



LIVING HERITAGE VILLAGE RURAL TOURISM

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Abstract: Rural tourism is a recent offshoot of the tourist industry that has blossomed into a viable company in its own right. Rural tourism is a type of nature-based tourism that allows visitors to experience rural life, culture, art, and heritage while also benefiting the local community socially.

Community-based tourism (CBT) entails high community engagement at the highest level of decision-making, with the lowest level objective receiving input. The goal of this study is to find out how the local community in Garli-Pragpur and Banni village participates in tourist activities. This research will help tourism stakeholders guarantee that communities staying in living heritage villages are relevant and contribute to the domestic tourist sector.

Historic cities or heritage villages are notable for their historical architecture and local culture, as well as their intangible heritage elements. With its old history and rich cultural traditions, India is a cosmopolitan country. Pragpur is a prominent heritage hamlet in Himachal Pradesh, known for its old architecture, traditions, and local culture. The citizens of Garli - Pragpur are dedicated to preserving the atmosphere of the Heritage Zone (Culture Zone). This location has maintained and resurrected its own distinct significance and old splendour. The purpose of this dissertation is to investigate the role of Garli-Pragpur and Banni heritage village in preserving and built environment.

IndexTerms – Rural Tourism, Local Community, Local Participation, Community-Based Tourism.

I. INTRODUCTION

Rural tourism in a living historical village is a multifaceted activity that takes place outside of densely urbanized areas. It is an industry sector typified by small-scale tourist businesses located in locations where agricultural pursuits, forestry, or natural areas predominate.

It's included in both 'Rural development' and 'Sustainable development'. It is a type of nature-based tourism that explores rural life, culture, art, and heritage in rural areas, therefore benefiting socially and economically the local communities. On the one hand, this type of tourism has had a significant influence on the local economy and socio-cultural landscape of the affected area. It brings individuals of many cultures, beliefs, languages, and lifestyles together and gives them a larger perspective on life. It creates jobs for individuals while also fostering social, cultural, and educational values. Rural tourism in a living heritage village is a rural development opportunity. It's one of the ways rural communities may boost production and revenue.

II. ADVANTAGES OF RURAL TOURISM

Rural tourism has a lot of advantages that can be categorized as follows:

2.1. Preservation of local traditions

Rural tourism offers economic incentives to maintain local customs and traditions by bringing tourists to rural regions to experience real rural surroundings. People in rural regions are adopting global products and services as a result of rising urbanization and globalization, leaving away local customs. Local communities are encouraged to revitalize and conserve their traditions, crafts, traditional festivals, architecture, food, and other cultural activities through rural tourism. When a visitor visits a rural area, expects to be immersed in rural culture.

2.2. New skills development

To meet the needs of both foreign and domestic travellers, the tourism and hospitality business as a whole requires specialized skill sets. Once visitors begin to flock to the rural areas, residents begin to learn new skills.

2.3. Exchange of Cultures

Local communities share their culture and customs with tourists, who learn about their cultures in the process.

2.4. Reduces Drift in Cities

The transfer of rural populations to urban regions is a major concern for most countries. As a result of the development of rural tourism, urban drift is reduced as individuals find work in their own communities. Infrastructural development also occurs as a result of the rise of tourism, encouraging people to stay in their own communities rather than migrate to metropolitan regions.

2.5. Enhances the quality of life

Rural tourism has a larger potential to improve the quality of life of local citizens since visitors and local residents engage socially. Local residents also have access to global knowledge, products, and services. As a result of the increased tourist traffic, the local government begins to construct infrastructure such as roads, power, hospitals, and schools.

2.6. Opportunities for Entrepreneurs

The tourism sector has a better potential for creating new business possibilities since interested individuals may enter into a range of support services such as housekeeping, catering, home stays, laundry and other experiential-based businesses with a cheap initial investment. The rural tourist industry may create a lot of entrepreneurship chances.

2.7. Promotes Community Pride

Rural tourism has a lot of promise for promoting community diversification since it allows locals to start utilizing their existing economic and social resources. Communities with a unique resource may earn a living by showcasing their abilities, boosting communal pride in the process. People tend to gather together to develop a shared identity of their region as a result of the growth of rural tourism.

