

OPPORTUNITIES AND CHALLENGES IN HERITAGE CONSERVATION: HERITAGE WALKS, HERITAGE DRIVES, AND ON-SITE TALKS IN PUNE, INDIA

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Abstract

Historic sites in countries like India are often neglected due to lack of awareness. They are often present in the middle of a busy city and blend in with ordinary modern structures. It is the author's effort to understand the opportunities present in creating understanding of the level of awareness and challenges faced in the conservation of such hidden gems. With their experiences as regular participants in various heritage walks & heritage talks in Pune city and a sample survey conducted, authors aim to suggest a marketing strategy for sustained activities highlighting various options for onsite talks, heritage walks, and/or heritage drives. Authors would also like to bring forward major challenges to the sustainability of these activities, mainly if it is 'the paid activity. However, authors will also suggest how relevant stakeholders can be integrated for the successful implementation of these heritage-related activities. Most importantly, this inquiry will put forward opportunities for local people to make successful marketing and improve their avenues.

Keywords: Heritage conservation; Indian culture; Historic monuments, Heritage drive.

Introduction

Tourists today prefer to visit historic and cultural sites. Historic attractions attract diverse crowds, including students, families, seniors, citizens, and even foreign nationals, making heritage tourism one of today's fastest-growing market segments [1]. The United Nations Educational, Scientific, and Cultural Organization (UNESCO) headquarters hosted the adoption of the Paris Declaration on Heritage as a Driver of Development in 2011. In addition to the economic, social, and environmental pillars of sustainable development, cultural diversity was acknowledged as the fourth pillar at the Johannesburg World Summit on Sustainable Development in 2002 [2].

The National Trust for Historic Preservation in the United States defines heritage tourism as 'traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past' (National Trust for Historic Preservation). By designing a tourist itinerary through the most representative historical fabric of a city, heritage walks aim at exploring the unexplored culture and heritage through the involvement of the local community. This urban conservation activity also supports the economic regeneration of the area. A well-developed heritage walk can be a micro project that serves as a role model for heritage conservation of the entire city [3]. As the cultural assets have been borrowed for future

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generations, they must be maintained if they are to retain their future value. So the practice of heritage conservation in the twenty-first century should essentially be aligned with sustainability principles [4].

One of Europe's first projects of cultural heritage guided walks was set up in Serbia in 1998 and provided free of charge by the city's central municipality, "Stari Grad". It was in accordance with the principles of the 'Charter for the Interpretation and Presentation of Cultural Heritage Sites' (ICOMOS, *International Council on Monuments and Sites*). However, there was no official support from any expert organization in the field of culture, history, and heritage [5]. The Jay Brown's Walking Tour of Brixton in the 1970^s was an iconic opener for South London's heritage walk provided to the tourists. It emphasized the multicultural heritage of Brixton with a history of racial conflict and the settlement of migrants from the Caribbean. By focusing on the heritage walk, certain unofficial objects, places, and practices were identified to build a sense of understanding on a local and community level, and this gave rise to the significance of the social role of heritage in UK society [6]. A walkathon was conducted in four different National Trust Sites of Natural and Heritage Value in East England, which proved that walking in green spaces enhances emotional well-being and also conserves nature [7]. In a study conducted during the development of the Inanda Heritage Route (IHR) in Durban, South Africa, ahead of the 2010 FIFA World Cup, it became apparent that community involvement in cultural heritage site management is crucial for fostering a sense of ownership and creating economic opportunities. The researcher made the case that heritage interpretation has to be focused on luring locals as much as foreign visitors [8]. A survey in Singapore revealed that tourists were attracted by the facades of colonial monuments that have been restored. In contrast, Singaporeans are attached more to activities and lifestyles that have disappeared over time as planning authorities have favored commercial activities such as retail and recreation/leisure [9]. An integrative approach of the local-global nexus in Singapore and Montreal showed similarities between the macro-scale processes used by both cities to adopt heritage tourism as a strategy for urban redevelopment and was successful in representing a powerful economic development, keeping in mind the mediating influence from the local authorities [10]. A global company, Rio Tinto involved community members along with their employees in decision-making processes to identify opportunities where cultural heritage work can contribute to conservation and to help in the revitalization of the old cultural practices. It held activities in 2011-12 to manage and identify cultural heritage and policies in Australia and Serbia and also to solve environmental threats destroying the environment well in advance [11]. Two challenges of ecotourism were faced in Queensland, Australia, at the "Couran Cove Island Resort" and the "Boondall Wetlands Reserve." Where Couran Cove is home to an assortment of plant communities, Boondall is recognized for feeding and resting habitat for migratory wading birds of Mongolia and Alaska. The comparison set between the two proved that sustainable tourism that Boondall provides makes significant contributions to the quality of the environment and economic development of the welfare of the host community through the creation of conservation programs [12].

