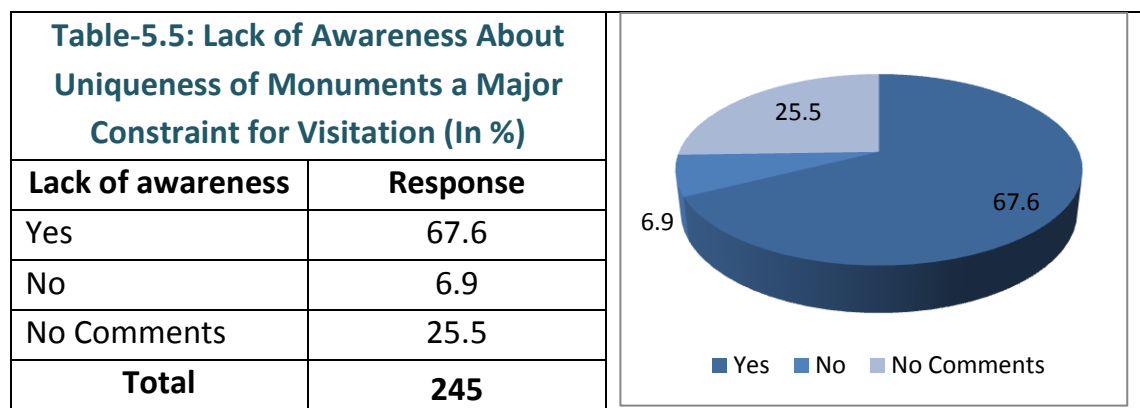
**Fig.5.1: Effectiveness of ASI Websites & Printed Literature**



To improve the distribution of printed literature, following suggestions emerged:

- ✓ Distribution of good quality printed material along with tickets at ticket counter;
- ✓ Making it digital form in PDF format and circulate through various platforms including WhatsApp;
- ✓ Install a kiosk where people can send information directly on mobile or tablets;
- ✓ Innovative printed material, well-documented site maps (QR codes can be used for information).

There exists lack of awareness about the uniqueness of the monuments among the potential visitors and that is reportedly a major bottleneck when it comes to tourist visitation to the monuments. As Table-5.5 suggests, a total of 67.6% respondents were of such opinion.

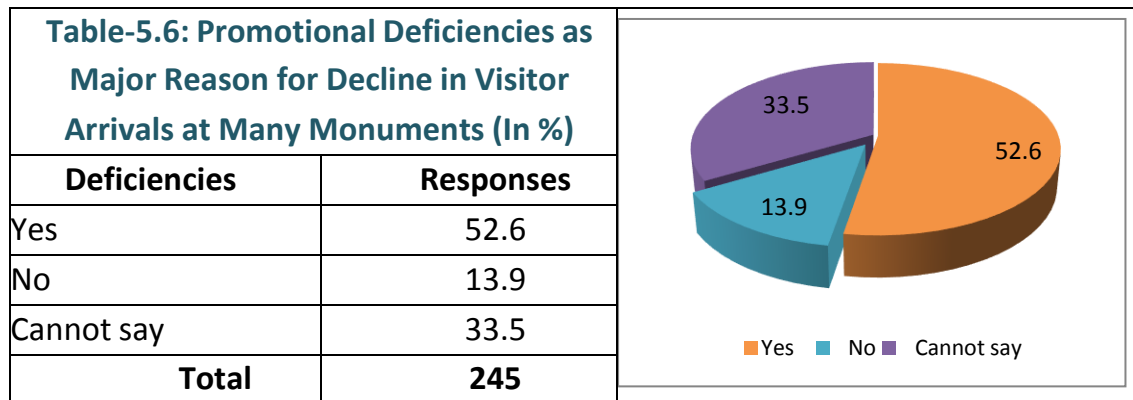


Specific steps suggested by the industry operators for creating awareness about various monuments in India are:

- Forming specialized teams for each monuments to promote on social media
- Specific promotions
- The image makeover of monuments & the surroundings area should be properly done
- Monument pass- clubbing the pass of various monuments
- Quality Guide facility at the monuments
- Printed brochure
- Better image building and world class management
- Vigorous advertisement online

- More publicity and eye catches on uniqueness in advertisements.
- Cleanliness drive, multilingual signboards
- Ensuring that every college/school visits the monuments prompting events in and around the monument sites

The industry participants were of the view that promotional deficiencies are one of the major reasons for the decline in visitor arrivals at the monuments in India and about 52.6% respondents held this view (Table-5.6). It can also be drawn that about one-third of respondents could not offer a specific answer to this.



The industry also feels that the existing promotional campaign formats are restrictive and tailored more towards popular places/destinations rather than for the monuments. But for the cause of monument tourism, a fresh approach is imperative where the monument becomes the center of the campaign and the places woven around the monuments. In other words, like in case of Agra, the place and State must be identified with the monuments not other way around. The monument ecosystem must also possess and promote a visitor-friendly image with more essential amenities, better accessibility, better management, shorter queues, online reservation system, systems to project positive image on safety & security of the visitors.

Since many leading monuments in the country have experienced fluctuation in visitor arrival numbers in recent past and many cases, considerable decline. The views of the industry were sought on specifying one single factor that must have influenced the most and the results are at Table-5.7. Absence of focused promotion was emerged as major reason (41.9%), followed by lack or the poor quality of facilities and amenities (32.2%). Other items being identified were deteriorating condition of the monuments and decline in interest in the monuments.



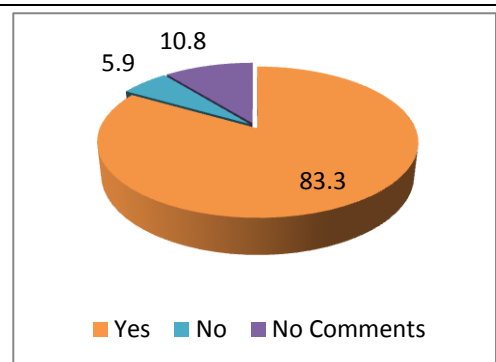
**Table-5.7: Most Important Factor that Could Influence Visitor Arrivals to Monuments in Recent Years**

Factor	Response (In%)
Absence of focused promotion	41.9
Lack or poor quality of facilities and amenities	32.2
Deteriorating condition of the monuments	9.1
Decline in interest in the monuments	8.1
Entry fees	6.4
Safety and security concerns	2.3
<b>Total</b>	<b>245</b>

Specific to the need for exclusive promotional campaigns every major monument in India, especially the World Heritage Monuments (WHM), the industry's view was largely affirming in nature (83.3%) as can be seen at Table-5.8.

**Table-5.8: Imperative of Exclusive Promotional Campaigns World Heritage Monuments (In %)**

Exclusive campaign	Responses
Yes	83.3
No	5.9
No Comments	10.8
<b>Total</b>	<b>245</b>



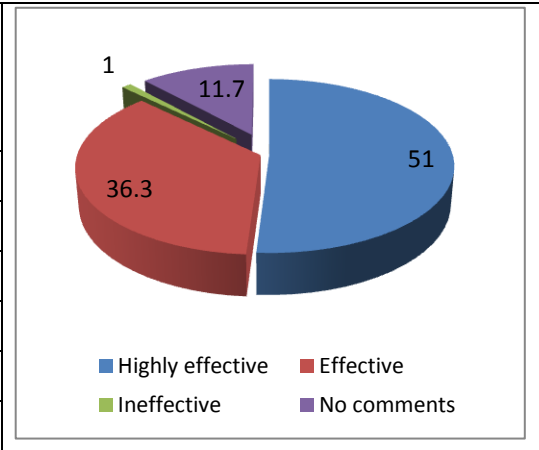
The basic approach to promotional campaign for major monuments, besides the common means, the industry also proposes the following:

- ✓ Narration of the stories of each monument with high resolution photos & videos, Branding/ Road show etc.
- ✓ Theme, feel & replica cut-outs of one such monument in every tourism fare globally
- ✓ Advertisements/shows/festivals, Dance & music festival
- ✓ Monument's basic offering & its linking with the Indian tradition which is completely unique.

Another major promotional strategy to increase visitor arrivals at the monuments is the adoption 'Monuments Circuits' approach, making it unique and rewarding

for longing touristic experiences. About 51% held it highly effective and 87.3% together viewed such efforts to be effective in promotions (Table-5.9).

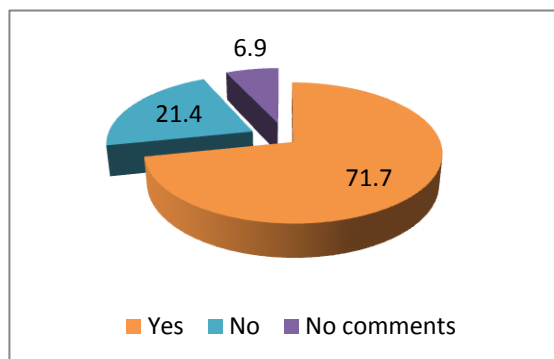
<b>Table-5.9: Effectiveness of ‘Monuments Circuits’ Approach for Promotional Campaigns (In %)</b>	
<b>Effectiveness</b>	<b>Responses</b>
Highly effective	51.0
Effective	36.3
Ineffective	1.0
No comments	11.7
<b>Total</b>	<b>245</b>



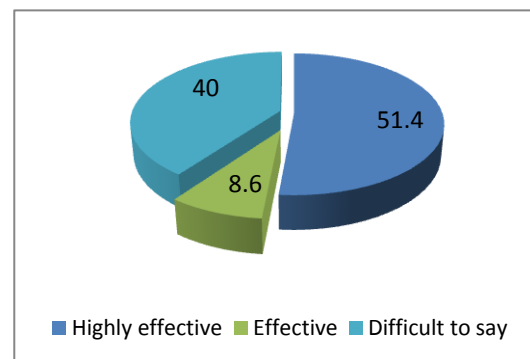
It was also attempted to gather perspective on the awareness about the ‘Adarsh Monument’ initiative of the Govt. of India amongst the industry stakeholders. In general, awareness of the scheme was higher (71.1%) whereas about 7% did not tender any comments (Fig.5.10). As regards to the effect of this initiative on improving the image of the monuments covered under the Scheme, nearly half of them held that it helped to a great extent. However, 40% of them found it difficult to say (Fig.-5.2).

**Fig. 5.2: Awareness of Adarsh Monument (AM) Scheme & Effectiveness of AM Scheme on Improving Image**

**Awareness of AM Scheme (In %)**



**Scheme’s Effect on Improving Image**

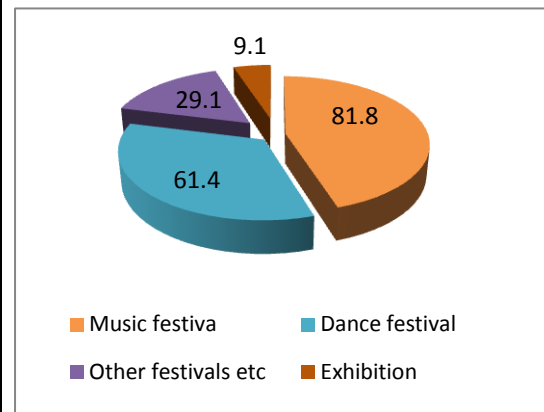


ASI and many State Governments have collaborated for organizing different promotional events such as festivals at selected leading monuments and it has become a regular annual event at many monument locations. It emerges that

festivals and cultural events are important for promotion of the monument tourism.

These events can also help increasing the stay of visitors to those places and enhance contributions specifically in economic terms. The events that can be considered are music and dance festivals, cultural shows and like themed around the cultural history of monuments. Depending on locations such as major cities, exhibitions/ tradeshowsetc. can also be considered. However, the emphasis was seen accorded in support of the Music (81.8%) and Dance Festivals (61.4%) followed by other cultural festivals/shows (Table.5.10).

