

**YAŞAR UNIVERSITY**  
**GRADUATE SCHOOL OF SOCIAL SCIENCES**  
**MASTER OF TOURISM MANAGEMENT**

**MASTER THESIS**

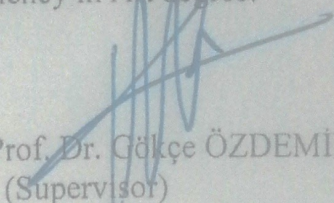
**SIGNIFICANCE OF PRESERVATION OF  
CULTURAL RESOURCES ON DEVELOPMENT  
OF A MICRO-DESTINATION: A CASE OF SHAHI  
GUZARGAH WALLED CITY OF LAHORE**

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**2019 İZMİR.**

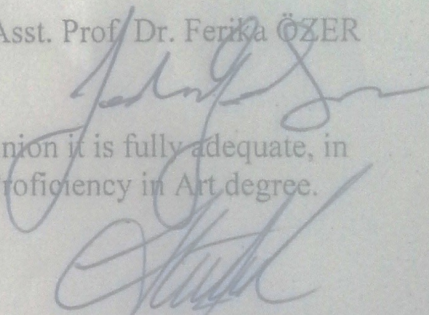
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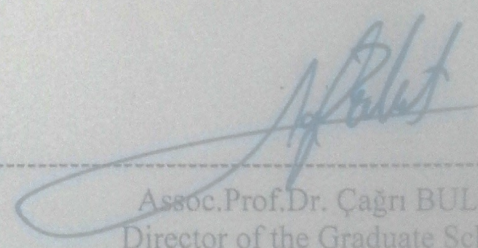
  
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## **ABSTRACT**

# **SIGNIFICANCE OF PRESERVATION OF CULTURAL RESOURCES ON DEVELOPMENT OF A MICRO- DESTINATION: A CASE OF SHAHI GUZARGAH WALLED CITY OF LAHORE**

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Master of Tourism Management

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2019

This case study investigates the significance of cultural resources on development of a micro-destination in the context of comparative analysis method. The study site is Shahi Guzargah, a linear historical passage within Walled city of Lahore. Despite the fact that Shahi Guzargah along with its neighboring streets are congested, lacks proper infrastructure and economically weak but yet it has the potential of transforming it to a tourist destination. This study highlights the potential hidden in the preservation of cultural resources through proper and concrete planning of living heritage city. And how it improves socio-economic standards of community and effects tourism. Semi-structured open-ended interview question-forms were used to collect qualitative data from 14 respective stakeholders of the walled city and 10 concerned officials. The results of the study show that preservation of cultural resources impacts and accelerates positively the development process of a destination. All opinions and gathered information reflect the importance for cultural preservation and its effect on increasing tourism.

**Key words:** destination, micro destination, cultural tourism, cultural destination, cultural resources, tangible cultural resources, intangible cultural resources.

## ÖZ

# BİR MİKRO-DESTİNASYONUN GELİŞTİRİLMESİNDE KÜLTÜR KAYNAKLARININ KORUNMASININ ÖNEMİ: SHAHİ GUZARGAH SURLU LAHORE KENTİ ÖRNEĞİ

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2019

Bu vaka çalışması, karşılaştırmalı analiz bağlamında bir mikro-destinasyonun geliştirilmesinde, kültürel kaynakların önemini araştırmaktadır. Çalışma alanı, Walled City of Lahore'de tarihsel güzergah olan Shahi Guzargah' dır. Shahi Guzargah caddeleriyle birlikte sıkışık yapısına, altyapı ve ekonomik olarak da zayıf olmasına rağmen, bir turizm beldesine dönüşme potansiyeline sahiptir. Bu çalışma, kültürel mirasın korunmasının, yaşayan miras kentinin doğru ve somut planlaması yoluyla korunma potansiyelini ve toplumun sosyo-ekonomik standartlarını ve turizmin etkilerini nasıl geliştirdiğini ortaya koymaktadır. Yarı yapılandırılmış açık uçlu mülakat soru formları, surlu kentin ilgili 10 resmi temsilcisi ve 14 paydaşından niteliksel verilerin toplanması için kullanılmıştır. Çalışmanın sonuçları kültürel kaynakların korunmasının, bir destinasyonun gelişim sürecini olumlu yönde etkilediğini ve hızlandırdığını göstermektedir. Tüm görüşler ve toplanan bilgiler, kültürel kaynakların korunmasının önemini ve turizme olumlu yansımalarını desteklemektedir.

**Anahtar sözcükler:** destinasyon, mikro-destinasyon, kültür turizmi, kültürel destinasyon, kültürel kaynaklar, somut kültürel kaynaklar, somut kültürel kaynaklar, soyut kültürel kaynaklar

## ACKNOWLEDGEMENTS

I would like to thank Almighty Allah for giving me enough power and capability to endeavor in reaching till this phase of my degree. Then, on earth I wish to express my deepest gratitude and sincere thankfulness to my supervisor Assoc. Prof. Dr. Gökçe Özdemir Umutlu for her guidance, boundless support and patience during the completion of this thesis. I would also like to praise my respectable father, who always encouraged and supported me through every thick and thin of life. May Allah grant him highest rank in Jannah (*Ameen*). Last, but not the least I would like to appreciate the patience of my beloved husband in helping me to achieve the goal of completing this thesis.



Menaahyl Seraj  
İzmir, 2019

## TEXT OF OATH

I declare and honestly confirm that my study, titled “SIGNIFICANCE OF PRESERVATION OF CULTURAL RESOURCES ON DEVELOPMENT OF A MICRO-DESTINATION: A CASE OF SHAHI GUZARGAH WALLED CITY OF LAHORE” and presented as a Master’s Thesis, has been written without applying to any assistance inconsistent with scientific ethics and traditions. I declare, to the best of my knowledge and belief, that all content and ideas drawn directly or indirectly from external sources are indicated in the text and listed in the list of references.

MENAAHYL SERAJ

Signature

A handwritten signature in black ink, appearing to read 'MenaaHYL SERAJ', written in a cursive style.

.....  
Sept 16, 2019.

## Table of Contents

ABSTRACT .....	iv
ÖZ.....	v
ACKNOWLEDGEMENT .....	vi
TEXT OF OATH.....	vii
TABLE OF CONTENT.....	viii
LIST OF TABLES.....	x
LIST OF FIGURE.....	xi
LIST OF ABBREVIATION.....	xii

<b>INTRODUCTION .....</b>	<b>1</b>
---------------------------	----------

### CHAPTER I

<b>DESTINATION .....</b>	<b>3</b>
1.1. Definition of the Tourism Destination.....	5
1.1.1. Traditional Approach .....	5
1.1.2. Administrative Approach.....	6
1.2. Characteristics of a Destination .....	9
1.3. Types of a Destination .....	10
1.3.1. Micro-destination .....	11
1.3.2. Macro-destination.....	12

### CHAPTER II

<b>CULTURE .....</b>	<b>13</b>
2.1. Cultural Tourism - a medium for understanding Culture .....	14
2.2. Cultural Heritage.....	17
2.3. Tangible and Intangible Cultural Heritage .....	18
2.4. Cultural Resources .....	21
2.5. Cultural Preservation .....	21
2.6. Preservation of Cultural Resources .....	23
2.7. Stages of Cultural Preservation .....	26
2.7.1. Planning and Design Developmental Stage .....	26
2.7.2. Constructional Stage .....	27
2.7.3. Operational Stage .....	28
2.7.4. Maintenance Stage .....	28
2.8. Standards for Preservation.....	28
2.9. Importance of Preserving Cultural Resources .....	29
2.10. Significance of Technology in Cultural Preservation .....	30
2.11. The Use of Technology in Preservation .....	31
2.12. Role of Archaeology in Cultural Preservation .....	34
2.13. Role of Architecture in Cultural Preservation.....	35
2.14. Role of Cultural Resources in Tourism .....	36
2.15. Cultural Resource Management.....	37
2.16. Importance of Cultural Resource Management.....	38
2.17. Benefits of Cultural Resource Management Practices.....	39
2.18. The Relationship between Destination and Cultural Resources in Tourism.....	39
2.19. Significance of Cultural Resources on Marketing & Management of Micro-Destinations .....	40

### CHAPTER III

<b>RESEARCH STUDY</b> .....	<b>42</b>
<b>METHODOLOGY &amp; FINDINGS</b> .....	<b>42</b>
3.1. Case Study .....	42
3.2. Qualitative Study .....	43
3.2.1. Walled City – Facts and Figures.....	44
3.2.2. Shahi Guzargah (Royal Trail).....	45
3.3. First Preservation Project at Shahi Guzargah (Royal Trail), SDWCL-2007.....	46
3.3.1. Objectives of SDWCL Project .....	47
3.3.2. Scope of the Project .....	50
3.3.3. Achieved Milestones.....	51
3.4. Walled City Of Lahore Authority (WCLA) ACT.....	54
3.5. Future Plans.....	54
3.6. Methodology.....	55
3.6.1. Research Design.....	55
3.6.2. Qualitative Research .....	56
3.6.3. Data Collection.....	57
3.6.4. Sampling Method .....	58
3.6.5. Data Sampling .....	58
3.6.6. Development of Interview Question-Form (for respective stakeholders).....	60
3.6.7. Development of Interview Question-Form (for Officials) .....	62
3.7. Findings from the Data.....	64
3.7.1. Findings: Interview with Respective Stakeholders .....	64
3.7.2. Findings: Interview with Officials of WCLA .....	69

### CHAPTER IV

<b>COMPARATIVE ANALYSIS</b> .....	<b>78</b>
4.1. Comparison based on the Analysis.....	78
4.1.1. Tourism - before Preservation .....	78
4.1.2. Tourism - after Preservation .....	78
4.1.3. Steps taken before Preservation.....	78
4.1.4. Factors considered before Preservation.....	79
4.1.5. Difficulties & Challenges during Project.....	79
4.1.6. Social & Economic Consequences .....	79
4.1.7. Local Community Participation .....	79
4.1.8. Stakeholder’s Satisfaction.....	80
4.1.9. Role of Preservation in destination development .....	80
4.1.10. Tourist Inflow .....	80
4.1.11. Tourist Activities .....	81
4.1.12. Role of Cultural Resources.....	81
4.2. Discussion and Implications.....	81
<b>CONCLUSION</b> .....	<b>85</b>
<b>REFERENCES</b> .....	<b>87</b>
<b>APPENDIXES</b> .....	<b>108</b>
Interview Form (For Stakeholders)	
Interview Form (For Officials)	



## LIST OF TABLES

Table 3.1:	Interview-Form (For Respective Stakeholder).....	60-61
Table 3.2:	Interview-Form (For Officials).....	62-63
Table 3.3:	Tourist Footfall at Shahi Guzargah.....	73
Table 3.4:	Tourist Footfall at Lahore Fort.....	74
Table 3.5:	Performance of WCLA.....	75-76



## LIST OF FIGURES

Fig 3.1:	Lahore Walled City map (Shahi Guzargah in blue color).....	45
Fig 3.2:	Two packages of Shahi Guzargah (Royal Trail) Project.....	48
Fig 3.3:	Royal Trail Project – Package I.....	49
Fig 3.4:	Royal Trail Project – Package I (Information).....	49
Fig 3.5:	Royal Trail Project– Package II (On-going).....	50
Fig 3.6:	Restoration of Royal Trail (Before and After).....	52
Fig 3.7:	Restoration of Shahi Hammam (Before and After).....	53



## LIST OF ABBREVIATIONS

AKCS-P	Aga Khan Cultural Services Pakistan
AKDN	Aga Khan Development Network
AKTC	Aga Khan Trust for Culture
CBO	Community Based Organization
LESCO	Lahore Electric Supply Company
MCRP	Master Conservation and Redevelopment Plan
MNRT	Ministry of Natural Resources and Tourism
NEDCC	Northeast Document Conservation Center
NPS	National Park Service
RAIC	Royal Architectural Institute of Canada
SDWCL	Sustainable Development of Walled City Lahore
SMT	Social Mobilization Team
SNGPL	Sui Northern Gas Pipelines Limited
UIA	International Union of Architects
UNDP	United Nations Development Program
UNWTO	United Nations World Tourism Organization
WASA	Water and Sanitation Agency, Lahore
WBDG	Whole Building Design Guide
WCL	Walled City of Lahore
WCLA	Walled City of Lahore Authority

## INTRODUCTION

With the recent increase in globalization and disposable income, tourism has made great headway and is fast becoming one of the largest industries around the world (Theobald, 2005:6). The UNWTO report (2019) revealed that a record 1.4 million tourists travelled internationally with tourist arrival increased 6% in 2018. According to World Travel and Tourism Council (March 2019) the industry generated approximately 10.4% of global gross domestic product GDP. Moreover, according to the report by the same council, 6.5% of total global exports and 27.2% of total global service exports is by international tourism that constitutes up to US\$1.6 trillion, or US\$6 billion averagely in a day.

For the most part of the twentieth millennium, tourism and culture are regarded to be two distinctly independent facets of a destination (OECD, 2009). The turn of the century, however, witnessed a growing relationship between these two major driving forces of regional attractiveness and gave rise to a subset of global tourism, commonly referred to as *cultural tourism* (Richards, 2009). The author also states that there is no denying to the fact that the contribution that tourism industry makes to stimulate and facilitate economic development, creation of jobs and opportunities, community building and relief from poverty relies heavily on the cultural resources of destinations. Dubbed as one of the most powerful economic engines today, cultural resources are viewed by Scicluna (2006) as a “direct adjunct” to cultural heritage. Similarly, adding more to this, Amaral and Figueira (2016) contributes that the changing aspects and dynamic nature of cultural resources can affect regional competitiveness and development.

For the study to be more vivid and close to reality, a living heritage city's **Shahi Guzargah (Royal Trail)** within Walled City of Lahore has been selected as a subject area. It was established roughly around 1000 CE, forms the historic hub of Lahore and rose to prominence as the empire's capital during Mughal rule. The Walled City of Lahore boasts of several iconic structures, reminiscent of Mughal architecture. These grand edifices include the *Wazir Khan Mosque*, the *Badshahi Mosque*, *Lahore Fort* and the *Royal Bath*. Thousands of local and international tourists flock to Lahore to enjoy first-hand the architectural beauty and the gastronomic delights it has to offer.

For longevity of cultural heritage belonging to a particular region, it is imperative to initiate a revitalization project that focuses on preservation of urban areas of historic significance (Fard, 2013). The aim of this research is to analyze how impactful culture resources can be in developing a micro-tourist destination. In this regard, the study investigates the significance of key cultural resources on

development of the Royal Trail as a micro-destination. Thus, in this context this research is going to explore and shed light on the correlation concerning the preservation of a historic urban area by utilizing its cultural resources and its development as a destination. This thesis begins by reviewing the available literature that illustrates the key concepts and tries to built a connection under the context of study. The outcomes will aid and provide a criterion for those who are concerned with cultural tourism and preservation of cultural resources for the generation of a micro-destination.

Cultural heritage is a societal attribute driven from tangible, intangible culture and natural heritage that are hereditary and goes on from generations to generations, thus it is pivotal to sustain and conserve it for future generations to appreciate and enjoy (Sullivan, 2016). Conservation and preservation are relatively interconnected terminologies and appear to convey same meaning (Hatton, 2003). Similarly, Hatton (2003) states; although both types have similar framework, tools and methods; conservation and preservation differ in their main ideologies. In order to be more specific or technical, Northeast Document Conservation Center NEDCC (2015) explained preservation and conservation by adopting American Institute for Conservation's definitions:

- **Preservation**—"The protection of cultural property through activities that minimize chemical - physical deterioration and damage, moreover these activities prevent loss of informational content. The primary goal of preservation is to prolong the existence of cultural property".
- **Conservation**—"The profession devoted to the preservation of cultural property is established for the future. Conservation activities include examination, documentation, treatment, and preventive care, supported by research and education" (NEDCC, 2015).

Munoz-Vinas (2012) acknowledges that preservation is usually contrasted with conservation; and effort to draw a definite line of distinction between two concepts is misleading and would astray us from the main course of study (7-14). So, in order to keep the concept clear and understandable the researcher chose to use the word *preservation*. On the other hand, in light of literature review and aim of study, *preservation* fits in the criteria. Thirdly, the depth and technical details of *conservation* are out of scope of this research.

# CHAPTER I

## DESTINATION

With the name of tourism, the initial thoughts that cross mind are people who travel to a place for leisure, holidaymaking, sightseeing, exploring and having a nice vacation time (Brown, 2005). Patterson and Pegg (2009) believes that tourism also delivers a 'sense of people' who are being engaged in special activities like hiking, beach sports, sunbathing, spending time on a holiday resort and touring around the city and many more. It may also further incorporate business trips, attending conferences or seminars, educational tours or even medical trips. Cooper (2012) acknowledges that tourism is mainly about conveying a travel experience to individuals by engaging a variety of key players and stakeholders of tourism industry. Therefore, they all somehow combine and interact to fulfill a holidaymaking experience.

MacCannell (2013) states that while visiting, individuals may engage themselves in various activities; from mountaineering on high peaks, to paragliding on deep blue sea and may be hovering over some thrilling town. And they may use different modes of transportation that include bicycle, car, train, taxi, ship, coach or taking a cable car across other side of valley. They are themselves ultimately engaging in tourism by availing different services and accessing different activities. Therefore, travel always leaves socio-economic effects on community (Goeldner & Ritchie, 2003).

Tourism is a "multidimensional, multifaceted activity" (Cooper, 2012). Tourism is an enormous field, to define and mold this concept into one single definition is conceptually not possible (Smith, 2003), its multidisciplinary nature brings ambiguity in its way of expression. The complexity of tourism is contemplated by its intricate nature to explain and the challenge tourism faces in providing a consistent and founding definition (Goeldner & Ritchie, 2003; Pritchard, Morgan, & Ateljevic, 2011). Yet, it is fundament endeavor taken by many researchers and physical geographers.

Among initial published definitions of tourism was by Hunziker (1951), "the sum of phenomena and relationship arising from the travel and stay of non-residents, as so far as they not lead to permanent residence and are not connected with any earning activity" (Hunziker, 1951 in Cruz, 2006:2). Ryan (1991) acknowledges tourism as holidaymaking in which individual tries to pursue "psychological benefits" by sightseeing new areas, locations and thus acquiring novel experiences (in Cruz, 2006:2).

Tourism destination seems a typical terrestrial concept in its origin and is linked with physical and geographical location (Butler, 2000; Mckercher & Lew, 2003). Destination is perceived to be one of the fundamental concept and major point of analysis in tourism industry (Getz, 1992). Yet, defining it has always spawned a great deal of controversy among different schools of thoughts (Saraniemi & Kylaˆnen, 2011). To explain a tourist destination is somehow an ambiguous task. To begin with the simplest and layman understanding of a tourism destination, *“is a city, town, or other area that is dependent to a significant extent on revenues from **tourism**, or “a country, state, region, city, or town which is marketed or markets itself as a place for **tourists** to visit”* (Bierman, 2003). Cooper (2012) and Buhalis (2000) have suggested that mainly destination should have four common features:

1. “Destinations are amalgams
2. Destinations are cultural appraisals
3. Destinations are inseparable that is tourism is produced where it is consumed.
4. Destination are used not just by tourists but also by many other groups”

**Traditionally** beaches, mountains, forests, deserts, villages, vocational or tropical resorts and national parks are some commonly visited summer destinations. Other than this, archaeological sites, historical areas, castles, monuments and museums are cultural destinations.

Geographical attributes that describes destination could be,

#### **a. Urban Tourism**

Cultural activities have always shown an increasing interest by individuals and travelers. The best way to attain importance and attention for the old towns or forgotten cities is to go through metropolitan/urban renewal or destination restoration and preservation (Ashworth & Page, 2011). Walled City of Lahore is the best specimen in this regard. Walled City of Lahore is the oldest living heritage city (WCLA, 2018).

#### **b. Coastal and Resort Tourism**

Summer’s most famous and popular choice is sand and beach. The unbeatable rejoice of swimming in clear blue waters, playing volley ball near sea-shore, sun bathing, taking part in scuba-diving, rafting, surfing or paragliding are sea sports that make coastal tourism prevalent choice among tourist (Jennings, 2004).

#### **c. Rural tourism**

Traveling towards countryside is termed as rural tourism (Lane, 1994). It altogether proposes an entirely innovative and unusual practice away from crowded city lifestyle and most common coastal tourism (Sharpley, 2002). It is a different form of tourism that embodies multiple activities, natural sightseeing by finding a chance to live in that environment (Lane, 1994; Wilson, Fesenmaier, & Van Es, 2001). Franklin (2003) states that, "Rural tourism is increasingly being used as a development strategy to improve the social and economic well being of rural areas".

Consequently, destination can be any place that possesses a unique location adept of attracting visitation for a short-term and provisional stopover. Pike (2004:60) states that a destination can vary from continents to countries, local jurisdictions to towns and purpose made holiday resorts or even some local attraction. Similarly, destination is a location of a unique feature; there may fall many sites within a single tourist destination. Goeldner and Ritchie (2003:466) acknowledges destination in their book as "geographic area" which is governed by policies and tourism strategies. It is a meticulous area that provides tourist diverse travel experiences. The below mentioned paragraphs would endeavor to shed light on the essence of destination by taking into account possible academic researches and various scientific perspectives on explaining this concept.

## **1.1. Definition of the Tourism Destination**

### **1.1.1. Traditional Approach**

Numerous tourism researchers have recommended multiple definitions, have tried to find out ways and manners to ascertain a tourism destination, nevertheless mostly lands on employing a traditional approach to define destination as a geographical area. An old definition by Burkart and Medlik (1974) explains, "tourism destination is a geographical unit visited by tourists being a self-contained centre".

Later on, Murphy (1985) in his book 'Tourism: a community approach' explained destination as, "area with different natural and/or human made features, which attract non-local visitors (or tourists) for a variety of activities". Seaton and Bennett's study in Zemla (2016:351) states that destination is a substantial unit (a physical environment with three-dimensional occupying properties), however more it tends to be an intangible unit emerges with socio-cultural factors emerges from the interaction of history, community, its customs and lifestyles. A touristic region can comprise of numerous man-made attractions and natural resources to entertain tourist (Gonçalves & Águas et al., 1997 in Zemla, 2016).

A comprehensive definition by Framke (2001:5) explains, "Tourism destination is a geographical area of cultural value and landscape holds particular



features that compromises a tourism product, it must possess a broad range of infrastructural amenities similar to accommodation, transportation, sustenance, security and an exceptional travel experience too”.

Ritchie and Crouch (2003:151) explains tourism destination in their book as following: “A particular geographic region within which the visitor enjoys various types of travel experiences”. Furthermore, Leiper (2004) similarly attributes destination as, “A place where travellers choose to stay awhile for leisure experiences, related to one or more features or characteristics of the place – a perceived attraction of some sort” (Leiper, 2004 in Zemla, 2016:128). Bornhorst, Ritchie and Sheehan (2010:572) explain touristic destination in their article as “that geographical region which contains a sufficiently critical mass or cluster of attractions so as to be capable of providing tourists with visitation experiences that attract them to the destination for tourism purposes”.