In India, Ahmedabad, Jaipur, and Mysore have successfully conducted heritage walks and drives in their respective cities. The city of Mysore launched several awareness drives and programs under the Jawaharlal Nehru National Urban Renewal Mission (JNNURM) by the City Corporation and has also projected several policy measures to regulate the heritage zones on the lines of Hampi. This was to spread information among the people and to educate them by hosting Heritage Festivals, Tonga Tours, Heritage Awards, and street plays, and also by publishing a Heritage Newspaper for the promotion of effective management [13]. Three heritage walks organized by three organizations in Ahmedabad city was studied to determine the shared value network given by Porter and Kramer which places social and community needs before profit. It shows the impact of these walks on various stakeholders under nine dimensions of the value network framework [15].

The Municipal Corporation (PMC) was established in 1950 in the historically and culturally significant city of PUNE. The PMC's Heritage Cell is a significant move, and the

civic organization has started a number of significant projects in light of the value of protecting the city's cultural legacy and tourism potential. To identify historic properties in the city and create criteria for them, PMC formed a heritage committee. However, apart from many very good initiatives by PMC to conserve and promote Pune heritage, there is an urgent need for sustained efforts. A non-profit organization, Janwani, floated by the Maharashtra Chamber of Commerce, Industry, and Agriculture (MCCIA), wound up its heritage walks about three years ago at the end of its two-year agreement with the PMC [15]. Organizing a heritage walk and/or heritage drive is easier said than done, especially if it is a paid one. Lack of awareness, poor implementation of a legislative framework, proper integration of various stakeholders, and marketing strategy are some of the hitches. Highlighting built as well as intangible heritage is the need of the hour. Targeting the precise, correct potential market is one of the key factors that are blocking urban heritage promotion and development, accordingly in most of the Indian cities, and especially concerning the city of Pune in particular. However, involving local experts in a meaningful way with key authorities can be good revenue-generating sustained activity.

The literature on tourism has acknowledged that, once tourists are aware of an attraction, their decision to attend usually involves weighing the expected advantages of the experience against the expense and effort of making the journey [16-18]. However, very few people explore and study the state of affairs where "tourists are unaware and ignorant of the reality of existing heritage sites and their significance". Through this paper, the authors would like to give some meaningful insights into people's interest and inclination, mainly concerning Pune heritage, especially the eastern part of Pune city, by means of heritage walks, heritage drives, and/or other means like on-site talks. With their experiences as regular participants in various heritage walks and heritage talks in Pune city and a sample survey conducted, authors aim to suggest a marketing strategy for sustained activities highlighting various options for onsite talks, heritage walks, and/or heritage drives. Authors would also like to bring forward major challenges to the sustainability of these activities, mainly if it is 'the paid activity'. However, authors will also suggest how relevant stakeholders can be integrated for the successful implementation of these heritage-related activities. Most importantly, this inquiry will put forward opportunities for local people to make successful marketing and improve their avenues.