2.8. Long-Term Employment

Rural tourism has a higher potential to offer rural people with a sustainable living since it may be a consistent source of revenue regardless of the seasons. Because rural economies are mostly focused on agriculture, there is always the danger of seasonality, which can have an impact on rural people's earning options. Rural tourism might be a viable source of income for rural residents in this situation.

III. INDIA'S RURAL HERITAGE THROUGH RURAL TOURISM

India has a wide range of tourist attractions. Our greatest evident draw is our culture, which is both syncretic and old.

3.1. Tourism's Relationship with Its Cultural Assets

- a. India's competitive strength stems from its distinct cultural background. It features a diverse range of arts and crafts that may be found all around the state.
- b. The protection, preservation, and integrated development of the regions surrounding these art and craft not only gives an extra potential for rural and historical tourism in India to flourish and expand, but it also improves the visitor experience at these locations.
- c. While visible heritage has long been a focus of India's tourist development, intangible or living tourism offers enormous potential for expanding India's tourism offering not just to the rest of the world but also to its own residents. (Folklore, cuisine, customary behaviors, and so on are examples of intangible heritage.)

3.2. Promotion of Rural Tourism is Required

- a. Unique arts and crafts in their original forms are also practiced in the villages and rural economies, which are difficult to find in cities.
- b. The majority of people in rural regions are farmers, and their earnings are often lower than in cities.
- c. In search of better possibilities, more young men and women are increasingly relocating to cities. As a result, several of the traditional arts and crafts done in rural areas are slowly going out.
- d. Rural tourism is one of the answers to all of the aforementioned problems.
- e. The visitor's active participation in a rural lifestyle is the focus of rural tourism. The traveler visits a rural place and participates in the village's everyday activities to have a better understanding of living there.
- f. Voluntourism is a type of rural tourism in which visitors spend time volunteering and giving back to the communities they visit, such as teaching at local schools, assisting with farming chores, and so on. 13
- g. As a result, India's National Tourism Policy recognizes that rural tourism should be given special attention.

IV. RURAL TOURISM'S SOCIO-CULTURAL IMPACTS

- Tourism is now considered one of the world's major industries. From an economic standpoint, it helps to create jobs, raise income, and ensure a fair distribution of wealth.
- Simultaneously, it encourages international friendship while also providing a platform for cultural interaction.
- It's also one of the safest and most cost-effective ways to earn foreign currency.

4.1. Positive Impact on the Development of Rural Societies

- Rural communities might gain pride in their heritage and customs as a result of tourism.
- The revival of cultural, traditional environments for conservation and sustainable management of local and indigenous culture, arts, and crafts is one of the most significant positive influences on rural life.

V. Parameters

Sr. No.	Parameters	Policies' name	Conclusion
1.	Community Based Tourism (CBT)	Swadesh Darshan	In this scheme, It has been said about theme based tourist development. Ex – Culture, heritage, communities. Community based development, Improved living standard
		Prasad Scheme Capacity building for service provider (CBSP)	In this scheme, followed community based development through 'Pro-Poor' tourism concept and 'responsible tourism' initiatives.
		Adopt a heritage 'Apni Dharohar, Apni Pehchan'	Support livelihood of local communities at the living heritage.
2.	Occupation based tourism	Swadesh Darshan	In this scheme, It has been said about theme based tourist development. Ex – Culture, heritage, communities. Showcasing of local product development plan, handicrafts.
		Prasad Scheme	
		Capacity building for service provider (CBSP)	For tourism service providers, the Government of India is providing education, training and certificates at every level through this scheme.
		Adopt a heritage 'Apni Dharohar, Apni Pehchan'	
3.	Architectural Vocabulary	Swadesh Darshan	Technical details
		Prasad Scheme	
		Capacity building for service provider (CBSP)	
		Adopt a heritage 'Apni Dharohar, Apni Pehchan'	Basic amenities are an important aspect in tourism as they can augment the popularity of the place.
4.	Continuity	Swadesh Darshan	There is information about promotion of cultural and heritage values. Rejuvenation of water body (man-made & natural both)
		Prasad Scheme	Continuity of tradition as well as using the opportunity for change.
		Capacity building for service provider (CBSP)	
		Adopt a heritage 'Apni Dharohar, Apni Pehchan'	In this scheme, the cultural and heritage values of the country are promoted.
5.	Capacity Building	Swadesh Darshan	Under this scheme, special curriculum scheme have been mentioned to bridge the skill gap.