Table-5.10: 'Calendar of Festivals & Events' for Each Monument as Promotional Strategy (In%)	
Type of festivals/events	Responses
Music festivals	81.8
Dance festivals	61.4
Other cultural festivals/shows	29.1
Exhibitions	9.1
<b>Total</b>	<b>151</b>

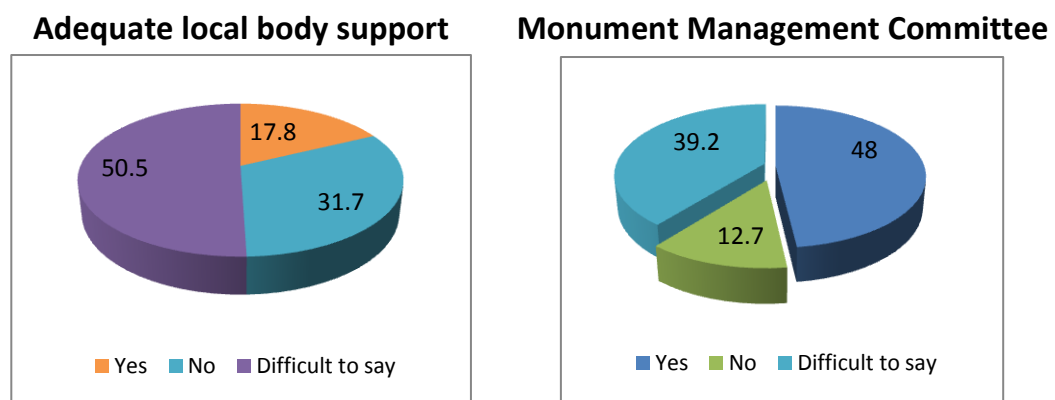


## 5.4 Monument Management

The framework of monuments is complex when it comes to its effective management. Even though there are specific laws in India for the protection of the monuments, many factors such as administrative, cultural, political and religious can be seen often complicating such endeavours and process. Specifically, the challenges can be related to religious practices, monument ownership, encroachment, land disputes and other conflicting interests at the local level. Given this, for the cause of monument tourism, a fresh approach is warranted and that is firmly rooted in the stakeholdership of key partners like the monument custodians and tourism managers. It is imperative that they come together through a calibrated framework where the roles and responsibilities of each key partner are well-defined and minimize the interfaces of potentially unwarranted conflicts.

Tourism industry is a key partner of monument tourism and therefore assume direct stake in the image-building of the monuments and its promotion wherein site level factors important enablers. However, the feedback from respondents suggest that half of the respondents were not sure on whether the monument authorities get enough support from the local bodies for better management of the monument premises (Fig.-5.3). Those responded in affirmation on local bodies extending support was about 17.8% only.

**Fig.5.3:- Adequate Local Body Support for Monuments & Need for Monument-level Management Committee**



Considering various monument-specific issues and challenges including access and encroachment, the imperative of monument-specific management committees is being discussed at different levels including by the industry stakeholders. Successful destinations such as Angkor Wat, Machu Pichu etc. reportedly have its own management committees that include the key local stakeholders. Thus, it was considered necessary to gather the views of the industry on the need and efficacy of monument-level management committee with the members drawn from key stakeholders under the aegis of ASI. Such committees could largely concentrate on promotion of the monuments whereas the decisions pertaining to the monument- specific matters such as related conservation and protection are left to ASI.

The response pattern suggests that 48% of respondents were affirmative on monument-specific management committees, whereas 39% were undecided or mainlined as difficult to say (Fig.-5.3). However, the share of respondents not in support of this idea remained very less implying that the industry partners largely endorse this idea. Regarding specific steps that the tourism industry could further

take for promotion of monument tourism in India, besides many steps stated as above, following propositions emerged:

✓ Initiate promotional events starting from local level and influencers from social media can be invited to create awareness on a large scale,
✓ Promotion of monumental circuits in line with various stakeholders likes hotels, travel agents, guide, airlines, etc.
✓ Promoting monuments on radio stations world-wide, Advertisement
✓ regional travel industry should promote local places and popular places
✓ Apart from the popular and trending places, regional travel industry should promote the monuments and local destinations/places.
✓ Scheme of visitor cards for multiple monuments. It can enable access to multiple museum, tourism oriented attraction be it monument or museum along with free ride in Metros.
✓ Spearhead tourist-friendly practice at monuments.

The specific support that the tourism industry expects from the Government for the promotion monument tourism was below:

- ✓ The Government should stop certain ongoing practices such as the toga-ride at Taj Mahal as it creates plenty of dirt & generate foul smell. Increasing the use of the battery vehicles to be considered and encouraged
- ✓ More aggressive approach in framework of policy, stakeholder consultations and form committees that can address the concerns related to infrastructure development, increased online promotion, financial support and extend support from local governing authority.

In acknowledgement of increasing interest among the large corporate entities in extending the support to the monuments, suggestions of respondents on specific steps to promote CRS initiatives for the cause of monument tourism were also solicited. The responses are confirmative of receiving CRR funds for the monuments and creating visitor-friendly atmosphere at the monuments.

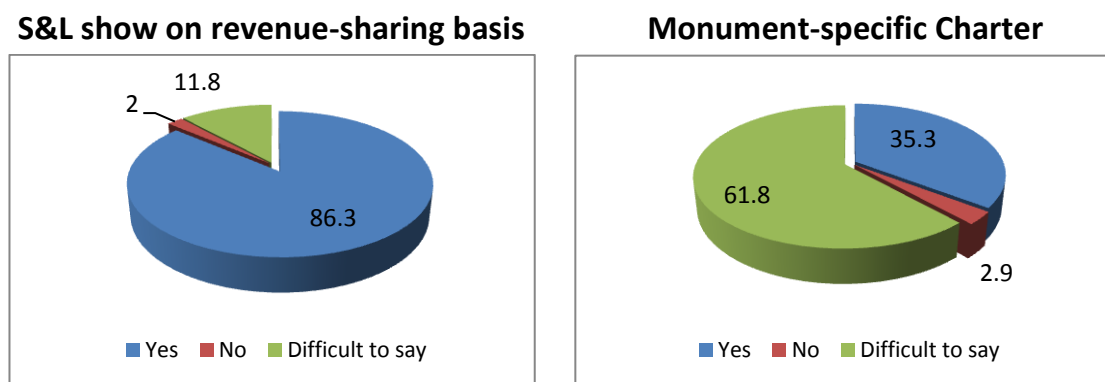
Specific areas of support that can be encouraged for CSR initiatives have also been endorsed by the respondents. The views emerged were largely in support of the beautification of monument (Table-5.11) including 'sound & light' show

(49.8%) and installation of public comforts and support services (23.5%). Plantation, gardening, regular cleaning etc. were also accrued their endorsement.

<b>Table 5.11: Areas where CSR initiatives can be Encouraged</b>	
<b>Nature of CSR Support to solicit</b>	<b>Response (In %)</b>
Beautification of monument viz. Sound & light show	49.8
Install public comforts and support services	23.5
Plantation/ gardening	12.8
Regular cleaning	11.9
Others, if any (Pl. specify)	2.0
<b>Total</b>	<b>245</b>

On the question of whether ASI must encourage Sound & Light show through CSR initiatives on revenue-sharing basis, as Fig.5.4 revealed, respondents were hugely insupport (86.3%) of this idea.

**Fig. 5.4: Sound & Light (S&L) Show on Revenue-sharing Basis at Monuments & Need for Monument-specific Charter**



International movement towards conservation and restoration of historic buildings and sites gained prominence with the announcement of The Athens Charter in 1931, which introduced the concept of international heritage. The movement became =global post World War II where the Governments, professionals and experts have joined hands. Pursuance of a framework to achieve this goal culminated in declaration of monument charters, first being The Venice Charter for the Conservation and Restoration of Monuments and Sites by way of a set of guidelines in 1964. It offers advice to UNESCO on World Heritage Sites. Many regional level initiatives have also emerged subsequently, for instance The Thessaloniki Charter for the Protection of Byzantine Heritage Monuments.

In recent years, with compounding of stress on historic buildings and structures resulting from multitudes of stressors including tourism, monument specific Charters are also brought in place. Notable example is World Heritage Site of Angkor, where the Cambodian Government and UNESCO together announced Angkor Charter Guidelines for Safeguarding the monument. Being a land of innumerable monuments, India's challenges are many including the priorities accorded to its vast array of heritage structures. Thus, in the backdrop of growing momentum of demand for monument-specific charters, it was considered proper to solicit the views of the industry partners on this idea.

When it was probed, more than one-third of the respondents held that Monument- specific Charter would help better management of monuments, However, nearly 62% were found it difficult to state a clear position on this. To begin with, India can consider formulating Charters for the leading Monuments where the challenges are palpable. Those suggested are Taj Mahal, Agra Fort, Qutub Minar, Red Fort, Ajanta Caves, Hampi, Pattadakal, Badami, Mamallapuram, Udayagiri Caves, Konark, Nalanda, Dilwara Group of Temples and Old Goa Churches.

The feedback of the key industry stakeholders is largely aligned with the outcomes emerged from the visitor's data analysis. The interest of the visitors on India's great monuments and heritage assets immense but to gainfully benefit from it warrants strategic policies and programmes that suffice the dual objectives of visitor satisfaction and sustainable heritage tourism.

## Chapter- 6

### CONCLUSION AND RECOMMENDATIONS

As noted by Sir John Sargent, the Education Secretary of the British India and reiterated subsequently by F.R. Allchin in the late 1960's, India's greatest advantage for tourism development lies in its rich cultural heritage repository. This comprises of 30 WHM&Sand innumerable monuments of national importance spread across the country. The skeptics would hold that a major challenge of India's monument tourism is also about negotiating through multitudinous of its incredible built heritage assets. This often deprives according an even treatment to all monuments of international and national importance and to position those on an even pedestal. Thus, some strategically located assets accrue relatively higher level of prioritization in the development and marketing promotion endeavours and the data would substantiate such propositions.

However, various factors could play key roles in determining the visitor arrivals to the monuments spread across the country. While the attractability/appeal may be a prime factor, there can be many other factors of equally influential in nature. Those can be seen in accessibility/connectivity, upkeep, visitor choice, promotion, entry fees etc. Interesting enough, a cursory look at the data available on ASI protected monuments would suggest that even the prime attractions like Taj Mahal or Qutab Minar enjoying advantage of location and global appeal, encounter the challenge of fluctuating arrival patterns.

The volatility in visitor arrivals being observed even at the monuments including those with immense global appeal is ripe to raise the questions on positioning of these mascots of India's cultural repository as tourist attractions. This study made an attempt to address some of those key issues and challenges being encountered by monument tourism in India. However, scope of this study was limited to mainly examine the patterns of tourist visitation to major ASI protected monuments in India during 2015 and 2016. While doing so, the probable reasons for fluctuations in arrivals, especially a tapered visitation to those ASI monuments situated away from major urban centers were accorded major focus.

A robust framework of both the secondary and primary data have been deployed to address major research questions. The major findings thus emerged have enabled to propose qualified recommendations for the better experience of



monument tourism in India. Specific recommendations have also been attempted with a view to improve the management of monument tourism and also to increase visitation and enhance visitor experiences at less-visited ASI monuments.

