

Importance of cultural tourism in the core area of Chowk, Lucknow.

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Abstract:

India has a history of about 7000 years belonging to Mesolithic period. Indian history boasts of highly developed civilizations throughout history. The paper tries to relate the tourism industry with the economic growth of all old cities of India. Throughout the world the tourism industry has been an economic generator even to conserve the heritage core areas of old cities. Today tourism has been considered to have socio economic values. Thus India, which has a rich cultural heritage has great potential to be tapped through tourism. Lucknow is known for its rich cultural heritage but lack of proper tourism guidelines the old core areas of the city has not been able to showcase its potential. Thus, the paper tries to bring the importance of heritage tourism in the core area of Chowk, Lucknow. The paper addresses the need of rehabilitation and conservation of old inner-city areas and historic monuments in the cities of the developing world through tourism guidelines.

Index Terms: Heritage, core city area, tourism, culture, economics.

I. Introduction

Tourism is the movement of the tourists from one place to another place. It is the temporary short-term movement of people to destinations outside the place where they normally live & work includes the activities they indulge in at the destination as well as all facilities and services specially created to meet their needs. Tourism does not only mean traveling to a particular destination but also includes all activities undertaken during the stay. It includes day visits & excursions. The movement can be in your country or the tourists can also travel to the foreign destinations for the tourism purpose.

Economics of tourism sector world wide

Travel & Tourism is an important economic activity in most countries around the world. Apart from its direct economic impact, the sector has significant indirect and induced impacts. The UN Statistics Division-approved Tourism Satellite Accounting methodology quantifies only the direct contribution of Travel & Tourism. World Travel and Tourism Council recognizes that Travel & Tourism's total contribution is much

greater however, and aims to capture its indirect and induced impacts through its annual research.

As per the study of WTTC, the total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, see page 2) was USD7,170.3bn in 2015 (9.8% of GDP) and was expected to grow by 3.5% to USD7,420.5bn (9.8% of GDP) by 2016 end. It is forecast to rise by 4.0% pa to USD10,986.5bn by 2026 (10.8% of GDP).

Similarly, the total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts, see page 2) was 283,578,000 jobs in 2015 (9.5% of total employment). This is forecast to rise by 2.2% in 2016 to 289,756,000 jobs (9.6% of total employment). By 2026, Travel & Tourism is forecast to support 370,204,000 jobs (11.0% of total employment), an increase of 2.5% pa over the period.

Thus, it is clear that the tourism activity has a great impact on the economy of a place.

II. Importance of Cultural Tourism in India

"India is the cradle of the human race, the birthplace of human speech, the mother of history, the grandmother of legend, and the great grandmother of tradition. Our most valuable and most artistic materials in the history of man are treasured up in India only!"

—Mark Twain

The words of mark Twain and the old history of Indian civilization makes India an attractive tourist destination in the world. India is one of the oldest civilizations in the world. Today tourism in India is a large emerging industry. The history of nearly 4000 years has many links from the rich past. Foreign tourists are often attracted in search of the glorious past of the country. In fact, one can say that all other forms of tourism in India have been off shoots of cultural tourism. The maximum foreign revenue in tourism is earned through cultural tourism in India. It is a big source of income in Indian cities. There are various examples which prove this point. Agra is one city where the maximum economy of the city is because of tourism due to

the magnificent Taj Mahal. There are many more examples in India where tourism is a major economic generator for the cities. The World Travel and Tourism Council calculated that tourism generated \$121 billion or 6.4% of the nation's GDP in 2011. It was responsible for 39.3 million jobs, 7.9% of its total employment. The GDP of the tourism sector has expanded 229% between 1990 and 2011. The sector is predicted to grow at an average annual rate of 7.7% in the next decade. In a 2011 forecast the World Travel and Tourism Council predicted the annual growth to be 8.8% between 2011 and 2021. This has given India the fifth rank among countries with the fastest growing tourism industry. India has a large medical tourism sector which is expected to grow at an estimated rate of 30% annually to reach about 9,500 crores by 2015. The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, state governments, Union Territories and the representatives of the private sector.

