CHAPTER - II

RESEARCH DESIGN

2.1 Introduction

This study is expected to contribute to the existing body of literature by taking the explored areas into consideration and integrating those aspects into the present research work. This study has examined how image of heritage affects the decision people make about it. Unlike previous studies that looked at increased tourist numbers and economic impact of heritage tourism on tourist destination and local as well.

The present study forms a more theoretical standpoint and has identified the importance of heritage tourism on shaping and changing heritage tourists destination image and interest in visiting. This study has explored the relationship of heritage with destination image and interest in visiting the places of heritage tourist interest. This study focuses light on heritage tourism sites (HTS), organizations, government, and all sectors involved in tourism on the substantial impact of tourism on destinations’ image so that tourism and the destination oriented marketing approaches and applications could serve as making of competitive tourism product. This would provide an opportunity to agencies to consider funding in heritage related entities based at destinations in order to allure more potential tourists and enhance tourism related activities in the area. The role of research in several fields of applied economies, whether related to business or to the economy as a whole has greatly increased in modern times. There is also increasing awareness about the use of research in solving operational problems. Research, as an aid to economic policy has gained added importance, both for government and business. Its’ main significance is as follows:

I) The present research provides the basis for work for tourism policy framework and promotion in our present economic system in the area of heritage tourism.

The significance of research can also be understood keeping in view the following points:

a. Research leads to Ph. D. degree which may mean careerism or a way to attain a high position in the social structure.
b. Research may mean a source of livelihood to academicians.

c. Research may mean the development of new ways and creative work to philosophers and thinkers.

d. To analysts and intellectuals, research may mean the generalizations of new theories/models.

Gwalior is an important region and offers a number of attractions to tourists. Gwalior has been the place for tourist traffic since ancient time. Its attractions and other activities attract visitors to make tourists their destination for varied nature of interest and activities.

The present research work shall be significant in the development of heritage tourism, especially in Gwalior region. This work will open new avenues to develop heritage tourism at the destination in a planned manner for the benefits of tourism stakeholders, government and people. The following factors hinder the development of tourism to the desired level in the present study areas:

- Lack of integrated information communication and technology enabled transportation system to handle tourist’s traffic to the places of tourist’s interests.

- Poor information infrastructure, City Kiosks, Lake of proper Signage(s), trained Guides and Commentary Devices, world class Facilities and Amenities. Lack of appropriate methods to indicate the status of tourist facilities e.g. vehicle parking space, Washrooms/ Loo or Toilets in advance.
2.2 Research Design

The present study adopted descriptive as well as empirical research design. The study problem was addressed by developing key questions. Accordingly, the study followed a research process which involved the following steps.

1. Situation Analysis
2. Preliminary Investigation
3. Developing of the study in its core areas
4. Collection of Primary and Secondary Data
5. Follow-up Recommendations

Methods for collection of Data

- Visitor’s Survey
- Literature on Gwalior city
- State and Central Tourism Policies.
- Site analysis
- Stake Holder Consultations

2.3 Objectives of the Research

To explore and understand the potential significance of planning and promotion in Tourism and Travel in context of the study area i.e. Gwalior, the following directives have been envisaged.

- To find out the factors of heritage tourism planning, promotion and development in Gwalior.
- To evaluate the role of heritage towards tourism promotion in Gwalior.
- To evaluate the role of heritage in tourism development in Gwalior.
- To evaluate planning, promotion and development interdependence.
- To study the profile and perceptions of domestic and international tourists visiting Gwalior, in to the context of heritage tourism in Gwalior.
- To make suggestions to promote tourism in Gwalior.
2.4 Research Methodology

Research methodology is method to systematically investigate the subject. It gives various steps in conducting the research in a systematic and logical way. It is necessary to define the problem state objective and hypothesis clearly. The research design provides the details regarding what where when how much and by what means enquiry is initiated.

This research work is exploratory in nature. The aim of this research is to collected detailed information about perception of tourist using factor analysis. It is the endeavor of the researcher to make an empirical study by analyzing and critically examine the relevant statistical collection from primary and secondary sources.

