

Capacity Building at Heritage Sites of Kota city through Tourism Strategies

Dr. Surabhi Srivastava
Post Doctoral Scholar- Heritage Tourism
University of Kota
Rajasthan, India

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Tourism has developed into the largest and fastest growing industry, with more than 800 million travellers travel every year. This sector is also the biggest provider of employment, in other words every 12th job is performed in a tourism related area. Tourism plays a main role and has contributed into a global income and constitutes more than 10% of global spending.

Tourism constitutes a multidimensional phenomenon that followed the evolution of man. Nowadays, it constitutes a social necessity or even a social right as this is recorded by the increasing number of tourists. The aim of promoting tourism is to increase the net benefits to rural people, and increase their participation in managing & developing the tourism product. If more tourists' arrival can be raised in rural areas, particularly in ways that involve high local participation in decisions and enterprises, then poverty impacts are likely to be enhanced. Though recent industry development in tourism is paying more attention to local actors and impacts at the destination level, it is argued that structural causes of uneven and unequal development will dampen any potential positive impacts related to poverty alleviation in developing countries. Tourism can turn local cultures into commodities when religious rituals, traditional ethnic rites and festivals are reduced and sanitized to conform to tourist expectations, resulting in what has been called "reconstructed ethnicity." Once a destination is sold as a tourism product, and the tourism demand for souvenirs, arts, entertainment and other commodities begins to exert influence, basic changes in human values may occur. Sacred sites and objects may not be respected when they are perceived as goods to trade.

Tourism and Employment

Tourism primarily relates to movement of people to places outside their usual place of residence, pleasure being the usual motivation. It induces economic activity either directly or indirectly, sometimes in places beyond those visited. This could be in terms of economic output or in terms of employment, besides other social and infrastructural dimensions. Therefore, for a holistic approach to tourism development, it is necessary that reliable statistics on tourism sector and analysis based on tourism statistics are available to the policymakers for decision making.

Tourism is widely recognised as a labour - intensive service sector. In addition, the nature of the sector is such that the multiplier and spill over effects are generally expected to be higher than other sectors. Tourism also generates employment for workers at all levels of skill (ESCAP 1996). But, for the reasons given above in respect of income and output no direct estimates of employment in tourism are possible on the basis of the prevalent scheme of generating statistics at the sectoral and sub - sectoral levels.

Travel & Tourism generated 22,320,000 jobs directly in 2013 (4.9% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

By 2024, Travel & Tourism will account for 28,081,000 jobs directly, an increase of 2.1% pa over the next ten years.

The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 35,438,500 jobs in 2013 (7.7% of total employment).

Total contribution of Travel & Tourism to GDP

2008	2009	2010	2011	2012	2013	2014
8.9	2.8	5.8	8.0	8.0	5.5	7.5

Direct contribution of Travel & Tourism to employment

2008	2009	2010	2011	2012	2013	2014
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7.7	-5.0	-3.5	1.5	0.7	0.5	2.5
Total contribution of Travel & Tourism to employment						
2008	2009	2010	2011	2012	2013	2014
-17.4	-5.6	-2.1	2.7	1.2	0.5	2.7

Direct contribution to GDP – GDP generated by industries that deal directly with tourists, including hotels, travel agents, airlines and other passenger transport services, as well as the activities of restaurant and leisure industries that deal directly with tourists. It is equivalent to total internal Travel & Tourism spending within a country less the purchases made by those industries (including imports).

Direct contribution to employment – the number of direct jobs within the Travel & Tourism industry.

Total contribution to GDP – GDP generated directly by the Travel & Tourism sector plus its indirect and induced impacts.

Total contribution to employment – the number of jobs generated directly in the Travel & Tourism sector plus the indirect and induced contributions.

I. LITERATURE REVIEW

Tourism industry has attained the stature of a major player in the new economic order. Global tourism is dominated by transnational corporations, having national and local tourism development initiatives. Many nations see tourism as a means for speedy economic development. In an increasingly globalizing world the small-scale societies are keen to participate in the development process on their own terms. It is widely acknowledged in the academic literature that the notions of culture, heritage and tourism are inextricably linked (Richards 1996; McManus 1997; Leslie and Sigala 2005).

