Chapter – VI

Summary of Major Findings, Suggestions and Conclusion

Introduction

Archaeological Heritage tourism is one of the most promising tourism industry segments in Karnataka. The tourism statistics of the state shows that majority of the tourists who are visiting Karnataka, both domestic and international, are motivated by archaeological heritage resources of the state in view of the fact that Karnataka offers lots of archaeological heritage resources spread throughout the state. Among the 22 archaeological heritage sites in India recognized and placed in World Heritage List of UNESCO, two of them are in Karnataka and three archaeological sites of Karnataka have been included in the proposed list of world heritage sites. Karnataka has 507 ASI protected archaeological heritage sites with huge potential to develop sustainable archaeological heritage tourism. Apart from the ASI protected monuments, thousands of monuments are neglected and discarded throughout the state due to either lack of economic feasibility of protection or utter negligence. Karnataka’s archaeological heritage resources are very vast, vivid and matchless enough to substantiate the internationally recognized tourism marketing campaign of Karnataka, One State, Many Worlds.

Archaeological tourism development in an archaeological site brings several socio cultural and economic advantages to the local community and the nation. It is a fact that tourism development in an archaeological destination leads to threat to the very existence of the archaeological resources in many ways. Based on the research, the major findings and suggestions of the study have been explained in this chapter. Before venturing in to discuss the major findings and suggestions of the study, there is a need for briefing the major objectives of the study.
Summary of Objectives of the Study

Archaeological tourism development at archaeological sites helps out socio-cultural and economic prosperity to every nation and community in the interim tourism development causes consequential negative impacts to the archaeological resources and the host community. The researcher has set a few objectives to answer the following research questions.

- What are the major positive and negative impacts of archaeological tourism development in an archaeological site?
- How do tourism development, archaeological heritage protection and tourism development be made complementary each other?
- What are the parameters for developing a sustainable archaeological tourism in an archaeological site?
- Whether an effective and efficient archaeological heritage management system is able to curtail issues created by tourism development?

Keeping all these questions in consideration, the objectives of the study were formulated. The major objectives of the study are summarized below,

- The primary objective of the study was to analyze and evaluate the impact of Archaeological Heritage Tourism Development on the archaeological heritage sites and the impact of tourism developmental on the socio-cultural and economic development of the community.
- The study focused to envisage the possibilities to use tourism development as an effective tool for the preservation and conservation of the archaeological heritage sites by satisfying the needs of the tourists and the local community.
- The study also intended to seek the possibility of developing sustainable tourism as an effective tool for economic and socio-cultural prosperity of the local community by promoting heritage education in harmony with the
objectives and interest of the heritage protection community and tourism stakeholders.

- The study finally aimed at developing an alternative and appropriate archaeological heritage tourism management system which is capable of enhancing all possible socio-cultural and economic benefits from tourism development by limiting the negative impacts to various cultural and heritage resources.

**Major Findings of the Study**

The result of the analysis of the primary and secondary data collected from various sources reveals certain facts about archaeological tourism development which are explained below as major findings of the study.

**A. Findings related to the archaeological tourism developmental perspective**

The findings related to the opinion of the tourists respondents towards the performance of the destination, their perception and satisfaction, suggestions for sustainable tourism development etc are obtained by the analysis of their responses towards the questionnaire administered among them. The major findings of the analysis are summarized below.

01. 84% of the foreign tourist and 71% of the domestic tourists respondents reveal that the main purpose of their visit to an archaeological heritage monument is attributed to travel for getting awareness and knowledge about the history, culture, art and architecture of the place visited. 12% of the foreign tourists and 10% of the domestic tourists opined that their drive behind the visit is leisure, recreation and relaxation.

02. Majority of the tourist, both domestic and international, visit Hampi in search of heritage education and experience. 15% of the domestic tourists have religious purpose as the major reason for their visit. So, Hampi act as religious tourism
destination for domestic tourists but none of the foreign tourists had the religious motivation to visit Hampi.

03. Heritage education and interpretation system of archaeological heritage tourism destination, Hampi is inadequate and not professional. The qualifications and professionalism of the tourist guides (47 licensed) is below average. Humpi does not have a heritage interpretation center. The self explanatory alternatives for heritage education such as kiosks, brochures, guide books, audio cassettes, signage, hoardings, etc are also inadequate to cater the educational needs of the tourists.

04. 56.82% of the tourists, both domestic and international, who visited Hampi have collected information about cultural and historical significance of the archaeological site, Hampi prior to their visit and 58% of them have collected information from books and journals. Only 28% of the tourists use the websites resources as the information source. So, many number of the tourists who visit Hampi have no prior information about culture and history of the destination and while visiting they acquire it through observation or using assistance of other information and interpretation source.

05. Most of the foreign tourists who visit Hampi archaeological tourism destination are from Europe and America. Unlike the previous years, the number tourists from Asian region are increasing. The reason for the tourism growth is due to the Visa on Arrival facility and extended marketing and promotional activities of the concerned authorities. The technological advancements and globalization are also acting as catalysts for tourism growth in third world countries.

06. Archaeological heritage tourism destination Hampi is visited by middle aged category of international tourists and youth category of domestic tourists.

07. Archaeological heritage tourism destinations of India in general and Karnataka in particular, are visited by more domestic tourists than international tourists. In Hampi, the domestic tourist arrival (17,75,123) is 50 times more than that of
international tourist arrivals (34,433) but direct revenue generated by selling entry tickets to foreign tourists (Rs 86, 08,250) is just half of the revenue generated from domestic tourism (Rs 1,24,25,861). So, foreign tourists are economically viable than domestic tourists for the destination.

08. The tourist who come for leisure activities are creating more damage to the heritage resources by doing graffiti, vandalism, touching the volatile and sensitive heritage resources. This is happening because of lack of awareness and orientation about the archaeological and historical significance of the destination.

