Chapter-I

Research Design

Introduction

Tourism has emerged as one of the major socio-cultural and economic activities of societies all over the world. People from all walks of life are motivated by the natural urge for new experiences and the desire to be both educated and entertained. Tourism is now, more than ever, recognized as a major economic contributor in many destinations worldwide, adding value for foreign exchange but also support for export industries and environmental, social, cultural, and historic resources support and protection (Antigua and Barbuda Tourism Development Programme, 2003). The major drivers for tourism development include religious, health, ethnic, cultural and business interests. The spread and development of education and technological advancements in telecommunications and transportation has fostered a desire to know more on different parts of the globe and experience new cultures and appreciate natural landscape (Report of working Group on Tourism). The basic human thirst for new experience and knowledge has become stronger as communication barriers are getting overcome by technological advancements. Transcending developments observed in air transportation, communication technology, commercialization of tourism activities and development of tourist facilities have encouraged people to venture beyond their national boundaries. The importance of tourism development, as an instrument of economic prosperity and employment generation, particularly in remote and backward areas, has been well recognized the world over (Eleventh Five Year Plan, 2007-12). It is an important service industry globally in terms of gross revenue as well as foreign exchange earnings.

Tourism sector of the economy contributes substantially to the socio-economic development of a region, particularly in remote and backward areas of a country. Tourism industry is significantly contributing towards foreign exchange earnings,
generation of employment opportunities, strengthening of national integrity and promotion of international understanding by intensifying socio-cultural exchanges among people of different regions and countries. Tourism has the potential to grow at a high rate and ensure consequential development of various infrastructures of the destinations (Annual Report, 2009-10, Ministry of Tourism). It has the capacity to capitalize on the country's success in the services sector and provide sustainable models of growth. Economic benefits and costs of tourism reach virtually everyone in the region in one way or another (Ardaheay, 2011).

Tourists contribute to sales, profits, jobs, tax revenues, and income in an area. The most direct effects occur within the primary tourism sectors such as lodging, restaurants, transportation, amusements and retail trade. Through secondary effects, tourism affects most sectors of the economy. An economic impact analysis of tourism activity normally focuses on changes in sales, income, and employment in a region resulting from tourism activity (Stynes, 1997). Tourism sector stimulates other economic sectors like agriculture, accommodation, entertainment, costumes and cosmetics, health and medical, food processing, telecommunication, horticulture, poultry, handicrafts, transport, construction, etc as all these facilities are used and/or shared by the tourists at the destination, entry points as well as at the transit route. The economic and socio-cultural benefits of tourism development, especially international tourism, ensure multifaceted growth and development of the country. The direct revenue generated from tourism through tax, visa charges and entry fee, payment for services directly managed by the government such as railway, national carriers, common utility centers, etc strengthen the national exchequer and re-routed for the socio-economic prosperity of the country. The infrastructural development at the destination primarily aims at the tourists but most of them act as common utilities. It also helps to preserve and conserve the valuable cultural, natural as well as the historic resources of the nation for the future generation satisfying simultaneously the curiosity and eagerness to gain heritage.
education of the contemporary people. Moreover, tourism development can be a vital force for the revamping and survival of many dying or neglected art, traditions and rituals of the society by means of converting and promoting them as a tourism product. Many dance forms, especially, folk dances and folklore have been revived, promoted and even preserved in the name of tourism development. The same ideological dimension can be extended to the conservation and protection of archaeological, architectural, material, monumental, historic and pre-historic objects and sites of historic events by promoting heritage and cultural tourism. Natural attractions and resources are yet another motivating factor for many tourists who travel for experiencing and appreciating geographical and topographical formations such as beaches, rivers, mountains, wildlife resources, mangroves, wetlands, lagoons, back waters, waterfalls, valleys, gorges lakes and so on. On the other hand, tourism development can be used as an effective tool for protecting the natural resources of the country.

Of course, tourism comes with certain negative attributes to host community such as increased litter, pollution, seasonal employment and exploitation of natural resources. Positive outcome could also result from their recreational outlets with proper guidance and direction (Henderson, 1991). The excessive commoditization, unplanned developments, unsustainable tourism practices and improper tourism management system makes tourism development as dysfunctional to the society, culture, environment and economy of the country. Tourism development becomes a double edged sword if it is not managed properly. Unplanned tourism development at natural areas results in depletion of natural resources, climatic change, pollution, deforestation, erosion, threat to wild life through poaching and hunting, menace to various flora and fauna species, risk marine life, etc leading to unsustainable tourism. Tourism development acts as one of the important factors for socio-cultural issues such as cultural degradation, crime, devaluation of cultural properties by show casing and commoditization of cultural assets, social unrest and conflicts,
terrorism and related problems, multi and plural culture, etc. Tourism development may also pose threat to historic, heritage and archaeological heritage resources by distortion of historic values, defacing and damaging of archaeological resources and destruction to heritage properties. Therefore, all kinds of tourism development require a well planned sustainable policy and strategy with clear vision and objectives.

Government of India realized the importance of tourism for economic development very recently and therefore, tourism development in India is in its budding stage. During the ninth five-year plan period, the focus on development within the country continued on selected areas like development of tourist centers, including village and heritage tourism, budget accommodation, wayside amenities and refurbishment of monuments and archaeological sites. In the annual plans of Government of India, there are provisions for the new restructured scheme of integrated development of tourist circuits. The Tourism Policy of India confined to the key objectives such as positioning and maintaining tourism development as a national priority, enhancing and maintaining the competitiveness of the country as a tourism destination, improving India's existing tourism products and expanding these to meet the new marketing requirements, creating world class infrastructure and developing sustained and effective marketing plans and programmes.

The glorious and extensive history of India has ensured that the present and subsequent generations have plenty of historical and cultural heritages. The fascinating monuments and heritage sites in the country stand quietly today to retell their story of joy, sorrow, courage and sacrifice to the domestic and international tourists who are motivated to gather heritage knowledge and experience. For centuries, people migrating into this rich country with their respective culture and tradition and later mixing with the rituals of Indians have given birth to a new colour of heritage and culture. This amalgamation of culture have slowly but gradually have enriched the values and faiths of Indians even further with each sun
rise and sun set in the sky (Manish, S 2009). The host country welcomed this huge change with open arms as a result of which the flavor of Hinduism, Buddhism, Islam, Jainism and Christianity floats in the atmosphere of India making it one of the largest secular countries of the world where Diwali, Christmas, Eid and Buddha Jayanti are celebrated with equal enthusiasm and exuberance. As one turns the pages of history, the rich heritage of India comes alive with all its fragrance and colour which are still breathing in the heritage forts, palaces, temples and monuments fringed in each and every corner of this multi facet country. The splendid architecture, minutely carved motifs, embellished facades of heritage monuments narrates the immense skills of craftsmen of India which have been fascinating the world for many centuries. UNESCO has come up with the mission to protect these treasures which are the finest gifts to world from India so that generations to come feel them as fortunate.

