

Strengthening and Managing the Heritage in Madhya Pradesh : A Case Study of Shivpuri

Abstract

'Heritage Tourism' as a recognized industry is a modern development. Tourism which is based on heritage where heritage is core of the product that is offered and heritage is the main motivating factor for the consumer. India, specially Madhya Pradesh offers a number of natural, cultural and heritage attractions for tourists. Form the ancient times, this part of the country has been the centre for art and culture. Shivpuri is one of the important place for tourist attractions. There are various weaknesses and problems like lack of integrated leadership, lack of public education and awareness, uneven quality in site, a restoration and interpretation, inadequate visitor service infrastructure and lack of aggressive marketing. In this paper an attempt has been made to focus on some of the emerging issues of resource interpretation and sustainable planning and strengthening of the heritage tourism of Shivpuri of Madhya Pradesh which is prime concerned.

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Introduction

Strengthening a site is to help Finance Management Operations. A portion of visitor fees should be set-aside to help finance managing activities. The site manager should decide which type of visitors to target in a managing campaign on the basis of the site's policy and management objectives.

Dividing visitors into groups according to their characteristics, referred to as market segmentation, permits managers to set up well-directed managing links between different consumers and organizations.

Knowing how tourists inform themselves on a site they wish to visit will help identify where to focus managing efforts. Developing a theme using a site's central message for the park's management helps develop marketing and managing materials.

An analysis of strengths, weakness, opportunities and threats (SWOT) can be used to identify gaps between a site's management strategy and tourism trends. Managers without sufficient time or staff to carry out managing tasks may consider seeking outside assistance.

Developing a site's "tourism identity" is an essential element of a managing strategy. International tourist guidebook can be a free source of management. Brochures can be used to distribute site information to a wide range of audiences.



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Cultural managing, like the conservation of our natural resources, depends upon political leadership, the resources of civil society, and the popular will. While cultural heritage managing has not yet become as engrained in the American consciousness as conservation of nature, the movement is growing as greater numbers of people and organizations see cultural courses critical to the nation's memory. While most managing efforts are undertaken through private initiative, more people are thinking of our shared cultural heritage as also a public good.

What is needed to take heritage tourism to the next level requires leadership, vision, action investment and education.

The point of managing the heritage sites will be my point of discussion. Some are given below:

- A campaign to identify India's heritage resources.
- Strategies to promote presentation and development of heritage resources at the state and local level.
- Standards to guide presentation, interpretation and development of visitor services, infrastructure of heritage sites.
- An aggressive heritage tourism marketing campaign with regional forces.
- A technical assistance and training initiative for heritage tourism organization, sites and practices.
- A business development component
- A strong public education and awareness initiative.

Literature Review

Madhya Pradesh is rich in history, heritage, culture, archaeology, tribes, communities, folklore but unfortunately it has not got international status yet from any of the agency. None of the international bodies have yet taken up any kind of work at these areas or assessed its international significance. This region is very strong in Heritage and hence can become a hot heritage tourist destination of many heritage lovers of Germany, Greek, Europe, America, London. Infact some of the developed areas of this region experience the regular visit of international scholars and tourist.

From time to time many researches and documenting is being undertaken by International scholars and learned persons belonging to different part of world like USA, America, Spain, Sweden, northern Ireland, UK, Denmark etc.

To Quote few main findings; Dr.Dwarkesh worked on wall paintings of Chambal Region, USA, Ms.Stella on Yogini Temples, Spain, Dallen J. Timothy have worked on Heritage Tourism in 21st Century: Valued Traditions and New Perspectives from Arizona State University, Arizona USA, Stephen W Boyd, University of Ulster, Northern Ireland, Kevin Hannam University of Sunderland, UK, Chris Halewood, Denmark,, Naga Collins-kreiner, Israel, Joy D.Gatrell, USA etc.

