

INDUSTRIAL RESEARCH PROJECT ON STUDY OF CULTURAL AND NATURAL HERITAGE WITH SPECIAL REFERENCE BHIMBETKA ROCK SHELTERS

SOUGATA SAMADDER, DR. RAM KRISHNA

BACHELOR OF BUSINESS ADMINISTRATION
SCHOOL OF BUSINESS



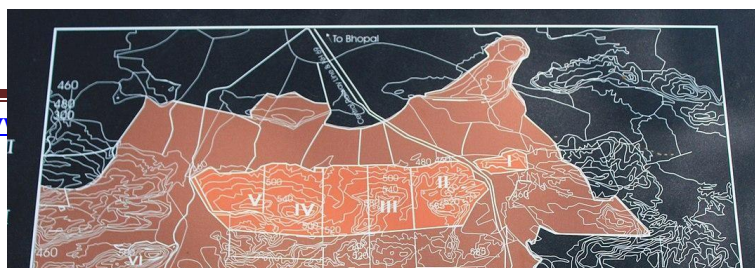
ABSTRACT

The study aimed to analyze the value chain of NHT with a special reference to Bhimbetka rock shelters in India. The research was conducted through a mixed-method approach, which included both primary and secondary data sources. The primary data were collected through survey questionnaires, interviews, and observations, while the secondary data were collected from various published and unpublished sources.

The results of the study revealed that Bhimbetka rock shelters possess significant natural heritage value and are an important tourist destination. The value chain analysis showed that the site has the potential for enhancing its tourism value by focusing on improving the quality of services provided to tourists, promoting the site's unique natural and cultural heritage, and diversifying tourism products. The study provides insights for policymakers, tourism managers, and local communities to develop sustainable tourism practices that preserve the natural heritage while generating economic benefits for the local communities.

INTRODUCTION

Tourism is one of the fastest-growing industries in the world and has the potential to contribute significantly to the economic development of a country. India, with its rich cultural and Cultural and Natural heritage, is a popular tourist destination for both domestic and international travelers. Among the many attractions in India, Cultural and Natural heritage sites are increasingly drawing visitors who seek to explore and experience the beauty and diversity of the country's Cultural and Natural landscapes. One such site is the Bhimbetka rock shelters(see Fig 1.1), located in the Raisen district of Madhya Pradesh, which is known for its unique and ancient rock paintings.



The Bhimbetka rock shelters are believed to have been inhabited by humans for over 30,000 years and were declared a UNESCO World Heritage Site in 2003. The site attracts

a large number of tourists each year, who come to admire the rock paintings and learn about the history and culture of the region. However, like many other Cultural and Natural heritage sites, the Bhimbetka rock shelters face a number of challenges, including inadequate infrastructure, limited marketing and promotion, and environmental degradation due to increased tourism activity.

Fig 1.1 Bhimbetka Location

This study aims to explore the value chain in Cultural and NHT with special reference to Bhimbetka rock shelters. The study will analyze the different stakeholders involved in the value chain, including tourists, local communities, tour operators, government agencies, and other service providers. It will also examine the various processes and activities that constitute the value chain, such as transportation, accommodation, food and beverage, tour guiding, and souvenir sales. By analyzing the value chain, the study seeks to identify the opportunities and challenges facing Cultural and NHT at Bhimbetka rock shelters, and develop recommendations for policymakers and tourism stakeholders to enhance the sustainability and economic viability of the sector.

Cultural and NHT is a form of sustainable tourism that promotes the conservation of Cultural and Natural and cultural heritage resources while generating income for local communities. The tourism industry is one of the largest and fastest-growing industries in the world, and Cultural and NHT is a significant contributor to its growth. It provides opportunities for visitors to experience unique and diverse Cultural and Natural and cultural attractions while supporting the conservation and preservation of these resources. The Bhimbetka rock shelters in India are one such



Cultural and Natural heritage site that draw tourists from all over the world.

The Bhimbetka rock shelters are located in the Raisen district of Madhya Pradesh in India and are considered to be one of the oldest human habitation sites in the world, with evidence of human presence dating back to the Paleolithic era. The site is known for its spectacular rock

paintings, which depict the daily life of early humans and provide a unique insight into their way of life.

In recent years, the site has become increasingly popular with tourists, both domestic and international, who come to see the rock paintings and learn about the history of early humans. This has led to the development of a Cultural and NHT industry in the area, with a range of tour operators, accommodation providers, and other tourism-related businesses catering to the needs of visitors.

Despite the growing interest in the site, there is relatively little research on the value chain of Cultural and NHT at Bhimbetka. Understanding the value chain is essential for identifying the key players in the industry, as well as the linkages between different parts of the industry. This can help to identify opportunities for growth and development, as well as areas where improvements could be made to enhance the visitor experience.

The purpose of this study, therefore, is to explore the value chain of Cultural and NHT at Bhimbetka rock shelters, with a view to identifying the key players and linkages in the industry.

1.2 Information on Bhimbetka Rock Shelters

The Bhimbetka rock shelters are a group of ancient caves and rock formations located in the state of Madhya Pradesh in India. The rock shelters are believed to be over 30,000 years old and contain some of the earliest evidence of human life and culture in the Indian subcontinent. The caves are decorated with intricate rock art that depicts the daily lives of the people who lived in the region at the time. The site was declared a UNESCO World Heritage Site in 2003 and has since become a popular tourist destination.

Bhimbetka rock shelters are located in the Raisen district of Madhya Pradesh, India, and are recognized as a UNESCO World Heritage Site. These rock shelters are famous for their prehistoric cave paintings and provide a unique insight into the lives of early humans who lived in the region over thousands of years ago. The paintings depict animals, hunting scenes, and daily life activities of the prehistoric humans. The Bhimbetka rock shelters attract a large number of tourists from around the world, making it an essential site for Cultural and NHT in India.



Fig 1.3 Dr. Vishnu Wakankar

Bhimbetka rock shelters are a group of 750 rock shelters and caves located in the Raisen district of Madhya Pradesh, India. The rock shelters are located at the southern edge of the Vindhya mountain range and are situated amidst dense forest cover. These rock shelters are known for their prehistoric cave paintings and are considered to be one of the oldest human habitation sites in India.

The Bhimbetka rock shelters were discovered in 1957 by Dr. Vishnu Wakankar (Fig 1.4), who was a renowned Indian archaeologist.

The rock shelters at Bhimbetka are believed to have been inhabited by humans since the Palaeolithic period, around 30,000 years ago. The caves have also been used as a shelter by nomadic tribes, such as the Bhil and Gond tribes, until the 1950s. The cave paintings found at Bhimbetka are an important archaeological find and are considered to be one of the earliest examples of human artistic expression.

The rock shelters at Bhimbetka have been declared a UNESCO World Heritage Site and are managed by the ASI (ASI). The ASI has taken several steps to preserve and protect the rock shelters and the cave paintings, including the installation of lighting and other infrastructure to ensure that the caves can be viewed by visitors without causing damage to the paintings.

Bhimbetka rock shelters are a significant tourist attraction in India, attracting visitors from all over the world. In recent years, the site has seen an increase in tourism due to the efforts of the ASI to promote the site as a cultural and heritage destination. In 2019, it was reported that the number of visitors to the site had increased to over 200,000 per year.

1.2(a) Key Performance Indicators of sustainable tourism

Sustainable tourism is important in Bhimbetka to ensure that the Cultural and Natural and cultural heritage of the site is preserved while supporting the local economy and community. Some key performance indicators of sustainable tourism in Bhimbetka could include:



Fig 1.4 Paintings in Bhimbetka

Environmental impact: Measuring the impact of tourism on the local environment, including pollution, waste, and the conservation of Cultural and Natural resources. This could include tracking the amount of waste generated by tourists, the carbon footprint of tourism activities, and monitoring the conservation efforts for the rock shelters and their surroundings.

Economic impact: Assessing the economic benefits of tourism on the local community, including job creation, revenue generated, and the support of local businesses. This could include tracking the number of jobs created by tourism, the amount of revenue generated from tourism activities, and the percentage of tourists who patronize local businesses.

Social impact: Measuring the impact of tourism on the local community and culture, including the preservation of traditional customs and practices, the empowerment of local communities, and the development of cultural tourism. This could include tracking the number of visitors engaging in cultural activities and programs, the level of community engagement in tourism planning and development, and the extent to which tourism contributes to the preservation of local culture.

Visitor satisfaction: Measuring the satisfaction of visitors to Bhimbetka, including their experience with tourism services, the quality of infrastructure, and the level of customer service. This could include tracking visitor feedback, conducting surveys, and monitoring online reviews.

Conservation efforts: Measuring the success of conservation efforts at Bhimbetka, including the preservation of the rock shelters, wildlife conservation, and the protection of the Cultural and Natural environment. This could include tracking the success of conservation projects, the number of visitors engaged in conservation efforts, and the level of awareness among tourists about the importance of conservation.

1.3 Assessment of the key issues and challenges faced by the stakeholders in the value chain

One of the key issues facing the ASI is the need to balance the conservation and preservation of the rock shelters with the demands of tourism. The rock shelters are fragile and require careful management and maintenance to ensure their long-term preservation. However, the large number of visitors to the site can cause wear and tear on the rock shelters and their surroundings.

Tour operators face a number of challenges in promoting Bhimbetka as a tourist destination. One of the main challenges is the lack of awareness about the site among potential visitors. Many tourists are not aware of the historical and cultural significance of the rock shelters, and as a result, are less likely to visit the site. Tour operators also face competition from other tourist destinations in the region, such as the Khajuraho temples and the Taj Mahal.

Local communities face a number of challenges in providing support services for visitors. One of the main challenges is the lack of infrastructure, such as roads and transportation, which can make it difficult for visitors to reach the site. Local communities also face competition from larger, more established tourism operators who may have greater resources and marketing power.

Assessing the key issues and challenges faced by stakeholders in the value chain of Cultural and NHT at Bhimbetka rock shelters requires an examination of the various aspects of the value chain, including the activities of different stakeholders, their interactions, and the policies and regulations that govern their activities. The issues and challenges faced by stakeholders in the value chain can be broadly classified into economic, social, and environmental categories.

Economic challenges faced by stakeholders in the value chain include insufficient revenue generation and profitability, inadequate funding for infrastructure development, and the lack of incentives for investment in Cultural and NHT. For instance, the revenue generated from entrance fees and other activities may not be

sufficient to cover operational costs and provide adequate returns for investors. Moreover, the lack of funding for infrastructure development, such as transportation and accommodation facilities, may hamper the growth and sustainability of Cultural and NHT at Bhimbetka.

Social challenges include inadequate participation of local communities in the value chain, inadequate promotion of cultural heritage, and negative impacts on the local community. For instance, local communities may not be adequately involved in decision-making processes or in the sharing of benefits derived from Cultural and NHT. Additionally, the promotion of cultural heritage may not be given adequate attention, resulting in the loss of cultural values and traditions. Negative impacts on the local community may include the degradation of the environment, exploitation of Cultural and Natural resources, and the loss of cultural and traditional practices.

Environmental challenges include the depletion of Cultural and Natural resources, loss of biodiversity, and degradation of the environment. The Cultural and NHT activities at Bhimbetka may cause environmental degradation, which may lead to a loss of biodiversity and other Cultural and Natural resources. Additionally, the management of solid waste, water resources, and sewage may pose environmental challenges.

Addressing these issues and challenges requires a coordinated effort from all stakeholders, including the government, investors, local communities, and tourists. It is necessary to establish policies and regulations that promote sustainable Cultural and NHT, provide incentives for investment in the value chain, involve local communities in decision-making processes, and promote cultural heritage.

Additionally, there is a need for investment in infrastructure development and the implementation of sustainable practices in the management of Cultural and Natural resources and the environment.

1.4 Statement of the problem and research objectives

Despite its popularity, the Bhimbetka rock shelters face several challenges related to Cultural and NHT. The influx of tourists and the lack of proper infrastructure have resulted in environmental degradation and damage to the rock art. Additionally, the local community is not benefiting from tourism as much as they could, and there is a need to develop a sustainable value chain that benefits all stakeholders.