Sharma (2013) adopts a traditional way of explaining and relates destination to a terrestrial zone that involves essential amenities and infrastructure that a holidaymaker can avail throughout his/her stay there. As we could very well see from the above mentioned definition, the geographical feature inherent in explaining the tourist destination is most frequently and regularly used expression in exploring the destination phenomena of tourism sciences. Yet there is no single approach or largely accepted definition for explaining this concept (Crouch & Ritchie, 1999). Researchers’ belonging to different walks of science or social science have interpreted it differently; therefore, different models and approaches have been generated according to need and subject of matter under study.

## **1.1.2. Administrative Approach**

### ***1.1.2.1. Destination - a product and function of tourist’s choice***

Traditional approach characterizes destination mainly into a geographical concept, while there are others approaches comprehend destination as a concept not merely confined in geographical boundaries. Nevertheless, the destination is a point on a map that does deliver tourism related products, services and experience to the one that travels towards it. And this nature of destination brings flavors of tangibility and intangibility in its expression. (Cooper, 2012). In this section I will present literature on destination that have dealt it in administrative or managerial style.

Kozak and Rimmington (1999) acknowledge, “Destination is the central tourism product that drives all others. It is one product but also many”. Bieger (1998; 7) states in his article that destination mainly revolves around “customers and

producers". Further he characterizes destination as a piece of land that provides a tourist chance to consume services and products available at the site. Morgan, Pritchard and Pride (2007) states destination can be perceived as a brand or a product. In tourism industry, tourist destination serves as the primary components of analysis (Saarinen, 2004), a "physical space" where a vacationer stays overnight (Leiper, 1979; Theobald, 2005:19). It is comprised of "tourist resources", products, services and attractions that entertain a tourist minimum for a day (Leiper, 1979). World Tourism Organization acknowledges that destination, "has physical and administrative boundaries defining its management, and images and perceptions defining its marketing competitiveness. Destinations could be on any scale from a whole country, a region or island to a village, town or city or self-contained center" (WTO, 2002).

Kim (1998) in Martin (2017) considers a "destination as a *uniquely complex product that contains climate, infrastructures, superstructure, services, nature and cultural attributes*". Similarly, Buhalis (2000); Cooper, Fletcher, Gilbert and Wanhill (1998); Murphy, Pritchard and Smith (2000) have defined destinations as "amalgams of products, services and facilities available in one location", which are intended and intended to cater the needs of the tourist and meet their expectation. The sole purpose behind this is to provide a cohesive and unified tourism experience.

The scale to define and form destination could vary (Hernández-Martín et al., 2016). According to Buhalis (2000), destination has gradually been considered as a bias concept because it is subject to the choice of the tourist; one tourist may perceive some specific city as a destination while other may choose another country or even a continent or even a small village or a creational boat tour. Buhalis (2000) further adds by criticizing that "often destinations are artificially divided by geographical and political barriers" and ignores the functioning, utilities and management of tourism sector plus consumer inclinations and preferences are ignored on a large scale. Flagestad (2002) acknowledges in his doctoral thesis that destination is a location that functions in accordance with serving to the choice of holidaymaker – "a place or region where tourists choose to go". These definitions sufficiently highlight the role of destination as a product and a function of tourist's choice.

#### **1.1.2.2. Destination – beyond boundaries**

Moving beyond the idea of geographical limit for a destination, Candela and Figini (2012:74) states very much similar to Buhalis (2000), that "a destination can exceed the limits or borders of a city or a province and, depending on the

characteristics of the territory and of the demand, the destination can be identified with a cultural district, a town, an administrative region, or with the intersection between regions or provinces” (Buhalis, 2000 in Hernández-Martín et al., 2016). In a nutshell, the scope and scale of a destination (at particular level) can be related to the preference of traveler and holidaymaker.

Izadi and Saberi (2015) attributes tourist destination as a situation in which traveler indulges him/herself in order to satisfy his or her motivation of sightseeing and exploring a particular location. This situation in the perception of a traveler necessarily is not restricted to a bounded geographical area. Its scope could be from a cultural or archaeological area to an entire country or may be multiple countries (Candela & Figini, 2012). At the core level, destinations are fundamental communities principally governed by the local government (Sainaghi, 2006). Of course, local government is bound to limit a destination. Each destination is multidimensional in nature and the smaller the area higher chances of consistency, uniformity and smoothness among different member and stakeholder of a particular destination (Kelly & Nankervis, 2001).

Subliminally, it makes sense that a town or an area would be more squeezed and geographically less hassle to handle than a whole country. Conversely, miscellany and variety of physical features that each small destination holds and to keep harmony between the tourism infrastructures can be a challenging job, especially if it is a living highly populated city (Pike, 2004). The concept of tourist destination is a multidisciplinary concern (Buhalis, 2000; Goeldner & Ritchie, 2009; Ritchie, & Crouch, 2003). This thesis tried to encompass and capture all possible colors to canvas the brighter horizon. In the light of available literature review different approaches have been mentioned to shed light on tourist destination.

### ***1.1.2.3. Destination – a perception of Demand & Supply***

Moving beyond above-mentioned definitions, Formica and Uysal (2006) conceive that economic geographers and researchers distinguish destination as a substantial segment of tourism industry and characterize it by loop of tourism demand and supply. Bornhorst, Ritchie and Sheehan (2010) consider that demand side process, to analyze and describe destination is a standard manner for approaching it in economical perspective, as it helps in making tourism strategies and is beneficial in marketing analysis as well. It also helps in analyzing the requirements; perception and expectation of a tourist in relation to how well supply channel works (Heath, 2003).

Hu and Rithie (1993:25) posit a tourism destination “reflects the feelings, beliefs and opinions” that a person holds about that destination and its capability to

guarantee satisfied travel experience. Seaton and Bennett (1997:351) notes that destination is not merely a place that exists actually rather it is also a place that thought to exist in the mind of tourist, it is “a mental concept”. Likewise, Buhalis (2000:97) states, “destination can be a perceptual concept, which can be interpreted subjectively by consumers, depending on their travel itinerary, cultural background, purpose of visit, educational level and past experience”. This leads to the conclusion that destination necessarily might not be only a physical entity; it can be a believed and perceived image for prospective tourists as well.

A tourism destination as supply side process is often observed and analyzed within the capacity and sphere of products it offers (Melis, McCabe, & Del Chiappa, 2015). To define a destination by keeping in view supply side approach is more useful for variety of disciplines, since it covers vast array of perspectives. Middleton, Fyall, Morgan and Ranchhod (2009) believes that it covers existing tourism demand in relation to its supply, its consequences on society, environment and economic. As stated by Buhalis, Eichhorn, Michopoulou and Miller (2005), destination is basically a mixture and combination of various products and services; the interaction between different players providing these products and services gives birth to network nature of a destination. Jackson and Murphy (2006) in Zemla (2016) describe a destination as a “conglomeration of competing and collaborating firms, generally working together in association and through partnership in an attempt to successfully promote the destination”.

## **1.2. Characteristics of a Destination**

In the light of all approaches used to explain destination, every destination possesses few characteristics. Key characteristics of a tourism destination defined by Morrison (2013:4) are as follows:

- *A destination is a geographic area that is administrated under a boundary.*
- *Destination should have an overnight accommodation for tourist.*
- *Mix of facilities and attractions available for tourist:* for example other than over-night stay, café or restaurant, some attractions to keep the tourist stay longer like festival or event. Easy access to transportation and all other means of basic infrastructure is also included.
- *An existence of implementable marketing plan and structure:* presence of proper actions to promote and market a destination.

- *Destination image:* Individuals usually have perception about what the place is going to offer them for tourism. These perceptions build images accordingly, which might turn out to be accurate or vice-versa.
- *Presence of laws and order:* A dedicated system of law and set of parameters for jurisdiction of different facets of tourism.
- *Presence of multiple tourism participants and shareholders:* Private-sector enterprises, governmental societies, welfare associations, local and sometimes foreign personages and might have an interest towards tourism on particular destination.

### **1.3. Types of a Destination**

The unpredictability and complication that lies in the idea of describing tourism destination has been fragmented down to two major methodologies. Yet, there is no general guideline or rule of thumb to follow. Hence, generally speaking destination can be micro or macro, depending on its territorial expansion and width.

According to Buhalis (2000) the complexity of defining the boundary of a destination can be dealt with six A's i.e. "attractions, accessibility, amenities, available packages, activities and ancillary services" defines a destination. After this tourism infrastructure and super-structure also counts. Ritchie and Crouch (2003) emphasizes that there is no set rule to define whether a destination is micro or macro. Eraqi (2007) states that number of researchers have unanimously agreed to device a criterion for defining the boundary line between the two concepts. Yet, it is complex and overlapping according to different location and social settings. Moreover, the criteria should be adaptive and flexible conferring to different destinations and diverse regions across the globe (Heath, 2003). There is no single standard or principle established to serve as a criterion for defining borderline of a micro-destination.

#### **1.3.1. Micro-destination**

Micro-destination refers to a "small geographical unit that is greatly dependent on tourism" (Hernández-Martín et al., 2016). A micro- destination is taken into consideration as a beneficial single entity that can serve the purpose of decision-making for tourism management, development and planning (Iunius, Cismaru, & Foris, 2015). Though the name 'micro' gives a sense of being small and less complex, but it encompasses huge array of touristic services; micro destination does possess a distinctive destination image and has its unique touristic products (Buhalis, 2000). Micro-destinations are those very small areas that are specialized

in tourism but highly focused and equipped with specialized activities for tourist (Lebe & Vrečko, 2015).

Micro-destination is a small area that acts like a single-mini useful unit expert in tourism planning, decision-making and analysis. It also depicts high-pitched intensity of tourism products in a small area. It is defined as a “small geographical unit” that depends on tourism for its revenues and sustainability. Hernández-Martín et al., (2016) defines it operationally, “a micro-destination is a spatial unit of statistical analysis characterized by a high density of establishments of tourism characteristic industries, homogeneous statistical tourism information and a spatial continuity”. Khaing (2018) states micro-destination as a “sub-destination” that holds collection of products and services.

Classifying line of boundary for a micro-destination is mainly a course of regional segmentation or territorial diversification process (Morgan et al., 2007; Murphy et al., 2000). These territorial segmentation and boundary making can be done in expert and proficient manner by keeping in view the competence of tourism system that operates on that particular area Yan, (2009). Hall (2005) explains that process of territorial segmentation is subjective; one way of defining boundaries could be by taking into account the “subject under study”. He further recommends that two perspectives that can be engaged to differentiate the regional boundaries between different areas could be based on “natural boundaries” based on features of territorial landscape i.e. sea-side, some valley, river or mountain range and “man-made boundaries” to take into account artificial elements and infrastructure i.e. vocational resort, amusement park etc. In both scenarios, establishing the limits for some geographical location is risky and critical task, as it would unfold multiple consequences.

As Buhalis (2000) highlights the fact that destination is highly interconnected entity and is complex in nature. Hence, classification and formulating limits for a micro-destination is a confounding and risky job. According to Hernández-Martín et al., (2016), three things can help in defining the boundaries;

- a. The concentration of tourism establishments
- b. Tourism typologies
- c. Tourism supplies characteristics.

### **1.3.2. Macro-destination**

Macro-destination is a place that encompasses multiple micro-destinations; it is a cluster of micro-locations (Eraqi, 2007). Destination experts call macro-destination a larger concept that consists of a bigger horizon of tourism destination (Cismaru, & Ispas, 2015). As compared to micro-destination, it is an advanced and revolutionary perception rather than the limited traditional tourism concept (Sofield & Li, 2011). Papatheodorou (2006) speculate that by macro-destination tourism has emerged as an independent industry. It has integrated paramount elements exist within the value-added chain of tourism explicitly like: foodstuff and cuisine, lodging and accommodation, mobility and conveyance, buying/spending and amusement (Eraqi, 2007). Macro-tourism is mirrored via enormous scale and scope of the touristic enterprises and its inherent systems, additionally its manifold remunerations attached within the prism of local collaboration (Yan, 2009).

## CHAPTER II

### CULTURE

Culture, in its simplest and layman understanding is way of life especially common philosophies and broad-spectrum customs belonging to specific group of people at certain time. Loon, Gosens and Rouwendal (2014) refers culture to 'people' and their "social characteristics, traditions and day-to-day patterns of behavior" at a particular place in a much-specified way. They further explains that culture can comprise of intangible elements of culture such as customs, language, myths, stories, fiction, history, artifacts, musical composition, dances, ceremonials and even distinct lifestyles. Thus, culture has certain elements that help people feel proud of their culture and it contributes to strengthening the identity of the community as well (Moswete, 2015).

Moreover, from a broader sociological perspective the attitudes of the citizens are also likely to be linked with the culture of a country, its fundamental values and their beliefs. Henceforth, a ingenious traditional background of a country is frequently supplemented with better educational level and work opportunities (Kaltenborn, Krange, & Tangeland, 2017). The definition of the culture can also simply be made by the behavior, way of talking and how people introduce themselves and more importantly what they transfer to next generation in the social network (Brown, Collins, & Duguid, 1989). Thus, cultural is a spacious canvas that embodies lots of shades and strokes to its viewer.

According to UNESCO's report (1995) suggests (as cited by Urošević, 2012:69), the set of unique asserts that characterize a social group or a society in terms of its scholarly skills, creative expressions, emotional, spiritual and all materials forms defines its culture. It includes its language, oral history, arts, crafts, music, fine arts, performing arts, drama and literature (Fagence, 2009; Timothy, 2017). Furthermore, it also embodies shared community based practices and all forms of social interactions like celebrations, marriages and death ceremonies etc (Moswete, Saarinen & Monare, 2015). People of a social group could also define the concept of culture as a process of thinking to action. Therefore, it depicts "individual identity" or "living identity" of a particular society i.e. how they think, create and transfer that thinking to others (Anheier & Isar, 2010:17).

Accordingly, Jelincic (2009) in Urošević (2012) states that culture acts as a tool of institutionalizing dissimilarities and identities carried by a society. Ultimately this nature of culture supports it in getting locally globalized; equally at the same time. Culture can indicate and imply to 'peoples' and 'their intrinsic attributes' i.e.



their daily conventional social and behavioral pattern plus traditions according to which they spend their life (Robinson & Picard, 2006 in Moswete et al., 2015). These characteristics in the end, symbolize that individuals are culturally different, creative and exceptional.

## **2.1. Cultural Tourism - a medium for understanding Culture**

The World Tourism Organization (WTO) approved and certified explanation of tourism as explained by Rodzi, Zaki and Subli (2013) is *“Tourism comprises the activities of person travelling to and staying in places outside their usual environment for not more than consecutive one year for leisure, business and other purpose”*. Besculides, Lee, and McCormick (2002) state that the term cultural tourism is interrelated to heritage and ethnic tourism, or can be interchangeably used according to scenario and discipline of research. They continue saying, whichever term we use; these terminologies overall present tourist the traditional magnetism and cultural fascination of a specific ethnic group. People prefer going to historical places and witnessing the culture of different people from the other side of the globe (McKercher & Du Cros, 2003). This not only helps the country in increasing the rate of growth of the economy but also it helps the outer world to understand its history much better than before (Kneafsey, 2001).

Ismail (2008) describes cultural tourism as *“embracing the full range of experiences visitors can undertake to learn what makes a destination distinctive - its lifestyle, its heritage, its arts, its people and the business of providing and interpreting that culture to visitors.”* Raymond and Hall (2008) states that from the development of a tourist destination in cultural places, it will be easy for making tourists understand the culture. Liu and Chen (2015) acknowledges that through effective management plan, cultural tourism can help in multi-dimensional economic development by synchronizing different sectors and industries. Similarly, Csapo (2012) suggests that the administration and supervision of cultural tourism should be incorporated in such a way that it could focus multiple goals and at the same time should be capable to foster potential problem. Cultural tourism has a great potential of creating the awareness regarding cultural development and protecting cultural heritage at national level (Lee & Han, 2002). It connects and involves community through various cultural practice and activities. Moreover, it adds lifetime experiences and thus these cultural activities reveal their creative potential, elevating their national feelings and associated social responsibilities (Aleksandrova & Aigina, 2017).

Travelling for the pursuit of culture has been an old practice. It's just that it was not registered and well-documented in earlier times (Alberti & Giusti, 2012).

Places of historic, cultural and archeological values have always been visited and appreciated as a total tourism experience (Blake, 2000). Similarly, museums, cultural festivals, ancient landmarks and special cultural events have always captured traveler's eye (Jansen-Verbeke, 2007). Undeniably, we can say that each travelling experience encompass a cultural element to some degree (McKercher & Du Cros, 2014:13). Existence of cultural tourism is not a latest phenomenon, but it has been newly identified as a potential industry for economic growth especially in developing countries (Hughes & Allen, 2005).

Recent decades have shown a rapid upsurge and expansion in cultural tourism (Reisinger, 2013). Hall (2005) states in his article that cultural tourism merges environmental and societal elements together ranging from social, economic, cultural, historical and environmental to convey a broader spectrum. Therefore, cultural tourism can also be stated as a showcase of day-to-day activities, cultural lifestyle of a particular social group in correlation with their history, traditions and architecture (Silberberg, 1995; Smith, 2003; Jones, 2009).

Davies (1993) and Squire (1994) concede that cultural tourism or heritage tourism conveys similar meaning as both are used interchangeably and offer cultural attractions through societal practices (as cited in Silberberg, 1995). Moreover, as cited in Nepravishta (2015:27) a wide range of literature has referenced cultural tourism as historical tourism (Ashworth & Larkham, 1994; Ashworth & Tunbridge, 1990), heritage tourism (Herbert, 1995; Light & Prentice, 1994) and cultural tourism (Davies, 1993; Squire, 1994; Silberberg, 1995). In short, they are inter-related terminologies. Cultural and heritage tourism reviewed by Silberberg (1995), as the "visits by persons from outside the host community motivated wholly or in part by an interest in the historical, artistic, scientific or lifestyle/heritage offerings of the community, region, group or institution".

Csapo (2012) mentions UNWTO's definition for cultural tourism as: "Travelling with the aim of learning about foreign cultures, presentation of one's own art work, the visiting of festivals, cultural sightseeing, etc.". In addition to materialistic and physical expression, culture can also be comprised of non-physical and untouchable elements called intangible cultural features such as tales, myths, music, language, poetry, dances, beliefs, values, hospitality and ceremonies. Thus, it contains whole lifestyle of a society (Kowalska, 2014)

United Nation Development Program's report (UNDP, 2004) explains that cultural tourism is very much local in its dependency and expression. Moreover, this report further adds that cultural tourism deploys local items of historical value, a community linked locally to that particular ethnicity and native artifacts and

monuments. Thus, where it provides chance to foreign tourist for experiencing and understanding a brand new culture; at the very same moment it connects the local community to take part and grow with tourist (Crouch & Ritchie, 1999). It provides host community a chance to involve and get encouraged by sharing their inherited cultural property (Moswete, et al., 2015). The dependency of cultural tourism on local surroundings, serves to be an ultimate channel for community based tourism development (Lepp, 2007). Ultimately, this boosts economy by creating different opportunities.

*“Art and cultural-based tourism practices have the potential to underpin new forms of community-building and innovative business practices that generate incremental income and job creation, making the sector an attractive investment opportunity for national and regional governments”*

*(Evans, 2005 in Lehman, Wickham, & Reiser, 2017:467)*

Cultural tourism is a diversified field, it constitutes of multiple stakeholders, many products and mixture of experiences (Morrison, 2013:18) in his book has grouped to define and review cultural tourism by three different classifications. The first classification is **tourism-based definition** since it is the most inherent and broad-based context to deal cultural tourism (Boyd, 2002). A number of writers concedes cultural tourism as a “form of special interest tourism, where culture forms the basis of either attracting tourists or motivating people to travel” (McIntosh & Goeldner, 1990; Zeppel, 1992; Ap, 1999 in McKercher & Du Cros, 2002:13).

The second classification for defining cultural tourism is established by considering cause and effect phenomenon of motivation, referred accordingly as **motivation-based definition** (Nyaupane, White, & Budruk, 2006). The World Tourism Organization (WTO, 1985 in Fuschi & Evangelista, 2017) describes cultural tourism as “movements of persons essentially for cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other events, visit to sites and monuments, travel to study nature, folklore or art, and pilgrimages”. Similarly, Silberberg (1995) perceived cultural tourism as the holiday stopovers by an individual not belonging to host community, absolutely and exclusively motivated to experience the broad based range of cultural elements of a region and ethnic group.

Cultural tourism is an experience, as it open windows for understanding and getting familiarized with host community and its inherent culture through prevailing practices. Therefore, **experience-based definition** expresses cultural tourism by personal involvement and participation of a tourist in cultural environment stimulated

by different performances, graphical or pictorial artwork and commemorating festivals (Fuschi & Evangelista, 2017). Australian Federal Government described cultural tourism as an inclusive experience and involvement by tourist to understand and enjoy the unique history, people, their heritage and lifestyle of a cultural destination (Rodzi, Zaki, & Subli, 2013). The possible risks for cultural heritage most likely be, urban spaces and historical buildings usually become easily hostile because tourism brings in overcrowding, traffic issues and parking problems (Steinberg, 2008).

## **2.2. Cultural Heritage**

Heritage in English means cultural property (Vecco, 2010). The notion of cultural property most often means heritage (Loulanski, 2006; Blake, 2000). This concept first appeared in 1954 during a Hague Convention held in Netherland (Bokova, 2010:9). Hague Convention was an initial step taken to address the massive devastation and demolition of cultural property during World War II (Oyer III, 1999). It also concluded that safeguarding cultural heritage is necessary and indispensable for all human races. Later, in 1972 during UNESCO convention the expression 'cultural heritage' appeared that comprised of historical testimonials as whole that are of "exceptional universal value from the point of view of history, art or science" (Vecco, 2010).

Culture tourism or heritage tourism are mostly interchangeably used (Fuschi & Evangelista, 2017). The basic concept behind cultural tourism revolves around the perception that every society has some culturally rich history to unfold (Richards, 2007). Cultural tourism, referred as a 'personal encounter' with the host community and their traditional culture (Fagence, 2009; Monare, 2013). Thus, it serves as a most vivid way of undergoing through the experience of local traditions. National Trust for Historic Preservation of United States has defined cultural/heritage tourism as "traveling to experience the places (such as colonial palaces, old canals, battlegrounds) and activities (such as performing and visual arts, local festivals, and cultural village) that authentically represent the stories and people of the past and present" (Mansour & Ariffin, 2017).

Cultural heritage preserved through tourism brings multifold benefits. It reinstates and revives historic resources both of materialistic and non-materialistic significance (Loon, Gosens, & Rouwendal, 2014). It educates community about forgotten past and motivates community to get involved in safeguarding and protecting their shared inheritance (Lepp, 2007; Kreps, 2013; Galdini, 2007). The first substantial benefits of cultural tourism to mention is that it inspires, supports and inspires local community to own their traditions and feel pride in their culture

(Crouch & Ritchie, 1999). This sense of belonging and achievement heightens and reinforces identity of a community, thus enhances their role to contribute in tourism process positively and with motivation (Mugalavai, 2007; Mitchell & Ashley, 2010; Saarinen, 2014). Hence, promoting general sense of citizenship, community building, environmental sustainability and indeed improved and better lifestyle (Tweed & Sutherland, 2007; Nocca, 2017; Marzuki, 2011). Economically speaking, cultural tourism like all sectors of tourism; creates new jobs and strengthens local industry (Burns et al., 2010). Ultimately, it adds up to increased revenues and taxes, foreign exchange inflow etc. Diversification and economic expansion takes place in service industry (i.e. restaurants, lodging, tour services and transport) and manufacturing firms i.e. arts, crafts, printing & publication etc. (Burn et al., 2010; Ashworth & Page, 2011).