Understanding the place where these terms are interrelated with archaeology as the subjects of tourists' interests requires an in depth analysis of the available conceptual definitions. Baran (2008) seeks to clarify the term of archaeo tourism stating that it is focused on the promotion of passion and conservation of the historical archaeological sites. Prentice (1994 cited in McManus 1997) looks into the question of heritage from the tourism perspective stressing its commercial dimension. He notices that not only does it comprise the elements traditionally indicated in various definitional approaches, such as landscapes, buildings, traditions etc., but it also refers to every aspect of heritage that can be promoted as a commodity. In the era of globalization and mass tourism development the case is similar in relation to broadly understood culture (Reisinger 2009) and archaeology (Baram and Rowan 2004). It has been noted by Alzua, O 'Leary and Morrison (1998), there are no standardized and generally accepted definitions of cultural and heritage tourism, and thus the exhaustive assessment of the nature of these tourism phenomena poses a challenge. At his attempts at defining the concepts, Richards (2001) looks into cultural tourism, reporting that the learning function is the basic element that differentiates it from other forms of tourism.

II. OBJECTIVES OF THE STUDY

1. To explore and create an awareness about the heritage sites in and around Kota.
2. To assess the employment opportunities from tourism development.
3. To create a tourist circuit comprises the sites of Kota and Rawatbhata.
4. SWOT analysis of tourists places of Kota region.

In order to fulfill the above objectives following null hypothesis have been formulated.

- The Local inhabitants have clear perception about the economic potential of heritage sites of Kota.

III. SCOPE & RESEARCH METHODOLOGY

This study pledges several contributions to the existing body of knowledge. From a theoretical/academic perspective, this study establishes a theoretical framework that entails residence image, economic benefit from tourism and attachment to the community as antecedents of residents' perceptions of tourism impacts and support for tourism development.


IV. RESEARCH DESIGN

During the research design process of the current study, the researcher, governed by the positivism paradigm, selected the quantitative approach as it best suits the aim and objectives of the current study. Considering the sampling design, and since the aim was to gather a representative sample of the population, without having access to the random sampling frame consisting of the residents of these areas, aged 18 years and above, a combination of random and multistage sampling will be selected.

The research work is conducted by the personal interaction of local inhabitants with the researcher. It is an **exploratory research** which will be based on **survey method** and will follow a **case study approach**.

Two types of questionnaire (five point scale & open) had been formulated. After the collection of the data, a series of statistical tests will be performed for testing the research hypotheses. Apart from primary data, secondary data are collected from UIT, Kota, ASI, Kota, State department of Archaeology and Museum, Tourism offices, Labour department, N.G.O's. and other social groups.

KOTA
HISTORIC CITY
HERITAGE CITY
PILGRIM CENTRE
EDUCATIONAL CITY

Princely city: Kota (कोटा)	
Region	Hadoti
19th-century flag	
Independence from:	Bundi State
State existed:	1579-1949
Dynasties	Rajput Chauhan, Hada
Capital	Kota

Kota is located along eastern bank of the Chambal River in the southern part of Rajasthan. The cartographic coordinates are 25.18°N 75.83°E. It covers an area of 318 km² (3.63 per cent of the Rajasthan State). It has an average elevation of 271 metres (889 ft). The district is bound on the north and northwest by Sawai Madhopur, Tonk and Bundi districts. The Chambal River separates these districts from Kota district, forming the natural boundary

The city of Kota is situated at a center of the southeastern region of Rajasthan a very region widely known as Hadoti, the land of the Hadas. Kota lies along the banks of the Chambal river on a high sloping tableland forming a part of the Malwa Plateau. The Mokandarra hills run from southeast to northwest axis of the town. The historical places and temples are getting surrounded by signs of modern development.

The history of the city dates back to the 12th century AD when the Hada clan, a Chauhan Rajput chieftain, Rao Deva, conquered the territory and founded Bundi and Hadoti. Later, in the early 17th century, during the reign of the Mughal Emperor Jahangir, the ruler of Bundi - Rao Ratan Singh, gave the smaller principality of Kota to his son, Madho Singh. Since then Kota became a hallmark of the Rajput gallantry and culture.