Heritage is regarded as one of the most significant and fastest growing components of tourism (Alzua, O'Leary and Morrison 1998; Herbert 1995). It is referred to as something, which needs to be managed (Cheung 1999) and marketed (Bennett 1995) differently. The subject is of increasing interest from a range of disciplines and its study is perceived as useful for understanding social behavior of individuals and society as a whole (Hewison 1987; Nuryanti 1996). The word heritage in its broader meaning is generally associated with the world inheritance; that is something transferred from one generation to another. (Nuryanti 1996). Owing to its role as a carrier of historical values from the past, heritage is viewed as part of the cultural traditions of society. The concept of tourism, on the other hand, is really a form of modern consciousness. Tourism's fundamental nature is dynamic, and its interaction with heritage often results in a reinterpretation

of the latter. In its essence, the relationship between heritage and tourism parallels the debate that takes place within a society's culture between tradition and modernity.

Researches have been focused on the growing "Heritage Industry" (Hewison 1987), natural (Hall 2000), built (Laws 1998) elements. The word heritage has been employed in both cultural and natural contexts (Hall and McArthur 1993; Herbert 1989; Yale 1992; Zeppel and Hall 1992). In the cultural arena, heritage can be used to describe material forms such as monuments, historical or architectural remains and artefacts on display in museums; or immaterial forms such as philosophy, traditions and art in all its manifestations; the celebration of great events or personalities in history; distinctive ways of life; and education as expressed, for example, through literature and folklore (Hamengkubowono X 1993; Herbert 1989; Zeppel and Hall 1992).

Built heritage refers to historic buildings and Structures. They often enjoy statutory protection by legislation such as Ancient Monuments Acts, Archaeological Areas Act, or National Heritage Acts (Herbert 1989; Prentice 1993). Legislative recognition of historic buildings and structures usually occurs because they have some special significance or architectural merit deemed worthy of preservation (Herbert 1989). Legislation increases awareness, promotes protection and stimulates activities for the preservation, restoration and display of the heritage properties (Nuryanti 1996). Built heritage is very often recognized simply as one form of cultural heritage as stated in the "United Nations World Heritage Convention Concerning Protection of the World Cultural and Natural Heritage" (Hewison 1989, Ross 1991).

Heritage tourism is a major "new" area of tourism demand, which almost all policy makers are now aware of and anxious to develop (Richard 1996). Heritage tourism", is now a major pillar of the nascent tourism strategy of the European Commission (1992). The assumptions that all these cultural tourism strategies have in common are that this is a major growth area that is can be used to boost local culture, and that it can aid the seasonal and geographic spread of tourism (Richard 1994). Many policies also make the assumption that tourists are interested in a generalized cultural or heritage product and that the cultural heritage of one region is just as good as the next for the purposes of developing tourism.

Recent studies of cultural and heritage tourism (Hall and McArthur 1993; Heeley 1989; Hewison 1987; Fowler 1989) have tended to concentrate on the power of tradition, which implies stability or continuity, whereas tourism involves change.

Objectives

Heritage is perceived by our multinational society as having a quality or significances that makes it worth preserving for its own sake and for the appreciation of current and future generations.

- i. To develop and strengthen heritage sites which include development infrastructure tourism business and human resources.
- ii. To examine cultural and heritage tourism management.
- iii. To explore the possibilities to attract higher income tourists to generate more income for rural community.
- iv. To study the relationship between cultural-heritage and sustainable tourism in rural areas of Shivepiri.

Hypothesis

In order to substantiate the proposed objectives, the following hypotheses have been formulated:

- Ho₁ Development and strengthening of heritage sites have not lead satisfactory improvement of infrastructure, tourism business and human resources so far.
- Ho₂ Management of heritage sites in Madhya Pradesh is not as per requirements and satisfactory.

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- Ho₃ The actions taken so far to explore the possibilities to enrich people of rural areas needs more attention of the involved agencies.
- Ho₄ Cultural and heritage tourism has not been given much importance as crossroad towards the sustainable development in the rural areas of Shivepuri of M.P.

