

## Heritage Tourism and Emerging Challenges in Jaipur City

**\*Dr. Pawan Aswal**

### Abstract

Heritage is all that we have received from our past it is the legacy of our historical past that we enjoy today. every place unique in a sense as each has a different set of topography, style, add architecture and the culture, which makes all the non-living things to life. Jaipur in this regard is a renowned city, known especially for its heritage and culture. it is this uniqueness and medieval aura of the city which enchants the tourists from every corner of the world. the present study focuses on the need to protect this feature of the city. The rapid urbanization of the city as resulted into uncontrolled growth of the city. this has resulted in many problems like threat to the heritage congestion pollution, crimes etc., therefore a multidimensional approach is needed to check this problem along with maintaining the old grandeur of the city.

**Keywords** - Heritage tourist, urbanization. unhygienic, population growth, encroachment, congestion.

### Introduction

Nature has diversified places to micro level be it the topography of a place or living beings in that area. This diversification has been put to next level with the manmade structures and vibrant culture of that place. Thus, in a sense every place is unique in terms of its layout and ways and means of people living there. This uniqueness of a place which prevails over long period turns into a heritage of that place. In a resolution of UN General Assembly, a need for conservation and preservation of heritage and the associated culture for sustainable development internationally has been emphasised. It also stresses on preservation and maintenance of local and indigenous knowledge, through a legal framework and policies.

Jaipur city being a part of the desert state more or less faces same problems as by the whole state. The features which have been inherited naturally were not sufficient enough for the development of this city. However, history has enriched this part of the state with beautiful forts and palaces and a vibrant culture, which had evolved through ages. It is because of its heritage that today Jaipur is acknowledged worldwide as an attractive tourist place. it is because of this factor that tourism contributes immensely to the economy of the city and the state. Any damage done to it results in gap in the past and the present knowledge on the one hand and to the state's economy on the other hand.

Since independence, the country has evolved tremendously. Whole country has changed with respect to land use, agriculture, industries transportation etc., Jaipur has also witnessed these changes. The

---

**Heritage Tourism and Emerging Challenges in Jaipur City**

*Dr. Pawan Aswal*

problem started emerging when with the expansion of economies, an increase in the per capita income, resources started declining. Opening of market for global economies during 90s has multiplied this process of urbanization.

Present work tries to emphasise the need for preserving heritage of this medieval city and controlling the growth of the city with respect to suitable planning and policies.

**Methodology-** This research is based on the analysis of secondary data available from government departments, books, journals, and published articles.

**Objective-** To analyse the importance of heritage tourism and the emerging challenges due to rapid urbanization.

**Study area** - The history of Jaipur goes back to 1150 A.D. when Amber was wrested from Meena chief of Susawat clan, one of the successors of Dhula Rai of Dausa. In the reign of Bharmal Amber submitted itself to the Mughals and paid homage to them. In 1690 A.D. the citadel of Amber Fort in which Maharaja Sawai Jai Singh II lived was too small for his ambitious plan, so he conceived of a larger town to execute his plans. He asked his able architect Vidyadhar Bhattacharya to draw up a plan and select a place where the city was to be built. What Vidyadhar Bhattacharya Ji created was marvel of architecture and planning. The city was subsequently founded on 18<sup>th</sup> November 1727 and was to bear the name of its founder Jay Singh II, and was known as Jaipur. Afterwards, to beautify the city palaces, mansions, bazaars, Temples, gardens, bastions, and gates were made. Jaipur was built on the basis of Shilpa Shastra (Indian book of architecture). Layout of the city was divided into 9 grids which separated the city into 9 blocks. The entire city is surrounded by high wall for its defence. The city has distinct commercial and residential streets.

**Heritage structures** - It includes walled city, palaces, forts, entrance gates, cenotaphs, religious structures, gardens, art and antiquities. The main heritage structures of the city include- Hawa Mahal, Jantar Mantar, city palace, Albert Hall, Amer fort, Gaitor and Jaigarh and Nahargarh Fort, Moti Dungri Fort, and holy pilgrimage Galata, water bodies like JAL Mahal, Taal Katora, Sisodia Rani Bagh and Vidyadhar Ji ka Bagh.

S. No.	Built Heritage Type	Total No.
1	Heritage Zones	9
2	Heritage Precincts	17
3	Heritage Structures	709

Source: Jaipur Region MDP-2025

**Cultural heritage-** In intangible state is in the form of beliefs, customs, traditional art, and crafts, folk communities and their folk music, and dances, fairs and festivals. There Are many traditional artists like Bhat (for making puppet and puppet dance show), Dholi (for playing drums), Jadugar (for magic

tricks), and Kalbelia known as snake charmers for dance etc. These artists are now struggling to survive, with the exception of few who gets an opportunity to perform in public shows, in hotels during fairs and festivals and other occasions. This cultural heritage has its own flavour and uniqueness which showcases the art evolved during historical past as old as the heritage structures.

**Emerging challenges and the heritage-** Like other cities of India Jaipur has also gone through the process of development on modern means. Being a capital city of Rajasthan and nearness to Delhi has further given an extra impetus to its development. Since independence Jaipur has been under the process of urbanization. but with the conversion of Jaipur into a metropolitan city during the 20th century conditions started influencing the original heritage of the city for which it is known worldwide. Like other metropolitan cities of the country, Jaipur today has expanded in terms of, population transportation, tourism, entertainment, industrialization, commercial centres, health and educational centres and numerous governments and private buildings and offices.

To undertake the planned development of city first master development plan for 1991 was made. Then in 1998 second master development plan was developed for 2011 and for 2025 master development plan was developed in 2011.