## 6.1 Trends in Visitors at ASI Protected Monuments- 2015-16

While examining the arrival data to ASI-protected monuments obtained from MoT for 2015 and 2016, considerable fluctuations including fall in numbers at certain leading monuments were observed. The specific patterns emerged were:

- ✓ In general, incidents of foreign visitation can be seen higher at those monuments closer to major international entry points in the country such as Delhi and Mumbai.
- ✓ Almost all circles, excepting those in Eastern India, had encountered considerable fluctuations in both domestic and foreign visitor arrivals during 2015 and 2016.
- ✓ The monuments in Eastern India have not been attracting foreign visitors in proportion to attraction endowments. None of the States in the region, whether W. Bengal, Odisha or Assam, had monuments reporting more than 10,000 foreign visitors. This could also be attributed to proportionately very less movement of foreign tourists in this region.
- ✓ The monuments of significance to Buddhism have seen relatively higher incidence of foreign visitors. Further, appreciable numbers of foreigners at Zanana Enclosure & Vittala Temple- Hampi (39258) could also be attributed to its closeness to Goa.
- ✓ The Circles of Delhi and Agra enjoy highest incidence of visitors, both foreign and domestic. Specific to Delhi, it could largely be attributed to its national capital status and its position as major entry point for international visitors to India. Delhi is also advantageously positioned with many landmark attractions including 03 WHM's.
- ✓ Agra's advantage is needlessly Taj Mahal and other monuments in the circle also enjoys higher visitation since most of those are situated within 50 KM of Agra city. As a result, these monuments could also form part of the Taj Mahal itinerary, especially those excursionist visitors originating from Delhi.
- ✓ In Mumbai and Aurangabad Circles, Elephanta Caves, Ajanta Caves and Ellora Caves have seen higher incidents of foreign tourist arrivals, highest being at Elephanta.

- ✓ Other monuments reported with more than 10,000 foreign visitors in 2016 were: Lord Cornwallis Tomb, Ghazipur (88282), Mattancherry Palace Museum, Kochi (77634), Group of Monuments, Mamallapuram (64260), Western Group of Temple, Khajuraho (55701), Tippu's Summer Palace, Bangalore (30960), Zananna Enclosure & Vittala Temple- Hampi (39258), Excavated Remains at Nalanda (26856), Daria DaulatBagh, Srirangapatnam (20836), Golconda (20189), Bibi-Ka-Maqbara-Aurangabad (19291), Sravasti (15855), Chittorgarh (15650), Kumbalgarh (13306), Charminar (11523), Keshava Temple, Somnathpur (11284) and Ancient site of Vaishali-Kolhua (10556).
- ✓ Many of the highest visited monuments also happened to be World Heritage Monuments (WHM). However, some other WHM's could not, perhaps owing to its farness from major international entry points.
- ✓ It was interesting to observe that foreign arrivals at Lord Cornwallis Tomb, Ghazipur rose from mere 71 in 2015 to a whopping 88282 in 2016. Domestic arrivals also found increased many folds in just a year.

### 6.1.1 Categorization of Monuments

Based on the visitor arrivals at ASI-protected Monuments in 2016, the monuments have been classified in to three categories: 'Highly visited', 'Moderately visited' and 'Less visited'. The analysis has also been undertaken at the disaggregate levels wherever deemed necessary to evolve focused understanding of the challenges/constraints and course of actions.

## 6.2 Profiling of Visitors at the Monuments: Results & Discussion

At the monuments, a total of 723 visitors were canvassed and the responses from them were gathered on a structured survey instrument. The results were compiled and analyzed to map the trends and patterns, a summary of which are discussed in the following section.

### 6.2.1 Profile of Respondents at Monument Site

#### 6.2.1.1 Demographic Patterns:

- Around 35.8% domestic visitors were in the age group of 18-28 years, followed by those in age group of 29-38 (31.7%). Almost a similar pattern was observed among the foreign visitors also.

- Respondents of both the domestic and foreign origins were largely well educated and graduates or above. They together accounted for roughly 72% of domestic and 81% foreign respondents. Further, about 65.4% domestic and 63% foreign respondents were employed.
- Roughly 43.8% were reportedly in the monthly income category of Rs. 10,001-30,000, followed by those falling in the range of Rs. 30,001-60,000 (31.8%). Monthly income of the foreign respondents was gathered on USD terms. It was found that 40.5% had income between USD 1,001-5,000 followed by those earning in range of USD 5,001-10,000 (34.4%).

#### 6.2.1.2 Tour Arrangement and Purpose of Travel

- Respondents placed cultural & historical places and monuments as their first choice of attraction and they accounted for about 61.3%.
- Around 52% foreigners made travel arrangements. Further, those visiting the monument sites package tour arrangement were roughly 47.7%.
- Roughly 27% respondents have made their travel arrangements either directly with the service provider or through e-portals (12.4%). For another for 29.7%, travel arrangements were reportedly made by friends/relatives.
- A good chunk of foreigners (37.9%) was found using E-portals for booking the tour related services, whereas, 40% made the same through Travel agents/tour operators.
- About 42% domestic respondents had their tours up to 3 days, whereas itinerary of those covering 4-7 days duration was reportedly 35.6%. Among the foreign visitors, duration of trip was higher with 38.5% reporting a stay period of 4-7days, followed those staying 8-14 days (31.6%).
- The mode of transport for domestic segment was predominantly by land, either on road (54%) or by the railways (38.6%). Whereas, proportion of foreign visitors using the air to reach the destinations was relatively (38.7%).
- Visitors were seen moving primarily in smaller groups of two to five persons. Those moving alone were relatively less at about 7.9%, whereas, it was around 10.2% among the foreign visitors.
- While domestic segments were touring either with family members or friends, the foreign visitors found largely in company of their friends.

- Reportedly, the holiday, leisure and recreation were the main purpose of visit for a large chunk of visitors, followed by business/professional reasons.
- Nearly two-third of the visitors was first timers to the place of their current monument (63.6%), followed by those visiting for second time (21.1%). However, most of the foreign respondents were first-time visitors to the place of their canvassing (91.4%).
- In terms of major source of information about the presence of monuments, internet was reported as the major source. However, among domestic segments relatives and friends (27.5%) and the books/magazines/newspapers (15.7%) were also found as relevant sources. But among the foreign segments, Tourism Department/Govt. agencies (15.6%) next to internet.
- It was emerged that about 59% appeared in agreement or strongly agreement on engaging private parties in maintaining tourist services at the monument sites. However, around one-third were not in agreement of engaging the private groups. Notably, more than one-third of foreigners fully agreed on engaging the private groups for maintaining part of the tourism facilities.
- Major attraction for visitors to their current monument was its popularity and historical importance.

#### **6.2.1.3 Feedback on the monument facilities and its management**

- The general pattern of responses on the upkeep of the monuments is encouraging in nature (excellent or good rating together accounted roughly 80%). However, less-visited monuments fared comparatively much less on this count.
- Garbage collection mechanism is reportedly not satisfying particularly at less-visited monuments. This may also be attributed to its inadequacy or/and lack of visibility of bins owing often to its location of placement as well as the mechanisms for its periodic collection and disposal.
- Feedback on the provision of clean drinking water outlets from both respondent groups is not encouraging with only about one-fifth of respondents opined it as 'highly satisfactory'. Across monument categories, this provision received comparatively low rating. The toilets and

washrooms also did not receive adequately encouraging responses and the pattern emerged is similar to that on drinking water outlets.

- A major area needing attention is the provision of restaurants, food outlets in the monument vicinity with just about one-fourth considered it 'very satisfactory' and the pattern is largely similar across the visitor segments and monument categories.
- Signage is important for overall management of the monument premises and the enhanced visitor experience. However, its placement at many monuments is not appropriately made. While its presence and visibility were reportedly better at highly-visited monuments, the less visited ones fared much less and that is needlessly an area warranting focused attention.
- The arrangements for the safety and security of visitors at the sites as well as local people's attitude towards the visitors were found affirming in nature across the visitor segments and monument categories.
- In general, experience of purchasing entry tickets is rated better across both domestic and visitor segments. The response pattern also suggests that the entry fees is affordable.
- Specific to the cleanliness of the monument premises, responses were indeed very encouraging. Further, the lesser-visited monuments received comparatively lower rating though it remained around three-fourth of total. However, the area around the monument site is not encouraging with heaps of litters and trash at many leading monument locations.
- As for guiding services, majority has expressed satisfaction but at less-visited monuments, the scores were relatively less. However, many respondents did not offer any specific any comments and that might also be due to their not availing of guiding service.
- The general feedback on information disseminated through ASI offices at monument sites suggests that it was of good quality, but about half of respondents held the view that information was not adequate enough.
- Less than half of respondents held that the ASI websites promoting the monuments have provided adequate information. However, it was also noticed that a good chunk of respondents did not offer any comment on this question and proportion of such cases were much higher in case of less-visited monuments.

- Reaching out to the monument was seen a major problem by both visitor segments. For domestic visitors, it was mainly the frequency of the public transport and higher expenses to reach the monument. But for foreign respondents, congested roads came next to frequency of public transport as major problems.
- However, the overall feedback on visiting the monument was reportedly satisfying and that was common for both domestic and foreign visitor segments. The respondents in general were of the view that they will also recommend the monuments to their friends and relatives.

#### **6.2.1.4 Additional Facilities Expected by Visitors at the Monument for Better Experience**

Certain essential requirements needed for better experience of monument visits have been reported. The major ones were better and adequate amenities like RO water cooler for drinking water, cleaner toilets and wash rooms, ATM and mobile charging facilities, clean surroundings, better garbage disposal, adequate and multi lingual signage, sheds, adequate parking area, trained guides, food courts, facilities for senior citizens and differently abled persons, children's' play area, interpretation centre, display of important emergency numbers, first aid kit, decongestion of monument surroundings, better public transport, Wi-Fi, online payment for buying tickets, light and sound shows, audio guides etc.

A considerate view emerged from this study is that the ASI Officials are central to the monument tourism experience. Their engaging approach of the ASI Officials towards monument tourism and visitor enabling provisions would not only result longing visitor experience but it could also contribute immensely towards enhancing the monuments image and tourism in general. It is important to appreciate the roles that tourism can play in monument protection and conservation. Enabling mechanisms to increase the visitation can generate much needed revenue for ASI and this can be pooled for monument upkeep and management. Such steps can also contribute in achieving the key sustainable development goal of income generation, poverty eradication, women and community empowerment and the like.

### 6.3 Visitors Not Visited the Monuments: Results & Discussions

A huge chunk of visitors to may not be visiting the attractions including the monuments in the vicinity of their place of visit due to various reasons. Those could range from paucity of time, pre-defined itinerary, accessibility constraints, personal reasons and inclination towards attractions and places etc. With this backdrop, it was attempted to investigate the reasons preventing the visitors from visiting the monuments situated in the vicinity of their current place of visit. Major conclusions emerging from the analysis 1080 responses separately for the domestic and foreign visitor segments furnished in the following section.

#### 6.3.1 Respondent Profiling and Their Travel Plan

- Among the domestic visitors, around 28.7% were in the age group of 18-28 years, and those in age group of 29-38 were 35.2%. Almost a similar pattern emerged among the foreign visitors also.
- Large chunks of respondents also were holding graduation or higher degrees. About 67.3% domestic and 70.6% foreigner respondents were reportedly in employment.
- Roughly 52.7% were had monthly income reportedly in range of Rs. 10,001-30,000, followed by those in range of Rs. 30,001-60,000 (24.2%). Among the foreign respondents, 53.3% reported their monthly income between USD 1,001- 5,000 followed by those with USD 5,001-10,000 (33.6%).
- Among the domestic respondents, 57% have great liking for cultural, historical places and monuments but 41% liked natural and adventure activities. In contrary, 50% of foreigners had expressed their first liking for natural and adventure destinations but 32% liked historical and adventure destinations.
- Independent travelers among the domestic visitors were 70.5% whereas the foreigners were travelling to India on a package tour (61.9%).
- Travel arrangements of roughly 37.7% of domestic respondents have been made by their friends and relatives. Around 21% made bookings directly through the service providers and roughly 20% used e-portals. As for foreigners, 43.5% used the services of a travel agent/tour operator followed by 25.3% using an e-portal for tour arrangements.



