

Heritage Tourism and Urbanisation: A Case of Jaipur City

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Abstract

A UNESCO World Heritage Site, the city of Jaipur is witnessed extensive development, along with an ambitious policy-level program aimed at strengthening both the city's tangible and intangible historic assets. The current dissertation is an attempt to focus on tourism, urbanization, and heritage issues. Taking the city of Jaipur as an example, it emerged from their interaction. Secondary data available from various sources was analyzed qualitatively and quantitatively in the context of urbanization and culture heritage. There are many different types of tourists and a wide variety of host companies. This work focuses on the community Awareness and research of the economic and socio-cultural impacts of heritage tourism in particular. To the extent that they correspond to the tourist literature of experts. Paper is a gypool an example that illustrates the multiple effects of tourism. Qualitative data from the questionnaire cum schedules and interviews are the main sources of analysis. Residents paid attention to tourism Development from both positive and negative perspectives. However, I confirm the general view Jaipur represents the optimistic side of tourism.

Keywords: heritage tourism, socio-cultural influence, commercialization, credibility.

Introduction

The city of Jaipur was created on November 18, 1727, by Maharaja Sawai Jai Singh II, King of Amer from 1699 to 1743. To accommodate the swelling population and increasing scarcity of water, he planned to relocate his capital from Amer, 11 kilometres (7 miles) away, to Jaipur. While planning the layout of Jaipur Jai Singh consulted various literatures on architecture and architects. Cultural Legacy Tourism (or simply Heritage Tourism) is a subset of tourism that focuses on the cultural heritage of the destination. Heritage tourism is defined as "travelling to experience places and activities that authentically represent the stories and people of the past," while cultural heritage tourism is defined as "travelling to experience places and activities that authentically represent the stories and people of the past and present" by the National Trust for Historic Preservation in the United States. Jaipur is a UNESCO World Heritage Site. It is the tourist center of Rajasthan need to stay for at least 3-4 days to understand the essence of this fascinating city. Sightseeing can be done in one day, but other activities such as shopping, adventures and

heritage hikes take more than a day. UN in its Millennium Summit, 2010, identified that every one cultures and civilizations make contributions to the enrichment of humankind.

These days are growth out of your experience and legacy is the evidence of past efforts to reach the present. Any Damage means the loss of evidence of humans and their growth. Work in the knowledge of the past and the present and create a gap. Yesterday's knowledge in the form of works of art, skills, manuscripts, etc. The monument is a legacy of today. Previous knowledge has disappeared, been replaced, or transformed to adapt to new situations. While the country is urbanized Cultural heritage is vulnerable to new aggression, including: Infrastructure expansion, consumerism, etc. and adverse effects Urbanization like invasion

Because ancient civilizations have almost every part of the country Tangible and intangible rich cultural heritage. It will also be a tourist attraction. India will be voted at high price foreign tourists (Bhatia & Malhotra, 2012). Tourism is a factor Acculturation that affects attitudes, beliefs, and ways of thinking Spread new concepts related to work, money and relationships (Meno, 1993). Much of that growth can be attributed to increased disposable income. Increased free time and reduced travel expenses (Bhatia & Malhotra, 2012) and we respect each other's culture and heritage. However what about other factors like urbanization that missed it? Not only people of different regions and religions not only cultural background, socioeconomics classes of various ambitions and beliefs an environment where personal growth overtakes human growth society. Heterogeneous urban culture is full of consumer goods Perception that everything is perceived, including our heritage Profitable products.

Urbanisation has varied a lot to do with the destiny of cultural background due to the fact destiny era have to address important questions. Like, what's greater important, sustainability of an individual or the entire society. What is greater beneficial- making a living or keeping knowledge? The reason of writing modern paper is not to focus on the cultural background of Jaipur metropolis due to the fact its miles worldwide regarded historic fact. Rather the goal is to expose how the two dimensions, i.e. the background tourism and urbanisation of the metropolis goes collectively and supply upward thrust to problems that could endanger the sustainability of any background metropolis, like Jaipur. The paper has attempted to emphasize that urbanization and background tourism, each are pertinent to address in an incorporated way due to the fact each are unavoidable and necessary for increase of every other.