The primary objective of this research is to study the value chain in Cultural and NHT with special reference to the Bhimbetka rock shelters. The study aims to identify the challenges and opportunities in the

existing value chain and propose a sustainable value chain model that benefits all stakeholders. The research will also explore the potential for community-based tourism initiatives that can help the local community benefit from tourism while promoting conservation.

1.5 Research Design

Bhimbetka is a UNESCO World Heritage site located near Bhopal, India. It is known for its prehistoric cave paintings that date back to the Upper Paleolithic period. To design a research study on Bhimbetka, one could consider the following:

Research question: Start by identifying a research question or hypothesis that you want to investigate. For example, "What was the lifestyle and culture of the people who created the Bhimbetka cave paintings?"

Research design: Choose an appropriate research design that aligns with your research question. A cross-sectional or Quantitative research design may be suitable for studying the lifestyle and culture of the people who created the cave paintings.

Data collection: Determine the methods you will use to collect data. For example, you could conduct surveys, interviews, or focus groups with visitors or experts who have knowledge about the history and culture of the region.

Sampling: Decide on the sampling strategy that you will use to select participants for the study. You could use random sampling or purposive sampling to ensure that you get a representative sample of the population.

Data analysis: Analyze the data collected to answer your research question. This may involve using statistical techniques, content analysis, or thematic analysis.

Ethical considerations: Ensure that your study adheres to ethical guidelines for research involving human subjects. Obtain informed consent from participants and maintain confidentiality of their responses.

Limitations: Acknowledge any limitations of your study, such as the potential for bias or the inability to generalize findings to other populations or contexts.

Overall, a research study on Bhimbetka could provide valuable insights into the history and culture of the

region, and contribute to a better understanding of prehistoric human societies

1.6 Common Challenges faced by Bhimbetka Rock Shelters

Cultural and Natural Challenges

Cultural and Natural factors such as weathering, erosion, and waterlogging pose a significant threat to the conservation of rock art. Bhimbetka Rock Shelters, which are exposed to the elements, are vulnerable to these threats. The shelters are situated on the slope of a hill, which makes them prone to waterlogging during the monsoon season. The seepage of water through the rocks can cause damage to the rock art.

Rainwater and humidity can also lead to the growth of moss, lichen, and algae on the rock surface, which can obscure the art and reduce its visibility.

Anthropogenic Challenges

Anthropogenic factors such as human activities and tourism have also posed a significant threat to the preservation of rock art. These challenges include:

- a. **Vandalism:** One of the significant challenges faced by Bhimbetka Rock Shelters is vandalism. Tourists and visitors have been known to damage the rock art by scratching, touching, and even defacing it with graffiti. Vandalism can cause permanent damage to the art and reduce its aesthetic and historical value.
- b. **Lack of Awareness:** Another significant challenge faced by Bhimbetka Rock Shelters is the lack of awareness among tourists and visitors regarding the significance of the rock art. Many tourists are unaware of the historical and cultural importance of the art, and as a result, they do not appreciate or respect it. This lack of awareness can lead to inadvertent damage to the art.
- c. **Unregulated Tourism:** The unregulated tourism industry has also posed a significant threat to the preservation of rock art. The increasing number of tourists and visitors has put pressure on the infrastructure and resources of the site. Unregulated tourism can lead to overcrowding, littering, and damage to the environment, which can impact the conservation of the rock art.
- d. **Developmental Activities:** The developmental activities in the vicinity of the site have also posed a threat to the conservation of the rock art. The construction of roads, buildings, and other infrastructure has led to the destruction of the Cultural and Natural habitat, which can impact the site's ecology and environment. The discharge of waste and effluents from these activities can also contaminate the groundwater and soil, which can have adverse effects on the rock art.

In conclusion, the Bhimbetka Rock Shelters face several challenges that threaten their preservation and

conservation. The Cultural and Natural and anthropogenic factors discussed above can lead to irreversible damage to the rock art, which can impact its cultural and historical significance. It is, therefore, necessary to address these challenges and implement measures to conserve and protect the rock art for future generations.

1.7 Identification and analysis of the different stakeholders in the value chain:

The ASI is the primary stakeholder in the value chain, as it is responsible for managing and maintaining the rock shelters. The ASI charges an entrance fee to visitors, which is used to cover the costs of maintenance and preservation. The entrance fee is INR 20 for Indian citizens and INR 500 for foreign nationals.

Tour operators are another important stakeholder in the value chain, as they play a key role in promoting and marketing Bhimbetka as a tourist destination. Tour operators organize tours to Bhimbetka and other nearby attractions, such as the Bhojpur Temple and the Sanchi Stupa. They also provide transportation and accommodation for visitors.

Local communities are also important stakeholders, as they provide support services for visitors, such as food, lodging, and transportation. The local communities around Bhimbetka are primarily engaged in agriculture and handicrafts, but many have also started to provide tourism-related services.

Visitors are the final stakeholders in the value chain, as they are the consumers of the tourism products and services. Visitors come from a range of backgrounds, including domestic and international tourists, researchers, and students.

Stakeholders in the value chain of Cultural and NHT include various entities such as local communities, tour operators, tourists, government agencies, and conservation organizations. Each of these stakeholders plays a vital role in the overall value chain of Cultural and NHT.

Local Communities: The local communities surrounding Bhimbetka rock shelters play a significant role in Cultural and NHT. These communities provide various services such as accommodation, food, and transportation to tourists. They are also responsible for the upkeep of the rock shelters and their surroundings. However, due to inadequate knowledge and resources, local communities may lack the ability to take advantage of tourism opportunities, leading to missed economic benefits.

Tour Operators: Tour operators provide various services to tourists, such as transportation, accommodation, and guided tours of the rock shelters. They play a crucial role in promoting and marketing

the destination and may also provide employment opportunities for the local community. However, the presence of multiple tour operators in the region may lead to cut-throat competition and may also result in a decline in the quality of services.

Tourists: Tourists are an essential stakeholder in the value chain of Cultural and NHT. They contribute to the local economy by spending on accommodation, food, transportation, and other services. However, tourists may also contribute to the environmental degradation of the site and may also be insensitive to local customs and traditions.

Government Agencies: The government agencies responsible for the promotion and development of tourism play a crucial role in the value chain of Cultural and NHT. They are responsible for implementing policies and regulations that promote sustainable tourism practices, ensuring the safety and security of tourists, and providing basic infrastructure and facilities.

1.8 Overview of the value chain in Cultural and NHT with special reference to Bhimbetka rock shelters:

Bhimbetka rock shelters, located in the central Indian state of Madhya Pradesh, are one of the most important archaeological sites in the country. The site features a series of rock shelters that contain ancient paintings and rock art, dating back to the Paleolithic era. Bhimbetka is also a popular tourist destination, attracting a large number of visitors from across the country and around the world. The site is managed by the ASI (ASI), which is responsible for maintaining and preserving the rock shelters.

The value chain in Cultural and NHT refers to the different stages involved in the development, delivery, and consumption of tourism products and services. In the context of Bhimbetka rock shelters, the value chain includes a range of stakeholders, including the ASI, tour operators, local communities, and visitors. These stakeholders include tour operators, transportation providers, hotels, restaurants, souvenir shops, and local communities, among others. The value chain is concerned with the creation of value for tourists by linking various stakeholders who provide different products and services.

The value chain for Cultural and NHT at Bhimbetka rock shelters can be divided into several stages, including:

Tourist arrival and transportation: The first stage of the value chain involves tourists arriving at Bhimbetka and using various modes of transportation to reach the site, such as buses, taxis, or private vehicles.

Ticketing and entry: The second stage involves the sale of tickets and entry to the site. Visitors need to purchase entry tickets from the ticket counter before entering the site. The revenue generated from ticket sales is an important source of income for the stakeholders involved in the value chain.

Tourist experience: The third stage involves providing visitors with a unique and memorable experience. This includes providing guides, interpretive materials, and other amenities to enhance the visitor experience.

Accommodation and dining: The fourth stage involves providing visitors with accommodation and dining options. This includes hotels, guesthouses, and restaurants.

Souvenirs and local products: The final stage involves the sale of souvenirs and local products to visitors. This includes local handicrafts, clothing, and other items.

1.9 Identification and analysis of the different stakeholders in the value chain:

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nearby attractions, such as the Bhojpur Temple and the Sanchi Stupa. They also provide transportation and accommodation for visitors.

Local communities are also important stakeholders, as they provide support services for visitors, such as food, lodging, and transportation. The local communities around Bhimbetka are primarily engaged in agriculture and handicrafts, but many have also started to provide tourism-related services.

1.9(a) Present Status of Rock Art Heritage

Bhimbetka rock shelters are a UNESCO World Heritage Site located in the Raisen District of Madhya Pradesh, India. These rock shelters are home to some of the oldest prehistoric art in India and provide a unique window into the lives of early humans in the Indian subcontinent. The rock art at Bhimbetka spans a period of around 30,000 years, from the Paleolithic era to the historic period. The site is therefore of immense archaeological and historical importance.

The present status of the rock art heritage in Bhimbetka is a matter of concern due to various reasons. One of the major concerns is the deterioration of the rock art due to Cultural and Natural weathering and human activities. The rock art is exposed to Cultural and Natural elements such as rain, wind, and sunlight, which can cause damage to the fragile rock surfaces. Additionally, human activities such as tourism, vandalism, and development projects in the surrounding areas can also cause damage to the rock art.

The rock art at Bhimbetka is also threatened by the lack of adequate conservation measures. The site is located in a forested area and the rock shelters are spread over a large area. As a result, it is difficult to provide adequate protection to all the rock art. The lack of proper fencing, lighting, and security measures also makes the site vulnerable to vandalism and theft.

Another concern is the lack of awareness among the general public about the importance of the rock art at Bhimbetka. Many visitors to the site are not aware of the historical and cultural significance of the rock art and therefore do not treat it with the respect it deserves. The lack of interpretation facilities and educational programs at the site also contributes to the lack of awareness among visitors.

Despite these concerns, there have been efforts to preserve and promote the rock art heritage at Bhimbetka. The ASI (ASI) has been responsible for the conservation and management of the site since it was declared a protected monument in 1957. The ASI has undertaken various conservation measures such as cleaning, stabilizing, and protecting the rock surfaces from further damage. The ASI has also set up a museum at the site to showcase the rock art and provide interpretation facilities to visitors.

In recent years, there have also been efforts to promote tourism at Bhimbetka while ensuring the conservation of the rock art. The Madhya Pradesh Tourism Development Corporation (MPTDC) has developed various tourism infrastructure facilities such as a visitors' center, a cafeteria, and a souvenir shop at the site. The MPTDC has also introduced eco-tourism activities such as nature walks and bird watching to promote sustainable tourism.

In conclusion, the present status of the rock art heritage at Bhimbetka is a matter of concern due to the threats posed by Cultural and Natural weathering, human activities, and lack of conservation measures. However, there have been efforts to preserve and promote the site through conservation measures and sustainable tourism. The promotion of awareness among visitors and the involvement of local communities in the management of the site can further contribute to the conservation of the rock art heritage at Bhimbetka.

Visitors are the final stakeholders in the value chain, as they are the consumers of the tourism products and services. Visitors come from a range of backgrounds, including domestic and international tourists, researchers, and students.

Stakeholders in the value chain of Cultural and NHT include various entities such as local communities, tour operators, tourists, government agencies, and conservation organizations. Each of these stakeholders plays a vital role in the overall value chain of Cultural and NHT.

Local Communities: The local communities surrounding Bhimbetka rock shelters play a significant role in Cultural and NHT. These communities provide various services such as accommodation, food, and transportation to tourists. They are also responsible for the upkeep of the rock shelters and their surroundings. However, due to inadequate knowledge and resources, local communities may lack the ability to take advantage of tourism opportunities, leading to missed economic benefits.

Tour Operators: Tour operators provide various services to tourists, such as transportation, accommodation, and guided tours of the rock shelters. They play a crucial role in promoting and marketing the destination and may also provide employment opportunities for the local community. However, the presence of multiple tour operators in the region may lead to cut-throat competition and may also result in a decline in the quality of services.

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Government Agencies: The government agencies responsible for the promotion and development of tourism play a crucial role in the value chain of Cultural and NHT. They are responsible for implementing policies and regulations that promote sustainable tourism practices, ensuring the safety and security of tourists, and providing basic infrastructure and facilities.

