

Architectural Conservation and Historic Preservation
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Lecture – 43
Heritage Conservation – Issues & Potentials:
Heritage Tourism, Sustainability and Way Forward

In the last lecture we had talked about the role of the voluntary organization and the organizational structure, in we take briefly mentioned when we are talking about the art activities the role of the NGOs. We also say that they have different festivals and activities, it is important to redefine the places and find a new meaning and this making this sort of activities festivals in such area, celebrating the places, but also we must understand that when the either there is a world heritage sites or national monuments or these local heritage area where we are creating new activities.

There it definitely will bring the visitors and the tourist and it is a very welcome thing because that publicize the projects also bring the economy to the places, but there are certain dangers also, if you cannot manage the heritage sites properly though the management issues are very important.

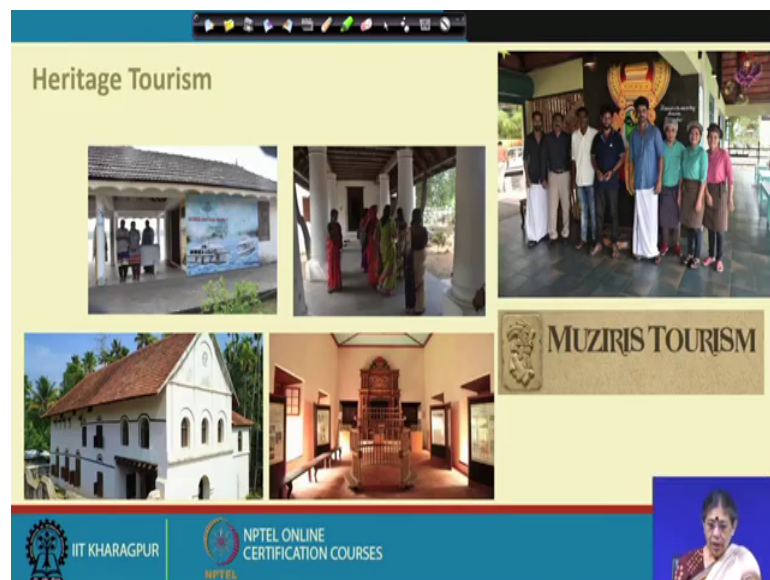
So, in this lecture we will talk about the how heritage and the preserving the heritage and adapting rehabilitating or restoring there can also has certain issues and potential. We have talked about some of the issues earlier. We just briefly talked about this the tourism sustainability and what is the way forward.

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As a in the last lecture we talked about the Muziris tourism and we have seen how the Mattancherry and fort Kochi then you are attracting a lot of tourists. Every year there is a festival which goes on where the artists come there and give a new interpretation, they find a new role it attracts a lot of tourist and of definitely generate the economy in that area.

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in that context, there is a very interesting work which has been going on in this area in the field of heritage tourism is the Muziris tourism. Muziris is an old archaeological site, there is a fort which had a trade link with the roman and see maritime resources a lot of archaeological sites are there and it that its. It is not only 1 place, it was the entire quite a

large region consisting of the villages local settlements, where these the remnants or and the cross culture influence which happened due to this the a international trade, it gets some sort of a Jewish synagogues, the temples, the mosque, and it became a varied community people they staying together and these structures are there which are some are very dilapidated condition.

So, the based on these archaeological remains histories either very local these resources with the involvement of the common people from the various backgrounds, various community and the people have been working for that, lot of experts and these Muziris area planning has taken place and there is a support by the state government and the national government to developed it into a tourism places and the. So, that these small places which probably in on their own as a local importance, but when you see that in a larger context and plan for their development and promote a tourism there, both local and international tourism and where it is a way to share and praising the heritage of a region that what was there and that can find a new way.