Literature Review

Tim Winter, Deakin University, Australia: The important concepts of religion and heritage to help expand our thinking on urban development in India today. By foregrounding culture in debates on planning and sustainability, Narayanan offers a fresh and highly timely analytical departure for the study of cities in India, Asia and beyond. This ambitious text promises to make a significant contribution to the fields of urban studies, sustainable development, and religious and heritage studies.

Jeff Kenworthy, Curtin University, Australia: That are at stake in ignoring religion and religious cultural practices in how a city is allowed to develop. It shows that only when one understands, respects and nurtures the religious aspects of a city's culture and traditions, its spiritual roots, can the city develop in a truly sustainable way.

Chris Baker, University of Chester, UK This is a valuable contribution to the geographies of religion and cultural geographies canon, offering as it does the first serious consideration of how the material practices and imaginaries of Hinduism shape urban forms in a South Asian city. It convincingly proposes that religion, with its focus on place-making and fostering spaces of public heritage, is the key to reconceptualising what sustainable development means within rapidly urbanising societies like India.

The concept of city was developed to create an urban environment It has an infrastructure developed as a rural culture. In this context, Time should not be a limiting factor. So the urbanization of the city of Jaipur It started from the beginning. But a unique and historic plan since then, the city of Jaipur has been affected by rapid urbanization. India's independence when the city of Jaipur became the capital of Rajasthan. Like any other city, the cities of Jaipur are both developed Morphological and demographic. Focus on being the capital the percentage of development has preferentially moved to Jaipur. Society Urbanization of the city in a well-planned way of the first master 1991 Development Plan (MDP) was created and approved The Urban Improvement Trust Act of 1976. Then, in 1998, the second MDP2011 was developed and the third of MDP2025 was approved. Enforced in 2011.

Other reasons like the city of Jaipur with Agra and Delhi Form the famous Golden Triangle (Delhi Jaipur Agra) for Delhi and Agra also has a very rich cultural heritage and all these cities we will generate high income through tourism together. There is a fountain in the city a heritage market with developed textiles, handicrafts, jewelery and jewelry and antiques. There are many luxury hotels for hospitality of all classes of tourists.

Methodology

Objective

Analysis of urbanization and heritage tourism in Jaipur Understand the problems that arise

Data Source

The paper is based on an analysis of available secondary data guidelines, books, Magazines, published articles, news published in print media, Information available on the internet related to urbanization, and impact a special reference to the city of Jaipur. This Data available from the website With the Ministry of Tourism on the influx of tourists in Rajasthan The city of Jaipur is analyzed to find out the trends. Also, recent evidence Information on the impact of urbanization on the heritage of Jaipur is collected through news published in various national newspapers .data for analysis, Jaipur city as a historic city. So is the urbanization of the city. Occurred; what is the problem that arose from the urbanization of Jaipur? City; how the problem affected tourist perception. When what is the government's efforts for cultural heritage? Preservation and promotion. Conclusions on these questions are drawn Based on qualitative and quantitative analysis of secondary data and personal observation. Urban resident and individual Observation and experience were also used as important tools Survey method.

Heritage Jaipur City

Jaipur was founded in 1727 by Jai Singh II, the ruler of Kachhwaha Rajput. It was one of the earliest planned cities in modern India, designed by Vidyadhar Bhattacharya. During the British colonial period, the city functioned as the capital of the state of Jaipur. During the guideline of thumb of Sawai Ram Singh I, the metropolis changed into painted crimson to welcome HRH Albert Edward, Prince of Wales in 1876. Many of the avenues nevertheless stay painted in crimson, giving Jaipur a different look and the epithet Pink metropolis. The history of Jaipur began when the Kingdom of Jaipur was founded after inheriting the vibrant and prosperous amber kingdom. The colorful city was founded in 1727 by Maharaja Jai Singh II, also known as Sawai Jai Singh. Undoubtedly, Jaipur is a well-designed city because its founders were renowned mathematicians and astronomers. Vidyadhar Bhattacharya is a Brahmin scholar from Bengal who helped Sawai Jai singh design the architecture of the city. The important places, streets and squares took four years to complete, each built with Vastushastra technology in mind.