Scope of the Study

Heritage and cultural tourism is relatively a new phenomenon, though traveling for cultural or historic motivation has been popular since the ancient times. Interestingly the deep interest and motivations of tourist has lead the culture and heritage developed as a significant attraction of the various places contributing for the more influx of the tourist to the destination thereby adding a value and importance of culture and heritage of the destination. Realizing this perspective, all countries have identified and developed the sites, monuments, festivals, culture, etc as a resource for tourism development.

Problems and Issues

Tourism plays an important role in the over all development of the country in Madhya Pradesh, however, the benefits of tourism have been limited to small pockets and only small number of people. The present problem has been dealt in two folds the first section of the study is due to indepth analysis of tourist attractions comprising of accessibility, resource attraction and climatology of recreation, demographic profile of local people as well as their socio economic background. The second part is related to visitor interpretation including tourist motivation, places of their origin, expenditure pattern, their perception and expectations, further possibilities and problems of tourism development, conservation and development majors. It is also noticed that the allocation of funds for tourism management are not so encouraging because of low priority given to tourism development as a result the state government is not in a position to make significant improvement in the development of tourist facilities. It would therefore be necessary to find out ways and means to supplement the affords of the state government in this field.

It has also been observed that despite having a rich cultural heritage and abundance of natural attractions, sometimes the destination is unable to improve the quality of life. Thus, a study of the socio-economic benefits and tourism of the local residence or the community and the financial resources it generates is important.

The number of important monuments and sites in India is also great that a single tour to discover the multifarious facts of its wonderful heritage is not enough. Nevertheless, it will give us an admirable glimpse into the Indian history and heritage. There are various weaknesses and problems.

- Lack of integrated leadership.
- Lack of public education and awareness.
- Uneven quality in site restoration and interpretation.
- Inadequate visitor service infrastructure.
- Lack of aggressive marketing.

Research Design / Frame Work of the Study

Methodology

The present study has been conducted in selected places of Madhya Pradesh, the sample respondents comprising pilgrims, village heads, local tourism entrepreneurs, government officials and tourists from different socio-economic category of society. The empirical data has been collected to understand the market potential for rural tourism to evaluate its positive and negative impact on the society, especially in the area of environment, economy and socio-culture. Surveye has been conducted using sampling method. Primary data has been collected from 1000

respondents by administering them a detailed questionnaire, personal interviews, discussions and observations. The secondary data has been collected from different sources.

Non-Parametric Statistical Analysis

For the purpose of analyzing the collected data, mean, standard deviation and skewness, standard error of skewness have been used. In order to study the uniformity in the views of various respondents, chi-square (c^2) test has been applied.

Questionnaire Design

Pilot survey has been undertaken for pre-testing the questionnaire. Questionnaire has been edited in the light of the results of the pilot survey. The questionnaire has include 15 statements relating to identification of potentialities, protection, preservation, conservation, development, strengthening of cultural and heritage tourism in rural areas of Shivpuri of Madhya Pradesh.

Scaling

Five scales i.e. Strongly Agree, Agree, Uncertain, Disagree and Strongly Disagree have been taken into consideration.

Limitations of the Study

- Some of the conclusions are based on the estimates, assumptions, observations and informal interviews.
- Sample size remains medium.

A Case Study of Shivpuri

The district is bounded on the North by Morena, Gwalior and Datia districts, on the East by Jhansi district of U.P, on the West by Kota district of Rajasthan and on the South by Guna district. The district headquarter Shivpuri is located on NH-3 (Agra-Bombay National Highway) at a 113 Km from Gwalior and 98 Km from Guna. The district is mostly laid out over small hill tops covered with deciduous forests where the slope is gentle with verdant vegetation and good forests round about, the landscape is generally pleasing.

Rivers and Drainage

There are for main rivers namely The Parwati, The Sindh, The Kuno and The Betwa, which pass through the district. The Parwati is a tributary of Sindh River and joins it near Pawaya in Gwalior district .It is perennial but not navigable. The Sindh enters from Guna district and flowing north for a while than towards east forming the boundary between Gwalior and Datia districts and finally flows through Bhind to join the Chambal. The Kuno is tributary of the Chambal. It flows north from Shivpuri district to Morena and joins the Chambal. The Betwa or Vetravati rises in Raisen district and flows through Raisen, Vidisha, Guna, Shivpuri and Jhansi districts. Mata Tila Dam is across this river.