Description	2011	2001
Actual Population	1,951,014	1,568,525
Male	1,021,161	827,128
Female	929,853	741,397
Population Growth	24.39%	27.55%
Area Sq. Km	5,217	5,217
Density/km²	374	301
Proportion to Rajasthan Population	2.85%	2.78%
Sex Ratio (Per 1000)	911	896

Child Sex Ratio (0-6 Age)	899	912
Average Literacy	76.56	73.52
Male Literacy	86.31	85.23
Female Literacy	65.87	60.43
Total Child Population (0-6 Age)	255,056	250,910
Male Population (0-6 Age)	134,341	131,262
Female Population (0-6 Age)	120,715	119,648
Literates	1,298,345	968,781
Male Literates	765,396	593,065
Female Literates	532,949	375,716
Child Proportion (0-6 Age)	13.07%	16.00%
Boys Proportion (0-6 Age)	13.16%	15.87%
Girls Proportion (0-6 Age)	12.98%	16.14%

Kota district comprises of

	2001	2011	Increase
No. of sub-Districts	5	8	3
No. of Towns	11	11	0
No. of Statutory Towns	4	4	0
No. of Census Towns	7	7	0
No. of Villages #	892	874	-18

Tourism potential at Kota Town

Pre Historic Sites

The cave shelters and cave paintings of prehistoric man through stone, copper and iron ages to early history have been discovered in Hadoti.

Alniya-The rock shelters on the banks of Alniya river, 20 Km from Kota have some of the most primitive paintings depicting animal figures, geometrical designs and hunting scenes. The experts consider them to be as old as 25000 to 30000 years.

Fort and Palaces

Garh Palace, Kota-

The palace complex of Kota holds the place of pride for the Hada rulers, who had put the foundation of their expanding empire at the same place where the chief of Bhil tribals was slain. The Chambal river provided natural protection to the palace from three sides.

Waterfalls

Chattaneshwar, Karneshwar, Alina Dam, Gabernath, Kota Barrage, Chambal garden and Rana Paratap Sager Dam in Kota and Sita bari, Kapil Dhara waterfalls are the spots of spontaneous beauty and tranquility in Baran district.

Places Of Pilgrimage

The rulers and their subjects welcomed and assimilated the migrants of all faiths and beliefs. Some of the most sacred places of Jainism, like Chandkheri, Keshorai patan, Unhel and the rock cut Buddhist monasteries are found in Hadoti.

Mathuradhish Temple is the most important seat of Vallabhacharya sect of the devotees of Lord Krishna. In 18th century, the then ruler of Kota, Durjanshal brought the image of Lord Krishna from Bundi.

V. HERITAGE SITES

Bhand Deora temple are beautifully carved pillars are famous for their erotic depictions. These temples are situated about 40 km. from Baran. The Shiv Mandir of Ramgarh was built in 10th century and are based on the Khujraho style. Due to the Maithun Statues, the place is named as Bhand Devra. This temple is

situated on the bank of pond and is now under the Archaeological department. This temple is known as **Rajasthan's mini Khajuraho**.

Termed as Masterpiece of the 8th century, **Kansua Mandir** at Kota is indeed a picturesque beauty. The auspicious Shahestra Shivling is also considered to be holy and auspicious. Shilalekh inscribed within the wall in the Kutil script of 8th century. The Shiva Lingam that presides over the Kansua Temple, Kota, Rajasthan is indeed a spectacular manifestation of human imagination. It is not a normal Shiva Lingam with one head; but it is a magnificent four headed Shiva Lingam carved out from stone.

Formerly a palace, the **Maharao Madho Singh Museum** is named after the first ruler of Kota State. The museum houses a superb collection of Rajput paintings, exquisite sculptures, frescoes and armory. In the present days, this museum is also known as the Government Museum as it is managed by the government of Rajasthan. Majority of the artifacts seen in Brij Vilas Palace Museum, belong to the locality and hence, is a rich tribute to the rulers of Kota and Bundi kingdoms. Since the place was ruled by Hadoti dynasty since long, the Palace was built by them probably around 12th to 15th century AD.

The intricate carvings and exquisite images offer a fine example of craftsmanship at **Badoli Temples**. 8 km away, on the way to Rana Pratap Sagar Dam lies an oldest and most spectacular temple complexes in Rajasthan belonging to the 9th century AD. It is built a little before the classical period of temple building. The craftsmanship seen here is stunning. The carvings and the figure of Natraj, Shiva as cosmic dancer, on the door of the mandap are bewitching. The main temple is Ghatেশwara Temple, which features some impressive columns. Although it is one of the best preserved temples here, some of its figures have been damaged. Many of the sculptures from the temple are displayed in Brij Vilas Palace Museum in Kota.

VI. WILD LIFE PROTECTED AREAS

The district Kota. has three wildlife sanctuaries and a number of excellent Bird watching sites are suggested for those who wish to see resident and migratory birds in their natural habitat.