Heritage is about special sense of belongings and of continuity but visits are recalled for many reasons other than the sense of history alone (Miller, S 1989). The heritage tourist always remembers the environmental aspects, the overall experience at the destination and the quality of various services availed at the destination. Heritage tourism is one of the fastest growing segments of tourism industry. It is widely believed that heritage tourism can successfully help to preserve heritage resources while boosting local economies by generating jobs, new business and tax revenue to the governments. However, little information is available about sustainable heritage tourism development. Heritage tourism embodies the goals of preservation and tourism. “Heritage tourism uses assets — historic, cultural and natural resources — that already exist. Rather than creating and building attractions, destinations look to the past for a sustainable future. Indeed these assets need preservation and often restoration or interpretation, but the foundation for creating a dynamic travel experience lives on in the stories and structures of the past.” (Hargrove, 2002).
Cultural, Heritage and Archaeological Heritage Tourism – Conceptual Framework

Cultural tourism, heritage tourism and archeological heritage tourism are the three important segments of the broader tourism concept. These three types of tourism activities are related to a special category of tourists who are motivated by various cultural attractions of the tourism destination. Heritage tourism and archaeological heritage tourism are the sub-sections of the broad concept of cultural tourism.

a. Cultural Tourism: Cultural tourism, heritage tourism and archaeological heritage tourism are inter-related concepts. Cultural tourism refers to tourism phenomenon which occurs when people travel out of curiosity to know and participate in cultural activities away from the place of their residence. It may include tourists who visit various destinations for participation in various cultural activities such as music, dance, fairs and festivals, marriages, rituals, etc to experience the cuisine, films, theatre, etc. Cultural heritage tourism is important for various reasons - it has a positive economic and social impact, it establishes and reinforces identity, it helps preservation of cultural heritage, with culture as an instrument it facilitates harmony and understanding among people, it supports culture and helps renew tourism (Richards, 1996).12

b. Heritage Tourism: Heritage tourism covers tourism which occurs in heritage places including built environments and urban areas, rural and agricultural landscapes, natural regions, locations where historic events occurred and places where interesting and significant living cultures dominate. Heritage tourism involves visiting historical or industrial sites that may include old canals, railways, battlegrounds, etc. The overall purpose is to gain an appreciation of the past. Heritage tourism forms a part of the broader concept of cultural tourism.
c. Archaeological Heritage Tourism: Archaeological heritage tourism is one of the important segments of the wider concept of heritage tourism. The practice of archaeology and its potential to generate public appreciation of the stories about the past, and public access to interpret sites and archaeological collections have long been recognized internationally as subjects worthy of educational programmes as well as tourism development. Archaeological heritage tourism is considered as one of the oldest forms of tourism activity through which people visit archaeological sites of historical importance. There is an ever increasing curiosity in the minds of the people to know about the past and the roots of the contemporary tradition and culture. The tourism activity based on the people who are motivated to visit archaeological sites and heritage centers is known as Archeological Heritage Tourism. An archaeological heritage site is a place (or group of physical sites) in which evidence of past activity is preserved (either pre-historic or historic or contemporary), and which has been, or may be, investigated using the discipline of archaeology and represents a part of archaeological records. Archaeological heritage tourism is acting as a tool for heritage education and awareness since each archaeological site is an open museum. Archaeological sites usually form through human-related processes but can be subject to natural, post-depositional factors. But the concepts like landscape archaeology, environmental archaeology, geo-archaeology, etc deal with the natural history and its human relationships. However, archaeological heritage tourism, generally, refers to tourism in a physical archaeological site having preserved and protected ancient monuments, places having the remains of human history and culture, places of antiquities and sites related to historic and pre-historic events. Dissemination of heritage education is an essential component of archaeological heritage tourism development - a way to augment the learning experience through onsite visitation and appreciation of archaeological resources and what they tell the visitors. A major goal of archaeological heritage site visitation and heritage education is to create
awareness about the heritage resource and inform the heritage tourists about the need for its preservation. Archeological heritage tourism programmes and projects also include actively attracting visitors as a form of local or regional socio-economic development. Archaeological heritage tourism is defined in Executive Order as “the business and practice of attracting and accommodating visitors to a place or area based especially on the unique or special aspects of that locale’s history, landscape, and culture.” The National Trust for Historic Preservation further defines archaeological heritage tourism as “travel to experience the places and activities that authentically represent the stories and people of the past.”

The popularity of archaeological sites as tourist attractions makes them valuable sources of revenue, but economic exploitation of sites is often not matched by reinvestment in proper site management to ensure protection of sites and their continued enjoyment by visitors. Archaeological sites are fragile resources, and inadequate site management results in deterioration - or even destruction - of the site and its social, historical, educational, and economic potential (Archaeological Institute of America).

Archaeological heritage tourism has a number of objectives that must be met within the context of sustainable development such as, the conservation of archaeological resources, accurate interpretation of resources, authentic visitors’ experience, and the stimulation of earned revenues of cultural resources. Therefore, cultural heritage tourism is not only concerned with identification, management and protection of the heritage values but it must also be involved in understanding the impact of tourism on communities and regions, achieving economic and social benefits, providing financial resources for protection, as well as marketing and promotion.

India is a land renowned for archaeological tourism as it offers a large number of archaeological heritage sites spreading all over the country of different periods. The period can be broadly classified as Stone Age, Indus Valley, Neolithic-Chalcolithic,
Megalithic-Early Historic and Late Historic periods, Stone Age to contemporary period. The wealth of Indian archaeological heritage ranging from the remains of Harappan civilization, Buddhist (vihara, chaitya, monasteries, stupa, pillars, rock cut caves), Jain (temples, caves, etc), wide range of Hindu temples and monuments, Islamic and Christian monuments and the representations of modern architecture. The importance of archaeological heritage tourism in India can be more understood by observing the astonishing factor that 29 archeological and natural heritage centers of India have found a place in the World Heritage List of UNESCO. India is a vast repository of Archaeological Sites and Monuments which serve as the backbone of Indian Tourism development. Archaeological heritage tourism covers those tourism activities which are held in an archeological heritage site and the tourists who visit an archaeological heritage site are termed as archaeological heritage tourists. Archaeological survey of India protects thousands of archaeological heritage monuments in India and these are open for tourists to experience, understand and study the expressions of art and architecture of the foregone era.

Karnataka is also known for its magnanimous and invaluable wealth of archaeological heritage monuments wide spread throughout the state. 507 archaeological heritage monuments are preserved and protected by Archaeological Survey of India (ASI) alone in Karnataka. Besides ASI, the State Archaeological Department also protects so many archaeological monuments in Karnataka. Still, many more monuments are yet to be protected. These monuments are the resources for developing archaeological heritage tourism in the state. Many monuments like Hampi group of archaeological monuments, Pattadakkal Group of archaeological monuments, Golgumbaz in Bijapur, Mysore palace, etc attract lakhs of foreign and domestic tourists to Karnataka every year and these monuments are recognized internationally as among the most demanding archaeological tourism destinations of the country.
Archaeological Heritage tourism development brings lot of socio-cultural change and economic developments to the country as a whole, and the state and the destination in particular. Archaeological heritage tourism also helps in foreign exchange earnings as international tourism has been declared as an invisible export industry by the Government of India. The foreign exchange earnings in turn help the economy to maintain balance of payment, employment generation, infrastructure and super structure development, better international relations, area development, etc. On other hand, the domestic archaeological heritage tourism development helps the development of national integrity and religious harmony, social developments, creating better education and learning environment, employment generation, infrastructure and super-structure development, economic and industrial growth, rural development and poverty alleviation, distribution of national income and so on. As a result of all these, tourism development always gets a priority in the service sector industry for the development of the country.