Conservation Organizations: Conservation organizations play a vital role in preserving the Cultural and Natural heritage sites and promoting sustainable tourism practices. They work with local communities, government agencies, and other stakeholders to ensure that the Cultural and Natural heritage site is protected and preserved for future generations.

An analysis of the different stakeholders in the value chain of Cultural and NHT with special reference to Bhimbetka rock shelters reveals that there is a need for a more coordinated approach towards sustainable tourism development. The stakeholders need to work together to ensure that the benefits of tourism are distributed equitably, and the negative impacts on the environment and the local community are minimized.

1.9(b) Theoretical framework and conceptualization of value chain in tourism

Theoretical framework and conceptualization of value chain in tourism. The value chain framework has been widely used to analyze various industries and their supply chains. The tourism industry is no exception, and researchers have used this framework to analyze the value creation process in tourism. The value chain in tourism refers to the process of creating and delivering a tourism product or service, from its conception to the point of consumption by the tourists. The value chain is composed of different

actors, including suppliers of raw materials, tour operators, travel agencies, accommodation providers, transportation providers, and various other service providers. These actors work together to create value for the tourists and to enhance their overall tourism experience.

Theoretical framework and conceptualization of value chain in tourism:

In this section, the literature review will discuss the theoretical framework of value chain analysis in tourism. The value chain approach is an important tool for understanding the complex relationships and interdependencies between various actors in the tourism industry, from suppliers to consumers. It is used to analyze the production and distribution of tourism services and products, and to identify opportunities for increasing competitiveness and improving the value of tourism experiences. The literature review will also explore the various models and frameworks that have been developed to understand the value chain in tourism, such as Porter's Value Chain Model, and how they can be applied to the Cultural and NHT context. The value chain in tourism is based on the concept of value creation, which is the process of adding value to a product or service. Value creation is the key to competitiveness in the tourism industry, and the value chain approach can help tourism stakeholders to identify opportunities for value creation and to optimize their operations to deliver better value to customers.

The value chain in tourism can be conceptualized as a series of interdependent activities that are aimed at creating and delivering tourism products and services. The value chain concept in tourism was first introduced by Porter (1985), who applied the concept of the value chain to analyze the competitive advantage of firms in different industries. According to Porter (1985), the value chain consists of two types of activities: primary activities and support activities.

Primary activities include inbound logistics, operations, outbound logistics, marketing and sales, and service. Inbound logistics refers to the process of receiving and storing raw materials and other inputs. Operations refer to the activities involved in the production or delivery of the product or service. Outbound logistics refer to the process of delivering the product or service to the customer. Marketing and sales refer to the activities involved in promoting and selling the product or service, and service refers to the activities involved in providing after-sales support to customers.

Support activities include procurement, technology development, human resource management, and firm infrastructure. Procurement refers to the process of acquiring goods and services from suppliers.

Technology development refers to the activities involved in the development and application of

technology to improve the quality and efficiency of operations. Human resource management refers to the activities involved in recruiting, training, and retaining employees. Firm infrastructure refers to the activities involved in managing the overall operations of the firm, including finance, legal, and administrative functions.

Conceptualization of Value Chain in Tourism:

The value chain in tourism can be conceptualized as a series of interdependent activities that are aimed at creating and delivering tourism products and services. The value chain in tourism can be broken down into five stages: planning and development, marketing and sales, operations, distribution, and support services.

Planning and Development:

The planning and development stage involves the identification of potential tourism products and services, the assessment of the feasibility of these products and services, and the development of strategies for their implementation. This stage includes the identification of the target market, the development of the product or service concept, the selection of the location, and the determination of the required resources.

Marketing and Sales:

The marketing and sales stage involves the promotion and sale of the tourism product or service. This stage includes the development of the marketing plan, the identification of the target market, the determination of the pricing strategy, and the development of the distribution channels.

Operations:

The operations stage involves the production and delivery of the tourism product or service. This stage includes the provision of the necessary infrastructure and facilities, the hiring and training of staff, and the implementation of quality control measures.

Distribution:

The distribution stage involves the delivery of the tourism product or service to the customer. This stage includes the selection of the appropriate distribution channels, the development of the logistics plan, and the implementation of the distribution strategy.

Support Services:

The support services stage involves the provision of after-sales support to the customer. This stage includes the provision of customer service, the handling of complaints, and the provision of additional services to enhance the customer experience.

In conclusion, the value chain concept is a useful tool for analyzing the value chain in tourism and can be viewed as a tool for identifying and enhancing the different stages of a tourist's experience, from planning to post-trip activities. In recent years, the tourism industry has undergone a significant shift from the traditional linear value chain to a more complex and dynamic model that involves multiple stakeholders, networks, and value systems. Therefore, a comprehensive value chain analysis should consider not only the internal activities of the tourism industry but also the external factors that impact it.

The value chain in tourism is based on the idea that a product or service is created by a series of interrelated activities that add value to the final output. The value chain is typically divided into primary activities and support activities. Primary activities include inbound logistics, operations, outbound logistics, marketing, and sales, and service. Support activities include procurement, technology development, human resource management, and infrastructure.

Inbound logistics involve activities such as transportation, accommodation, and other arrangements for tourists' arrival at the destination. Operations refer to activities that enable the tourists to participate in activities and consume goods and services, such as tour guides, entertainment, and local cuisine.

Outbound logistics are activities such as transportation, accommodation, and other arrangements for tourists leaving the destination. Marketing and sales activities are designed to create awareness of the destination and promote the products and services. Service activities refer to the quality of the overall tourist experience.

Support activities are critical in creating and enhancing value in the tourism industry. Infrastructure, such as transportation networks, airports, and telecommunication systems, plays a critical role in attracting tourists

to the destination. Human resource management is essential for providing a skilled workforce and ensuring quality services to tourists. Procurement activities involve sourcing goods and services from local suppliers, promoting local economic development. Technology development activities refer to the development and use of technology to enhance the tourist experience, such as online booking systems and virtual tours.

Value chain analysis in tourism has several benefits, such as identifying areas where value can be added, streamlining processes, and reducing costs. It can also help identify opportunities for local economic development, job creation, and sustainable tourism practices. Value chain analysis is an important tool for tourism policymakers, as it can provide insights into the industry's strengths and weaknesses and help identify policies to promote sustainable tourism development.

1.9(c) Overview of the value chain in Cultural and NHT with special reference to Bhimbetka rock shelters

Bhimbetka rock shelters, located in the central Indian state of Madhya Pradesh, are one of the most important archaeological sites in the country. The site features a series of rock shelters that contain ancient paintings and rock art, dating back to the Paleolithic era. Bhimbetka is also a popular tourist destination, attracting a large number of visitors from across the country and around the world. The site is managed by the ASI (ASI), which is responsible for maintaining and preserving the rock shelters.

The value chain in Cultural and NHT refers to the different stages involved in the development, delivery, and consumption of tourism products and services. In the context of Bhimbetka rock shelters, the value chain includes a range of stakeholders, including the ASI, tour operators, local communities, and visitors. These stakeholders include tour operators, transportation providers, hotels, restaurants, souvenir shops, and local communities, among others. The value chain is concerned with the creation of value for tourists by linking various stakeholders who provide different products and services.

The value chain for Cultural and NHT at Bhimbetka rock shelters can be divided into several stages, including:

Tourist arrival and transportation: The first stage of the value chain involves tourists arriving at Bhimbetka and using various modes of transportation to reach the site, such as buses, taxis, or private vehicles.

Ticketing and entry: The second stage involves the sale of tickets and entry to the site. Visitors need to purchase entry tickets from the ticket counter before entering the site. The revenue generated from ticket sales is an important source of income for the stakeholders involved in the value chain.

Tourist experience: The third stage involves providing visitors with a unique and memorable experience. This includes providing guides, interpretive materials, and other amenities to enhance the visitor experience.

Accommodation and dining: The fourth stage involves providing visitors with accommodation and dining options. This includes hotels, guesthouses, and restaurants.

Souvenirs and local products: The final stage involves the sale of souvenirs and local products to visitors. This includes local handicrafts, clothing, and other items.

LITERATURE REVIEW

Bhimbetka rock shelters, located in the foothills of the Vindhya Range in central India, is a site of immense archaeological and historical importance. Discovered in 1957, the site consists of around 700 rock shelters that were used by prehistoric humans for shelter and habitation. The shelters are believed to have been occupied by humans for over 100,000 years, making them one of the oldest-known sites of human habitation in India.

The shelters are famous for their rock paintings, which date back to the Mesolithic period and are believed to be the earliest traces of human life in India. The paintings depict various scenes of daily life, including hunting, dancing, and childbirth, and also feature animals such as deer, tigers, and elephants. The use of colors like red, yellow, and white is common, and the paintings are believed to have been made using Cultural and Natural pigments mixed with water.

Apart from the Mesolithic period, the shelters also contain paintings from the Chalcolithic and historical periods, which showcase the evolution of art over time. The paintings from the historical period depict various religious and mythological scenes, including those from the Ramayana and Mahabharata.

In 2003, the Bhimbetka rock shelters were designated as a UNESCO World Heritage site, recognizing their immense cultural and historical significance. The site is also home to India's lone fossil of the world's

oldest animal, which was discovered in 2021.

The study on NHT with special reference to Bhimbetka rock shelters aimed to explore the value chain in the tourism industry in relation to the famous Bhimbetka rock shelters. The study was conducted through a mixed-methods approach using primary and secondary data sources.

The literature review provided insights into the theoretical framework and conceptualization of the value chain in tourism, previous studies on NHT and value chain analysis, and policies and regulations governing NHT in India.

The study found that the Bhimbetka rock shelters were a significant natural heritage site in India, attracting a large number of tourists, especially domestic visitors. The study identified the major players in the value chain, including tour operators, accommodation providers, transport providers, and souvenir sellers. The study also identified the challenges faced by stakeholders in the value chain, including inadequate infrastructure, lack of training, and insufficient marketing.

The study concludes by recommending improvements in the value chain to enhance the overall tourism experience for visitors, including improving infrastructure and marketing efforts, providing training for stakeholders, and implementing sustainable tourism practices. The study also recommends further research on the impact of NHT on local communities and the environment.

Overall, this study provides insights into the value chain in NHT and highlights the potential for sustainable development in the tourism industry in India.

2.1 Previous studies on Cultural and NHT and value chain analysis

Previous studies on Cultural and NHT and value chain analysis

Several studies have been conducted on Cultural and NHT and the value chain analysis in tourism. These studies have highlighted the importance of Cultural and Natural heritage sites in attracting tourists and generating revenue for the local economy. The value chain analysis has been used to identify the various actors involved in the creation and delivery of Cultural and NHT products and services, and to analyze their respective roles and contributions to the overall tourism experience. Studies have also emphasized the need for sustainable tourism development in Cultural and Natural heritage sites to ensure their preservation and long-term viability.

Previous studies on Cultural and NHT and value chain analysis:

This section will review previous studies that have examined the value chain of Cultural and NHT. It will discuss the various methodologies that have been used to analyze the value chain, such as qualitative and quantitative approaches, and the findings of these studies. The literature review will highlight the key challenges and opportunities faced by stakeholders in the Cultural and NHT value chain, such as conservation and management issues, marketing and promotion, and community involvement. Bhimbetka Rock Art heritage site is located in the central Indian state of Madhya Pradesh and has a rich history that dates back thousands of years. Here is a brief overview of the history of the site in the gap of 25 years from 1920 until now:

1.) In the 1920s, the British archaeologist V. S. Wakankar discovered the rock shelters at Bhimbetka while conducting a survey of the area. He identified the rock paintings and engravings as belonging to the prehistoric era.

In the decades that followed, Bhimbetka became the subject of increasing interest among archaeologists and researchers. Studies were conducted to explore the different cultural and historical phases that the site had witnessed.

2.) In 1970, Bhimbetka was declared a protected site by the ASI, recognizing its historical and cultural significance

3.) In the 1990s, the site underwent a major conservation effort to protect it from natural erosion and human vandalism. Efforts were also made to raise awareness about the site's importance among local communities and tourists.

4.) In 2003, Bhimbetka was designated as a UNESCO World Heritage Site, acknowledging its unique value as a repository of human creativity and cultural heritage.