Darrah Sanctuary- It is situated between two parallel running hills of Mukandara range. The Panther is the top predator surviving in Darrah. The Sloth bear, Hyena, Scaly ant eater, Jungle cat, Four horned antelope, Sambhar Spotted deer, Bluebull and Civets are frequently sighted.

The Jawahar Sagar sanctuary- Shares its boundary with Darrah and Chambal Gharial sanctuary and also their flora and fauna.

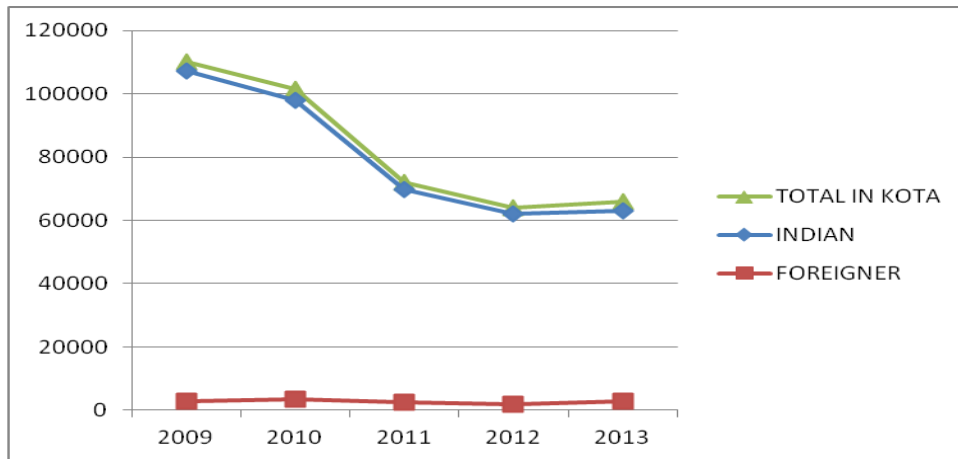
National Chambal Gharial Sanctuary-It is a rare riverine sanctuary of India. The length and the bank of the Chambal river between Jawahar Sagar dam in Rajasthan. The highly endangered Marsh crocodile and endemic Indian Indian Gharial have ever since flourished in the river.

VII. HANDICRAFTS

Though Kota is known as an educational hub but its scenic beauty and the natural surroundings comprising luxuriant vegetation, dense forests greatly influenced artists. The Kota-Bundi School is an important school of the Rajasthani style of Indian miniature paintings. Doria saris can be found only in Kota. The city also celebrated for its painted ceramics and black painted pottery, filigree work (thin strands of silver or gold wound around ornaments), calico (heavy cotton cloth) printing and lacer work on toys and inexpensive ornaments.