The Flora

The species of trees commonly found in the district are Khair, Kardhai, Dhow, Salaj, Tendu, Palas, Mahua, Karch, Karey, Saja, Koha, Jamun, Saj.Dhaman Kaim, Semal, Tinach and Amaltas.

The Fauna

Wild life has been steadily declining in the district, due to indiscriminate shooting and cutting of forests. In ancient times the forests were thick and a good number of animals could be seen. The district has a national park where a good number of animals can be watched and admired. The following animals are still found.

Nahar tiger, tendua–panther, ladaya jackal, lakkad baggha hyena, Bhalu, Sloth bear (*Melxerus ursinus*), Sambhar, suar, wild bear (*Sus cristlatus*), Lomdi-fox, Chinkara (*Gasells benetti*), Kala Hiran–black buck and Langur black faced monkeys.

Among the main common birds, the following are found the common Myna, Shikra Hawk, The common Crow, The commons gray house Crow and all black crows, the harival green Pigeon, the Grey jungle fowl, The Mor-Peacock, Jungle bush Quail and bustard Quail.

Tourism

Shivpuri is enriched with various tourist attractions. Shivpuri has the big attraction of its natural beauty and vast cultural heritage. Shivpuri, in the state of Madhya Pradesh, was once the summer capital of the Scindia clan of Gwalior and earlier, its dense forests were the hunting grounds of Mughal emperors when great herds of elephants were captured by Emperor Akbar. Much later, it was the Tiger that roamed the wooded hills and many a magnificent beast was 'bagged' by royal Shikaris. Today Shivpuri is a sanctuary for rare wildlife and avifauna. Its royal past has thus been transformed into a vibrant, hopeful present. Shivpuri has numerous palaces and lakes, which reminds of the splendor this place must have seen during the rein of Scindias.

Madhav National Park

Madhav National Park lies between Agra-Bombay road and Jhansi-Shivpuri Road. It is spread over an area of 157.58 Sq. Kms. A drive through the park watching animals is very exhilarating experience. The Park is haven for wildlife and wildlife – buffs. The park remains open throughout the year and boasts of large numbers of chinkara, Indian gazelle and chital.

The nilgai, sambar, chausingha, blackbuck, sloth bear, leopard and the common langur are the other inhabitants of the sprawling park. The national park is equally rich in bird life; Chandpata, the artificial lake, is the winter abode of migratory geese, pochard, pintail, teal, mallard and gadwall. Other residents include the cormorant, laggar falcon, paradise flycatcher and golden oriole. Loud cracking notes of whitebreasted kingfisher flying past, harsh crocking of grey heron or quacking of spotbill duck and numerous lesser whistling teals resting at the bank of lack with a leg tucked away and head folded back in to the body; and cheetal grazing here or nilgiri browsing there in the forest, add to the charm. The dynamism of the dry deciduous forest at the Park is unbelievable. Soothing lush green, impenetrable vegetation all over during the monsoon wither to desolate brown and Grey in summer, It nevertheless remains full of life Indeed, Madhav National Park is an oasis in the midst of habitation and cultivation.

Birds' Wildlife

Madhav is well known for the migratory waterfowl, which arrive from the North (mainly Siberia) to winter on and around the lakes. Dr. Salim Ali, world-famous ornithologist, has suggested that the lake be developed as a bird sanctuary and steps are now being taken to ensure that this is carried out. Bird life on the lake features many geese and ducks- whilst around the shores may be found several species of herons as well as storks and cranes. Taking the Lake view road, as described in circuit 3 may best see these.