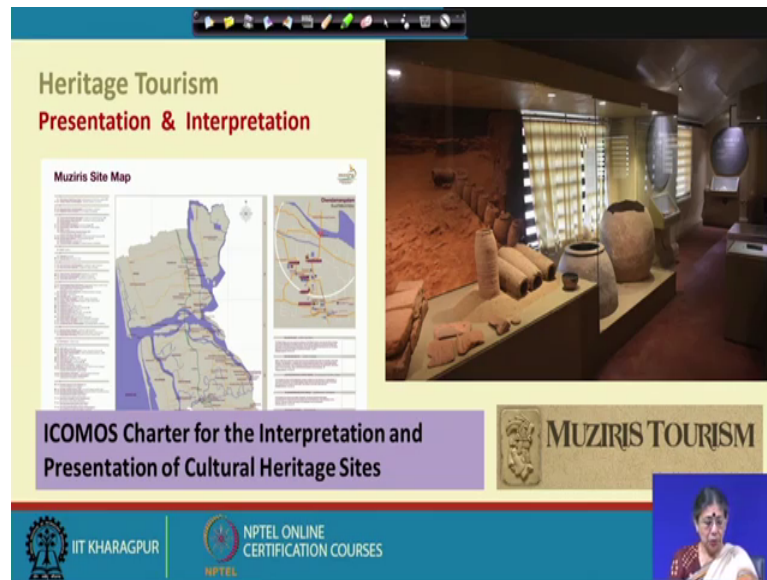
So, here we can see there are the local people who are coming into a synagogue which has been there this is the interior of the synagogue and there are the other local temples, churches structures and mansion, residential areas which have been either converted into a museum or they are being reused of some other purpose.

So, what is very important that they are there are a lot of canals in the, where there is a the some all sort of a water taxis are being started you can see that which is being run by the government and the local people there are the volunteers and the local people have been employed the women and these also can give another not only means of income, but it is a transport route, which is a very pleasurable experience and what is also important that some of the riverfront or a which were in a very dilapidated state in 1 of the small town, they have been renovated and the government has taken a very small low key development.

But what I found interesting is the local people. They are now taking the lease of that area, there are engineers and the local entrepreneurs and they with the and started new eateries to support not only the tourist, but the local people and create a very attractive place. So, these type of development where you are integrating of scattered heritage resources and developing the facilities there, encouraging the research activities

involving the not only the academic experience, but the supporting the economy of that area with the help of the local entrepreneur is a very important part when we are talking about the heritage it revives or regenerates a dilapidated area.

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Ah as you can see that one very important part when we are talking about tourism or the heritage interpretation, is the present how you present and interpret that. So, these are the 2 very important pillars, when we are talking about the heritage tourism. So, as we can see that here a very very interesting museum with the local archaeological finds which have been found there they converted into museum and very well kept with all the Earthenware, the coins, the very archaeological remains have been done and not only 1, the various museums are scattered all over the area and if there is an information on the website that how we can go where, what are the linkage, how you can cover the various areas. So, trail planning the heritage shall be the facility and then also to share to, explain the heritage is very importance.

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Heritage Tourism
Presentation & Interpretation

Presentation

- denotes the carefully planned **communication of interpretive content** through the arrangement of interpretive information, physical access, and interpretive infrastructure at a cultural heritage site.
- It can be conveyed through a variety of technical means, including, yet not requiring, such elements as **informational panels, museum-type displays, formalized walking tours, lectures and guided tours, and multimedia applications and websites.**

The slide includes a photograph of a dirt path at a heritage site with informational panels and a 'no dogs' sign. At the bottom, there are logos for IIT KHARAGPUR and NPTEL ONLINE CERTIFICATION COURSES, along with a small video inset of a woman speaking.

But we must understand what are these 2 aspects that, which are important is the presentation and interpretation. There is a charter and which talks about the presentation denotes the carefully planned communication of the interpretive content through the arrangement of interpretive information physical access and interpretive infrastructure of a cultural heritage site.

It has to be planned with the property expertise and promotion. It is not only just say the tourist can come there or the local people can come there, it has to be really presented well, planned well with the proper infrastructure and with a lot of signage system. It can be conveyed through a variety of technical means including yet not requiring such elements as an informational panels, museum type displays, formalized walking tours, lectures and guided tours and multimedia application and outside there is a the it needs a lot of creativity technical application and the way finding and also the safety security, these a very important part when we are talking about how you present the heritage to the people of from the various backgrounds.

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The slide also features two maps: a coastal map of Kerala showing a heritage route and a detailed map of the Fort Kochi area with various landmarks and a walking tour route. A small video inset in the bottom right corner shows a woman speaking.

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This is 1 but then what is the into. So, presentation is there. So, what we can have to do is that the how the walks will be there, it can be a local heritage walk, it can be a circuit and this has to be planned on a different scale along with that the various transportation route, as I say the water taxis are used for that that where they can and the different facilities and the supporting infrastructure the in case of Muziris they have planned a bus station a with all the facilities.