- Duration of tour of domestic group was largely up to 3 days (46.6%), whereas itinerary of those with 4-7 days was reportedly 32%. Trip of the foreign visitors was expectedly higher with 40.5% reporting a stay period of 4-7days, followed those staying up to 3 days (30.6%).
- The mode of transport of domestic segments was predominantly the land, either by the road (48.1%) or the railways (40.2%) to reach the respective destinations. Among the foreign visitors, it was largely air (39.6%) or road (37.6%) to reach the destinations.
- Group size of domestic respondents was smaller with two to five persons (81.4%), and corresponding share among the foreigners were 75.6%. Further, domestic segments were touring either with family members (domestic- 42.9%) or friends (40.3%). Whereas, 45.5% of the foreign visitors were travelling with their friends.
- Main purpose of travel for domestic visitors at their current place was holiday, leisure and recreation (61.6%); but for foreigners, it was 71.8%. For 59.4% domestic and 87.4% foreign respondents, it was their first visit to the current city.
- Internet was major source of information (50.1%) followed by relatives and friends (29.5%). The books/magazines/newspapers comprised 12.3%. Over 73.8% foreigners depended internet as the major source of information.
- Specific to the views on engaging the private groups for managing part of the tourism facilities at the monuments, a mixed pattern emerged.
- About 38.3% of domestic respondents reported to have already visited the monuments in their current place of visit. Of these, 55.1% visited once and another 30.0% visited twice. Responses from foreigners suggest that only negligible segments have visited the monument already.
- Major reason for not visiting the monument in their current city of visit among the domestic respondents was paucity of time (29.9%), followed by other reasons (22.4%). The monument visits also did not form 'part of itinerary' (13.8%) for the current trip. Contrary, 'other reasons' (27.2%) emerged prominently among the foreign respondents, followed by paucity of time (21.1%) and the monument not becoming 'not part of itinerary' (12.9%).
- Entry fees to monuments reportedly acted as a barrier for the visit for certain sections of respondents. Share of such cases among the domestic and foreign segments were about 31.8% and 23.3% respectively.



- There were also respondents not having any interest in monuments visit and they accounted roughly 14.3% of domestic and 19.7% foreign visitors.

### 6.3.2 Expectations While Visiting the Monuments

The respondents reported to have many expectations when it comes to visiting monuments. Major ones were cleanliness; availability of basic amenities such as clean toilets and washrooms, drinking water (RO machine), Canteen/hotels restaurants nearby, good and affordable accommodation, dust bins; regular garbage collection and disposal; parking area close to the monument; garden or park; information desk/interpretation centre; facilities for senior citizens and physically challenged persons; trained multilingual guides; reduction in entry tickets for large family groups; online payment system for entry fees; frequency in public transportation; entertainment in the form of shows or cultural events; better arrangements of security; good behaviour of local people; route map, signages, display of more information about the monuments etc. There may also be good literature providing details of the monument, vigorous marketing and promotion etc.

## 6.4 Feedback of the Stakeholders of Monument Tourism

- Promotional deficiencies have been seen as major reasons for the fluctuation including decline in visitor arrivals at many monuments in India and about 70% respondents hold this view. A fresh and focused approach to promotion is warranted where the Place/Destination should be identified with the monuments and not vice versa.
- Exclusive promotional campaign for every major monument in India, especially the World Heritage Monuments (WHM) is an imperative. It could center around:
  - ✓ Narration of the stories of each monument with high resolution photographs and videos, Branding/ Road show etc.;
  - ✓ Theme, feel and replica cut-outs of one such monument in every global tourism fair;
  - ✓ Advertisements/shows/festivals, Dance & music festival;
  - ✓ Monument's basic offering & its linking with the Indian traditions that are completely unique.
- The monument ecosystem must possess and promote a visitor-friendly image with more essential amenities, better accessibility, better

management, shorter queues, online reservation system, systems to project positive image on safety & security of the visitors.

- Need for adoption of '*Monuments Circuits*' approach has been echoed. It also emerges that the festivals and different cultural events are important for promotion of the monument tourism. The emphasis can be seen accorded in support of the Music and Dance Festivals followed by other cultural festivals/shows.
- While the awareness about the '*Adarsh Monument*' initiative is largely reckoning, the industry was not sure of its effect on improving the image of the monuments covered under the Scheme.
- Requisite Local-body support for the monuments was seen as not forthcoming, and hence, need for *monument-level Management Committee* comprising key stakeholders was proposed as one of the key steps forward. Further, scope of each stakeholder group may also be defined within the framework of existing Acts and Regulations related to the monuments.
- CSR funds for the monuments to create visitor-friendly ecosystem can be welcomed. The areas to soliciting the support can be beautification of monument including 'sound & light' show (59.8%) and installation of public comforts and support services (23.5%).
- Endorsement for the *Monument-specific Charter* for better management of monument tourism emerged from many respondents.
- On its part, the tourism industry could take following additional steps for promotion of monument tourism in India:
  - ✓ Initiate promotional events starting from local level; invite social media influencers to create awareness on a large scale;
  - ✓ Promotion of monumental circuits with the support of stakeholders likes hotels, travel agents, guide, airlines, etc.;
  - ✓ Promote monuments on radio stations world-wide, Advertisement;
  - ✓ Regional travel industry to focus on promoting popular monuments and local destinations/places;
  - ✓ Popularise the Scheme of visitor cards for multiple monuments so that it can enable access to multiple museums.
  - ✓ Promote tourism-oriented attractions, be it monument or museum, along with free-ride in Metros;
  - ✓ Spearhead tourist-friendly practice at monuments.

The tourism industry expects the Government also to take certain specific steps for the promotion monument tourism. Major suggestions were for eco-friendly clean tourism practices; Encouraging increased usage of battery vehicles; More aggressive approach in policy framework for monuments; Stakeholder consultations and to form committees that can address the concerns related to infrastructure development; Increased online promotion; Financial support and extend support from local governing authority.

## **6.5 Specific Observations on Moderate and Less Visited Monuments**

In general, the less-visited monuments are situated far away from the major transport nodes such as airports, major railway junctions and the major cities and towns. These factors turn out to be major constraints directly influencing the visitation propensities. The experience of some of the World Heritage Monuments and Sites is substantiative of this; instantaneous being Pattadakal Group of Monuments, Rani-ka-Vav, Patan, Rock Shelters of Bhimbetka, Ajanta and Ellora Caves, Champaner-Pavagadh Archaeological Park and Buddhist Monuments at Sanchi. However, despite each of these monuments embodying unique attributes and positioning, the visitor appeal is constrained by the locational disadvantages. Even the roads leading to some of these monuments are great impediments to ease of mobility, and such feedbacks get shared through various media platforms including the social media. This is equally a case for many other leading ASI-protected monuments in the country.

The prominence of these monuments is also constrained by the absence of other attractions worthy of tourist attention in its vicinity. The general perception about the inadequacy of essential facilities and services such as decent places to stay, eateries/restaurants etc. are also discouraging factors when it comes to visitation. However, the absence of focused promotions, marketing campaigns and positioning strategies, particularly on the internet and other virtual media platforms cannot be overlooked. In certain cases, the response of the local communities towards the visitors is also not very encouraging and that could perhaps be attributed to a lack of awareness about the benefits the local community could accrue from tourism.

## 6.6 Recommendations

The visitation pattern across monuments under study is revealing of the prevalence of a great array of disparities and that warrants divergent strategies and action plans both to attract more visitors and sustain the visitation momentum. The insights and understanding gained from this study provide to propose focused suggestions and recommendations for different categories of monuments, particularly the less-visited monuments.

### 6.6.1 General

- ✓ Greater **awareness creation and sensitization** are needed amongst the visitors on the effects touching the monuments and its walls. Adequate number of sign boards citing adverse effects of it should be installed at all the prominent places. Deterrent mechanisms like the fines should be levied on violators and besides its notification and appropriate display/placement.
- ✓ Majority of the foreign respondents have observed on higher **entrance fees** and for its reduction. References were also made on differential entry fee system for the domestic and foreign visitors. However, this does not hold ground since differential entry fees is a common practice and observed in many countries.
- ✓ **Active private participation** should be encouraged and welcomed for infrastructure creation to style the monuments more visitor-friendly. Priority can be accorded for the maintenance and cleaning works of the monument premises and its vicinity, roads and pathways, food-courts/eateries etc.
- ❓ The monuments are managed more bureaucratically where the officials would come and go, which in a way results to a relatively less sense of ownership towards the monument. Thus, it becomes imperative to *inculcate a greater sense of ownership and pride about the monument's glory amongst the local community*. It can be tried by planning mechanisms to have greater participation of the locals in the overall management of monuments. Reflecting the local ethos would motivate them to become active partners, assume greater sense of ownership and greater responsibility. These need to be viewed as integral to monument tourism.

- ✓ Institute **Monument Tourism Facilitation Committee** for every monument comprising the ASI Officials, Local Administration, industry stakeholders and eminent local personalities. Orienting the local communities towards the Monument and its role as a potential source of their livelihood could result mutual benefits. This model has been successfully attempted across many countries for heritage conservation and sustainable tourism.
- ✓ Cleanliness of the monument vicinity, approach roads etc. beyond the monument boundaries are under the local municipal authorities and beyond ASI jurisdiction. Proposed Monument Tourism Facilitation Committee can take lead to solicit greater coordination between ASI, local municipal authorities and the locals for better upkeep of the monument surrounding, facility provision etc.
- ✓ **Tourist Communes** of varying nature such as ‘Reading the Literature’ are in the offing. They can be promoted for monument sites/its vicinity as these are special interest attractions for ‘serious cultural tourists’. The Literature collections can have more focus on the monument, local art and artifacts, culture etc. Such focus can help wider dissemination of monument-specific information and knowledge, that in turn, create more visibility and interest leading to enhanced visitation.
- ✓ Establishment and promotion of ‘**Monuments Clubs**’ comprising of monument lovers, promotion of Tourism Clubs’ & ‘Monument Clubs’ in the schools and colleges etc. can also be pursued. Specific videos of the monuments in the vicinity of institutions can be developed for screening at educational institutions for greater awareness.
- ✓ **Adoption of modern technology** in vigorous manners for better management and promotion of the monuments.
- ✓ Create a **digital library** covering all ASI-protected monuments in India. It is integral to both conservation and preservation initiatives, and suggested accordingly. *Digital simulation* of the dilapidated/damaged monuments should be attempted to reconstruct those, and towards this, the service of digital conservation experts including those from IITTM may be considered.
- ✓ The **wrist band tickets with single use bar codes** can be introduced to discourage malpractices and misappropriation of revenue from entry fees.
- ✓ **Night viewing of the monuments** should be made open to the extent possible as there exists great demand from both domestic and international tourists. Adequate **lighting arrangements** should be planned to enable this.