09. The analysis shows that only 20% of the tourist who have used the service of the tourist guides at the destination and 80% of them were solely depending on self-explanatory interpretation tools at the destination. Out of 20% tourists who have used the service of the tourist guides, 100% of them rated the service as good against the excellent and poor. There is a contradiction between the personal observation of the researcher and the tourists’ opinion on the standard of the service of the tourist guides. The personal observation of the researcher about the performance of the guides is below the expectations.

10. Majority of the respondents either feel the measures initiated by the heritage management authorities for protecting the archaeological heritage richness at the heritage site are good (72.72%) or average (22.72%) and satisfied with the protection measures initiated by ASI.

11. 54.55% of the tourists opine that the carrying capacity of the archaeological heritage destination is not considering by the management authorities. Carrying Capacity assessment and periodical monitoring is a prerequisite for sustainable development of the destination by protecting the monuments and the needs of the local community and the tourists.

12. 68.18% of the tourist respondents are satisfied with the existing safety and security system at archaeological heritage destination, Hampi and they rated it as good and 22.72% as average. But, the personal observation of the researcher
based on various parameters feels that the safety and security system existing at Hampi is below average.

13. 97.72% and 84.45% of the tourist respondents feel that the participation of local people and NGO's are mandatory for the heritage protection of the site and the management authority should take care of their participation in the archaeological heritage tourism management.

14. 100% of the tourist respondents have the opinion that the local culture and traditions of the destination should be appreciated and respected. 56.64% of the tourist believe that the cultural expressions such as dressing style, food habit and behavior at the destination must be inconformity with the local culture. But 36.36% of the respondents believe that the tradition and culture of the local area must be respected and the adoption of it to their culture is the visitors' choice.

15. 50% of the tourist respondents have an opinion that the behavior of the tourists at the destination is appropriate and in accordance and tranquility with the culture of the destination. But 40.91% opine that the behavior of the tourists must be modified in line with the destination cultural sentiments. 45.45% tourist respondents believe that the measure taken by the authorities to monitor the tourist behavior at the destination is good and 36.6% rated this monitoring system as average.

16. 86.36% of the tourist respondents have an opinion that the management authorities have taken adequate steps to take religious harmony at the destination.

B. The findings related to archaeological heritage tourism management perspective

The major findings of the information collected through personal interview, secondary data analysis, interaction with the representatives of various stakeholders of archaeological heritage tourism destination Hampi are summarized below.
1. The secondary data sources reveal that Karnataka has a very promising potential for archaeological heritage tourism development because of its vast repository of archaeological resources of centuries old. The two circles of ASI, Bangalore and Dharwad, protect 507 archaeological heritage monuments in Karnataka and out of 507 archaeological sites, most of them are located in rural areas, two monuments are listed in the world heritage list of UNESCO. But only 12 archaeological monuments in the state are generating revenue by collecting entry fee from the tourists. It is only 2.36% of the protected monuments in the state. 97.64% of the ASI protected archaeological monuments of the state are not developing archaeological tourism in a professional manner and not enchasing the opportunity to avail the socio cultural benefits of tourism development.

2. The archaeological heritage tourism destinations do not have a systematic collection and recording of information about the tourists. Only twelve archaeological heritage destinations of Karnataka are regulating the tourists by collecting entrance fee and keeping the counter foil of the ticket as evidence of their visit. But except the mere number of foreign and domestic tourists/visitors, the destination does not have any databank about the tourism. Even the revenue generated from tourism is not calculated and tabulated. The destination management authorities never collect the tourist profile such as nationality, purpose of visit, place of accommodation, duration of stay, feed back of the tourists on basic facilities, etc.

3. The archaeological heritage tourism management is not giving any orientation to the tourists about the art, architecture, history, mythology and culture of the destination. So, the tourists carry their own individual perception about the destination. The most important purpose of visiting an archaeological destination is to get heritage education.

4. The archaeological heritage tourism destination, Hampi does not have an effective heritage management audio visual interpretation center which could be
used as a center for providing heritage education and orientation to the tourists/visitors.

5. The destination does not have facilities for physically challenged people to move around the site. The wheelchair facility, wheelchair path inside the destination etc are the essential requirements of an international archaeological tourism destination.

6. The archaeological heritage tourism destination is devoid of an effective, well defined, systematic and organized visitor Management System to make the tourists’ experience as a memorable one by satisfying their genuine expectations fulfilled and converting each tourist as a responsible tourist. The Visitor Management System is not only capable of controlling and influencing the behavior of the tourists at the destination in accordance with the local tradition, culture, norms and ethics but also it helps for maximizing the tourists’ experience to their expected level.

7. The destination does not have any carrying capacity assessment document to maintain the sanctity and tranquility of the destination which is very essential for better tourist experience and protection and conservation of the archaeological heritage resources.

8. The archaeological heritage tourism management system at Hampi requires an effective and systematic Facility Management System for managing various services and facilities expected by the tourists at the destination. The facilities like drinking water, hygiene and sanitation, medical and health care, safety and security, entertainment and refreshment, banking and telecommunications, saloons and health clubs etc are the components of the broad facility management system.

9. The archaeological site has been encroached by various religious organizations maths, local people, vendors and service providers, etc cause damage to the archaeological heritage resources. They organize various religious gatherings at the site which threaten the protection and conservation of the monuments and
the communal harmony of the place. The management authorities have not taken any appropriate decisions to solve this burning issue.

10. The existing human resource for various components of the archaeological heritage tourism management system like ASI, HWHAMA, KSTDC, Department of Tourism, Police and Security System etc is inadequate to manage the destination sustainably.