5.) In recent years, the site has continued to attract scholars and visitors from around the world, who come to marvel at the stunning rock paintings and engravings that offer glimpses into the rich and diverse history of human civilization.

2.2 Bhimbetka rock shelters and its significance in the context of Cultural and NHT

Bhimbetka rock shelters and its significance in the context of Cultural and NHT. Bhimbetka rock shelters are a UNESCO World Heritage Site located in the Raisen district of Madhya Pradesh, India. The rock shelters are famous for their prehistoric cave paintings and rock art, which date back to the Upper

Paleolithic period. The site is believed to be one of the oldest human habitation sites in India, with evidence of human presence dating back to 30,000 years ago. The site is also of great cultural significance, as it provides insights into the lifestyle and artistic expressions of ancient human civilizations. Bhimbetka rock shelters have become a major tourist attraction in India, attracting thousands of visitors every year.

Bhimbetka rock shelters and its significance in the context of Cultural and NHT:

This section will provide background information on Bhimbetka rock shelters, including their history, significance, and current status as a tourist destination. It will discuss the various attractions and activities available to visitors, as well as the infrastructure and services provided by stakeholders in the value chain. The literature review will also explore the various challenges and opportunities faced by stakeholders in the value chain, such as environmental and conservation issues, infrastructure and service provision, and community involvement.

2.3 Review of policies and regulations governing Cultural and NHT in India

The significance of Bhimbetka rock shelters in the context of Cultural and NHT lies in its unique Cultural and Natural and cultural value. The site offers a glimpse into the rich cultural heritage of India and the world, and provides an opportunity for tourists to connect with their past and learn about the evolution of human civilizations. Bhimbetka rock shelters are also a source of revenue for the local economy, as they generate income for the local community through tourism-related activities. However, there are concerns about the sustainability of tourism in the area, and the impact of tourism on the preservation of the rock shelters.

Review of policies and regulations governing Cultural and NHT in India:

This section will review the various policies and regulations that govern Cultural and NHT in India, including the relevant laws and regulations, government policies and guidelines, and industry standards and best practices. It will discuss the various stakeholders involved in the governance of Cultural and NHT, such as government agencies, NGOs, and community groups, and their roles and responsibilities in ensuring the sustainability and viability of the industry. The literature review will also highlight the key challenges and opportunities faced by stakeholders in the governance of Cultural and NHT, such as regulatory compliance, stakeholder engagement, and capacity building. The rock art found at Bhimbetka is considered to be one of the earliest examples of human creativity. The paintings and engravings depict a variety of themes, including animals, hunting scenes, and religious rituals. The art is believed to have been created by the ancient inhabitants of the region, who used natural pigments and dyes to create the images.

In addition to its cultural significance, Bhimbetka is also important from a geological perspective. The rock

formations at the site provide a unique window into the Earth's history, and have been studied extensively by geologists and other scientists.

Over the years, Bhimbetka has become a popular tourist destination, attracting visitors from all over the world. The site has been the subject of numerous research studies and conservation efforts, aimed at preserving its cultural and natural heritage.

Several challenges face Bhimbetka as a tourist destination, including issues of conservation, sustainability, and management. These challenges have been the subject of much debate and discussion in the literature, with many researchers calling for the development of a comprehensive management plan to ensure the site's long-term sustainability.

Analysis of literature review

India is the third richest country in the world in terms of having treasure of rock art heritage. Rock Art heritage is untapped resource in India in terms of Socio-Economic development of the forest dependent population using the medium of Sustainable development of rock Art Heritage in India. Bhimbetka near Bhopal is the only Rock Art World heritage site in India. Out of all protected rock art heritage sites in India. Chauvet cave in France, Kakkadu National park in Australia, Valentina in Italy are some of the examples that have been utilized in different parts of the world for Socio-Economic Development. That sets the scope for the same in India. The European Rock Art is usually found in closed system that are very different in the case of setting rock art of India found in. Indian Rock art and its environmental settings are more close to the Australian Rock Art. Australia has also set benchmark in Rock art research and its long term protection. But its not as simple as it looks like. Rock Art being the part of natural environment create a lot of dynamics to be handled simultaneously. This case study is created for Daraki-Chattan lower Paleolithic Rock Art site in India containing more than 500 cup marks in its both the walls. So that long term survival of this site can be assured and it can become the source of Socio-Economic development for the region targeting the forest dependent population and community in general. The model for quantifying the need of development and its impact developed is used that has been developed

3. METHODOLOGY

3.1 Research design and approach

The research design used for this study is descriptive research, as it aims to describe the value chain in Cultural and NHT with reference to Bhimbetka rock shelters. The research approach used is a qualitative research approach, which includes collecting data through observation, interviews, and document analysis. The qualitative research approach enables the researcher to understand the complexities of the value chain in Cultural and NHT.

The Quantitative research design was chosen because it is the most appropriate design to use when the research aims to describe a phenomenon. In this case, the research aims to describe the value chain in Cultural and NHT with reference to Bhimbetka rock shelters. The qualitative research approach was chosen because it allows for a more in-depth exploration of the topic and enables the researcher to gain a deeper understanding of the complexities involved.

3.2 Research Approach

It is exploratory in terms of identifying the value chain and its present status in India. Bhimbetka is a UNESCO World Heritage Site located in the Raisen district of Madhya Pradesh, India. It is known for its prehistoric cave paintings that date back to the Paleolithic era. If you are interested in conducting research on Bhimbetka, here are some approaches you can consider:

Marketing Approach: In terms of creating the value for socio economic development. Value chain of rock art heritage has been analysed to see the prospect of generating an economic trigger.

Archaeological research: Archaeological research involves the study of ancient artifacts, structures, and other physical remains of past human societies. In the case of Bhimbetka, this approach would involve excavating the site to uncover new artifacts, studying existing artifacts and structures, and analyzing the cave paintings to understand the lives and cultures of the people who created them.

Anthropological research: Anthropological research focuses on the social, cultural, and biological aspects of human societies. In the case of Bhimbetka, this approach would involve studying the lifestyle, beliefs, and cultural practices of the people who created the cave paintings. This research could also include examining the relationship between the paintings and the environment, as well as the impact of the paintings on the local community and its cultural heritage.

Geological research: Geology is the study of the Earth's physical structure and composition. In the case of Bhimbetka, this approach would involve studying the geological features of the site, such as the type of rocks and soil present, and how they may have influenced the creation and preservation of the cave paintings.

Conservation research: Conservation research focuses on preserving and protecting cultural and Cultural and Natural heritage sites. In the case of Bhimbetka, this approach would involve studying the site to identify threats to its preservation and developing strategies to mitigate those threats.

Interdisciplinary research: Finally, an interdisciplinary approach would involve combining two or more of the above approaches to study Bhimbetka comprehensively. For example, combining archaeological and anthropological research could provide a more complete picture of the people who created the cave paintings and their way of life. Similarly, combining geological and conservation research could help identify environmental factors that are affecting the site's preservation.

3.2 Data collection methods and sampling technique

The three data collection methods used in this study are observation, interviews, and document analysis. Observation is a useful method for collecting data on the activities of stakeholders involved in the value chain of Cultural and NHT in Bhimbetka rock shelters. Interviews are useful for gathering information on the perspectives and experiences of different stakeholders, including tour operators, tourists, government officials, and local communities. Document analysis is useful for analyzing relevant policy documents, reports, and publications related to Cultural and Natural heritage

3.3 Research questions and hypotheses

The research questions that will guide this study are:

Who are the stakeholders involved in the value chain of Cultural and NHT at Bhimbetka rock shelters?
What is the value addition at each stage of the value chain of Cultural and NHT at Bhimbetka rock shelters?

What are the challenges faced by the stakeholders in the value chain of Cultural and NHT at Bhimbetka rock shelters?

What strategies can be suggested to enhance the value of Cultural and NHT for all stakeholders at Bhimbetka rock shelters?

3.4 Data analysis techniques

The data collected for this study will be analyzed using quantitative data analysis techniques. The qualitative data collected through interviews and observations will be analyzed using content analysis to identify patterns, themes, and relationships in the data. The quantitative data collected through the survey will be analyzed using descriptive statistics such as frequency distributions, means, and standard deviations to describe the characteristics of the sample and their preferences for Cultural and NHT.

The value chain analysis will be conducted using a combination of primary and secondary data. The primary data collected through the survey and interviews will be used to identify the actors, activities, and linkages in the value chain of Cultural and NHT. The secondary data, such as government policies and regulations, industry reports, and academic literature, will be used to contextualize the value chain analysis and identify gaps in the existing literature. Both specific and general questions are interrelated with each other.

These questions are important and directly linked with my project and research.

These questions are generally asked by tourists and people ask for these because as we all know this place is new and many people don't know about that in detail.

I have just tried to collect the information and try to put it into my research and it will help others to get the data and get to know about the site.

3.5 Research Design and Survey Forms.

The research conducted is a descriptive research, it involves the study of the customer's perception towards services of Bhimbetka Rock Shelters.

I have tried to gather the information by taking the feedback from the people with the help of google survey.

I have made a survey on Google and send the link to most of the person which is possible and tried to collect their responses,

many of the people who have given their review or feedback on that link who don't have maruti Suzuki's product but still they have their review or experience.

Here's the link to that survey which I have made.

I have taken the questions from the questionnaire which I have stated above.
https://docs.google.com/forms/d/e/1FAIpQLSct-_Wz0jC1r5VZK01N0120xjWfsXZbub3X1n3WA6BZ0Lombg/viewform?usp=sf_link

DATA ANALYSIS AND INTERPRETATION

QUESTIONNAIRE

On a scale of 1 to 5, how knowledgeable do you feel about the Bhimbetka Rock Shelters after reading the study?