Bird life in the forests is also plentiful, with many of the species typical of the habitat. A particularly good area for bird viewing is where the track crosses the wide, rocky stream, which flows, from the Waste Weir. Here there are annually Red-wattle lapwings, Large pied Wagtails, Pond herons and often a White-breasted kingfisher. Numerous other species may be seen, especially at dawn or dusk when the birds fly in to drink.

The following list shows some of the commoner and more conspicuous birds to be found in and around the Park - Large cormorant, Painted stork, Grey heron, Spoonbill, Purple heron, White ibis, Pond heron, Grey lag goose, Large brown dove, Grey duck, Spotted dove, Vulture, Red turtle dove, White-backed vulture, Blue rock pigeon, Common pariah kite, Spotted owl, Black-winged kite, House swift, Marsh harrier, Common kingfisher, Shikra, white, breasted kingfisher, Laggar falcon, Small pied kingfisher, Eurasian kestrel, Little bee-eater, Common fowl, Indian roller, Common sandgrouse, Hoopoe, Painted sandgrouse, Wryneck, Sarus crane, Mahratta

woodpecker, Indian moorhen, Red-rumped swallow, Red-wattled lapwing, Wiretailed swallow, Green sandpiper, Bay-backed shrike, Grey shrike, Blossom-headed parakeet, Rose-ringed parakeet, Purple sunbird, Large cuckoo-shrike, Red-vented bulbul, Plain prinia, Tailor bird, Ashy prinia, Common Mynah, Brahminy mynah, indian robin, Magpie robin, Black redstart, White-throated munia, Black drongo, Whitebellied drongo, Dusky crag martin, Collared bushchat, Paradise flycatcher, Verditer flycatcher, Red-breasted flycatcher, Orphean warbler, Pied bushchat, White-eye, Grey wagtail, Large pied wagtail, White wagtail, Grey tit, Jungle crow, Indian house crow, Treepie, Golden oriole, Black oriole, House sparrow.

Policy and Planning for Strengthening & Managing Tourism in Shivpuri

Government of Madhya Pradesh is committed for the management of tourism in the state and developing tourism in the cultural heritage city of Shivpuri. In order to provide the tourist with sufficient infrastructure, unique cultural heritage and archaeology of the place, the Madhya Pradesh State Tourism Development Corporation is focusing on certain policies and planning. These are as following:

- Management of art and craft – the government promotes various local fair and festivals on an international scale, of which the Shivpuri Dance Festival is. This dance festival, which is held annually with the Shivpuri temples as its backdrop, provides the tourists with not only the glance of India’s cultural past also a touch of modern infrastructure. It is initiative like this, which makes the role of government so vital in strengthening tourism.
- Strengthening better transportation facilities – the tourists have to spend a fortune for transportation, more so at places like Shivpuri where transportation changes go up immensely during the season. This is one factor where the government has not completely stretched its arms and no plans have been undertaken to make the transportation facilities cheaper. However, government is aware of this problem and plans are on anvil to improve air and bus services.
- Improvement of basic infrastructure – this is a very important factor as it not only deals with the tourist but the local people are more affected. Basic infrastructure like land, water, road, electricity etc. are one to the prime concerns of the government and several government bodies such as Jal Nigam, Madhya Pradesh State Electricity Board, P.W.D. etc.