III. Types of tourism in India

Adventure tourism: This tourism type is the newly developed type in India. Today India has variety of options to offer to the tourists for adventure tourism. This involves exploration of remote areas and exotic locales and engaging in various activities. Adventure tourism in India involves trekking in the Himalayas, skiing in the snow clad mountains of Himachal Pradesh, white water rafting, rock climbing, para gliding etc. Himachal Pradesh, Jammu and Kashmir, Assam, Uttarakhand, Sikkim, Arunachal Pradesh, and many more states in India offer adrenalin packed activities to the tourists for adventure. Adventure tourism India has registered a formidable growth in recent years.

Wildlife tourism: India has a rich forest cover which has some beautiful and exotic species of wildlife some of which that are even endangered and very rare. This has boosted wildlife tourism in India. There are many national parks and wild life sanctuaries in India which are hot destinations for the tourists and wild life photographers across the world. Places like Jim Corbett National Park, Sunderbans wildlife sanctuary, Kaziranga National Park, Ranthambhor National Park, Sasan Gir National Park, Sariska National Park etc. offer variety of places for the wild life tourists.

Pilgrimage tourism: India has a history of nearly 4500 years and some of the oldest cities in the world. Cities like Varanasi (Kashi) is one of the oldest living city which is a hot destination for Pilgrimage tourism. India is famous for its temples and

mosques and that are the reason that among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly.

Eco tourism: Ecotourism entails traveling to places that are renowned for their natural beauty and social culture, while making sure not to damage the ecological balance. Eco-tourism pertains to a conscious and responsible effort to preserve the diversity of a naturally endowed region and sustaining its beauty and local culture. Indians have been known since ages to worship and conserve nature. So the growth of ecotourism in India is but natural. The vedic knowledge of Ayurveda, the Indian medicine system and its importance in the western world has been an attraction for the growth of eco-tourism in India.

Cultural tourism: India is known for its rich cultural heritage and an element of mysticism, which is why tourists come to India to experience it for themselves. The birth of many religious beliefs and religions, India offers a varied platter of colourful festivals and cultures in the country. The various fairs and festivals that tourists can visit in India are the Pushkar fair, Taj Mahotsav, and Suraj Kund mela etc. Cultural tourism India is the predominant factor behind the meteoric rise in the tourism segment in recent years, because from time immemorial, India has been considered the land of ancient history, heritage, and culture

Wellness tourism: Wellness tourism is one of the fastest growing forms of international and domestic tourism. This form of tourism involves people who travel to a different place to pursue activities that maintain or enhance their personal health and wellness, and who are seeking unique, authentic or location-based experiences. Wellness tourism include massages, body treatments, facial treatments, exercise facilities & programs, weight loss programs, nutrition programs, pre- and post-operative Spa treatments and mind/body programs. Places like Uttarakhand, Kerala, Himachal Pradesh, Goa etc. offer variety of wellness programs for the tourists.

Business Tourism: Business tourism can be defined as travel for the purpose of business. Business Tourism can be divided into three sections: Trading for goods to be resold on a wholesale basis, conduct business transactions e.g. visiting a client, contract negotiations Attending a conference, exhibition or event associated with their business. Today Indian economy is a fastest growing economy in the world and is a biggest business attraction for the global companies. The growth in the economy has given boost to the business tourism in India in last few years.

Heritage Tourism: India has always been famous for its rich heritage and ancient culture. India's glorious past and cultural diversity make a potent blend which attracts millions of tourists each year to its heritage tourist attractions. The government of India and the Ministry of Tourism and Culture encourage heritage tourism in India by offering several benefits to the Indian states that are particularly famous for attracting tourists. Today heritage tourism is still growing and has immense untapped potential.