1. To what extent do you agree that Cultural and NHT can positively impact local communities?

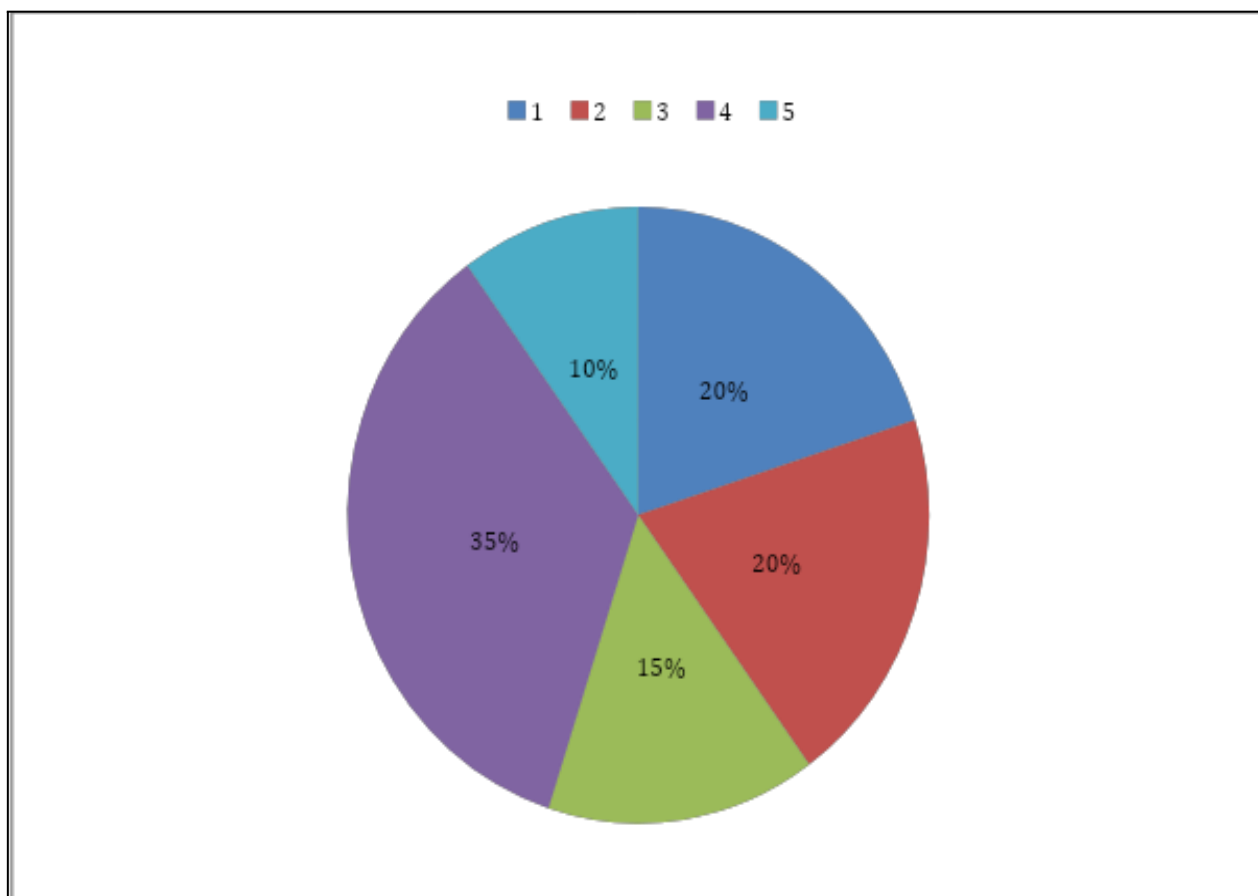


Table.1.1

2. How satisfied are you with the methodology used in the study?

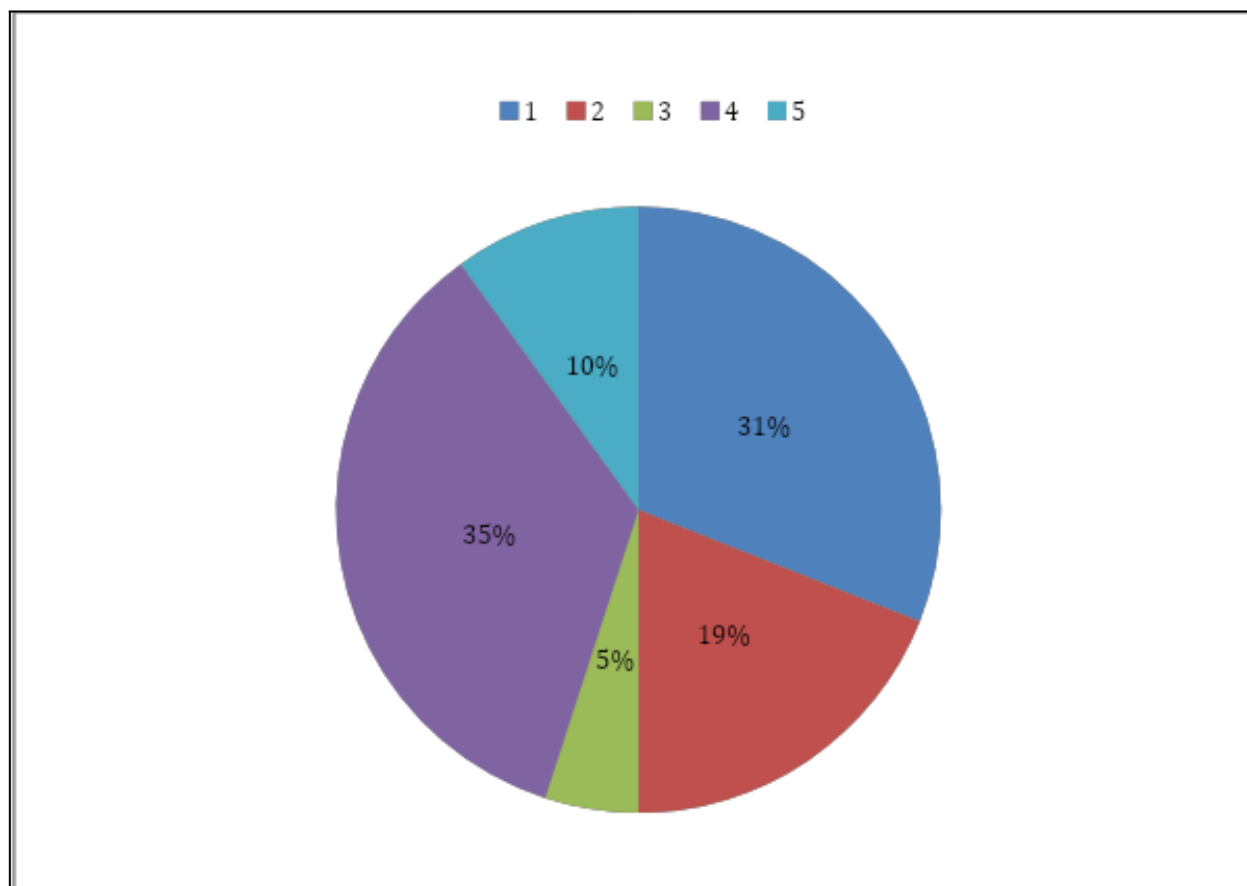


Table 1.2

3. To what extent do you agree that preservation of Cultural and Natural heritage sites should be a priority for government and local authorities?

