



Cultural tourism in Rajasthan: a strategic planning approach for Mandawa

Supriya Sinha* and Madhur Varshney**

*Assistant Professor, Bhagwan Mahavir School of Architecture Sonipat, India

** Assistant Professor, Bhagwan Mahavir School of Architecture Sonipat, India

(Corresponding author: Supriya Sinha)

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ABSTRACT: Rajasthan is a main tourism state in India. Its wonderful legacy, customs, nature, lively folk, heritage, cuisines and bright living traditions is very famous. The gargantuan tourism products of the state offer a huge potential for development of the tourism industries. Improvement in the tourism industry is a highly needed for the state particularly for some important towns like Mandawa, Fatehpur, Dhunlod, Nawalgarh etc; in Jhunjhunu district. Lack of some important factors like education, awareness and promotion, these cities are not able to attract the tourist. A complex concept of encapsulation the main dimension of the urban tourism is quality, accessibility and image projection. This concept is particularly relevant to assess whether investments in culture and hospitality genuinely respond to the impulses coming from the market. This paper highlight how some specific soft elements of tourism attract the national and international visitors and yet they are often overlooked by city planners.

Keywords: Tourism, Mandawa. Cultural tourism, Heritage, Planning, Strategies.

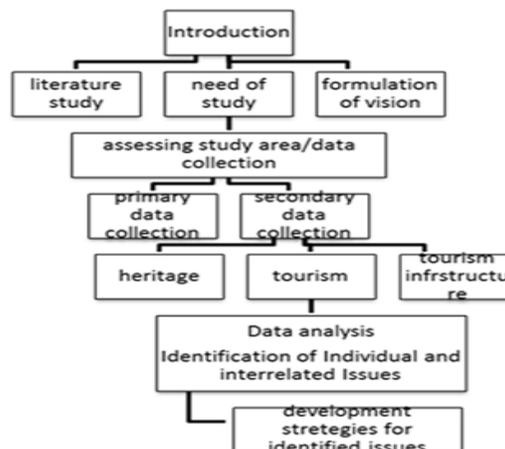
I. INTRODUCTION

Now a day's tourism "with the aim of recreation" become a big industry and economic sector in India. Heritage is becoming a resource not only for cultural promotion but also for social and economic sustainable development and well-being of populations specially through its uses as one of the main attraction of cultural tourism market.. It is also becoming a most important employment sector and sector of money exchange. Tourism industry as one of the important and global pillars of the economy becomes more important day by day. In India, Rajasthan has the potential to become a top destination Development and enhancing tourism without guiding framework and pre-determined strategies for achieving development goals and in ad hoc manner is impossible' (Hall, 1998).

Planning strategies for the development of tourism is necessary because without planning strategies, destinations affected by negative and undesired effects of tourism development.

II. METHODOLOGY

For the research 2 type of method is applied- active method (information gathered directly) and passive method (information gathered from 2nd source).



Mandawa - Mandawa is a town in Jhunjhunu district of Rajasthan in India. It is a part of Shekhawati region. Mandawa is known for its haveli's and forts. Mandawa town had fortification walls but now only few of them remain and only one gate survives. The town grew around the main bazaar street with the fort located close to it on raised ground forming the core. The town has many beautiful haveli's, shops and temples with a collection of some of the most exquisite frescoes.

Location - Mandawa is situated 190 kilometer of Jaipur in the north.



Fig. 1.

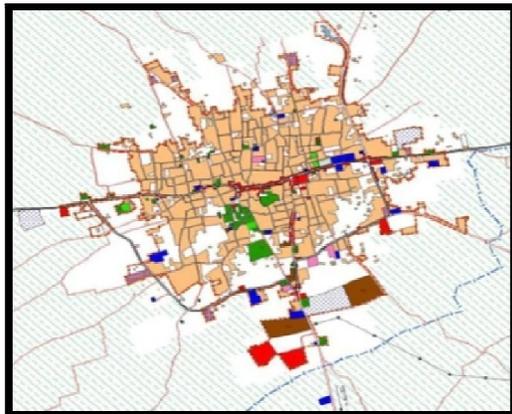


Fig. 1.

