
SUSTAINABILITY AND HERITAGE SITES

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Abstract

This paper presents the concept and issues of sustainability and heritage sites. Since last two decades there is need of monitoring of heritage sites and their sustainability. Heritage conservation, inherently, need to focus and to adopt a sustainable approach for build environment. These heritage sites are important dharohar for each and every country but nowadays because of lack of funds need an immediate rescue operation to exist.

Keywords: Heritage, Heritage Sites, Sustainability, Challenges

Introduction to Tourism

Tourism is considered as the growing sector of all over the world and it is different by its nature than other industries. It is a crucial driver in creating employment opportunities. Nowadays, it has become of the major economic activities and playing significant role in regional development (UNWTO, 2004). Its growth can generate wealth, and development of new economic activities in the area. It is generally understood as a significant form of human activity and it provide interaction between the tourists and destination. Tourism contributes to develop economy and to improve the socio cultural and environmental dimensions (Williams and Lawton, 2001; WTO, 2010).

Tourism can generate resources for cultural and natural heritage conservation and has a huge potential to make positive contribution for sustainable development goals. It contributes to improve the image of host community and destination. Tourism provides a lot of opportunities for governments and it stimulates the development for urban and rural economy (UNWTO, 2013). The emerging tourism sector for economic development and its potential as a powerful tool are irrefutable. It improves the quality of people's lives with strong capability to create many job opportunities in the world. The year 2017 was the remarkable year for India which achieved the growth of more than 10 million tourists for first time with a strong growth 14 % over 2016. Foreign exchange earnings also show the growth 19.1% as US\$ against modest growth with 7.5% worldwide in 2017. It is considered that tourism has been recognized as an essential revenue generator for world economies. Prior to the pandemic period this sector has created new jobs

across the world. International tourists (2019) have spented US\$ 1.7 trillion by 6.8% of total exports and exports global services by 27.4%.

However, during pandemic WTTC reported that tourism sector have faced the loss of US\$ 4.5 trillion and estimated that it reach to US\$ 4.7 trillion in 2020 and contribution of GDP (Gross Domestic Product) dropped to 49.1% in compare the year of 2019. It has been found that 3.7% GDP has declined in 2020 due to covid-19 pandemic which affects the health conditions of peoples on developing countries, especially those who are depending on tourism. It has been observed that tourism sector was affected by this pandemic. Major authorities of Government have attempted major estimates that protect their populations, lockdown and quarantines, as well as national and international restrictions that show how the role of vaccines can affect these estimates. (UNWTO, Tourism Dashboard).

The year 2021 was challenging year that noted tourist arrival levels have down 72% on pre-pandemic period but the year of 2020 found as the worst year on record for tourism development due to the decreasing level 73 % of international tourist arrival. It is estimated that the contribution of tourism in economic development will reach at US\$ 1.9 trillion than US\$ 1.6 trillion in 2020 but its value is found limited to US\$ 3.5 trillion due to pandemic period which is still below. Further, it is estimated that drop of international tourist arrival has caused a loss of \$ 2.4 trillion in 2020. Both Europe and Americas continents has recorded the highest record in 2021 as compared the year of 2020 but found both 63% below at pre-pandemic levels. Besides it, revenue generated found US\$ 700 billion in 2021 but still then it can be called a small improvement in comparison of 2020. Tourism is considered as growing sector for developing countries which accounting 50% of total exports for small economy of developing states (UNCTAD 2020b). To recover these all, there is need a large extent on vaccines, travel restrictions coordination between countries and the rebuilding of travelers' confidence (UNWTO, 2021a). Tourism has become a major source to achieve the economic, social and ecological benefits that can reduce poverty reduction (Binns, T., & Nel, E., 2002).

Heritage Sites

Heritage tourism is core of attraction among international tourism and people now have recognized that there is a need of its promotion and preservation (Matthes, E. H., 2019). It is a broad concept that encompasses all aesthetic, indigenous and natural inheritances. Ministry of Urban Development described that heritage building means any structure, artifacts which requires conservation for its historical significance. The heritage is “generally associated with inheritance that means something transferred from one generation to another generation”.

