

Preservation & Packaging of Heritage Impacts on the Economic Growth – A Case of Bhubaneswar.

Dr. Md. Sabir Hussein ,Asst. Professor, IITTM
&
Anasuya Swain, Asst. Professor,CEB

Abstract (Heritage tourism has its importance due to its contribution towards economic growth. As the unemployment is a current issue – be solved through the heritage tourism in turns of economic gain with employment opportunities. Bhubaneswar full with number of heritage like temples, caves, inscriptions, and sculptures can attract the tourist and may bring the economic growth for Odisha. This Heritage city is lacking its attraction of its own due to the lack of packaging for this site. This paper is to determine whether there is any link between preservation with packaging for heritage and economic development. Here both field study and interview method is taken as the research method. Field study covers the different heritage sites of Bhubaneswar whereas the interview is held by taking the population of pilgrimage at Lingaraj temple, Dhauli & Khandagiri hill. The practical implication of this study is pointing out the possible policies and necessary actions may be taken by the government authority and creation of awareness among the all the public, being the temple city full with sustainable Heritage & monuments)

Keywords: Heritage, Economic growth, packaging, preservation

Introduction:

Heritage management is a key source for tourism development, is a good service sector with billions of revenue generation. Heritage management is an attempt to increase revenue, marketing which typically increases visitors numbers which is the most common measure of tourism success. visitors number increment need marketing strategy like service deliveries towards the tourist (What they want subject to the necessity of site protection). Bhubaneswar the capital of Odisha, temple city of India with number of temples, caves, inscription attracts the tourist to visit this place which is lacking packaging and preservation and creates dissatisfaction among the consumers and Booming migration, is just working as Boomerang for the city in which it is found that Bhubaneswar is going to lose its natural beauty due to lack of proper planning with issue of social spat, segregation and block the tourists repetition of visit to this place and indirectly decrement of the revenue, Here the authors has to find out the cause and effect of preservation and packing of heritage and how it can enhances the economic growth with the interpretation and analysis of data, which is collected through field study and interview method.

Literature review

Number of researchers has the study on heritage management and packaging of the heritage sites of world in general with some research work in India and Odisha particular. Here the author has to show some brief description of previous study which helps in various ways to them to make the field study in an effective way.

According to the South African White paper on Arts and culture drafted by the department of Arts culture (1996)¹ heritages the sum total of wildlife and seeing parks, sites of scientific and historical importance, national monuments historic buildings works of art, literature and music, oral traditions and museum collections and their documentation which provides the basis for a shared culture and creativity in the Arts.

Mascardo (1996)² analyzed the importance of interpretation as a visitor management tool for relieving pressure on a heritage site. He explains that crowding and in appropriate behavior such as touching delicate surfaces, littering and vandalisms can be minimized by effective interpretation conservation by providing a positive visitor experience.

According to Fyall and Garrod (1998)³, the main issues for heritage attractions are satisfying the expectations of visitors and managing their impacts, without compromising the authenticity of the visitor experience.

Pentice (1998)⁴ had with the experiment and have the findings of heritage interpretation for the tourism development and economic growth where as heritage interpretation refers of making heritage sites understandable meaningful to visitors.

Harrison (2000)⁵ emphasized upon the accessibility and told heritage interpretation should be accessible to visitors.

Beeton (2003)⁶ suggests five de-marketing tools that can be incorporated into the marketing of attractions in combination with visitor management. The tools may be as -

- Educating potential visitors with marketing and promotional literature.
- Encouraging specific desirable marketing while discouraging and undesirable one.
- Publicizing alternative sites
- Limiting permitted activities either seasonality /entirely
- Making once to a fragile areas more difficult

Apostolk (2003)⁷ has done the research on marketing & tourism and have the findings that marketing in heritage content is directed at repackaging the initial product to make the product more appealing and accessible to the mass market.

Poria (2003)⁸ with the fact that tourists visit to historic attraction for different reason should be selected in the marketing heritage site.