11. The allocation of financial assistant to ASI to protect and conserve the monument is inadequate to carry out the protection process systematically. The revenue generated through collecting entry fee from each tourist is going to the central treasure of the ASI and the percentage of the earnings is not infusing back for the protection and conservation of the archaeological resources. ASI has to approach the central government for allocation of funds for annual and routine maintenance of various resources.

12. Archaeological tourism development creates much pressure on the archaeological heritage resources at Hampi by weakening the archaeological heritage resources. The main reason for the destructive characteristics of tourism development to archaeological heritage resources is inappropriate and unsystematic management system existing at Hampi.

13. Various government organizations such as ASI, HWAMA, KSTDC, DoT, Zilla Panchayath, Village Panchayath, Police Department etc are involved in the overall management of the archaeological heritage tourism management of Hampi. Even though each organization is expected to perform certain responsibilities related to archaeological heritage protection and archaeological heritage tourism development. But, most of the cases, there is lack of functional clarity in each management component which leads towards overlapping of duties and responsibilities that further causes authority-responsibility conflict. Moreover, there is inadequate cooperation and coordination among the various management stakeholders. This is happening because of absence of a centralized management system.
14. The archaeological heritage tourism destination Hampi is lacking an effective and efficient Disaster Management System to respond professionally at emergency situations created by natural and social disasters.

15. The tourist guide facilities at the destination are inadequate to meet the needs of the tourists as well as their expectations. Majority of the tourist guides are either PUC or SSLC holders. A few of them are Degree holders. Only two among the 47 licensed tourist guides are having tourism education. Their employment is not permanent and it is highly seasonal. They are extremely disorganized and even do not have an office and basic amenities.

16. The sanitation, refreshment and drinking water facilities at the destination are very wretched condition.

17. The accommodation and transportation facilities at the destination are inadequate and unable to cater to the needs of the diversified tourist categories. The availability budget category accommodation with adequate safety and security with hygiene is very less than that of actual demand.

18. The marketing and promotional activities of the concerned authorities to project the world archaeological heritage tourism destination in the major tourism generating regions in the world are found inadequate. The authorities have developed a good website for Hampi. But the layout and orientation of information is not so attractive and informative.

19. Hampi archaeological tourism destination and Karnataka are not having a sound sustainable heritage tourism development policy. The existing tourism policy is very vague and general. An exclusive archaeological policy is required for the state.

20. Hampi archaeological site requires connectivity between various monuments which are scattered in a wide geographical area. A perfect tourists movement paths in accordance with the historical events is lacking in the archaeological site.
21. The tourism development in Hampi causes lots of socio cultural and environmental problems. The casual movements of tourists inside the religious centers like temples and durgas leads towards uneasiness and apathy among the devotees and local community.

22. The waste management system at the archaeological heritage site is not so systematic. The plastic littering, sewages, noise pollution, garbage dumping etc happening within the heritage site which leads towards lots of environmental consequences.

Major Suggestions
Archaeological heritage tourism destination (Hampi) is facing a number of problems which are discussed earlier in Chapter - V. Some of those problems are very crucial and need to be addressed and solved by implementing suitable corrective measures at the earliest to avoid future complications. Most of these issues identified at the archaeological heritage tourism destination (Hampi) are connected to tourism development and related issues. Of these problems, two are very significant. They are,

a. Firstly, the issues that need immediate attention are those pertaining to the negative impacts of tourism development on the archaeological heritage resources, local community and environment. These issues are identified as very crucial as the very survival of tourism industry depends on these resources.

b. Secondly, the problems faced by the tourists at the archaeological heritage tourism destination (Hampi) such as inadequate facilities, absence of qualified guides, etc. These issues shall be addressed by concerned as they are the most significant part of the tourism industry. The satisfaction and perception of the tourists about the destination is very significant for the growth and development of tourism industry.
Based on the research findings in conformity with the research objectives, the summary of major suggestions which are offered by the researcher for development of archaeological heritage tourism destination Hampi as sustainable destination are briefed below.

1. Karnataka has a very vast repository of archaeological heritage resources spread throughout the state. ASI protects 507 archaeological sites in Karnataka but only 12 among the 507 are used as an archaeological tourism destination which earns money in the form of entry fee. So, ASI may develop archaeological tourism heritage tourism in these untapped archaeological resources in sustainable and responsible manner so as to protect and preserve the archaeological resources through tourism as a tool for preservation.

2. Infrastructure and super structure facilities are the most essential prerequisite for the development of tourism development at an archaeological heritage site. These basic amenities and facilities are common facilities for local community and tourists. So, the development of archaeological tourism in all the archaeological sites in the state would help for area development. So, the concerned departments should take adequate initiative to develop standard infrastructure and superstructure facilities such as accommodation units, comfortable and safe transportation which is suitable for the fragile archaeological environment. The concerned authority can seek the private business stake holders to invest money in Public Private Partnership model to develop infrastructural and super structural facilities at the archeological destinations in Karnataka, particularly in Hampi.

3. The major purpose and motivation of the tourists and visitors for visiting an archaeological heritage destination is to acquire heritage education so as to improve their knowledge and wisdom. Even though the archaeological heritage sites are self explanatory like an open museum, it needs an effective, efficient and authentic heritage interpretation mechanism which is capable of cater to the
needs of the heterogeneous tourists groups. So, the archaeological heritage tourism destination must develop a heritage interpretation centre with audio visual technologies to provide an orientation to the tourists before visiting the destination. The destination must be equipped with a perfect mix of self explanatory heritage interpretation tools such as kiosks, hoardings, maps, sign boards, etc to ensure heritage education unambiguous and authentic.

4. Well trained and professional guides are an essential component of an ideal archaeological heritage tourism destination. Hampi, does not have an efficient team of professional guides. So, the concerned authorities may appoint professional tour guides.