Another interesting feature of archaeological heritage tourism industry, in the purview of an archaeological tourism product, is the raw materials for the creation of the tourism product. The raw materials for archaeological tourism products are in the forms of country’s great culture, traditions, beliefs, monuments, historical sites, etc which are existed as a gift from our great ancestors where investment is minimum compared to any other service or production industries in India. Archaeological heritage tourism development is, therefore, an economically, socially and culturally viable and a priority segment of industries in India.

Most important aspect of archaeological heritage tourism is heritage education and awareness. It is the responsibility of the government to educate the citizens of the country about culture, traditions, civilization, religious and social philosophies, art and architecture, nature and natural history, etc which narrate the story of evolution of society. Moreover, the cultural and natural resources are the property of the entire humanity and everybody, irrespective of caste, creed, race, nationality,
religion, etc, need to be given the opportunity to experience, appreciate and study the great contributions of the humankind. Hence, the primary objective of archaeological heritage tourism should be heritage education. But the problem is, the human activities at the archaeological heritage monument cause damage, defacing, destruction and threat for the very existence of the site itself. The conservation and preservation efforts may be jeopardized by the tourist activities at the site. Therefore, both the tourism development and the archaeological resource protection should happen together as both coexist. There are reports from many archaeological heritage sites throughout the world where tourism developed at the site becomes the prime cause for archaeological resource destruction. There should be a win-win strategy for sustaining the archaeological resources as heritage tourism products. Without the protection and conservation of archaeological resources, the future of tourism will be in vain as tourists visit an archaeological destination to experience and study the resources and appreciate monuments. And it is also necessary to realize the fact that without archaeological resources, there is no tourism. In this juncture, the primary objective of the nation is to preserve and conserve archaeological heritage resources and a controlled and sustainable tourism development. Therefore, the factors of tourist behaviour which negatively affect the protection and conservation of the monuments should be analyzed and studied.

Need for the Study

Archaeological heritage tourism development in an archaeological heritage site is completely depending on the conservation and protection of the site. Perhaps because of the term 'archaeological heritage tourism' sounding lofty and important, there may be general assumption that such tourism by definition is good and its development is uncontroversial which is, of course, wrong. All motivations, expectations, problems and negotiations that surrounded by all forms of tourism development must be factored into the development of tourism at an archaeological heritage sites. The desire for economic growth, employment generation, tax
revenues, civic pride and other benefits are all parts of the struggle for archaeological heritage tourism development. Therefore, archaeological heritage tourism is no way immune from negative consequences.

Legitimate concerns have been raised about tourism development - the visitor experience, and the potential impact of visitors and related development on the archaeological heritage site. Such issues may include the adequacy of resource protection and conservation, sustainability, and management; the appropriateness of public access and associated site improvement at a particular location; the cultural sensitivity of some remains as well as their interpretation; and the economic viability of open sites and necessary visitor facilities.

For the last few decades, the study of tourism has become highly fragmented and specialized into various theme areas or concentrations. Within this context, archeological heritage tourism is one of the most commonly investigated forms of tourism, and many scholars and industry workers are involved in researching its dynamics and concepts. But in Indian context, research on archaeological heritage tourism, its socio-economic consequences and various developmental aspects of archaeological heritage tourism, is inadequate and most of the researchers have neglected or unnoticed many of the crucial issues concerning with the heritage tourism development. The primary objective of heritage tourism development is to facilitate the tourists to learn and appreciate the local customs, traditions, history and culture without altering and damaging the heritage resources. It should be developed in such a manner that it could be able to preserve historic and cultural resources and boost economies by satisfying the basic inquisitiveness of the tourist.

It is widely believed that archaeological heritage tourism can successfully help in the preservation of cultural and historic resources while boosting local economies by generating jobs, new businesses and generating revenue to the governments. However, in Indian tourism scenario, little information exists about the role of archaeological heritage tourism development for the preservation and conservation
of cultural resources. This research aims at answering a few pertinent questions relating to heritage tourism development at archaeological heritage sites.

a. Firstly, whether heritage tourism development is really helping to protect and conserve the cultural and heritage resources of a country or not? Since both tourism and heritage are two different concepts where tourism is purely a business activity but heritage protection and conservation is an area with a novel idea to protect the heritage for the next generation. Tourism Industry is primarily looking for earnings and area development while heritage development is concentrated on heritage education and preservation of cultural resources. When tourism industry considers heritage resources as a commodity for tourist consumption, the real value of heritage resources is diminished and distorted. Without conservation and preservation of archaeological resources, tourism industry cannot progress as the industry is using the archaeological resources as its products. The quality of the heritage tourism products is completely depending upon the maintenance of the archaeological heritage resources and authentic interpretation of the same. Therefore, archeological heritage tourism completely depends on the protection and conservation of archeological resources. Hence, there is a need to study the effect of tourism development on an archaeological heritage site, and ways and means of reducing the negative effects on archaeological resources. And there is need to search for possibilities to use tourism development as a tool for preservation and protection of archaeological heritage monuments.

b. Secondly, the crucial problem that may be involved with heritage tourism development is that the heritage tourism stakeholders pressure to expand the number of attractions, amenities and facilities at the heritage site to accommodate the varying needs of the huge number of tourists without thinking the carrying capacity of the destination. This haphazard development leads towards encroachment and destruction of heritage sites by neglecting the
preservation and conservation of archaeological heritage sites. Thus, a detailed research is required to analyse the impacts of intra and super-structure development by private and public stakeholders in an archaeological heritage site and how these developments damage and destroy the archaeological heritage resources. Most importantly, how, both tourism development and heritage protection can be developed in such a way that both are mutually benefited. There is a need to formulate and design a win-win strategy for tourism industry and heritage preservation and protection.

c. Thirdly, a sound archaeological heritage tourism policy and an effective archeological heritage management system are the pre-requisites for every archaeological heritage tourism destination. Most of the problems created by the archaeological heritage tourism development in a site might be because of lack of a sound archaeological heritage tourism development policy and non-systematic archaeological heritage tourism management system. There is a need for analyzing and evaluating the existing archaeological heritage tourism developmental policy of the country and the existing archaeological heritage tourism management system at the site.

d. Fourthly, since proper co-operation, co-ordination and mutual understanding among different stakeholders of the archeological heritage tourism destination is very essential for a sustainable growth of tourism and protection of the heritage, there is a need to analyze the degree of co-ordination and co-operation among different stakeholders of tourism industry and heritage protection experts during different stages of heritage tourism development process at the archaeological heritage tourism destination.

e. And finally, heritage education, learning and its appreciation are the primary objectives of heritage tourism development. Hence, the tourism industry should ensure that heritage protection experts and their services are effectively utilized for the effective and genuine interpretation of heritage resources. There is an
urgent need to evaluate the efficiency and effectiveness of existing heritage interpretation mechanism in archaeological heritage tourism destination and to identify the problems of authentic heritage interpretation.

Earlier Studies relating to the Research Area – A Review

Though the concept of travel for curiosity to learn the culture of others, search for better amenities and facilities and trade and commerce dates back to the very existence of humankind, the concept of Archaeological Heritage Tourism Development is of very nascent origin, and this is more so in Indian context. Tourism has been identified in recent times as an important economic activity for socio-economic prosperity of a nation.