Study Area

Pune has a hot semi-arid climate with three seasons. June to September is monsoon, October to January is post-monsoon, and February to May is treated as pre-monsoon. The suggested period to visit for heritage walks is from October to May. Wagheshwar Temple to Bund Garden is about a 13km stretch (Fig. 1). The route has heritage sites from Maratha Riyasat in the form of Wagheshwar Temple to Bund Garden in the British era. Agha Khan Palace on the track was built in the pre-independence period. This is one of the busiest routes especially from Bund Garden to Wagholi on the Pune–Ahmednagar state highway. Tarkeswar temple is situated just near the Bund Garden Bridge. A Mahadeva temple built in a cave on a hillock. From the top one can see the beautiful landscape and spread of the city. Apart from built heritage from various dynasties to the British era, Pune city is blessed with a beautiful natural heritage, the Mula-Mutha River. The Fitzgerald Bridge, popularly known as Bund Garden Bridge or Yerawada Bridge, was completed in 1867. 28 feet wide road and 6 feet wide footpath with decorated arches [16], the four lions, two on either end, are marvels. Time leaves this Victorian bridge unscathed [19]. In 2016, the Mahatma Jyotiba Phule Art Plaza was constructed at the Grade I Bund Garden Heritage Bridge. In accordance with the Pune Municipal Corporation's (PMC) objective to protect heritage assets, the art plaza was constructed in 2016. The concept was to design an interactive area that would serve as a platform for showcasing and supporting regional art and craft, as well as for art exhibitions, displays, photography, landscaping, awareness campaigns, and demonstrations [15]. Bridge still gives a glimpse of a once scenic place. Bund Garden is situated on the right bank, next to Fitzgerald Bridge, and takes its name from the bund, or small dam, on the River Mula built by

British rulers to cater to their need for water for the cantonment area then. The Royal Connaught Boat Club, situated about 3 kilometers from Bund Garden. Originally founded in 1868 as the Poona Boat Club, the Royal Connaught Boat Club changed its name to Poona Royal Connaught Club in 1889 in honor of The Duke of Connaught, who served as the Bombay Army's Commander in Chief in 1928. Subsequently, The Royal Connaught Boat Club replaced the original club name [15]. The Amateur Rowing Association was founded on the club's property in 1933, and a series of regattas were subsequently held there in rotation and at Pune, Chennai, and Kolkata. Furthermore, about 2 kilometers from the Tarkeshwar temple in Yerawada, on rising ground on the left bank of the Mula River towards Khadki, stands the impressive and monumental Victorian Gothic building of the Deccan College. It was built in 1868. Today, Deccan College also has a museum of prehistory and archaeology and the Maratha History Museum [19].



Fig. 1. Study Area: Wagholi to Bund Garden

Need to design and promote heritage drives and walks in and around Pune. The Rashtrakuta, Satavahana, and Yadava kings have all ruled over Pune. That was followed by the Moghuls. During their time here, young Shivaji and his mother, Rajmata Jijabai, lay the foundation for Pune. Pune's expansion took place during the Peshwa era. Following the Peshwas' collapse in 1818, the British seized control of Pune and the surrounding area. The city's civic infrastructure was established in 1858 with the founding of the Municipal Council.

In the 18th century, Pune was the one the major administrative unit governing a major part of India than in the Peshwa period in office. Many monuments were built from the 18th century to date in the city of Pune. These can be mainly classified in Maratha Riyasat and the British era. The PMC has enlisted 251 heritage properties into Grade-1, Grade-2, and Grade-3 types of structures. The proposed list had 79 structures in Grade-1 structures, 82 structures in Grade-2, and 90 structures in Grade-3 [10]. PMC, through the Light and Sound Show in Shaniwar Wada, the restoration of Vishram Baug Wada, Lal Mahal, etc., is promoting Pune Heritage. However, there is a need for many such efforts regularly to promote Pune heritage on the lines of the City of Ahmadabad and Raipur with the help of local, national, and/or international organizations like UNESCO. 'Regular and Sustained Heritage Walks and Drives' in the city of Pune will give a better edge to Pune as the 'Cultural Capital of Maharashtra' on the international and national levels. It will also benefit in better revenue generation for PMC as well as local upcoming young experts in the field, giving them pride as *Punekar*.