5. A systematic collection and tabulation of tourist/visitor information is very essential for planning and strategic decision making. The archaeological destinations do not have a system of collection and tabulation of data. A brief profile and feedback from the tourists/visitors must be collected during their visit at the destination which will help for framing policies and strategies for better destination and heritage management.

6. Archaeological heritage resources and tourism development are complementary each other. Archaeological heritage monuments are protected for the humankind to appreciate and study the history, culture, traditions, values, etc of the earlier period. So, without developing tourism, the primary objective of the archaeological sites would not be achieved. But, tourism development creates lots of negative consequences to the archaeological resources. So, there must be win-win strategy that can coordinate both the aspects of a archaeological heritage site. The service of archaeological heritage management experts and tourism developmental experts may be utilized to devise and design a strategy which is mutually beneficial.

7. The official website of Hampi archaeological (site) tourism destination would be launched with modern technologies to provide adequate information to the potential tourists around the world. The website can also be used as a marketing
and promotional tool to create desire among the people to visit the site. Audio visual clippings, attractive and multilingual explanation about the archaeological resources, statistics of tourism, details amenities and facilities at the destination, cultural and social life of the region etc must be a part of the website.

8. The encroachment of miscreants, religious institutions and local people in to the archaeological heritage site must be stopped in an amicable way without hampering the socio cultural equilibrium of the heritage site. The local people who live around the site for very long years are a part of the invisible heritage. So, their evacuation may adversely affect the authenticity of the site. Without the social fabric, the monuments will give a skeletal structure because the social life gives flesh to the entire heritage concept. The activities which are hampering the protection and conservation of the monuments from the local community may be monitored and controlled by foolproof legal and regulatory framework.

9. The legal and regulatory framework for controlling the activities of tourists, local community and other stake holders at the archaeological heritage site is inadequate. By analyzing and forecasting all possible impacts of their activities, a legal and regulatory framework must be prepared.

10. The waste management system at the archaeological site must be strengthened by avoiding littering, waste disposal inside the site, air and noise pollution, bettering sewage management system etc.

11. The tourists act indifferently and irresponsibly inside the site by climbing over the delicate archaeological objects, doing graffiti and vandalism, polluting the site, disturbing the tranquility of the site by noise, walking away from the desired walkway, disturbing the fellow tourists, crowding and making congestion at significant areas etc must be controlled by empowering the monument attendants and security people. Close circuit cameras at important
places may help for controlling and monitoring the tourists’ behavior at the destination.

12. The safety and security system at the destination must be strengthened by adding more trained human resource as monument attendants and security guards. The police station at Hampi has minimum facilities and less number of police personnel. So, the concerned authorities can appoint specially trained tourist police/green police to make the visit of the tourists comfortable and safe.

13. The state government must design an archaeological heritage tourism management policy as guidelines for better decision making.

14. From the research findings, it is understood that the major reason for the creation of socio-cultural and economic negative impacts of tourism development to the archaeological heritage tourism destination is because of an ineffective management system existing at Hampi. It may be remembered here that the management system is capable of archaeological heritage protection, community development and sustainable archaeological heritage tourism development. Hence, it is suggested to develop and adopt an effective and efficient archaeological heritage tourism management system on lines of the model suggested below. This system is capable of solving majority of the problems/issues identified and analyzed in Chapter - V. So, the researcher would like to propose a new model of management termed as Integrated Management System Model for Hampi Archaeological Heritage Destination.

**Integrated Management System Model (IMSM)**

For the purpose of developing this model, the researcher has divided different broad functional areas strategically by following the theory of Management by Objectives and Total Quality Management. The proposed Integrated Management System Model (IMSM) for archaeological heritage tourism destination (Hampi) is based on the principles of total quality management and sustainable development (Figure – 6.1).
01. Archaeological Heritage Conservation and Security Systems:
Archaeological heritage conservation and security system is one of the significant systems of the Integrated Management System model to solve the problems relating to the archaeological heritage resource protection. The findings of the study show that the tourism development creates serious threats to the archaeological resources of the World Heritage Site, Hampi. The major
issues related to the archaeological heritage protection and conservation are inadequate financial support, encroachment by local people to the heritage area, un-manageable crowd and congestion during the festival period, lack of adequate and skilled manpower, lack of public participation and co-operation, undesired tourist behaviour at the destination, lack of archaeological heritage significance survey for monumental preference for protection and absence of effective co-ordination among the stakeholders. In order to take of all these problems, a separate wing called, Archaeological Heritage Conservation and Security System, as suggested in the Integrated Management System Model for archaeological heritage tourism (Hampi) above, may be established.

02. Co-ordination and Integration of all Stakeholders for Conservation: The Integrated Management System Model propose that the conservation, preservation, renovation and protection of the heritage monuments and other heritage resources at Hampi World Heritage site must be carried out by ASI in consultation with UNESCO World Heritage Management Authority, Hampi World Heritage Area Management Authority, Department of Tourism, KSTDC, Zilla and Village Panchayats, representatives from local associations, Tourism Business Stakeholders, participation of tourists, participation from local community, members from different heritage organizations, members of NGOs, Police and security systems and experts from heritage management like academicians, etc. An exclusive committee may be constituted by including representatives from all these stakeholders groups to address the issues related to conservation and protection of archaeological resources.

03. Funding and Financial Support: The Archaeological Survey of India (ASI), an important stakeholder of archaeological heritage resources conservation, is suffering from inadequate fund for the conservation and protection efforts. Hence, it must try for alternatives ways of mobilizing the requisite fund rather than completely depending on the government’s budgetary allocation. The
alternative methods for mobilizing the fund for conservation may include, (i) flowing back a part of revenue generated from tourism, (ii) financial support from NGOs, local bodies and local community, (iii) financial support from local businessmen, (iv) financial support from tourists, (v) financial support from educational institutions, (vi) financial support from heritage conservationists and well wishers, (vii) financial assistance from industries, etc. The system of public-private partnership in archaeological heritage conservation may be effectively used for raising funds. Protecting a monument in the name of a personality, association, organization, etc is also another method of mobilizing financial resources for preserving an archaeological resource.