Every piece of research must be planned and designed carefully so that the Researcher precedes the head without getting confused at the subsequent steps of research. The researcher must have an objective understanding of what is to be done, what data is needed, what data collecting tools are to be employed and how the data is to be statistically analyzed and interpreted. There are a number of approaches to the design of studies and research projects all of which may be equally valid. Research is the systematic attempt to obtain answers to meaningful questions about phenomenon or events through the application of scientific procedures. It an objective, empirical and logical analyses and recording controlled observation that may led to the development of generalizations, principles or theories, resulting to some extent in prediction and control of events that may be consequences or causes of specific phenomenon. Research is the systematic and refined technique of thinking, employing specialized tools, instrument and procedures in order to obtain a more adequate solution of a problem that would be possible under ordinary mean. Thus, research always starts from question. There are three objectives of research factual, practical and theoretical, which gives rise to three types of research: historical, experimental and descriptive.

The objectives of the study necessitate the design of research to be conclusive and descriptive. This is instrumental in providing information for the evaluation of particular courses of action.

“Research design stands for advance planning of the methods to be adapted for collecting the relevant data and the techniques to be used in their research and availability of staff, time and money.” In this way selecting a particular design is based on the purpose of the piece of the research to be conducted. The design deals with the selection
of subjects, selection of data gathering devices, the procedure of making observations and the type of statistical analysis to be employed in interpreting data relationship” (Kothari, 1990).

Research design has been defined by different social scientists in a number of ways. All these definitions emphasize systematic methodology in collecting accurate information and interpretation. Sellitiz et al expressed their views as “Research designs are closely linked to investigator’s objectives (Sellitiz et al, 1962). They specify that research designs are either descriptive or experimental in nature.” Research design tells us how to plan various phases and procedures related to the formulation of research effort (Ackoff, 1968) and (Miller, 1989) has defined research design, “As the planned sequence of entire process involved in conducting a research study.

The research work is exploratory in nature. The aim of this research is to collect information about perceptions of tourists visiting Gwalior. It was endeavor of the researcher to make an empirical study by analyzing and examining the statistical collection from primary and information from secondary sources.

The methodology of the proposed research work is based on field surveys and desk research work. Field surveys were undertaken at all major tourists places and travel organizations of the study area and data were interpreted on the basis of Likert Scale and Chi Square. The questionnaire framed for the survey was divided into two parts related to tourists and entrepreneurs. In each questionnaire there were around 100 questions, both open-and-close-end questions. The result of survey finding give detailed information on typology of attractions, forms of inbound tourism, applied business skills of tourism entrepreneurs, investment opportunities, available skilled manpower, attitude of local people vis-à-vis information technology, accessibility of tourist attractions through electronic and satellite communication channels, facilities of group escorting and tour packaging, information technology and product distribution channels, availability of literature, and their quality, problem of occupancy and seasonality in hotel accommodation, host guest relationship, tourist’s length of stay, use of ATM cards, web enabling habits, buying habits of tourists, their average expenditure pattern, frequency of demand of tourist attraction, and method adopted for attraction conservation method.

All possible computerized packages like MS- Excel, Microsoft Word, SPSS, E-view were applied to produce charts and compare different variables to find out the
purposeful interpretation. Collected data were represented in terms of charts and graphs. Regular visits were made to the tourist places and tourism companies/ organisations of Gwalior both during the peak and low seasons to collect relevant data to know the views and opinion of tourist, tourism entrepreneurs locals, academicians and other stakeholders. Data were analysed after tabulation. There are about 29 charts and 82 tables prepared for the interpretation and addition to the available primary and secondary sources comprising of available books, journals, periodicals and reports prepared by govt. and non-government organizations. The data so obtained are analyzed and its results drawn, based on the findings and on the field study surveys have been provided in the thesis. Besides questionnaire, observations were made and interviews were conducted at the places of tourist interest and visits. Secondary data were collected through websites, magazines, journals, newspapers, and books. The Researcher personally travelled to all possible locations and leading business organizations for obtaining information. Research method adopted in the present work could be summarized as follows: -

- Data projection of findings through maps, figures and photographs to present the research findings more precisely.
- Research articles, news and views were scanned from newspapers and magazines in order to know the changing trends particularly in NCT of Delhi.
- Personal contact programme with different small and medium category enterprises to know about the significance of information technology in their overall business turnover and consumer satisfaction.
- Use of Likert Scale- Five point scaling was used in most of the questions.
- Observation – Observing the travel trade business mechanization through information technology.
- Analysis and interpretation of Publications of Govt. and Non-Govt. Organizations etc. providing useful information.
- Also pertains the ideas of research from previous studies of same category, manly PhD thesis and research journal.
2.5 Sample Size

To study the profile of perception in tourist mainly primary data is used. A sample size respondents comprising of 500 respondents but 450 Questionnaire were fully filled. In this study 110 domestic tourist and 100 international tourists take a part of survey and rest of the other stake holders among the 450 respondents in the Gwalior.