The Jaipur city is bordering by high and prominent walls that form the protection town. There are various shopping and residential areas. 1853, as a prince Welsh people visited Jaipur and the entire city was welcomed and painted pink he. It is a typical heritage of the city of Jaipur and can be classified as a city. Plans, walled cities, heritage markets, fortresses, palaces, entrances, Memorials, religious buildings,

gardens, art, antiques. Or The main cultural assets of the city are Hawa Mahal and Jantar Mantar (Observatory), City Hall (occupies about one-seventh of the old town) Area), Ishwar Lat (Swarg Suli or "Sky Pierce Minaret"), Central Museum (built by Prince Albert, also known as the Albert Hall), Gator (White marble memorial), Mahara Niki Chatariyan (engraved) A memorial monument built in a burial place for royal women), forts such as Amel, Fort Jaigarh, Fort Nahargarh, Fort Motidoongari. Holy pilgrimage like the sea like Garta (known for its natural hot springs) and Jal Mahal (Also known as Lake Mansaga) and Katra in the valley. Gardens like Sisodiya Lani and Vidiadar. Jaipur was designated as a World Heritage Site by UNESCO Secretary Jaipur was designated as a World Heritage Site by UNESCO Secretary Audreasley at a mega event held Wednesday at the historic Albert Hall in Pink City. Azoulay presented the World Heritage Certificate to Minister of Urban Development Shanti Dhariwal.

Jaipur international heritage festival is the most famous event to showcase traditional handicrafts, folk crafts and contemporary works. The event is particularly focused on promoting partnerships between the public-private sector and civil society. Development of an interdisciplinary approach between crafts and folk art and design. Jaipur also has the Indian Craft Design Institute, India's largest resource center, which is currently conducting cross-sectional studies and providing a place of residence. Jaipur, commonly known as Pink City in India, is the largest city in Rajasthan. It is also the capital of Rajasthan. Known for visiting places such as Hawa Mahal, Jal Mahal, Amber Palace and Jantar Mantar, Jaipur has many stories to tell.

Review of Urbanisation and Tourism in Jaipur

Jaipur: Pink City, which was on the first list of smart cities, is not well equipped to cope with urbanization. This city is one of the last few cities and is ranked 18th in the table of 23 major Cities in India from the viewpoint of the city government. This was revealed by the 2017 Indian Urban Systems Annual Survey (ASICS) conducted by the Janaagraha Center for Citizenship and Democracy, a non-profit organization based in Bangalore. The city is particularly faced with old city congestion, vehicle pollution, poor public transport, inadequate walking and parking facilities, and needs immediate solutions to these problems. In 6 July 2019, UNESCO World Heritage follow members established Jaipur the "pink city of India. Include in World Heritage sites Jaipur city is also home to the UNESCO World Heritage Sites Amer fort and Jantar Mantar.

Jaipur is a part t of golden triangle. So many tourists are coming in these places. The Golden Triangle is India's most popular tourist route, and for good reason. Delhi, Jaipur and Agra are three cities that will stir your imagination and immerse you in the fascinating, decadent and passionate world of the

Mughal Empire and Maharaja. Jaipur is the so famous city for textile, handcraft, traditional jewelry, and traditional cuisine. Amer fort, Jantar Mantar, and Hawa Mahal, Jal Mahal is major tourist attraction.

Tourist Arrival information

The number of tourists visiting the city of Pink increased by almost 10% towards the end of the year, and domestic and foreign tourists gathered in Jaipur to enjoy their vacation. Tourism Director Pradeep Kumar said tourist growth this year has increased by almost 10 percent compared to last year. On Christmas. 16034 tourists visited Amber Palace and 9,224 tourists visited Jantar Mantar. The number of visitors to Hawa Mahal and the museum on December 25 was 6,974 and 5,199, respectively. Khalid Ahmad, President of the Rajasthan Tour Operators Association, said that most of the foreign tourists visiting the city come from European countries. Ahmad said they would celebrate Christmas in the state and celebrates the New Year in the desert state. Gajendra Luniwar, chairman of the Jaipur Hotel Association, said hotel occupancy is now close to 80 percent as tourists are rushing to Pink City.