### **2.3. Tangible and Intangible Cultural Heritage**

When culture is expressed in a physical, watchable or hearable form, it becomes cultural heritage. Cultural heritage is a manifestation of the behaviors, customs, a complete bundle of lifestyle and living hood established by a society and passed on from one generation to another, including “customs, practices, places, objects, artistic expressions and values” (Blake, 2000). Cultural heritage incorporates the monuments, cultural places, buildings and everything that has been a part of any specific culture, regime or tradition (Kreps, 2003). Cultural heritage is frequently categorized as either tangible or intangible. Vecco (2010) also referred cultural heritage as the presence of historical, traditional monuments related to culture, history or traditions of any country. Such historical traditions and monuments are oftentimes very much valuable. Studies of Berndt and Carlos (2000) suggest that buildings, fashion, cities, traditions, customs, values, norms, theater, fine arts, cities, music etc. everything is cultural heritage segment of that particular area or country. These resources are not only valuable because these are costly but also because they are a reason of pride for the people of that area (Tomasello, 2009). They represent the history and tradition of that country, which is also of universal importance for the people from around the globe (Neumann, Sanford, & Harry, 2010). Oftentimes, culture is signified to as cultural heritage.

The cultural heritage represents what were the thoughts of the native people, how they used to live, what they used to wear, what were their routines and everything about their rituals and traditions can be understood by visiting cultural places (Blake, 2000). The development of a tourists destination surrounded by all such elements will be a treat to the eyes of the tourists as they would get to know the historical affiliations and living style of the native people (Hassan, 2000). The

tourist destinations built at such places are more beneficial for the governments and people of that country because the restoration of cultural or cultural heritage in any form portrays that the governments are responsible and concerned for their cultural resources (Richards & Wilson, 2004). The variety and scope of promising cultural heritage assets are boundless and unlimited. Each variety and range of these assets is linked from tourist to specific stakeholder of tourism sector in a unique manner (McKercher, Ho, & Du Cros, 2005).

**Tangible cultural heritage** indicates to the available material objects of a society; manufactured, conserved, preserved and transferred such as the valuable artistic creations, buildings and monuments (Lenzerini, 2011). United Nations educational, scientific and cultural organization claims that physical personification and expression of a cultural heritage is known as tangible cultural heritage (UNESCO, 2000 in McKercher & Du Cros, 2014). Moreover, it keeps adding that tangible heritage incorporates all assets and possessions that have some physical existence of historical values i.e. ancient settlements, old edifices, archaeological places, cultural landscapes, monuments and cultural objects, or items. Additionally, McKercher and Du Cros (2002) expound that scale and forms of tangible heritage could be a site or a single monument to an entire city or even couple of cities and different countries as well.

**Intangible cultural heritage** symbolizes the immaterialist and non-physical aspect of a society rooted in its tradition and culture. In other words, intangible cultural heritage signifies, “the social practices, knowledge, expressions, representations, skills – as well as the instruments, objects, artifacts and associated cultural spaces” (Ahmad, 2006). Lenzerini (2011:101) profess that intangible element of heritage cannot be ‘abridged’ in tangible heritage, since it bestows uniqueness and distinctiveness by boosting intrinsic identity. It is an enormous ocean that contains lots of diversification. Therefore, diversity of intangible heritage can include all forms of arts and crafts, performances (theater, drama, folks, traditional music, poetry etc.), religion (beliefs and philosophies), traditional rites and rituals and daily life patterns (McKercher, Ho, & Du Cros, 2005:542).

UNESCO describes intangible cultural heritage little deeper and wider as, “the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artifacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage” (UNESCO, 2003 in Rodzi et al., 2013). Rodzi et al., 2013 pinpoints that intangible cultural heritage is apparent by five things:

1. Language acts as a main instrument of intangible cultural heritage

including, oral traditions and expressions like folk tales.

2. Performing arts.
3. Social rituals, events and festivals.
4. Beliefs and practices of a society to comprehend nature.
5. Traditional expertise.

To conclude, examples of intangible heritage are oral traditions, beliefs, values, customs, mythology, knowledge, expressions, rituals, performing arts, instruments, practices, traditional skills, handicrafts and all forms of arts (Bonn, Kendall & McDonough, 2016). Just like tangible heritage, intangible cultural heritage is transferred from one generation to another (Bonn, Kendall, & McDonough, 2016) and in this transfer it goes through a constant process of being recreated, refashioned, and reconstructed by members of host communities (Ahmad, 2006). Intangible heritage is a way that society interprets its environment in response to history (Allen, Long, Perdue, & Kieselbach, 1988). Therefore, a continuous loop of cultural diversity, human creativity, respect and sense of self-identity is generated (Lenzerini, 2011).

The tangible and intangible cultural heritage shows dynamic and vibrant role of tourism and helps in maintaining its distinguished national character (Ahmad, 2006). A profound interest in understanding intangible cultural heritage of different societies and public spheres aids in developing intercultural links while on the other hand; inspiring to promote shared admiration for each other's lifestyles (Ismail, 2008). The main reputation and prominence of intangible cultural heritage is implanted in the heap of information, expertise and skills that are being transferred unceasingly from people to people (Lenzerini, 2011). However, if some region or destination tends to skip ties with its historical cultural environment; then it might fail to loss its native identity (Kneafsey, 2001). Moreover, there are different procedures and approaches to protect and preserve tangible and intangible heritage (Mgonja, Sirima, Backman, & Backman, 2015).

## **2.4. Cultural Resources**

Tangible cultural heritage is expressed and shown by cultural resources. Stokowski (2002) states that cultural resources refer mostly to the physical evidences in terms of places and activities associated with human beings belonging to past. Furthermore, he adds that these physical evidences could be some architectural building, historic object or some ritual that holds traditional significance for particular society.

Cultural resources are remains from the past that indicate activities and structures from the past; they explain human history (Smith, 2014). Cultural resources differ in type and comprise of “archeological assets, historic or pre-historic edifices, cultural landscapes, ethnographic resources an even museum objects” (King, 2013). Peoples and Bailey (2011) state that cultural resources may be treasured for their immense beauty or usefulness or a multitude of other reasons. They further explain that it is the salient feature of culture to connect one generation to another and ensures their most valued characteristic to mold and reinforce.

Thus, cultural resources however act as system of connecting the generations. They tend to bring people together with those specific values and ideas that are necessary for the success in a much contemporary society. Cultural resources comprise of that medium through which all people, regardless of their distinct backgrounds, can see themselves and the rest of the world from an entirely new point of view (Trompenaars and Hampden-Turner, 2011). The inevitable access to these cultural resources help people to learn a lot more, not only about their own immediate ancestors but about other various traditions as well (King, 2013).

## **2.5. Cultural Preservation**

To preserve culture means safeguarding and protecting tradition specific intellectual property and all related artifacts of historical value and importance. UNESCO is the chief organization that works under United Nations (UN), it is dedicated to protect and preserve diverse cultures across the globe. UNESCO Constitution (1945) acknowledges that the bottom line between every project done by UNESCO is to link culture and people through respect for all, forbearance and protection of heritage by "advancing, through the educational, scientific and cultural relations of the peoples of the world, the objectives of peace and the common welfare of mankind" (UNESCO Constitution, 1945 in Thomas-Hoffman, 2015).

The everyday English word preservation means to protect, safe and maintain something to its original condition. Cultural Preservation is a process for developing sound and durable methods for maintaining and preserving cultural heritage, so that past reinstates for benefit of present and future generations (Endong, 2019). Scholarly, preservation has been defined as the procedures applied to sustain the present form, value and historic fabric of property (Feilden, 2003). Preservation includes preliminary steps to safe, protect and alleviate the historic structure; removing of factors that are causing damage to the property (Weeks & Grimmer, 1995:2). And, it basically focuses on reinstating the historic condition by repairing and maintenance. National Park Service (NPS, “Choosing an appropriate treatment



for a historic building or landscape is critical”) a department that works under U.S. Department of the Interior, acknowledges that new constructions and replacements are not covered under preservation, whereas; limited operational and functional upgrading does suitably fit under it. In short, preservation is considered as a treatment against decay (Fry, 2001).

As it is discussed in earlier part of literature review, cultural resources are comprised of tangible/intangible cultural heritage and natural heritage. Moreover, the subject of matter in this case study is a passage or a trail “Guzargah” (filled with couple of cultural resources) that exists in a living heritage city. Thus, preservation of a cultural resource or some heritage monument gives a great sense of pride and belongingness to the fellow community members (Graham, Ashworth, & Tunbridge, 2005) and then, it is a mode of heritage continuity for next generations (Mason, 2005). Once preservation project has been approved, it acts as an umbrella process that links archaeologist, architect, contractors and preservation specialist in one loop (Endong, 2019)

To preserve architecture and structure of some historic value, it is obliged to “knowledge of a unique process of compliance and review” (Matero, 1993). It is the process that requires an expert knowledge and experience, since it is completely different from maintaining an existing landmark or developing a new construction site (Fry, 2001). To Protect and preserve culture or any form of it, is a challenging task but at the same time; it unfolds remarkable social and economic prospects (Thomas-Hoffman, 2015).

## **2.6. Preservation of Cultural Resources**

Knudson (1999) explains that “ the protection of cultural resources involves the knowledgeable and caring collaboration of resource specialists (e.g., anthropologists, archaeologists, architects, archivists, engineers, folklorists, and historians), material scientists, decision-making land managers, and the living community with ties to the heritage resources”. It is evident from his words that, this entangles each contributing group and individuals to manage the boundaries between each other. Therefore, the respective authorized sectors are liable to manage cultural resources, which in turn must value the public interest, welfare and need for decisions related to cultural resource management (Calandra, Mauro, Cutugno, & Martino, 2016).

Cultural protection and cultural preservation can be interchangeably used (Blake, 2000:61). Cultural preservation is most desired in the present times so as to ensure the safe existence of a country’s heritage and national pride (Edensor,

2002). Ahmad (2006) speculates that the preservation of cultural heritage includes its restoration and protection. Furthermore; he adds, cultural preservation needs to be practiced in a system keeping in view its spatial expansion and culture-specific contents. The process of protecting and maintaining the cultural heritage insinuates to substantial articles, artifacts and intangible attributes (of a community or group of people) that are hereditary in nature and transferred from past generations, for future generations to get benefitted (Green, 2008). It involves the legal framework to protect the cultural resources, thereby ensuring the safety of the historic properties in possession, and eliminating the factors that may harm or destroy the resources (Ahmad, 2006).

Preservation related to cultural resources could be effective and prosperous if planned systematically by careful consideration of resource allocation (Kaltenborn, Krange, & Tangeland, 2017). But it may still be experimental to a great extent and can brim with the risks allied with methods not certified (Tweed & Sutherland, 2007). Policies related to preservation need to be developed keeping in view current and future needs and requirements to benefit the generations now and after (Lee & Han, 2002). Furthermore, the preservation of cultural heritage must be executed, taking into account certain considerations such as the basic human rights to maintain identity (Neumann, Sanford, & Harry, 2010) and the balanced use of cultures resources because it could uplift economic and mystical needs of a society (Lee, 2010).

The prerequisites for the elevation of cultural preservation from a national to an international level can only be made possible through the establishment of international conventions (Kreps, 2013). The old conception of cultural preservation can no longer limit itself nowadays to classic practices of memory, protection and care, and ought to be a constructive process that transforms and effects on the system positively as per the needs of cultural preservation to achieve inclusion into the roster of world (Arshad, 2015). It is highly important to preserve the cultural resources both socially and economically, as they provide a reason to get connected through different activities offered by concerned authorities. Other than this they also augment and enrich the touristic flavor of community.

Barker, a historic preservationist and two other writers suggests that before starting any procedure or treatment to an assert of historic value, there are few points to ponder about (Cullinane, 2012; Appelbaum, 2012; Barker, "7 Steps for A Successful Historic Preservation Project"):

1. **Relative historic assessment** of a property or building plays a very important role for deciding the right treatment. Weeks and Grimmer (1995) suggests

to check the relative importance of property historically by asking questions in terms of i.e. reason for its construction - is it a resource of cultural and national significance – a masterpiece from historical craftsmanship. Similarly, Whole Building Design Guide WBDG (American federal program) suggests to seek answers of questions like; era when it was built, information regarding architect or designer, methods and materials used to build it, significant architectural features, any original manifestation in terms of drawings or written documents regarding construction available, present condition and its comparison with the original structure when it was built. Moreover, Stipe (2003) states that a complete in depth knowledge regarding the chronological prominence and architectural magnitude of the property, helps in planning and promoting the project positively.

**2. Physical assessment of the property** includes checking its present condition (i.e. how much does the original structure has survived– if it is undamaged and in intact form – does any alteration applied to building in the past – is that alteration important part of history etc.), a degree to which building material is integrated, analyzing the environmental conditions surrounding the structure prior to application of any treatment (Weeks & Grimmer, 1995; Barker, “7 Steps for A Successful Historic Preservation Project”). Grimmer (2017) reinforces that these key questions and probing the past; assists in arriving at the right decision regarding which method or process to select. For example; if major design, features, structure and material of property is intact and communicates historical significance of the building; then preservation is suitable in this scenario (Matero, 1993; Weeks & Grimmer, 1995; Grimmer, 2017; Cullinane, 2012).

According to Ryberg-Webster and Kinahan (2014), the physical assessment of the property requires cooperation among variety of experts. Archaeologist, architecture, site-engineers, preservation specialist, historical consultant & contractors could be suitable for the prior physical assessment of project (Ryberg et al., 2014; Fitch, 1990). The credibility and experience of all the experts should be thoroughly checked (Barker, “7 Steps for A Successful Historic Preservation Project”).

Salem, Baker and El Sayad (2018) states that the success of preservation project relies on the decisions and plans made during the design and construction stages; hence, forming a professionally qualified team is extremely important and integral to the success of the project. Whole Building Design Guide WBDG (2017) suggests that the experts of concerned field should prepare related documentations of each phase. Moreover, physical assessment report gives a good idea regarding

current condition of the historic structure and an appropriate method to apply, keeping in view latest techniques and practices.

**3. Document plan of action:** Well-documented plan of action would represent the over-all project goals and targets to be achieved (Bertron & Rypkema, 2012). The document would also guarantee that the concept for preservation of historic building is very much organized, well researched and achievable (Barker, "7 Steps for A Successful Historic Preservation Project"; Stipe, 2003). It will serve as an important tool to highlight the target audience (after the successful completion of the project), social and economic future prospects, prospective industries that will draw benefit from it (Arshad, 2015; Ryberg-Webster & Kinahan, 2014). Moreover, Wojno (1991) concludes that it will serve as a medium to convince community and attract funds for the project. It will also keep a track on overall project process till its completion (Barker, "7 Steps for A Successful Historic Preservation Project"; Wojno, 1991).

In a nut shell, Nepravishhta, (2015) suggests that to protect and preserve metropolitan architecture,

- Cultural heritage and its value should be properly indicated, archived and publicized.
- Tourist zone should be developed to facilitate the services for tourist.
- Tourist impact on society and environment should be scrutinized.
- Cultural activities and events through arts, crafts, related performances and festivals should be organized to boost urban heritage and traditions.
- Tourist zone should be foreigner friendly by using symbols and signs in different languages.
- Similarly, navigation can be indicated in same manner.
- Published material and audio guide can be made available by providing audio-aided gadgets on different sites.
- A destination should be regularly monitored for safety and tourist feedback should be encouraged.

## **2.7. Stages of Cultural Preservation**

According to the Whole Building Design Guide WBDS (2017), a program that works under National Institute of Building Sciences (Washington), the preservation process comprises of basic stages as follows (Lussetyowati, 2015; Bures, 2001):

- Planning and Design Developmental Stage
- Constructional Stage
- Operational Stage
- Maintenance

### **2.7.1. Planning and Design Developmental Stage**

According to Reinfeld (2003) and Whole Building Design Guide WBDS (2017), initial planning of preservation project starts by recognizing and estimating the true historic value of cultural asset, it also forecasts whether a structure is worth preserving or not. Pinter (2005) suggests that normally, it is archaeologist's task to dig out the post preservation details. Therefore, it can be stated that before the real preservation project planning initiates, the desired site should be approved from regional or state archaeology department (Downum & Price, 1999).

It is essential to identify core elements and distinctive physical features that have made a building an historic asset. Conway and Roenisch (2005:69) acknowledges that every historic building has something special in terms of style, design, may be some exceptional approach for construction, purpose of construction, the artistic techniques, interior decoration or simply the surrounding environment. Therefore, it is imperative for preservation specialist to have a detailed knowledge about the architectural and design history of structure/site being preserved. Published material, archival research and library records can aid the process (Downum et al., 1999). Other than this, Internet has also emerged as a main hub for information gathering. Kuru (2002) concludes that main aim of preservation is to revive the historical identity of a structure. As soon as, the historic value and identity that makes it special are acknowledged, priority is to protect asset (Pinter, 2005).

Once the initial planning is over, it is important to understand that the longevity of historic architecture to be preserved is strongly connected with the decisions made during the early planning phase of the project (Feilden, 2007:221-222). Therefore, according to Fitch (1990) and Bures (2001) building a reliable, proficient and qualified professional project team is extremely pivotal to the success of the project. Qualified firms and experienced professionals should handle each phase of preservation (Ziegler Jr, 1971; Vilbrandt et al., 2004). Moreover, it is extremely essential for the project team to develop documentation and record building based on historic research and attaining sketches and drawings of building under preservation (WBDG, 2017).

Preservation management plan is essential with achievable milestones (Gujja, 2007). It should address all details regarding how a monument or a building would be treated during the process of preservation (Grimwade & Carter, 2000; Gujja, 2007). Moreover, Nora (1989) states that it should be ensured that the preservation process is not going to change the fabric of historic property; it would only protect (as much possible) to its original state.

### **2.7.2. Constructional Stage**

Construction phase starts once the project funding and financial aspects are well settled. Construction should start in the supervision of a professional, in most cases the project is handed over to a contractor (private or government) or a preservation consultant (Barker, "7 Steps for A Successful Historic Preservation Project"; Ryberg et al., 2014; Fitch, 1990). The construction stage consists of architectural details, on-site professional procedures and precautions (Shen et al., 2010).

In order to ensure that the existing historic fabric would not get in danger as the construction work begins, there should be temporary protection mechanism incorporated around the site (Feilden, 2007). Besides, on-site supervisor should regularly visit the area, procedures for fire-safety should be installed, workers-public and all direct stakeholders should be well-informed regarding use of safety procedures (WBDG, 2017; Fitch, 1990 & Rose, 1981). All necessary manuals i.e. building material manual, operational guidelines, and resource maintenance schedules should be available on site (Weeks & Grimmer, 1995).

### **2.7.3. Operational Stage**

Bertron and Rypkema (2012) suggest establishing agreements with tenants or residents in case lease or purchase of property takes place. Furthermore, they continue adding that community members, stakeholders and the preservation authority should be on parallel grounds in terms of realizing the importance project. Safety guidelines and extreme precautionary measures should be adopted in case building is still in use or people inhabit around it (Ziegler Jr, 1971).

Steinberg (2008) acknowledges that monuments and traditional building are being used for events of special priority i.e. national or cultural celebrations, it does promotes the traditional assert but it also exposes heritage property to expected damage if not handled carefully. Therefore, policies and regulations should be developed for maintaining and handling such areas before and after the event. Maintenance wing should monitor the expected output (Parkes, 1999; WBDG, 2017; Mason, 2005).

#### **2.7.4. Maintenance Stage**

Maintenance stage of the project should never be ignored. As soon as the preservation reaches its completion phase, maintenance plan should be ready to forecast and spot any possible problem before it gets bigger (Lusetyowati, 2015; Barker, "7 Steps for A Successful Historic Preservation Project"). Wear and tear are very much possible especially when the site will be open to public for tourism purpose. A regular supervision and inspection team is responsible to deal this task (Ryberg et al., 2014).

#### **2.8. Standards for Preservation**

The standards for preservation necessitate the withholding of historic fabric to its greatest and maximum amount, by reinstating its historic state, architectural descriptions and particularizing of the structure as advanced over time (Weeks & Grimmer, 1995:2). National Park Services that works under U.S Department of Interior has highlighted few standards to follow:

1. The original historic integrity (design, shape, materials, architectural techniques etc.) of a structure that makes it distinctive would be protected and preserved by avoiding change or alteration in its overall physical outlook (Hoppe, 2016; White & Roddewig, 1994:5-6).
2. The materials that depicts historic integrity and are found in intact condition would not be altered, replaced, repaired or removed (Stipe, 2003:29-30).
3. The historic or architecture assessment done before the project initialization would determine and evaluate about level of preservation intercession required (Yastikli, 2007; Weeks & Grimmer, 1995:17).
4. If property requires some physical or chemical treatment, the mildest form would be applied to avoid any possible damage (WBDS; Grimmer, 2017).
5. The possessions and materials of archaeological value found on site during the preservation process will be protected and preserved in place. Serious actions will be taken if lost, misplace or theft happens (Stripe, 2003; NPS, "Standards for Preservation").

#### **2.9. Importance of Preserving Cultural Resources**

The ancient and recent historic places in any country are extremely important because they provide a tangible link to its past and historical background.

It is obvious that, once lost, these links can never be recovered (Gössling, 2000). They are those precious material touchstones to the evident past, that provide learning experiences and connections into the reality of the past confirming that people actually lived, struggled, laughed, and died there (Lowenthal, 2015). Each generation can learn considerably from the lumps of ground where the ancient buildings stood, rather from ruins, even the restored buildings, and the precious objects of the past (Amaral & Figueira, 2016). These are, in fact, the landmarks that provide linkages over a certain period of time and space. It also tends to give perspective and added meaning to our modern lives.

Certain risks and dangers such as ethnic and religious conflict, war and political looting, illicit trafficking of cultural property, robbery, illegitimate trade, neglect, deterioration, destruction of or any sort of unexpected forgery or modification to heritage, pollution, and disappearance are likely to hamper the possession of cultural heritage and threaten its existence (Guley, 2005) and (King, 2013).

The purpose to establish a framework by inducing a proper management plans for preservation of cultural heritage is to guarantee the protection of vital components of cultural identity and heritage (Nasser, 2003). These components can contribute indirectly for development of cultural tourism by creation of employment opportunities, sustainable commercial and economic progression, improved lifestyle of community, regeneration of urban infrastructure and escalation in property value (Hatton & MacManamon, 2003).

Moreover, the preservation of cultural heritage can prove to be beneficial in uplifting and promoting the salient features of destination image and cultural identity of a society in global tourism arean (Ekwelem, Okafor, & Ukwoma, 2011). Preservation process needs to be balanced with a combination of quantitative and qualitative methods and pertinent techniques (Amaratunga, Baldry, Sarshar, & Newton, 2002). It also must keep in view the varying perceptions of local stakeholders, to guarantee the befitting protection of cultural resources so that exceptional structure emerges on the cultural map (King, 2013). The planned preservation of historical and traditional resources is vital for urban planners and residents equally (Epler, 2007).

