Potential of heritage tourism in Punjab: A study

Uma Pandey*

Assistant Professor, Department of Tourism and Airlines, School of Hotel Management and Tourism, Lovely Professional University, Phagwara, Punjab

Dr. Abhay Kumar Varma**

Upacharya, Department of Business Management, Faculty of Rural Development and Business Management, Mahatma Gandhi Chitrakoot Gramodaya Vishwavidyalaya, Chitrakoot, Satna, Madhya Pradesh

Abstract:

Tourism has seen rapid diversification over the years to become one of the world's fastest-growing economic sectors. Tourism accounts for 10% of global GDP, 7% of total world exports and 30% of world services exports. Over the past decade, tourism in India too has seen a steady growth. The domestic tourism scene in India, likewise, has been very encouraging. This scenario however is great but the country and its states have still immense potential which is needs proper awareness and marketing. This paper examines the potential of Punjab's heritage resources in boosting tourism. Major heritage resources were identified with their importance and locations which will encourage Punjab’s tourism.

Keywords: Tourism, Heritage, Punjab

1. Heritage Tourism: An Introduction

One of the important motivations of tourism is history since long. Traveling around the world to discover the wonders and mysteries of the past isn't a new idea—it's been around for years and still it is one of the common reasons after people travelling. Glancing at the patterns of tourists, one can say history is not too old-fashioned to be cared for. Historical tourism means visiting a place with the motivation of learning and exploring its heritage and history. Say it is visiting museum which display the past via artefacts, sculpture, and literary relics, or the basic sight of famous historical monuments, or something as simple as tasting original traditional & historical recipes at their authentic place of origin. The United States National Trust for Historical Preservation describes it as "traveling to experience and feel the locations, artefacts and activities that originally reflect the people and stories of the past", and" heritage tourism can include historical, cultural and natural resources. Places those promise an immense potential of history inevitably lead the charts of the most visited places in the world. In addition to the incredible aesthetics they deliver, these places often have a story to share—and this is what appeals to tourists.

If the same goes for awe-inspiring resorts, hotels, public transport facilities and delicious food, tourism industry becomes an important contributor year after year to their economies. Whether it's Southern Indian ancient temples, the grandeur of Russia in the 18th century, countless Petra wonders, the Hagia Sophia's jaw-dropping intricacies, or a stroll through the Roman Forum's living history, heritage items have an unparalleled beauty everywhere. In addition to these famous options, there are many other countries in the world which may not be
considered as hotspots for tourists but offer a delightful cultural and historical experience. Say it Guatemala where one can experience with the ancient Mayan empire, some unexplored areas of Thailand including Sukhothai and Mexico. Such unexplored countries and cities are a gift for obsessive history lovers who wish to try over the traditional ones. Tourism in culture and history plays a critical role in developing country’s economy, and goes even further. Many surveys found that more than 50 per cent of interviewees agreed that history and culture are strong influences on their choice of destination.

2. Literature Review:

Heritage became popular and got noticed as popular word of the 90’s (Palmer 1999:315). It is considered tourism's most important and fastest increasing components (Alzua, Morrison and O'Leary 1998; Herbert 1995). Heritage tourism has been gaining increased attention in recent years, creating the literature (Pearce and Balcar 1996; Garrod and Fyall 1998; Hollinshead 1988; Herbert 2001; Butler, Poria, and Alrey 2001). Garrod and Fyall describe heritage tourism as a business activity in which socio-cultural resources are used to boost tourism. In 1988 in his study Hollinshead argues that community heritage and local traditions will serve as attractions, and that heritage includes local traditions, arts and crafts, indigenous history, social norms, and cultural festivities. Poria et al define heritage tourism more closely as "a practice focused on the desires and expectations of tourists rather than on particular site attributes" (2001:1047). Hall and Zeppl also highlight inspiration and interpret heritage tourism as "based on past nostalgia and the urge to explore diverse cultural environments and forms" (1991:49). Heritage tourism needs to be differently managed (Cheung 1999) and marketed (Bennett 1995). Work has centred on the growth of" heritage industry" (Hewison 1987; Conlin 2001) where researchers also differentiate between built (Laws 1998), cultural (Richards 1996) and natural (Hall 2000) elements. This paper focuses on identifying heritage resources of Punjab.