An exhaustive literature relating to the concept of heritage tourism and related subject has been collected and reviewed to understand the broader areas of earlier research works and also to identify the existing research gap. However, few selected works are found relevant and important for the area of research of the present study viz., archaeological heritage tourism development. Since the area of research is new in Indian context, only few books and articles are found worth reviewing. Larger part of the heritage tourism literature is from foreign origin and written in foreign context, and therefore, one can hardly find literature relating to archaeological heritage tourism development in the context of Karnataka tourism industry. However, some of the relevant works are reviewed with the objectives of obtaining a proper theoretical framework and also to identify the research that exists at present.

Archaeological heritage is regarded as one of the more significant and fastest growing components of tourism in many developed economies (Alzue, O'Leary, & Morrison, 1998; Herbert, 2001). It is becoming increasingly popular in the world, and deemed important for tourism development. Defined as a form of special interest tourism, it caters to the desire of tourists interested to learn about the archaeology, history and lifestyle of a destination (Craik, 1997; Williams, 1998).
It has long been recognized that the ideological and institutional context of archaeological heritage tourism is fundamentally different from that of general tourism (Garrod & Fyall, 2000). The relationship between archaeological heritage and tourism is frequently characterized by contradictions and conflicts (Nuryanti 1996). Archaeological heritage resources have their own special values and concerns. Although, archaeological heritage tourism provides opportunities for many destinations, it also represents different kinds of threats for residents. In order to minimize these threats, there is a need for dialogue, co-operation, and collaboration among different stakeholders involved (Aas et al., 2005). The stakeholders’ involvement must be included in any sustainable tourism plan in order to reduce conflict (Byrd 2007).

The concept of stakeholders is becoming increasingly important in archaeological heritage management and planning, especially the community as owner and custodian of the archaeological heritage (Nuryanti, 1996; Peters, 1999; Serageldin, 1986). The local community is often recognized as the main stakeholder in archaeological heritage tourism. Local community residing in the vicinity of heritage areas is increasingly being afforded the opportunity to make decisions over their own resources and livelihood infrastructure (Cochrane and Tapper, 2006). But the level of resident participation in tourism management varies in different countries. Compared with many developed countries, local residents in many third world countries do not have the opportunities to share in the decision making process of tourism development. Mowforth and Munt (2003) have discussed and provided vast evidences on how local communities in third world countries have been exploited and little control is given to them to steer the direction of tourism development in their region. Their views are rarely heard and opportunities to nurture their low budget entrepreneurial tourism businesses are frequently exploited by the bigger external investors.
A larger proportion of the local population should benefit from tourism, rather than merely bearing the burden of its costs. Moreover, the industry ought not to forget that these destinations are essentially of these communities (Blank, 1989). In many third world countries, a more appropriately planned tourism development process is needed which would spread both costs and benefits more equitably as well as be more sensitive to the social and cultural impacts. This would not only reduce the need for local residents to trade off their quality of life and social costs for economic growth, but would also contribute to having a more broad based positive attitude towards tourism (Mansfield 1992). Many analysts call for greater local participation in the third world tourism sector to permit a more equitable distribution of costs and benefits (Blank 1989).

The need for preservation and conservation of archaeological heritage resources are essential for the sustainable development of archaeological heritage tourism. Neil Cossons (1989) has opined that archaeological heritage tourism is increasingly recognized as an identifiable sector in the tourism industry. Historically, the emphasis has been on the conservation but pressure of visitor numbers and an increasingly sophisticated and discriminating market has meant that management and interpretation are now the key issues. Adequate funding must be found to enable heritage attractions to reconcile conservation with access and to cope up with their emerging appeal to the mass tourists. Sethi, Praveen (1999) describes that archaeological heritage tourism covers the education and research based tourism activities at historic buildings and monuments, the sites of important past events like battles, traditional landscapes and indigenous wild life, language, literature and music and art, traditional events and folklore practices, traditional life styles including food and drink and sports. He has not mentioned anything about the need for the preservation of heritage resources and developing a symbiotic relationship between heritage preservation organizations and tourism industry stakeholders. He has suggested that museum professionals and writers like Robert Hewison fears that
many of the newer type of archaeological heritage attractions which are more populist than traditional museums and galleries, are sacrificing history to nostalgia. The accusation is that such attractions are not presenting true professionally researched history which can sometimes be uncomfortable, but are rather offering a cozy selective, nostalgic view of the history.

The growing interest in archaeological heritage tourism industry has sacrificed the authenticity in its desire to milk this lucrative cash cow by providing non-authentic heritage experiences to meet the desires and fantasies of the tourists. Viz., the reproduction of heritage monuments or activities loses its authenticity and originality when the ruined monuments are reconstructed. He identified that archaeological heritage tourism currently has some aspects which are definitely not green or sustainable. Many sites are overcrowded resulting in deterioration in their physical fabric and traditionally most heritage has been conserved by the public sector. However, both the government and the local authorities are finding it increasingly difficult to pay for the conservation of the nation’s heritage. He has raised few issues relating to archaeological heritage tourism development but failed to suggest a solution for this problem. The need for co-operation and co-ordination among the stakeholders of both heritage organizations and tourism industry, the ways and means to ensure authentic heritage interpretation, measures to protect the heritage monuments from graffiti and vandalism, etc are certain issues crop up while seriously think about heritage tourism development. The arguments of Sethi are substantiated by Fyall A, Garrod B (1998) with an argument that heritage and sustainability share a common theme of inheritance. Archaeological heritage tourism is, as an economic activity, predicated on the use of inherited environmental and socio-cultural assets in order to attract visitors. Sustainability requires that those assets are carefully managed to ensure that future generations inherit a resource base that is sufficient to support their needs and wants. The purpose of this paper was to consider how sustainability principles might best be applied in the context of
heritage tourism with particular reference to the management of historic properties and gardens. Luciana Inés Repiso (2008), in his research paper, suggests that new ways of planning for the tourist territory have emerged out of the concept of sustainability. The objective of this paper was to show, by means of a case study, the way in which the design of a sustainable tourist product can contribute to the preservation of the natural environment and the local culture, as well as to the development of the communities that dwell therein. This proposal, on Archaeological Park located in Quebrada de Humahuaca (a World Heritage Site in Argentina), is a tool through which the local communities can manage, control and protect their heritage resources. Moreover, it is a way to connect the local culture which represents an important period of human history with the global culture. The results demonstrate that the concept of sustainability is highly strategic and operative to reach key issues related to the social, economic and ecological/environmental aspects of the design of sustainable, innovative and effective solutions. The research survey results suggest that while overcrowding, wear and tear, pilfering, graffiti and traffic problems were all significant and widespread causes for concern, the principal dilemma for heritage attractions is how to satisfy visitors' expectations, and manage their impact without compromising on the authenticity of the visitor experience itself. The results also highlight the predominance of revenue targeting as the major determinant of admission pricing decisions. Little evidence was found to suggest that admission prices are being used either as a device for achieving more sustainable levels of visitor demand or as a means of generating the funds required for the maintenance and conservation of the heritage assets being employed. This finding is very worrying in view of the very serious impacts that excessive visitor numbers evidently have on many heritage properties.