Many circuits can be designed with specific objectives in various parts of the city. The Indian National Trust for Heritage and Culture (INTACH) Pune chapter has already designed

upper cantonment and lower cantonment drives and heritage walks in Shaniwar, Kasba, and Shukrawar Peths of Pune, supported by Forbes Marshal with the knowledge contribution by Kimaya private firm consisting of architects, urban designers, and conservationists. Many more efforts are needed to design such drives and heritage walk circuits to support and market Pune heritage, targeting the right potential participants in those drives. Pune has a long legacy of unique built heritage. There is an urgent need to conserve, preserve, and protect this heritage to raise the pride of Pune city locally and also on an international scale for better revenue generation for locals. The ultimate goal should be to target dimensions of sustainable development, i.e., economy, society, and environment, in such a way that each stakeholder will be in a win-win situation.

Methodology

The authors have undertaken an explanatory research project for which primary data has been collected through a structured questionnaire and analyzed with MS Office Excel. The questionnaire contains a mixture of both open-ended and closed-ended questions to best understand the respondent's views. Overall, 50 responses were recorded. Respondents were divided into 10 each in five strata. Students in the age group 18-20 who were local from Pune formed the first strata of 10 respondents. Those who have lived in Pune for more than five years and in the age group of 25-50 formed the second strata. Students who are pursuing their graduation (mainly age group 18-20) and have migrated temporarily for three years in Pune from various parts of India formed the third strata. Similarly, those who migrated temporarily for three years in Pune from abroad formed the fourth strata. Parents visiting these students (for 2-7 days) for all practical purposes formed the fifth strata. The age group of parents varied from 40-60. With the simple random method, strata 1 and 3 responses were video recorded. Remaining strata (2, 4, and 5) responded online. Authors are regular participants in various heritage walks and heritage tours conducted by the Indian National Trust for Heritage and Culture (INTACH) – Pune Chapter, Heritage India Communication Pvt Ltd, Department of Ideology and Sanskrit of Tilak Maharashtra Vidya Peeth – Pune, The Bhandarkar Oriental Research Institute, Pune, and Bharat Itihas Sanshodhak Mandal, Pune. Through regular discussions, interactions with organizers of these activities, and observations, some gaps have been identified regarding regularity, popularization, and sustenance of these activities by authors. Authors, through their experiences and perceptions, have opined their views. Some insights for the betterment of such activities are also discussed.

Observations and Findings

A significant finding was that more than 80% of respondents have shown interest in knowing the built heritage of Pune in the eastern part of the city (Table 1). Respondents surveyed were between the age group of 18 to 60. This suggests there is a curiosity among all age groups with wide regional diversity to be acquainted with Pune's cultural heritage. Responses indicate that most of the population (>80%) want to understand built heritage in situ or on-site. Relatively very little interest is shown in understanding Pune heritage through books, video, or film. However, there is an interest shown to know Pune through books and videos also. Nearly more than 50% of the population surveyed want to understand worship places, palaces, gardens, and memorials in Eastern Pune. A very significant observation is that the people (>70%) need prior information about the monument, palace, garden, and memorials before they get involved in any of the activity, e.g., Heritage Drive. This suggests that an opportunity exists to target this market in terms of creating awareness and marketing strategy to tap these potential participants regularly. The un-bias of the sample toward various sections from different geographies suggests that the study findings will give good insights for various stakeholders to tap this huge market in Eastern Pune. Strategies to tap this market have to be specifically targeted if they are to be effective.