3. Objectives:

- To identify heritage resources of Punjab
- To study measures of promotion of heritage tourism of Punjab Government.
- To suggest ideas of promoting heritage tourism in Punjab

4. Study Methods:

To address the research problem an extensive literature has been gone through. The data collected was mainly secondary data which has been taken from various sources like websites, articles, research papers, online reviews of travel agencies etc. The study was limited to Indian state of Punjab only.

4.1. Punjab:

Because of its sacred shrines, historical sites, exclusive gastronomy and a perfect blend of rural and urban life, Punjab tourism is growing at an accelerating rate. Punjab is one of the most beautiful places on the entire subcontinent, the land of warriors, rivers, heritage, culture and lively lifestyle. Thanks to its vibrant and hospitable people, Punjab was called the "Smiling Soul of India." Historically, Punjab has hosted a variety of ethnicities, including the Aryans, Persians, Greeks, Afghans, and Mongols, thereby blessed with a rich heritage of tangibility. The numerous sites that dot the state reflect this history: impressive forts & palaces, ancient temples, architectural
marvels and many a battlefield. Heritage attractions of Punjab are categorised into three parts, Forts, Museums, Memorials.

4.1.1 Forts:

Time to time necessary innovation in architecture is certainly very crucial, but in the process it also important to preserve and restore the old heritage buildings, because these old monuments are a representation of our culture, helping us to respect and understand the people who lived with different customs and habits in different eras. The survival of old forts helps us to interpret societal changes to better understand the reasons that lead to the current status of cities and societies and even traditions. Old forts are the face of cities mirroring the changes that have taken place in a city over time, projecting conflicts, wars and social prosperity, even reflecting the economic situation of the city over time. There are a number of forts in Punjab which are very important according to their history. Every fort has a narrative tale. They have seen place and people changing by the time. Well maintained forts lure tourists, particularly those who like to witness the "spirit" of the city through architecture. Also, when old heritage buildings attract tourists, this will certainly lead to more jobs for local residents and help in improving the economic prosperity of the city, thereby maintaining historical buildings offering places of work for local residents and specialists from many other counties. Table 1.1 summarizes famous Punjab forts along with their location and significance.

Table 1.1

<table>
<thead>
<tr>
<th>Name</th>
<th>Place</th>
<th>Importance</th>
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<tbody>
<tr>
<td>Anandpur Sahib Fort</td>
<td>Anandpur Sahib</td>
<td>Guru Teg Bahadur established Anandpur Sahib, the town where the Khalsa was founded, on the banks of River Sutlej. Five majestic forts fortified this once. Of these is still standing the main fort built in red brick by Guru Gobind Singh. One intriguing feature of its architecture is a subterranean well inside the fort, accessed by a sharp flight of stairs. Here is where the annual festival of Hola Mohalla is held.</td>
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<tr>
<td>Bahadurgarh Fort</td>
<td>Patiala</td>
<td>The Bahadurgarh Fort, on the outskirts of Patiala, was built during the reign of Aurangzeb by Nawab Saif Khan in the 17th century, and is reported to have been called Saifabad. The Diwan-e-Aam and an elegant mosque comprise notable monuments from that period. You can also find the tomb of The Nawab a short distance from the fort. Later, renamed after Guru Tegh Bahadur, the ninth Sikh Guru, to commemorate his stay here, it was renovated and a 19th century gurdwara built by Maharaja Karam Singh of Patiala. The Punjab Police Commando Training School was located inside the grounds since 1989.</td>
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<tr>
<td>Gobindgarh Fort</td>
<td>Amritsar</td>
<td>Fort is situated on the Old Cant, within the Lohgarh Darwaza. Way. Way. It was established in the 19th century, under the rule of Bhangi-misl, Maharaja Ranjit Singh, the British and the Indian armies. Now, it is open to the public.</td>
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Phillaur Fort | Jalandhar | Originally a serai (inn) built by Shah Jahan on the Grand Trunk Road, Maharaja Ranjit Singh has substantially rebuilt the magnificent Phillaur fort to serve as the easternmost outpost of his empire. Designed by the generals of Italy and France at the Maharaja, the architecture of the fort has a distinct European character. It has a wide moat, and its outer walls are inclined to trap cannon balls inwards. Later, it became a British Indian Army artillery centre. It has been a police training school—the oldest in India—since 1981, and is now called the Maharaja Ranjit Singh Punjab Police Academy.