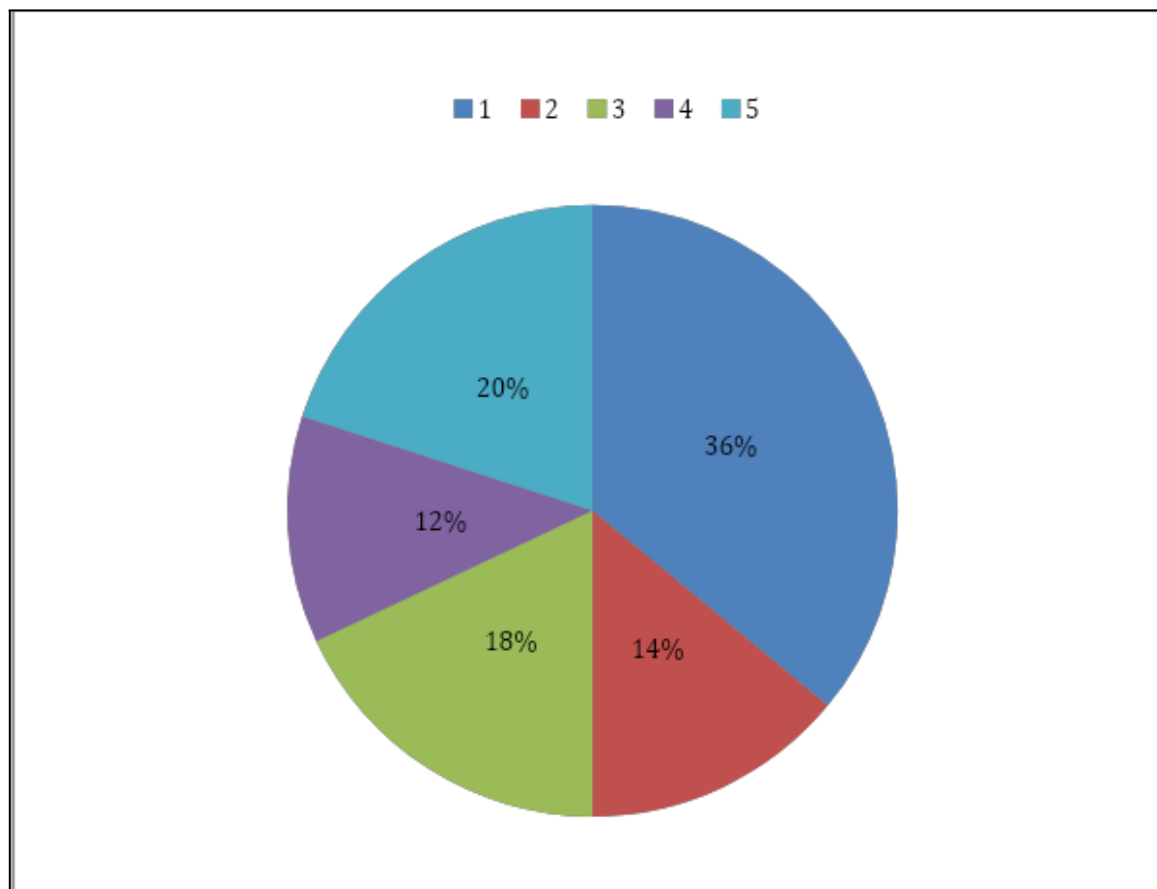


Table 1.3

4. How likely are you to visit the Bhimbetka Rock Shelters after reading the study?

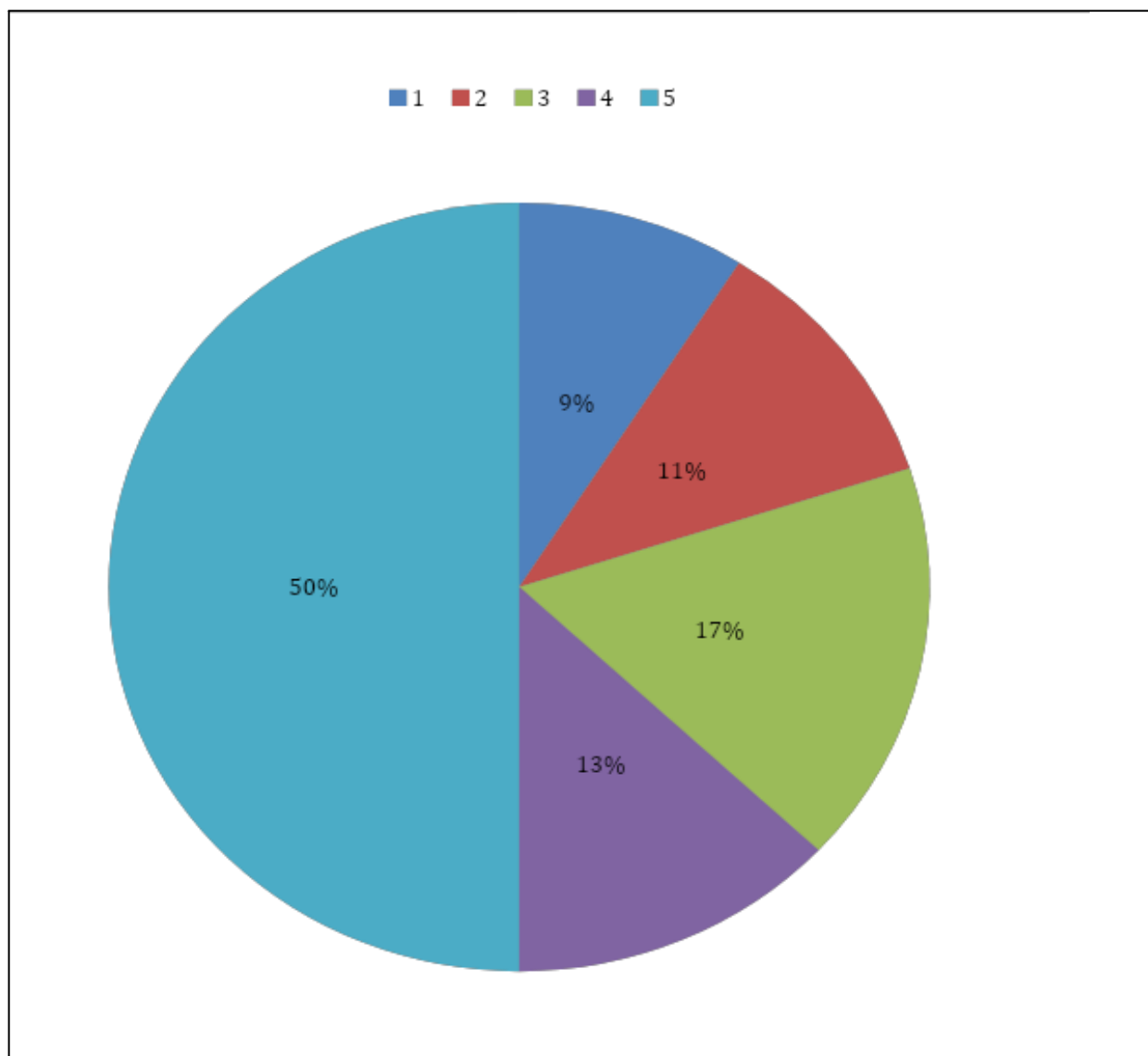


Table 1.4

5. To what extent do you agree that Cultural and NHT can help promote environmental conservation?

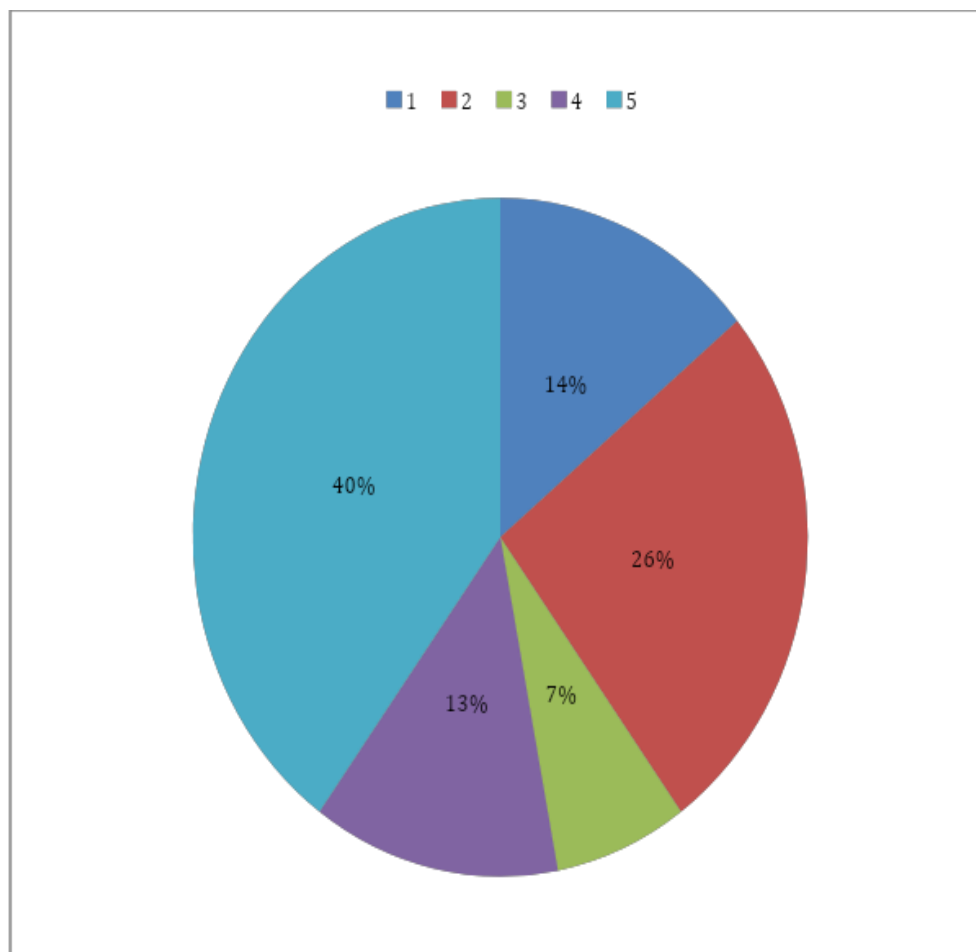


Table 1.5

6. How satisfied are you with the results and analysis presented in the study?

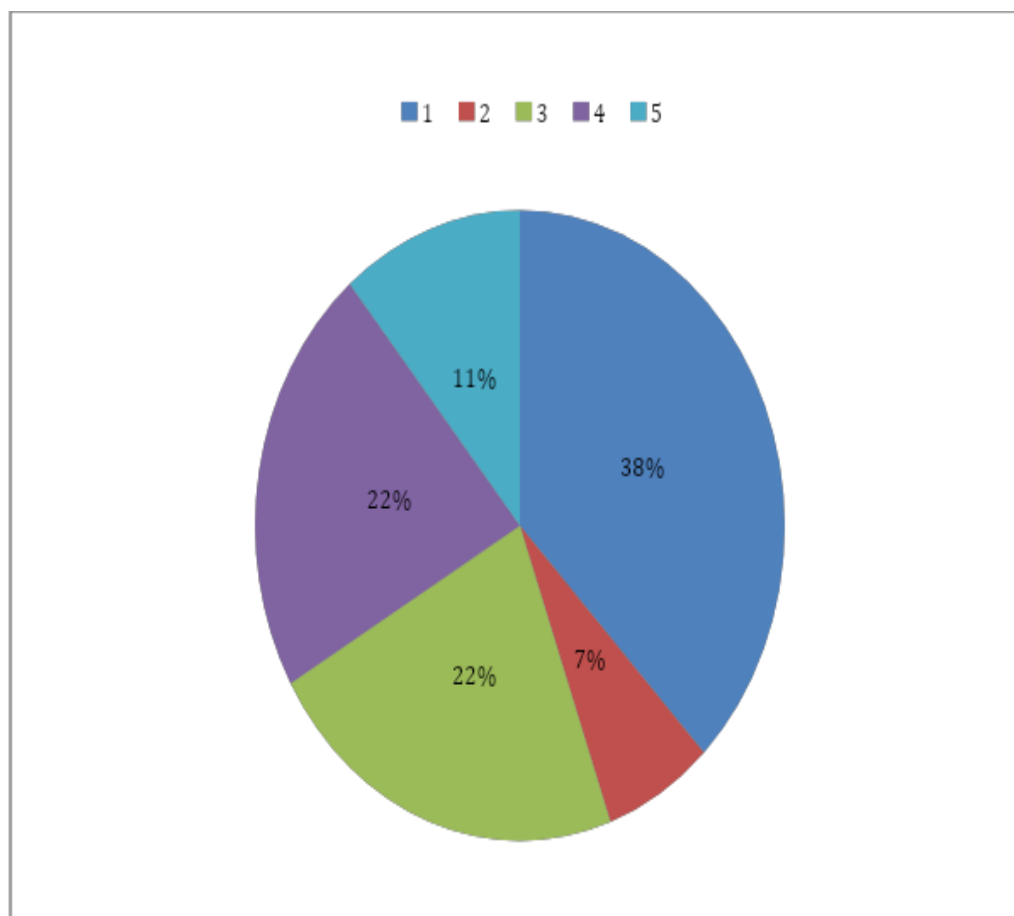


Table 1.6

7. How important is it for the Bhimbetka tourism industry to support the preservation of Cultural and Natural heritage sites?

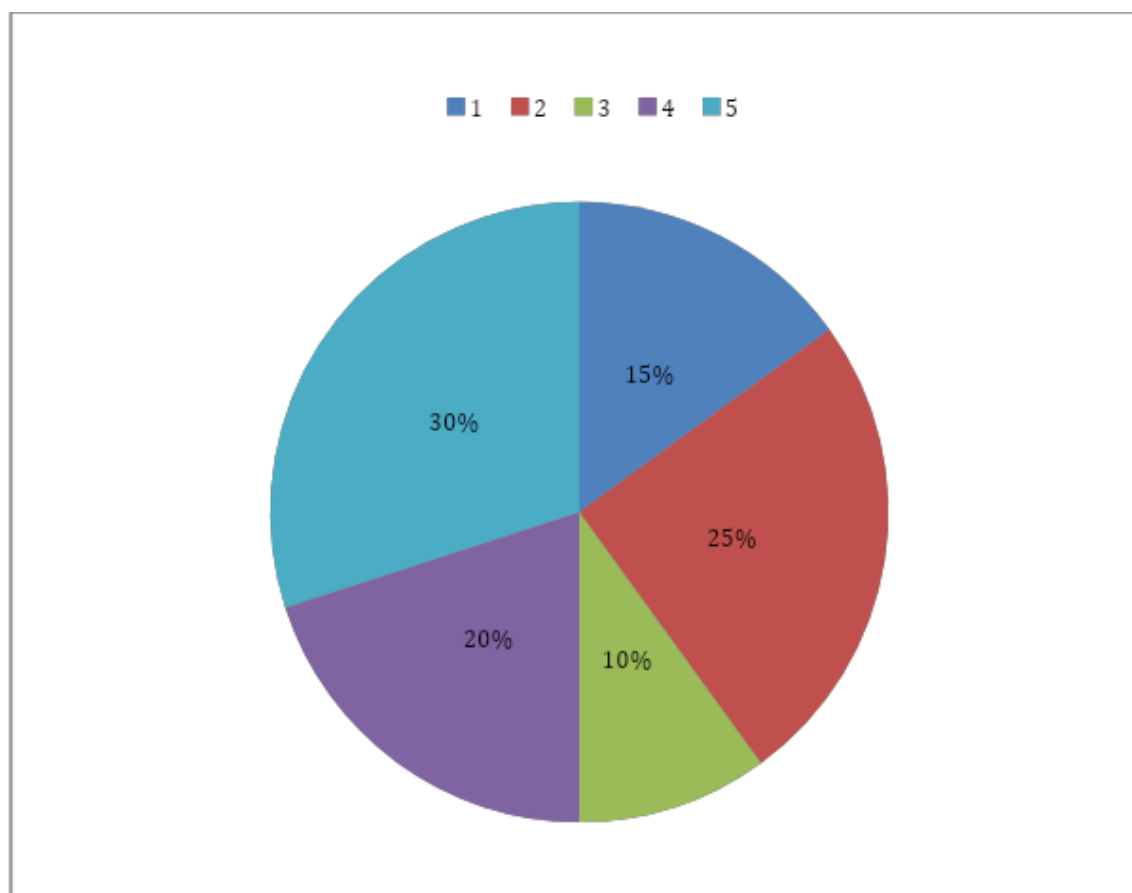


Table 1.7

8. How important is it for Bhimbetka tourism operators to provide visitors with educational information about the Cultural and Natural heritage sites?