2.6 Sample Design

The universe of the study was restricted to tourist places reside in Gwalior.

2.7 Research Questionnaire Format

To collect the primary data a structured questionnaire is used. The questionnaire is divided in to six broad areas.

- Demographic Data
- Heritage Planning
- Promotion
- Development
- Ratings of the Heritage Sites in Gwalior
- Tourist Perception

The first part shall be focused on the demographic variables and second one is heritage planning. The third parts shall be on the promotion of heritage tourism and development of tourism in Gwalior and rest are the Gwalior heritage sites ratings and tourist related questions.

2.8 Data Collection

This study will be based on data collected form primary as on secondary source. The primary data will be collected by the researcher personally from the Gwalior region. Convenient sampling technique is used during the course of present research. The respondents approached different tourist attractions, hotels and other accommodation units and tourist information offices/ centres in the selected districts. The purpose of the
questionnaire will be explained to the tourist and they will be assured of total confidentiality of the information provided by them.

The secondary data is collected from various national and international research papers, books, journal and e – sources, research articles, Ph.D. theses, published and unpublished reports of ministry of tourism, government of India and department of tourism, government of Madhya Pradesh.

2.9 Statistical Treatment

The data is collected from the tourists through questionnaire and personal meeting with the officials of tourism department of M.P. tourism department will be suitably framed in tabular form and make the statistical analysis. From this structured data, required information will be extracted, analysis, tabulated and illustrated with the help of statistical tools like Percentage, Mean, SD, T- test, and Reliability (Cronbach’s alpha) test, Kmo & Bartlett’s test and Factor analysis.

2.10 Significance of the Study

Efforts have been done to plan and promote tourism, but these efforts lacked planning, perspective and focus. So far, the state has not seriously concentrated on the identification of potential areas for the development of tourism and not much information is available on the tourism assets of the state. Now the time has come to put things right by adopting a futuristic approach. It has enormous opportunities and all that is needed is to find an acceptable solution to give home tourism a prospect. Development of tourism is essential for the prosperity and growth of the state, so a need is felt to carry out a comprehensive study on tourism in order to evaluate the validity of existing plans, policies, and schemes and o suggest suitable measures for optimal realization of existing resources for tourism development. This is the reason that I choose the topic “A study of Planning for Promotion of Heritage Tourism in Gwalior”. This study will indicate the areas requiring development in the light of research conducted on tourists and their expectations and perceptions regarding overall quality of services availed by them during their visit to Gwalior.
2.11 Selection of Problem

Heritage has been a great attraction among tourists coming to India. It brings lot of foreign currency to the country. There is a good tourist’s inflow in Rajasthan due to heritage and culture. In Madhya Pradesh, Gwalior and Khajuraho has got a good number of heritage sites. Topic was selected keeping in mind:-

1. To find out details about planning of heritage sites in Gwalior.
2. Importance of heritage tourism in India (particularly in Gwalior).
3. Promotion of heritage as a tourism product (particularly in Gwalior).

Tourism has changed the way of life of the common man at destination. It has also emerged as a strong force, which has changed the modus operandi in services sector in general and tourism sector in particular. Direct marketing, Promotion of Monuments, Customer Relations Management (CRM), Internet, telecommunications, aviation technologies, all purpose ticket issuing systems, portable ticket issuing systems, travel agency management system, and web enabled services have changed supply chain management of the industry.

2.12 Study Area

Gwalior is the historical city contains tangible, intangible heritage and cultural sites of country and is an access point for majority of domestic and international tourists. It has locational advantage as the access point for the Golden Triangle (Agra-Delhi-Jaipur), major tourist circuits connected to Gwalior, it has been the seat of power since the very beginning and attracts people of all walks of life for commercial, political, educational, social, purposes and for learning and interpersonal relations. Gwalior enjoys a variety of attractions from heritage to ultra modern malls.

Gwalior is located in proximity to capital of India i.e. New Delhi. Delhi is the heart of the country and hub as an access point for majority of domestic and international tourists. It has location advantage as close to Golden Triangle (Agra-Delhi-Jaipur). Gwalior has been the centre of attraction since the very beginning and attracts people of all walks of life for commercial, political, social, purposes and for learning and interpersonal relations.
Having been associated with Jiwaji University, Gwalior and having that background of tourism management, I decided to work on Tourism and Gwalior.