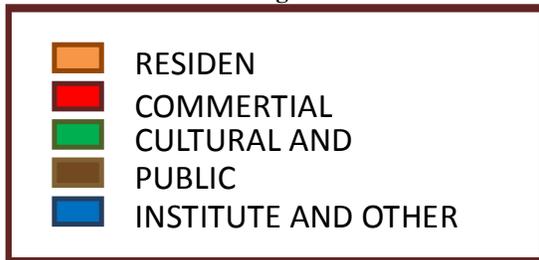
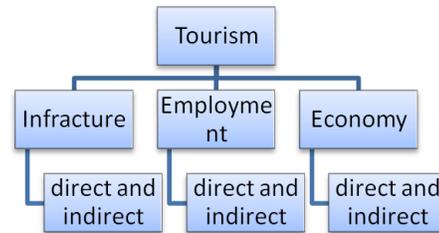


Fig. 3.

Importance of tourism-Tourism has been one of the biggest revenue generators for the state since long. Owing to its rich and varied topography, vibrant culture and captivating festivities, the State of Rajasthan offers

immense tourism delights to the visitors in the State (ministry of tourism Rajasthan). Tourism is a most growing sector in India as well as all over the world. Through tourism any city or country can enhance effectively their three major areas-economy, employment and infrastructure.



Cultural tourism-The concept of cultural tourism is very complex and so there is a long debate among scholars about its definition and conceptualization (Michalko, 2004, Richards 2005) due to which we find numerous definitions for this term. According to (city tourism and culture- the European experience,2005) ‘there are a great number of definitions being used in research studies related to cultural tourism and in the field of cultural tourism’. “Cultural tourism is tourism that focuses on the culture of a destination – the lifestyle, heritage, arts, industries and leisure pursuits of the local population.” (Office of National Tourism ‘Fact Sheet No 10 Cultural Tourism’, 1997).

Impact of tourism-When tourism develop in any city or country it will have two types of impact positive and negative.

Negative impact

- Effect of pollution
- Loss of natural landscape
- Degradation of landscape
- Congestion

These are some important negative impacts of tourism which we can deal easily with proper planning strategies.

Positive impact. We believe tourism can be a very positive environmental force. It can provide a commercial rationale for conserving buildings and environments which otherwise might be destroyed. For example, the protection of monuments and natural areas and the conservation of historic buildings can be, and often are justified on the basis that the long-term interests of the tourist economy demand that these resources be maintained. Tourism can also lead to increased knowledge and appreciation of other cultures and thus to greater understanding between peoples and cultures.

Facts and figures. Rajasthan is famous for its cultural tourism but we can find the big variation in tourist footfall in Mandawa and other cities of Rajasthan.

Table 1: Location wise domestic visitors per year.

S.no	Name of city	Total visitor
1.	Bikaner	848279
2.	Ajmer	614937
3.	Jaipur	1283603
4.	Jodhpur	1015844
5.	Pushkar	168565
6.	Jaisalmer	502797
7.	Shekhawati	128688
8.	Udaipur	1263979
9.	Mandawa	14071

Table 2: Location wise number of Foreign Visitors per year.

S.no	Name of city	Total visitor
1.	Bikaner	22605
2.	Ajmer	5564
3.	Jaipur	332191
4.	Jodhpur	75300
5.	Pushkar	67290
6.	Jaisalmer	105254
7.	Shekhawati	14078
8.	Udaipur	184538
9.	Mandawa	54813

Factors that affect tourism-

Socio economic factor- accessibility, accommodation, amenities and ancillary

Historical and cultural factor

Religious factor

Environmental factor- Good climate, Scene, Scenery etc.

Another factor- Education, Medical, etc;

All above factors are affecting the tourism either positively or negatively. Here is the report on Mandawa on the basis of above first two factors-

Socio economic factor-

Accessibility-

- By road-

- Delhi to Jhunjhunu- 230 km
- Jaipur to Jhunjhunu- 139 km
- Agra to Jhunjhunu- 343 km
- Jhunjhunu to Madawa- 23 km

By air- nearby airport is Jaipur airport Jhunjhunu is having an air strip which is dedicated to private planes.