Timothy, D. J., & Boyd, S. W. (2003) accepted that heritage word represents major sort of inheritance that passed on to future generations. Heritage activities can create jobs as which can generate to economic

benefits. Hall, C. M., & McArthur, S (1996) stated that heritage is significant for communities and groups and individuals that preserve their values, attitudes and the nature of heritage resources. Fisher (2000) stated that heritage; a term frequently used in the tourism literature and suggested that tourism provides more opportunity to aware the people about importance of heritage while heritage being sources of knowledge for the visitors is also helpful.

Middleton, V. T. (1996) examined that heritage buildings have become a major concern in our society and these buildings were demolished due to various reasons in the past. The conservation of historic buildings is important because these represent our cultural identity. Many researchers have worked to improve the environmental performance. Both social and economic aspects have played a role in heritage conservation. Heritage sites and their conservation are important components in tourism. These sites in many countries are professionally managed and controlled, not only because of their value, but also because of knowledge source for visitors. Heritage destinations have contributed to the quality of life and cultural identity of host communities. These heritage places have emerged as important places for local communities. Grand Canyon (USA), Galápagos Islands (Ecuador), Taj Mahal (India), Pyramids (Egypt) and Acropolis (Greece) are examples culture and nature heritage sites globally which are inscribed on UNESCO's Heritage List. These heritage sites as per UNESCO fulfill the followings:

It is a place that has important physical or cultural importance that having an outstanding universal value

It can be a building, complex, desert, an island, monument, or mountain.

These heritage places are engraved on the world heritage list that is protected for upcoming generations.

As of July 2021, the World Heritage List includes 1,154 properties including 897 cultural heritage sites, 218 natural heritage sites and 39 mixed heritage sites in 167 countries. Italy is home to the largest number of sites (58) followed by China (56), Germany (51), Spain and France both have equal sites (49), [India](#) (40), Mexico (35), UK (33), Russia (30) and Iran (26). India has 40 sites that include the cultural properties (32), natural sites (7) and mixed site is (1). Here is a list of 40 Indian heritage sites.

Cultural heritage sites

Taj Mahal (1983) Agra

Ajanta caves (1983) Maharashtra

Agra Fort (1983) Agra

Ellora Caves (1983) Maharashtra

Mahabalipuram Monuments (1984) Tamilnadu

Sun Temple (1984) Orissa

Fatehpur Sikri (1986) Agra

Monuments of Khajuraho (1986) Madhya Pradesh
 Monuments of Hampi (1986) Karnataka
 Churches and Convents of Goa (1986) Goa
 Great Living Chola Temple (1987) Tamilnadu
 Elephanta Caves (1987) Maharashtra
 Pattadakal Monuments (1987) Karnataka
 Monuments of Buddha (1989) Sanchi, Madhya Pradesh
 Humayun's Tomb (1993) Delhi
 Qutub Minar and its Monuments (1993) Delhi
 Mountain Railways of Darjeelings, Kalka, Shimla & Nilgiri (1999) Darjeeling
 Mahabodhi Temple (2002) Bihar
 Bhimbetka Rock Shelters (2003) Madhya Pradesh
 Chhatrapati Shivaji Terminus (2004) Maharashtra
 Champaner Pavagadh Archaeological Park (2004) Gujarat
 Red Fort (2007) Delhi
 Jantar Mantar (2010) Delhi
 Hill Forts (2013) Rajasthan
 Rani ki Vav (The Queen's Stepwell, Gujarat) 2014
 Nalanda (2016) Bihar
 Architectural Work of Le Corbusier (Capitol Complex)-2016 (Chandigarh)
 The Historic City (2017) Ahmedabad
 Victorian Gothic and Art Deco Ensembles (2018) Mumbai
 The Pink City (2019) Jaipur
 Kakatiya Rudreshwara (Ramappa Temple)-2021 (Telangana)
 Dholavira (2021) Gujarat

Natural heritage sites:

Manas Wildlife Sanctuary (1985) Assam
 Keoladeo National Park (1985) Rajasthan
 Kaziranga National Park (1985) Assam
 Sunderbans National Park (1987) West Bengal
 Nanda Devi & Valley of Flowers National Park (1988, 2005) Uttarakhand
 Western Ghat-2012 (Karnataka, Kerala, Tamilnadu, Maharashtra)
 Great Himalayan National Park (2014) Himachal Pradesh

Mixed heritage sites

Kanchenjunga a National Park (2016) Sikkim

Most of above mentioned heritage sites are located in rural or semi urban areas and have potential benefits for locals but surprisingly most of these sites were found under threat that require immediate rescue operations.