2.13 Hypothetical Statement

The study has been undertaken to ascertain Tourism Planning and Promotion for Heritage Sites of Gwalior Region. Hypothesis:

\[ H_1: H_0 = \text{There is no significant impact of planning on the promotion of heritage tourism.} \]

\[ H_2: H_0 = \text{There is no significant impact of promotion on the development of heritage tourism.} \]

\[ H_3: H_0 = \text{There is No Significance Differences between the Perception of Married and Unmarried Tourists.} \]

\[ H_4: H_0 = \text{There is No Significance Difference between Perception of Male and Female Tourists.} \]

2.14 Report Organisation

The present work is divided into seven chapters. Chapter one highlights the introduction to tourism, evolution and development of tourism. It includes topics like: what is Tourism? What is Heritage and what is significance of Heritage Tourism.

Chapter two is devoted on the research design topic, hypothesis, objectives of study, methodology applied to acquire right information, review of literature, and limitations of the study.

Chapter three is titled “Gwalior: its Geopolitical Personality and Economy”. This chapter includes history and architecture, geography, political personality, economy, heritage, population, transport network, education, trade and commerce. This chapter also deals with geographical information system (GIS) and its role in tourism industry.

Chapter four is aimed at “Tourism Trends and Tourism Plant Facilities: Potential for Tourism Development”. It incorporates tourism trends and initiatives taken by state governments and Govt. of India, travelling pattern of tourists, tourism trends, seasonality and tourism plant facilities potential for tourism development, linkage between tourism
planning and development, Public and Private partnership, further growth and development in tourism.

Chapter five deals with ‘Heritage Tourism Attractions in Gwalior Region’. It has description of all heritage sites in the region. Each site is defined with the help of information, diagrams and tables. Major points about the site are covered. All sites are also explained with the help of map to display connectivity, routes and tips for tourists.

The title of chapter six is Interpretation of Data and Research Findings and Development of a Model for satisfaction level of tourists from heritage sites. Results are shown with the help of diagrams, charts to make them more convincing.

The last chapter seven is devoted to Conclusions followed by Select Bibliography and Annexure in last.

2.15 Review of Literature

Tourism is concerned with pleasure, holidays, travel and going or arriving somewhere. These are the motivations that make people leave their “normal” place of work and residence for short-term temporary visit to “other” place. According to WTO, “the movement of the people away from their normal place of residence and work for a period of not less than 24 hours and not more than one year.” calls Tourism (IGNOU, 2009).

Eagles describe that Tourism has always been considered a vital medium for widening the scope of human interests (Eagles, 1997).

According to UNESCO, “Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritages are both irreplaceable sources of life and inspiration.”

Heritage tourism is a new combination of words to look at tourism planning more comprehensively. It affirms that we have identified significant elements of our places as important enough to preserve and to pass on to future generations (According to Michigan state university).
Heritage tourism is a branch of Tourism oriented towards the cultural heritage of the location where tourism is occurring. The National Trust for Historic Preservation in the United States defines heritage tourism as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past," and "heritage tourism can include cultural, historic and natural resources." (NTHP)

Sharma Shikha mention that Heritage is legacy for our past, a living and integral part of our life today. She said that heritage can be termed as living interpretation of past to present. Cultural Heritage can be described in terms of both Tangible and Intangible (Sharma, 2014).

**Intangible Heritage**

Humankind created work including places of human habitation, towns, villages, and cities, buildings, clothing and items of personal decoration, structure, art works, documents, handicrafts, musical instruments, furniture, religious and so on.

**Tangible Heritage**

Tangible Heritage consist movable and immovable Heritage and natural Heritage.

- Movable Heritage - Sculptures, Manuscripts, Paintings
- Immovable Heritage - Fort, Building, Monuments
- Natural Heritage - Sanctuaries Mountain, Waterfalls etc

Richards wrote that culture, heritage and tourism are correlated to each other. It is independent but at same time dependent also. During the last ten year heritage and cultural tourism grow very much. According to WTO heritage is a very important segment of the tourism demand which represents 37% of international tourism (Richards G. , Tourism and the World Cultural and Heritage, 2000).

Boniface and Fowler wrote tourism the greatest show on the earth whose greatest ingredient is heritage (Boniface & Fowler, 1993).