By railway- Mandawa is not accessible by railway route, Jhunjhunu, Churu and Mukundgarh are the nearby stations.

Mandawa act as a nucleus in between the shekhawati area.

Accommodation- Havelies of Mandawa use for the tourist accommodation as well.

Murmuria Haveli. The Murmuria Haveli dates back to the 1930s. From the sandy courtyard out front, you can get a good view of the southern external wall of the adjacent

Binsidhar Newatia Haveli. This 1920s haveli on the northern side of the Fatehpur-Jhunjhunu road.

Chokhani Double Haveli. The grand Chokhani Double Haveli, dating from 1910, is so called because it was built in two adjoining wings for the families of two brothers.

Hanuman Prasad Goenka Haveli. Several Mandawa havelies belong to the wealthy Goenka family. There are some other havelies also-

Mohan Lal Saraf Haveli

Harlalka Well

Lakshminarayan Ladia Haveli

Historical cultural

There are five domains in which the intangible heritage and culture is manifested- Oral traditions and expressions, including language as a vehicle of the intangible culture.

1. Performing arts.
2. Social practices, rituals and festivals.
3. Knowledge and practices.
4. Gangaur festival- the women folk of the city enjoy this festival with great interest. It is celebrated in the month of July and August.
5. The region is famous for its cotton and silk.
6. Traditional craftsmanship .
7. Moharram and Holi is another pleasure of Mandawa.
8. Regional cultural heritage-
 - Intricate carved doors
 - Ornate windows
 - Decorative beams and jalias
 - Exquisite frescoes
 - Delicate mirror work

- Craft and craftsman
- Folk, traditions, festivals and cousin.

Challenges to heritage based expression

Poor implementation of regulatory and legislative framework. Guideline for signage in the historic are need to be formulated. Implemented as excessive display of advertisements due to commercialization impacts the urban ambience on the main streets and chowks as well as the inner lanes.

Sustaining intangible Heritage-Traditional craftsmanship which has given life to the streets of Mandawa is under the threat of disappearance due to the poor living conditions.

Community of brass craftsman works in difficult condition with in the tiny home spaces in the walled area.

Management of stray animals. Open spaces meant for recreational use, but encroached upon by stray cattle. They also become a cause of traffic.

Insufficient tourist facilities. The unflux of tourist has brought pressure on the urban fabric and

infrastructure. There is a need to carry out studies to access the carrying capacity of popular tourist destinations with view to regular tourist traffic. The conversion of a number of historic places and have lies into heritage hotels is a positive accomplishment. However, there is still an acute shortage of budget hotels during tourist season, quality of tourism facilities is much more desired. The issue includes poor heritage interpretation, encroachment around the heritage buildings by cars and informal shops, absence of planned pedestrian walkways and insufficient basic infrastructure, in addition to noise and pollution.

Challenges to built heritage Urban growth- Changes from residential to commercial usage. Most of the front façade of heritage building are converted into shops addition of unsightly shutters on the façade damaged beautiful fresco.

Table 3: Shekhawati circuit: evaluation of potential for tourism growth.

Category	Current status	Potential for development		
		Short term	Medium term	Long term
Long term	Long term	✓	✓	✓
Accommodation	poor	✓	✓	✓
Midway facilities	adequate	✓		
Tourist office	adequate			✓
Recreational facilities	Not developed			✓

- **Tourism infrastructure-**Accommodation (hotel, heritage hotel, paying guest facilities etc;
- Midway facilities
- Tourist offices
- Tourist site enhancement
- Eco tourism

- Amusement park, health resorts.

Issues and strategies-

On the basis of above study some issues are found and for the improvement of tourism it is important to make strategies which help to enhance tourism in Mandawa national, international both.

Table 4.