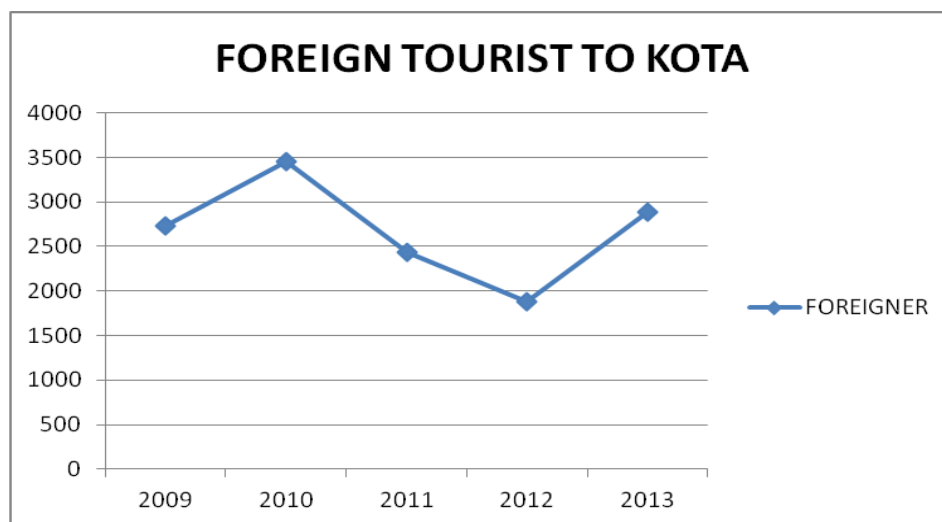
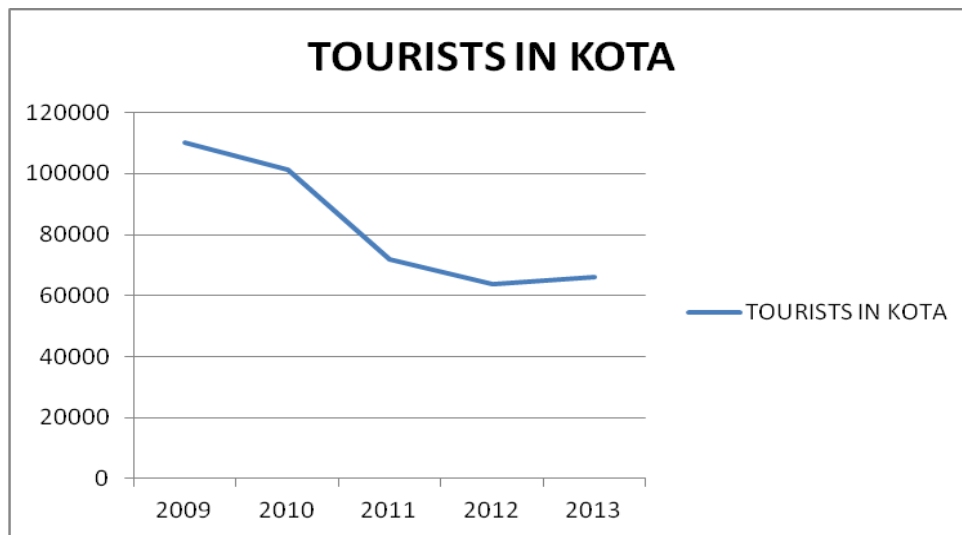
Tourist Arrivals

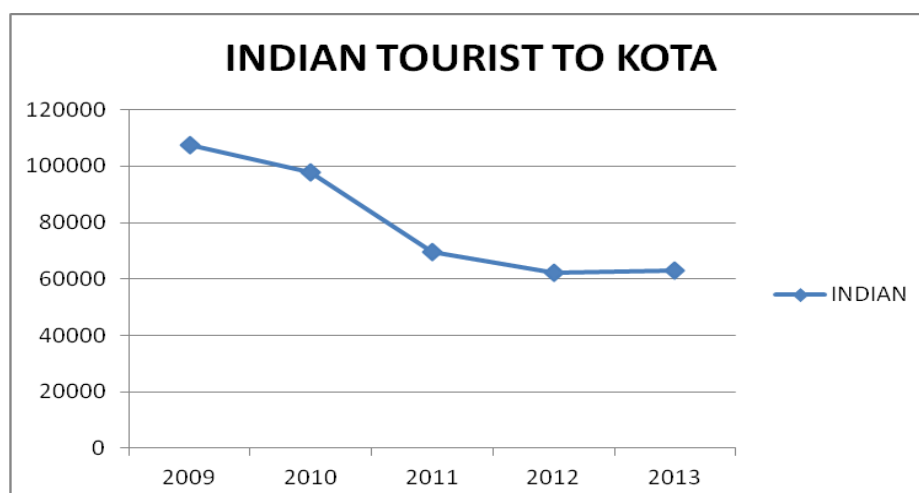
	2009	2010	2011	2012	2013
INDIAN	107358	97971	69640	62029	63015
FOREIGNER	2732	3450	2441	1881	2889
TOTAL IN KOTA	110090	101421	72081	63910	65904
RAJASTHAN		26822400	28489297	31735312	30063201



Above line diagram clearly shows that among total number of tourist arrivals to Kota maximum are indian tourist.

To analyse the frequency of tourist arrivals since last 4 years to Kota, separate line chart had prepared.





There is a far difference between arrivals of Indian and international visitors. From 2009, Indian tourist arrival falls down continuously whereas International visitor rises from 2009 to 2010 and then it falls another 2 years and then again it rises in 2013.

Forecast of Tourist Arrivals (Nos.)