Hyung Yu Park has explored his view about Heritage Tourism, Heritage is not just confined to ancient monuments and historic sites. Heritage as a tourism resource is, as
emphasised, present –centered as much as past oriented. The Heritage market has reached saturation due to an increasing influx of newly established and commodified heritage attraction (Park, 2014).

Prem Nath Dhar has discussed about Heritage Tourism. He has mentioned the thought about cultural and natural heritage tourism also. Heritage interpretation is the communication of information about, or the explanation of, the nature, the importance, and purpose of historical, natural or cultural resources, objects, sites and phenomena using personal and non personal methods. Heritage interpretation may be performed at dedicated interpretation centers or at museums, historical sites, park, art galleries nature centers, zoo, aquaria, botanical garden, nature reserves and other heritage sites (Dhar, 2010).

According to Weiler and Hall; Cultural, Heritage and Art have long contributed to appeal of tourist destination. Cultural heritage tourism is important for various reasons; it is a positive economic and social impact; it establishes and reinforces identity, it helps to preserve the cultural heritage, with culture as an instrument it facilities harmony and understanding among people. It supports culture and helps renew tourism (Richards G., Culture Tourism in Europe, 1996).

Heritage tourism of course, poses questions about authenticity and about the representation of geographical and historical knowledge. Ashworth and opine that the link between the preservation of the past for its intrinsic value and as a resource for a modern community or commercial activity is heritage (Ashworth & Tunbridge, 1990).

Arthur Pedersen (2002) wrote about world heritage expectation, promotion, and development and discuss about overall planning and destination development. It started with the United Nations declaration of 2002 as the “Year for Cultural Heritage”. He studied that over the world heritage manual. By learning to “tread lightly” on the earth, not only are we ensuring the future of World Heritage sites but also the future of tourism.

Heritage attractions may constitute important tourism resources, one e.g. being the tourist- historic city (Ashworth & Tunbridge, 1990; Timonthy & Wall 1995; Prentice et.al. 1998).
Industrial and heritage tourism is being used to transform derelict former manufacturing areas into tourism consumption centers, and agricultural land and buildings taken out of production are used for ‘green tourism’ or folk heritage centers (Richards G., 2005).

It is clear that tourism is growing and will have an increasing impact on cultural heritage. In its forecast Tourism: 2020 Vision, the World Tourism Organization (WTO) predicts that cultural tourism will be one of the five key tourism market segments in the future, and notes that growth in this area will present an increasing challenge in terms of managing visitor flows to cultural sites. The focus of this report is how to promote symbiosis rather than conflict, and particularly how development cooperation can facilitate achievement of this objective (Endresen, 1999).

Dallen J. Timothy and Gyan Pnyaupanev has studied about World Heritage issue and challenges in developing region. They wrote that religious tourism is one of the most prevalent form of heritage tourism in the developing world today. They were also discuss about developing countries and developed countries heritage what is the draw back and potential these kinds of countries (Timothy & Pnyaupanev, 2009).

A Heritage site in ‘changing heritage’ predicaments because of political events by described by the French newspaper; an article reprinted in The Guardian.

Sanjay S. Jadon studied about Orchaa and mentioned that in localities in India are not aware about their Heritage. He wrote that increasing population big factor affecting heritage. Due to lack of awareness and discontinuities in traditional environment-sensitive practices destroy their built heritage or natural heritage. They studied that if make their heritage sensitive zone and building regulations, monuments conserve and preserve in proper way, place come under architecturally controlled and heritage sensitive development in the expansion of the town. Then they will be aware about their heritage and ethical value as well living standard will change of the local people and tourist attraction value increase of the town (Jadon).

Heritage has wider meanings than the provision of the attraction for visitor and tourist. He has analysis that Heritage has always been a mechanism which can be used to forge national identity other form of nationalism have actively promoted ideas such as common roots, past glories and shares qualities of value (Herbert, 1995).
Lynn Speno and his whole team contributed studied about exactly what is Heritage Tourism? More than simply visiting historic sites, heritage tourism is a personal encounter with traditions, history, and culture. Heritage tourism is based upon the concept that each community has a story to tell. This is a rapidly growing niche market that is directed towards experiencing the local customs, traditions, arts, history, sites, and culture that authentically represent a particular place. To the heritage tourist, this culture must be unique and it must be authentic (Speno, 2010).

Walton and Wood explore that History and Heritage should be seen as assets. They studied that History and Heritage play vital role for development and promotion of tourism (Walton & Wood, 2008).