- ✓ Improvement in **bus connectivity** and other public transport modes to and from the monument may be taken up on priority basis.
- ❓ **Tour Guides:** Only officially approved, properly trained, well-mannered and well-groomed guides should only be allowed at the monuments. Strict action against touts and unauthorized guides should be pursued as it is important to enable authentic experience and tourist satisfaction. At well-appointed places, signboards prompting tourists to “Beware of fake guides and touts” may be installed.
- ✓ **Approach roads** to the monuments must be made clear of encroachments, garbage and filth, which is presently not the case at many monuments.
- ✓ To **impart soft skills and tourist behaviour training** to all ASI Officials and across the cadre at all monuments for better handling of the tourists and giving them an memorable experience in tune with “Atithi Devo Bhavah”.
- ✓ Enhance the **appeal of the monument/heritage through cultural positioning**- illumination, upkeep, cultural events, eateries, curated horticulture etc.
- ✓ Re-use of obsolete infrastructure to create new public spaces.
- ✓ **Important helplines:** - Helpline numbers for women, child, police, ambulance, etc. displayed prominently using appropriate signage.
- ✓ Install **Signage of Dos and Dont’s, ‘Swachhta Hi Seva’** etc. at all important points within monument premises.
- ✓ Provision of **Wi-Fi and mobile charging facilities** at all monuments.
- ✓ Consider **installation of ropeways** for ease of climb and better tourist experience at certain monuments like cave, forts and palaces.
- ✓ Expand the **scope and coverage of monuments for ‘Single Ticket’ System**. This will reduce hassles of buying tickets, save time and increase in visitation to lesser-known monuments.

### 6.6.2 On Marketing and Promotion

- Organize the entertainment events like **light & sound shows, dance and music festivals, fairs and exhibitions etc.** on a regular basis. Popularization of a Calendar of Events is suggested.
- For **Monuments away from metro and large cities**, institute focused promotional campaign tailored to attract the regional and local visitor segments may be attempted.

- Install **Multi-lingual signage across the city/town**, approach roads etc. for greater publicity and visibility of the monument.
- Position the monuments in such a way that **the City identifies with its monuments**. Instantaneous being, Agra for Taj Mahal, Konark for Sun Temple etc.
- **Dedicated website for every monument**, at least for WHM&S, so to showcase its glory and prestige. Use this to create USP's and separate identity for every monument and position accordingly. All relevant information pertaining to the tourists can also be made available in such websites.
- To optimize the internet search outcome, establish a **dedicated website for Monuments and Heritage Sites of India'** depicting all WHM&S. Similarly, a **dedicated website for 'Monuments and Heritage Sites of India' covering all leading monuments of ASI** can be planned to increase visibility. These websites will be in addition to the websites of the Ministry of Culture and ASI.
- Plan to **inter-link all Central Govt. websites dealing with the Monuments and Heritage** so to enable search optimization leads to authentic Web-sources and top listings.
- Onboard all key stakeholders like ASI, State Government, Local Administration, industry etc. are make them as partners in promotional endeavours.
- **LED screen displays** in the cities, prominent entry/exit points to the city, prominent domestic and international gateways etc. to disseminate information on the monuments and attractions.
- **Monument specific video-games** for greater involvement of the students and the youths. It will eventually contribute greater awareness creation, and wider publicity and marketing.
- **Home-stay, Bed and Breakfast and other ancillary accommodations** around the monument may be give greater marketing and publicity emphasis. The tourists may be encouraged to stay in such facilities for authentic experience and word-of-mouth endorsements.
- Extensive **use of social media tools** for promotion of each monument. These options are presently used only for a handful of monuments.
- **Install QR code enabled Signage** to retrieve instance information upon scanning on the mobile phone.



- **Organise Heritage Walks** and engage the local community as partners in such walks by also planning the routes through craft villages, ethnic cuisine area etc. to also enhance the livelihood options for the locals.
- **Short-duration cultural video contents:** Create short-duration thematic video, especially for the less and moderately visited monuments, as it would be helpful for focused promotion of monument tourism.

### 6.6.3 On Public Comforts, Amenities and Facilities

- ✓ Institute a **Standard Operating Procedure (SOP) for maintenance, cleaning of the toilets and washrooms and better upkeep**. This be enforced across the monuments for a routine, timely, and standard cleaning process.
- ✓ Plan and institute **adequate number of trash-bins and garbage collection at key locations** at all monument sites without impacting the visual effect of the structures and landscape. Institute a check-list of practices and for regular collection and timely disposal/treatment and its cross-checking.
- ✓ Make the provision for **adequate and well-kept drinking water facilities**. Also, plan to have the **water-coolers** as it is crucial during the summer days.
- ✓ Plan for specific facilities that are required to facilitate the visit of **senior citizens and differently-abled persons**. These include wheel-chairs, wash-rooms, drinking water facility, waiting rooms, hand-rails for support etc.
- ✓ Installation of **Braille information kiosks** at all monuments.
- ✓ Provision for **hygienic and reasonably-priced Food Courts** within the monument premises or in its vicinity.
- ✓ Installation of **Hand-grips** along the footpath at all required points for the support of children, senior citizens or tired tourists.

### 6.6.4 Visitor Facilitation and Management

- Adequate, clearly-marked and uncluttered **parking space** at the monuments.
- Set up the **Photo-gallery depicting the monument** within the premises to show case the glory of the monument over the ages.
- Provision adequate number of **well-appointed signage** for traffic, parking, route map and information are required on the way leading to the monument and at the monument site.



- **Tourist Police** should be more vigilant on unauthorized guides. CCTV cameras may be installed to capture unauthorised guides. Legal action also to be contemplated against violators.
- **Consider Tourist Information/Interpretation centres** most monuments for better understanding, visitor satisfaction and experience.
- Greater presence of **Women Police inside and in vicinity of the monument** to handle the incidence of eve-teasing, harassment of women tourists etc. This can instill a higher sense of security especially among the female tourists.
- Plan at least one **ATM** of a prominent bank in the monument vicinity, preferably the entrance/ticket window. Possibility of **money exchange facility** could also be explored for some monument locations, especially those away from major cities and towns.
- **Provision First Aid kits** at all the monuments and train ASI staff in CPR and First Aid to attend emergencies.
- Provision for making payment online for collection of tickets at the ticket counters. This is proposed in addition to on-site ticket counters.
- Plan for adequate numbers of **green-shades** to provide shelter to the tourists from heat and rains.
- **Sanitary napkins vending and disposal machines** are recommended. It can be installed with the help of private sector including under CSR activities.
- **Battery-driven cars** are recommended where distance to approach the monument is longer. This will also reduce the pollution and parking clutter in the monument vicinity.
- At high-points of the monuments like forts and palaces where public access is permitted, steel railings/iron rod blockages may be installed for safety.
- To the extent possible, **children's play area** can be planned within the monument premises so that the parents can have better experience of the monument.
- Provision **Cloak-rooms** at all monuments to secure those items not allowed inside, which the tourists should be able to handle on their own.
- **Audio/video guides** are suggestive at all monuments for enhanced tourist experience since many visitors would not avail the service of the Guides.
- Control of menace created by the **monkeys and dogs** at the monument sites and to secure the visitors from attacks/disturbances.

### 6.6.5 For Moderate and Less Visited Monuments

The less and moderately visited monuments encounter many peculiar bottlenecks viz. farness from the major cities and towns, transport nodes besides and public infrastructure etc. The condition of less-visited ones is more precarious including WHM's. This demands for a destination development approach, especially for the stand-alone monuments like Pattadakal Group of Monuments, situated in less-developed regions. Thus, in addition to the above-stated recommendations, following specific suggestions are also proposed:

- **Plan to develop the major monument location as destination:** The plan must envision and position the monument as key component of the local economic development. It must encompass the monument being positioned as core attraction and a 'Cultural Edifice and Marker' of the region. It is then inter-linked with the ancillary attractions in the vicinity to create a 'destination region' and to also create new attractions where needed.
- Explore local traditions, customs, rituals, festivals, myths and legends, lifestyle, crafts and cuisine and create and **promote own programs or thematic tourism products**. Create and offer products tailored in scope and time with the calendar of local events – fairs, festivals, gatherings etc.
- **Plan Art & Craft Villages:** Besides selling of the crafts, plan for attracting 'craft volunteer tourists' and 'serious cultural tourists' having the passion for the craft skills and deriving the experience and satisfaction in doing so.
- **Accommodation:** Locations where formal accommodation units are non-existent or not in the vicinity, say 10 KM, plan for new units and explore the homestay and B&B opportunities.
- **Infrastructure development:** Leverage and synergize the existing schemes under both the Central and State Schemes viz. roads, public comforts, toilets etc.
- **Create Land-bank:** Identify and document the land available for the development of tourism and related infrastructure and facilities. Also, institute mechanisms for its utilization including allocation.
- **Plan PPP Interventions:** Incentivize the private sector to develop tourist facilities, and the Government in turn, focuses on the institutional support, infrastructure and public utility development.
- **Organise heritage education sessions for the local communities** within the monument catchment with a view to create awareness about the

significance of the monument, their roles in its conservation and significance of monument tourism as an additional income source. The schools, colleges, neighborhood and other host communities etc. can be natural target groups.

- **Monument Charter and Local Heritage Policies:** A duly endorsed Charter by all key stakeholders of monument tourism, that inter alia, define the role and responsibilities of each partner. It must entail the objectives of heritage conservation, tourism development and community empowerment.
- Create ‘**monument circuits**’ by connecting the monuments within the reach. For instance, Hampi-Bidar-Pattadakka-Aihole-Bijapur in north Karnataka. Similar circuits can also be planned in other monument locations.
- **Special Efforts towards promotion:** Where the visitation is less, the focus should be of the local and regional visitors. Increased visitation will help the monument to assume prominence and give fillip to develop more tourist facilities and services. The Central and State Culture and Tourism departments must have plans specifically to neutralize the locational disadvantages of these locations and to sufficiently highlight the USP’s of these monument locations in the promotional schemes- virtual and offline.
- **Virtual promotion:** The internet and other virtual mediums are crucial in an information-driven business environment. Thus, ensuring the virtual prominence both in terms of information sharing and guest feedbacks are key to enhance the visitation. Thus, the measures as proposed above are equally important for the less visited monuments also.
- **Capacity building of the local communities:** Location of any less-visited monuments also happened to be in less developed where the education attainment may be lower. Thus, skills as needed to serving the visitors may not be locally available and that demands focused skill development interventions.
- **Masterplan for destination development:** To achieve the desired outcome of development initiatives and sustainable heritage tourism, a Masterplan envisioning a stage-wise and sustainable development for each destination is an imperative.

The present study being first of its kinds in the country and comprehensive in terms of the parameters being analysed and the coverage of monuments from

every part of the country, it suffices to be treated as a 'base-line study'. In accordance, the Ministry of Tourism could undertake the studies on monument tourism themes on a regular interval. The parameters used in the present study, along with other relevant ones as being framed from time to time, could form the basis for future studies. This would help mapping the improvements/changes in monument tourism, visitor experiences and feedbacks etc. to enable further actions. It is equally important to carry-out Third-party audit of all major ASI protected monuments periodically.