Since Hampi is a declared as a World Heritage Site by UNESCO, the management, through the government, can approach World Heritage Committee of UNESCO for some financial assistance from World Heritage Fund. The World Heritage Fund for the Protection of World Cultural and Natural Heritage of Outstanding Universal Value (the World Heritage Fund), is created. And it is financed by contributions from state parties and contributions from private organisations and individuals. This fund is used, on the specific request from the state parties for financial assistance, to protect their World Heritage-listed Sites, and to meet the urgent conservation needs of properties on the List of World Heritage in Danger. States can request for assistance from the World Heritage Fund for studies, to obtain the services of experts and technicians, for training staff and specialists, and for the acquisition of equipment. They can also apply for long-term loans and, in special cases, for non-repayable grants. All these sources may be explored by the authorities for mobilizing the requisite fund which is not an impossible task if they are serious in the attempt and objectives.
04. **Human Resource Development and Management:** At present, the conservation and protection of the site is monitored by ASI by appointing 20 monument attendants and 30 security guards. For protecting 56 monuments at the archaeological heritage site (Hampi), the number of security guards and monument attendants are inadequate. This is because of the reason that the archaeological site is very wide and vast. So archaeological heritage site at Hampi requires more monument attendants and security guards. Both the existing and the new personnel shall be empowered by proper training and development programmes, issuance of wireless sets, uniforms, rest rooms, education and awareness about various archaeological resources and job security. ASI office at Kamalapur also needs to be strengthened with additional staff. Short circuit cameras can be fixed at different places for monitoring the activities of the tourists and local people at the site. It also helps in effective police and security system in the site.

05. **The Method of Preservation:** The approach for the preservation of different archaeological resources shall be based on the significance of each resource, its uniqueness and urgency for preservation, physical condition, value of the resource, technological factors, availability of raw material for renovation, expertise and skilled man power, etc. The site may be closed for a specific period every year for annual maintenance with prior information for the general public. The conservation system should be based on preservation, restoration, reconstruction and adaptation.

a. **Preservation** means maintaining the archaeological resources in better physical condition in its existing state and retarding deterioration.

b. **Restoration** means restoring (returning) the archaeological resources which are in deteriorating physical condition by removing additions or by reassembling existing components without the introduction of new material.
c. **Reconstruction** means the archaeological resources which are already destroyed would be reconstructed by following the old pattern with new material into the fabric.

d. **Adaptation** means modifying a place to suit the existing use or a proposed use which may involve a number of different types of interventions.

06. **Facilities Management System:** The Department of Tourism of Government of Karnataka is responsible for the second wing of IMSM viz., Facilities Management System. However, this Department should take the decisions in consultation with the other stakeholders of archaeological heritage tourism destination (Hampi). It shall be in accordance with the principles of participating management. Facilities management system is defined as the integration of processes within an organization to maintain and develop the agreed services which support and improve the effectiveness of its primary activities. Facilities at archaeological heritage tourism destination, therefore, refer to the provisions and services that cater to the different needs of users, visitors and communities. Archaeological heritage tourism destination (Hampi) has limited facilities which are generally shared by the host communities and their visitors. Better heritage site facilities management system can benefit host communities by sharing facilities through proper co-ordination and management. The goal of facilities management is to guide various stakeholders and facilities providers towards a common vision of supporting the sustainable use of archeological heritage sites through co-ordination of resources and planning for potential risks and threats. Facilities management at sites must strive for the creation of secure visitor experiences, sustained conservation efforts and the improvement of the standards of living for host communities. The facility management system in the archaeological heritage management system has the mission of ensuring optimal levels of transport-
related infrastructure provision, visitor services, accommodation facilities, transportation facilities, parking facilities, food and beverage facilities, accessibility for physically challenged tourists, drinking water facility, sanitation and health care facilities, telecommunication and postal facilities, emergency handling facilities, etc. At the same time, it should ensure that all these demands do not overburden the cultural and natural environment of the site. Facilities for garbage dumping like dust bins, garbage boxes, etc at the site also come under the facility management system. Facilities management system covers development and management of all kinds of infrastructural requirements for the tourists at the heritage site.

07. Heritage Interpretation and Guiding: The responsibility of Heritage Interpretation and Education Management System is vested in the hands of KSTDC as it is responsible for tour packaging and management. Authentic and unambiguous heritage interpretation and guiding is one of the important components of the archaeological heritage tourism management system. It is the responsibility of the country to ensure that all national and international tourists who visit an archaeological heritage destination are educated about the heritage and they should return to their place/country with satisfaction. Each heritage destination is an open museum. Most of the heritage properties are self explanatory and understandable by mere observation but certain aspects of the heritage need professional guidance and deliberations. Well equipped audio-visual heritage interpretation centers with adequate facilities to attract varying visitor segments ranging from children to senior citizens and illiterates to educated are a mandatory requirement for every heritage destination. Self explanatory interpretation and educational tools like Information kiosks, touch screens, hoardings and displays, photographs, maps, diagrams, sign boards, tape records, brochures, guidebooks, etc definitely improve the tourist experience. The hoardings and audio records must be multi-linguistic to cater to the needs
of tourists who come from linguistically different geographical locations. Short duration films, documentaries, classes, etc are effective means for better interpretation. Another element of the interpretation system is the service of well trained and professional guides.