## **2.10. Significance of Technology in Cultural Preservation**

Beauregard (1993) and Barkan (2002:26) states that cultural heritage sites all over the world are exposed to decline, decay and falling off because of urban developments, neglect or social instability and destruction in shape of war.



Sometimes the major historical property is preserved and the artifacts are displaced to out of context and shifted to some museum or are being sold to some foreigner client (Barkan, 2002:27). Consequently, living heritage of many societies is at risk of being extinction if not preserved and protected.

The relationship between the cultural heritages in relation to contemporary technologies is new and complex (Van Dijk & Hacker, 2003). These novel, advanced and innovation technologies are of course maximizing the positive effect, reducing the physical spaces, enhancing the picture and voice quality and level of experience, facilitating information management and thus providing sustainability in its own domain (Berndt & Carlos, 2000:36). The advent of digital technologies and extensive range of diverse applications associated with the use of it has completely replaced, transformed and modernized the way information used to be collected, recorded, saved, retrieved and accessed (Yastikli, 2007).

Technology has effected and revolutionized almost all spheres of life (Van Dijk, & Hacker, 2003). Whether its education, health care, medicine, fashion, finance, banking, trade, tourism or history; technology has managed to step its feet in all fields of life (Ashley, 2003:53). Today, hardly we could see anyone not depending or relying on some form of technology for the normal day-to-day affairs of life. Thus, if we speak of protecting and preserving history and its related elements, the impacts of such advancements are immense and contribute positively towards better preserving the cultural heritage and with more precision (Tsirliganis, Pavlidis, Koutsoudis, Politou, Tsompanopoulos, Stavroglou, & Chamzas, 2002:476).

## **2.11. The Use of Technology in Preservation**

Preservation of cultural resources in its original form is something very much different from preserving the cultural histories in documents and in photographic forms (Deegan & Tanner, 2006:2). Due to the proper use of technology and advancement in technology it has become possible for the governments to restore the cultural heritage in its original form (Berndt & Carlos, 2000). With the use of latest technology equipment and latest architectural tools it has become much easier to preserve all the cultural resources (Deegan & Tanner, 2006:3-4). By using digital technology it has become possible to store and capture the real beauty of traditional monuments and expressing cultural heritage has become very much easy (Cameron & Kenderdine, 2007). By using technology and latest equipment cultural resources can be preserved in any country and that can be used for initiating cultural tourism in that particular place (Greg, 2001).

Gilmore (2015) defines **satellite imagery technology** as technology that keeps visual checks on a particular region. Basically it is used in metrology and weather forecasting (Milrad, 2017:146). Furthermore, Bitelli (2012) acknowledges that satellite imagery or remote sensing in cultural heritage is to monitor the region by mapping historic assets, monitoring the landscape even to tiny bits. Thus, this technology safeguards the historic property from theft, displacement or being looted and monitors its overall structure as well (Lasaponara, Danese, & Masini, 2012). Satellite imagery is operated and controlled by government and state level.

Preserving cultural heritage through **digital technologies** covers chief areas as: "Digitization of cultural heritage; Digital management in the cultural heritage preservation; Restoration techniques for rigid solid relics; Restoration techniques for paintings; Digital museum" (Gilmore, 2015). Puglia, Reed, and Rhodes (2005) state that the advent of digitization in the field of preservation is quite modern and contemporary in its application and results (as cited in Conway, 2010). Parkes (1999) further adds that digital technology helps to assimilate all forms of textual, voice or imagery data; on a medium that allows data to be easily reproduced and transmit. The storage medium is based on 0 and 1 bit system, so information once been decoded becomes durable (Tsirliganis et al., 2002). Moreover, retrieving the same data is also very easy and not time consuming.

Latest digitalization technologies of **2D** and **3D** have revolutionized the cultural buildings, artifacts and object (Rizzi, Voltolini, Girardi, Gonzo, & Remondino, 2007). Multimedia animation, visualization techniques and virtual reality have unified each minute and detailed description of cultural things that was not possible to imagine in the past (Lercari, Shulze, Wendrich, Porter, Burton, & Levy, 2016). All these technologies are providing us with ample description to imagine and actually see with our eyes the glory of past. These technologies tend to revive the originality of historic asserts by preserving them to possible authentic state (Remondino & Rizzi, 2010).

Computer generated animations are now common and far better way of utilizing the digital 3D arts. (Dellepiane, Callieri, Corsini and Scopigno, 2011:39) states that technology that is deployed in 3D is extremely high quality and image quality that it is providing is just next to real. Furthermore, they mention few more digital technologies i.e. interactive visualizations (40), Geographic web browser deploying 3D models (42) and virtual reality that offers virtual reconstruction; virtual reassembly and virtual repainting (50-54) are worth mentioning.

Similarly, 3D printing and 3D scanning are in progressive use by archeologist and cultural heritage preservationist (Balletti, Ballarin & Guerra, 2017).

Fua and Lepetit (2007) acknowledge that 3D (three dimensional) technology provides and stipulates us with programs and applications that allow capturing historic artifacts. It allows scanning entire heritage site to achieve **3D mapping** (Remondino, 2011). Thus, these latest innovations in 3D technology aid to digitally preserve cultural heritage (Al-Baghdadi, 2017:441). Contributions of technology in today's era are inevitable, priceless and vital to rediscover and preserve human past (Gilmore, 2015).

**Multimedia** has opened ways for new pitch of virtual reality; combined with digital technologies it is bringing revolution in presentation of information (Brown, 2001). It is now possible with the help of 3D and multimedia technology to actually get the feeling of being into the past (Vilbrandt et al., 2004). In addition, 3D holographic technology is quite recent and unique addition in 3D projection. Urey, Chellappan, Erden and Surman (2011) define that **3D hologram** is 3D projector based enhancement that exists freely in space and is easily observable without any 3D glasses. Moreover, they states that it displays images, objects, products and animated series in three-dimension and facilitates superficially the look and feel of real objects by floating absolutely free in air.

Subsequently, based on academic writings it can be concluded that the historical documentation now will be cohesively unified and comprehensive, as technology has bestowed an aptitude to effectively store even the microscopic details of historic artifacts and objects. Therefore, virtual reconstruction is possible in all imaginable manners and nearest to original design (Tsirliganis et al., 2002: Remondino, 2011).

The restoration of cultural resources and cultural heritage has created an opportunity of using these restored places as a tourist destination (Briedenhann & Wickens, 2004). From developing these cultural resources it will become more convenient for the countries to convert these cultural historical places in micro-destinations for the tourists from around the world (Tweed & Sutherland, 2007).

Storing and preserving cultural resources and cultural heritage in documents and through using digital technology has been a wide discussed topic (Berndt & Carlos, 2000). Preserving the cultural heritage through transforming it into documentation is the ultimate solution for keeping the essence of that culture present even tomorrow (Conway, 2010). Due to the advancement of technology conserving the cultural heritage by taking close angled 3D pictures and preserving the images by using Ortho-photo imaging techniques has become very easy (Hassani, 2015). For instance, a building in Konya (Turkey) has been exposed to

fire two times and due to the use of 3d modeling in architecture the real beauty of the building has been preserved (Yilmaz, Yakar, Gulec, & Dulgerler, 2007).

By using digital technology it has become possible to store and capture the real beauty of traditional monuments and expressing cultural heritage has become very much easy (Cameron & Kenderdine, 2007). With the passage of time, the importance of preserving cultural heritage is continuously increasing (Pigram & Wahab, 2005). Authorities are looking ways for preserving their cultural resources to show their historical traditions and culture to coming generations (Silverman & Ruggles, 2007).

With the use of latest technology equipment and latest architectural tools it has become much easier to preserve all the cultural resources (Deegan & Tanner, 2006 and Neuhofer, Buhalis, & Ladkin, 2014). Studies suggest that buildings, fashion, cities, traditions, customers, values, norms, theater, fine arts, cities, music etc. everything belongs to the cultural heritage of specific area, city or country (Berndt & Carlos, 2000). By using technology and latest equipment cultural resources can be preserved in any country and that can be used for initiating cultural tourism in that particular place (Richards, 2001).

Due to the proper use of technology and advancement in technology it has become possible for the governments to restore the cultural heritage in its original form (Berndt & Carlos, 2000). The restoration of cultural resources and cultural heritage has created an opportunity of using these restored places as a tourist destination (Briedenhann & Wickens, 2004). From developing these cultural resources it will become more convenient for the countries to convert these cultural historical places in micro destinations for the tourists from around the world (Tweed & Sutherland, 2007).

Cultural tourism has always been a part of the tourist attractions but in the modern society it is better to promote cultural tourism with the use of technology (Neuhofer, Buhalis, & Ladkin, 2014). Many of the times governments only spend in the preservation of historical place because they know, such places will help the government in attracting more tourists (Epler, 2007) which will conversely help the government in generating more funds and taxes. Cultural heritage preservation also opens door to more employment opportunities (Mason, 2005). With the passage of time, the importance of preserving cultural heritage is continuously increasing (Pigram & Wahab, 2005). Authorities are looking ways for preserving their cultural resources to show their historical traditions and culture to coming generations (Silverman & Ruggles, 2007).

## **2.12. Role of Archaeology in Cultural Preservation**

Archaeology is the study based on the investigation of the material remains belonging to the human past (Orna-Ornstein, 2002:10; Ashmore & Sharer, 2013). Beaudry, Cook and Mrozowski (1996) emphasize that when, human activities are studied and analyzed through the recovered material culture belonging to past; it is archaeological study. Harris and Smith (2001) state that archaeology could be regarded as the only powerful tool that let us know about our past, it provides knowledge and understanding regarding human race.

Core focus of archaeology is to study past of societies (Funari, Jones, & Hall, 2013). When human activities of past are studied through the retrieval and examination of materialist parts of culture, it is viewed as under the discipline of archaeology (Cullinane, 2012). These material parts can be anything i.e. buildings, artifacts, landscapes, objects of daily use etc. (O'Bannon, 1994:15-16).

The role of archaeology in sphere of cultural heritage and tourism is limited to the extent that it will promote tourism indirectly by studying the physical remnants of the past (Selvakumar, 2010). Archaeology also plays role in community development in form of museums, art galleries and historic theme parks (McKercher & Du Cros, 2002). It has a strong bond with human history and physical aspects of history.

## **2.13. Role of Architecture in Cultural Preservation**

Man constructs all architectural structures and it depicts the esthetic sense of society regarding how they interpret the outside world and spaces (Khan, 2015). Architecture has always been contemplated as a character that represents human civilization, and societal emergence and development through the function of time and space (Seo, 2014:135). As human started to gain control over its environment and he learnt to build communities, towns and cities; he also gained an artistic taste in constructing buildings with design and style (Jokilehto et al., 2007).

The process of planning, designing and constructing structures and buildings is called architecture (Pyburn, 2005). He also expresses that it is a wide discipline that caters all technical details from design till construction. Jokilehto (2007:2-3) stresses that architectural structures and buildings, as an end-product also identify the arts and cultural symbols of a society, further he calls it "rediscovery of antiques". The relation between historical preservation and architecture is turning out to be more receptive as compared to the past (Ashworth, 2011). The reason behind this shift is a mutual thought of architectures because they consider

preservation is “an integral part of their discipline” and preservation has been incorporated as a part of curriculum (Tomlan, 1994).

Architecture can be described as the artwork of location making (Seo, 2014). Elkadi and Lozanovska (2011) posit that the domain of architecture entails a large set of practices, which includes proper technical layout of the constructed surroundings, development of architectural plans (community-based or private), and advisory services. Moreover, they continue adding that architecture additionally holds a huge spectrum of information inclusive of city design and planning, and a diverse range of architectural ideas and principles. Historical preservation and architect are also deeply rooted in a way to specify ethnic character and distinctiveness (Khan, 2015).

According to Royal Architectural Institute of Canada (RAIC) and Bandarin and Van Oers (2012) postulate that the practice of architecture consists of providing expert services that are related with urban design, city planning - construction, expansion, conservation, recuperation, or alteration of any building new or old. Furthermore, RAIC and International Union of Architects (2014) suggest the set of few professional services included in architectural practices are,

- a. Planning regarding land-use (UIA, 2014:13).
- b. Urban design (RAIC).
- c. Providing of initial studies of designs, models, drawings, specifications, and technical documentation (UIA, 2014:5).
- d. Management of all technical data and documentation prepared by others [engineers, city planners, sub-divisional architects, and other specialist consultants] (RAIC).
- e. Project management.
- f. Construction supervision, administration and project delivery; (UIA, 2014:16).

Lahoud (2008) acknowledges that historical architecture represents historic identity and character of a particular society but the constructed heritage is unceasingly and constantly subject to corrosions in shape of weathering and decay. Therefore, it is important to protect and preserve them since physical artifacts are exposed to damage and decay (Seo, 2014). The historical they are, the more damageable and prone to deterioration they are becoming, if not preserved for future. Furthermore, architectural structures assist all citizens recognize the richness present in their heritage that has evolved over centuries; they help cultural and

political strengths to be replicated in tangible form (Tyler, Tyler, & Ligibel, 2018). History and heritage both unfolds a major role in building up a cultural national identity (Bandarin & Van Oers, 2012).

## **2.14. Role of Cultural Resources in Tourism**

There is no denying to the fact that cultural resources play a very substantial role in developing tourist attractions in any country. With the passage of time the trend of tourism is increasing (Pigram & Wahab, 2005) as people are getting self-sufficient. With the increase in tourism, people from different cultures have become more interested in cultures and history of other countries (Greg, 2001). It has been studied by many researchers that cultural resources of different countries if preserved properly can be used in building a tourist attraction (Fotakis, Anglos, Zafirooulos, Georgiou, & Tornari, 2006). Moreover, Lee and Han (2002) also state that cultural resources have the ability of attracting tourists from around the globe, which not only makes the place famous but also helps in generating funds for the maintenance of the place. The impact of cultural resources has a direct link with the rate of tourism in any country and it also has a direct link with the rate of increase or decrease in employment and income (Dwyer & Kim, 2003).

Each cultural resource is relatively a symbolic and much tangible reminder of certain values and ideas hold by a community. It works like a spark to touch spirits and ultimately fire the imagination. The studies of Bowtiz and Ibenholt (2009) imply that cultural resources have to be preserved in countries as they not only stipulate the increasing trend of tourism but numerous economic benefits are also enclosed. This goes without saying that in most cases, cultural resources offer creative spaces for the culturally oriented tourists worldwide (Csapo, 2012).

## **2.15. Cultural Resource Management**

Cultural resources do not exist out of space and location in some void where individuals do not interact with their environment (Amaral & Figueira, 2016; Barkan, 2002). They are located just in the same premises where humans dwell and plan urban development (Knudson, 1999; Green, 2008). Frequently on number of occasions, the urban development or amendment of towns, cities and rural areas impact adversely towards cultural resources i.e. a new highway has to be built and it passes through some archaeological site (Hatton, & MacManamon, 2003). In such occurrences, proper choices need to be made to strike harmony among the diverse interests, from protection of the cultural resources towards healthy livelihood for the citizens (Hutt & Blanco, 2004; King, 2013).

Within the widest scope, cultural resource management (CRM) is exercising and showing inclination towards handling cultural resources (McKercher & Du Cros, 2002:44). Cultural resource management is a systematic process; that fundamentally works for the safety and management of the multitudinous and innumerable though rare and threatened rudiments of cultural heritage (King, 2011). Pierce-McManamon and Hatton (2003) highlight that resources are sub-product of heritage therefore; CRM integrates and encapsulates Cultural Heritage Management CHM in its operation as well, since CHM deals with historic, traditional and ancient domain of culture. Moreover, they continue stating that 'heritage management'; 'cultural resource management' and 'archaeological resource management' are interchangeably employed. Cultural resource management involves:

**Research:** Recognizing, appraising, recording, recordkeeping and ascertaining further most fundamental knowledge regarding historic assets and capital.

**Planning:** Planning guarantees and elicits that the collected data and evidence on available resources is cohesively assembled to be utilized in management evaluations and for main concerns.

**Stewardship:** Guarantees that planned decisions have being taken place properly and the historic capitals of the country are conserved, safeguarded, and well translated for the interest of the public (Green, 2008).

Cultural Resource Management is fundamentally, the basic course of actions through which the innumerable; nevertheless precious and rare components of cultural heritage are furnished with the desired importance and needed consideration for sustaining protection and better management (Amaral & Figueira, 2016). Green (2008) and Jansen-Verbeke (2007) suggest that to manage cultural tourism; first creating well-suited objectives and then developing a framework for evaluating, analyzing and dealing with potential problems so that visible improvement and distinctive betterment can be seen.

An effective management system would lead to a profound development of cultural tourism in various prominent aspects and varied dimensions (Hatton & MacManamon, 2003). It shows concern to the rarity of cultural resources in a cutting-edge manner when the populace is on increase and demands-needs is varying (Edensor, 2002:12-17). Frequently paralleled with archaeology and history, CRM contains series of property types to manage including; "cultural landscapes, archaeological sites, historical records, social institutions, expressive cultures, old



buildings, religious beliefs and practices, industrial heritage, folk-life, artifacts (and spiritual places” (King, 2011:1-2).

## **2.16. Importance of Cultural Resource Management**

The resources dwell in parallel surroundings where individuals born and grow and where they develop towns and cities. However, there is always a need of safe and protected environment (King, 2013). It is likely that the expansion or modification of cities, towns and even the urban or rural areas impact or even may threaten the existing cultural resources for example; a new urban development plan might intent to utilize far off rural area that have not been tested and surveyed for the traces of historical or heritage resource already existing there (Kaltenborn, Krange, & Tangeland, 2017). In these concerning circumstances, certain important decisions must be made for maintaining a balance between the various interests of the community. That balance should ensure practical growth for the living inhabitants while executing the protection of the cultural resources (Nocca, 2017).

Management of cultural resources should be affirmative, incorporating tangible and intangible cultural resources on favorable grounds. Neumann, Sanford and Harry (2010) state that fundamental aim behind managing cultural resource is to ensure that important cultural properties for the public must benefit. This can only be achieved by the application of a profound law and sound public policy (King, 2013). Since, every nation in the world has its own unique and important history and distinct cultures, therefore most have developed their own statutes on their national, regional, and even at very basic local levels that exhibit how cultural resources ought to be treated.

The sole, primary concern of the cultural resource management, therefore, is to minimize any sort of loss or degradation of culturally significant material in a country (Timothy, 2017). The basic closely related issues may, however include the compatibility between cultural resources and any eminent new development, the consideration of the expected tourist needs furthermore the analysis and interpretation of resources, both natural and of course, cultural (Organization for Economic Co-operation and Development OECD, 2009).

## **2.17. Benefits of Cultural Resource Management Practices**

Cultural resource management brings forth numerous retroactive effects on the area, which they are a part of (Creaco & Querini, 2003). Many times these effects are absolutely positive. For a community, the inclusion of cultural resources can have many benefits, both economic as well as educational (Boniface, 2013). In particular, the community which already has a sustainable tourism industry,

flourished with cultural resources would tend to grow further with proper Cultural Resource Management practices (Besculides, Lee, & McCormick, 2002).

First, there are a number of *economic* benefits to incorporating cultural heritage (Nocca, 2017). A museum, for example, would provide a large number of jobs for the community. *Education* is another area that may largely benefit from cultural resources management. The people who would obtain certain jobs in the museum so built, or even in the café or for instance, as tour guides will need to be trained. They will gain far more knowledge of their heritage and would be able to spread this knowledge into the community (Pigram & Wahab, 2005). Cultural resource management features a variety of people from a wide array of disciplines. It ranges from sociology, architectural history, archaeology, social and cultural geography and different disciplines of social sciences too (OECD, 2009).

## **2.18. The Relationship between Destination and Cultural Resources in Tourism**

Destinations are the sources that provide a combination of both products and services. It is these resources, which the tourists use to create their own experiences. Providing a memorable, pleasing tourist experience is the sole purpose of having worth watching destinations to enhance social interaction, local authentic clues and services (Dwyer & Kim, 2003).

All those natural or cultural resources are considered valuable, if associated to particular community members and comprise of physical landscapes, material form of art and crafts, seascapes, traditional rituals and practices and even their distinctive lifestyle, have potential to imprint the preliminary stage regarding growth of a destination for satisfying tourists' interests (Taylor, Clair, & Mitchell, 2014). Nasser (2003) acknowledges that in a country having cultural destinations enforces a progressive economic and societal impact. Moreover, it not only establishes and reinforces historic character but also supports to build national image by preserving traditional asserts.

## **2.19. Significance of Cultural Resources on Marketing & Management of Micro-Destinations**

Basically, the main characteristics that a tourism destination should take into account are infrastructure, climate, peace and social security, natural and historical monuments etc. (Ritchie & Crouch, 2003). Thus, before planning for destination marketing, the target audience for the related tourism product is very much vital for the success of any destination (Leisen, 2001). Every tourist has an image or an

opinion about a destination (before traveling) that shows how he/she perceives that place. That perceived image acts as a strong marketing tool, since it can make or break future 're-visit' options for the same destination (Qu, Kim, & Im, 2011). Therefore, marketing the micro-destination wisely is just like selling your product in right place and on appropriate time. Cultural resources can act as a fuel to burn the fire more fiercely; in other words, their presence on a destination can add a flavor and bright colors for promoting and enticing the traveler (Howie, 2003). That is the reason why; culture related things and activities always gain attention of people.

Accordingly, after a certain time period the destination image should keep refining itself by focusing elements to be transformed (Leisen, 2001). Bunghez (2016) forecasts a resilient competition between tourist product and destination services. Moreover, he continues saying that there also exists a strong competition between the expectations that a tourist travels with and the requirements that he deserves.

It is well documented that the tourism industry has shown a fast growth as compared to world trade in last five years (UNWTO, 2017). It produces a dynamic ripple effect in enriching the effectiveness and attractiveness of a destination (Iunius, Cismaru, & Foris, 2015). Not only does it create more jobs for the local community, but also encourages the preservation and development of a destination in the form of improvements in infrastructure and introduction of new leisure amenities (Kreag, 2001).

To put it simple, a destination is the "amalgam of tourism products, and the rich cultural heritage" contributes to its attractiveness and competitive viability (Stokowski, 2002). Moreover, Baud (2002) as cited in Amaral (2016) states that in past few years, an active thought to conserve and preserve the natural as well as cultural resources has globally gained interest of different organizations and even nations. Therefore, a destination might intrinsically be attractive but to outrank other areas in terms of tourist turnover, the stakeholders must protect and preserve its cultural resources in such a way that it facilitates the development of the destination (Gössling, 2000).

# CHAPTER III

## RESEARCH STUDY

### METHODOLOGY & FINDINGS

The main objective behind this research is to detect and investigate the commonly observed urban problems and challenges on the Shahi Guzargah (Royal Trail) emerged after the preservation work. Additionally, this research (that is conducted through case study) analyzes the impact of preservation on cultural resources in making Shahi Guzargah (Royal Trail) a micro-destination. To that end, throughout this research empirical data was collected regarding local population statistics, the quality and eminence of living of the local community, plus the spillover effects of cultural tourism on socio-economic and environmental conditions prevalent at Shahi Guzargah (Royal Trail).