According to INTACH Heritage Tourism development aspects are:

- **Community Development of tourist receiving destination**
- **Socio-economic Growth of the receiving community**
- **Preservation and Conservation of cultural and natural heritage sites**
- **Income Generation**

Taylor and Oliver written that India is one of the most famous destinations in the world Tourism destinations. India has rich Culture and Heritage. It’s also famous for Geographical and culture diversity. The world travel tourism council calculated that tourism generated 6.6% of nation’s GDP in 2012. The sector is predicated to grow at an average annual rate of 7.9% from 2013 to 2023 (Oliver, 1999) (Taylor & Baker, 1994).

Indoliya Umakant studied about rural tourism of Rajasthan state. He said that there is possibility that Rajasthan become Heritage village state in future because there state govt. starts Dindyal Upadhyay Adharsh Paryatan Gao Yojana due to this our cultural and traditional heritage can be save and employment generate as well (Indoliya, N A).

Nithya U.S. wrote about Heritage Tourism of Kerala, India. He studied lots of aspect about heritage tourism. Heritage Tourism will be of much use both from the academic and administrative angle (Nithya, 2011).
Indian tourism has vast potential for generating employment and earning large sums of foreign exchange besides giving a flip to the country’s overall economic and social development (Loksabha, 2013).

Gartner C William told that tourism development is evolutionary process noticeable economic, physical or social restructuring (Garter, 1996).

Jain Yashodhra examined that development of tourism is continue process. Increasing source of income and employment generation by the tourism development this is basic benefit through the development. Through regional development and international understanding culture link develop between them (Jain, 1998).

Dredge and Jenkins discussed thoughts about tourism policy and planning. They said that tourism policy and planning requires strong research and analytical skills is based on based on an appreciation of the theoretical frame work (Dredge & Jenkins, 2007).

Phillips and Roberts studied tourism planning and community development. They mentioned that government should make plan for the community development for economic consideration through this step tourism also grow in future (Phillips & Roberts, 2013). Laws Eric et al mention that his thought tourist destination governance (Laws, Richins, Agrusa, & Scott, 2011).

Sati V.P. has given the outline over the development process of tourism in India. He wrote that attention has been paid to bring out the historical and architectural detail of tourist destinations and their attractions (Sati, 2001).

Chopra Suhita describe that tourism is a form of mobility primarily for leisure. She argue that Leisure activities increasing developed and developing society this is better opportunity for future development (Chopra, 1991).

Sharma J.K. describe Planning today has acquired a new look, worthy of attention by all sectors involved in development (Sharma J. K., 2004).

Sharma K.K. examined about Tourism in India he mention that the social cultural and educational significant of tourism is widely recognized. The growth of tourism sustains their unstable economy in developing countries (Sharma K. K., 1991).
Puri G.K. studied that Tourism has become an important source of promoting cultural exchange and international cooperation in the modern world (Puri, 1991).

Jayapalan examined that Tourism phenomenon in its various manifestations. He mentions his studies that how to develop tourism Ancient period to Modern period (Jayapalan, 2001). Acharya Ram described his view about Tourism and culture Heritage of India (Ram, 2007).

S. Medlik describes that Policies are the consequences of a decision making process which has the objective of modifying the present in view of the future (Medlik, 1991).

Babu Satish studied that India is a tourist paradise and has all unique features of modernity and traditional hospitality (Babu A. S., 1998).

Sinha P.C. says that Tourism is a phenomenon of importance in modern world but its emergency caught us unaware and unprepared (Sinha, 1998).

Singh Ratandeep described that Tourism is the dependable and precious source of foreign exchange earnings for the country (Singh, 1996). He also analyses that development of visitor services enhances the local Heritage and Environment.

Behi Neetu (2004) mentioned that the impact of tourism on the physical environment needs to be taken into consideration when planning tourism development.

2.16 Heritage and Culture Significance of Gwalior

Gwalior is a well acknowledged place of art, associated with historic as well as contemporary evidence. In August 2005 a mural created by Aasutosh Panigrahi along with five other artists, was acknowledged as World's Largest Indoor Mural by Guinness Book of Records. The artwork was created at Shyam Vatika (Saraswati Estate, near Gola Ka Mandir). Shyam Vatika is one of the largest Auditorium of Gwalior. Gwalior holds an unparalleled reputation in Sangeet and the legendary musician Tansen came from Gwalior. In his memory Tansen Samaroh is held every year. Still many people acknowledge that there is no equal to Tansen in music. Sarod Maestro Ustad Amjad Ali
Khan was also from the royal city of Gwalior. His grandfather Ghulam Ali Khan Bangash became a court musician in Gwalior.