Unfortunately, Hampi World Heritage site does not have a heritage interpretation centre though there is a need for the same as it is the most demanding international heritage and historic tourism destination in the state. As per the records of the Department of Tourism in Hospet, 47 trained and professional guides are working at Hampi. But most of these guides are not adequately educated and they are not effective in discoursing heritage information to the aspiring tourists. The KSTDC should recruit professionals and educated/trained tourist guides on permanent basis and add the guide service as an essential component of the tour package offered. Self explanatory heritage interpretation mechanism is more suitable as it is one time investment to the destination. The guide service should be monitored very frequently to ensure quality of service.

08. **Integrated Site Management System**: Integrated Site Management System of IMSM looks for a centralized management agency to integrate all the components under a single umbrella to co-ordinate all the activities of different management stakeholders of Hampi. The financial and resource allocation must be through the centralized agency to avoid negligence of certain management stakeholders. Integrated site management system is a strategic and functional integration and co-ordination of different stakeholders of tourism development at the heritage site including the local population and tourists. The activities and expertise of different government and private parties which are involved in tourism business requires integration and pooling their human and financial resources for better understanding and management of the site. As far as the destination, Hampi, is concerned, the organizations such as Department of
Tourism, KSTDC, ASI, World Heritage Area management Authority, State Archaeology Department, Zilla and Village Panchayats, various tourism services providers, business people, heritage conservation and preservation organizations, educational, religious and cultural institutions and various non-profitable cultural and social organizations are involved actively and passively in the development of tourism at Hampi. But there is no proper integration and co-ordination among these stakeholders. The role of each stakeholder in the management and sustainable operation of the site should be well defined by reducing the overlapping to minimum. Stakeholders’ meetings are very necessary before taking and implementing crucial decisions. In this regard, the following integrated site management system is suggested.

**Figure – 6.2: Integrated Site Management System**
09. Involvement of Local People in the Management of Hampi: Any sustainable tourism programme at a world heritage site must work in consultation with various stakeholders and interested parties including government agencies, conservation and other non-governmental organisations, developers and local communities. Their participation in the planning and management process is of paramount importance. Religious, traditional, ritualistic or cultural values are often having primary importance to communities and can go unnoticed if locals are not involved in the planning and management process. When the offices put restrictions for their free movement to worship and other cultural activities may create tension between the management and community. Local communities may believe that their land rights were neglected while conserving and preserving the heritage properties. The inputs from local people are, therefore, essential for developing realistic policies and management objectives that gain long-term support.

Hampi World Heritage Site is a very sensitive destination as the local population is an integral part of the history, heritage and culture of the site for very long period. Majority of the heritage properties have roots to the daily life of the people who live in and around, especially that of the religious archaeological properties such as temples and dargah. For instance, the Hampi Utsav, Purandara Dasa Aradhana, Virupaksha Car Festival, etc are some of the religious and cultural activities of the local people. And in this type of situation, if the authorities put some restrictions, it may create conflicts and the mass movement and other activities may affect the heritage properties. Moreover, each heritage property existing at the site is a living symbol for their socio-cultural and political identity. Therefore, measures to build confidence among the local people shall be an essential part of Hampi heritage management system. According to the Commissioner, HWHMA, the local people were
consulted and counseled at various phases of the discussions before preparing the Hampi Development Master Plan. Moreover, the documents of Department of Tourism show that majority of the non-technical workers and unskilled labourers for Hampi management are from the local population. However, the issue of rehabilitation of evacuated people (due to encroachment) from Hampi is a burning issue. The local people should be given awareness and counseled about the need for protection and conservation of the monuments and their role in their preservation.

Conflicts between communities and conservation authorities have shown that relying solely on law enforcement is less practical and more costly than involving stakeholder groups in the planning process. World Heritage Sites with limited local inputs are less productive and ultimately more expensive. The Heritage Site Management Authority must invest a considerable amount of time in meetings with key stakeholder groups, asking them to articulate their views and defining issues to be examined together. Of course, meeting and discussing with all members of the local population is a difficult task. Therefore, the authorities may constitute some local committees with participation from all cultural and social groups which can represent the community as a whole. A brain storming session with the representatives and experts may be the best way of managing the decision making process to handle issues which have social and community concerns. The services of the experts may help the local people to recognize their professional and practical knowledge lacuna and to better understand the issues. The support of the socially powerful and influential people usually reduces the resistance of the local people towards certain difficult issues. The evacuation of unauthorized encroachments at Hampi is such an issue that seeks better management.

10. **Visitor Management System:** Archaeological heritage tourism destinations are very special places and these can get damaged easily. As these destinations are
very valuable and irreplaceable, it is necessary to take a good care of these sites so that their cultural significance is maintained for long. Visitor management also seeks to reduce negative and irresponsible visitor behaviour that offend and hurt the feelings of local people or disrupt their cultures. Improper behaviour can also damage a site physically. The site should be protected against vandalism, graffiti, misuse, etc so that the tourist behaviour at the destination need to be regulated, monitored to reduce all kinds of negative impacts to the monuments, nature and culture of the destination. The tourist behaviour at culturally, environmentally and religiously sensitive areas should be regulated and they should be informed about the desired action. Archaeological remains which are very sensitive and highly volatile are to be kept away from the direct access of the tourists and tourist entry may be restricted in some areas with ‘no entry boards’ or creating barriers or fencing. Tourists beating on the musical pillars at Hampi, climbing over the stone chariot, writing names on the walls of the monuments, whistling and shouting at the religious spots, throwing wastes at the premises of the site, undesired behaviour at the site, etc should be regulated through an effective visitor management system. The following table provides a model for systematic visitor management system in a heritage tourism destination (Table – 6.1)