There is a research center which is there then the local that places and involving, the market, the local people, the local youth and this and then having and present that through the brush or the wave information and other this needs a very important working on that and in a presentation technique and as you can see that even designing a brochure for heritage circuit is very important. It has to have a character, which has to go with the character of that places. So, yeah have some sort of a the how it will be displayed what type of font and how will be the color.

So, this is an entirely another different area, where the people creative people, artistic people has to be brought and work in together to explain to present the heritage, which is in the which sort of supports the type of heritage which is there which we are talking about, which you are trying to present. Then, what is interpretation? Interpretation refers to the full range of potential activities intended to do the heart and the public awareness and enhance understanding of the cultural heritage site.

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Heritage Tourism
Presentation & Interpretation

Interpretation
refers to the full range of potential activities intended to heighten public awareness and enhance understanding of cultural heritage site.

These can include **print and electronic publications, public lectures, on-site and directly related off-site installations, educational programmes, community activities, and ongoing research, training, and evaluation of the interpretation process itself.**

The slide includes two photographs: the top one shows a museum interior with stone walls and a display case; the bottom one shows a display case with various artifacts. A small video inset in the bottom right corner shows a woman speaking.

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So, here we are talking about the understanding of the cultural heritage site and we must remember that as in days going by, the more information is coming out and then also how we are looking at the heritage is also changing. So, that interpretation is very important and this also changes and it also means that we involve the people in the various activities. So, and so, this can include print and electronic publications, public lectures, on site and directly related off site, installation, educational programs, community activities and ongoing research training and evaluation of the interpretation.

So, you take the feedback on the people and try to see how effective they are and gradually you can interpret. I remember a very interesting case like in Sydney museum, what they did in Sydney; I do not have the picture here. There was in the proper Sydney downtown area. They found out ruins of the governors house in Sydney and it was known that there was the ruins of the governor house, first governor house, but actual place was not know.

So, while taken the foundation for a high rise structure, they found the ruins and then the question came that oh what is to be done to that areas. It is a very interesting creative a solution came because what they did is that they keep the ruins and made a sort of a high podium on that. So, one can look through that and see the governor house, but then that high rise which was planned up, planned there it was abundant and the some sort of TDR was given to the owner for the adjacent building.

Now, what has been done is that in that area the Sydney museum came up and while one enters the Sydney museum, there are certain piles of logs which are there and one when goes near the logs, what happens is that they start making sort of a hissing sounds as if somebody are speaking there, actually there are sensors there, but you do not understand what is the language.

So, there is a curiosity raised and then you enter the museum and then you see that, then you realize while walking through the museum that these are actually an artist installation and interpretation, that when the white people came to Australia, there where the aborigines there and they are hiding behind the trees and they were probably very surprised and talking that looking at the white people and the ships. So, the artist is trying to capture that and recorded voice from the aborigines in their language and they are the sensors. So, when you go around this log you are suddenly hearing that. So, you are curious if curiosity is raised and then you go to the museum a lot of questions your mind and then a very interactive.

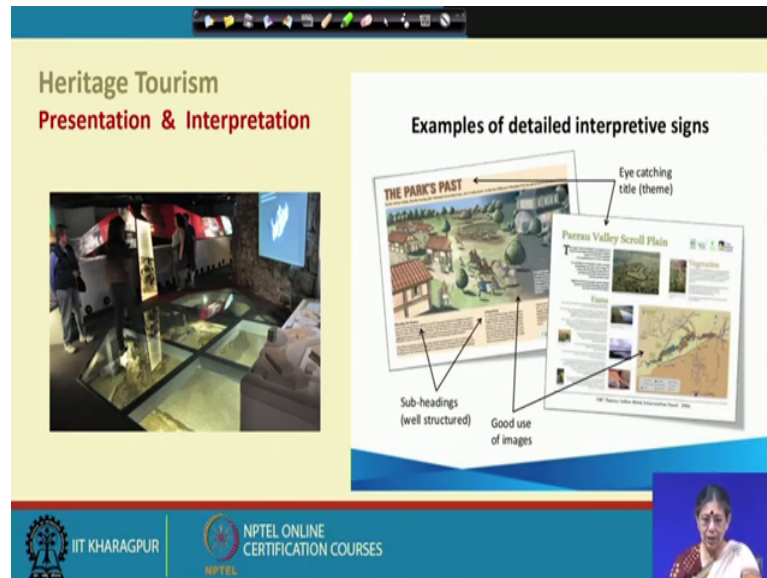
So, the presentation also with the different tools and technique have become very interpretive and to how you present and how you interpret the heritage. It is not only preserving is important how you share the heritage or sources through the various mean is also very important aspect of the heritage, when you are specially talking about the heritage visitors and other.