Table 1. Inclination and preference for Pune Heritage understandings by 50 respondents (*10 responses for all strata)

Sr.		Strata 1 Local Students: Punekar	Strata 2 Local Punekar	Strata3 Temporary: Student Migrants	Strata4 Temporary: Visiting Parents of Migrant Students	Strata5 Temporary: International Students	Grand %
1	Number of people interested in knowing the Built Heritage of Pune	8	10	8	8	8	84
2	Number of People interested in Heritage Walks to know Pune Heritage	5	6	5	4	4	48
3	Number of People interested in Books to know Pune Heritage	2	1	0	2	2	14
4	Number of People interested in Site visit to know Pune Heritage	3	5	5	2	3	36
5	Number of People interested in Videos/ Films to know Pune Heritage	3	7	2	4	3	38
6	People more interested specifically in Heritage walks to know Pune Heritage	0	3	0	4	2	18
7	People more interested specifically in Heritage Drives to know Pune Heritage	1	1	0	3	3	16
8	People more interested specifically in On-Site talks to know Pune Heritage	2	1	1	2	3	18
9	People interested in all - Heritage walks, Heritage Drives & On-Site talks to know Pune Heritage	5	6	6	2	2	42
10	People interested specifically in Places of Worship in Eastern Pune	1	2	1	6	3	26
11	People interested specifically in Palaces and Gardens in Eastern Pune	3	3	2	6	1	30
12	People interested specifically in Memorials (Samadhi) in Eastern Pune	1	0	3	0	1	10
13	People interested in all - Worship Places, Palaces Gardens, Memorials in Eastern Pune	6	6	6	1	5	48
14	Percentage of people interested in designed drive and or Manual	8	9	8	7	5	74

Discussion and Suggestions

Opportunities

Connectivity: Eastern Pune is a densely populated suburb with excellent connectivity. The city itself still retains its small-town charm. The heritage structures are found chiefly in the middle of the town, especially in *Peths* developed with specific objectives by Nanasaheb Peshwa’s vision. The city has grown around it for centuries. The eastern part of the city, mainly near Bund Garden and in Pune Camp, shows the influence of British ruling in Pune. It is this integration of monuments from various eras in the day-to-day life of the city that makes it an excellent case for either a heritage drive, a heritage walk, or an on-site talk. All the sites and structures mentioned in the study area are easily accessible by private and public transport.

IT hub: Pune, with all its old town charm, has transformed into an information technology hub. With its tech-savvy workforce, Pune has the advantage of having expertise in creating content using digital technology. There is no dearth of skilled videographers or graphic designers that can be tapped for creating state-of-the-art digital content to complement the Heritage and Cultural promotion. Appropriate content in the form of videos and films can be used as a tool for marketing and for creating awareness in students, senior citizen groups, and foreign nationals, like INTACH’s efforts. INTACH, with the support of Forbes Marshall and Bajaj, has published books to create understanding and awareness about Pune heritage and

culture. INTACH with Forbes Marshall has come up with certain ideas for product design and the film on *Tambat* (the royal coppersmith), which has helped this community of artisans to rejuvenate. The coppersmiths were assisted by Studio Coppre, an organization founded by Forbes Marshall, an industrial house, to produce goods that were in more demand. The term "tamba" in Marathi refers to the metal copper, hence the name "Tambat." They gained notoriety 400 years ago in Pune, during the Peshwa dynasty. They were originally from the Konkan area. They served the Peshwa Kingdom's military, economic, and religious requirements as members of the "Bara Balutedars," an antiquated social structure. They provided the royal family with everything from military weaponry to copper coinage and coronation accoutrements. You can see the seventh generation of Tambat Ali if you go there right now.

Major hub for historical events: Pune is not just a host for these heritage structures but has a place in the life of ordinary people. The heritage is integrated into the life of the city, and the ancient temples, such as Waghehswar, are not just monuments for tourists, but people still worship Lord Shiva every day. Local trust is maintaining and is taking care of the temple and adjacent *Samadhi* of great Maratha warrior Pilajirav Jadhav, who served for the Maratha empire. The Aga Khan Palace, a majestic building, was built in 1982 by Sultan Muhammed Shah Aga Khan III mainly for the welfare of people in Pune who were suffering from famine. Because it housed Mahatma Gandhi, his wife, Kasturba Gandhi, his secretary, Mahadev Desai, and Sarojini Naidu, the palace has a special place in Indian history. Additionally, Kasturba Gandhi and Mahadev Desai passed away here.