Qila Mubarak (Nabha) | Patiala | It was the reigning royal family's official residence, until A.D. In 1862. Outer part is used for business purposes and internal part is used for the purpose of tourism.

Qila Mubarak | Bathinda | Possibly the oldest fort at Bathinda in Punjab, going back as far as the early Christian period. The Qila Mubarak, designed as a defense against invasion, resembles a great big schooner that soars over dusty plains. It was ruled by successive dynasties, each of which has left an indelible mark on its development, including Baba Ala Singh of Patiala. The Qila Mubarak is synonymous with a famous historic romance. Malik Ikhtiar-ud-din Altunia, governor of Bathinda in the 13th century, rebelled against Empress Razia Sultan, one of the Delhi Sultanate's post-powerful rulers, and imprisoned her here.

Shahpur Kandi Fort | Pathankot | The Shahpur Kandi Fort named after Shah Jahan nestles in the picturesque foothills of the Himalayas on the banks of the Ravi River. It was built in the 16th century, located on the outer periphery of Pathankot, and stands surrounded by exceptional natural beauty. Today a portion of the fort serves as a place of rest.

### 4.1.2. Museums:

Also called history storehouse, museums are buildings where we can see many items of science, artistic, political, economic, traditional and artefacts interest. We can come to know how ancient people lived through all these things, what they used and what they did. It is a tremendous source of knowledge. Not only will it give us information but it also exposes us to the history, culture, nature, faith, art, and architecture of our world. Table 1.2 summarizes famous Punjab museums along with their location and significance.
<table>
<thead>
<tr>
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<tr>
<td>Anglo Sikh war museum</td>
<td>Ferozepur</td>
<td>The Ferozeshah Anglo-Sikh War Memorial is devoted to the two wars waged against the British East India Company by the Sikh Empire after Maharaja Ranjit Singh's death. It is built on the shore of the Canal of Rajasthan, a short distance from Ferozeshah's historic battlefield. The three-storied museum displays paintings depicting major battles in the subcontinent that cemented British dominance as well as weapons from the Anglo-Sikh Wars. Shah Muhammad's revered poetry, known best for his work Jangnama, a historical narrative of the first Anglo-Sikh War, is engraved on plaques of bronze, and embellishes the walls of the museum.</td>
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<tr>
<td>Archaeological Site Museum</td>
<td>Sanghol, Fatehgarh Sahib</td>
<td>Sanghol, an ancient site near Fateghar Sahib in Harappan, has yielded a treasure trove of archaeological finds since excavations started here first. Also known as Ucha Pind (high village) because it rests on a hill, Sanghol finds mention of Hiuen Tsang, the Chinese traveller, in the writings of the 7th century. These Sanghol discoveries helped establish the existence of a distinct art school in Punjab in ancient times, as well as shed light on the region's rich Buddhist settlements. Here the Archaeological Site Museum displays a vast array of ancient and medieval artefacts.</td>
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<tr>
<td>Armour and Chandeliers Museum</td>
<td>Patiala</td>
<td>Qila Mubarak’s Durbar Hall in Patiala accommodate the Museum of the Armor and the Chandeliers. Gleaming Bohemian cut-glass chandeliers are the main attractions, two of which stand on the floor, purchased by Maharaja Mohinder Singh. The four-wheeled silver alloy chariot of Maharaja Bhupinder Singh is also on show here. Built in Kolkata in 1909, six horses drawn it, and used it on ceremonial occasions. The section having armour of the museum has a fascinating collection of guns and arms, including a seven-barrel bolt-action rifle, a sword which Nadir Shah used, and Guru Gobind Singh’s jade dagger.</td>
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<tr>
<td>Sports museum, National institute of sports</td>