These talking about York, we have explained and I mentioned that time that the under the basement part which has been excavated for foundation strengthening, it has been kept there and there you can see that these are the, if you remember the foundation, these are the sort of a this bors which were being the foundation strengthening and that entire area is now a museum, the undercroft and all these time things are going on, the visual displays are there and what is also important it caters to all ages of people. So, it is for the children and the old people, who are have the mind of a children that is very important. Like here, what you can see is that there is a some sort of and blocks and people can go there and build up the how the arches of this.

So, it is very interactive, it is not just looking at the information and going there this is what we call interpretation and presentation and get gradually can be updated through

there and there are so many ways of sharing the information, displaying the information, raising the people's curiosity about the heritage important is very important.

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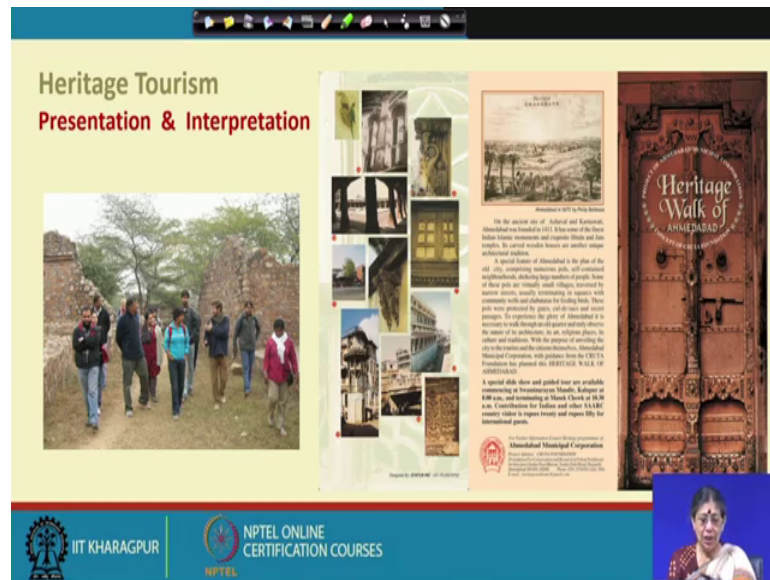
And then what you can see is that some of the interpretive signs, the brochure onsite and offsite or again we have talk about the presentation, interpretation. This is again your . So, there are archaeological remains and you can see that people are walking on the top there are the glasses and the light.

So, while they are walking they can see the another layer of archaeological remains and what is there and then also the they are moving through that and showing the history of York, minster at the York city and through as much of interactive way that is possible. So, this presentation and interpretation is a very important part of the heritage tourism and visitors management and then also one has to be a very careful about the safety security and all this has to be in place. I have seen the visitor management, where people are have to book the slots and so that there is not much rush at 1 time, they can distribute the people on a different time period.

So, that is a very important part through the different techniques, that how the visitor management sharing the information make it more interesting and as I say that with a combination of the older techniques, the new techniques and make it as lively as informative as possible and so that people can interact, they become a part of the heritage resources.

It is not only the preservation hall that becomes a part of the and there are charters for presentation and interpretation that how it can be done. So, there is should not be any falsification.

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It should be based on a research what was there and then present that ah. As we see the heritage walk, and awareness from the school children that they can see that there is a heritage walk in Delhi, this happening in the old Delhi, we talked about there are a lot of old structures, there is not only the monuments. So, how we can the nature heritage under the different themes the works can be done.

So, this is a brochure, which has been designed by the heritage walk of Ahmadabad. It is not necessarily always people work in a group, there are people who want to take a walk in a isolation, there can be the group for, there can be the proper guides who are aware of the history the training of the guys is very important that and also there different types of information and the heritage walk brochure how carefully you plan that it is a very integral part of the presentation of the heritage.

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AND SUSTAINABLE URBAN DEVELOPMENT
HABITAT III

4 ISSUE PAPER ON URBAN CULTURE AND HERITAGE

Key facts and key figures:

- Culture plays an increasing role in the local economy through monetary and non monetary values.
- Culture-based urban regeneration experiences have been multiplying.
- Urban challenges must be addressed through culture-based urban development schemes.
- The 240 World Heritage Cities and 69 Creative Cities provide “urban laboratories” to include culture in urban strategic planning.