In 2003, the Archaeological Survey of India (ASI) declared the site as a monument of national significance (above 6 sentences from Wikipedia). People visit the palace and also pay homage to great freedom fighters. The Tarekeswar temple of Lord Shiva is built in an ancient cave. Many deities visit regularly from the city and especially from the Yerawada part of the city. The Fitzgerald Bridge, popularly known as the Bund Garden Bridge or Yerawada Bridge, was built to connect the newly developed Kirkee and Camp area to connect with the shortest route in British ruling [16]. Seen from the Deccan Deccan College side, the bridge gives an impression of sturdy dependability [19]. Till today, from the bridge, you get a beautiful view of the river, Royal Connaught Boat Club riverside, and Bund Garden. Even though Bund Garden has lost its past glory, still it has a place in Punekar people's hearts. People in the evening can enjoy river views and enjoy food items like *Pani Puri* and *Bhel* mainly. Royal Connaught Boat Club, even though it has restricted entry. Many members from Boat Club Road (the name of the road after the club) and Pune Camp enjoy facilities. However, it should be made open for interested people, at least for some time on weekends, to know this heritage, which has a legacy of more than 150 years. Deccan College, one of the first deemed universities of India, is well known internationally for linguistic and archaeological studies. Lokamanya Tilak and Gopal Ganesh Agarkar were two of the most famous alumni who lived in the hostel [19-23].

Historically conscious population: Pune is well known for its education and cultural ethos. People are conscious of their history and are passionate about it. There is no dearth of learned people who can take up the challenge of being an on-site guide. There are many institutes, such as the century-old Bharat Itihas Sanshodhak Mandal, and the Bhandarkar Oriental Research Institute (BORI) has laid down the foundation for ancient culture, history, and heritage appreciation in Pune. Members from these institutes and/or organizations can be the best resource persons. INTACH, Heritage India Pvt Ltd, for more than a decade, has been popularizing, promoting, and supporting Pune heritage and culture devotionally. They integrate various scholars from different domains like architecture, history, and anthropology. Tilak Maharashtra Vidyapeeth's department of Sanskrit and Indology has a master's program on Indology. They regularly conduct Heritage Walks, onsite talks, and virtual Heritage Walks for which leading daily Marathi newspaper Maharashtra Times is the media partner and Heritage India Pvt. Ltd. sponsors the event. Recently, Itihas Premi Mandal also started with heritage walks for which leading daily Sakal is the media partner. Many young scholars and associates from organizations like *Phirasti Maharashtrachi* have started with new ventures like seminars, workshops, on-site talks, and heritage trails very recently for heritage popularization, English

Daily. Pune Mirror of Times of India, Sakal Times, Indian Express, Hindustan Times, and other leading Marathi newspapers also give good coverage for heritage and related activities. In fact, Maharashtra Times has its culture club with at least more than 100 club members.

Integration of various stakeholders and finance: Various initiatives taken by private organizations like Forbes Marshall, Bajaj, Kirloskars, Tatas, and Infosys have supported the construction of the revival of the organizations and communities and have integrated NGOs like INTACH for the missions in meaningful ways to promote Pune's heritage and culture. Now, with the provision of the Corporate Social Responsibility (CSR) Act, 2014, passed in India and provision to support heritage in it, many private organizations with vision and sustainability agendas can integrate various scholars, educational institutions, organizations, and NGOs to design the activities that will last and polarize these activities in young minds permanently. Also, local members of the Legislative Assembly (MLAs) can support these activities through their funds. In Yeravada and Viman Nagar, efforts are being made by local MLAs. Most importantly, PMC in its budget has the provision for Heritage Cell and Pune Heritage Promotion. Various international agencies like UNESCO and JICCA, as well as national-level government schemes and organizations like the Indian Heritage Academy, can support INTACH, Pune chapter.