<td>Patiala</td>
<td>It is located on the grounds of the Old Moti Bagh Palace and is a part of the National Sports Institute. It has an outstanding collection of sports commemorative-medals, sports gear, photographs associated with the events and legends of Indian sport. The popular ones are during the Seoul Asiad Games in 1986 a solid silver cricket bat and the shoes worn by PT Usha and India’s hockey gold medal won at the 1928 Amsterdam Olympics.</td>
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<tr>
<td>Museum Name</td>
<td>Location</td>
<td>Description</td>
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<td>Government museum and art gallery</td>
<td>Chandigarh</td>
<td>Le Corbusier designed the Chandigarh Government Museum and Art Gallery. The greatest treasure of the museum is the Indian portion of Lahore's Central Museum collection, which includes almost 450 miniature paintings, over 600 Gandhara sculptures, and exhibits in ivory, stucco, ceramics and fabrics. The miniature gallery showcases various schools, such as Sikh, Rajasthani, Pahari, and Mughal styles, while a modern gallery has a broad collection of modern sculpture and painting, including works by Amrita Sher Gil, Sobha Singh, and Vivan Sundaram, Indian luminaries.</td>
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<tr>
<td>Bhagat Singh Museum</td>
<td>Shahid Bhagat Singh Nagar</td>
<td>The Shaheed-e-Azam Bhagat Singh Museum in Khatkar Kalan, displays a variety of memorable items associated with his life and death, including photographs, personal objects and personal diary pages. A copy of the Lahore Conspiracy case can be seen here in which he was sentenced to death by hanging along with Kartar Singh Sarabha, as well as an edition of the Bhagwad Gita thereon with his name which was presented to him by employee off the Lahore Jail, where he was kept. An announcing their hanging, a crumpled and stained old newspaper has been preserved which was collected from alongside remains of the cremation site by Bhagat Singh's sister.</td>
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<tr>
<td>Rural Museum</td>
<td>Ludhiana</td>
<td>Rural Museum located at the University of Agriculture of Punjab as an inviting façade of a traditional and marvellous haveli. Founded by the renowned civil servant Dr M S Randhawa, it exhibits a large number of household appliances, handicrafts and traditional musical instruments. Rural Punjab jewellery, cloths and mannequins depicting everyday routine scenes, are amongst others.</td>
</tr>
<tr>
<td>Guru Teg Bahadur Museum</td>
<td>Anandpur Sahib</td>
<td>Built in 1983, the Sri Guru Tegh Bahadur Museum commemorates the third centenary of the Guru's martyrdom. The architecture of the museum, situated near Takht Sri Keshgarh Sahib, reflects that of the gurdwara. A large collection of paintings, narrating the Sikh history, including depictions from the life of Guru Tegh Bahadur, is shown here.</td>
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<tr>
<td>Maharaja Ranjit Singh War Museum</td>
<td>Ludhiana</td>
<td>Spread over four acres of land, this museum was built as a gesture of tribute to the brave soldiers who fought and laid down their lives during the numerous wars and battles so far fought. Situated on Ludhiana's GT Road, this hidden gem of a place not only pays homage to the soldiers but also educates Indian citizens about the role of defence.</td>
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</tbody>
</table>
| Sadda Pind Museum                   | Amritsar     | Sadda Pind is a one-of - a-kind open-air museum that shows Punjabi culture, customs and heritage through a unique collection of.
buildings and artefacts in the outside. Sadda Pind is one-of-a-kind not only in Punjab, but in India, a folk and living-history museum that shows life in a pre-Independence Punjabi village. Costumed artists showcase the lives of nambardar, sunhar, zamindar, kisan, lohar, sarpanch, potter, and many others who perform daily tasks, crafts, and jobs.