Leisure Tourism: India offers one of the cheapest tourist destinations for the middle income foreign tourists. Places like Himachal Pradesh, Kerala, Goa, Varanasi, Uttarakhand etc. often find young tourists who find India to be a cost effective tourist destination for them.

Cruise Tourism: The luxury trains like palace on wheels, maharaja express, the Deccan Odyssey, The Golden Chariot etc. offer variety of options for cruise tourism clubbed with heritage tourism in India.

Sports Tourism: India is one of the few countries in the world where we find all six seasons and also variety of geographical conditions. This has helped India to develop various sports destinations right from Kashmir in the extreme north to Kanyakumari in the down south and from Arunachal Pradesh in the east to Gujarat in the west. Tourists find variety of winter sport activities to water sports in various parts of the country. India boasts of the highest cricketing stadiums in the world.

Educational Tourism: Today the world is looking towards India. The Indian higher education colleges in almost all the fields are among one of the top Colleges in the world. The Governmental subsidies and encouragement for foreign students make Indian Colleges a hot destination. Indian Government has separate quota for the SAARC (South Asian Association for Regional Cooperation) countries.

Heritage Tourism

What is Heritage Tourism? The National Trust for Historic Preservation defines cultural heritage tourism as “traveling to

experience the places, artifacts, and activities that authentically represent the stories and people of the past and present.” Cultural, historic, and natural resources all make up heritage tourism sites.

A study by the Travel Industry Association in 2003 shows that heritage travelers stay longer at their destinations and spend more money there than other types of travelers. According to a survey the travelers say that trips are more memorable if they include a heritage activity where they learn something.

One of the principle objectives of cultural heritage tourism is collaboration with local organizations and the public to develop sustainable economies. Tourism creates jobs, new business opportunities, and strengthens local economies. It protects natural and cultural resources, which improve the quality of life for residents and travelers who participate in the services and attractions. Heritage tourism also promotes community pride by allowing people to work together to enhance economic and cultural development through distinct community opportunities. Studies show that travelers are more suitable to visit places with a strong community identity.

Tourism scenario in Uttar Pradesh

UP has grown in terms of tourism due to many tourist attractions. Taj Mahal in Agra, Varanasi, the Buddhist tourist trail, the wild life tourism etc. of UP are some to the many tourist attractions due to which the footfall of tourists has increased in last few years.

Today is amongst the top ranked states in terms of tourist footfalls, both domestic as well as foreigners. This surely is a sign of maturation of the industry, which can continue only with the support of state and national government. The positive trends of the last few years must surely flourish - the statistics speak for itself.

IV. About the study: Chowk, Lucknow

Cultural Tourism in Lucknow

Lucknow is the capital of Uttar Pradesh, the most populous state of India. It had a population of 2,815,601 in 2011. Located in what historically known as the Awadh region, it has always been a multicultural city. Courtly manners, beautiful gardens, poetry, music, and fine cuisine patronized by the Persian-loving

| Year | Indian | Foreigner | Total (in Lacs) |
|------|---------|-----------|-----------------|
| 2010 | 1447.55 | 23.24 | 1470.79 |
| 2011 | 1554.30 | 26.39 | 1580.69 |
| 2012 | 1683.82 | 29.89 | 1713.70 |
| 2013 | 2265.31 | 32.06 | 2297.37 |
| 2014 | 1828.20 | 29.10 | 1857.30 |
| 2015 | 1975.45 | 31.42 | 2005.87 |

Table 1: Details of Indian and foreign tourists who visited important tourist places in Uttar Pradesh
Source: FICCI report 'Uttar Pradesh- changing perspective', 2016

Shia *Nawabs* of the city are well known. It is popularly known as the city of *Nawabs*.

In the 18th century, Lucknow became the capital of Awadh. Under the patron of the *Nawabs*, the city flourished as a centre of a unique culture known for its exotic cuisine and its very rich language and poetry. From Chowk and Nakkhas to Aminabad and Hazratganj, the eighty-odd years preceding 1857 saw the emergence of early modern Lucknow.