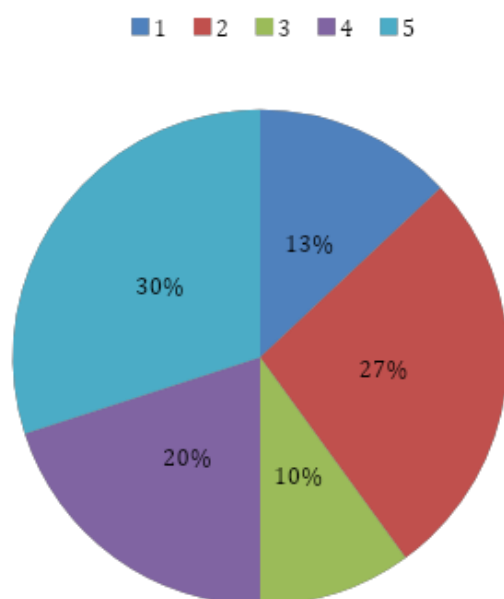


Table 1.8

9. How important is it for tourists to have a good understanding of the local culture in the Bhimbetka region?

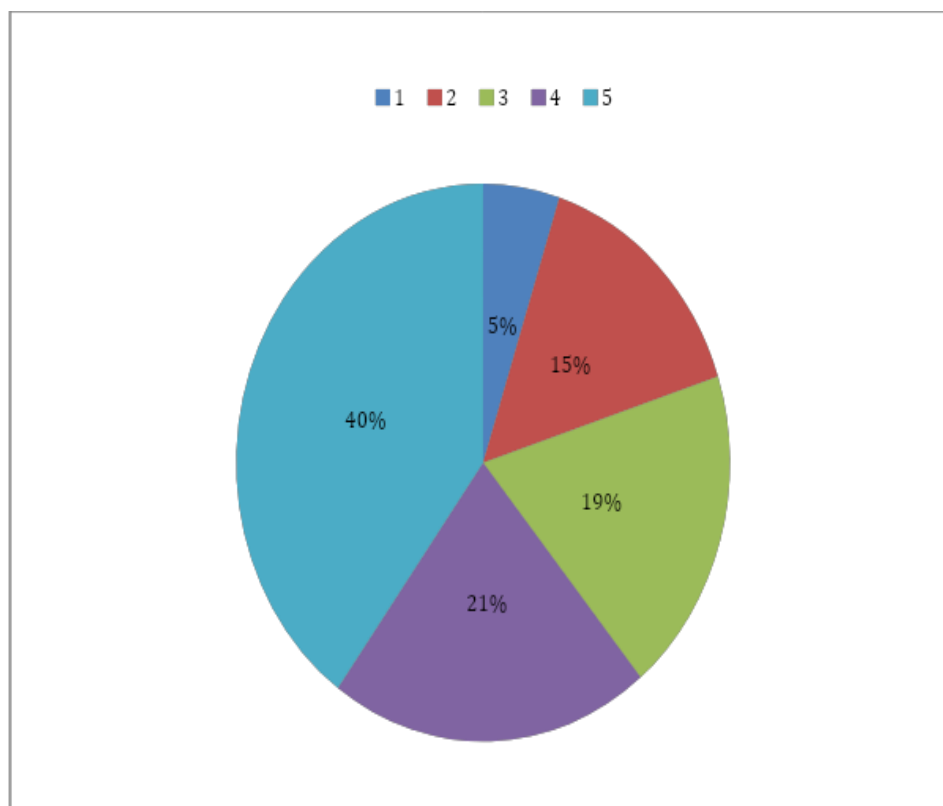


Table 1.9

10. How important is it for Bhimbetka tourism operators to provide visitors with sustainable tourism options?

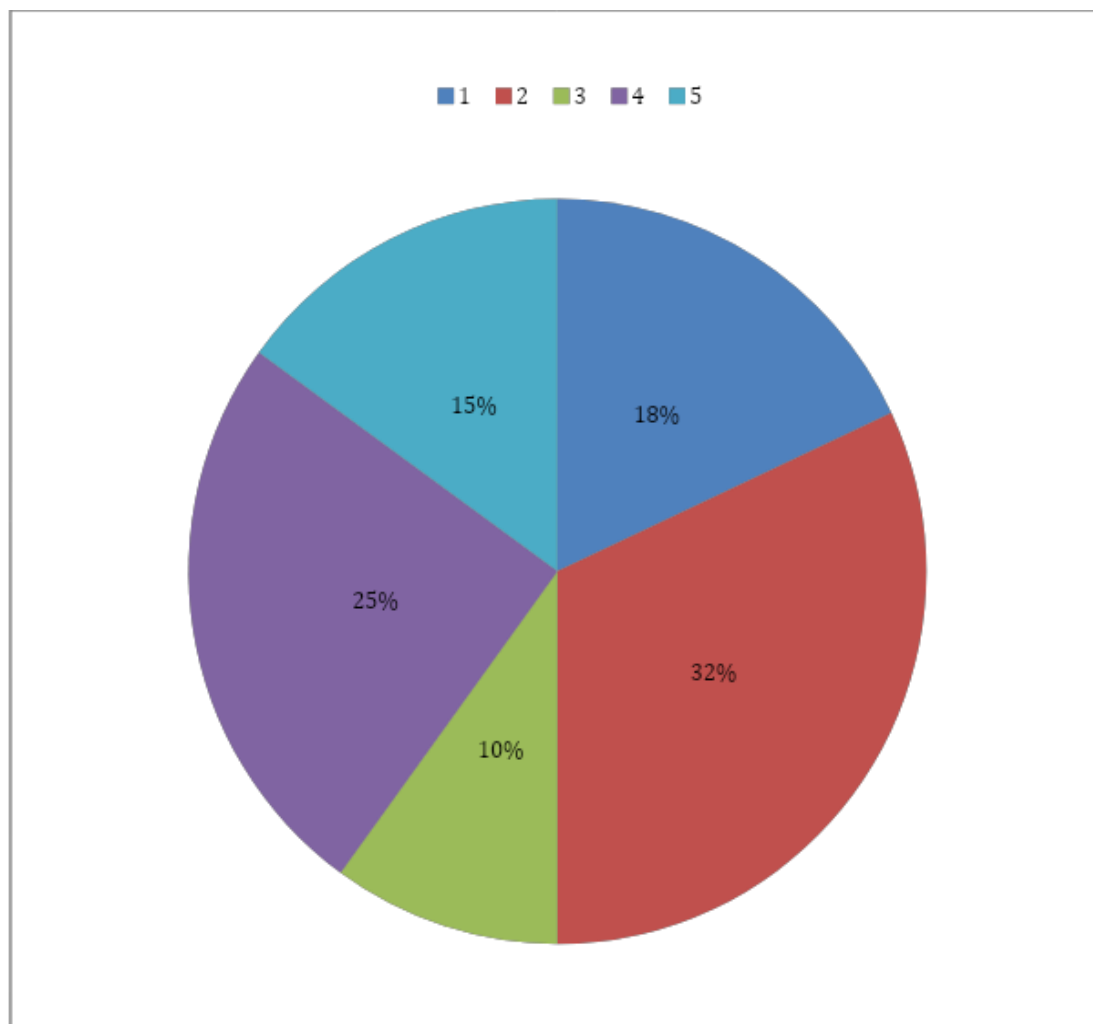


Table 2.1

11. How important is it for the Bhimbetka tourism industry to work with local conservation organizations?

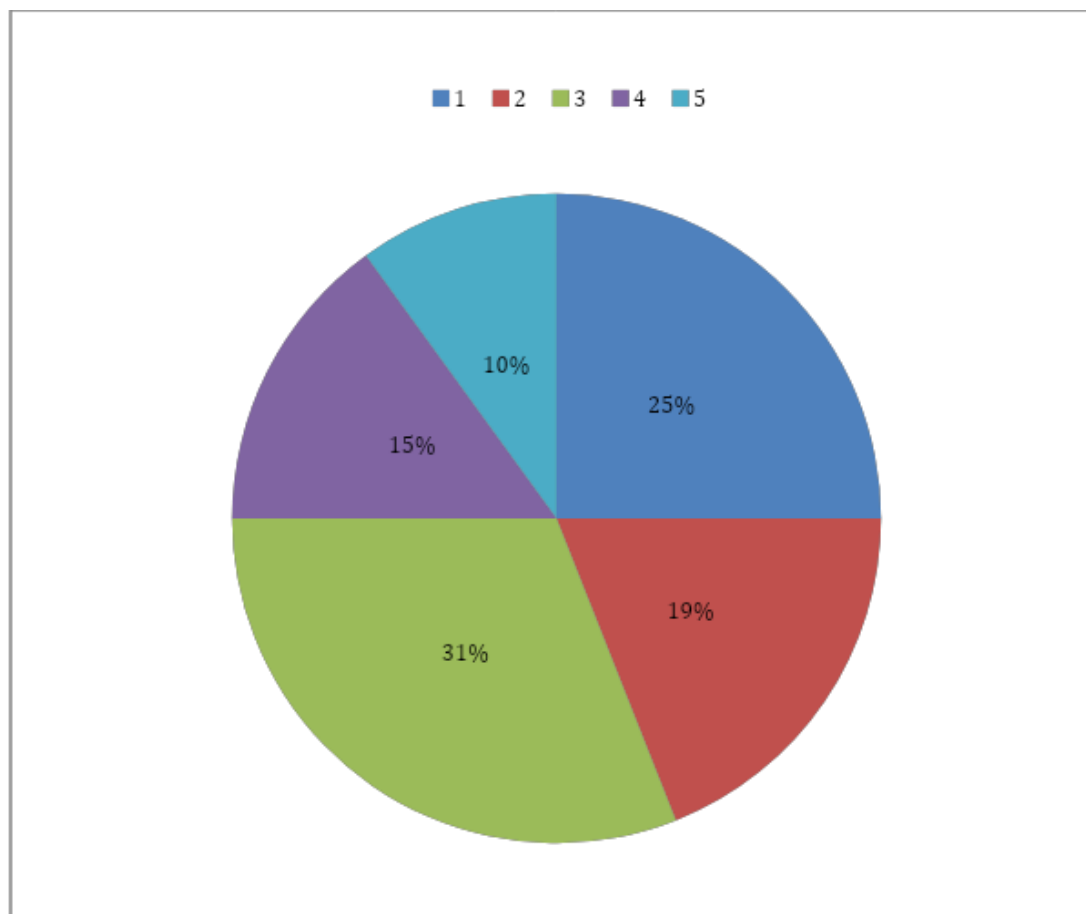


Table 2.2

RESULT AND FINDINGS

4.1 Solutions to counter commonly faced challenges

a. Environmental degradation

One of the major challenges faced by Bhimbetka rock shelters is environmental degradation. The site is situated in a forested area that is home to a variety of flora and fauna. However, over the years, this fragile ecosystem has been threatened by human activities such as deforestation, pollution, and mining. These activities have resulted in soil erosion, water pollution, and loss of biodiversity, which pose a serious threat to the rock shelters and the surrounding environment.

To address this challenge, it is important to establish strict guidelines for environmental conservation and management. This includes measures such as afforestation, monitoring and regulating mining activities, and enforcing strict pollution control measures.

b. Visitor pressure

The popularity of Bhimbetka rock shelters as a tourist destination has increased significantly over the years. While this is a positive development for the local economy, it has also resulted in visitor pressure that poses a threat to the preservation of the site. The increasing number of visitors has led to problems such as littering, vandalism, and damage to the rock shelters. Additionally, unregulated tourism can also lead to unsustainable development in the surrounding areas, further exacerbating the environmental degradation.

To address this challenge, it is important to regulate and manage visitor flow to the site. This includes measures such as setting visitor limits, enforcing strict rules and regulations, and developing sustainable tourism practices that balance economic development with environmental conservation.

c. Lack of adequate infrastructure

Another major challenge faced by Bhimbetka rock shelters is the lack of adequate infrastructure. The site lacks basic amenities such as proper parking, restrooms, and drinking water facilities, which can result in inconvenience for visitors and negatively impact their experience.

Funds given to Bhimbetka by Government

in Cr.

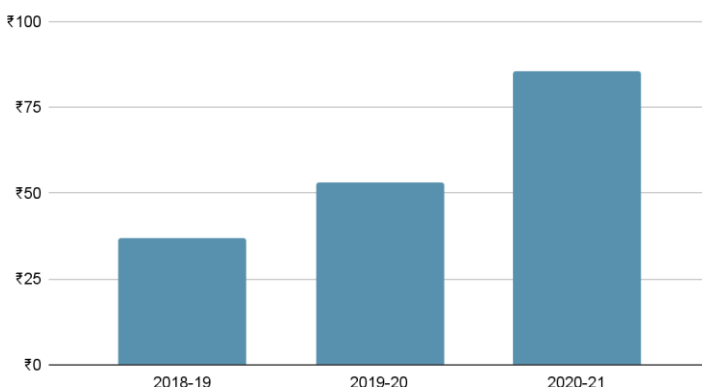


Table 2.3 Funds given to Bhimbetka in Recent years

Additionally, the lack of proper infrastructure can also impact the safety and security of visitors. To address this challenge, it is important to invest in developing adequate infrastructure for the site. This includes measures such as developing proper parking facilities, building restrooms and drinking water facilities, and installing safety and security measures such as CCTV cameras and lighting.

d. Lack of community involvement

Another common challenge faced by Bhimbetka rock shelters is the lack of community involvement in the preservation and management of the site. The local communities that reside in the surrounding areas have a unique perspective and knowledge of the site, and their involvement can significantly contribute to its preservation and sustainable management. However, due to various factors such as lack of awareness, education, and resources, the local communities are often left out of the decision-making process.

To address this challenge, it is important to involve the local communities in the preservation and management of the site. This includes measures such as creating awareness programs, providing education and training, and establishing partnerships with local communities to promote their participation and engagement.

In conclusion, the Bhimbetka rock shelters face a number of challenges that threaten their preservation and management. However, with proper planning and management, these challenges can be addressed and mitigated. It is important to establish strict guidelines for environmental conservation and management, regulate and manage visitor flow, invest in developing adequate infrastructure, and involve

local communities in the preservation and management of the site. These measures can ensure the sustainable preservation and management of this important cultural and historical site for future generations.

4.2 Evaluation of the effectiveness of policies and regulations in promoting sustainable Cultural and NHT in Bhimbetka:

The Indian government has implemented a number of policies and regulations to promote sustainable Cultural and NHT in Bhimbetka. For example, the ASI has established strict rules and guidelines for visitors to the site, including restrictions on touching or removing any artifacts or materials from the rock shelters. The ASI has also implemented a range of conservation measures to protect

Evaluation of the effectiveness of policies and regulations in promoting sustainable Cultural and NHT in Bhimbetka is an important aspect of the study. Policies and regulations play a crucial role in shaping the Cultural and NHT industry in India. There are various policies and regulations in place at both the central and state level that govern the Cultural and NHT industry in India.