| Partition Museum | Amritsar | The Indian Partition was one of the most defining events in the subcontinent's history. The largest mass migration in human history remains until this date. Yet, despite the extensive loss of life and property, there was a severe lacuna nearly 70 years later that no museum or memorial existed in any part of the world to remember all those millions. The Museum of Partition is the world’s first museum dedicated to the 1947 Partition. It is a People's Museum that, through oral histories, personal artefacts, letters, photographs and original documents, tells the stories of millions of people affected during the partition. |

4.1.3. Memorials:

Memorials are an important part of all cultures. They allow people to remember one loved deceased or a significant public figure. Therefore, by providing the deceased with a permanent place to rest, the survivors also get a place where they can go and show respect for the passed ones. Memorials have always been vital for history because they act as their touchstones. They help us to connect present with the past and allow us to respect and remember the sacrifice of the people who have fought, participated, died or been affected by major conflicts in the past. They are essential source of knowledge for the youngsters when it comes to understanding the contributions of past generations. Table 1.3 summarizes famous Punjab memorials along with their location and significance.

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<tr>
<td>Dakhni Sarai</td>
<td>Jalandhar</td>
<td>Dakhni Sarai was built by Ali Mardan Khan, the Mughal nobleman during the 17th century. The large quadrangular setting typifies a house of rest, the outer walls of which encompass a half-dome mosque, a well, geometric gardens, and traveller rooms. A splendid gateway, decorated with tiles and fine red sandstone windows, welcomes visitors to the compound marked on all corners by circular bastions.</td>
</tr>
<tr>
<td>Mughal Bridge</td>
<td>Jalandhar</td>
<td>To the east of the Dakhni Sarai, one of the few remaining bridges of the Mughal-era is in</td>
</tr>
</tbody>
</table>
Mallian Kalan village. Built during the reign of Shah Jahan, it crosses the Dhauliveni River, consists of Lakhauri bricks and has five supporting arches, the highest being the central one.

| Sarai          | Jalandhar | Near Nakodar is Nur Mahal, a small town best known for the ruins of a beautiful medieval sarai that Noor Jehan had built. Sacked on several occasions and effectively ruined by armies from within and outside Punjab, it wasn't until the end of the 19th century when the British restored the sarai's grandeur that the town saw a turnaround. Its exquisitely ornamented western gate today stands above the marketplace like an imposing sentinel.

| Takhat-i-Akbari | Gurdaspur | The Takht-i-Akbari, a double-tiered brick throne at one end of a platform that surrounds a water tank, marks the place where Akbar's coronation ceremony was held.

| Tombs of Mohammad Momin and Haji Jamal | Jalandhar | Nakodar is home to two architectural gems from the 17th century, the beautifully preserved Mughal-era graves of court musician Mohammad Momin, a tanpura master, and his student Haji Jamal. Mohammad Momin's tomb features striking pointed arches, sculpted screens, intricate glazed tiles and painted plaster walls. Facing it is Haji Jamal's tomb, placed on top of a square platform with two step flights on each side, and crowned with a bulbous dome, often decorated with beautiful tiles.