A Heritage Tourism Destination study in Indian context has been carried out by Mishra, Amithab (2007) and he has mainly focused on the identification of
heritage tourism resources of Madhya Pradesh and their development in tourism perspective. He has analyzed two important aspects in his book. Firstly, he has made an in-depth analysis of tourist attractions of Madhya Pradesh comprising of the accessibility factors of the destinations, resources, climatology of the destinations and demographic background of the destinations. The second part of the analysis is on visitor interpretation including tourist motivation, places of their origin, expenditure pattern, their perception, and expectations. He identified that the allocation of developmental funds for tourism is very poor because of low priority given for tourism by the policy makers. He has made an attempt to identify different heritage tourism destinations in the state of Madhya Pradesh and studied the tourist activities at the destinations. He has concentrated on tourism developmental aspects of a heritage destination and discussed the need for developing facilities and amenities for the tourist consumption, and suggested ways and means to improve tourists' satisfaction. However, the impact of tourism development to the heritage site, the need for sustainable tourism development, concerns for heritage protection, stakeholders, etc are not considered by the researcher.

There is a need for an archaeological heritage tourism policy to control and evaluate the heritage tourism developmental activities at a heritage destination. Many of the heritage tourism researchers have neglected the significance of a heritage tourism developmental policy. ACHP (Advisory Council on Historic Preservation) Policy Statement on Archaeology and Heritage Tourism (2008)\(^\text{30}\), an American based organization, has come up with such a policy statement and its accompanying guidance sets out the benefits of using archaeological sites for educational purposes while considering their management and sustainability needs, including resource protection consideration, public access, current and long-term threats, and maintenance requirements. The policy encourages balancing educational and tourism goals and objectives with privacy and preservation concerns through
consultation among all involved and concerned parties. The policy urges that decisions about appropriate use of archaeological resources be made in consultation with persons, organizations, and entities that ascribe values and significance to them. The major recommendations of the policy can be utilized for developing a heritage tourism policy for Indian Heritage Tourism development, especially for Karnataka heritage tourism industry.

The major heritage tourism destinations are usually World Heritage Sites (WHS) protected by the UNESCO. The motive of UNESCO is not to develop tourism, instead to preserve and protect the heritage monuments and sites for the future generation. What is the impact of tourism development at the heritage destination is a matter that should be studied thoroughly. Anna Leask, Alan Fyall (2006) has discussed this issue in a lighter way. World Heritage Sites are some of the most recognized locations around the world. They include natural sites such as the Grand Canyon and the Great Barrier and cultural ones such as the Pyramids at Giza, the Walled City of Baku in Azerbaijan and the Historic Centre of Riga in Latvia. The responsibility to manage them successfully and ensure that the resources are not damaged by the visitors and environment is, therefore, vital. WHSs are high profile and as their designation states, they are unique. They are often government owned and subject to political debate, they have iconic status and are, therefore, crucial to national tourism industries, and often involve a large number of stakeholders within their management structures.

Archaeological Heritage Management is a vital part of heritage protection activity against unplanned tourism development of a destination. Sue Millar (1989) has remarked that the concept of heritage management has arisen in response to the special needs of the heritage industry. Heritage attractions represent irreplaceable resources for the tourism industry and therefore, conservation is a vital component of their management. Heritage sites need to have their own unique attributes emphasized and the interpretation and presentation of the attraction must be such as
to accommodate the needs of the visitor while at the same time, management has a responsibility to the community to preserve the site for posterity. However, the type and functional framework of the heritage management system is not explained by the author. He has put certain suggestions and emphasized the need for heritage management system in a heritage tourism destination. He has envisioned the need for a heritage management team consisting of heritage management experts, local community representatives, voluntary organizations, and tourism industry experts who can work effectively for the heritage management activities.

Archaeological Heritage management and preservation is a costly affair and many researchers have not come up with a solution to tackle the issue. Mousumi Dutta, Sarmila Banerjee, and Zakir Husain (2007) have pointed out that due to scarcity of financial resources; urban planners in developing countries are attempting to conserve heritage sites on a self-financing basis through their development as visitor attraction sites. The economic justification of such programmes can be sought in terms of potential revenue from heritage tourism. This approach, however, neglects the significant non-use values derived from heritage resources. Based on the contingent valuation method, the Total Economic Value for Prince Ghats in Calcutta, India, is estimated using limited dependent regression models. The results show the presence of a substantial untapped demand for the site that can be utilized by suitable marketing of the site without affecting its historic appeal.

Brian Garrod and Alan Fyall (2000) discuss the findings of a Delphi survey of owners and managers of historic properties, officers of heritage-based organizations, consultants, and academics from across the United Kingdom. The purpose of the study was to investigate the major constraints and imperatives relating to the long-term management of built heritage attractions. Three related issues were assessed - the fundamental mission of heritage attractions, the factors which impact upon decisions relating to charging for tourist entry, and the perception of heritage managers as to the respective roles of such attractions and
public agencies in funding tourism management and heritage conservation programmes. Their paper then considers the significance of these issues in assessing potential strategies for moving heritage tourism toward sustainability.

Cameron Walker (2005) states that the village of Cancún was radically transformed when mass tourism development began there in the early 1970s. Cancún and the surrounding "Maya Riviera" quickly became widely popular tourism destination offering a variety of cultural experiences, including visits to ancient Maya archaeological sites. Now, some of those archaeological sites are in danger of being "loved to death," while others are only just beginning to appear on the tourist radar. There is increasing pressure to balance tourist accessibility with conservation of the ancient buildings and to find a balance that incorporates architectural and ecological conservation, management of the tourist procession through the site, and effective interpretation of the site to enhance the visitor experience. Sites need to be presented within historical, temporal, and geographical contexts, and tourists must be educated about the host region and local indigenous cultures to enhance the tourism experience and encourage tourist behaviour that promotes sustainability at the site.

Zhang Nairen, etl (2007) analyze the heritage of mankind, as it has been defined in the World Heritage Convention, and is shared by everyone in the world, regardless of where it is located. World Heritage is distinguished by its outstanding universal value, and by its authenticity and integrity. The tangible heritage of mankind consists of natural, cultural, or mixed properties. Together with intangible heritage, traditions or rituals protected by the Convention for the Safeguarding of the Intangible Cultural Heritage, these different forms of heritage are an irreplaceable testimony to the values of our history and our identity. The World Heritage List, as an instrument for heritage protection, is gaining increasing attention around the world and has turned the conservation and management of heritage into an international concern. In addition, the heritage of mankind also has
significant economic potential. Heritage sites have thus become an increasingly important factor for socio-economic development in many countries around the globe. Tourism, in particular, at heritage sites has increased dramatically over the past decade. With the increased attention that comes with World Heritage listing, the cultural and natural properties of heritage have received an escalating number of visitors, and damage in many cases has been unavoidable. This means that sustainable management of heritage is not only urgently needed, but an awareness of this need must be brought to the attention of people around the world. Unfortunately, despite the increased awareness of heritage sites in general, there is still a lack of understanding concerning strategies to ensure sustainability, including management strategies. Further, sustainable socio-economic development strategies need to be developed and implemented. Finally, a balanced and integrated approach to the conservation and use of heritage sites must be developed. All these have created a demand for experts specifically trained in heritage protection, use and management. The debate about World Heritage reflects a constantly changing world. Heritage will only endure if enough people fight effectively for its protection. For this reason, the development of new alliances and partnerships is essential to ensuring the preservation of World Heritage properties. The Postgraduate World Heritage Studies course at BTU Cottbus, with its national and international projects such as Sharing our Heritages (SOH) – sponsored by the Australian Government and the European Union – and the Development of Multi-disciplinary Management Strategies for Conservation and use of Heritages Sites in Asia and Europe (MUMA), which is mainly funded by the Asia-Link Programme of the European Union – are good examples of such vital alliances and partnerships. For this reason, the World Heritage Centre recognizes the need to co-operate with these programmes and to support conceptual development and practical applications in this field.
The Research Gap