Governance was the monopoly of *Nawabs* and *Taluqdars*, neither entirely modern nor democratic; tends to emerge of new desires and aspiration for new social groups. This formed the emergence of complexity in elements in everyday life in Lucknow. Lucknow has been known for its rich cultural heritage. The few things which makes Lucknow famous for the tourists are:

Food: Lucknow not only reminds for its *Nawabi* culture, craft and architecture but is also known for its impression on cuisine that developed in the city. Lucknow cuisine has carved its niche in the international tourism map. In Lucknow especially old Lucknow had a unique identity and individuality, reflecting the richness and royalty of the past. Lucknow has been related well with its *tunday kebabs*, *makkhan malai*, *sheermaal*, *paan gilori* etc. Lucknow has an immense untapped potential in the age old traditional street food which is today struggling for its existence.

Clothing and handicrafts: The city is synonymous for its intricate *zardozi* and *chikankari* embroidery. This handicraft is losing its sheen in today's fast moving technological world. However, many non-governmental organizations have come forward for the revival of these handicrafts. *Zardozi* and *Chikankari* has today started making its presence felt in the international fashion scene.



Figure 1: Zardozi embroidery work

Historical Buildings: Lucknow has a history of various time periods ranging from the Nawabi era to the Colonial era and the

post-independence time. It is a place which is known for the Indo-Saravali scenic architecture style. The *Imambaras*, the step well, the traditional *kothis* etc. are good examples of *Nawabi* era and on the other hand the Constantia of La Martiniere Boys College is today a UNESCO's world heritage site.

Literature: The 19th century was a period when the *Nawabs* of Lucknow encouraged almost all art forms in the city. Lucknow became famous for the various Urdu poets and literature. Nawab Wajid Ali Shah patronized many poets in his court. Poets like 'Baqar', 'Ahmad Mirza Sabir', 'Mufti Munshi', and 'Aamir Ahmad Amir' became famous during that time. The encouragement in the field of literature became the reason for the *nazakt* and *nafasat* in the language of the city.

Dance and performing art forms: Lucknow is the birth place of the *Lucknow Gharana* of the traditional dance form *Kathak*. The dance form got the patron ship of the Nawabs of Lucknow during the Pre Colonial era. Lucknow has been famous for the traditional story telling art form of *Dastangoi*. *Dastangoi* has its origin in the Persian language. *Dastan* means a tale; the suffix *-goi* makes the word mean "to tell a tale". In Lucknow, *dastangoi* was popular across all classes, and was regularly performed at diverse locations including *chowks* (city squares), private households, and *afeem khana* (public opium houses).

Socio-cultural heritage: Lucknow has often said to be synonym of culture. For Lucknow, culture is not just in its architecture but in its every nook and corner. It is in the language, attire, food, folklore, music and the life of its people. This culture comes across significantly whenever given a chance. But the unfortunate reality is that it has never been given even half a chance. The city carries on with the same image of just being the capital city of



Figure 2: Bara Imambara

Uttar Pradesh with a couple of significant *Imambaras* to its credit.

The cultural importance of core area of Chowk, Lucknow

Chowk is the oldest part of Lucknow located at the west side of the city, which has a rich history and heritage value. The area tells about the prosperous *Nawabi* era of the city and speaks of the rich cultural heritage of Lucknow. Lucknow has always been known for its Sham-e- Avadh, just like *Subah-e-Banaras* of Varanasi. *Shaam-e-Awadh* has been famous and much has been written about it and its atmosphere of lilting sounds of music and *ghungroo*, *mujra* dances and melodious singing of *ghazals* and *thumri* as forms of light and classical music that was associated with it. Today many of the old characteristics of the area are not seen in Chowk. However, Chowk still shows the conviviality of a commercial area surrounded by residential clusters of different communities which add on to the *Ganga- Jamuni tahzeeb* of Lucknow.