Culturally Gwalior is the confluence of two rich cultures Bundeli and Braj. Bundelkhand covers Gwalior, Bhind, Morena, Sagar, Shivpuri, Guna, Sheopur and adjoining areas.

Gwalior situated in the state of Madhya Pradesh, Gwalior is the city of true royals, the Scindias. City is well known for its majestic fort, considered as one of the best in the world. Gwalior is located at a distance of only 118 km from Agra and well connected by road and rail.

Gwalior City is a District in Madhya Pradesh State on Delhi – Bhopal route. The new section of the city called Lashkar. Lashkar is few miles south from the old city. It is the site of factories producing cotton, yarn, paint, ceramics, chemicals, and leather products. The nucleus of Gwalior is a citadel crowning an isolated rock about 91 m (300 ft) high, 3.2 km (2 mi) long, and 823 m (2700 ft) wide. The rock is said to have been a strong hold for more than Ten Centuries and Old city is located in the Eastern base of the rock. The old city is covered with white sandstone Mosque, Palaces, rock temples and statues of archaeological and architectural interest. The Jiwaji University was built in Gwalior in the year 1964. Gwalior City was the Capital of the princely State of Gwalior until 1948 and the summer Capital of Madhya Bharat State from 1948 to 1956. When Madhya Bharat became part of Madhya Pradesh, it becomes separate District. According to Census 1991, population of the District was 692,982. Gwalior's history is traced back to a legend in 8th century AD when a chief tain known as Suraj Sen was struck by a deadly disease and cured by a hermit-saint Gwalipa. As a gratitude for that incidence, he founded this city by his name. The new city of Gwalior became existence over the centuries. The cradle of great dynasties ruled the city Gwalior. With different Dynasty, the city gained a new dimension from the warrior kings, poets, musicians, and saints who contributed to making it renowned throughout the country. The city is also the setting for the memorials of freedom fighters such as Tatya Tope and the indomitable Rani of Jhansi. Today the old settings stand side by side with the trappings of modernity.
Gwalior has a towering citadel with medieval Rajput monuments and palaces of 14th century AD. It also has two of the World's biggest Chandeliers in the Darbar Hall of Jaivilas palace, crystal mini train in the dining hall and a palace museum. 08MP_AR (2007)

Gwalior – Shivpuri - Orchha – Khajuraho is one of the four tourist circuits have been identified in M.P. Gwalior also include one of the four major town in Madhya Pradesh

History play very important role of promotion, development and identification of any place and with Gwalior too history can led to the path of tourism development. All over the world tourist through to Agra to see one of the wonder Taj Mahal but they do not enlist Gwalior in their itinerary as destination and skip this historic and heritage city. And even, if they come, it becomes their stop over paint to take lunch, visit Fort, Jai Vilas palace, Museum and moves ahead which is depressing attitude of tourism towards this heritage destination (Maheswari, 2011).

The history of Gwalior initially explores the impregnability of the fort and was regarded as gateways towards south, though its goes back earliest times but the most remarkable inscription about forty belong to dynasty, its history shrouded in mystery. According to tradition 84 ruler of this dynasty ruled to Gwalior, and in 1394 Bir Singh Deo founded new dynasty. The Tomar of Gwalior, this is the most significant dynasty of the Gwalior Fort. Man Singh was greatest King of the Tomar dynasty most of the magnificent palace, temple and other architecture and Gujari (Mragnyani) Mahal such kind of beautiful monument built by them.

The glorious history and heritage of Gwalior is neglected. As we already known that, heritage is interpretation of past, reviving the history, re-living the glory and fame, even though, the history of Gwalior is colorful and diversified it has so many other parts of attraction those having association with culture heritage and traditions directly and indirectly. The Gwalior trade fair second name of economic progress, culture activities, sport activities and rich tradition. The tom of Tansen and Mhomhad Ghaus, cenotaphs of Royal sindhiya family, Gurudwara of Data Bandi Choor and other magnificent protected and unprotected monument, numerous temple of Hinduism and Jainism like twin Saas-Bahu temple, Teli ka mandir, museum like Gujri Mahal, syndiya’s palace, Nagar Nigam museum are gem of Gwalior Heritage (Maheswari, 2011).
Shruti Bhardwaj explores thoughts about Punjab Heritage and Culture. She mentions that Heritage is based on our folk culture, folk dance, folk music etc. Punjab's folk dances are embedded with foreign influences. It is only in Punjab where there are separate folk dances for men and women (Bhardwaj, 2015).