#### **3.1. Case Study**

Lahore is unmistakably the second largest city of Pakistan with a population of approximately 12 million people. It is the administrative and cultural capital of province Punjab. The city has long held rich traditions of intellectual and literary ferment, and has a remarkable historic urban fabric as well as monumental sites and individual buildings that reflect a dynamic and multicultural past. And like all other major world cities, in the words of Ezdi (2009), houses an “old nucleus from which the city has originated and grown spatially.” For centuries Lahore remained one of South Asia’s major cultural centers. It has been the bulwark of resistance to the waves of Central Asian invaders that overran the rich plains of the Punjab numerous times over the course of the millennia. Lahore’s built environment as it stands today is thus a manifestation of the myriad layers of influence and exchanges – cultural, political and social – that have taken place over the passage of time.

The Walled City of Lahore is a significant living specimen of ancient urban settlements and centuries-old cultural landscape (Batool, 2016). The city is rich in its historical, cultural, archeological and social heritage (Raḥmānī, 2016). The urban populace of Walled City Lahore has a long and known history of awareness and activism (Bapsi & Sidhwa, 2005). The literacy rate of the population in Lahore is 63%, the highest in the country (PSLM, 2016). The people are fully cognizant of their rights and obligations and are very assertive politically (Hoppe, 2016). Razvi (2012) states, between the year 1526, Babar the Mughal emperor conquered Northern Hindustan, and in the year 1748 when the Afghans captured the region,

Lahore proudly enjoyed a good 220 years as a Mughal city. However, it was during Akbar's reign that the initial Mughal development began in this political and cultural heart of Punjab. Akbar and his successors, namely Jahangir and Shah Jahan, as well as their families had a special liking for the city, as Findly (2001) quotes Mughal Queen Nur Jahan saying: "*We have purchased Lahore with our soul; we have given our life and bought another Paradise.*"

Lahore rose to prominence as the imperial capital, a capacity it served for 14 long years between 1584 and 1598 (Razvi, 2012). During this time, Akbar built and remodeled the city as a residential, courtly and administrative center (Ezdi, 2009). Jahangir and Shah Jahan followed suit and sponsored several architectural commissions in and around Lahore. In doing so, the Mughal emperors and their noblemen raised close to two thousand ornate edifices across the city (Walled City of Lahore Conservation, 2016). Given the immense political patronage the city enjoyed, new walls and gates were erected around it (General Books, 2010). This fortification gave birth to the mystic walled city confining within it several palaces, gardens, mosques, mausoleums and pleasure pavilions, each displaying a range of architectural features Mughals were famous for (Raḥmānī, 2016).

Although the city has expanded extensively over the years, with most of the gates destroyed, the walled city; which now forms the north-western part of the city of Lahore, continues to stand tall amidst a galore of iconic structures reminiscent of Mughal architecture (General Books, 2010). Some of these grand constructions within walled city are the *Lahore Fort*, the *Wazir Khan Mosque*, the *Badshahi Mosque* and the *Shahi Hammam*. Also, there are havelis such as "*Chuna Mandi Haveli, Haveli of Nau Nihal Singh, Nisar Haveli, Haveli Barood Khana, Salman Sirhindi Haveli, Dina Nath Haveli, and Mubarak Haveli*", which are remnants of the post-Mughal era Sikh culture.

According to Ezdi (2009), the independence of Pakistan-India Subcontinent in 1947 resulted in huge demographic changes in the walled city and transformed the historical heritage site to a retail and wholesale hub serving regional and national markets. Soon, as he further remarked, the city began to lose its historical and cultural treasures to encroachment, environmental pollution and acute commercial congestion.

### **3.2. Qualitative Study**

There seemed to have been a very strong corporate interest in the walled city because of emerging intense commercial activity. Unfortunately, the walled city was under threat from the onslaught of unchecked, unregulated commercialization,

official neglect, societal apathy and the resultant decay (Malik, 2010). Within the community, stakeholders of the area were many and diverse. They comprised owners of the buildings, residents, tenants, encroachers, trade associations, housewives, children and daily wageworkers etc. Every group had its own set of expectations and reservations regarding any kind of conservation work within the boundaries of walled city. The interest of owners and encroachers were different from one another. Where the owner-residents were visibly benefiting from any kind of preservation, the encroacher's perception was totally different and opposite, as they had have to relocate their running business during the project execution (General Books, 2010).

Moreover, Walled City of Lahore confronted inappropriate disparity and imbalance of having an amazing cultural asserts on one hand and on other, extreme urban concentration with elevated poverty and with almost no infrastructure of its population (Khan & So, 2007). Past depicted that there were no special efforts made to improve living standard of its stakeholders and to protect the magnificent heritage within these walls.

### **3.2.1. Walled City – Facts and Figures**

Situated in the north-western periphery of the metropolis, the Walled City of Lahore contains tightly packed buildings and narrow alleyways, and for the city's denizens and visitors alike remains one of the most popular destinations as a source of the city's origins and architectural diversity. The Walled City is home to the Lahore Fort (Shahi Qila), a 20-hectare Mughal royal precinct that has been on the World Heritage list (along with the Shalimar Garden) since 1981; as well as to other landmark sites of equal importance that includes the Badshahi Mosque, the Wazir Khan Mosque and Wazir Khan Hammam.

The Walled City comprises a little over 3 square kilometers of land, into which are packed some 22,000 individual parcels of land, and some 130 linear kilometers of bazaars, streets, lanes and cul de sacs. Until 1947 the city had remained more or less intact, with its internal dynamic holding steadily to historic ways of building and the historic land use, and to maintain its urban and cultural character. The riots of 1947 resulted in the loss of some 12% of its urban fabric to arson and looting.

### 3.2.2. Shahi Guzargah (Royal Trail)

Shahi Guzargah (Royal Trail) is a long street cum linear bazaar having length of 1.6km starting from Delhi Gate to Masti Gate, from where the trail then continues leading to the famous Lahore Fort. This trail was the same path as was followed by the Mughal emperors when they used to come from Delhi (now India's capital) to reach the Lahore Fort while crossing through the walled city. The trail has numerous narrow streets branching out of bazaar and leading to residential areas. It is however studded with shops selling items like clothes, shoes, jewelry and cosmetics etc. The shops, permanent or temporary, are of medium size with 3-5 ft. encroached towards the road (The Royal Trail). Numerous planned and illegal constructions and violations of building control and town planning byelaws had created messy neighborhood with an ever-growing tendency of replacing old buildings with ill-planned, aesthetically ugly and un-approved permanent structures, which were destroying the city fabric.

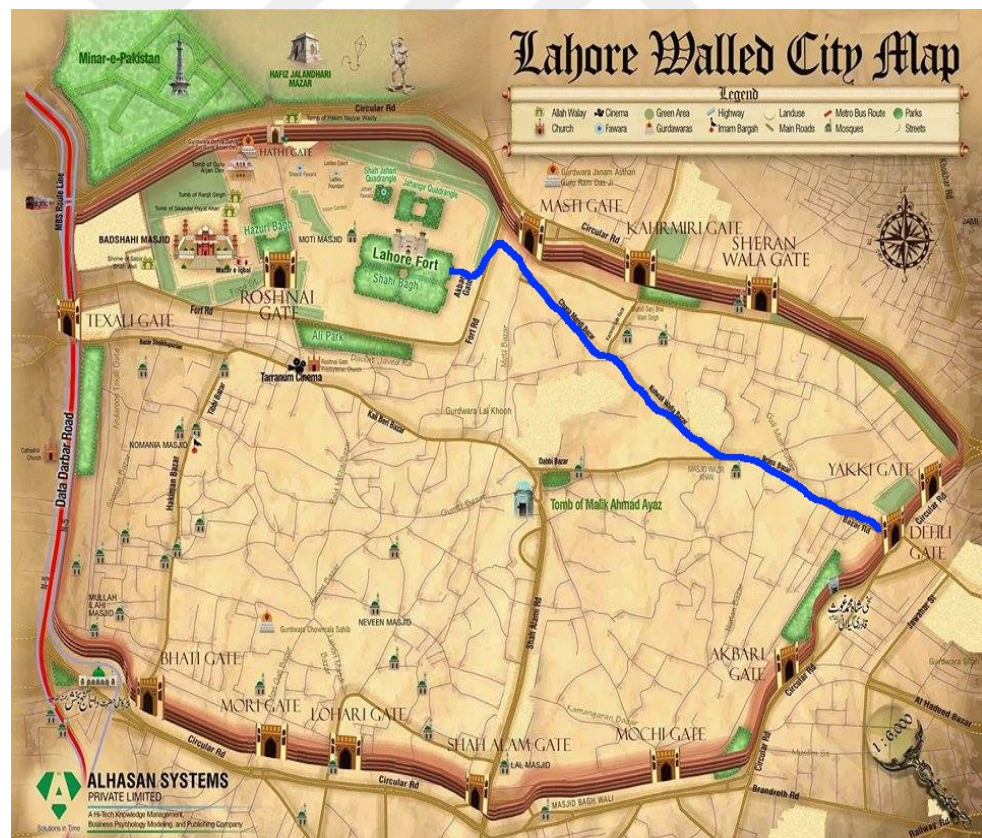


Fig 3.1: Lahore Walled City map, Shahi Guzargah in blue color

### **3.3. First Preservation Project at Shahi Guzargah (Royal Trail), SDWCL-2007**

After decades of negligence and unsustainable development process of Walled City of Lahore; the colossal task of rescuing the historical buildings from deterioration was initiated by on request of Government of Punjab (GoP), with the financial and technical assistance/support of its partners; the World Bank, Aga Khan Trust for Culture (AKTC) and Aga Khan Cultural Services Pakistan (AKCS-P). Together they launched, "Sustainable Development of Walled City Lahore (SDWCL)" project in 2007. AKTC is an agency of the Aga Khan Development Network (AKDN). SDWCL worked under a public-private partnership framework agreement with the Government of Punjab.

The initial pre-feasibility study for this project suggested to development an institutional framework that would work for walled city. In light of the initial study results, GoP established Project Management Unit (PMU) for project monitoring and implementation. The object behind this step was to have an integrated and devoted body for sustainable growth of the built heritage and its overall management. Later in 2012 the same body transformed into an autonomous authority, "Walled City of Lahore Authority (WCLA)".

The SDWCL project started in 2007 and envisioned a complete urban renewal (design and improved infrastructure) of the city and to tailor its development in such a way that it complimented the vintage value of the walled city. Within the context of SDWCL, a pilot-project called Royal Trail Project had been taken up to rehabilitate and uplift the Royal Trail from Delhi Gate to Masti Gate so to demonstrate the desired outcomes of the initiative. The pilot project was divided into two packages, namely Package I & Package II respectively. Poverty reduction, community participation-awareness and stakeholder mobilization were an essential component of the project so to create ownership of this useful initiative and instill sustainability. News published by Dawn in March 2008 reported that the World Bank-funded program encompassed:

"A cultural heritage component that is helping the government of Punjab undertake preparatory socio-economic and physical documentation surveys; analysis for improved heritage asset management and regulation; and the implementation of a pilot project within the Lahore Walled City which envisages the creation of a heritage trail along Shahi Guzargah (Royal Trail). This pilot study envisaged to test methods and processes by creating a prototype, with the objective of scaling up across the entire Lahore Walled City, as well as other historical centers in the country."



While the AKTC's initiative aimed to restore much of the area's historic urban form, it also expected to promote and increase cultural activities and tourism in the city. "That thousands of local and international tourists flock to Lahore to enjoy first-hand the architectural beauty and the gastronomic delights it has to offer"; was one of the many objectives underlying the project. According to AKDN, other reasons for AKTCs' intervention in Lahore's Walled City were:

- a. A marked decline in the number of people living in the area.
- b. Conversion of residential land into warehouses to be used for commercial purposes.
- c. Poor water and sanitation services resulting in unfavorable living conditions.
- d. Creation of employment opportunities for the local community.

Tanweer (2014) highlights a restorative step taken by the AKTC and mentions that the AKTC conservation measures not only helped preserve the historic footprints of the Walled City – they also contributed immensely toward improving the quality of life of the direct stakeholders, namely the local residents. The case in point, Royal Trail, is no exception. Pervaiz Qureshi, a renowned architect and urban planner was a part of the walled city initiative, and was one of the founding members of the Walled City of Lahore Authority (WCLA), an organization set up for the restoration and conservation work exclusively for the walled city alone.

"The first step involved creating a plan and deciding on preservation work on some designated areas. Under the auspices of the Aga Khan foundation, we put together a team of people and they selected an area, which is called the Shahi Guzargah (Royal Trail). This was taken up as a pilot project to not only investigate but to evolve a conservation plan and have it documented," explained Qureshi (Muzaffar, 2016).

### **3.3.1. Objectives of SDWCL Project**

The main and foremost aim of the preservation and conservation of the Royal Trail under this project was to stimulate and promote cultural tourism both nationally and internationally furthermore to augment and enrich the commercial activity of the area, while also improving the living standards of stakeholders within the walled city. The specific project objectives included the following:

- a. To adopt a strategic approach to urban development and cultural conservation and display.

- b. To improve infrastructural services at metropolitan level and to promote physical and socio-economic improvement of the area.
- c. To enhance local stewardship of cultural heritage.
- d. To eliminate predictable dangers to the structure.
- e. To provide tourist associated facilities.
- f. To carry out the project activities in such a fashion as to involve the local communities so that project work could be accelerated.

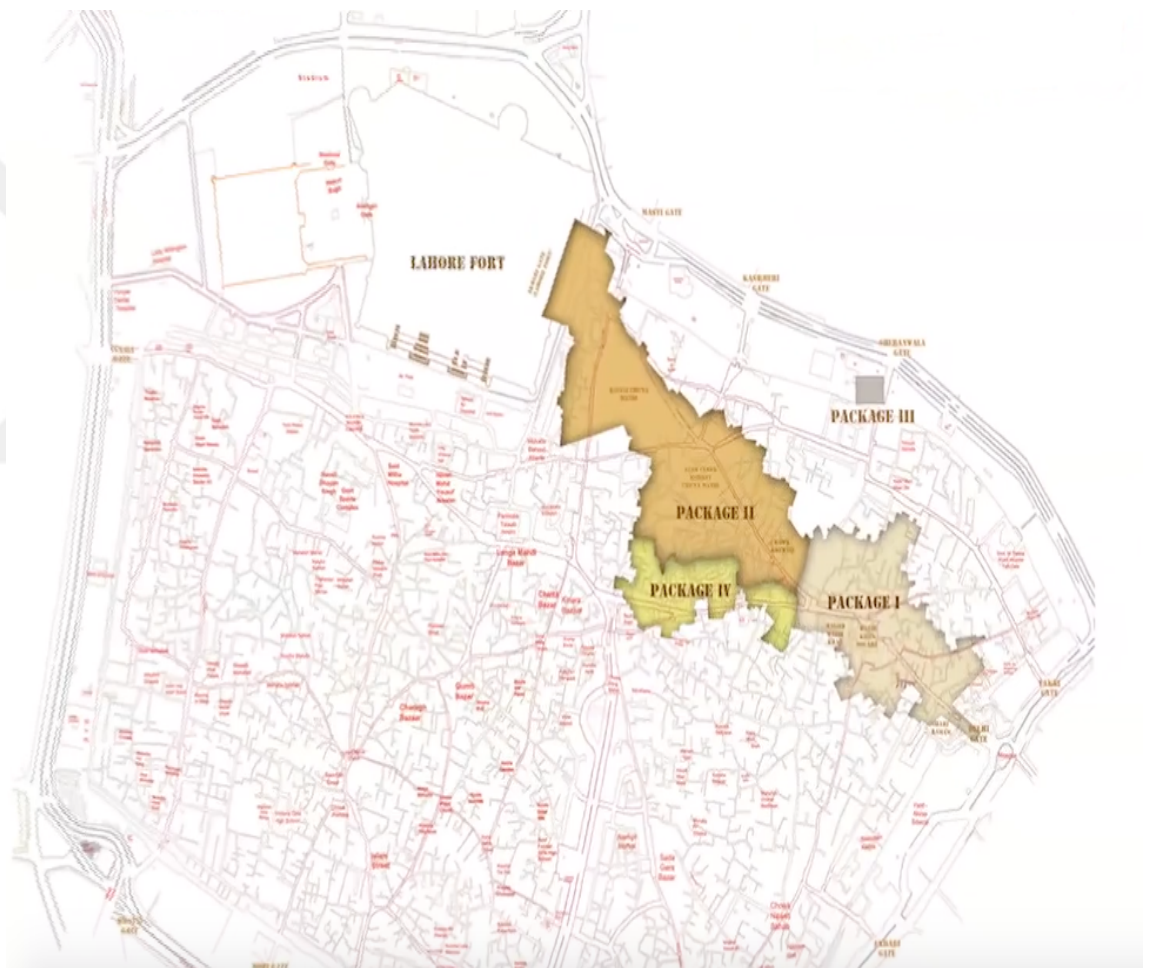


Fig 3.2: Two packages of Shahi Guzargah (Royal Trail) Project

## ROYAL TRAIL PROJECT – Package I

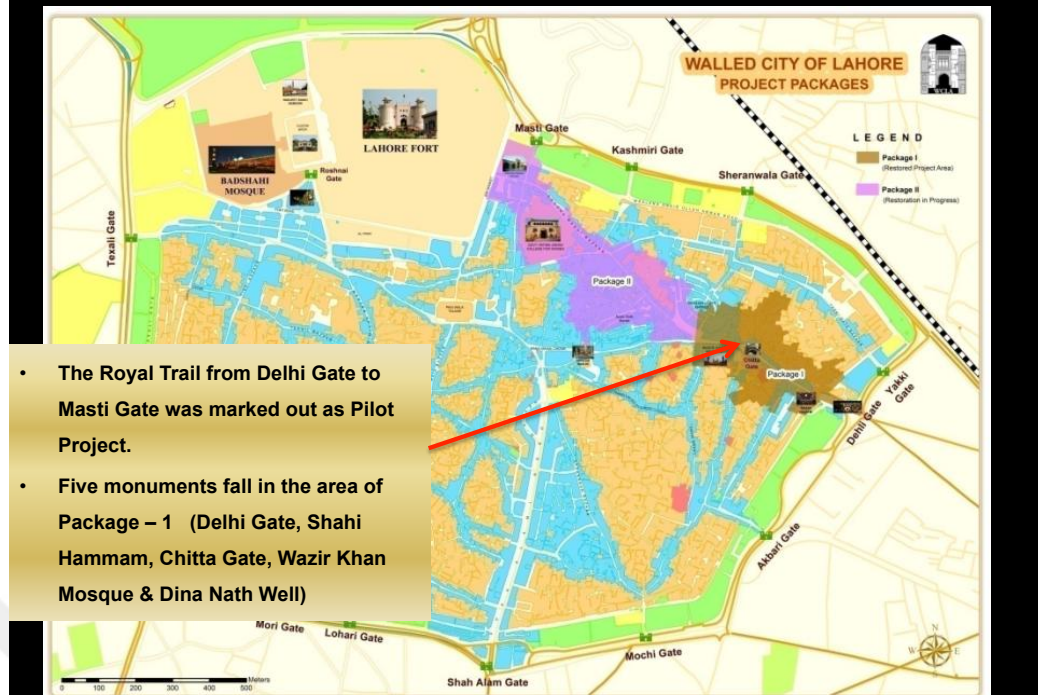
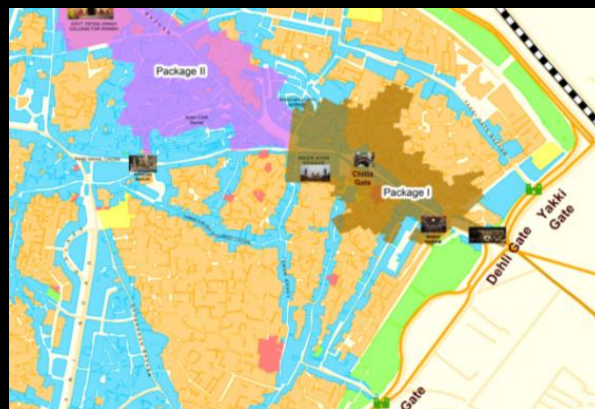


Fig 3.3: Royal Trail Project – Package I

## ROYAL TRAIL PROJECT – Package I

Started: April, 2012  
 Completed: 2015  
 From Delhi Gate to Chowk Purani Kotwali



- Total Streets: 57
- Total Houses: 513
- Total Shops: 157
- Total properties in the walled city: 22000
- Properties Rehabilitated: 670

Fig 3.4: Royal Trail Project – Package I (Information)

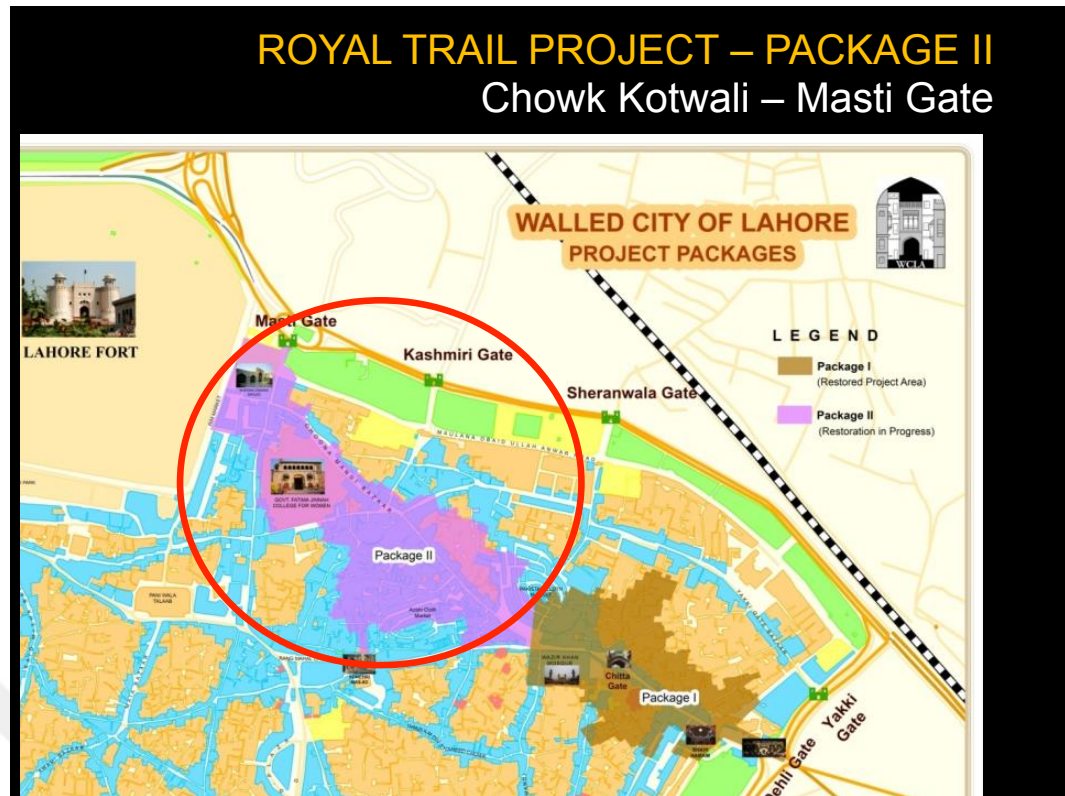


Fig 3.5: Royal Trail Project– Package II

### 3.3.2. Scope of the Project

As the project began to execute, it impacted physical, environmental and socio-economic factors. Moreover, the basic infrastructure and building structures of walled city were disrupted. Data on all aspects was collected through multiple field surveys and interviews conducted by specialized teams and a detailed document was prepared with a name of Resettlement Action Plan or RAP report. The project area was mainly commercial with shops on left and right all through the trail. In order to evaluate the value of each category of structure or property, inventory was made with exact figures and condition so that project affected persons could be compensated (Malik, 2010).