		Prasad Scheme	Capacity Building for various segments of rural tourism and stakeholders is crucial to promote rural tourism.
		Capacity building for service provider (CBSP)	Skilling programme – Hunar se rozgar tak Trained human resource is an important component of the occupation based tourism.
		Adopt a heritage ‘Apni Dharohar, Apni Pehchan’	

VI. CONCLUSION

Finally, the living legacy method relies heavily on continuity. To achieve a well-developed rural region, the living heritage attempts to establish a relationship between the core community and the cultural site. As a result, the living heritage method connects the past with the present for a more sustainable environment.

The suggested framework is divided into three parts:

- (1) Identifying important historical locations and structures that are repurposed to serve conservation and tourist development, as well as the engagement of the core community in determining this.
- (2) Development of tourist conservation and strategies, which must include input from the local community.
- (3) The creation of maintenance and follow-up programmes, which must be overseen by the local community in collaboration with the Ministry and those in charge of conservation activities.

Participation of the local population in tourist activities in Garli-Pragpur and Banni village is critical in promoting the villages' identities. There will be a positive influence on tourist development in Garli-Pragpur and Banni village itself if the local population is fully engaged. As a result, Garli-pragpur and Banni village will likely become major tourism destinations in Himachal Pradesh and Gujarat, providing even greater advantages to the local population. Several efforts, strategies, and actions by the state government, local government, and non-governmental organisations are required to guarantee favourable feedback from the local community on involvement in tourist activities.

The goal of this study is to highlight and encourage the preservation of heritage-based residential structures that reflect the local architectural style. Finally, the research intends to emphasise the relevance of rural development legacy. The importance of the local people and community in the formation of these sorts of communities was discovered via a descriptive and empirical analysis of the data. In order to produce employment in these remote regions, public awareness must be introduced as a technique. The goal of the study was to learn about the local community's perspectives and analyse their approach and consensus in order to create a more comprehensive policy framework. According to the inquiry, the administration plays a significant role as policymakers and implementors. The local government must raise awareness of the significance of these heritage-based residential structures and how they may increase in value in the future.

A living heritage plays a very important role in our life. To create the awareness, the living heritage villages can play a critical role. These communities have a key role to play in preserving global history for future generations, ensuring that they have the same chances to learn about the past and maintain their origins.

VII. RECOMMENDATIONS

It is a valuable resource that local communities should carefully assess in order to maximise their tourist potential. In order to execute the living heritage concept in the local rural environment of Garli-Pragpur and Banni, stakeholders need work together. The living heritage concept is based on the notion of continuity. Then, in order to achieve continuity, we must continue the original function of Garli-Pragpur and Banni cultural heritage, the community's relationship with cultural heritage sites, community maintenance of cultural heritage sites, and the development of tangible and intangible expressions of cultural heritage sites.

- a. The government must recognise the necessity of maintaining our cultural village heritage tourism as a top priority while also assisting in the creation of a healthy environment.
- b. In India, the government should establish additional historic villages.
- c. The government should take more measures to conserve, protect, and promote indigenous people's traditional customs and expertise.
- d. The government should work with a marketing organization to assist the location gain international recognition.
- e. There should be public awareness or training programmes to raise inhabitants' knowledge of the hospitality idea and to promote a sanitary atmosphere.

These communities should be promoted as a tourist attraction. These initiatives will attract more tourists to the area and assist the inhabitants in contributing to the economy. These initiatives will aid the heritage village in better representing itself.

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