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Now, while talking about that, we are almost coming towards the end of our course, while talking about the heritage and the resources and preservation conservation, we have touched on the various aspects or taking the examples of from international, national definitely I have talked more about the area which I am in the west Bengal because I know that area, but I am sure and I have seen that India is a vast country and with a lot of heritage resources, it is just to share with you a some of the concepts and how the heritage movement has been going on, what is the significance of that heritage, I will give you a glimpse of that and also we have talked about the how the heritage movement and his emphasis has been shifting over the years because of the charter.

If you remember the timeline of the history of the heritage movement, we talked about how the system sustainability is becoming a focus of that, it is very important to understand, it is not only the UNESCO which is talking about the heritage there. The United Nation Conference or housing and sustainable urban development habitat 3, which also is talking about the cultural heritage and they have a specific issue paper on urban culture and heritage, these are all available you can have a look, but what is very important is that they are talking about the role of culture and heritage in the sustainability and the modern day of contemporary development.

So, the key facts and the key figures which have been identified is that culture plays an increasing role in the local economy through monetary and non monetary value, this has

to be understood and culture based urban regeneration experiences have been multiplying and urban challenges must be addressed through culture based urban development scheme, you see that how the culture is becoming a center place for the sustainable development and the 240 world heritage cities and 69 creative cities provide urban laboratories to include culture in urban strategic planning.

So, you can there is a detailed discussion on all these key factors, key issues, one can refer to that and see how the reinterpretation of heritage, the importance of the culture as a very important focus and the that power it has in our urban planning has been emphasized a lot.

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The slide is a presentation slide with a yellow background. At the top, it reads 'UNITED NATIONS CONFERENCE ON HOUSING AND SUSTAINABLE URBAN DEVELOPMENT HABITAT III' in green and black text. Below this, it says '4 ISSUE PAPER ON URBAN CULTURE AND HERITAGE' in red text. To the right of the text are two logos: the 'H III' logo and the United Nations Educational, Scientific and Cultural Organization (UNESCO) logo. Below the title, it says 'Key drivers for action' in bold black text. Underneath, there is a list of five bullet points, each preceded by a small square icon. At the bottom of the slide, there is a blue banner with the IIT Kharagpur logo on the left and the NPTEL Online Certification Courses logo on the right. In the bottom right corner, there is a small video inset showing a person speaking.

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HABITAT III

4 ISSUE PAPER ON URBAN CULTURE AND HERITAGE

Key drivers for action

- Including heritage in territorial planning instruments
- Enhancing culture and heritage to improve urban environment and public space
- Supporting the contribution of culture to local economy
- Valorizing cultural values to build social cohesion and mitigate conflicts
- Improving access to basic services in historic centres.

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And the key drivers for action which have been identified in the habitat 3 the issue that is the including heritage in territorial planning instruments, enhancing culture and heritage to improve urban environment and public space supporting the contribution of culture to the local economy and valorizing the cultural values to build social cohesion and mitigate conflicts.

So, these are the power of culture. So, heritage is a much much more broader rule and it has been acknowledged it has been included in the sustainable development goals and how these cultural heritage is a way of doing that heritage conservation and preservation and we have seen that shared some of the examples with you from all over the world just to give you an idea and the importance and significance of the heritage conservation and

the different aspects of that and the importance of the heritage is not only that it is a debt, it is a living a thing, it has a role in our life and a role in the mitigating conflicts is a mark.

To unite the people not only locally, but internationally to have a share and their various aspects like the disaster, the accessibility issues all of this and over the years various charter convention the rules and other, but whatever it is that the rules, convention, charters, principal, organization NGO, one must understand that we must appreciate that what is the value of that its a something very intangible and how we can continue something which you have inherited from the past and how we are as a custodian, how we can keep that to the future generation and make it continue to live and seeing it from the various aspects.

So, that almost that it is not only talking about the historic centers we have talked about monuments and the areas and the living cities and how the various aspects, the various safety, security, accessibility taking care of the disaster, these also needs a special attention. And there are the various resources which are available, I will share something, I have sharing some of the resources, I am giving some of the reference and also probably I would like to share that and this brings us to the almost towards the end of our lecture, only one part is remaining which is the actual visit to a site now and meeting someone who have been working on the heritage conservation to show the rule of heritage and democracy and that is almost the end of our formal lectures.

Thank you.