HERITAGE -	
Sign boards and information of heritage buildings	
ISSUES	STRATEGIES
•Identification of Heritage areas and buildings has become a difficult task in present scenario.	•Information about the building when it was built, who built it can increase the curiosity and knowledge of the tourists.
•Inconvenience to tourists and visitors.	•The proper place to hang information penal for heritage building must be enforced by local authority for the convenience of tourist.
	•Heritage area wells chatris can be made landmarks or focal points.
	•Water tanks decorated in heritage style can also become source of identification of different areas.
INADEQUATE MEAN OF HERITAGE AND IMITATION FRESCO	
ISSUES	STRATEGIES
•Ancient building art forms are now on verge of extinction.	•Institutional bodies such as department of conservation must be set up.
•Heritage is losing its identity and quality.	•Local craftsmen must be trained so that they can conserve heritage building.
•Heritage is decaying.	•Government bodies must set up training programs for local craftsmen.
•Chemical colors do not have longer life.	
•Imitation methods of frescos lead to inferior quality of frescos.	
SIGN BOARDS AND INFORMATION OF HERITAGE BUILDINGS	
ISSUES	STRATEGIES

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HERITAGE MAPPING- Tangible and Intangible Heritage	
ISSUES	STRATEGIES
•Governance and management issues such as lack of development measures.	•Large nos. of area can be earmarked for urban intervention.
•People are losing interest in creating art and making art and artifacts.	•involvement of social stakeholders can bring in great socio economics benefits through PPP.
•People interested to see traditional monuments and art work only come to such place which Mandawa lag.	•Inherent urban nature of projects makes it ideal for tourism generating activities such as HERITAGE WALK ETC.
	•Adaptive re use of Havelis for tourist accommodation.
MODERN / NEW CONSTRUCTION IN HERITAGE AREA	
ISSUES	STRATEGIES
•Newly constructed area does not look a part of Mandawa.	•Building byelaw must be strictly followed.
•City is losing its identity of heritage building and land of fresco.	•Some heritage elements like , decorated beams, arcaded decorated windows chatris can integrate this area with heritage area of Mandawa.
•Somewhere architectural elements are being cast in modern material, which provides worst look.	•Government bodies and development bodies must enforce the use of architectural elements in the modern construction even

	material must be retained.
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Table 4

INSUFFICIENT TOURIST FACILITIES	
ISSUES	STRATEGIES
<ul style="list-style-type: none"> •The issues include poor heritage interpretation, encroachment around the heritage buildings by cars and informal shops, absence of planned pedestrian walkways and inadequate/insufficient basic infrastructures, in addition to noise and pollution. 	<ul style="list-style-type: none"> •There is a need to carry out studies to assess the carrying capacity of popular tourist destinations with a view to regulate tourist traffic.
	<ul style="list-style-type: none"> •The conversion of a number of historic palaces and havelis into heritage hotels is a positive accomplishment so that there should not be shortage of budget hotels during the tourist season.

HERITAGE PROPERTIES NEED TO BE PROTECTED	
ISSUES	STRATEGIES
<ul style="list-style-type: none"> •Patches of work are found along with fresco facades, which give an untidy look to frescos. 	<ul style="list-style-type: none"> •Proper design of Electricity, Water Supply and Services in heritage buildings can enhance the beauty of the town.
<ul style="list-style-type: none"> •Damage to fresco walls for installation of electrical cables. 	<ul style="list-style-type: none"> •Population density of the core is increasing as well as local authority must limit the development of a core area.
<ul style="list-style-type: none"> •Washrooms near entrances of havelis has completely marred aesthetics of the haveli. 	

CONCLUSION

Surveys shows that Mandawa has a potential for tourism but we should not ignore the role of internal factor such as lack of attention of the government lack of human resource, lack of planning strategies, weak promotional effort and all of above the barriers between community and tourist and also the negative attitude of authorities. So, for speeding up the cultural tourism in Mandawa we have to do some correction and reformation of plans and preparing comprehensive strategies. Improving the services and providing the high quality cultural products attracting the tourists. Reinforcing and conserving ethnic and cultural richness and variety, handicraft art and renovating historically and culturally valuable monuments are other affective practices in cultural tourism.

We can also reinforce local communities by teaching principles of management of cultural attraction and good interaction with cultural tourist and also by reorganization, conservation, protection, reinforcement, and developing cultural attraction we can achieve determined targets in cultural tourism.

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