		2021
Kota	Domestic	305242
	Foreign	15048
	Total	320290
Hadoti	Total	572230

(Reference: MoTAC-Department of Tourism ,Final Report on Perspective Plan for Tourism in Rajasthan)

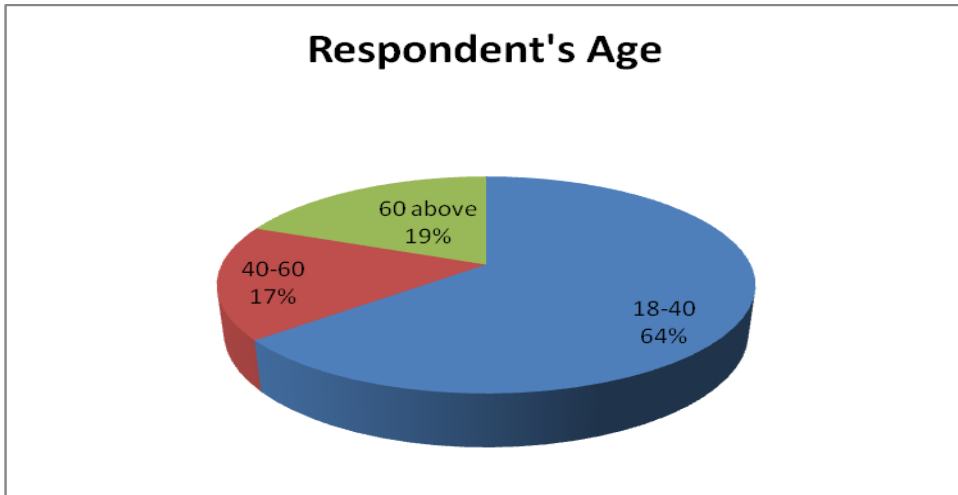
VIII. ANALYSIS AND INTERPRETATION OF RESPONSES

Conservation, protection and rejuvenation of tangible heritages are the key tools for area development. In addition to that different strategies of marketing and branding are equally important and significant. To implement these strategies community support is very crucial part. To find out and understand the opinion of the local people in this regard researcher herself met with 200 people of different localities of Kota. She prefers to cover the areas which are near to any heritage sites, small shopkeepers and also academicians.

Inhabitants of Kota People (200 Respondents)