The Planning and Building (P&B) Survey of the walled city was undertaken in 2009 by the Aga Khan Cultural Services, Pakistan. This surveyed each of the 22,000 plus parcels of land, recording ownership, location etc., and assessing their primary and secondary uses, type of building including its height, construction and historical and cultural significance amongst other aspects. This data has not been updated since, but remains one of the most accurate and extensive sources of data, especially on the physical fabric of the Walled City of Lahore (WCLA, 2016).

### **3.3.3. Achieved Milestones**

The aim of this project was the restoration of the Shahi Guzargah (Royal Trail), upgrading of the infrastructural services and facade improvement of the complete passage from the Delhi Gate to the Lahore Fort. Major achieved milestones are:

1. Complete preservation and restoration of Dehli gate and Royal Bath
2. Removal of encroachment inside Dehli gate and in respective markets along the trail
3. Rehabilitation and improvement of façade on main trail
4. Removal and relocation of shops outside Masjid Wazir Khan and Royal Bath
5. Development and implementation of infrastructure
6. Establishment of tourist based activities
7. Employment opportunities were given to community members
8. Multiple workshops have been arranged for creating awareness regarding sustainability of the area.

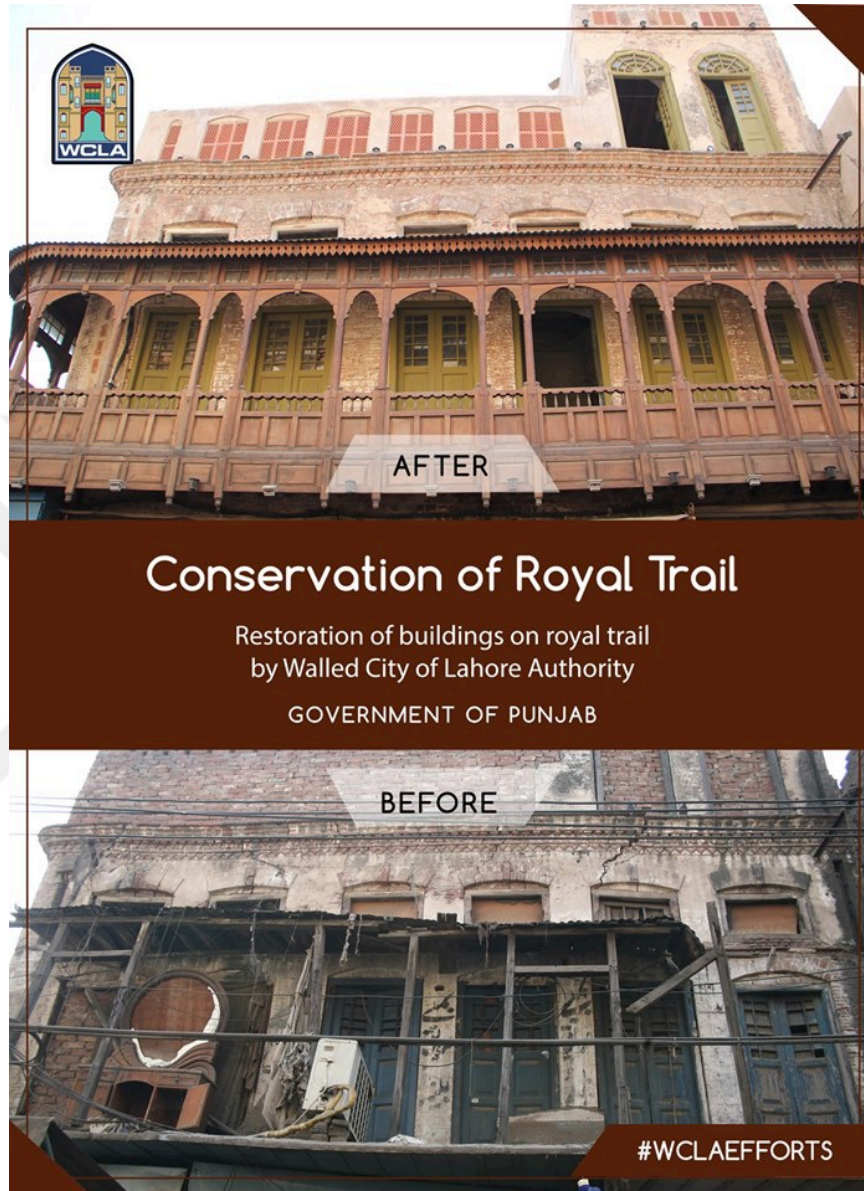


Fig 3.6: Restoration of Royal Trail (Before and After)



Fig 3.7: Restoration of Shahi Hammam (Before and After)

### **3.4. Walled City Of Lahore Authority (WCLA) ACT**

In the April 2012, the Government of Punjab passed the Walled City of Lahore Authority ACT. This act acknowledged the Walled City of Lahore as an independent and self-governing body to supervise and run all tasks and functions of the complete area. The main goal and purpose of this act was to invigorate the Walled City into an ethnically and traditionally vibrant, communally unified, environmentally secure and economically energetic vicinity of metropolitan Lahore. The objectives of the Walled City of Lahore Authority (WCLA) under the ACT are as follows (WCLA Act, 2012):

- a. Identification and authenticity of the heritage and its value.
  - b. Preparation of master plan for conservation and maintenance of the area.
  - c. Develop infrastructure to preserve the heritage by managing to deliver sufficient entry to the narrow streets, development of durable roads, closed sewerage system, protected pipelines for clean drinking water as well as under-ground electricity wires and communication networks.
  - d. Temporary take-over of private buildings by owners for the restoration of original legacy and then return to owner/occupant.
  - e. Merchandising of tourism in the Walled City of Lahore.
  - f. Merchandising of culture based events and activities in the Walled City of Lahore.
- (Source: WCLA Act, 2012).

### **3.5. Future Plans**

Walled City of Lahore (WCL) appeared as an independent autonomous authority after the enactment of the Walled City of Lahore Act 2012. The Walled City of Lahore Authority is existence for about six years. In this time several important milestones have been achieved. In 2014, the first phase of the Shahi Guzargah Pilot Project in the Walled City was completed, followed on its heels by the conservation of the Shahi Hammam in 2015, and now the completion of the project for Chowk Wazir Khan.

WCL was already committed to metropolitan improvement and renovation in walled city, but now it is more independent, organized and dedicated for preparing and implementing urban uplifting policy structures. A milestone of no material dimensions, but of major importance to the future of the Walled City is the Master Conservation and Redevelopment Plan (MCRP). This is a long-term process that would reap long-term benefits in favor of reinvigorating cultural aspects of the



Walled City through the preparation of a Master Conservation and Redevelopment Plan (MCRP). While recognizing the vital economic contribution of industrial and commercial activities, the MCRP seeks to reverse the negative impact that they pose to the built environment and indeed to the quality of life of the residents.

The master plan further advocates the completion of a Register of heritage Properties and contains a conservation plan, which outlines suggested procedures and regimes to be employed and adhered to for the conservation of heritage properties. The conservation plan also features seven area conservation and development schemes of the size and character of the Shahi Guzargah project. It provides examples of how we can improve traffic engineering and urban design on surrounding roads and at the same time focus on recovering of encroachments. In addition it makes certain important proposals on parking.

### **3.6. Methodology**

The methodology section covers techniques, tools and procedures utilized to acquire primary data regarding objective of research study. This section includes the sampling techniques employed to identify the population selected for conducting case study, pertaining research tools and instruments, execution of data collection procedures and tendering analysis techniques on data by the researcher. This study pursues to inspect and scrutinize the magnitude to which the preservation of cultural resources can affect the development of a micro-destination.

#### **3.6.1. Research Design**

A comprehensive collection of qualitative techniques has added a great deal of value to tourism marketing and research (Walle, 1997). In this regard, the researcher carried out a qualitative research through interviews. Data collection process involves semi-structured open-ended interviews with the selected interviewees. Information was gathered exercising an open-ended semi-structured interview form. Questions in the form enclosed all the imperative elements to be questioned and discussed depending on the topic. It was designed as open-ended as for the respondents to answer conveniently. Before asking the interview questions, the researcher thoroughly rationalized and clarified the purpose of the research and explained how this feedback and input could be helpful for the respondents in long run. The respondent's consent was beseeched before beginning to ask interview question. As per practice, the researcher gave a briefing to expected respondent about description of the topic and related subjects-of-matter intricate in the loop therein, so to eliminate any possible confusion during an

interview. For the research to gain a more realistic and concrete perspective, data was collected from two different sources.

### **3.6.2. Qualitative Research**

Qualitative research is a systematic and scientific approach to gather non-numerical and non-statistical data (Babbie, 2015). This research involves naturalistic (Patton, 2002) humanistic and interpretive approach about a detailed account of some phenomenon in context (Golafshani, 2003 & Jackson II, 2007). The prevailing methods for data collection are interviews and observations in the naturalist style (Golafshani, 2003). The investigation and analysis of data primarily depends on non-statistical techniques. In this regard, Patton (2002) states that, “phenomenon of interest unfolds naturally”. So, it describes phenomenal change under naturally occurring settings. Interpretation of events by researcher and participants itself contributes to process of analyzing the data because forecasting specific outcome is not the goal of qualitative research (Willig, 2013). According to (Golafshani, 2003) the role and amount of involvement that qualitative research demands tends to grasp the researchers within its context. In addition Willig (2003) posits that qualitative researchers tend to be concerned with explaining and describing meanings, quality of experiences, opinions, certain situations and events that shapes participants thinking process but it never predicts any single outcome. Also the author states that there is no cause and effect relationship inherent thus variables are also not part of it.

Case study is another approach to qualitative research that relies on and enables to explore a phenomenon within its contextual framework by using diverse range of data sources (Baxter & Jack, 2008). The most potential sources of attaining data might be interviews, direct observation, opinion of participants, physical artifacts, published/non-published documentations, journals and archival records. Semi-structured Interviews are qualitative method of data collection that includes a set of pre-determined, open-ended questions concerning topic to be covered by researcher (Mathers, Fox, & Hunn, 2002). The questions are open ended in nature because it facilitates both interviewer and interviewee to define and deal the topic in a detailed way. With this method, Wolcott (2009) as cited in Blandford (2013), the interviewer additionally has the liberty to further investigate the issue by asking more questions or differently dealing the same line of inquiry. Thus, it provides flexibility for the interviewer to explore specific themes or generate further responses. Interpretation of collected data was done by content analysis. Transcriptional text was further categorized by using theoretical coding. The fundamental process in the analysis of semi-structured qualitative research data is coding (Babbie, Wagner III,

& Zaino, 2018). It comprises of dealing the transcribed information in form of text and notes so to come up with meaningful units of information. In short, it is the process in which categories are identified; these categories (or meaningful units) simply hold basic understanding of data that has been reduced to codes or segments in an elaborative manner (Willig, 2013).

For theorizing the analyzed data constant comparative analysis was applied. The constant comparative analysis is a segment of the Ground Theory Method in which the comparison between observations and opinions is applied in order to develop and encourage a concept regarding evolving phenomenon of research (Babbie, Wagner III, & Zaino, 2018 and Patton, 2002). The observations and opinions gathered from the stakeholders of walled city and from the authorities were contrasted and compared accordingly.

### **3.6.3. Data Collection**

The primary data collection with respective stakeholders of the region was based on 8 semi-structured in-depth face-to-face interview questions. The researcher approached and selected the voluntary stakeholders randomly, explained the purpose of the research and requested them to participate in the interview. The interviews with the stakeholders took place at the office of President Cluster Group between February to March 2018. Each interview lasted approximately for an hour. All interviews with CBO members were audio recorded assuring that nothing was missed and respective notes were taken while decoding. The interview questions with respective stakeholders were generally related to topic but the interview questions with officials were in little more detail in accordance with the topic. Few questions were common among community members and official's interview form.

All questions asked during the interviews covered condition of tourism in area before and after conservation, steps involved in preservation of cultural resources and social & economic effects of preservation. The underlying idea behind these questions was to know the opinion of respondents regarding a particular concept of topic under discussion. The main aim behind interviewing was to assemble response towards evident variables of study in relation to development of a micro-destination. Despite the fact, this existing study is not completely an exploratory research, yet the researcher carried out an in depth literature review and documental evaluation that allows provision to study. No earlier study or research is closely alike and comparable to the study in hand, however is it influenced through the researches performed and posted in articles, books, journals, and web sites.

### **3.6.4. Sampling Method**

The respective stakeholder respondents of the area were selected on the basis of their convenient accessibility by applying convenience sampling.

The official respondents of the authority were selected on the basis of relevant purpose of the study and information needed. Thus, officials were selected on the basis of purposive sampling.

### **3.6.5. Data Sampling**

The first group of respondents was local stakeholders, belonged to the community of Royal Trail within Walled City of Lahore. Among all stakeholders, few were members of cluster group and few belonged to Community Based Organization (CBO). All were residing within the premises of Royal Trail. Few respondents were only residing there and were not involved in any social activity. Cluster Group is kind of a senate. It is made up of known and influential dignities of the Walled City of Lahore, known for their good character and morality. It is responsible for all-important decisions regarding area.

Moreover, Cluster Group members do ensure conflict resolution. This group already existed before the advent of AKTC for preservation work. The practical and subordinating aspect of cluster group is handled by CBO. Community Based Organization (CBO) was created on suggestion of authority to bridge the gap between the community and authority. CBO represents members from different streets of walled city. Each CBO member is a well-known and active representative of his street and people usually listen to him. CBO members are responsible for resolving street complaints and problems. Whatever Cluster Group decides is practically implemented by CBO. All members of Cluster Group & CBO are living within Walled City of Lahore. Moreover, authority communicates to stakeholders through Cluster Group. The interviewed stakeholders were:

1. Sheikh Shokat Ali Sultani, President Cluster Group (Businessman)
2. Muhammad Irfan, General Secretary Cluster Group & CBO Botay Shah Street (Businessman)
3. Javaid Mughal, Vice President Cluster Group & CBO Haveli Mian Sultan (Businessman)
4. Maqsood Ahmad, Executive Body Member & CBO Botay Shah Street
5. Sheikh Afzal, Executive Body Member
6. Haji Sattar, Executive Body Member
7. Chaudhry Qasim, Finance Secretary Cluster Group & CBO President
8. Hafiz Akbar, CBO Sorjan Singh Street

- 9.** Hafiz Zia-ud-Din, General Secretary of CBO Sojan Singh Street
- 10.** Khawar Khursheed, Owner of Haveli Dena Nath
- 11.** Haji Safdar Mateen, Resident near Haveli Mian Sultan
- 12.** Mrs. Nadeem, Resident of Sorjan Singh Street (Model Street)
- 13.** Mrs. Kaiser Ali, Resident of Botay Shah Street (Model Street)
- 14.** Mrs. Saeed, Resident

The second category of respondents was from the related authority in the region. Walled City of Lahore Authority (WCLA) is responsible for conservation, preservation and tourism of this area. The interviewed officials of WCLA were:

- 1.** Shahid Nadeem, Director Administration
- 2.** Najam, Cultural Heritage Specialist
- 3.** Azeem Dad Khan, Senior Architect
- 4.** Adnan, Deputy Director Tourism & Events
- 5.** Nosheen Zaidi, Deputy Director Social Mobilization
- 6.** Akbar Muneer, Director Engineering & Infrastructure
- 7.** Mubashir Hassan, Deputy Director Conservation
- 8.** Tania Qureshi, Deputy Director Media & Marketing
- 9.** Samina Fazil Khan, Assistant Director Historic Research
- 10.** Naheed Iftikhar, Senior Architect

Officials were individually interviewed after an appointment at WCLA's office at Lawrence Road, Lahore. There were eleven interview questions piloted with relevant officials. It almost took two months to achieve the goal of interviewing both categories of respondents, reason being unavailability of officials and different commitments of stakeholder respondents. The data collected through interviews were conducted from February to March 2018. The duration of interviews varied from 50 minutes to 80 minutes on average with each official.

### 3.6.6. Development of Interview Question-Form

#### a. (For Respective Stakeholder)

Interview Questions	Reason	Code	Source
1. How do you describe tourism in the area before preservation work began?	To see whether any tourism existed before or not.	Tourism-before Preservation	Saarinen, J., Moswete, N. and Monare, M. J. (2015). <i>Perspectives on Cultural Tourism: A case study of Bahurutshe cultural village for tourism in Botswana</i> . Nordic Journal of African Studies 24(3&4): 279-300  Kreps, C. (2013). <i>Liberating culture: Cross-cultural perspectives on museums, curation and heritage preservation</i> . Routledge.
2. How do you describe tourism in the area after preservation work?	To see the role of preservation on tourism.	Tourism-after Preservation	Saarinen, J., Moswete, N. and Monare, M. J. (2015). <i>Perspectives on Cultural Tourism: A case study of Bahurutshe cultural village for tourism in Botswana</i> . Nordic Journal of African Studies 24(3&4): 279-300  Kreps, C. (2013). <i>Liberating culture: Cross-cultural perspectives on museums, curation and heritage preservation</i> . Routledge.
3. How did you participate during the preservation work?	To see community attitude towards project.	Local Community Participation	Liu, G., & Chen, J. S. (2015). A Dynamic Model for Managing Cultural Tourism. <i>Asia Pacific Journal of Tourism Research</i> , 20(5), 500–514. <a href="https://doi.org/10.1080/10941665.2014.904805">https://doi.org/10.1080/10941665.2014.904805</a>  Marzuki, A. (2011). Resident Attitudes Towards Impacts from Tourism Development in Langkawi Islands, Malaysia. <i>World Applied Sciences Journal</i> , 12, 25–34. Retrieved from <a href="http://idosi.org/wasj/wasj12%28T&amp;H%2911/4.pdf">http://idosi.org/wasj/wasj12%28T&amp;H%2911/4.pdf</a>
4. How do you explain your satisfaction towards the preservation work done by the project team?	To see community's view about preservation that took place in their area.	Stakeholder's Satisfaction	Lee A.L. (2010). Tourist Satisfaction with Cultural Heritage Site- A Case study of the Malacca State Retrieved from <a href="http://etd.lib.nsysu.edu.tw/ETD-db/ETD-search/view_etd?URN=etd-0816110-141610">http://etd.lib.nsysu.edu.tw/ETD-db/ETD-search/view_etd?URN=etd-0816110-141610</a>  Marzuki, A. (2011). Resident Attitudes Towards Impacts from Tourism Development in Langkawi Islands, Malaysia. <i>World Applied Sciences Journal</i> , 12, 25–34. Retrieved from <a href="http://idosi.org/wasj/wasj12%28T&amp;H%2911/4.pdf">http://idosi.org/wasj/wasj12%28T&amp;H%2911/4.pdf</a>
5. How in your opinion, preservation of the area plays a positive role in development of Shahi Guzargah as a micro-tourist destination?	To see how preservation helped in developing a tourist destination.	Role of Preservation in destination development	Richards, G., & Hall, D. (Eds.). (2003). <i>Tourism and sustainable community development (Vol. 7)</i> . Psychology Press.  Creaco, S., & Querini, G. (2003). The role of tourism in sustainable economic development.
6. How in your opinion the tourist inflow has changed at Shahi Guzargah after preservation work?	To see difference between tourist before and after.	Tourist Inflow	Timothy, D. J. (2017). <i>Managing Heritage and Cultural Tourism Resources: Critical Essays, Volume one</i> (1st ed.). Routledge.
7. What are the	To see what		Amaral, M., & Figueira, E. (2016). Cooperation

tourist activities offered at this site?	authorities did, other then preservation to make it a cultural destination.	Tourist Activities	Between Actors For Tourism Development: The Appreciation Of Heritage And Cultural Resources In Rural Territories. <i>Journal of Spatial and Organizational Dynamics</i> , IV(2), 132-144.
8. How do you describe some of the visible consequences (in terms of Social & Economic affects) after preservation at Shahi Guzargah?	To learn the benefits of this project on community in terms of social and economic perspectives.	Social & Economic Consequences	Rodzi, N. I. M., Zaki, S. A., & Subli, S. M. H. S. (2013). Between Tourism and Intangible Cultural Heritage. <i>Procedia - Social and Behavioral Sciences</i> , 85, 411–420. <a href="https://doi.org/10.1016/J.SBSPRO.2013.08.370">https://doi.org/10.1016/J.SBSPRO.2013.08.370</a>

Table 3.1: Interview-Form (For Respective Stakeholder)



### 3.6.7. Development of Interview Question-Form

#### b. (For Officials)

Interview Questions	Reason	Code	Source
1. Which authority decided for Shahi Guzargah to be preserved and developed into a tourist-destination? And why?	This site is forgotten for long, so who decided with intention behind this decision	Inspiration behind the Project	Ritchie, J. B., & Crouch, G. I. (2003). <i>The competitive destination: A sustainable tourism perspective</i> . Cabi.  Saarinen, J., Moswete, N. and Monare, M. J. (2015). <i>Perspectives on Cultural Tourism: A case study of Bahurutshe cultural village for tourism in Botswana</i> . Nordic Journal of African Studies 24(3&4): 279-300
2. How do you explain the steps involved before preservation started at this cultural site?	To learn the legal and procedural steps before real work starts. Internal matters within authority.	Steps taken before Preservation	Kreps, C. (2013). <i>Liberating culture: Cross-cultural perspectives on museums, curation and heritage preservation</i> . Routledge.
3. List the factors taken into consideration before initiation of the preservation work at Shahi Guzargah?	To see external elements and issues, that could affect the project.	Factors considered before Preservation	Richards, G. (2007). <i>Cultural Tourism: Global and local perspectives</i> . Psychology Press.
4. How did the local community contribute towards the preservation and sustainability of an area?	To see community's attitude towards project.	Local Community Participation	Liu, G., & Chen, J. S. (2015). A Dynamic Model for Managing Cultural Tourism. <i>Asia Pacific Journal of Tourism Research</i> , 20(5), 500–514. <a href="https://doi.org/10.1080/10941665.2014.904805">https://doi.org/10.1080/10941665.2014.904805</a>  Marzuki, A. (2011). Resident Attitudes Towards Impacts from Tourism Development in Langkawi Islands, Malaysia. <i>World Applied Sciences Journal</i> , 12, 25–34. Retrieved from <a href="http://idosi.org/wasj/wasj12%28T&amp;H%2911/4.pdf">http://idosi.org/wasj/wasj12%28T&amp;H%2911/4.pdf</a>
5. How was the role of local community in promotion of this micro-destination?	To see support of community in promotion of this destination.	//	Rodzi, N. I. M., Zaki, S. A., & Subli, S. M. H. S. (2013). Between Tourism and Intangible Cultural Heritage. <i>Procedia - Social and Behavioral Sciences</i> , 85, 411–420. <a href="https://doi.org/10.1016/J.SBSPRO.2013.08.370">https://doi.org/10.1016/J.SBSPRO.2013.08.370</a>
6. List the difficulties and challenges faced during the course of the project?	To learn types of difficulties authorities face.	Difficulties & Challenges during Project	Lee A.L. (2010). Tourist Satisfaction with Cultural Heritage Site- A Case study of the Malacca State Retrieved from <a href="http://etd.lib.nsysu.edu.tw/ETD-db/ETD-search/view_etd?URN=etd-0816110-141610">http://etd.lib.nsysu.edu.tw/ETD-db/ETD-search/view_etd?URN=etd-0816110-141610</a>
7. How do you describe some of the visible consequences (in terms of Social & Economic affects) after	To learn the benefits of this project and how well authority achieved its objectives.	Social & Economic Consequences	Rodzi, N. I. M., Zaki, S. A., & Subli, S. M. H. S. (2013). Between Tourism and Intangible Cultural Heritage. <i>Procedia - Social and Behavioral Sciences</i> , 85, 411–420. <a href="https://doi.org/10.1016/J.SBSPRO.2013.08.370">https://doi.org/10.1016/J.SBSPRO.2013.08.370</a>



preservation at Shahi Guzargah?			
8. How in your opinion, preservation of the area plays a positive role in development of Shahi Guzargah as a micro-tourist destination?	Authority's perspective on, how preservation helped in developing a tourist destination.	Role of Preservation in destination development	Richards, G., & Hall, D. (Eds.). (2003). <i>Tourism and sustainable community development (Vol. 7)</i> . Psychology Press.  Creaco, S., & Querini, G. (2003). The role of tourism in sustainable economic development.
9. How in your opinion the tourist inflow has changed at Shahi Guzargah after preservation work?	Authority's perspective on difference between tourist before and after.	Tourist Inflow	Timothy, D. J. (2017). <i>Managing Heritage and Cultural Tourism Resources: Critical Essays, Volume one</i> (1st ed.). Routledge.  Rodzi, N. I. M., Zaki, S. A., & Subli, S. M. H. S. (2013). Between Tourism and Intangible Cultural Heritage. <i>Procedia - Social and Behavioral Sciences</i> , 85, 411–420. <a href="https://doi.org/10.1016/J.SBSPRO.2013.08.370">https://doi.org/10.1016/J.SBSPRO.2013.08.370</a>
10. How does cultural resources play a role in development of a new destination?		Role of Cultural Resources	Arshad, M. (2015). Making Lahore a Better Heritage Tourist Destination. <i>The Artik University of Norway</i> , p. 402.  Timothy, D. J. (2017). <i>Managing Heritage and Cultural Tourism Resources: Critical Essays, Volume one</i> (1st ed.). Routledge.
11. What tourist activities are offered at this site?	What is available there to attract tourist other than preserving the site.	Tourist Activities	Amaral, M., & Figueira, E. (2016). Cooperation Between Actors For Tourism Development: The Appreciation Of Heritage And Cultural Resources In Rural Territories. <i>Journal of Spatial and Organizational Dynamics</i> , IV(2), 132-144.