Airport	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Jaipur	1,981,951	2,197,959	2,887,195	3,783,458	4,757,178	4,045,763

Economical Impacts

Tourism changes the economic structure of a destination. There is no consensus on how positive the change is. The economic impact of tourism is analyzed at two broader levels. One considers the industry outlook to be generally positive and the other to be negative. The main economic benefits of the tourism industry are generally considered to be contributions to foreign exchange income and international income and expenditure, job and income generation, improvement of economic structure and promotion of entrepreneurial activity. Tourism is considered generator of employment by 80.7% respondents. Hospitality activities like hotels, restaurants and lodges are more labour-intensive. Most of the residents stated that direct employment was through jobs in such services or as guides. People reported that persons with ability to converse in foreign languages become highly paid guides. Indirect employment arose in business affected by tourism in secondary ways like local transport, handicrafts and banks. Many respondents especially merchants agreed that tourism encourages entrepreneurial activities. Ambiguity surrounds the quality of employment generated by tourism. Another disquieting feature is seasonality of the jobs generated by tourism and therefore, 14.7% respondents did not agree to the statement there. On the contrary, many respondents feel that Jaipur has an all-time tourist season which places it at an advantageous position.

Besides foreign exchange earnings, there accrues 'spin off' results from tourist activities in other sectors of the economy which creates increased demand for local resources resulting in an increase in the income of locals. As people engage in business activities and hospitality services, increase in their standard of living is visible to some extent according to 72% respondents. An improvement in infrastructure facilities and social services like public health, sanitation and housing are positively stimulated by tourism. Consequently, tourism induces development of the area. According to 84.7% respondents in Jaipur, there was much evidence of it and most likely services to be stimulated were entertainment, leisure facilities like swimming pools, parks, pubs, bars etc. Since handicrafts, artistic and traditional objects are liked by visitors especially foreigners, small scale industries are promoted by tourism stated 70.7% respondents. According to 80.7% respondents in Jaipur number of hotels have come up gradually over time due to increased rush of visitors. The respondents who disagreed to the economic benefits substantiated their view with various factors. The host population is affected by inflation due to tourism. Most respondents thought that tourism development raises both the prices of land and the prices of other goods and services. Low-income groups are particularly suffering from inflationary trends.

Social Impacts

The social impact of tourism refers to the changes in the quality of life of residents by tourist's destination. Studies recognize that the social impact of tourism changes over time responding to structural changes in the tourism industry Exposure of the host population to tourism development. It was the case of a social impact review. We found that 78.7% of respondents said they were proud that their visitors were praising themselves. Local culture and beauty. In addition to pride in my culture (78.6%), it was tourism 59.3% of respondents consider it a catalyst for promoting social and cultural exchanges. small the interaction between the host and the guest has sometimes grown into a long-lasting friendship. Respondents in Jaipur reported that they exchanged mails with some of the tourists. During contacts tourists and hosts influence each other asserted 71.3% respondents in Rajasthan. Some respondents (41.7%) noticed that exposure to various tourists helps in reduction of prejudices. There appears to be only limited communication between mass tourists and their hosts and hence, 31% respondents there believe that tourism in its present form, seldom promotes understanding between peoples of different cultures. It is only the 'drifters' and explorers who establish an intense relationship with resident population and this form of informal tourist host interaction is manifested in Jaipur where tourists experience spontaneous hospitality of locals. Contrary to common belief some respondents in Jaipur denied this. Tourists tend to borrow from them. Respondent's Indigenous people were hired by foreigners, but not the other way around. Most examples clarified this Tourists adopt their traditional clothes and customs and to some extent, learn their language. Another 57.7% of those surveyed expressed

concern about increased stress. Traditional customs and way of life. Declining social value in society and evolution 34.3% of local's unconventional values and lifestyles were considered equally serious Respondent. Attitudes of this kind vary in intensity and mode of expression from grieving statements expressed by hosts, such as many among youth are now trying to be like the foreign tourists that are swarming over us` to outbursts of hostilities at times. Tourism is seen as exporter of western lifestyles and disseminating metropolitan values. Large physical presence of tourists in the destination area provokes feelings of tourist resentment. Residents (80%) mentioned congestion and overcrowding of infrastructures, accommodation services and facilities as a major problem.