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## Annexure

**Annexure-1.1: Sample Size Distribution Across Selected Categories of ASI Monuments Based on Visitor Arrivals- 2016**

Monument Category	Monument	Total Visitors		Sample Size		
		Domestic	Foreign	Dom.	For.	Total
<b>Highly visited:</b> Above onemillion	Taj Mahal	4097897	395760	160	143	303
	Qutub Minar	2217955	334435	88	117	205
	Red Fort	2184613	75771	81	30	111
	Agra Fort	1838440	339667	68	119	187
	Golconda	1565886	21089	60	10	70
	Sun Temple, Konark	1552729	3332	58	5	63
	Charminar	1320511	11523	53	4	57
	Ellora Caves	1279272	26184	48	9	57
	Monuments at Mamallapuram	989544	64260	42	22	64
<b>Moderately visited:</b> 5,00,000 to 10,00,000	Gol Gumbaz, Bijapur	923403	4275	36	1	37
	Daria Daulat Bagh, Srirangapatnam	892182	20863	33	8	41
	Excavated Remains at Nalanda	613706	26856	30	3	33
	Humayun's Tomb	598136	147667	28	60	88
	Lord Cornwallis Tomb, Ghazipur	591197	88282	27	5	32
	Fatehpur Sikri	505195	144070	19	50	69
	Hazardwari Palace	508535	612	19	0	19
	Zananna Enclosure & Vittala Temple	499100	39258	18	14	32
<b>Less visited:</b> Less than 5,00,000	Elephanta Caves	392023	39039	14	14	28
	Ajanta Caves	399854	22469	15	9	24
	Chittourgarh	395666	15650	15	6	21
	Kanheri Caves, Mumbai	394635	8569	14	3	17

Monument Category	Monument	Total Visitors		Sample Size		
		Domestic	Foreign	Dom.	For.	Total
	Sun Temple Modhera	384149	3539	13	2	15
	Khandagiri & Udaigiri Caves	327867	1539	12	0	12
	Pattadakal Group of Monuments	322639	6392	12	4	16
	Rani-ki-Vav, Patan	318489	3485	12	2	14
	Lucknow Residency	288794	4686	11	3	14
	Mattancherry Palace Museum	260456	77634	3	30	33
	Buddhist Monuments, Sanchi	256469	4354	10	3	13
	Jhansi Fort	245470	704	10	2	12
	Excavated Remains of Sarnath	244323	207	10	1	11
	Western Group of Temple, Khajuraho	234731	55701	10	20	30
	Gwalior Fort	230337	7867	10	5	15
	Karenghar of Ahoms Kings, Sibsagar	187794	720	9	0	9
	Tippu's Summer Palace, Bangalore	162816	30960	8	11	19
	Gingee Fort	109476	2518	5	2	7
	Ranghar Pavilion, Assam	109163	586	5	0	5
	Bishnupur Group of Temples	77379	225	5	0	5
	Suraj Kund	63786	83	4	0	4
	Leh Palace	37079	7298	5	3	8
	Avanti Swamin Temple Avantipur	28241	59	3	0	3
<b>Total</b>				<b>1083</b>	<b>720</b>	<b>1803</b>

**Annexure-1.1a:: Change in Visitor Arrivals at Monuments Proposed for Coverage in the Sample- 2015 to 2016**

Sr. No	ASI Circle	Monument	Visits in 2015		Visits in 2016	
			Domestic	Foreign	Domestic	Foreign
1	Agra	Taj Mahal	4146313	480008	4097897 (-1.17)	<b>395760</b> <b>(-17.55)</b>
2		Agra Fort	4713250	343776	1838440 (-60.99%)	<b>339667</b> <b>(-1.2%)</b>
3		Fatehpur Sikri	585407	229374	505195 (-13.7)	<b>144070</b> <b>(-37.19)</b>
4	Aurangabad	Ellora Caves	1469348	27947	1279272 (-12.94)	<b>26184</b> <b>(-6.31)</b>
5		Ajanta Caves	412971	23121	399854 (-3.18)	<b>22469</b> <b>(-2.82)</b>
6	Bengaluru	Daria Daulat Bagh, Srirangapatnam	955760	23264	892182 (-6.65)	<b>20863</b> <b>(-10.32)</b>
7		Tippu's Summer Palace, Bangalore	269938	12013	162816 (-39.68)	<b>30960</b> <b>(157.72)</b>
8	Bhopal	Western Group of Temple, Khajuraho	279467	65034	234731 (-16.01)	<b>55701</b> <b>(-14.35)</b>
9		Buddhist Monuments, Sanchi	281939	4949	256469 (-9.03)	<b>4354</b> <b>(-12.02)</b>
10		Gwalior Fort	298557	8742	230337 (-22.85)	<b>7867</b> <b>(-10.01)</b>
11	Bhubaneswar	Sun Temple, Konark	2709046	6336	1552729 (-42.68)	<b>3332</b> <b>(-47.41)</b>
12		Khandagiri & Udaigiri Caves	513228	2865	327867 (-36.12)	<b>1539</b> <b>(-46.28)</b>
13	Chandigarh	Suraj Kund	56908	106	63786 (12.09)	<b>83</b> <b>(-21.7)</b>
14	Chennai	Monuments- Mamallapuram	1048778	66258	989544 (-5.65)	<b>64260</b> <b>(-3.02)</b>
15		Gingee Fort	124841	2894	109476 (-12.3)	<b>2518</b> <b>(-12.99)</b>
16	Delhi	Qutub Minar	3316095	297840	2217955 (-33.12)	<b>334435</b> <b>(12.29)</b>
17		Red Fort	2930107	127426	2184613 (-25.44)	<b>75771</b> <b>(-40.54)</b>
18		Humayun's Tomb	800817	203501	598136	<b>147667</b>

Sr. No	ASI Circle	Monument	Visits in 2015		Visits in 2016	
			Domestic	Foreign	Domestic	Foreign
					(-25.31)	(-27.44)
19	Dharward	Gol Gumbaz, Bijapur	1040134	2714	923403 (-11.22)	4275 (57.52)
20		Pattadakal Group of Monuments	392334	6008	322639 (-17.76)	6392 (6.39)
21	Guwahati	Karenghar of Ahoms Kings, Sibsagar	172798	778	187794 (8.68)	720 (-7.46)
22		Ranghar Pavilion	100040	714	109163 (9.12)	586 (-17.93)
23	Hyderabad	Charminar	1531833	13252	1320511 (-13.8)	11523 (-13.05)
24		Golconda	1646609	21361	1565886 (-49)	21089(- 1.27)
25	Humpi Mini Circle	Zananna Enclosure & Vittala Temple	564396	38127	499100 (-11.57)	39258 (2.97)
26	Jodhpur	Chittourgarh	550235	19944	395666 (-28.09)	15650 (-21.53)
27	Kolkata	Hazardwari Palace	781142	1528	508535 (-34.9)	612 (-92)
28		Bishnupur Group of Temples	128202	424	77379 (-39.64)	225 (-46.93)
29	Leh	Leh Palace	28599	8323	37079 (29.65)	7298 (-12,3)
30	Lucknow	Residency	379067	3525	288794 (-23.8)	4686 (-32.94)
31		Jhansi Fort	271378	566	245470 (-9.55)	704 (24.4)
32	Mumbai	Elephanta Caves	691057	31444	392023 (-43.27)	39039 (21.15)
33		Kanheri Caves, Mumbai	324940	5305	394635 (21.45)	8569 (61.53)
34	Patna	Excavated Remainsat Nalanda	581211	22828	613706 (5.59)	26856 (17.64)
35	Sarnath	Excavated Remains of Sarnath	569869	89496	244323 (-57.13)	207 (-99.77)
36		Lord Cornwallis Tomb, Ghazipur	41746	71	591197 (1316.2)	88282 (124240.9)
37	Srinagar	Avantiswamin Temple Avantipur	35061	133	28241 (-19.45)	59 (-55.64)



Sr. No	ASI Circle	Monument	Visits in 2015		Visits in 2016	
			Domestic	Foreign	Domestic	Foreign
38	Trissur	Mattancherry Palace Museum	315252	112564	260456 (-17.38)	77634 (-13.03)
39	Vadodara	Rani-ki-Vav, Patan	442593	3160	318489 (-28.04)	3485 (10.28)
40		Sun TempleModhera	439624	3192	384149 (-12.62)	3539 (10.87)
All India			50988730	2620228	40167938	2379389

### Annexure- 1.2: Trend in Visitor Footfalls at Monuments in ASI Circles in 2015-16

S. No	ASI Circle	Domestic		Foreign		% Change-Dom. 2016/15	% Change-For. 2016/15
		2015	2016	2015	2016		
1	Agra Circle	10373368	7214794	1202552	1068521	-30.45	-11.15
2	Aurangabad Circle	4253537	3855656	75305	76658	-9.35	1.8
3	Bengaluru Circle	1889499	1748170	47456	64412	-7.48	35.73
4	Bhopal Circle	1975079	1564845	86291	74277	-20.77	-13.92
5	Bhubaneswar Circle	3325122	1991297	11400	5832	-40.11	-48.84
6	Chandigarh Circle	198670	201738	188	167	1.54	-11.17
7	Chennai Circle	1319570	1226126	70786	68174	-7.08	-3.69
8	Delhi Circle	9855921	6345404	652372	570443	-35.62	-12.56
9	Dharwad Circle	2464727	2198547	23666	28517	-10.8	20.5
10	Guwahati Circle	401346	432459	1707	1598	7.75	-6.39
12	Hyderabad Circle	3661315	3282714	36480	33760	-10.34	-7.46
13	Hampi Mini Circle	573296	506613	38127	39314	-11.63	3.05
14	Jaipur Circle	51271	36091	1896	1151	-29.61	-39.29
15	Jodhpur Circle	873691	784247	35392	28956	-10.24	-18.18
16	Kolkata Circle	1427706	888453	2023	373	-37.77	-81.51
17	Leh Mini Circle	28599	37079	8323	7298	29.65	-12.32
18	Lucknow Circle	908428	836403	21069	21727	-7.93	3.12
19	Mumbai Circle	3172878	3189000	56279	68158	0.51	21.11
20	Patna Circle	1239465	1243750	31136	38470	0.35	23.55
21	Raipur Circle	83985	52559	104	54	-37.42	-48.08
22	Sarnath Circle	937149	923155	90783	89085	-1.49	-1.87
23	Srinagar Circle	46575	39982	136	61	-14.16	-55.15
24	Shimla Mini Circle	163634	142149	3579	3733	-13.13	4.3
25	Thrissur Circle	652226	539963	113578	78086	-17.21	-31.25
26	Vadodra Circle	1111673	886744	9475	10563	-20.23	11.48
G. Total		50988730	2620228	40167938	2379388	-21.22	-9.19

### Annexure-1.3 : Trend in Visitor Arrivals at ASI Protected Monuments- 2015-16

S. No	Name of the Monument	Domestic 2015	Foreign 2015	Domestic 2016	Foreign 2016	Growth Domestic 2016/15	Growth Foreign 2016/15
<b>I</b>	<b>Agra Circle</b>						
1	Taj Mahal	4146313	480008	4097897	395760	-1.17	-17.55
2	Agra Fort	4713250	343776	1838440	339667	-60.99	-1.2
3	Akbar's Tomb, Sikandara	471006	29662	392458	27111	-16.68	-8.6
4	Fatehpur Sikri	585407	229374	505195	144070	-13.7	-37.19
5	Itimad-ud-Daulah	141505	68244	117623	132216	-16.88	93.74
6	Mehtab Bagh	181651	24924	175007	29345	-3.66	17.74
7	Ram Bagh	74568	177	57441	161	-22.97	-9.04
8	Mariam's Tomb, Sikandara	59668	26487	30733	191	-48.49	-99.28
	<b>Total</b>	<b>10373368</b>	<b>1202652</b>	<b>7214794</b>	<b>1068521</b>	-30.45	-11.15
<b>II</b>	<b>Aurangabad Circle</b>						
9	Ellora Caves	1469348	27947	1279272	26184	-12.94	-6.31
10	Bibi-Ka-Maqbara,	1396968	14427	1301278	19291	-6.85	33.71
11	Daulatabad Fort	608370	6816	541030	6156	-11.07	-9.68
12	Ajanta Caves	412971	23121	399854	22469	-3.18	-2.82
13	Pandaulena Caves,	274316	1092	234919	915	-14.36	-16.21
14	Aurangabad Caves	91564	1902	99303	1643	8.45	-13.62
	<b>Total</b>	<b>4253537</b>	<b>75305</b>	<b>3855656</b>	<b>76658</b>	-9.35	1.8
<b>III</b>	<b>Bengaluru Circle</b>						
15	Daria Daulat Bagh, Srirangapatnam	955760	23264	892182	20863	-6.65	-10.32
16	Chitradurga Fort, Chitradurga	494336	1166	450775	1341	-8.81	15.01
17	Keshava Temple, Somnathpur	169465	11013	242397	11248	43.04	2.13
18	Tippu Palace, Bangalore	269938	12013	162816	30960	-39.68	157.72
	<b>Total</b>	<b>1889499</b>	<b>47456</b>	<b>1748170</b>	<b>64412</b>	-7.48	35.73
<b>IV</b>	<b>Bhopal Circle</b>						
19	Roopmati Pavilion,	408694	2105	321094	1804	-21.43	-14.3
20	Royal Palaces, Mandu	393566	2618	306826	2268	-22.04	-13.37
21	Gwalior Fort,	298557	8742	230337	7867	-22.85	-10.01
22	Western Group of Temple, Khajuraho	279467	65034	234731	55701	-16.01	-14.35
23	Buddhist Monuments, Sanchi	281939	4949	256469	4354	-9.03	-12.02