5. Steps for promotion of heritage tourism by Punjab Government:

Punjab State is renowned for its gastronomy, culture, and history. Punjab has a vast network of public transports and communications. Amritsar, Jalandhar, Patiala, Pathankot and Ludhiana are some of the principal cities in Punjab. Patiala is famed for its historic forts. Punjab has a long religious history for Sikhs, too. Punjab attracts many religious visitors as the state is home to some of Sikhism's most holy places, including the Harmandir Sahib and three of Panj Takht's five. Government is continuously trying to encash the opportunity of developing historical places of Punjab as popular tourist attractions. In 2017 Punjab Governor fixed a meeting with the IHHA Indian Heritage Hotel Association to expand its competence in tourism growth and heritage conservation. The governor dealt with the interface between the Government of Punjab and the Indian Heritage Hotels Association. He informed that a detailed discussion has already taken place with IHHA representatives on how culture and culture can help create employment avenues, especially in the state’s rural areas, and modalities are being worked out to formulate the plans. Navjot Sidhu, tourism minister of Punjab said the state has tremendous possibilities to come out as the world’s leading contender in the tourism and to secure this, the state government is in the process of developing a comprehensive policy to take the state to new tourism heights. Working on his vision of transforming Punjab into tourism hotspot, Sidhu said the four tourist circuits, namely Mughal, Sufi, Maharaja and spiritual circuit, would act as the game changers for Punjab. He announced that the religious/spiritual circuit would connect three 'Takht sahibans' of Punjab while the Maharaja circuit would
connect Sheesh Mahal, Bathinda Fort, Darbar Hall Sangrur, Quila Mubarak, Patiala, Bagghikhana and Maharaja Jagatjit Palace. Under the Mughal circuit, different sarais of the era — Doraha, Shambhu, Nurmahal, Nakodar, Mughal Emperor Akbar's coronation site in Kalanaur (Gurdaspur)— would be connected.

In August 2018 new project have been sanctioned by the Ministry of Tourism under the Swadesh Dashan Scheme Heritage and North East Circuits for Rs. 164.95 Crores at Tripura and Punjab. Under the Punjab State Heritage Circuit, the project covers Anandpur Sahib—Fatehgarh Sahib—Chamkaur Sahib—Ferozpur—Amritsar—Khatkar Kalan—Kalanaur—Patiala sites at the cost of Rs. 99.95 crores. The project includes the development of Jallianwala Bagh in Amritsar for Rs. 8 Crores, the development of Anandpur Sahib Tourist Infrastructure and Heritage Path for Rs. 28.99 crores, the development of Fatehgarh Sahib Tourist Infrastructure covering Samadhi sites of Shahid Uddham Singhji, Jajah Haveli of Divan Todar Mal, Mir Miran Tomb, Sadna Kasai Tomb, etc. for Rs. 19.20 crores, Chamkaur Sahib Development for Rs. 13.99 crores, Hussainiwala Border Development in Ferozepur for Rs. 8.00 crores, Khatkar Kalan Development, Kalanaour Development, and Patiala for Rs. 17 Crores. The facilities being developed include Virtual Reality Shows (Jallianwala and Hussainiwala Border), beautification and landscaping, interpretation centres, façade development, wayside amenities, parking, CCTV and Wi-Fi facilities, cafeterias, open air theatre, drinking water facilities etc.

6. Suggestions:

Heritage tourism is a crucial niche in global tourism, not only because of the heritage's capacity to emphasize local characteristics naturally in an increasingly globalized world, but also because of its ability to attract different tourists and provide diverse cultural experiences. With all its rich and diverse cultural and religious heritage, scenic and beauty, man-made attractions, a variety of folklore, festivals, fairs, cuisine, arts and crafts and, before all else, warm and welcoming people, Punjab seems to have all the characteristics that a location could ever strive for. To boost tourism and encash the potential of heritage resources through its Punjab government needs to examine not the amount, but the consistency of heritage tourism, and the distribution and marketing mechanisms thereof. They need to research the characteristics and motivations of the consumers of heritage tourism, moving beyond the statistics to explore how they can contribute to a larger number of properties to benefit from this activity's positive effects. They need develop strategies that help to address the stresses of mass tourism in heritage by strictly respecting the capacity to carry and handle tourist flows and fostering ingenuity in the management of cultural destinations, incorporating tourism and heritage into their cultural life and promoting intangible values that add quality to tourism and cultural expertise.

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