Cultural Impacts

Cultural effects of tourism refer to changes in the elements of culture resulting from the presence and activities of tourism. The dominant perspective regarding cultural impacts is that it is harmful. Turner and Ash (1976) discussed tourism's role in obliterating cultures. According to them, the tourists` superior economic wealth rapidly erodes the sensuous and aesthetic wealth of cultures that have developed in isolation from the western world. On the other hand, Dogen`s (1989) comment that tourism and conservation are interdependent and both stand to gain from close and effective collaboration typified a positive perspective. In the present study empirical analysis of both the perspectives has been done. The idea that tourism kills tourism by a heavy physical impact at a popular site is well known in the literature. Degeneration of historical and cultural sites due to heavy tourist influx was reported by 33.7% respondents. It was noted that many Indian tourists scratched walls and inscribed their names on them. Although difficult to measure, these respondents agreed there is relationship between tourism density and vulnerability of tourist sites. The commercialization of cultural traditions is the most comprehensive statement covering all impacts of tourism on culture. Few respondents take the extreme view that the tourism industry has led to the deterioration of traditional forms. Most respondents accepted it

But they agreed the modern form is often a degeneration of the traditional style, but its important Art is by no means dying. Unfortunately, few elite respondents agreed with the market. It is full of tourism art that is culturally meaningless and has aesthetic flaws. On the other hand, original works of art of historical and artistic value are illegally traded. Something elite Respondents said that many of the deteriorations in art form Separating the relationship between art and its traditional functions in society, whether religious or not, Secular. Many business class people considered many to be non-traditional craftsmen I was attracted to the industry.

The power of the market not only contributed to the change of art form their quality often creates new manufacturing classes that are not always hosted Original. Jaipur sculptors lamented that much of the art is no longer a special profession. Many respondents (60%) supported the view that Bosselman (1978)

expressed as follows: As long as tourists are looking for beautiful, exciting or genuine, financial benefits, he bringing can provide an incentive to create and maintain these qualities. Respondents (76.7%) Tourists said it has the effect of empowering the maintenance of cultural heritage Government is historical and a religious place due to the great interest of tourists in cultural heritage. Tourism the impetus to secure the old Haveli, which was previously ignored. To give one many old Haveli have been revived and converted into traditional hotels. It has been rebuilt while maintaining its original characteristics.

The intentional attempt is Authorities to restore many monuments and many culturally important new areas it has been identified and advertised as a tourist attraction. Tourists arouse interest in their society Culture by supporting dance forms, theatres and museums with presence and performance price. Tourism has been found to have brought about a renaissance of material cultural forms. Tourism also has jewelry, pottery, According to 63.3% of the respondents, paintings etc. Tourism sells culture and its various aspects as one product. As is often said, the big paradox of tourism is that it destroys credibility looking. Every culture has many festivals and events that can be significant Historical or religious. In the context of tourism, authenticity can be defined as the property of Native behaviour, places, dresses, food, theatre, dance, music, artifacts, etc. Not affected by the presence of tourists.

Conclusion

Urbanization is a constant phenomenon, heritage is our past, and Tourism has evolved over time. Cultural heritage is the only reason Jaipur is world famous. With urbanization the flow of tourism is increasing, but the city's share is the total number of tourists in the state is showing a decline. It's time to look back this change. City planning has been going on for years. quiet Major deviations in the plan result from weak urban development Governance, which gives people room for irresponsible action Without considering the carrying capacity of Jaipur city It depends on the cultural heritage. On the one hand, cultural heritage is recognized as a contribution in the urban economy but on the contrary the challenges are faced. Emphasis on personal growth over society more consumer-oriented urban culture. Tourism was recognized as Helps promote cultural exchange, break prejudice and host population He showed resentment when all activities became tourists. Survey results are very close In the view of Briden (1973) tourism development takes many forms and its impact is Because of the context in which development takes place. In Doxey (1976) terms it can be said that Jaipur has a euphoric stage or a indifference stage. Local tourism assistance is based on economic forecasts that ignore or neglect social costs. The city is still looking for its social capital it is related to the ingenuity of the people. However it is important to remember all human activity Depending on the consumption of resources such as heritage tourism and cultural tourism it cannot be maintained indefinitely. Tourism should only be promoted to the extent it

brings Providing desirable economic benefits to the population mainly in the form of income and work, If the benefits are permanent and do not adversely affect others Quality of life (Krippendorf, 1987). Today the planning of heritage cities like Jaipur needs a multidimensional approach to refurbish cultural heritage, expand the tourism industry and to facilitate the urban development.

Footnote

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