Wicks (2004)⁹ in his work emphasized upon the mouth of words as promotional tool and best strategy for marketing rather the number of visitors, He in his research work explained attracting more visitors may not always be the best strategy, therefore, visitor numbers should not be the measure of success . Accordingly, the target audience should be visitors that spend the most money, have a quality learning experience respect the local population and have the least impact on resources.

Misiura (2006)¹⁰ had the study on heritage management with the findings of marketing in business setting, that how itself a process and delivers what the tourist wants subject to the necessity of site protection.

Here the authors emphasizing upon the preservation and packaging tool to the heritage sites of Bhubaneswar the capital of Odisha for the enhancement of satisfaction the pilgrims directly and indirectly the revenue generation tool may help to achieve economic prosperity of Odisha general and Bhubaneswar particular with sustainability of its scenic beauty .

Objectives of the Study

- Find out the pilgrim's suggestion and satisfaction after visiting this site.
- Why the preservation and packaging is required for this site?
- How it will revenue generating tool and enhances the economic growth.

Methodology of the Study

Here the authors have taken both the secondary and primary source of data for the study, whereas the primary data are collected through the scheduled interview of the pilgrims in their visit to Bhubaneswar and field study for the investigation for the ambience and scenic observation of the site, with the findings of the result thereof through analysis.

Sample:

Here 100 pilgrims of different parts of India and abroad in their visit to Odisha particularly in Bhubaneswar are taken as the subject for the study. In the field study on the various heritage sites is held to observe the reality requirement of packaging and preservation with addition of opinion of visitors through their interview.

Measures: The data was collected by using interview schedule from the respondents, where as Questions are asked in different languages just like as Odiya, Hindi and English for the conveyance of the pilgrims and the responses were noted.

Study Area: Bhubaneswar is the state capital of Odisha with its heritage sites.

Procedure:

All the collected data through field study and interview schedule were analyzed and interpreted with the help statistical tools.

Interpretation and conclusion is derived by taking both the primary and secondary data.

Analysis and Interpretation:

After number of visits with the different heritage sites all over the Bhubaneswar particularly Lingarj temple, Dhauli &Khandgiri hill and its adjacent regions, the dissatisfactory findings was held with the ambience for this heritage site. The Lingaraj temple and its adjacent regions ambience is full with dust, dustbins, bushes and unnecessary plants over the temples near to this big one, Polluted water in the various ponds near to it with the bad smell of rotted particles at the Bindu sagar, the Pond which exists in

this periphery . Dhauli the Heritage with 3rd century to 11th century also create much dissonance among the authors, though government authority has taken many preventive measures for this site with the lack of public awareness and with issue of dustbin Management. Here the rock cut caves are neglected filled with plants and bushes may leads to the impermeable loss to this heritage site. One cave with brahmi scripts near to the Dhavalesavara temple at Dhauli also with same condition, which is a total model for our future successor from our ancestors. Here preventive measures should be taken for the protection of this cave, as local people said this joint path between the Dhauli Hill and Khandagiri Hill . Khandagiri another important Heritage site is also neglected. Here lack of public awareness develops the scribbling on the walls, storage of garbage in different parts of hill with Polythene bags and plastic plates and glass which may has its bad impact upon sustainability of this heritage site. After these findings, its impact upon the tourist is also taken into view and interview was held with the findings as below.

Table -1(Demographic profile of survey respondents)

Demographic characteristics	(N=100)	Frequency	percentage
Gender	Male	61	61%
	Female	39	39%
Age	30-43	12	12%
	44-54	23	23%
	55-65	65	65%
Highest level of Education	High school	63	63%
	College	33	33%
	University	4	4%

Demography of respondents-Table-1 reveals that more male people are the pilgrims where as people above the of 55 are more interested enough for the visit of the site and among the visitors more people are with their education high school level . From this analysis we can take an interpretation that, authority has to take various policies in such way that the age group above 55 with high school level of education can be benefited and satisfied, for this reason we can take the different variable and their study to find out the pilgrims' dissatisfaction, which is in the table-2.