BOAT CLUB



MADHAV VILAS PALACE



GEORGE CASTLE



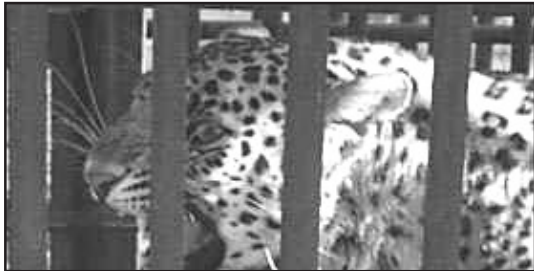
MADHAV NATIONAL PARK



MADHAV NATIONAL PARK



MADHAV NATIONAL PARK



MADHAV NATIONAL PARK



MADHAV NATIONAL PARK



BHOORA KHOH



CHHATRI-I



CHHATRI-II



CHHATRI-III



CHHATRI-IV



CHHATRI-V



CHHATRI-VI



CHHATRI-VII



CHHATRI-VIII



TOURIST VILLAGE

Analysis and interpretation

It is evident from table that majority of the respondents are strongly agreed about their opinion regarding culture & heritage tourism is uniqueness of Shivpuri. The mean value of the responses is slightly lower than the average standard score at five point scale. The standard deviation and skewness are noted 1.5720 and .081 respectively. It shows that majority of the responses are distributed more towards lower side of the mean score. The X^2 value is significant at 0.05 percent level of significance. Thus, it is concluded that majority of the responses strongly agreed with the provision of uniqueness of the state.

Table-1 deficits that majority of the respondents either strongly disagree or agree with the promotion of Shivpuri as cultural destination. The mean value, standard deviation and skewness shows that their opinion is distributed towards lower end on this issue. The calculated value of X^2 depicts that it is significant at 0.05 percent it is further concluded that respondents are not equally distributed about the promotion of Shivpuri as cultural destination but most of them are not agreed about their statement.

Further it is observed from table that majority respondents are either agree or strongly agree regarding the provision of Shivpuri as source of education. The mean score is slightly higher than the average standard score at five point scale. The calculated value of X^2 is significant at 0.05 percent lever of significance. It is distributed more towards higher side of average standard score, which supports the opinion that they are satisfied as Shivpuri of education.

Table-1 exhibits that majority are agreed over the provision related to the monument are not is good condition at Shivpuri and the mean value of respondents is slightly less than the average standard score. The variation is the opinion and skewness are noted 1.4714 and .209 respectively. The X^2 value is significant at 0.05 percent level of significance. It leads to the conclusion that majority of respondents are agreed about the poor condition of the monuments at Shivpuri.

Tourist attitude towards the lack of adequate facilities at historical place has been observed that their opinion is either strongly disagree or agree which shows their opinion is not equally distributed

further mean score is higher than average standard score, while variation is the opinion and skewness is observed 1.5136 and -.110 respectively. This supports the above analysis. Further X^2 test is significant at 0.05 percent level of significance. Thus it is concluded that facilities are provided at historical places but proper supervision of these facilities are need of an hour.

As far as maintaining monuments through private companies is concerned, majority of the respondents do not agree with the same. The mean value of the responses deficits that majority of the responses are lying towards lower side of the mean standard score at few points scale. The variation in the opinion and skewness are noted 1.5507 and .006 respectively. It further supports the above analysis. Further χ^2 value is significant at 0.05 percent level of significance. It shows that opinion of the respondents are not satisfied towards maintaining monuments through private companies.

It is observed from table that respondents are either not agree or agree about starting cultural shows in Shivpuri this shows that their opinion is not equally distributed. The mean score is higher than the standard deviation where as variation in the opinion and skewness are 1.4651 and -.120. The χ^2 value is significant at 0.05 percent level of significance. Therefore it is concluded that cultural shows are not appreciable by the tourist but if these are created as per the taste of tourist it will create awareness among them.

Tourist response towards experience real culture by visiting fairs and festivals, they do not agree with it. The mean value is higher than standard deviation. The significant value of χ^2 is significant at 0.05 percent level of significance. The above analysis concludes that majority of the tourist does not experience real culture by visiting fair and festivals on the other hand some what parallel tourist feel the real experience therefore fair and festivals should be paid quick attention for attracting tourist.

Majority of the tourist are agreed about developing tourist places in Shivpuri. The mean value score is slightly lower than the standard deviation where as variation in the opinion and skewness are 1.5374 and .136. The χ^2 calculated value is significant at 0.05 percent level of significance. It shows that at Shivpuri tourist are satisfied with the development of tourist places.

It is evident that majority of the respondents are distributed more towards higher side over the issue of attracting tourist by celebrating local fair and festivals. The mean value support the above opinion. The variation in the opinion and skewness are observed 1.3900 and -.117 respectively. The χ^2 score is significant at 0.05 percent level of significance. It concludes that tourist can be attracted by celebrating local fairs and festivals at Shivpuri.