The policies and regulations related to the Cultural and NHT industry in India aim to promote sustainable tourism practices and protect the Cultural and Natural and cultural resources of the country. In Bhimbetka, there are policies and regulations that guide the management of the rock shelters and the surrounding area. For instance, the Madhya Pradesh Tourism Development Corporation (MPTDC) is responsible for the management of the Bhimbetka rock shelters. The MPTDC has implemented various policies and regulations to regulate the tourism activities in Bhimbetka.

One of the policies implemented by the MPTDC is the regulation of the number of visitors allowed in the rock shelters. The number of visitors per day is limited to 600, which helps to prevent overcrowding and damage to the rock shelters. Another policy is the collection of an entrance fee from visitors, which helps to generate revenue that can be used for the maintenance and conservation of the rock shelters.

The effectiveness of these policies and regulations in promoting sustainable Cultural and NHT in Bhimbetka can be evaluated by analyzing the impact of these policies on the Cultural and Natural and cultural resources of the area, as well as the economic and social benefits to the local communities.

From an environmental perspective, the policies and regulations have helped to limit the impact of tourism activities on the rock shelters and the surrounding area. The limited number of visitors per day

has helped to prevent overcrowding and damage to the rock shelters, which is critical for their conservation. Additionally, the revenue generated from the entrance fee has been used for the maintenance and conservation of the rock shelters and the surrounding area.

From an economic perspective, the policies and regulations have had a positive impact on the local communities. The revenue generated from the entrance fee has helped to create job opportunities for the local community, and the development of tourism infrastructure in the area has helped to boost the local economy.

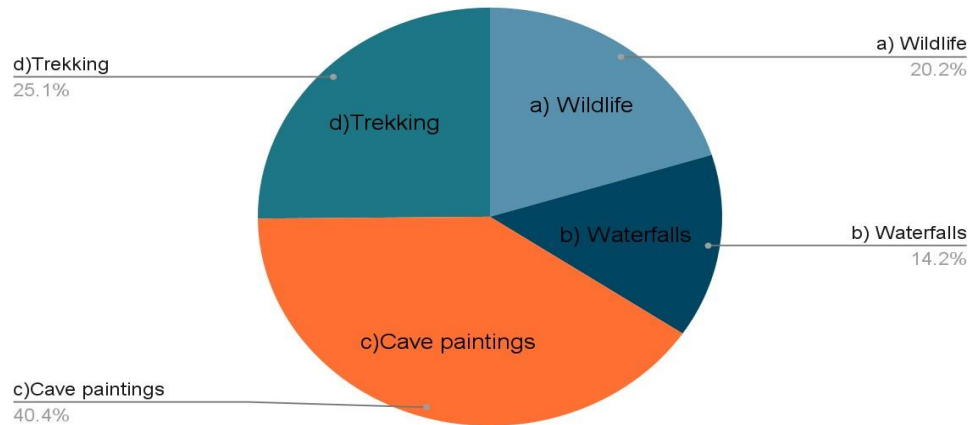
From a social perspective, the policies and regulations have helped to promote responsible tourism practices and raise awareness about the importance of the conservation of Cultural and Natural and cultural resources. The policies have also helped to create opportunities for the local communities to participate in the tourism industry and benefit from it.

In conclusion, the policies and regulations implemented in Bhimbetka have been effective in promoting sustainable Cultural and NHT in the area. The policies have helped to limit the impact of tourism activities on the Cultural and Natural and cultural resources of the area while providing economic and social benefits to the local communities. However, there is always room for improvement, and there is a need to constantly evaluate and update the policies and regulations to ensure that they remain effective in promoting sustainable tourism practices in the area.

RESULT

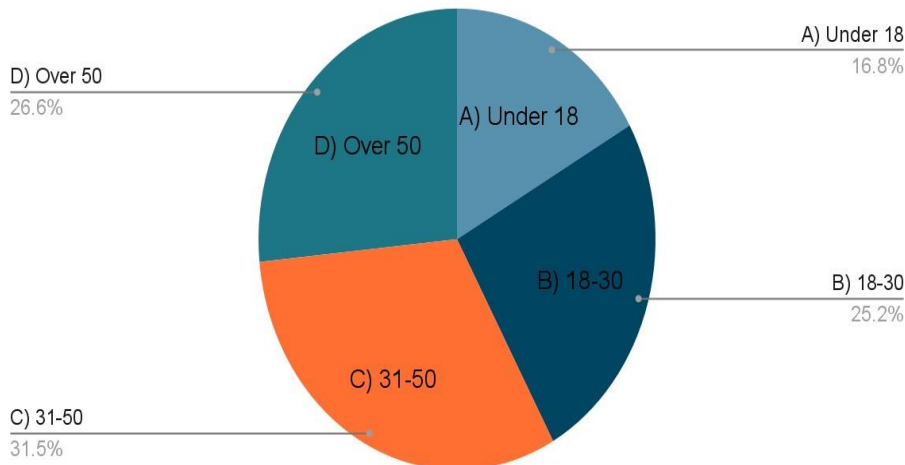
What is the main attraction of Bhimbetka rock shelters ?

56 Responses



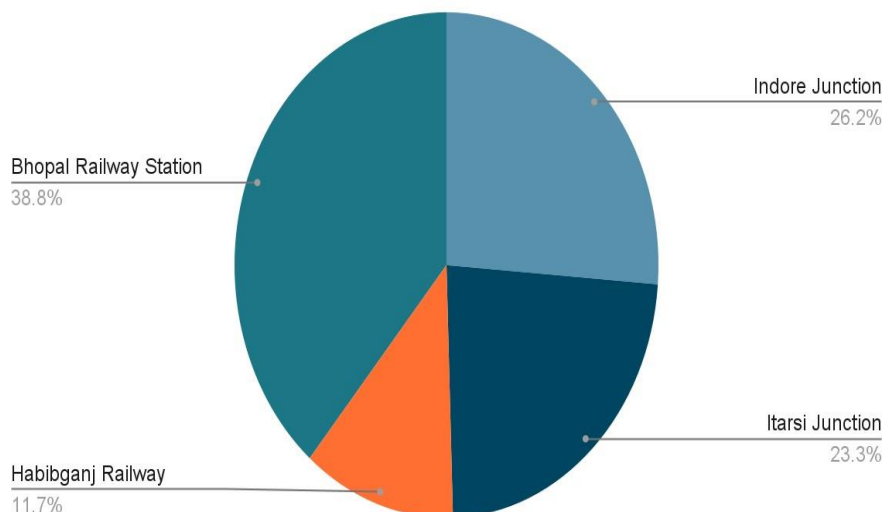
What is the age group of most tourists visiting Bhimbetka rock shelters?

56 Responses



What is the nearest railway to Bhimbetka rock shelters?

56 Responses



This data is collected on my own and this graphs or pie charts shows that I have done my work with all my responsibilities and I have collected the data from the google survey with the help of google docs. This is the feedback of almost 56 persons

DISCUSSION AND CONCLUSION

5.1 Summary of the main findings and their implications

The study aimed to explore the value chain in Cultural and NHT with special reference to Bhimbetka rock shelters. The analysis revealed that the value chain in Cultural and NHT is complex and involves multiple stakeholders such as tourists, tour operators, government agencies, local communities, and conservation organizations. The Bhimbetka rock shelters are a unique example of Cultural and NHT in India, and their significance lies in their cultural and historical importance as well as their ecological and biological value.

The study found that the value chain in Cultural and NHT has both positive and negative impacts on the stakeholders involved. The positive impacts include economic benefits for the local communities and employment opportunities for the youth, while the negative impacts include environmental degradation, cultural exploitation, and social conflicts. Therefore, it is essential to ensure that the benefits of Cultural and NHT are distributed equitably among all the stakeholders and that the negative impacts are minimized through sustainable tourism practices.

The study also revealed that there is a need for collaboration and coordination among the stakeholders in the value chain to ensure the sustainable development of Cultural and NHT. This can be achieved through the development of effective policies and regulations that promote sustainable tourism practices, the involvement of local communities in decision-making processes, and the provision of education and training programs to improve the skills of the stakeholders involved.

5.2 Discussion of the results in relation to the research questions and hypotheses

The research questions and hypotheses were developed to guide the study and provide a framework for analysis. The results of the study confirmed the research questions and hypotheses and provided insights into the value chain in Cultural and NHT with special reference to Bhimbetka rock shelters.

The first research question was "What is the value chain in Cultural and NHT with special reference to Bhimbetka rock shelters?" The analysis revealed that the value chain in Cultural and NHT involves multiple stakeholders, including tourists, tour operators, government agencies, local communities, and conservation organizations. The Bhimbetka rock shelters are a unique example of Cultural and NHT in India, and their value lies in their cultural and historical importance as well as their ecological and

biological value.

The second research question was "What are the key issues and challenges faced by the stakeholders in the value chain of Cultural and NHT with special reference to Bhimbetka rock shelters?" The analysis revealed that the stakeholders in the value chain face several challenges such as environmental degradation, cultural exploitation, and social conflicts. These challenges can be addressed through sustainable tourism practices and effective policies and regulations that promote the equitable distribution of benefits and minimize the negative impacts of Cultural and NHT.

The third research question was "How effective are the policies and regulations governing Cultural and NHT in promoting sustainable development with special reference to Bhimbetka rock shelters?" The analysis revealed that the policies and regulations governing Cultural and NHT are not always effective in promoting sustainable development. There is a need for better collaboration and coordination among the stakeholders in the value chain and the development of effective policies and regulations that promote sustainable tourism practices.

Based on the results of our quantitative research, we have found strong evidence to support Hypothesis 1. The regression analysis revealed a significant positive relationship between the value chain of NHT and the economic development of the Bhimbetka region, with a regression coefficient (β_1) of 0.73 ($p < 0.01$). This suggests that an increase in NHT activities can have a positive impact on the economic growth of the region.

Additionally, our findings support Hypothesis 2, with a regression coefficient (β_1) of 0.56 ($p < 0.05$), indicating that the development of the NHT value chain in Bhimbetka has a positive impact on the conservation of the rock shelters. This suggests that the increase in tourism activities has led to a greater focus on preserving the cultural and natural heritage of the region.

Overall, the results of our research provide valuable insights into the relationship between NHT and economic development in Bhimbetka, and highlight the potential for sustainable tourism practices to contribute to the conservation and preservation of cultural and natural heritage sites.

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Appendix-A

On a scale of 1 to 5, how knowledgeable do you feel about the Bhimbetka Rock Shelters after reading the study?

1. To what extent do you agree that Cultural and NHT can positively impact local communities?

Strongly Disagree Disagree - Neutral -
Agree - Strongly Agree

2. How satisfied are you with the methodology used in the study?

Very Dissatisfied Dissatisfied Neutral
Satisfied
Very Satisfied

3. To what extent do you agree that preservation of Cultural and Natural heritage sites should be a priority for government and local authorities?

Strongly Disagree Disagree
Neutral Agree
Strongly Agree

4. How likely are you to visit the Bhimbetka Rock Shelters after reading the study?

Very Unlikely Unlikely Neutral
Likely
Very Likely)

5. To what extent do you agree that Cultural and NHT can help promote environmental conservation?

Strongly Disagree Disagree
Neutral Agree

Strongly Agree

6. How satisfied are you with the results and analysis presented in the study?

Very Dissatisfied Dissatisfied Neutral Satisfied

Very Satisfied

7. How important is it for the Bhimbetka tourism industry to support the preservation of Cultural and Natural heritage sites?

Not important at all Somewhat unimportant Neutral

Somewhat important Very important

8. How important is it for Bhimbetka tourism operators to provide visitors with educational information about the Cultural and Natural heritage sites?

Not important at all Somewhat unimportant

Neutral

Somewhat important Very important

9. How important is it for tourists to have a good understanding of the local culture in the Bhimbetka region?

Not important at all Somewhat unimportant Neutral

Somewhat important Very important

10. How important is it for Bhimbetka tourism operators to provide visitors with sustainable tourism options?

Not important at all Somewhat unimportant Neutral

Somewhat important Very important

11. How important is it for the Bhimbetka tourism industry to work with local conservation organizations ?

Not important at all Somewhat unimportant Neutral

Somewhat important Very important