Historically since Chowk was a place which was bound to have the presence of the patrons of the *tawaifs* who were mostly aristocrats, nobles, *nawabs*, *jagirdars*, *taluqadars*, *wasiqadars*, *mahajans* (money lenders) and highly placed officers of the Nawabi administration and were supposedly connoisseurs of arts and crafts; the market had gold and silversmiths, dealers of precious stones and engravers called *nageen taraash*, ivory craftsmen, cloth merchants who dealt in *chikan*, *zardozi*, *kaarchob*, *kamkhaab* and silk items of clothing, that the rich could afford.

V. Current issues of the core area of Chowk, Lucknow

Lucknow, despite of having a glorious past has not been able to showcase itself in the global tourism map. Lucknow was once called by various names like *The Constantinople of India*, *the City of the Nawabs*, *Shiraz-e-Hind*, *the Golden City of the East*, *Choti Kashi*. The city still remains undefined, unexplored and mystic. The core area of the city, Chowk offers the variety of reasons for the enhancement of tourism but has not been able to showcase its potential. The lack of interest by the administration is a reason for the slow decay that the core city area is facing today.

Today the concern is that if this decay is allowed to happen, soon the city might lose its cultural heritage potential. The core city areas are showing signs of rapid mutations which may soon result in losing its heritage value. The survey conducted in the core area of Chowk reveals that nearly 27% of the total old buildings have been replaced by modern structures. The survey conducted shows that nearly 30% of the people in the core area have either their work place or their residences more than 4Km away from this place. It is a clear indicative that people belonging to the core

areas have started migrating to better developed areas. The transformation has resulted in the rapid change of the land use and thus are changing the built form of the original buildings and thus resulting in complete metamorphism in the architectural character which is a matter for concern.

Another issue is also a resultant of this slow migration, that the small scale industries which used to be run in each household is also reducing and we rarely find the new breed of artisans in such areas. Traffic, services, parking, waste management etc. has always been an issue in the core city areas. The streets are not equipped to handle heavy traffic. There is problem of connectivity with the newer developments of the city. Above all, there is problem of self-awareness among the people living in the core city areas. There is complete loss of participation in any conservation activity or Government policy matter for such areas. This constant mutation if allowed may result in irreversible damage to the heritage of Lucknow, both tangible as well as the intangible.

VI. FINDINGS OF THE STUDY

Benefits of heritage tourism

The promotion of heritage tourism is a win- win situation for both the inhabitants of the core city as well as the tourists who come to visit the place. The benefits of heritage tourism can be summarized as below:

- Tourists have fulfilling experiences
- Resources get needed maintenance attention by the city administration
- Hosts receive meaningful economic return
- Historic past is preserved
- Underutilized historic resources are developed
- Ways are found to make attractions out of archaeological traditional values
- Historic and cultural sites attract visitors and rehabilitation of existing buildings is often cheaper than building a new structure
- Out migration of the original residents of the core city areas is stopped
- Promotion of heritage tourism can help in conserving the tangible and intangible heritage of the core city areas

VII. CONCLUSIONS

The Dynamic Interaction between Tourism and Cultural Heritage

From the paper one can conclude that tourism continues to be among the foremost vehicles for cultural exchange, providing a personal experience, not only of that which has survived from the

past, but of the contemporary life and society of others. It is increasingly appreciated as a positive force for natural and cultural heritage conservation. One can say that tourism can capture the economic characteristics of the heritage and utilize these for conservation by generating funding, educating the community and influencing policy. It is an essential part of many national and regional economies and can be an important factor in development, when managed successfully. Planned promotion of tourism can bring benefits to host communities and provide an important means and motivation for them to care for and maintain their heritage and cultural practices. The participation and understanding between the local and/or indigenous community representatives, conservationists, tourism operators, property owners, policy makers, those preparing national development plans and site managers is necessary to achieve a sustainable tourism industry and enhance the protection of heritage resources for future generations.

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