Table-1 deficits that majority of the respondents either disagree or strongly disagree with the issue of promoting tourism by establishing more museums at Shivpuri. The mean value standard deviations and skewness shows that their opinion is distributed towards lower end on this issue. The calculated value of χ^2 is significant at 0.05 percent level of significances. Thus it can be concluded that majority of the tourist disagree for promoting tourism by establishing more museums because first of all already established museums should be taken proper care.

It is observed from the table that respondents are not agreed over different cultural festivals attract tourist but more over other respondents are agreed towards this issue which shows that their opinion is not equally distributed. The mean value is higher than the standard deviation score. The variation of opinion and skewness are 1.5434 and -.078. This analysis concludes that tourist opinion is towards disagreed level for attracting tourist by different cultural festivals but about to same level respondents are agreed with this issue.

Most of the respondents are disagree regarding the provision of natural sites is regarded as key wise for tourism. The mean score, standard deviation and skewness are higher side over this

issue. Where as calculated X^2 value is significant at 0.05 percent level of significance. Thus the above analysis leads to the conclusion that tourist are not satisfied with the issue natural sites is regarded as key wise in Shivpuri.

Table shows that respondents are either strongly agreed or strongly disagreed over the provision for that deviation and concessions provides funds for restoration and protection of heritage sites which shows that respondents is opinion are not equally distributed. The mean value of the responses deficits that majority of the responses are lying towards lower side of the mean standard score at five point scale. The variation is the opinion and skewness supports the above analysis. It further shows that calculated X^2 value is significant at 0.05 levels of significance. Thus, it is concluded that respondents are disagree and some are agreed with the above issue.

Majority of the respondents are disagree and further leads to strongly disagree for the provision of promoting cultural values by supporting local handicrafts in Shivpuri. The mean value is higher than the standard deviation. The variation is the opinion and skewness scores are 1.3729 and -.379 respectively. The X^2 calculated value is significant at 0.05 percent level of significance which leads to conclude those tourists are not satisfied with promote cultural values by supporting local handicrafts.

Statistical Analysis

Table – 1

Tourists' Attitude Regarding Strengthening and Managing of Heritage Tourism

No. of Responses	Scaling	Uniqueness of the state		Provision to Promote state as cultural destination		Provision for Source of education		Monument are not in good condition		Lack of adequate facilities at historical places	
		Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age	Frequency	%age
Strongly Agree	1	40	26.7	36	24.0	27	18.0	31	20.7	22	14.7
Agree	2	34	22.7	39	26.0	28	18.7	49	32.7	43	28.7
Uncertain	3	9	6.0	10	6.7	8	5.3	8	5.3	10	6.7
Disagree	4	31	20.7	19	12.7	60	40.0	32	21.3	27	18.0
Strongly Disagree	5	36	24.0	46	30.7	26	17.3	30	20.0	48	32.0
Total		150	100.0	150	100.0	1	.7	150	100.0	150	100.0
Mean		2.9267		3.0000		150	100.0	2.8733		3.2400	
S.D.		1.5720		1.6095		1.4231		1.4714		1.5136	
Skewness		.081		.098		-.353		.209		-.110	
Standard Error of Skewness		.198		.198		.198		.198		.198	
Chi Square (χ^2)		19.800		29.800		84.160		28.333		32.200	
P		0.05		0.05		0.05		0.05		0.05	