**Population growth in Jaipur city-** Jaipur had a population of 6.15 lakhs in 1971 which rose to 12.5 lakhs in 1991. this growth of the city was not in a planned manner, rather it was in a haphazard manner as the plan period up to 2011 envisaged 326 square kilometres, while the development area reached up to 600 square kilometres. The present growth of the city is because of natural growth of the population as well as due to the immigration from different parts of the country. The population of the city is increasing at the rate of 3% per year. As per the master development plan 2025, the population of the city would reach up to 6.5 million in 2025. As far master development plan 2025 the development area will by then reach up to 2940 square km. All this unplanned and uncontrolled growth of the city has resulted into various problems.

Year	Natural Growth of Population		Increase by Migration	
	Population	%	Population	%
1981	2.08	55.47	1.67	44.53
1991	3.00	59.64	2.03	40.36
2001	5.45	67.78	2.59	32.21
2011	6.77	52.93	6.02	47.07
2021	9.14	50.30	9.03	49.70
2025	5.40	50.0	5.36	50.00

Source: Census of India & population projections

**Results of rapid urbanization in Jaipur city** - Like most of the cities Jaipur too is facing problems of urbanization. Besides creating a problem for the city dwellers, it has started affecting the heritage

and tourism of the city considerably. Among the cardinal principles adopted for tourism development in tourism policy 2002, focus on integrated development of tourism, promotion of India's competitiveness as a tourism product and positioning India as a value for money destination is suggested. Tourism in India is a booming industry, it contributes 8.78% of the total employment and 6.23 percent of the national GDP. But India lags behind its competitor countries due to its low level of cleanliness, infrastructure facilities, a smaller number of quality hotels, lack of proper dissemination of information, lack of skilled staff, public awareness about the significance of tourist etc.

All such problems are also associated with the pink city of the world 'Jaipur' also. So, in order to develop a tourist friendly and environment, there are many challenges in the city to deal with.

#### **Heritage Tourism and the emerging challenges –**

1. **Encroachment-** The problem of and encroachment is common in markets of the walled city. This is the main heritage area of the city where every corner has its own speciality in terms of product and attraction, for tourists. Today with the growing number of population and the number of vehicles the problem has turned into a serious issue. The movement of vehicles and public has been restricted by such encroachments created by the shopkeepers, squatters, and street vendors.
2. **Traffic congestion-** Jaipur has a total road network of around 1500 kilometre, but parking and encroachments on carriage way has led to the underutilization of the road capacity. Jaipur has an annual growth rate of 8.4% vehicles, which is higher than of Delhi. The increasing number of vehicles, parking problem, roadside encroachments by vendors have slowed down the movement of traffic. Besides these damaged roads social and religious processions and demonstration also creates traffic congestion.
3. **Pollution-** The growing number of vehicles in the city has caused severe air and noise pollution. Further the ever-increasing concrete structures has reduced the open space for vegetation and the overall fresh air. The pollution has also harmed the heritage structures by fading them.
4. **Cleanliness-** Solid waste management has been a growing concern of the city. Lack of proper recycling plants and proper methods leaves foul smell at the peripheries of the city. The drainage network is also not maintained properly and because of plugging of drains everyday some or the other part of the city struggle for their cleanliness. Situation become serious when it happens around tourist sites creating problems in the movement of tourists and their vehicles.
5. **Impact of modernization-** An attempt to modernize one's shop or residences in the walled city, results in disfiguring or spoiling the symmetry of the pink city for which it is known. Tourists visit this part of the country because of its heritage look and the symmetrical buildings. One can find modern luxuries and avenues in any part of the world except the age-old heritage monuments.
6. **Public behaviour-** The monitoring and maintenance of heritage monuments is an enormous task. Local people should understand their responsibility and cooperate with the local

---

#### **Heritage Tourism and Emerging Challenges in Jaipur City**

*Dr. Pawan Aswal*

authority's by abiding the rules. They should treat heritage property seriously and with respect. Various problems like urination posters boards, waste disposal, cannot be allowed around tourist spots.

7. **Crimes-** A peaceful city of the past is fast turning into a crime prone city today. A proper check on the crimes is it much needed requirements of the city. Any type of misbehaviour done with the tourist should be dealt strictly an urgently, in order to develop a safe environment of the city.

**Conclusion-** All the above challenges have affected the old grandeur of this heritage city negatively. In a tourist survey it was noticed that foreign tourist considered Jaipur safe and friendly but they also complaint of unhygienic conditions, crowded, noisy conditions and misbehaviour by the vendors. Such behaviour and conditions on the part of locals affect both tangible and intangible heritage of the city.

**Suggestions-** Various measures to maintain the heritage of the city are as under.

- Decongesting the world city by developing proper parking facility and allotting proper place for street vendors.
- Shifting of wholesale activities outside the world city.
- Operation to evacuate verandas and remove the permanent and temporary encroachments.
- Renovation of old dilapidated buildings is required to maintain the heritage look of the city.
- The judiciary should keep a watch on development issues of the city.

**\*Lecturer**

**Department of Geography**

**B.N.D. Govt. Arts College**

**Chimanpura, Shahpura, Jaipur (Raj.)**

#### **References:**

1. Bhatia, A., Malhotra, N. (2012) Critical Appraisal of Aspect of Attractions for Tourist Destination Competitiveness of India and Singapore.
2. Census of India, 2011
3. Citizen's Report (2012), Air Quality and mobility challenges in Jaipur, Centre for Science and Environment.
4. Master Development Plan – 2011, Jaipur Region, Part II
5. Mater Development Plan 2025, Jaipur, Jaipur Development Authority, Rajasthan, India
6. Singh, Abraham and Gupta (2014) Travel Tourism & Hospitality, Emerging Perspectives and Paradigm, Globus press New Delhi.