Table 3.2: Interview-Form (For Officials)

### **3.7. Findings from the Data**

In the earlier part of this chapter, it is discussed that the data will be collected through semi-structured open-ended interview questions. The data interpreted and analysed the situation presented in introduction. The main objective of this study was to investigate the significance that preservation of cultural resources can impart in the development of a micro-destination. One question-form was used to collect data from the stakeholders of Walled City of Lahore. It encompassed specific questions concerning the situation of the conservation of cultural resources and the effect they have put on their life. Second question-form was used for the officials of Walled City of Lahore Authority (WCLA), so to know their opinions and views about similar things.

#### **3.7.1. Findings: Interview with Respective Stakeholders**

##### **3.7.1.1 Tourism - before Preservation**

All study participants unanimously agreed that there was no tourism in the area before the preservation work or it was almost nil being limited to an occasional trip to Wazir Khan mosque. There was as such no concept of tourist coming to visit this area. Few respondents also added that there were no such arrangements for tourist to come and visit plus the situation of sewerage was poor. "Sewerage pipes were open, Main electricity supply wires used to hang and houses were broken and old". Pollution and dirt were prevailing in the area, so tourism was not possible. "There was only business here, no tourism (Khawar Khursheed, Owner of Haveli Dena Nath)". Haji Safdar Mateen, an influential and old resident attributed the condition of area before conservation as 'bad' and without cleanliness.

##### **3.7.1.2. Tourism - after Preservation**

Tourism has increased many-folds and diverse variety of tourists has been spotted regularly throughout a week. There is huge turnover in terms of tourism after developmental work. Now, local as well as international tourist flock to Royal Trail.

Foreign delegations and ambassadors come to visit Royal trail. In fact, WCLA has succeeded in restoring the history and they have lifted country's image. The world has come to know Pakistan through this cultural leap. Good environment in terms of facilities and infrastructure is available for tourism after preservation. Sheikh Sultani applauded the efforts of WCLA as revolutionary step in the history of preservation done at Royal Trail.

Few community members did agree that tourism has increased many folds but it has also paved way for vulgarity, indecency, obscenity and vagabonding.

Young girls from elite class are seen in shameless clothing causing immorality to increase in an area. Their privacy has also been breached because day in and night out events are being organized and tours are coming and going.

*“Good effort by WCLA, tourist come in these narrow old streets quite often. Authority should put penalty on residents, as they don’t help in keeping the area clean. They least cooperate.”* Commented Haji Safdar Mateen,

### **3.7.1.3. Local Community Participation**

When local community of walled city was inquired about how did they participate in the preservation work, few responded that they almost were not involved in any kind of participation. A resident negatively remarked, “We did not participate, on the contrary; they destroyed our houses”. But vast majority residing at Royal Trail and its surrounding streets highly cooperated with the project team. The main area of Royal Trail is commercial and filled with shops. Adjoining streets are Sorjan Singh, Botay Shah and Muhammadi Mahala. The resident shopkeepers closed their shops for about two to three months, endured the financial loss as construction work was in progress on main trail. On the other hand, the neighboring street residents showed patience for inconvenience, they obeyed all demands by project team and provided them with tea and water as well. It is important to mention here the vital and pivotal role of CBO (Community Based Organization) members in convincing residents to let all work start. Initially, the role of community was non-participatory.

Family members of few CBO staff participated in convincing the locality. First, they attended the workshops arranged by Social Mobilization Team (SMT) of WCLA on the importance of this preservation project. Later, they dispersed in area to interact with residents as and when required. The daughter of Masood Ahmad (CBO member) participated by putting up a mehndi stall in three-day cultural festival. Mrs. Nadeem, a resident of model-street Sorjan Singh participated by vacating their house for renovation and moved to rented house for almost 6 months. Then, she also attended the meetings held by SMT. Mrs. Kaiser Shah, a resident at Bootay Shah Street, enthusiastically explained that she helped neighbors by providing water from her water tank twice every day. It was tough time as street was under-construction for the installation of sewerage pipes and there was shortage of water supply, she explained. Sheikh Shokat Ali Sultani, President Cluster Group provided leadership in order to convince local people. He also established CBO's.

*“In 2005, AKTC started restoration work. Followers helped while opponent opposed”!* said Javaid Mughal, Vice President Cluster Group.

To conclude, this work was not possible without the help and high cooperation of local people. It is important to mention here that initially when this project started, residents did not cooperate with the authority. Moreover, they tried to put as much hurdles as possible. Later, by the suggestions of Conservation specialists, a social mobilizing team was formed to play an intermediate role between community and authority. Cluster Group through CBO's made all this possible. Thus, after Social Mobilizing Team (SMT) was formed, the project started becoming a success story for the authority.

#### **3.7.1.4. Stakeholder's Satisfaction**

Researcher analyzed mixed responses considering the satisfaction level of local stakeholders towards the assessment of steps and procedures followed during work. The level of satisfaction varied from street to street. The participant residing on main trail or in model streets seemed to be more satisfied than the others and no complaint was registered on account of preservation work. More than half of targeted population is satisfied with the work but they also points out flaws that have appeared with the passage of time. And this is where a contrasting point came during theorizing the data. Less number of participants was 100% satisfied. There were participants not satisfied at all and they simply responded, "Procedures needs to be improved".

Highly satisfied participants were those who were residents of model streets. Model streets were chosen during pilot project and were restored and conserved when Agha Khan Cultural Foundation was directly involved in this project. Moreover, World Bank was funding the pilot project. Sheikh Sultani is highly satisfied with whatever work has been done so far. He justifies his remarks by pointing out the infrastructure of the area earlier and now. And concludes by saying,

*"Whatever has been done is better than having nothing. Main electric wires used to hang outside getting broken and injuring people; roads were dirty, drainage system was open causing widespread illness for residents. Due to shortage of power supply, electricity was going",* He continued.

The participants that hold an opinion "not satisfied, needs to improve" or "satisfied but needs to improve" gave somehow similar reasons. After AKCF shifted the rights to WCLA, sub-standard material has been used in preservation work. During interview most of them gave their recommendations and suggestions. "Procedure and measures taken are not satisfactory, it is irritating for the residents", said Haji Safdar Mateen.

Mrs. Saeed, a resident of Botay Shah Street is satisfied with the work that has been done at Royal Trail and Model Street, but not with the other streets. Mrs. Kaiser Ali, again a resident at Botay Shah Street was satisfied with outside work like cleanliness and removal of main electric wiring from main bazaar and streets but she said the renovation work done, only improved the outer look of houses and has weakened the structure after few years. Inside walls of houses started to explode, the street bricks that have been laid started to give off underneath sand. Quickly with the passage of time it started giving trouble to people living in the vicinity. For instance, the holes of drainage covers laid on narrow streets were quite small that water used to get choked after every rainfall or water spill. It was almost impossible for water to pass to gutters, caused streets dirty and filthy. Earlier sewerage system was open but water was not standing in any situation. So, from one perspective of stakeholders, they were happy with closed drainage, spacious and clean streets contrary to this; poor execution of project plan and use of sub-standard material has changed their opinion of satisfaction.

### ***3.7.1.5 Role of Preservation in Destination Development***

There was no second opinion regarding the fact that preservation work indeed has played a very positive role in the development of Royal Trail a tourist destination. All participants highly agreed, responded with sufficient reasons but highlighted notable shortcomings as well. And thus, this is exactly the case that helped researcher in drawing out recommendations for concerned authorities.

The preservation work has *improved infrastructure* of the area (standard of cleanliness & health, underground electric wiring, sewerage and gas piping. Better roads, no load-shedding, proper publicity). Shopkeeper resident added, “Economy, business, employment and property value has increased”.

### ***3.7.1.6. Social & Economic Consequences***

“The system of trade unions and all other organizations working in walled city has been organized very well under umbrella of this project. In the supervision of Social Mobilizing Team of WCLA, meetings and seminars have been regularly arranged to address the problems of respective stakeholders.” Sheikh Sultani remarked. “Walled City of Lahore Authority is working towards empowering community by engaging them in different on-going activities and projects. Jobs have been given to local community members in on-site office of WCLA. On the other hand, most of the worker labor has been recruited from walled city”, Chaudhry Qasim, Finance Secretary Cluster Group.

In other parts of city Lahore, there is a problem of electricity shortage but here on Royal Trail we don't have power supply issue anymore. Earlier, people used to die when open electric wire used to fall on them accidentally. But now as there are no electric wires hanging in the streets, mortality rate dropped drastically. Expectancy of life has improved in walled city. There used to be widespread dirt and poor hygiene condition. WCLA has taught and trained community about personal hygiene and cleanliness. Imparting knowledge through different campaigns and seminars is authority's continuous task.

### **3.7.1.7. Tourist Inflow**

As concluding remarks by many stakeholders, tourist of every cast and creed was seen at Royal Trail within Walled City of Lahore. Walled City has emerged as a hub to foreign tourist, international delegations, media advertisement campaigns and school trips. Such things never happened in the past and thus, have hauled long forgotten Royal Trail into limelight.

### **3.7.1.8. Tourist Activities**

Preservation work has helped in *restoring old forgotten cultural resources* (renovation of Wazir Khan Mosque) and WCLA also *introduced cultural things and activities* at Royal Trail as well. Few notable were:

- a. Cultural Festivals.
- b. Tourist Rides.
- c. Qawali Night.
- d. Guided Tours.
- e. Night Tours.

Local community of walled city also highlighted the presence and role of *tours & events* (like Photo walk, cultural festival) being organized at Royal Trail after preservation work. *Proper marketing and advertisement* has attracted people from all over the world and from all walks of life to flock here and admire. Overall, a good atmosphere has been generated. Management of WCLA is good and they developed male & female wings (CBO) for handling problems of the residents. Meetings took place regularly between WCLA and CBO members.

### **3.7.2. Findings: Interview with Officials of WCLA**

#### **3.7.2.1. Inspiration behind the Project**

An Italian consultant perceived the idea of conservation of Walled City of Lahore and World Bank together with Punjab Government initiated the Punjab Urban Development Project around 1998. One of the project components in Lahore was the conservation of the Walled City. The initial plan was to conserve Dehli Gate and then Royal Bath (Conservation of the Walled City, 1999). Since 2005, there was a public-private partnership between Aga Khan Cultural Service Pakistan (AKCSP) and Walled City of Lahore (WCL). Due to this partnership AKCSP provided suggestions for the selection of a place to be developed into a cultural tourist destination.

The high value of cultural heritage of Lahore, its historic importance plus architectural significance of Royal Trail itself was a big source behind starting this project. Moreover, from the past work “Conservation of the Walled City” of World Bank, it was already on agenda to conserve and restore further historic monuments on Royal Trail and in other parts of Lahore for economic growth and social empowerment of the city. Moreover, Deputy Director Conservation at WCLA added that the selection of cultural heritage site depends upon the architectural, historical and traditional grounds, and Royal trail was not less than any criteria to be preserved and conserved. Whereas, in the case of Walled City Lahore; in order to access the above mentioned grounds for a site to be conserved, the guidelines given by internationally recognized forum i.e. AKCSP were applied for the selection of cultural heritage sites for conservation; mentioned Senior Architect, Naheed Iftikhar.

“Walled City of Lahore is the only living heritage city when we speak about heritage cities around the world. People are living there since ages therefore; it requires urban planning and development. Walled city has buildings of historic value and pride and they need to be preserved. It is big challenge to keep both things at parallel. Rehabilitation of walled city is a long-term project since this 2.6sq.km of area is densely populated with lots of disparities at metropolitan level. Whatever work has so far been done within walled city is just a 15% of the total. Thus, things will take time to show. Our heritage building rules have recently been approved by court, they will soon be translated into regulations and process of conserving buildings of historic capacity will be more sound and speedy. On the other hand, based on our only 15% performance so far, more international funding agreements are soon to be signed. The amount will be utilized on different future projects. So,

this step of rehabilitation and development of walled city is a complete win win!”  
Shahid Nadeem, Director Administration.

### **3.7.2.2. Steps taken before Preservation**

*“Foremost, heritage board decided the legal matters involved in this project. Then concerned authority (WCL) and organization (AKCSP) developed proposals for funding. Then comes the documentation of “as found condition” of the selected place. Surveys were conducted for cultural and economic values, developed proposals and assessed its impact on environment and resettlement issues”.*

#### **Naheed Iftikhar**

Deputy Director Conservation mentioned four steps taken before a cultural site to be preserved, it should first be:

- a. Inscribed in heritage list,
- b. Memorandum of Understanding (MOU) was signed between authority and the owner,
- c. Documentation and conservation proposals were made,
- d. Implementation.

A framework of properly planned local area development was created. It aimed to improve the living standards of residents along with proper preservation of monuments. There were few proposals as well for the sustainability of the project on metropolitan level.

### **3.7.2.3. Factors considered before Preservation**

Social Factors: Initially, local community and trade unions of Royal Trail did not respond positively for any nature of preservation work to start. Most important task was to take the whole community on board by gaining their confidence.

Mobilization Team: So, as to fill the communication gap a Social Mobilization Team (SMT) was formed. SMT worked hard for the project awareness by developing CBO's and involved community in all the on-going projects. Thus, as a result of continuous efforts and hard work for almost one year, community cooperation became satisfactory.

### **3.7.2.4. Local Community Participation**

Towards Preservation & Sustainability: Social Mobilization Team organized and formulated CBOs and prepared social animator from trade groups. Social mobilization of traders and residents played a pivotal role in taking community on



board. Without community involvement this project was not possible. *They helped to remove encroachments.* Community residing at Walled City is highly hospitable but it will take time to educate them basic hygiene and so thus the sustainability of an area.

*Towards promotion:* The active, educated and talented community members rendered their services and started working at WCLA's Site Office in different capacities. Community engaged WCLA for making policies aiming to boost cultural activities.

### **3.7.2.5. Difficulties & Challenges during Project**

1. Approvals from stakeholders like WASA, LESCO and SNGPL.
2. Budget approvals.
3. Community awareness.
4. Implementation of infrastructure underground in those narrow streets was one of the difficult and challenging tasks especially during rush business hours.
5. Traders pressure due to suffering of their businesses etc.
6. Ownership issues of property.
7. Negative behavior of informal occupants, encroachments.
8. Commercial activity.
9. Traffic management.
10. Behavior of community and life style.

“For a tourism-based economy to sustain itself in local communities, the residents must be willing partners in the process. Their attitudes toward tourism and perceptions of its impact on community life must be continually assessed”.

(Allen et al. 1988)

### **3.7.2.6. Social & Economic Consequences**

*Economic uplifting:* Improved and better infrastructure has upgraded living standards of residents. As a result, surrounding region improved and generated a ripple effect of increased tourist influx. Economy boosted according to local traders because of better facilities.

*Social uplifting:* living conditions and standards have risen.

*Emergence of micro-destination:* The officials at WCLA strongly agreed to the fact that preservation work at Royal Trail has played a positive role in developing it a micro-tourist destination.

*History revived through infrastructure:* Large numbers of monuments are present at Royal Trail. Thus, the preservation has bestowed an increased charm to an area and consequently better facilities have been provided to residents. Infrastructure development work and façade rehabilitation has given a positive impact on area especially removal of encroachments from bazaars and streets played an important role. Restoration of Royal Bath (Shahi Hamam), Wazir Khan Chowk, Kotwali Chowk and Dina Nath Well have enhanced the promotion of tourism in area.

### **3.7.2.7. Role of Preservation in Destination Development**

Preservation has played a very positive and enduring role in making Shahi Guzargah a micro-destination. If this project had not been initiated, there would be no tourist seen at Shahi Guzargah like today.

### **3.7.2.8. Tourist Inflow**

1. Royal Trail is itself a historic passage and an excellent insight to glorious past. Therefore restoration, preservation and conservation of major monuments through good quality infrastructure automatically bestowed a powerful impact to tourism of the city. Improved infrastructure has given an easy access to all areas within Walled City.
2. Façade Rehabilitation of 500 houses on and around Royal Trail.
3. Removal of encroachments has improved life of bazaars.
4. Tangible and intangible culture of Walled City.
5. Better traffic management.
6. Arranging different cultural events has revived an exemplary culture of Lahore. It has proved to be an influencing factor towards tourist inflow.
7. Radical increase in local and international tourists has been recorded by WCLA in last three years. This turnover as compared to figures in the past has made it a worth-visiting place to experience. Officials attribute historic value, cultural significance and provided activities for tourist reasons for its popularity.

<b>FOOTFALL ROYAL TRAIL</b>					
	<b>YEAR 2015</b>	<b>YEAR 2016</b>	<b>YEAR 2017</b>	<b>YEAR 2018</b>	<b>TOTAL</b>
January	505	4778	6406	7232	<b>18921</b>
February	296	3885	5181	6758	<b>16120</b>
March	1105	3921	5212	6275	<b>16513</b>
April	1330	3766	5045	5056	<b>15197</b>
May	738	1778	2476	2922	<b>7914</b>
June	449	1005	921		<b>2375</b>
July	813	1563	1810		<b>4186</b>
August	917	1857	2171		<b>4945</b>
September	1004	2133	2536		<b>5673</b>
October	2167	3618	3950		<b>9735</b>
November	4907	5502	4095		<b>14504</b>
December	9498	6180	7507		<b>23185</b>
<b>TOTAL</b>	<b>23729</b>	<b>39986</b>	<b>47310</b>	<b>28243</b>	<b>139268</b>

Table 3.3: Tourist Footfall at Shahi Guzargah  
Source: Director Administration, WCLA (Aug, 2018)

<b>FOOTFALL LAHORE FORT</b>					
	<b>YEAR 2015</b>	<b>YEAR 2016</b>	<b>YEAR 2017</b>	<b>YEAR 2018</b>	<b>TOTAL</b>
January		167745	201,651	366144	<b>735540</b>
February		152745	394,343	419049	<b>966137</b>
March		158145	396,612	488188	<b>1042945</b>
April		123542	189,322	373433	<b>686297</b>
May	5185	93462	144,863	256139	<b>499649</b>
June	3200	101440	144,958		<b>249598</b>
July	65277	131484	309,550		<b>506311</b>
August	114373	143434	169,297		<b>427104</b>
September	141039	167474	201,889		<b>510402</b>
October	139707	152154	218,327		<b>510188</b>
November	162442	162837	269,312		<b>594591</b>
December	169647	179777	420,058		<b>769482</b>
<b>TOTAL</b>	<b>800870</b>	<b>1734239</b>	<b>3060182</b>	<b>1902953</b>	<b>7498244</b>

Table 3.4: Tourist Footfall at Lahore Fort  
Source: Director Administration, WCLA (Aug, 2018)

### 3.7.2.9. Role of Cultural Resources

Restored and preserved cultural resources catered tourist interest and attracted them to the destination. In case of Walled City of Lahore, this preservation work also helped in improving the living standard of locality.