Mrs. Monika has studied about infrastructure management for tourism in Madhya Pradesh. She wrote that Gwalior is very famous for its Fort in the India as well as world also. The Fort is stand out on a rock like the plinth of some enormous construction. The Fort is six hundred feet high and nearly two miles long. At the very foot of the Fort lies the flourishing capital of a mughal division ,the known historic epigraph on the hill top belonging to the Hun Minit Kula, had for the first time ,placed the history of Gwalior in the 6th century thereafter ,a chain of historical events over took the destiny of the Gwalior Fort. It has been the scene of imprisonments, battles and Jauhars (Saksena, 2012).

Michael H Brown wrote that, “The town improvement trust is closely associated with the department of municipalities and undertakes large scale works. It is also responsible for preparing town extension schemes to prevent haphazard development of places which are growing rapidly. In that time was recent recommendations include: the survey of all towns to obtain reliable material on which to base schemes; the preparation of tentative master plans for town extension and improvement (most towns in the state are expected to undergo extension or improvement); and the preparation of schemes of water supply, drainage works, roads and housing” (Brown, 1940).

Sarla Pareek studied about scope and development tourism industries in Madhya Pradesh. She has wrote that about Gwalior is steeped in the splendor of its past. A reigning dynasty of the great Rajputas clones Partiharas, Kachuahas and Tomars have left an indelible etching of their rule in this city of place, temple and grand monuments. The magnificent mementoes of a glorious past have been preserved with care giving Gwalior a unique and timeless appeal (Pareek, 2000).

Gwalior fort has found 900 years old sculptures were found recently. These sculptures relate to Hindu god like Lord Vishnu, Lord Shiva, Lord Ganesh and many other sculptures found near about Sas Bahu temple. Its shows that legacy of the past of Gwalior Heritage. (City Bhasker, 10/4/2015)
Historical monument (Motimhal) conservation and preservation budget was laps due to improvident behavior of PWD department of Gwalior. Motimhal come under built Heritage Monument. This is the 188 year old building built at 1872 by Syndhiyas Kingdom (DB Star, 13/4/2015).

Gwalior local people also known value of Heritage they did not change his house look because of this building consist different type of art and architecture. (City Bhasker, 16/4/2015)

City heritage house holders convert their house to heritage hotel. They all are contributed to branding of Gwalior as a heritage city that is why number of tourist increase and earning increase as well. (City Bhasker, 17/4/2015)

Heritage is rich and conservation needs more attention, if we are comparing to other state Tourism. Government must come out with more concert plan for promotion and marketing of tourism product. This is the main reason Tourist attraction become low towards Gwalior Heritage. (City Bhasker, 18/4/2015)

The Indian National Trust for Art and Cultural Heritage (INTACH) organized panorama exhibition for celebrate World Heritage Day at Kala Vithika at Gwalior. Gwalior glory school and doon public school also celebrate World Heritage Day. (City Bhasker, 19/4/2015)

As we know the Gwalior is an important region and offers a number of attractions to tourists. Gwalior has been the centre for tourist traffic since long. Its attractions and other activities attract visitors to make tourists their destination for varied nature of interest and activities.
2.17 LIMITATIONS OF THE STUDY

The present study on planning for promotion of heritage tourism has got certain limitations due to the following reasons:

- The frequency of responses obtained through questionnaires are moderate, hence it is natural to have certain errors while collecting the data during the survey.
- This sample may not be a true representative of entire population.
- This sample is evaluated through different aspects of same problems received thus a common outcome is developed.
- The research data were collected through hoteliers, tourists, lodge owners, travel agents having wide variation in intellectual background and varied grasping power to understand technical terminology devices.
- In view of large number of tourism stakeholders the views expressed by respondents have different perception and it was difficult to keep them at par.
- Tourism industry is sensitive and gets affected due to political, social, diplomatic, economical and epidemic problems.
- Information Technology is growing rapidly and trends are changing very fast. So, it is not possible to cover all aspects of technological changes e.g. many devices got completely eliminated by cell phone.
REFERENCES