The conceptual content of majority of the works on archaeological heritage tourism development is single sided. More or less, everyone focuses only on tourism and infrastructure development at the heritage destination and considered heritage resources as a commodity to sell to tourists for getting economic prosperity. Most of the heritage tourism literature focuses on the simple description of existing heritage resources at the destination, and the ways and means to attract more tourists towards that destination. Further, few of works, especially foreign literature significantly argue for the protection of the heritage resources against imprudent and unplanned development of tourism in a heritage sites. Many of the researchers have neither touched and/or ignored the importance and value of heritage resources and they neglected the significance of heritage education and authentic interpretation of heritage and culture. The role of tourism industry in heritage education and the need for conserving the heritage resources are untouched by many of the researchers. The modern concepts of sustainable heritage tourism development and responsible tourism practices are not studied adequately in Indian context.

Karnataka has been branded as “One State, Many Worlds” by the Department of Tourism, Government of Karnataka. It is a piece of land having a wide array of heritage resources, especially archaeological monumental heritage. Most of the archaeological heritage sites of Karnataka are the favorite tourism destinations for the Indians as well as foreign nationals, like Hampi, Pattadakkal, Mysore, Halebidu, etc. A thorough analysis of the selected literature in the field of archaeological heritage tourism development in general and Karnataka in particular reveals that certain crucial issues pertaining to the heritage tourism development are not yet thoroughly studied.

Majority of the earlier works reveal that Archaeological heritage tourism industry is completely depending on archaeological heritage resources of an archaeological site
and archaeological heritage tourism development causes lots of positive and negative impacts on archaeological heritage sites. But there is a lack of systematic study on the real impact of tourism development on archaeological heritage resources. What are the specific factors of archaeological heritage tourism development which cause threat to the protection and conservation of archaeological site? This question is not addressed by the earlier researchers and this is more so in Indian context. The ways and means of ensuring sustainable archaeological heritage tourism which is turn contributes to the protection of the archaeological resources is not properly addressed by the earlier studies. Few earlier works suggest that the quality and authenticity of archaeological heritage education provided at the archaeological heritage sites and extent of local community participation in the tourism developmental process are essential for a sustainable archaeological heritage tourism policy. But how does this can be achieved? This is not explained by the previous works. The need for co-ordination and co-operation between tourism industry and archaeological heritage organizations is studied but the works are silent on how to achieve it? This question is not answered.

From the above comprehensive review of earlier works, it is obvious that the topic selected for the present study has not been investigated by the researchers in the past. This also shows the existence of research gap. The present study is, therefore, an attempt to fill this research gap in whatever little way it can.

**Statement of the Problem**

There is a substantial gap between stakeholders of tourist-centered heritage tourism development and characteristics of heritage protection and heritage education oriented stakeholders of heritage protection (Staiff, Russell, 2003)\(^\text{37}\). Certain critical issues pertaining to successful and sustainable heritage tourism development are not appropriately addressed by the earlier researchers who have worked in the field of heritage tourism development.
This study addresses a crucial problem that the impact of tourism developmental activities at the archaeological heritage destinations may hamper the tranquility, sustainability and very existence of the archaeological heritage sites. Cooperation and coordination among all the stakeholders of tourism development and the archaeologists who care for heritage protection and its preservation is a very basic requirement for sustainable heritage tourism development in every archaeological tourism destinations. This is because of the reason that most of the archaeological heritage sites in India (where archaeological heritage tourism is developed) face extreme role conflict between the stakeholders of tourism who actively involved in tourism business and the stakeholders of archaeological heritage protection who actually look for the preservation of the sites like the ASI, UNESCO, etc. So, the problem need to be addressed is, what kind of cooperation and coordination exist at world archaeological heritage destination, Hampi?

Another crucial question raised here is, whether the revenue generated from tourism industry is reinvested for the protection of the archaeological heritage site? If yes, what is the percentage of reinvestment? There is a need for thorough study to find out the fund allocation for archaeological heritage tourism destination and the pattern of expenditure for development of tourist facilities and protection of the archaeological heritage monument. Another vital issue pertinent to the heritage tourism development is the need for designing and devising a sound and effective National Archaeological Heritage Tourism Policy and its effective implementation.

The successful archaeological heritage tourism programme essentially requires public-private partnerships, local community participation, extensive volunteer commitment and active involvement of professional consultancy from both tourism and archaeological heritage experts.

The archaeological heritage tourism destination requires an effective and authentic interpretation centre to disseminate accurate and correct archaeological heritage information to the tourists. The archaeological heritage interpretation centre
equipped with modern communication and information tools, and highly qualified, 
trained and educated tourist guide facility should be ensured at the archaeological 
heritage destination. This is necessary as archaeological heritage information is very 
vital for the sustainability of the tourist destination. And it is the duty of the 
governments to ensure that the correct and authentic information is passed on to the 
tourists.

The archaeological heritage tourism development plan essentially contains the 
provision to educate the local community about the archaeological heritage tourism 
and preservation of cultural resources. The community that value and protects its 
archaeological heritage shall contribute to the successful development of 
archaeological heritage tourism coupling with the archaeological heritage 
protection. Many places of archaeological or historical significance are preserved 
and open to the public for visitation. Many of these archaeological tourism 
destinations have museums but no interpretive centers with exhibits, trails with 
informational signs or brochures, and qualified personnel who provide interpretative 
explanations.

This research addresses the following imperative issues related to archaeological 
heritage tourism development in Karnataka.

a. Whether tourism development in an archaeological heritage site really protect 
the heritage resources or not?

b. How does tourism development at archaeological heritage site be sustainable by 
satisfying the needs of the tourism industry as well as the interests of the 
heritage protection?

c. Whether the heritage interpretation system prevailing at the archaeological 
heritage tourism destination is really conveying the authentic and right 
information to the aspirants of archaeological heritage tourism or not?
d. Whether the revenue generated from tourism industry is reinvested for the protection of the archaeological heritage site? If yes, what is the percentage of reinvestment?

e. What is the level of public private partnership existing at the archaeological destination Hampi for heritage protection and tourism development?

f. What is the kind of cooperation and coordination existing among various stakeholders of archaeological heritage tourism destination, Hampi?

g. What are the factors of the system which cause hindrance to the conservation and preservation of the archaeological heritage monument and sustainable development of archaeological heritage tourism in archaeological heritage sites with special reference to World Heritage Site, Hampi?

h. What are the conceptual and execution parameters of the management system at Hampi for sustainable archaeological tourism development?