The Walled City of Lahore Authority **performance Table**

S.#	TASKS	STATUS
1	Tourism inside Walled City <ul style="list-style-type: none"> <li>Local community trained as Tourist Guide</li> <li>Street Tourism started for first time in Pakistan</li> </ul>	Launched in 2013
2	Royal Trail Project Package-I & II (Delhi Gate to Masti Gate) <ul style="list-style-type: none"> <li>Development &amp; replacement of the Services Infrastructure (main roads and lateral streets) <ul style="list-style-type: none"> <li>Water Supply System</li> <li>Storm Water Drainage System</li> <li>Sewerage System</li> <li>Underground Electrical Works</li> <li>Telecommunication (optic fiber) Underground</li> <li>Natural Gas Distribution System</li> </ul> </li> <li>Façade Improvement</li> <li>Total Streets = 99 Nos.</li> <li>Total Properties 1209 (Residential-700 &amp; Commercial-509)</li> </ul>	Completed in 2015
3	Shahi Hammam, Conservation/ Rehabilitation Project (Technical Partner AKTC, funding Royal Norwegian Embassy)	Completed in 2015
4	Rangeela Rickshaws introduced as tourists attraction	Launched in 2015
5	Asian Pacific Award of Merit by UNESCO to Shahi Hammam	Completed in 2016
6	Conservation of Chowk Wazir Khan, Dina Nath Well and Façade of Wazir Khan Mosque with the funding of US Ambassador Fund	Completed in 2016
7	Conservation of Northern Wall of Chowk Wazir Khan with the funding of Royal Norwegian Embassy	Completed in 2016
8	Establishment of Akhuwat Micro Finance Center for under privileged community of Walled City Lahore	Completed in 2016
9	Installation of Water Filtration Plants for clean drinking water in collaboration of WWF at Delhi Gate, Masti Gate and Lahore Fort	Completed in 2016
10	Conservation and Preservation of Musammam Darwaza and Barood Khana Lahore Fort	In progress
11	Improvement in Lahore Fort	On-going activity
12	Illumination of Historic Complex <ul style="list-style-type: none"> <li>1000 European standard lights used for illumination</li> </ul>	Completed in 2017

	<ul style="list-style-type: none"> <li>• Site illuminated: <ul style="list-style-type: none"> <li>– Alamgiri Gate</li> <li>– Badshahi Mosque</li> <li>– Hazoor Bagh</li> <li>– Tomb of Allama Iqbal</li> <li>– Smadhi Ranjeet Singh</li> </ul> </li> </ul>	
13	Illumination of Picture Wall Lahore Fort	Completed in 2017
14	Illumination of Sheesh Mahal, Summer Palace, Elephant Stairs, Alamgiri Gate, Fort Royal Trail, Musammam Gate	Completed in 2017
15	Music for Peace at Wazir Khan Chowk on every Saturday <ul style="list-style-type: none"> <li>• Qawali</li> <li>• Dastan goi</li> <li>• Whirling Darwesh</li> <li>• Naat Khani &amp; Talawat</li> </ul>	Launched in 2017
16	Removal of Encroachments through Resettlement Action Plan from Shahi Hammam, Masjid Wazir Khan, Dina Nath Well, Chitta Gate Shops, Purani Kotwali and Delhi Gate	Completed 2012 to 2017
17	Establishment of Learning Hubs at Delhi Gate and Texali Gate for the children of Dancing Girls and Musicians with the coordination of Akhuwat (NGO)	Completed in 2017
18	History by Night Tours started in Hazoori Bagh, Ranjit Singh Smadhi and Lahore Fort for the first time in Pakistan <ul style="list-style-type: none"> <li>• Attractions : <ul style="list-style-type: none"> <li>• Alamgiri Gate</li> <li>• Badshahi Mosque</li> <li>• Hazoori Bagh</li> <li>• Tomb of Allama Iqbal</li> <li>• Smadhi Ranjeet Singh</li> <li>• Picture Wall</li> <li>• Sheesh Mahal</li> <li>• Summer Palace</li> </ul> </li> </ul>	Launched in 2018
19	Conservation and preservation of Royal Kitchen, Lahore Fort <ul style="list-style-type: none"> <li>• Documentation</li> <li>• Excavation</li> <li>• Conservation and preservation</li> <li>• Technical partner, ATKC</li> </ul>	Completed in July 2018
20	Picture Wall Prototype preservation project	Completed in 2018
21	Removal of Encroachments from Lohari, Sheranwala & Kashmiri Gate	Completed 2017 to 2018
22	Community Based Organization and Cluster Group Formation at Delhi Gate, Bhatti Gate, Lohari Gate & Texali Gate	Completed 2012 to 2018

Table 3.5: Performance of WCLA

Source: Director Administration, WCLA (Aug, 2018).

### **3.7.2.10. Tourist Activities**

If historic sites are well preserved and remain clean, they can be well appreciated and widely visited by tourist. Architecture, food, arts and crafts are second most appreciated category. Similarly, WCLA well catered the demands of people, as this site is well equipped with historic and culturally loaded architecture. It offers the chance to have a glance at night tourism (Fort at night and illumination of site), Sufi-Night, cycle tourism, tour guide, photo-walk, and food-courts in erotically rich environment. Moreover, colorfully painted rides (Rangeela Rikshaw) and cultural festivals according to season.

1. Cultural Festivals (Flute Player, Clarinet)
2. Tourist Sites.
3. Tourist Rides (old modes of transportation beautifully decorated and designed).
4. Qawali Night. (Sufi musical performances promoting peace)
5. Narangi School (A musical school aimed to promote classical musical).
6. Pak Tea House (A restaurant cum cultural center to hub of literary activities).
7. Guided Tours (from different gates of Walled City to Lahore Fort)
8. History by Night Tours.

## CHAPTER IV

### COMPARATIVE ANALYSIS

For analysis of the information obtained, 'comparative analysis' is applied by comparing reviews of respective stakeholder with officials gained under each code mentioned in Table 3.1 and Table 3.2.

#### **4.1. Comparison based on the Analysis**

##### ***4.1.1. Tourism - before Preservation***

There was absolutely no tourism in the area before preservation work started. In fact, the people who are living in other parts of the city never thought that it is a place to visit. Therefore, internationally there was no awareness and complete silence for this place to be visited. Reasons behind are numerous and perplex. This old heritage city was neglected for years and this negligence turned it into a less privileged area, then the intense commercial activities in narrow alleys made it difficult to reach for the purpose of leisure or tourism. On the other hand, the historic architects were in insignificant condition and deprived of maintenance. Hence, they were ruined so badly that even the young generation of the area could hardly recall and recognize their historic value and pride. Another big hurdle was bad infrastructure, which always multiplied problems for people living there.

##### ***4.1.2. Tourism - after Preservation***

Preservation did change the fortune of walled city. The revolutionary steps can be seen now in every aspect of development and rehabilitation. New and improved infrastructure has bestowed the community with facilities better than other areas. Tourist from all walks of life can be seen walking on Royal Trail or taking a ride around in Rangeela Rikhshaw. Tourism is round the clock straightway, from early morning's photo walk to illuminated sight-seeing and roof top dinners, one can easily spot a tourist swayed by the majestic beauty found in Royal Trail leading all the way till magnificent Lahore Fort. It has emerged successfully as a cultural destination.

##### ***4.1.3. Steps taken before Preservation***

Aga Khan Cultural Services Pakistan (AKCS-P) is working in collaboration with GoP. They are providing professional consultancy to the project till implementation. Foremost, heritage board decides and handles all the legal aspects involved before starting onsite project. Surveys and proper research has been carried out in order to have accurate and updated figures. MOU are signed between



concerned parties. Documents are prepared accordingly and then implementation has been monitored carefully.

#### **4.1.4. Factors considered before Preservation**

The factors that WCLA has faced before preservation started are testimonial to the fact that Walled City of Lahore is a living heritage city. It is a cradle for centuries and a habitant to its inhabitants, who despite many problems never gave up their affiliation for this small piece of land. So, these factors made this venture even more challenging and demanding for the authority. Community and their social factors pooped up as the biggest hurdle in the beginning. Taking community on a same pace was very important to instill and implement this project. SMT bridged the gap and climbed this hurdle. Without SMT's efforts it was not possible to execute this project.

#### **4.1.5. Difficulties & Challenges during Project**

There are many difficulties that have been faced by project team during preservation work. To implement the underground infrastructure in narrow alleys of Royal Trail and its neighboring streets was one of the most challenging task. Economic activities are not in themselves particularly harmful to the Walled City but the traffic they generate causes pollution and it harms the environment as well as being irritating and not people friendly and should be curbed.

#### **4.1.6. Social & Economic Consequences**

Many social and economic benefits have emerged from this initiative and their effects will enlarge, as the project will proceed towards its different phases. Training local community as tourist guides has empowered the community. Improved infrastructure has raised the standards of living of people living and working on Royal Trail. Royal Trail with its markets has been organized to reduce the influx of traffic. Outer look of main trail has been rehabilitated completely.

#### **4.1.7. Local Community Participation**

Initially local community completely refused to accept this project because of their respective interests in walled city and their inhibition towards change and betterment. It was a long and full of patience journey for the authority to deal and convince the community towards preservation and all related activities. With the efforts of Social Mobilization Team, community participated. It was a properly planned and administered step. Authority did deal with the fears and respective interests of community and properly took all stakeholders on board. Afterwards, community's participation was satisfactory. Therefore, in the case of densely

populated cities the role of local community plays a very important and pivotal role towards achievement of novel ideas.

#### **4.1.8. Stakeholder's Satisfaction**

On average and keeping in view the percentage of work that has been done, it is clearly evident that preservation work has brought a wave of change for this area. Authority is trying to cater and satisfy maximum number of stakeholders. The individuals who realize the importance of preservation work that has been started within walled city and the magnitude it will deliver in next up-coming years, they are highly satisfied. On the contrary, few complications have also emerged with the passage of time since it is a living heritage city. The nature of these complications is related to local daily basis affairs or structural complaints, so community members are annoyed and blame the authority. This makes them unhappy and not satisfied towards the project.

#### **4.1.9. Role of Preservation in Destination Development**

The new avenues of urban development, economic uplifting and social activities have been initiated by WCLA. Value-added services being offered at Royal Trail has provided an interactive platform for tourist and local community. The steps taken to convert Royal Trail into a cultural micro-destination has also uplifted economic and living conditions of the people living there. Value of property has increased. The efforts of WCLA have brought Royal Trail into limelight of international observers as well. Journalists and researchers have started making analysis on this project. Media personnel's are capturing its beauty through lens. Therefore, preservation has played a strong and positive impact in developing tourism at Royal Trail.

Preservation project along with all its supporting elements has successfully reinstated Royal Trail as a cultural tourist destination. As the project phases would unfold and targets would be achieved, one could see the walled city restored to its original form.

#### **4.1.10. Tourist Inflow**

Official figures (See Table 3.3 and 3.4) have shown an incredible increase in tourist footfall at Shahi Guzargah and Lahore Fort. It is evident from past five years statistics that authority with the efforts of its partner-organizations has successfully attracted tourists. And as result, a micro-destination has emerged in premises of Lahore.

#### **4.1.11. Tourist Activities**

Cultural activities embodied in innovative style have given a new spark to centuries old and forgotten culture of walled city and all its elements. Shahi Hammam (Royal Bath) in starting of the trail gives a mesmerizing sight. Night tourism never happened at Lahore Fort ever since it has been erected. Sufi Night at Masjid Wazir Khan is profoundly reviving intangible element of cultural heritage. Photo-walk holds yearly and openly invites amateur and professional photographers, cultural admirers and tourist to come and dip them in cultural experience by walking through this Royal passage and hold its beauty through individual lens. Many prodigious and remarkable photos of Shahi Guzargah along with its notably preserved landmarks have been pooled up. Media department regularly organizes different functions according to season and events. In short, a large variety of activities keep tourist engage at Shahi Guzargah.

#### **4.1.12. Role of Cultural Resources**

Walled City of Lahore is a cultural hub. Its rich culture and presence of historical monuments was already an advantage. The only misfortune with this area was that it was neglected for many years and the historical building were not taken care. Therefore, the step taken for the preservation of its cultural asserts along with infrastructure improvement for the area plays act as a revolutionary pace in history of walled city.

### **4.2. Discussion and Implications**

The initiative by Walled City of Lahore has rebirth the concept of tourism in the old walled city of Lahore. It has boosted and facilitated promotion plus revival of culture based activities in the city. This endeavor has successfully managed to attract both native and foreigner tourist, and it is serving on all those possible grounds that allows to get familiarized with the glorious past, architecture and culture of old Lahore. Therefore, it has developed into a micro-destination. But there are some pitfalls to improve both on stakeholder and authority's end.

Looking deeper and closely, analysis has opened a productive forum for discussion regarding preservation project of cultural resources and its role in making Walled City of Lahore a micro-destination. Overall, opinions gathered from both sources matched each other. Walled City of Lahore despite being 2000 years old in age was deprived of any form of tourism before preservation work that has been started by GoP under technical assistance of Aga Khan Network for cultural conservation. Walled city has a long history and repetitions of negligence towards its maintenance. Therefore, this initiative is proving like a torch-barrier in forgotten

alleys of Royal Trail and reviving the majesty and royalty it once used to own. There is a unanimous opinion that shows that there was absolutely no any form of tourism that existed earlier on Royal Trail and preservation project has not only made an increase in number of tourist but it has actually developed this place into a destination.

While taking into consideration the role of local community and their participation in preservation work, it shows a differentiating graph across time. Indeed, when you go now and see around in walled city, a welcoming community with its ever-longing hospitality would be awaiting you. But circumstances were not like this from the beginning. Residents of walled city are generally very hospitable and warm-hearted but they were indifferent for the project team initially. Nosheen Zaidi, Deputy Director Social Mobilization Team; during her interview stated, "People used to lie on roads in front of our bulldozers, so that we cannot start any work in narrow streets of Royal Trail. Residents didn't use to open doors when our survey team used to knock for information. Moreover, shopkeepers and businessmen used to give us wrong information concerning their income. They were insecure from us; they were worried for their respective interests in walled city. There was land mafia and illegal property owners living and occupying government land for years". It took SMT team more than a year's time just to convince the community for preservation work. And the behavior of community including all stakeholders changed after that.

Social Mobilization or community outreach is a comprehensive and wide-range program that involves individual contribution in accomplishing definite development goals through self-reliant efforts. It is a process to motivate the community to get together in cohesive group for a broad base development through participatory approach and to utilize their own available resources on self-help and self-reliance basis. It engages all applicable and appropriate sectors of society comprising of decision-policy makers, opinion forerunners, professional clusters, bureaucrats and technocrats, religious heads and associations, banking and finance, commerce industry, local communities and individuals etc. Social mobilization is an extensive scale movement, which engages people participation to expedite change for development through deliberate decentralized procedure through a number of participants affiliated in interconnected, consistent and harmonizing efforts. It takes under consideration the felt necessities of humanity, encircles the grave principles of public involvement for betterment, pursues to inspire and embolden individuals and groups to achieve higher.

The evident contrasting point in analysis is among the dissatisfaction of stakeholder towards quality of preservation work done in their street. Those specific respondents are not the habitants of model streets. The only registered complaint is about water becoming impassable in the street because drainage holes are getting blocked. The other notable point is about quality of material authority has used for restoring the outer side of their homes. According to Tanveer (2014), *“The work carried out by the government in preserving the Walled City has been dissatisfying”*. From residents perspective, drainage system installed in narrow streets served to be the basic criteria to check the quality and durability of conservation and restoration work done in their area. Disappointingly, the situation had made them fed up from the actions taken by WCLA. Tanveer (2014) elaborated this situation by mentioning remarks when resident pointed out the small manhole in the street. *“That overflowed in the rains. Before the government ‘fixed’ it, it had never flooded so badly. That’s the kind of work the government has done here.”*

When researcher contacted the concerned official for details on these matters, the answers came out to be quite justified. Regarding the drainage holes, people of the street are throwing garbage here and there and not keeping the vicinity clean; ultimately causing holes getting blocked. “We have given them so many workshops on cleanliness, but still they don’t care”, Deputy Director SMT explained. Moreover, the comments of Haji Safdar Mateen are worth mentioning in this context, “Good effort by WCLA, tourist come in these narrow old streets quite often. Authority should put penalty on residents, as they don’t help in keeping the area clean. They least cooperate”. Another worth discussing point is the availability of funds. Model streets were lucky to have German Embassy and Norwegian Embassy’s fund for pilot project. After that, funding was at local level and quality of material did suffer to some extent, explained Shahid Nadeem. In a nutshell, community will get to be satisfied as more and more percentage of the whole project will start to appear. Also, authority should setup a special wing for checking the sustainability of the work that has been done.

In 2012, Walled City Lahore became authority. More rights bring in more responsibilities as well. WCLA should be more vigilant and observant in terms of delivering satisfaction to walled city’s stakeholders. The quality of work and material should remain constant after AKTC is not on the front face. Researcher has visited model streets and other streets. There is a difference in the quality of work. Model streets are still fresh, clean and very much presentable. But other few neighboring streets, where WCLA has done restoration seem old. Paint started to shed away and cement is giving of its granules.

Another, important and must-to-be-careful thing is that authority should respect the privacy and life style of people living there. People are highly hospitable, shy, introvert and possessive. They are used to living tight, when just a single look from balcony can give a fair good idea about street affairs. They have a particular life style. For years and years they never came across any interference in their premises or in their daily routine. They started owing these narrow alleys. Now, when round the clock and all days a week, new faces across their streets and appreciate these artifacts by taking photos, they feel like being trespassed. Moreover, tourist from different parts of globe comes here, belonging to different believes and sect; it's not a problem for community but they should be careful for their dress code and way of behaving in streets. They should dress up according to the acceptable norms of this area. Authority should not be arranging musical events in the outside premises of the Wazir Khan Mosque. Mosque is a place, highly respectful and far away from entertainment things. It's hurting their religious beliefs of people when they see mix gatherings along with music and lights.

Cultural heritage or cultural resources when, well planned and well preserved proves to be an incredible source of destination creation. In this case, cultural resources have played a very strong and impactful role in creation of destination. Had there been no monuments, historic architectures and culturally rich trail; the development of destination would be blur and out of question. Then, other far seen effects of cultural resource preservation are when community gets socially and economically uplifted. Preservation is not just restoring a monument back to its shape; rather it's a chain process of sustaining and maintaining the badge of pride. WCLA is trying well to cope with all these factors. Other than urban planning and revitalization of heritage sites, Media and Marketing department is innovatively introducing different and interesting cultural activities for tourist not to get bored.

## CONCLUSION

The idea of an entire walled city as heritage is new in Pakistan. While other countries can talk of Fez, central Paris and Safranbolu which are member cities of the Organization of World Heritage cities, yet it cannot be boasted that Lahore is a city of that stature, even though it possess monuments like the Lahore Fort, the Badshahi Masjid and Masjid Wazir Khan. Administrating the 3 km Walled City involves managing a city, difficult as it is, together with protecting, preserving and conserving it as heritage. It is easy to get dazzled with the Badshahi Masjid illuminated at night, but many visitors get equally excited when they come to those thirteen small historic homes initially conserved and modernized to the pride and contentment of the owners.

Like many other aspects of life in Pakistan, life in the Walled City represents lack of well-being, decrepitude of the physical environment and of buildings which are like ancient palimpsests from the past. This environment represents inadequate governance, lack of laws, and investment and its recovery at the cost of things that are like family heirlooms. Day after day historic buildings are torn down with callous disregard for the past and the strength of identity and pride it can give us. These jewels are the *galis*, *koochas* bazaars, old homes and *havelis*, mosques, *imambargahs*, *chowks* and open spaces that constitute the historic urban fabric. Add to them the priceless humanity that resides in these spaces, carrying on a cultural legacy that qualifies Lahore as the cultural center of Pakistan.

The Master Conservation and Re-development Plan approved last year complements and guarantees the many functions and powers that are vested in the Authority by the Walled City of Lahore Act. This conceptual, strategic and normative framework will help in understanding the Walled City even better, so that it becomes a symbol of pride and a World Heritage City. Since this plan will work on long-term basis and right now it is in beginning stage of implementation. It will help in deep understanding the physical form of the walled city and specially by focusing those zones that can be recognized as possessing “ special architectural or historic interest or appearance which it is desired to preserve, enhance or develop”.

This study in light of case study conducted, review of pilot projects and by considering the Master Conservation and Re-development Plan has highlighted that preservation of cultural heritage has positive impacts on wellbeing of area, its real estate value and tourism. It is evident that cultural revival and preservation of heritage asserts has high possibilities of increasing tourism influx and as a trickle-down effect, it shows benefits to local community

Since, various kinds of cultural resources constitutes a cultural heritage else we can say, cultural resource is a single entity or unit through which heritage can be accessed, thus preserving a single resource or a long trail of heritage list; it does positively and potentially adds up in revival of area. Cultural resources provide a path through which people can discover their very own roots, thereby intriguing the magic of re-birth, the queer mystery of death, and all the other multiple wonders of living that lies within. The cultural resources in the parks of any country are an invitation to the visitors to embrace the beauty of a country and even themselves in a new light. They are rather, a challenge to commonplace ideas about evident human nature, socio-ethnic characteristics, and of course, national identity.

Preservation or destruction of cultural resources is determined by the actions of individuals in a country. The citizens ought to be law-abiding, contentious and well aware of the fact that certain illegal actions may lead to ultimate destruction or wastage of cultural heritage. A suitable framework of protection programs, public education and preservation projects play an important role to manage the system pertaining to the preservation of traditional capital. In this regard, the preservation of cultural resources tends to depend on the community's perception and attitude towards value of such historic asserts, this fact itself being the key aspect for the preservation of these kinds of cultural resources.

In case of Shahi Guzargah, indeed this new planning instrument aimed at the preservation of historic resources and re-development of Lahore's Walled City, we are hopeful to trust that we are beginning to re-envision Walled City as the germinal center of Lahore – a historic core that continues to influence the life and culture of Lahore.



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## APPENDIXES

1. Interview-Form (For stakeholders)
2. Interview-Form (For officials)



Dear Respondent,  
Hello. I am a Master's student doing my thesis on the topic of SIGNIFICANCE OF PRESERVATION OF CULTURAL RESOURCES ON DEVELOPMENT OF A MICRO-DESTINATION: A CASE OF SHAHI GUZARGAH WALLED CITY OF LAHORE. Your valued information would be highly appreciated and would be kept secure.

### Interview-Form (For Respective Stakeholders)

#### Demographics

**Age:**                      upto 18  
                                    18-25  
                                    26-35  
                                    36-45  
                                    46-55  
                                    55- above.

**Gender:**                      M                      F

**Nationality:** \_\_\_\_\_

#### **What is your current Status?**

Student                      Self-employed                      Employed full-time  
Employed part-time                      Unemployed                      Retired  
House-wife

How long have you been living on or near Shahi Guzargah?

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1.      How do you describe tourism in the area before the preservation work began?

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2.      How do you describe tourism in the area after the preservation work?

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3.      How did you participate during the preservation work?

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4. How do you explain your satisfaction towards the preservation work done by the project team?

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5. How in your opinion, preservation of the area plays a positive role in development of Shahi Guzargah as a micro-tourist destination?

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6. How in your opinion the tourist inflow has changed at Shahi Guzargah after preservation work?

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7. What tourist activities are offered at this site?

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8. How do you describe some of the visible consequences (in terms of Social & Economic affects) after preservation at Shahi Guzargah?

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Thank you.

Regards,  
Menaahyl Seraj





9. Which authority decided for Shahi Guzargah to be preserved and developed into a cultural-destination? And why?

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2. How do you explain the steps involved before preservation started at this cultural site?

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3. List the factors taken into consideration before initiation of the preservation work at Shahi Guzargah?

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4. How did the local community contribute towards the preservation and sustainability of an area?

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5. How was the role of local community in promotion of this micro-destination?

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6. List the difficulties and challenges faced during the course of the project?

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7. How do you describe some of the visible consequences (in terms of Social & Economic affects) after preservation at Shahi Guzargah?

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8. How in your opinion, preservation of the area plays a positive role in development of Shahi Guzargah as a micro-tourist destination?

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9. How in your opinion the tourist inflow has changed at Shahi Guzargah after

preservation work?

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10. How does cultural resources play a role in development of a new destination?

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11. What tourist activities are offered at this site?

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Thank you.

Regards,  
Menaahyl Seraj