Table-2 (Pilgrims' perception towards heritage Bhubaneswar)

Impact variable	Mean	S.D	Correlation coefficient
Repeating of visit	3	.650	.432
Cleanliness of the site	2	.415	.123
Easy to reach at destination	2	.410	.511
Historical attraction	1	.377	.798
Quality of accommodation	2	.354	.371
Local transportation service	1	.253	.180
Purpose of visit	1	.123	.380

safety & security	1	.253	.607
-------------------	---	------	------

Table-2 exhibits the interpretation that people are not so much interested enough to come again due to certain other factors like as cleanness of the site, easy to reach at the destination, historical attraction, quality accommodation, local transportation service, purpose of the visit and safety and security in this spot. Cleanness of the site, local transportation service, easy to reach the destination creates dissatisfaction among the number of pilgrims which creates them not to come to the site again, whereas people are coming to the place due to historical attraction with the safety and security present here in Bhubaneswar. Many tourists are attracted to this place due to the spiritual purpose rather than the entertainment and spare of holidays or vacation. All the variables has the positive correlation coefficient with the repetition of visit to the site, for this reason, if improvement will be held in these factors ,then visitors to this site will increase and will also generate the revenue by which economic growth of Odisha will also possible .

Suggestions

Packaging and preservation of the heritage sites has the demand for creation of awareness. Nothing is small, only the proper care is required which can generate the public awareness. The Authority and aware citizens should take certain steps to protect the heritage sites and prohibit the degradation of natural scenic sites with the growth of adaptation of different preservation and packaging tools may be as follows –

- Prevent ourselves and others from scribbling on the walls
- Participating in the cleanliness Drives
- Being a part of the (adopt a Heritage “ initiative permeating awareness around about these monuments and their importance)

Conclusion

Sustainable development of the heritage sites has the demand for preservation and packaging of the monuments and presentating of the site as the show case to the next generation as the contributions or achievements of our ancestors has the request for a little effort from each Odia which can create a drastic changes that will make these, the present and future generations of Odisha and above over the world- To be proud of India.

References

1. White paper on Arts, culture and Heritage, *Department of Arts, culture, Science and Technology, Pictoria*, 4th June 1996.
2. Moscardo,G.(1996) ,”Mindful visitors Heritage and tourism “, *Annals of Tourism Research* , vol-23, No-2,P.p- 377-397.
3. Fayall,A. and Garrod ,B. (1998) , “heritage tourism at what Price ?” , *Managing leisure* , vol-3 , No-4,PP.213-228.
4. Prentice,c. R. , Witt,F. s. & hamer, c. ,”Tourism as experience , The Case Of Heritage Parks “, *Annals of Tourism Research* , January 1998 , Vol- 25(1) :PP.1-24.
5. Harrison, D. ”Development Theory and Tourism And Tourism In Developing Countries :What has Theory ever done for Us?” ,*IJAPS*, Vol-11,SeptemberI,53-82,

6. Beeton, S. (2003), "Swimming Against the Tide –Integrating Marketing with Environmental Management via De-marketing ", *Journal of Hospitality and Tourism Management*, Vol-10, No-.2, PP.95-107.
7. Apostolakis ,A(2003), " The Convergence Process in Heritage Tourism ", *Annals of tourism Research* " vol- 30, No-4 , PP. 795-812.
8. Poria,y. (2001) , "Challenging the present approach to heritage Tourism is tourism to heritage places heritage tourism ?" *Tourism Review*, No- 56 Vol-1,pp.51-53.
9. Wicks , B. , Hasara ,K. and Lakshtanova ,Y. (2004) , " Valimir Tourism Development Plan "available online :<http://WWW.serendipityrussia.com>
10. Misiura ,S. (2006),*Heritage Marketing* ,Oxford :Butterworth-Heinemann.