No. of Responses	Scaling	Provision for Maintaining monuments through private companies		Provision to Start cultural shows		Experienced real culture by visiting fairs and festivals		Provision for Developing tourist place		Attract tourist by celebrating local fair and festival	
		Frequ-ency	%age	Frequ-ency	%age	Frequ-ency	%age	Frequ-ency	%age	Frequ-ency	%age
Strongly Agree	1	28	18.7	27	18.0	33	22.0	35	23.3	15	10.0
Agree	2	43	28.7	37	24.7	35	23.3	41	27.3	48	32.0
Uncertain	3	9	6.0	11	7.3	11	7.3	10	6.7	9	6.0
Disagree	4	25	16.7	41	27.3	39	26.0	28	18.7	41	27.3
Strongly Disagree	5	45	30.0	34	22.7	32	21.3	36	24.0	37	24.7
Total		150	100.0	150	100.0	150	100.0	150	100.0	150	100.0
Mean		3.1067		3.1200		3.0133		2.9267		3.2467	
S.D.		1.5507		1.4651		1.4971		1.5374		1.3900	
Skewness		.006		-.120		-.035		.136		-.117	
Standard Error of Skewness		.198		.198		.198		.198		.198	
Chi Square (χ^2)		28.800		18.533		16.000		19.533		38.667	
P		0.05		0.05		0.05		0.05		0.05	
Strongly Agree	1	20	13.3	38	25.3	34	22.7	40	26.7	14	9.3
Agree	2	27	18.0	28	18.7	33	22.0	33	22.0	38	25.3
Uncertain	3	10	6.7	11	7.3	10	6.7	9	6.0	9	6.0
Disagree	4	50	33.3	39	26.0	47	31.3	41	27.3	47	31.3
Strongly Disagree	5	43	28.7	34	22.7	26	17.3	27	18.0	42	28.0
Total		150	100.0	150	100.0	150	100.0	150	100.0	150	100.0
Mean		3.4600		3.0200		2.9867		2.8800		3.4333	
S.D.		1.4125		1.5434		1.4654		1.5102		1.3729	
Skewness		-.526		-.078		-.080		.053		-.379	
Standard Error of Skewness		.198		.198		.198		.198		.198	
Chi Square (χ^2)		35.933		17.533		24.333		22.667		39.800	
P		0.05		0.05		0.05		0.05		0.05	

Source :- Primary Survey.

Findings

Since most of the questions asked from the respondents reveal the result that calculated value of chi-square is much more than the table value 13.3, hence the hypothesis H_0 (Null Hypothesis) is rejected and H_1 (Alternative Hypothesis) is accepted. Thus, the above analysis leads to overall conclusion that the majority of respondents are not satisfied with the various provisions made in strengthening and managing the heritage in Madhya Pradesh. Hence, the researcher concludes that factors framed affect the overall improvement of the functioning of the heritage in India in particular in Madhya Pradesh and Shivpuri in general.

Conclusions

Heritage tourism offers opportunities to portray the past in the present. It provides an infinite time and space in which the past can be experienced through the prism of the endless possibilities of interpretation. While heritage is a universal phenomenon, to date the developed countries in Europe have made the most use of heritage tourism and have devoted the greatest effort to understand it. The less developed countries in the worlds of traditions, cultures, religions, superstitions and distanced from modernity have the potential to be rediscovered as a source of symbols and new interpretations.

Suggestions

- In order to check the problem of seasonality, attempts should be made to enhanced the tourism offering, increase promotional and publicity activities and promote cultural events and special interest tourism like adventure tourism, farm tourism, leisure tourism and youth tourism.
- The protected monuments of national and international importance like Uttar Pradesh, should be promoted in joint ventures with private sectors. Local residents should be encouraged to participate in tourist activities, which will not only reduce socio-cultural conflicts but would also provide an opportunity for cross-cultural exchange between tourist and residents and promote local handicraft and traditional culture.
- In order to conserve the rich cultural heritage, the state Government should come up with new tourist policy with an object to encourage private sector investment.
- The dance of Uttar Pradesh these destinations are well developed and the government and local people should try to promote these places. The facilities of entertainment should be increased. To increase entertaining facilities, theater halls should be established where trainings of folk dances and songs could be imparted.
- Problems of beggary and theft have to be tackled together. These have a direct bearing on tourism and will have to be wiped out from all tourist places. In order to abolish these wrong practices forever the tourists should also be cautioned not to encourage begging.

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