PROFILE OF THE RESPONDANTS

Age	Respondents
18-40	128
40-60	34
60 above	38



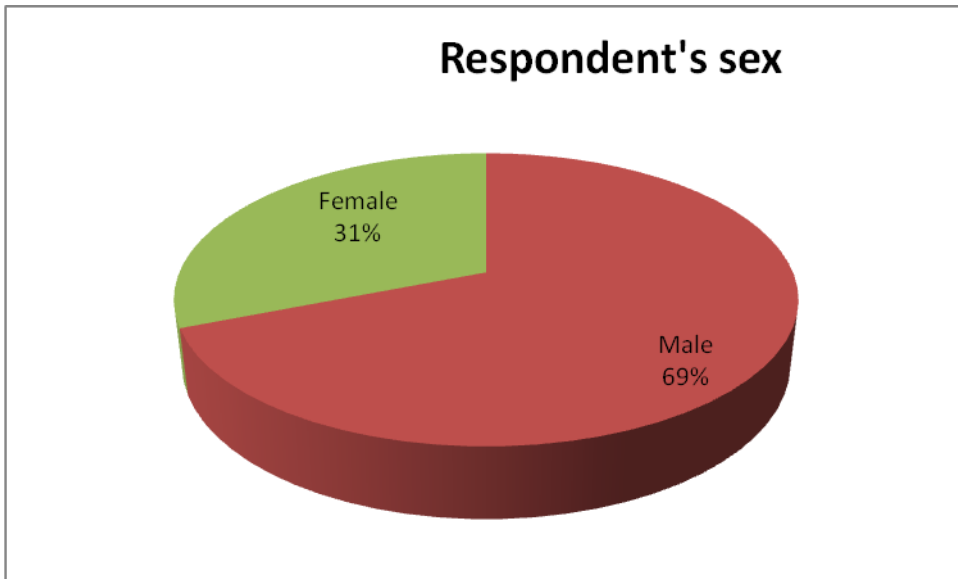
Sex

Male

138

Female

62



Religion

Hindu

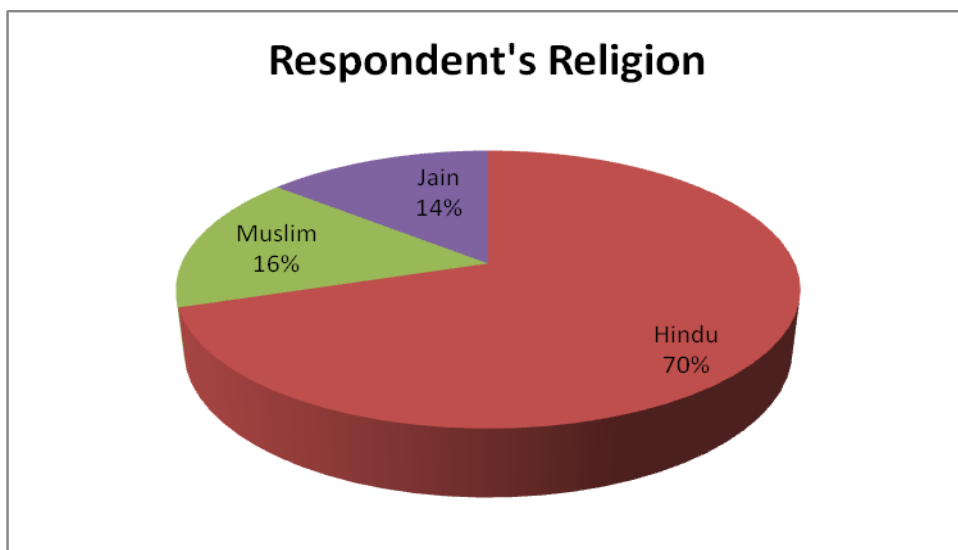
140

Muslim

32

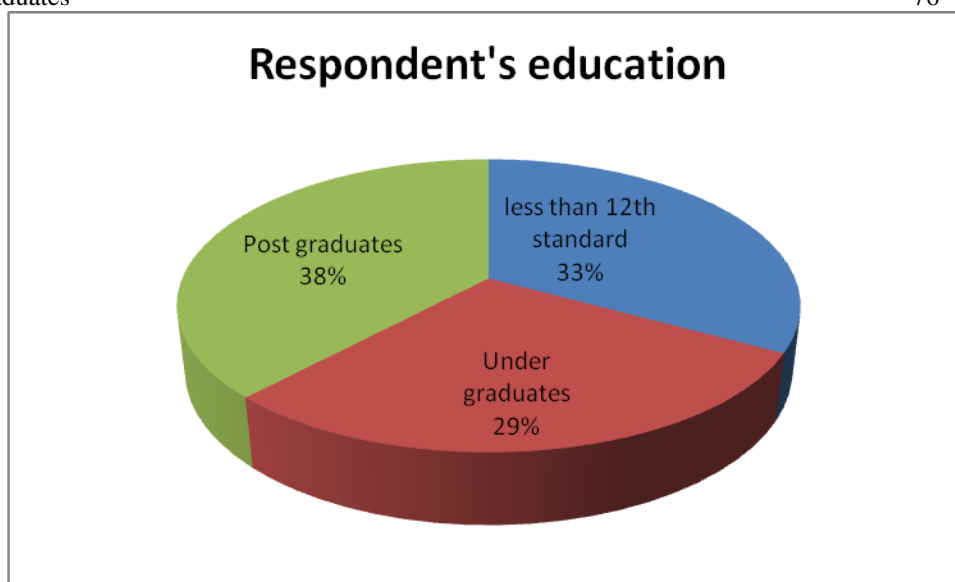
Jain

28



Education

less than 12th standard	66
Under graduates	58
Post graduates	76



Responses From Kota People

Sample size: 200

S.No.	QUESTIONS	RESPONSES				
1.	Since how many years you live in Hadoti region.	Since birth	5 years	10 years	25 years	more than 25 years
		48	33	55	45	19
2.	what do you think regarding job opportunities in hadoti region	Very good	Good	average	low	don't know
		25	40	62	51	22
3.	what do think about tourists arrivals in your region	Very good	Good	average/okay	not good	don't know
		41	56	66	14	23
4.	Is there any impact on you due to tourists arrivals	very much	Little	very low	no impact	don't know
		36	52	28	69	15
5.	If yes then what kind of impact	Economic	Social	religious	cultural	Environmental
		52	35	35	25	53