S. No	Name of the Monument	Domestic 2015	Foreign 2015	Domestic 2016	Foreign 2016	Growth Domestic 2016/15	Growth Foreign 2016/15
24	Hoshang Shah's Tomb, Mandu	212727	2332	148023	1920	-30.42	-17.67
25	The Palace, Situated Burhanpur	73211	470	43464	351	-40.63	-25.32
26	Buddhist Caves	26918	41	23901	12	-11.21	-70.73
	<b>Total</b>	<b>1975079</b>	<b>86291</b>	<b>1564845</b>	<b>74277</b>	<b>-20.77</b>	<b>-13.92</b>
<b>V</b>	<b>Bhubaneswar Circle</b>						
27	Sun Temple, Konark	2709046	6336	1552729	3332	-42.68	-47.41
28	Udayagiri&Khandagiri Sites	513228	2865	327867	1539	-36.12	-46.28
29	Ratnagiri Monument	43520	506	67594	177	55.32	-65.02
30	Raja Rani Temple,	27688	1237	21141	667	-23.65	-46.08
31	Lalitagiri Monument	31640	456	21966	117	-30.58	-74.34
	<b>Total</b>	<b>3325122</b>	<b>11400</b>	<b>1991297</b>	<b>5832</b>	<b>-40.11</b>	<b>-48.84</b>
<b>VI</b>	<b>Chandigarh Circle</b>						
32	Sheikh Chilli's Tomb Thanesar	141762	82	137952	84	-2.69	2.44
33	Surajkund, Faridabad	56908	106	63786	83	12.09	-21.7
	<b>Total</b>	<b>198670</b>	<b>188</b>	<b>201738</b>	<b>167</b>	<b>1.54</b>	<b>-11.17</b>
<b>VII</b>	<b>Chennai Circle</b>						
34	Group of Monuments, Mamallapuram	1048778	66258	989544	64260	-5.65	-3.02
35	Gingee Fort, Gingee	124841	2894	109476	2518	-12.31	-12.99
36	Fort Museum, Thirumayam	51860	1154	46190	947	-10.93	-17.94
37	Rock Cut-Jain Temple, Sittanasal	35285	213	28658	197	-18.78	-7.51
38	Fort on Rock Dindigul	29463	169	24531	195	-16.74	15.38
39	Natural Caves with inscription Eladipattam, Sittannaval	28275	57	26767	37	-5.33	-35.09
40	Moovarkoil, Kodambalur	1068	41	960	20	-10.11	-51.22
	<b>Total</b>	<b>1319570</b>	<b>70786</b>	<b>1226126</b>	<b>68174</b>	<b>-7.08</b>	<b>-3.69</b>
<b>VIII</b>	<b>Delhi Circle</b>						
41	QutabMinar	3316095	297840	2217955	334435	-33.12	12.29
42	Red Fort	2930107	127426	2184613	75771	-25.44	-40.54
43	Humayun's Tomb	800817	203501	598136	147667	-25.31	-27.44
44	PuranaQuila	2010517	8581	920797	4738	-54.2	-44.78
45	JantarMantar	419438	6798	198430	3835	-52.69	-43.59

S. No	Name of the Monument	Domestic 2015	Foreign 2015	Domestic 2016	Foreign 2016	Growth Domestic 2016/15	Growth Foreign 2016/15
46	Safdarjung Tomb	152111	5293	99049	2932	-34.88	-44.61
47	KotlaFeroz Shah	116352	1155	61890	420	-46.81	-63.64
48	Tughluqabad	93316	1357	61396	593	-34.21	-56.3
49	Khan-I-Khana	13943	166	2276	47	-83.68	-71.69
50	Sultanghari' s Tomb	3225	255	862	5	-73.27	-98.04
	<b>Total</b>	<b>9855921</b>	<b>652372</b>	<b>6345404</b>	<b>570443</b>	<b>-35.62</b>	<b>-12.56</b>
<b>IX</b>	<b>Dharwad Circle</b>						
51	Gol-Gumbaz, Bijapur	1040134	2714	923403	4275	-11.22	57.52
52	Jaina&Vaishna Caves, Badami	518598	7457	452819	8309	-12.68	11.43
53	Group of Monuments (WH), Pattadakal	392334	6008	322639	6392	-17.76	6.39
54	Durga Temple Complex, Aihole	276776	5183	228144	5532	-17.57	6.73
55	Ibrahim Rouza, Bijapur	220566	2032	192077	3191	-12.92	57.04
56	Temple & Sculpture Shed, Lakkundi	16319	272	79465	818	386.95	200.74
	<b>Total</b>	<b>2464727</b>	<b>23666</b>	<b>2198547</b>	<b>28517</b>	<b>-10.8</b>	<b>20.5</b>
<b>X</b>	<b>Guwahati Circle</b>						
57	Karenghar of Ahoms Kings, Sibsagar	172798	778	187794	720	8.68	-7.46
58	RangharPavillion, Jaisagar	100040	714	109163	586	9.12	-17.93
59	Ahom Raja's Palace, GarhgaonDistt.Sibsagar	68541	154	71112	185	3.75	20.13
60	Group of four Maidams, CheraideoDistt. Sibsagar	42395	25	45119	60	6.43	140
61	Bishnudol, Joysagar	17572	36	19271	47	9.67	30.56
	<b>Total</b>	<b>401346</b>	<b>1707</b>	<b>432459</b>	<b>1598</b>	<b>7.75</b>	<b>-6.39</b>
<b>XI</b>	<b>Hyderabad Circle</b>						
62	Golconda	1646609	21361	1565886	21089	-4.9	-1.27
63	Charminar,	1531833	13252	1320511	11523	-13.8	-13.05
64	Warangal	161972	328	130004	397	-19.74	21.04
65	Chandragiri	108781	110	89460	63	-17.76	-42.73
66	Nagarjunakonda	69645	509	48816	212	-29.91	-58.35
67	Undavalli	95304	462	94161	329	-1.2	-28.79
68	Guntupalli	20923	99	21424	29	2.39	-70.71
69	MahastupaAmaravathi	26248	359	12452	118	-52.56	-67.13
	<b>Total</b>	<b>3661315</b>	<b>36480</b>	<b>3282714</b>	<b>33760</b>	<b>-10.34</b>	<b>-7.46</b>

S. No	Name of the Monument	Domestic 2015	Foreign 2015	Domestic 2016	Foreign 2016	Growth Domestic 2016/15	Growth Foreign 2016/15
<b>XII</b>	<b>Hampi Mini Circle</b>						
70	Zananna Enclosure & Vittala Temple	564396	38127	499100	39258	-11.57	2.97
71	Bellary	8900	25	7513	56	-15.58	124
	<b>Total</b>	<b>573296</b>	<b>38152</b>	<b>506613</b>	<b>39314</b>	-11.63	3.05
<b>XIII</b>	<b>Jaipur Circle</b>						
72	Deeg Palaces, Deeg Distt. Bharatpur	51271	1896	36091	1151	-29.61	-39.29
	<b>Total</b>	<b>51271</b>	<b>1896</b>	<b>36091</b>	<b>1151</b>	-29.61	-39.29
<b>XIV</b>	<b>Jodhpur Circle</b>						
73	Chittaurgarh	550235	19944	395666	15650	-28.09	-21.53
74	Kumbhalgarh	323456	15448	388581	13306	20.13	-13.87
	<b>Total</b>	<b>873691</b>	<b>35392</b>	<b>784247</b>	<b>28956</b>	-10.24	-18.18
<b>XV</b>	<b>Kolkata Circle</b>						
75	Hazardwari Palace	781142	1528	508535	112	-34.9	-92.67
76	Kochi Bihar Palace	518362	71	302539	37	-41.64	-47.89
77	Bishnupur Group of Temples	128202	424	77379	225	-39.64	-46.93
	<b>Total</b>	<b>1427706</b>	<b>2023</b>	<b>888453</b>	<b>374</b>	-37.77	-81.51
<b>XVI</b>	<b>Leh Mini Circle</b>						
78	Leh Palace	28599	8323	37079	7298	29.65	-12.32
	<b>Total</b>	<b>28599</b>	<b>8323</b>	<b>37079</b>	<b>7298</b>	29.65	-12.32
<b>XVII</b>	<b>Lucknow Circle</b>						
79	Residency, Lucknow	379067	3525	288794	4686	-23.81	32.94
80	Jhansi Fort	271378	566	245470	704	-9.55	24.38
81	States Sravasti	178228	16877	206883	15855	16.08	-6.06
82	Rani Mahal, Jhansi	18229	44	13902	36	-23.74	-18.18
83	Kalinjar Fort	61526	57	81354	446	32.23	682.46
	<b>Total</b>	<b>908428</b>	<b>21069</b>	<b>836403</b>	<b>21727</b>	-7.93	3.12
<b>XVIII</b>	<b>Mumbai Circle</b>						
84	Shaniwarwada, Pune	911093	8032	1269530	9079	39.34	13.04
85	Elephanta caves, Gharapuri, Mumbai	691057	31444	392023	39039	-43.27	24.15
86	Lenyadri Caves	495781	124	392023	171	-20.93	37.9
87	Kanheri Caves, Mumbai (Suburban)	324940	5305	394635	8569	21.45	61.53
88	Karla Caves, Karla	240871	2046	184406	1989	-23.44	-2.79
89	Raigad Fort	188225	168	187399	183	-0.44	8.93
90	Aga Khan Palace, Pune	181589	8195	230180	7994	26.76	-2.45