Challenges

Awareness: The world we live in today is the world of quick sound bites and short attention spans. Creating awareness of the existence of heritage structures will be the most difficult challenge. As the study shows that there is a potential demand for such activity, but people are less aware. To be precise, very few people, especially students coming from different parts of India and abroad in the eastern part of the city, are ignorant of these monuments and their significance. An awareness campaign will have to be initiated at the local level, preferably through the volunteers from the vast student population in the city. Also, a proper marketing strategy to tap at least a decent number regularly to sustain the activity will be the key challenge for paid activity. Willingness to understand and actual participation in activity are very important. To bring in this change in the mindset and behavior is the greatest challenge.

Funding: As always, funding is expected to be in short supply. The activity will have to be dependent on wealthy patrons or volunteers. Also, creating the right project proposal, project management, regular monitoring, and regularity, taking responsibility, and commitment for a longer period by the organization or individual is another key challenge. PMC Heritage Cell has worked with Kimaya Architects for the Vishranbaug Wada restoration. The effort is excellent. However, with gaps in financial support, the project has not been entirely complete for the last 15 years. With this time lag in the course of time, the effectiveness and objectives of the project get defeated. Many more such examples can be given with respect to Heritage Walk, like the one that was conducted by Janwani.

Expectation: For eastern Pune, most of the monuments are not popular with scale and grandeur but have tremendous historical significance. The expectations of the tourists cannot be fulfilled just by visiting the places. For heritage walks of this nature, the major expectation is an informative talk that brings the inanimate structure alive. A guide that can take the audience on a journey through time. Getting the right person on a sustained basis to guide the tourists or create content will be the key to success.

Experience: For an overall positive experience, an effort will have to be made to integrate all the different components of heritage tourism, such as walks, on-site talks, digital content, etc. These components will have to couple with the persons of appropriate skills to create a holistic experience. Organizations like BORI, Bharat Itihas Sanshodhak Mandal, Deccan College, and architecture colleges like Banuben Nanavati College of Architecture, Bharati Vidyapeeth, and Tilak Maharashtra Vidyapeeth should come with passionate volunteers with excellent knowledge to give a decent amount of time excluding their professional commitments. However, for that they need to get a handsome honorarium. They should be ready to work along with experts from Kimaya, Coppre, etc. However, to ignite such a passionate, devoted scholar and satisfy them with good remuneration is the key. The integration

of various stakeholders, especially youngsters, on a regular basis is the real challenge for decent livelihoods.

Regularity: In Pune, there are many good initiatives like the Pune Festival and Maharashtra Culture Club activities that are successful in a sustained manner. However, when we talk about paid or even non-paid heritage walks, heritage drives, and on-site talks, the situation is not that good. The key challenge is to attract a number of participants on a regular basis. Regular marketing and promotional strategy for the relevant population in Pune and especially in the eastern part. Regularity of news in all types of daily newspapers before and after the event. Regular sponsors for activities and regular volunteers.

Conclusion

The survey data clearly indicates the desire for visiting heritage structures in eastern Pune. The opportunities presented need an integrated approach for successful ventures. Opportunities have to be converted to realistic plans. Challenges can be overcome by the collaborative efforts of all the stakeholders involved. The people involved should have a certain assurance that the events or the content will be accessed regularly, as they will be spending their precious time and often resources. They should be adequately compensated so as to receive their continuing support. This can be done through CSR initiatives or through local trusts. The activities can include heritage drives covering all sites or heritage walks covering limited sites or on-site talks on any of the mentioned heritage sites. Initially, more effort will have to be made to jump-start these activities through attracting the right target group based on strata in the survey. The mode of communication could be online for students and the younger population and hard copy brochures for the older group. The education institutes in the area can initiate the marketing. Only when these activities are conducted regularly will it be sustained through word-of-mouth publicity.

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