Sustainability

It is a globally broad concept and it has a long term goals i.e. more sustainable world. Sustainability focuses on people, environment and ecological systems. Being a complex and controversial concept, there is no universal accepted definition of sustainability. However, Brundland Commission defined as “meeting the needs of the present without compromising the ability of future generations to meet their own needs” Its origin has been started in the Brundtland Report of 1987 and its concept has been re-interpreted as three dimensions upon which sustainability is based; namely social, economic and environmental dimensions (Brundtland Commission, 1987).

Tourism sustainability protects the nature and tourist destinations that meet the needs of tourist at the destination. It is important that the growth in tourism is dependent on economic, ecological and aesthetic management, social compatibility. Tourism is also known as service industry and presence of tourism is essential for all economies that are one more important reason why Sustainability is important in tourism industry. Some major issues have been addressed while developing tourism industry such as deforestation, trash in the oceans, endangered animals and consumerism etc, and it makes sense since all of them can really compromise the well-being and even the survival of the future generations. It is the broad idea that human and natural systems can be regenerated and balanced. Tourism has an inherent focus on the far-reaching future but concept of sustainability can be manipulated by some big firms as strategic tool that increases the investment and profits. Singh, R., & Haryana-India, R. (2014) analyzed the interrelationship among different stakeholders for tourism development related to sustainability approach that clarify the basic concept of sustainable tourism including definition and issues. Study found that the need of adequate consideration about these issues and also requirement of identification for several stakeholders for sustainability insured.

UNWTO (2018) stated that more initiatives have emerged at different territorial scales that measure the tourism sustainability. However, there is not well accepted statistical framework found at international level that can include social and environmental dimensions for measuring the sustainability in tourism. It is under consideration of UNWTO and this will be a strong procedure for measurement of tourism sustainability. Timothy, D. J. (2021) constitutes a significant element in the tourism competitiveness with a destination quality environment that includes the attitude of peoples. Sustainability term applied in tourism

that satisfies the need of local peoples without compromising the possibility of upcoming generations. It encompasses the social, environmental and economic issue that takes into account.

Challenges of Sustainability and Heritage sites

Study examined that heritage buildings and its sustainability relies on an owner's ability that maintains it and involves the cost. The major aspects of heritage and its sustainability are to make the awareness of owner towards preservation of heritage building. Government has started many initiatives that could maintain heritage sites at the national level (Jepson, A., Clarke, A., & Ragsdell, G., 2012). Barthel-Bouchier, D. (2016) stated that some authorities are struggling to sustain heritage and there is a lack of local participation in these activities. Many restrictions and guidelines that sustain heritage have been found to meet a dead end. The owners of heritage building have found major issues in maintaining of these sites due to change in use. The participation of locals in sustaining heritage buildings is equally important and it is not the only responsibility local authority that maintains these heritage sites. Sustainability is the main challenge for cultural and heritage management across the world.

The study analysis major issues and argued that programmatic monuments need sustainability that has emerged from direct environmental threats (tangible & intangible) as well as through social and economic contradictory issues at global level. Study examined the key elements of international organization that include the UNESCO, world monuments funding agencies of Great Britain, Australia and USA and others. Study established critical analysis platform for heritage professionals that encounter the growing challenge of sustainability.

Penna, K. N., Campêlo, S. R. P., & Taylor, E. (2013) concluded that heritage development policies rely on various factors for its implication. Active participation of all authorities, social groups and community in the formulation of objectives and financial cooperation among private and public sector are some of the obstacles to overcome for better results in heritage preservation management. Study has considered that conservation of cultural heritage is not only a technical problem, but also a cultural and social problem. Stakeholder's integration and participation of local population has found one of the biggest challenges that are being faced by managers and planners. Study also suggested that all should work within a unitary system

In **conclusion**, it can be said that heritage sites have become a major concern for society and it requires a promotion and preservation. There is need a more attention on these heritage sites and their sustainability. Government should give financial help to promote of these heritage sites so that these have to be preserved for the future.

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