S. No	Name of the Monument	Domestic 2015	Foreign 2015	Domestic 2016	Foreign 2016	Growth Domestic 2016/15	Growth Foreign 2016/15
91	Caves, Temples & Inscription, Bhaja	50421	883	47454	1065	-5.88	20.61
92	Kolaba Fort	62381	71	66811	59	7.1	-16.9
93	Old Fort Sholapur	26520	11	24539	10	-7.47	-9.09
	<b>Total</b>	<b>3172878</b>	<b>56279</b>	<b>3189000</b>	<b>68158</b>	0.51	21.11
<b>XIX</b>	<b>Patna Circle</b>						
94	Excavated Remains at Nalanda	581211	22828	613706	26856	5.59	17.64
95	ShershahSuri's Tomb	303720	222	245102	269	-19.3	21.17
96	Ancient site of Vaishali Kolhua	148567	7202	167347	10556	12.64	46.57
97	Remains of Patliputra, Kumrahar, Patna	148693	346	165844	453	11.53	30.92
98	Excavated Site Vikramshila, Antichak	57274	538	51751	336	-9.64	-37.55
	<b>Total</b>	<b>1239465</b>	<b>31136</b>	<b>1243750</b>	<b>38470</b>	0.35	23.55
<b>XX</b>	<b>Raipur Circle</b>						
99	Laxman Temple, Sirpur	83985	104	52559	54	-37.42	-48.08
	<b>Total</b>	<b>83985</b>	<b>104</b>	<b>52559</b>	<b>54</b>	-37.42	-48.08
<b>XXI</b>	<b>Sarnath Circle</b>						
100	Excavated remains at Sarnath	569869	89496	244323	207	-57.13	-99.77
101	Old Fort (Shahi fort) Jaunpur	266044	270	60811	507	-77.14	87.78
102	Lord Cornwallis Tomb, Ghazipur	41746	71	591197	88282	1316.18	124240.85
103	Observatory Man Singh (Man Mahal) Varanasi	59490	946	26824	89	-54.91	-90.59
	<b>Total</b>	<b>937149</b>	<b>90783</b>	<b>923155</b>	<b>89085</b>	-1.49	-1.87
<b>XXII</b>	<b>Srinagar Circle</b>						
104	Avantiswamin Temple Avantipur, Distt. Pulwama	35061	133	28241	59	-19.45	-55.64
105	Palace complex at Ram Nagar, Distt. Udhampur	5722	1	6176	0	7.93	-100
106	Group of Temples at KiramchiDistt. Udhampur	5792	2	5565	2	-3.92	0
	<b>Total</b>	<b>46575</b>	<b>136</b>	<b>39982</b>	<b>61</b>	-14.16	-55.15
<b>XXIII</b>	<b>Shimla Mini Circle</b>						
107	Kangra Fort, Kangra	127738	2468	116467	2687	-8.82	8.87

S. No	Name of the Monument	Domestic 2015	Foreign 2015	Domestic 2016	Foreign 2016	Growth Domestic 2016/15	Growth Foreign 2016/15
108	Rock Cut Temple, Masrur	35896	1111	25682	1046	-28.45	-5.85
	<b>Total</b>	<b>163634</b>	<b>3579</b>	<b>142149</b>	<b>3733</b>	-13.13	4.3
<b>XXIV</b>	<b>Thrissur Circle</b>						
109	Bekal Fort Pallikkare, Distt. Kasargode	336974	1014	279507	452	-17.05	-55.42
110	Mattancherry Palace Museum, Kochi	315252	112564	260456	77634	-17.38	-31.03
	<b>Total</b>	<b>652226</b>	<b>113578</b>	<b>539963</b>	<b>78086</b>	-17.21	-31.25
<b>XXV</b>	<b>Vadodra Circle</b>						
111	Sun Temple Modhera	439624	3192	384149	3539	-12.62	10.87
112	Rani-ki-Vav, Patan	442593	3160	318489	3485	-28.04	10.28
113	Jama Masjid, Saherki Masjid, Champaner-Pavagadh	148507	2104	147648	2038	-0.58	-3.14
114	Buddhist Caves, Junagadh	79648	1004	35974	862	-54.83	-14.14
115	Baba Pyara & Khapra Kodiya Caves, Junagarh	1301	15	484	639	-62.8	4160
	<b>Total</b>	<b>1111673</b>	<b>9475</b>	<b>886744</b>	<b>10563</b>	-20.23	11.48
	<b>Grand Total</b>	<b>50988730</b>	<b>2620228</b>	<b>40167938</b>	<b>2379389</b>	-21.22	-9.19
	<i>Source: Min. of Tourism, Govt. of India</i>						



<b>Annexure-2.3 : Details of Amount Sanctioned under PRASAD Scheme</b>			
<b>Sl. No.</b>	<b>State</b>	<b>Name of the Project</b>	<b>Amount Sanctioned (Rs. In Crore)</b>
<b>Year- 2014-15</b>			
1.	Bihar	Development of basic facilities at Vishnupad temple, Gaya, Bihar	4.29
2.	Uttar Pradesh	Development of Mathura-Vrindavan as Mega Tourist Circuit (Ph-II)	14.93
3.	Uttar Pradesh	Construction of Tourist Facilitation Centre at Vrindavan, Distt. Mathura	9.36
4.	Odisha	Infrastructure Development at Puri, Shree Jagannath Dham- Ramachandi-Prachi River frontat Deuli under Mega Circuit	50.00
<b>Year – 2015-16</b>			
1	Punjab	Development of Karuna Sagar Valmiki Sthal at Amritsar	6.45
2	Rajasthan	Integrated Development of Pushkar/Ajmer	40.44
3	Andhra Pradesh	Development of Amaravati Town, Guntur District of Andhra Pradesh as Tourist Destination	28.36
	Assam	Development of Kamakhya Temple and Pilgrimage Destination in and around Guwahati.	33.98
4	Bihar	Development at Patna Sahib	41.54
<b>Year – 2016-17</b>			
1	Gujarat	Development of Dwarka	26.23
2	Tamil Nadu	Development of Kanchipuram	16.48
3	Tamil Nadu	Development of Velankanni	5.60
4	West Bengal	Development of Belur	30.03
5	Jammu & Kashmir	Development of Hazratbal	42.02
<b>Year – 2017-18</b>			
1	Andhra Pradesh	Development of Srisailem Temple	47.45
2	Madhya Pradesh	Development of Omkareshwar	40.67
3	Uttar Pradesh	Pradesh Cruise Tourism in River Ganga, Varanasi	10.72

### Annexure-2.1: State/Ut-Wise Domestic and Foreign Tourist Visits, 2016

Sr. No.	State/UT	2016		In percentage	
		Domestic	Foreign	Domestic	Foreign
1	A&N Island	384552	15466	0.0	0.1
2	Andhra Pradesh	153163354	341764	9.5	1.4
3	Arunachal Pradesh	385875	6598	0.0	0.0
4	Assam	5160599	12685	0.3	0.1
5	Bihar	28516127	1010531	1.8	4.1
6	Chandigarh	1182504	31549	0.1	0.1
7	Chhattisgarh	16534471	9220	1.0	0.0
8	Dadra & Nagar Haveli	589074	1891	0.0	0.0
9	Daman & Diu	826201	5669	0.1	0.0
10	Delhi	28460832	2520083	1.8	10.2
11	Goa	5650061	680683	0.4	2.8
12	Gujarat	42252909	343752	2.6	1.4
13	Haryana	7382995	331291	0.5	1.3
14	Himachal Pradesh	17997750	452770	1.1	1.8
15	Jharkhand	33389286	169442	2.1	0.7
16	J & K	9414579	63207	0.6	0.3
17	Karnataka	129762600	461752	8.0	1.9
18	Kerala	13172536	1038419	0.8	4.2
19	Lakshadweep	8716	753	0.0	0.0
20	Madhya Pradesh	150490339	363195	9.3	1.5
21	Maharashtra	116515801	4670049	7.2	18.9
22	Manipur	150638	3064	0.0	0.0
23	Meghalaya	830887	8476	0.1	0.0
24	Mizoram	67238	942	0.0	0.0
25	Nagaland	58178	3260	0.0	0.0
26	Odisha	12842766	76361	0.8	0.3
27	Puducherry	1398289	117437	0.1	0.5
28	Punjab	38703326	659736	2.4	2.7
29	Rajasthan	41495115	1513729	2.6	6.1
30	Sikkim	747343	66012	0.0	0.3
31	Tamil Nadu	343812413	4721978	21.3	19.1
32	Telangana	95160830	166570	5.9	0.7
33	Tripura	370618	36780	0.0	0.1
34	Uttar Pradesh	211707090	3156812	13.1	12.8
35	Uttarakhand	30505363	117106	1.9	0.5
36	West Bengal	74460250	1528700	4.6	6.2
<b>Total</b>		<b>1613551505</b>	<b>24707732</b>	<b>100</b>	<b>100</b>

## Annexure-2.2: State-wise Density of Tourists in India- 2016

Sr. No	States/UT's	Tourist Density (Per Sqkm)
1	Andaman & Nicobar Island	62.3
2	Andhra Pradesh	1196.8
3	Arunachal Pradesh	6.2
4	Assam	75.1
5	Bihar	368.6
6	Chandigarh	13846.3
7	Chhattisgarh	143.1
8	Dadra & Nagar Haveli	1013.3
9	Daman & Diu	1500
10	Delhi	21480.1
11	Goa	2165.2
12	Gujarat	279.7
13	Haryana	112.3
14	Himachal Pradesh	295.5
15	Jharkhand	446.4
16	J & K	310
17	Karnataka	1120.2
18	Kerala	429.9
19	Lakshadweep	367.1
20	Madhya Pradesh	273.6
21	Maharashtra	403.9
22	Manipur	8.2
23	Meghalaya	54.2
24	Mizoram	3.7
25	Nagaland	6.4
26	Odisha	98.4
27	Puducherry	3587.3
28	Punjab	909.3
29	Rajasthan	151.9
30	Sikkim	211
31	Tamil Nadu	3013.9
32	Telengana	831.5
33	Tripura	49.3
34	Uttar Pradesh	1198.9
35	Uttarakhand	668.6
36	West Bengal	983.4
	<b>All India Average</b>	<b>603.5</b>

<b>Annexure-3.1: What Bothered Visitors During Visit Monument- Foreign (In%)</b>					
<b>Sr. No.</b>	<b>Variables</b>	<b>Rank 1</b>	<b>Rank 2</b>	<b>Rank 3</b>	<b>Rank 4</b>
1	Lack of toilets/ washrooms	26.5	19.5	14.4	10.4
2	Lack of provision for drinking water	15.2	18.6	10.7	8.0
3	Lack of cleanliness and mechanism to collect garbage	7.6	9.0	16.7	10.9
4	Inaccessible amenities and facilities	3.1	12.7	7.4	10.4
5	Poor upkeep of monument	4.5	7.7	7.9	12.9
6	Poor signage and its visibility	6.7	4.5	7.0	13.4
7	Poor safety and security arrangements	3.1	4.1	7.4	8.5
8	Trouble from touts	14.3	6.8	8.8	8.5
9	Lack of good guides	7.2	7.2	8.8	6.0
10	Lack of discipline among the visitors	4.5	1.8	1.4	4.0
11	Lack of proper information about monument	1.8	2.3	1.9	1.5
12	Long queues for entry	5.4	5.9	7.4	5.5
<b>Total</b>		<b>288</b>	<b>271</b>	<b>265</b>	<b>251</b>

<b>Annexure-3.2: What Bothered Visitors During Visit Monument- Domestic (In%)</b>					
<b>Sr. No</b>	<b>Variables</b>	<b>Rank-1</b>	<b>Rank-2</b>	<b>Rank-3</b>	<b>Rank-4</b>
1	Lack of toilets/ washrooms	29.4	17.3	12.0	8.0
2	Lack of provision for drinking water	23.0	20.7	8.4	7.4
3	Lack of good guides	6.3	6.2	5.0	6.4
4	Long queues for entry	6.3	7.8	8.1	4.5
5	Inaccessible amenities and facilities	6.1	8.0	13.4	13.8
6	Poor signage and its visibility	5.8	6.5	8.6	11.9
7	Lack of cleanliness and mechanism to collect garbage	5.3	6.2	13.9	9.0
8	Trouble from touts	5.3	7.8	8.6	9.3
9	Lack of proper information about the monument	4.1	5.2	5.3	3.5
10	Poor upkeep of monument	3.5	6.5	8.1	13.5
11	Lack of discipline among the visitors	2.5	4.4	4.2	3.9
12	Poor safety and security arrangements	2.3	3.6	4.5	8.7
<b>Total</b>		<b>395</b>	<b>387</b>	<b>359</b>	<b>311</b>





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