**Objectives of the Study**

The primary objective of the present study is to analyze and evaluate the impact of Archaeological Heritage Tourism Development on the archaeological heritage sites and also the impact of tourism developmental on the socio-cultural and economic development of the community. The study mainly focuses on how tourism development can be used as a tool for the preservation and conservation of the archaeological heritage sites by satisfying the needs of the tourists and local community. The study aims at the possibility of developing sustainable tourism as an effective tool for economic and socio cultural prosperity of the nation by promoting heritage education in harmony with the objectives and interest of the heritage protection community and tourism stakeholders. The study finally aims at developing an alternative and appropriate archaeological heritage tourism management system which is capable of exploiting all possible socio-cultural and economic benefits from tourism development by protecting the heritage resources. In this background, the specific objectives of the present study are presented below.
a. Karnataka is having a huge potential for developing heritage tourism as it has a wide array of heritage sites. The unplanned and haphazard tourism development destroys the sustainability of both tourism and the heritage sites. Hence, the objective is, to study the need for sustainable heritage tourism development in archaeological heritage site (Hampi) which in turn may become a model for other similar archeological heritage tourism destinations in Karnataka.

b. Tourism industry brings economic prosperity and social development to the host community in different forms such as foreign exchange earnings, revenue generation, employment generation, increase in the standard of living, etc. Tourism Development can be used as an effective mechanism for poverty alleviation. Developing heritage tourism in a heritage site helps to boost the local economy and area development. In this background, one of the objectives is, to study the economic impact of archaeological heritage tourism development on the local economy (of Hampi Archaeological Heritage Tourism Destination).

c. Tourism development has both positive and negative effects on the heritage site. Unplanned tourism development is harmful to the heritage destination as well as the heritage resources. A well planned and controlled tourism development helps the protection and preservation of the monuments. The degree of negative impact of tourism to an archaeological destination is determined by the management system and policy existing at the destination. Therefore, another objective of the study is, to study the archaeological heritage tourism management system and its impacts on the archaeological heritage tourism destination (Hampi).

d. A systematic heritage tourism development can be used as a tool for heritage protection and preservation as both are mutually dependent for long term sustainability. Many developing and under-developed nations are struggling to find economic resources to protect their heritage monuments against damage
and destruction. The revenue generated through tourism can be re-invested for the protection of the heritage sites. Therefore, it is necessary to study the possibility of designing a creative symbiotic relationship among tourism industry stakeholders, heritage protection organizations and the local community. The tourism policy makers should understand that without heritage resource, there is no heritage tourism. It is the responsibility of the tourism stakeholders to protect heritage resources. In this background, the study aims at studying the interaction and inter-relationship between tourism stakeholders and heritage development organizations for the sustainable and symbiotic growth of both tourism industry and accomplishment of the mission and objectives of archaeological heritage protection organizations.

e. Heritage is a living history and national wealth, and it is the duty of the present generation to preserve it for the future generation. The local community has a pivotal role to play in the protection and preservation process of the heritage resources. Therefore, another objective is, to study the role of local community and the heritage protection community in the preservation of the heritage resources and developing sustainable heritage tourism practices at the heritage destination.

f. The ultimate aim of heritage tourism and heritage protection is heritage education. Many of the heritage tourism destinations are lacking facilities for authentic heritage interpretation and education. In this background, another objective is, to study and evaluate the archaeological heritage education and interpretation mechanisms existing in the archaeological heritage tourism destinations.

g. Based on a comprehensive study and analysis of different dimensions of the issues, the study proposes to offer few suggestions for improvement of mechanism.
Scope of the Study

Karnataka has 507 ASI protected archaeological heritage sites where archeological tourism has been promoted. But as per the ASI records, only 12 archaeological sites in Karnataka have been regulating and managing the tourism activities through proper management system by collecting entry fee from tourists and keeping a record of tourist visit. Moreover, out of 12 protected monuments, only two are selected as World Heritage Sites by UNESCO. One is Hampi Group of Monuments and another is the Pattadakkal Group of Monuments. Out of these two, Hampi is selected as the unit for the present study. The reasons for the selection Hampi Group of Monuments for the present study are,

a. Hampi had been listed as World Heritage Site in the year 1986 and declared as Heritage Site under Danger by UNESCO in the year 1999. However, in 2006, the endangered tag had been removed. This provides much scope for a detailed study as to why it was declared as the ‘heritage site under danger’ and as to why this tag was removed.

b. Hampi is a famous and preferred archaeological heritage destination for international tourists in Karnataka. Besides the international tourists, the site is an important tourism destination for domestic tourists too.

c. Of course, the third reason which is not of much relevance is that Hampi is more conveniently and easily accessible to the researcher.

Due to the above reasons, Hampi World Heritage Site is taken as the unit for the present study.

The subject area of the research is primarily on the impact of archeological heritage tourism development in the archaeological heritage sites. The study also covers the analysis of inter-relationship between tourism development and archaeological heritage protection and preservation. The need for symbiotic relationship between tourism industry and archaeological heritage protection organizations is also
covered in the present study. It also envisages the need for developing a win-win strategy between tourism industry and archaeological heritage protection organizations. In order to address all these issues, the present study covers the geographical area of important archaeological heritage tourism destinations of Karnataka in general and Archaeological Heritage Tourism at Group of Archaeological Heritage Monuments of Hampi, UNESCO World Heritage site in Karnataka, in particular. Therefore, all other issues and tourism destinations are outside the scope of the present study.

Sources of Data and Methodology

The literature and data required for the present study are collected from both the primary and secondary sources as detailed below.

a. Secondary Sources - The extensive literature review and desk research were carried out for the collection and collation of relevant material and for evaluating different facets of archaeological heritage tourism in the country in general and the heritage tourism scenario of Hampi World Heritage Site in particular. Steps were taken to collect and collate material from the different sources and compiled the same more purposefully to achieve the objectives of the study. More specifically, the required and relevant materials were collected from on-line research publications, annual reports of Ministry of Tourism of Government of India, reports of Ministry of Tourism of Karnataka, books and journals, reports and publications of Archaeological Survey of India, articles in newspapers, publications and reports of UNESCO, tourism guide books, websites of ASI and Department of Tourism of Government of Karnataka, etc.

b. Primary Data: Primary data were collected from different stakeholders of archaeological heritage tourism especially at the Archaeological World Heritage Site. Separate interview schedules were prepared for interviewing each stakeholder groups operating at Hampi archaeological heritage centre. The officials of Hampi World Heritage Area Management Authority (HWHAMA);
Department of Tourism, Hospet; KSTDC, Hospet; regional office of Archaeological Survey of India, Kamalapur; President of Hampi Tourist Guides Association; and Tourism Information Officer, Hampi were contacted and obtained their responses and/or details from them. Few guest house and lodge operators at Hampi, the Hampi Police Station, auto rickshaw drivers and monument attendants at Hampi were also contacted and collected the relevant information from them. The drivers of the battery powered vehicles were also interviewed. Besides, few telephonic interviews were made to get some clarification about certain aspects of data. Further, questionnaire copies were also sent to some for obtaining their responses.

Sample Size

Respondents for the present study comprise of two broader categories of stakeholders viz., domestic and international tourists to Hampi, and managerial personnel at Hampi archaeological heritage centre. The international and domestic tourist respondents have been chosen randomly following clustered random sampling method. The total tourist population has been divided in to two clusters viz., international tourists and domestic tourists. The sample size is 24 international tourists and 64 domestic tourists based on capability and willingness of the tourist respondents to respond to the questionnaire. Structured questionnaire has been distributed among these 64 domestic and 24 international tourists who visited Hampi, discussed with them relevant issues and the responses were obtained. Besides, Data has been collected through personal observation by visiting Hampi many times.