6.	which kind of places would you like to visit	heritage sites	Natural sites	religious	cultural	don't know
		51	53	38	25	33
7	Is there any heritage in & around your region	so many	Little	No	may be	don't know
		29	112	13	23	23
8	Do you have any historical or architectural idea about these heritage sites	so much	Little	very less	no idea	don't know
		26	82	35	35	22
9	If Indian-international tourists visits in your region what will be the job opportunities	wide opportunity	little opportunity	very low	no impact	don't know
		34	78	27	44	17
10	whether huge amount of rupees spend in old temples, monuments' renovation is right step of government	Definitely	Surely	hopefully	not at all	don't know
		35	61	21	69	14
11	whether you feel insecure due to tourists arrivals	very much	Yes	sometimes	never	don't know
		12	6	21	154	7
12	what do you say about the development of your region	very good	Good	not good	bad	Worst
		38	82	32	36	12
13	whether you helped any tourists	many times	Once/ two	Never	Not interested	Not remember
		5	28	107	55	5
14	Is there any chances for tourism development	Definitely	Surely	hopefully	not at all	don't know
		36	62	43	39	20
15	If you are supposed to count the heriatge sites what will be the number	more than 15	ten -fifteen	five-ten	less than 5	don't know
		11	33	82	69	5
16	which place is ideal for tourists in Hadoti region	Kota	Bundi	Jhalawar	Baran	Rawatbhata
		10	128	32	8	22

The researcher met and inquires with the employees of various middle class hotel and the only heritage hotel, Ummed bhawan, to find out the reality behind tourist arrivals. The structured questionnaire was given to them. Only employees of Ummed bhawan knows little bit about the historical significance of heritage sites. Rests of hotel employees are not aware about the heritages of their region. Most of the employees were not bothered as they responded that it's an educational city not a tourist place. During survey the researcher realized that domestic as well as international visitors wanted to visit these sites but lack of awareness makes these sites and tourist left over alone.

Same questionnaire were prepared and given to the employees of different class of hotels. The result was as expected and very much similar as driver's responses. The appalling result shows that in every question weightage percentage is same as driver's response.

Hypothesis Testing

In order to fulfill our objectives following hypothesis has been formulated:

- The Local inhabitants have clear perception about the economic potential of heritage sites of Kota.

To test the significance of hypothesis chi square technique is being used:

Expected numbers	34	52.66667	53.33333	38.33333	21.66667
observed numbers	25	40	62	51	22
Deviation	9	12.66667	8.66667	12.66667	0.333333
Deviation Squared	81	160.4444	75.11111	160.4444	0.111111
(O-E)/E		2.382353	3.046414	1.408333	4.185507

Degree of freedom: 4-1= 3

X²= 11.02774

By looking at the chi square table we can see that P = ≥ 0.01. This means that the probability of the results occurring by chance is much less than 0.01 and therefore the null hypothesis should be rejected.

Now it had been statistically proved that the Local people have no idea about the potential economic benefits of tourism development in Kota.

SWOT analysis of tourism development in Kota city

Kota city is now known as educational town. Youngsters belongs to different states visits and stays here for coaching classes and tries to fulfill their dreams of becoming doctors, engineers and CA,CS etc. Kota city had a beautiful and glorious history. Many historians like Dr. Mathura Lal Sharma, Dr. Jagat Narayan Srivastava, had worked on reviving and restoring history and culture of Kota. By going through their books one could be able to understand that the history doesn't starts from separation from Bundi. It had historical background from vaidik period as four yuup had found near Barwa(village near Kota) depicting and inscripted pillars showed and proved the existence of vaidik period. Then another temple found during excavation which belongs to the Gupta period, another belongs to late Maurya period and so on.

These temples with beautiful architecture of that time depicting many historical truth and shown its existence. These assets are not completely explored and also not used for tourism promotion. If these jewel could properly promoted or explored, many researcher of different fields will visit for further study, many archaeolovers would love to visit these sites.

Proposed Tourism Srtategies

The development of a strategic tourism plan for a destination is an articulation of the strategic priorities and direction that have been identified by stakeholders for the planning, development, management and marketing of a region. Strategic Plans for destinations have been called Destination Management Plans, Tourism Action Plans or Sustainable Tourism Plans in different regions. A strategic plan for destination management is essential for the long-term success and sustainability of a destination.

Following are the key strategies to develop and promote tourism within the study area.

- Sustainable Tourism development Strategy
- Eco tourism Strategy
- Propoor tourism Strategy
- Responsible Tourism Strategy
- Geotourism Strategy
- Nature based tourism strategy

Above Strategies will foster support for tourism by leveraging existing links with government, the private sector and communities where heritage and conservation are important. Other key stakeholders are the Department of Local & regional Government that supports economic development across the State and fosters community initiatives that broadly represents community interests.

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