Table – 6.1: Visitor Management System for Archaeological Heritage Site, Hampi

<table>
<thead>
<tr>
<th>Site Management (ASI, HWHAMA)</th>
<th>The Tourist Experience</th>
<th>Tourism Industry Activities KSTDC, Dept. of Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrival at the site</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Parking and drop-off areas at Hampi</td>
<td>Ticketing and entry facilities</td>
<td>Operators license conditions</td>
</tr>
<tr>
<td>• Pricing and ticketing policies and facilities</td>
<td>Filling the information register/forms</td>
<td>Pre-arranged arrival schedule</td>
</tr>
<tr>
<td>• Collection of personal information of the tourists for statistics and security reasons</td>
<td>Pay for additional requirements</td>
<td>Tour group vehicle parking</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Pre-booked group entry</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Allocation of Guides as</td>
</tr>
<tr>
<td>Facilities for physically challenged, children and infants such as wheel chairs, trolleys,</td>
<td>Book the guide if required per language preference</td>
<td></td>
</tr>
<tr>
<td>Security check</td>
<td>• Security check</td>
<td></td>
</tr>
<tr>
<td>Refreshment Facilities.</td>
<td>• Supply of Audio cassettes, guide books, brochures etc as an easy interpretation tool</td>
<td></td>
</tr>
<tr>
<td>• Signage, maps and guides</td>
<td>Orientation about the destination and its significance, do and don’ts at the destination.</td>
<td></td>
</tr>
<tr>
<td>• Areas for groups to gather</td>
<td>• Introductory presentation</td>
<td></td>
</tr>
<tr>
<td>• Audio visual Interpretation centre</td>
<td>• Group organization</td>
<td></td>
</tr>
<tr>
<td>• Kiosks</td>
<td>• Explanation of the tourists activities at the destination</td>
<td></td>
</tr>
<tr>
<td>• Touch screens</td>
<td>• Time schedule</td>
<td></td>
</tr>
<tr>
<td>• Site planning and visitor Movement paths</td>
<td>Exploration of the site, with interpretation, modulation of the behavior as per the standard expected Respect, sensitize and feel the archaeological, religious and cultural resources</td>
<td></td>
</tr>
<tr>
<td>• Tourist security and safety measures within the site</td>
<td>• Guided group tours</td>
<td></td>
</tr>
<tr>
<td>• Security system to the monuments and heritage properties</td>
<td>• Interpretive presentations and photography</td>
<td></td>
</tr>
<tr>
<td>• Carrying capacity of the individual monuments</td>
<td>• Special group activities</td>
<td></td>
</tr>
<tr>
<td>• Areas for stopping at attractions</td>
<td>• Question hour</td>
<td></td>
</tr>
<tr>
<td>• Refreshment and rest</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Provision of comfortable and hygienic toilets and rest areas, sheltered areas, passive recreation, outdoor eating, entertainment for children, first aid facilities, communication facilities etc</td>
<td>Visitor facilities</td>
<td>• Time for tour groups to pause and take advantage of facilities</td>
</tr>
<tr>
<td>• Planning and location of outlets and support facilities, waste disposal and cleaning</td>
<td>Retail and refreshments</td>
<td>• Commercial operators</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Retail operations</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Food and beverage outlets</td>
</tr>
</tbody>
</table>

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11. **Carrying Capacity Assessment**: The carrying capacity assessment of the Heritage Site is a significant pre-requisite for a better visitor management system. The concept of carrying capacity addresses the question of how many people can be permitted into an area without risk of degrading the site and the visitors’ experience. The carrying capacity has three dimensions - physical, ecological and social carrying capacities.

a. **Physical carrying capacity**, called “facility carrying capacity” by the World Tourism Organization, is about assessing the number of beds available to overnight guests, how many cars would fill a parking lot, seats in a theatre, the availability of various natural resources like water, electric supply, transpiration facilities, and so on.

b. **Ecological carrying capacity** is the degree to which the eco-system is able to tolerate human interference while maintaining sustainable functioning.

c. **Social carrying capacity** is psychological and socio-cultural, and it refers to the limit beyond which the number of people in the available space would cause a decline in the quality of the recreational experience and the users’ satisfaction. It also provides a limit to the socio-cultural activities of the tourists at the destination within the tolerance level of the host population.

Since Hampi is very culturally and ecologically sensitive rural destination, the number of tourists and their activities need to be regulated and monitored very
frequently with certain carrying capacity standards. The tourism development would not be considered as a lucrative commercial activity by neglecting the sustainability of socio-cultural structure. From the evaluation of the various policy documents on Hampi, nowhere the issue of carrying capacity assessment is been highlighted. Hence, this exercise shall be taken by the government on priority basis.

12. **Heritage Significance Survey:** Survey of heritage significance is a mandatory requirement for an effective management system for every heritage destination as each heritage resource has its own archaeological, socio-cultural and economic significance. A heritage significance survey document (with the help of professionals in the concerned field) covering the socio-cultural and historic significance of the destination as well as independent heritage resource should be prepared (few details processes of the survey are presented in Figure – 6.3). Based on this document, preference shall be given to each heritage property. The conservation and preservation efforts for sustaining the heritage property should be based on the value of the heritage resource to the nation and the humanity as whole.

**Figure – 6.3: Process of preparing Heritage Significance Document**
13. **Disaster and Crises Management System:** The archaeological heritage sites throughout the world are in constant danger from both natural and man-made threats. Natural causes of threats can range from natural disasters such as earthquakes, storms, fire, floods, typhoons, collapse due to neglect, etc to humidity or dampness and even to insect attack. The list of human causes of threats can be very long - ignorance, neglect, illegal trade, theft, fire, development work, war, communal riots, terrorist attacks, pollution, huge traffic, etc. It is important to assess the possibility of risk from disaster especially for heritage properties. The first step in disaster management in a heritage destination is to make a complete record of the heritage properties in the region especially prone to disasters. There should also be architectural drawings and photographs which are invaluable in case of damage or collapse. Traditional buildings especially in earthquake zones may be at risk. However, over time, they may need strengthening. It is important that all such structural interventions should be compatible with the heritage character of the historic structures. However, regular maintenance of historic building is the best prevention against disaster. The availability of fire force, a trained disaster management team at emergency situation, basic equipment to manage emergency situation, availability of doctors and health assistance, fire extinguishers, first aid facilities, etc are the most essential disaster management requirements at a heritage site. Hampi World Heritage site does not have any such disaster management mechanism even though it was declared as ‘World Heritage under Danger’ by UNESCO. Hence, it is suggested to ensure the availability of these facilities at the earliest.