Besides, 10 management representatives of different service providers but connected with the Hampi Heritage Centre were also contacted with the help of interview schedule to obtain relevant information and details. These respondents include,
a. Commissioner of Hampi Development Authority, Hospet
b. Assistant Manager, KSTDC, Gadag District
c. Assistant Director, Department of Tourism, Hospet, Bellay District
d. Assistant, District Tourism Office, Hospet, Bellary
e. Account Officer, Hampi Development Authority, Hospet
f. Sub-inspector, Hampi Police station
g. Tourist Guides, Hampi
h. Tourism Information officer, Hampi
i. Guest House owner and local resident
j. Conservationist, ASI, Hampi, Kamalapur

Analysis of Data

The data collected from heritage tourism related sources was cross checked and the coded data was entered into pre-designed soft format. The data was cross checked in order to ensure the accuracy and quality of data for the purpose of analysis. The statistics relating to yearly tourist arrivals at world heritage sites of Karnataka, revenue generation through tourism, domestic and international tourism trends of India, etc are the important data coded and entered into the relevant formats. The corrected data was analyzed in order to churn out the requisite information in accordance with the research objectives. Only Simple percentage method, and weighted average measures was utilized for interpreting the data, since most of the research objectives were addressed by the researcher with the help of qualitative information than based on quantitative information which most of the times was felt would be biased either due to lack of knowledge or unwillingness of the respondents to respond to the research questions asked by the researcher for conducting the research.

Chapter Scheme

The material and data collected from different sources are analyzed systematically and presented the entire thesis, “Archaeological Heritage Tourism in
Karnataka - Developmental Perspectives in six chapters. The summary of each of the chapters is presented below.

- **Chapter – I: Research Design**: This chapter provides a detailed description of the research methodology used for carrying out the present research work. This chapter provides a brief description of concept of tourism, positive and negative impacts of the tourism development, the concept of archaeological heritage tourism and presents the significance and scope of the study, review of earlier works, research gap, research problems, objectives of the study, hypothesis, sources of data and methodology, chapter scheme and limitations of the study.

- **Chapter – II: Tourism Industry in India and Karnataka - A Brief Profile**: The second chapter of the thesis describes the present status of tourism industry in the world, India and Karnataka. The major topics covered in this chapter are tourism industry in the world, tourism industry in India, present status of tourism industry in India, reasons for tourism growth, international tourism trends in India, domestic tourism trends in India, accommodation and travel industry in India, projections of future tourism trends in India, financial allocation for tourism during 11th Five-Year Plan, present status of tourism industry in Karnataka, and Tourism Policy of Karnataka.

- **Chapter – III: Archaeological Heritage Tourism in India and Karnataka - An Analysis Perspective**: This chapter covers a theoretical analysis of the status of the archaeological heritage tourism in India and Karnataka. It mainly deals with the present status of archaeological heritage tourism destinations in India, world heritage sites in India, list of intangible world heritages in India, status of archaeological heritage tourism destinations of Karnataka, and potential archaeological heritage tourism destinations of Karnataka.

- **Chapter – IV: Archaeological Heritage Tourism Destination - An Analytical Study on Hampi**: This chapter provides an analysis of Hampi as an archaeological heritage destination. The importation areas discussed in this
chapter are analysis of tourist trends in Hampi, analysis of archaeological heritage tourism resources of Hampi, list of ASI protected monuments in Hampi, cultural, natural, historic and religious tourism resources of Hampi, analysis of infra and super structure facilities for tourists at Hampi, analysis of basic amenities at Hampi, and analysis of management system at Hampi.

- **Chapter – V: Archeological Heritage Tourism, Hampi - An Evaluation of Major Issues:** This chapter begins with the presentation of a brief profile of tourist respondents followed by an evaluation of major issues such as destruction and damage of archaeological heritage properties and monuments, encroachment by local people, mathas and ashramas, inadequate renovation and protection measures, inadequate fund allocation, under-staffing and human resource related issues, issues relating to heritage education and interpretation, inadequate infrastructure facilities and amenities, absence of sound sustainable development policies, unscientific management system, socio-cultural and economic negative impacts on account of tourism development, environmental issues, lack of awareness among local people, lack of adequate capacity building programmes for different service providers, evacuation and rehabilitation issues of local community and issues related to social change.

- **Chapter – VI: Summary of Major Findings and Suggestions:** Major findings of the study and the suggestions offered for the improvement of the system are presented in the last chapter.

**Limitations of the Study**

The study of this nature is subject to many a number of limitations which can be attributed to various aspects of the study such as non-availability of adequate literature and earlier works relating to the topic, reluctance of tourist and official respondents to co-operate with the researcher and the inconsistency in data provided by the respondents and obtained from secondary sources, etc. Hence, this study is subject to the following limitations.
a. The thematic area of the present study is very nascent and only few studies were conducted on the topic, especially in Indian scenario. Studies conducted in foreign countries with their socio-cultural and economic background have been found unsuitable for analysis and adoption in Indian context. Most of the secondary data sources such as reports of different authorities and organizations like Ministry of Tourism, Government of India; ASI reports; Hampi Master Plan 2021 by HWHAMA, etc have been prepared in different contexts. And the non-availability of archaeological heritage tourism literature resources was a hurdle for better analysis and interpretation. Even it was observed that there is inconsistency in the statistical data such as tourist arrivals published by same organization in different contexts.

b. The tourism statistics maintained by the archaeological heritage destinations around India is based on the number of tickets issued at each site. This kind of statistics has a problem. There is no provision to demarcate the various categories of visitors such as tourists, excursionists, local people, students, business man etc. In general, the statistical data reveals only the number of people visited the site, not the tourists. In case of foreign tourist statistics is concerned, there is less ambiguity since normally all of them are considered as tourists except migrants and immigrants. So, the discussion invariably uses tourists and visitors interchangeably.

c. Majority of foreign and domestic tourists who were a part of the respondents for the present study were reluctant to spend time and had no patience to read and answer the questionnaire provided to them for obtaining their responses. Most of them have filled the questionnaire in a very casual way so that it questions to the credibility of the responses obtained from them for drawing conclusions. The officers of different organizational stakeholders also had shown their disinterest in revealing information and in spending adequate time
with the researcher. So, the researcher has to depend more on his personal observation for drawing the inferences.

d. The tourist respondents who come from different socio-cultural background have responded differently to certain questions like ‘how do they rate the accommodation facilities available in Hampi’. Tourists who are coming from developed countries such as European and American continents and exposed to different world famous archeological tourism destinations responded that it as poor but tourists who came from developing countries expressed it as good or average. So, the educational and cultural background variations of the respondents have influenced their responses. Consequently, analysis and the inferences drawn may not be generalized.

e. The respondents are a mix of both domestic and international tourists/visitors at the archaeological heritage tourism destination, Hampi during the period of data collection. There is an attitudinal and perceptional difference between domestic and international tourists. But, the responses are clubbed together due to avoid complexities of data interpretation as per the objectives of the study.

f. The language barrier of the researcher to communicate in local language of the state i.e., Kannada, became another limitation to interact with the local people. Therefore, the researcher had to use the service of interpreters for evaluating their responses.

g. The period of data collection was from 2007 to 2012 and since tourism industry is very dynamic, there may be some changes in the data collected during different stages of the study. However, the researcher has taken maximum care to update the information.

In spite of the above limitations, the researcher has taken all necessary and required care to come out with a good piece of research work.
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