14. **Collection and Tabulation of Tourist Statistics:** One of the key steps for effective facilities management and visitor management is to assess and understand the type of tourists who visit the archaeological heritage destinations and their preferences and characteristics. A better management system in a
heritage destination necessarily requires visitor survey. Visitor Survey is a general term to describe all types of activities that help to understand the nature of visitation (e.g., number of visitors, peak and off-peak period of visitation, duration of visitations, key visitor attractions, size of visitor groups, etc), types of visitors (e.g., gender, age, education level, income, nationality, interest, motivation for visiting a site, etc), and the quality/effectiveness of site presentation, interpretation and visitor facilities (i.e., visitor satisfaction, learning, comfort, safety, etc). The knowledge of types of visitors is useful for planning and designing site presentation and interpretative measures. The tourist statistics help the visitor management and facility management mechanism to develop an effective and efficient strategy for interpreting the heritage. It also helps to take resource mobilization during peak season, improvement of facilities based on the satisfaction level of the tourists, the needs and wants of the tourists, marketing and promotional activities, to study the socio-cultural and economic impacts of the tourism development, to devise future strategies and policies, to forecast the future demand and supply, etc. Hampi World Heritage Site does not have a visitor survey system and therefore, it is suggested to ensure the establishment of office for systematic collection, tabulation and classification of visitors’ information.

15. **Legal and Regulatory Framework:** A strong and effective legal and regulatory framework is essential for ensuring an efficient management system in a Heritage destination. Very often, conservation and management of archaeological heritage sites are public sector-managed while the tourism industry tends to be private sector-driven. The prominent role of public sector involvement in tourism-related activities at the destination leads to development of undesired developments like over-exploitation of the destination, over-consumption of natural resources, and commoditization of natural, cultural and religious resources. This trend generates some potential conflicts and
opportunities. Privately-owned agencies are generally more dynamic and respond to site development opportunities much faster than the public sector. However, some of these private firms could be overly profit-driven and could be myopic to long-term sustainability issues. The public sector should regulate and control its private partners particularly in areas and aspects of the collaboration that relate to and affect the cultural heritage resources. Hampi is lacking a foolproof regulatory framework and strong policy. The subsequent acts and regulations are laying in papers rather an effective implementation. Hence, the government should take steps to ensure the presence of appropriate regulatory framework.

Conclusion

Karnataka has enormous potential to develop archaeological heritage tourism because of its vast repository of archaeological heritage resources wide spread throughout the country. Only 2.36% of the centrally protected monuments in Karnataka (12 out of 507) are promoting archaeological tourism in a systematic way by collecting entrance fee and facilitating tourists at the destination. Archaeological tourism development causes lots of positive and negative impacts to the society as well as the archaeological heritage resources of the archaeological site. Tourism is beneficial to the local community such a way that it is instrumental in generating foreign exchange earnings through international tourism, distribution of national income through domestic tourism, improvement of living standard and development of infrastructural facilities, helps for cultural exchange and friendship and employment generation. Meanwhile, tourism, sometimes, is acting as a threat to social security, influence for cultural degradation, environmental, physical and visual pollution, over consumption of natural resources and non renewable energy resources which are scarce such as fresh water, electricity, natural gas, fossil fuels etc. In future, the tourists and host population may clash each other for sharing the diminishing resources. The tourism development is generating influential role
among the local community towards alcohol consumption, drug abuse, prostitution, child abuse etc.

The main purpose of tourists who visit an archaeological heritage destination is to gain an authentic experience and knowledge about the history, culture and traditions of the place since each archaeological destination act as an open museum. Archaeological heritage resources are a torch to the humanity as whole, hence, heritage protection and conservation is a responsibility of every nation. Every heritage resources are irreplaceable and cannot be recreated. It is the right of every human being in this world to experience the human heritage. Therefore, no heritage property can be kept in isolation from human interference. A person is termed as archaeological heritage tourist when he/she visits an archaeological heritage property away from his/her usual place of residence. So, none of the archaeological sites would be denied for tourism activities because each archaeological site is protected for the very purpose of education, awareness and appreciation by the human beings.

The study concludes that archaeological heritage tourism and protection and conservation of the archaeological heritage resources are complementary each other because both are mutually inter dependent. Well planned and strategically managed archaeological heritage tourism development would be sustainable and will help for the protection and conservation of archaeological resources for the future generations by satisfying the needs of the tourists by offering alternative and effective lively hood to local community. The Integrated Management System Model, which is suggested to Hampi archaeological heritage tourism destination, will certainly ensure sustainable, responsible and healthy tourism development in an archaeological heritage site.
Scope for further research in the field of archaeological heritage tourism

Archaeological heritage tourism is a very less researched area of tourism industry, especially in India. The following areas of archaeological heritage tourism aspects could be considered for further research.

01. The tourists’ perception on archaeological heritage tourism destinations
02. Responsible archaeological heritage tourism development.
03. Eco tourism development in archaeological heritage destinations.
04. Visitor Management System in archaeological heritage tourism destinations
05. Community participation and archaeological heritage tourism development
06. Participative tourism in heritage tourism destinations
07. Evaluation of socio cultural impacts of archaeological heritage tourism development
08. Evaluation of heritage education and interpretation system in archaeological heritage sites.