
Challenges in Developing Small Urban Towns into Heritage Cities: Contemporary Issues, Trends and Analyses – Case Study of Bundi Town, Rajasthan

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Abstract: *An authentic place has a significant role in understanding history and culture. This psychological factor is a strong desire to recognize the diversity of any site. To assess the present, it is important to know the past of the places and events that have affected and that continue to affect our collective thinking. As communities lose more traditional forms of economic development, tourism can be a catalyst to start local economies. Since every community has an enthusiastic story, history and culture which could become a basis for attracting visitors. Heritage tourism can be a sustainable form of economic development. It attracts diverse travellers with a common desire to experience the genuine sites that served as a backdrop for a history-making event. Tangible and intangible cultural heritage resources are the key elements for developing sustainable tourism of any place. And these resources could be the economic pillar for its inhabitants. Developing a place as heritage city is itself a challenge for the government and its residents both. Without disturbing their peace and usual or natural way of life, there are lots of efforts required to emerge a heritage town. The present study is to determine the role of government and community involvement in developing a heritage city. The study examined all the socio-cultural and economic factors affecting the life of inhabitants. This study had taken an analysis of a small town of Rajasthan, Bundi, where government and other stakeholder's interventions are very less. The city is surrounded by natural flora and fauna and with fortified and sculpted forts, palaces, lakes, and many temples. Past literature helped the researcher to understand the variables affecting the small urban town for tourism development. The purpose of this study is to present theories, facts and figures, an analytical model and its application for the developing stage of the heritage city. The aim is to highlight Community's involvement and signify it as a major aspect of sustainable tourism development of any place. So the study focuses on the interest and involvement of local inhabitants towards tourist's arrival, their viewpoint and support revitalize the originality of the place. The attires, songs, dances, festivals, dialects are also the major supportive issue for developing heritage cities. The study presents the overall perspective of inhabitants and tourists about the heritage tourism development in small towns in India.*

Keywords: Heritage City, Bundi, Rajasthan, Culture, Nature, Data, Tourism

Introduction

Heritage cities are the cities having cultural, historical, and scientific or some other form of implications. These conserve sites have outstanding cultural or

natural significance with common culture and heritage of humanity. These cities need conservation on a sustainable basis which could preserve its historical, cultural and natural significance. Sustainable development is by no means a new concept. Sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Yet, relatively little has been researched on the links between sustainability and the historic environment. The relationship between heritage and sustainability initiated a debate on the role of the historic environment in engendering sustainability. Several instrumental publications had devoted attention to the relationship between heritage, economic regeneration and identification with place. This powerful amalgamation of benefits became a driving force on the benefits of the historic environment. The principal goals of heritage sustainable development as social progress, environmental protection, prudent use of natural resources and maintenance of high and stable levels of economic growth and performance.

The heritage city is one “whose economy is largely depend on tourism and is noted for its historic character and which actively pursues the economic exploitation of its heritage through techniques of presentation and interpretation”. Graham (2002) views heritage as a ‘knowledge’ instead of an artifact in which it constitutes both economic and cultural capital which "does not engage directly with a study of the past. Instead, it is concerned with how very selective material artifacts, mythologies, memories and traditions become resources for the present”. Thus heritage is a selective part of the past which is only partially interpreted for present-day consumption.

Cultural identity is based on heritage which is a broad concept including values, attitudes, customs, historical memory, language, literature, art, architecture, etc. A very important and visible part of heritage consists of the built environment, the context of urban living, which constitutes intrinsic elements of cities. Thus the purpose of this paper is to examine the role that built cultural heritage can play within sustainable urban development. Rostami, is of the view that, “A sustainable approach requires the significance of an object or place can only be properly understood in terms of its contribution to functions such as amenity, biodiversity, climate regulation and recreation”. It is argued that by taking a more ‘holistic’ approach and by looking at critical, constant and tradable capital, the principles of sustainable development can be applied in a new way that adopts a more integrated approach to the environmental consequences of planning decisions. Our archaeology, historic buildings and gardens, towns and historic landscapes were all created by people in the past but besides this heritage owes its present value and significance to people’s perceptions and opinions or in other words to their personal beliefs and values.

The study underscored as one of the important pillars to help the government’s efforts to achieve sustainable development when a balance between economic growth, social

expansion and environmental protection is needed. Cultural heritage is an intrinsic element of cities, part of the present that is drawn from the past. They are part of a culture that is transmitted from one generation to another. Heritage is seen as a key component of quality of life, characteristics that give the city its distinctive character and a sense of being rooted in the core of cultural identity. In other words, inheritance enriches human life with meaning and emotion by providing significant social, psychological and even economic benefits and enhances the quality of life as a key component of sustainability. The strategic alliance between heritage and sustainability may use the concept of conservation and protection. As a link between these two areas in terms of planning and management, the role and effects of conservation are substantial. Heritage has a goal and competitive policy in sustainable cities and city planning can have a role and impact on issues such as big policy issues, tourism, new jobs and businesses, climate change and adaptation to green building, affordable housing, and cultural well being. Heritage will not only secure a permanent city, but it is also an asset to protect the past for present and future generations, an element of the city that must develop and react to the challenge of continuity.

Objectives

Heritages are the assets for the people living in that area. This could be an economic boom for the residents if they utilize their heritages as sustainable heritage tourism development. Keeping all these in mind the present research is about the challenges and prospects in developing any small town which is blessed with natural and cultural heritage. Following are the key objectives of the study:

- To explore the possibilities of developing
- To study the natural and cultural heritage of the study area i.e. Bundi.
- To analyze the social and economic impacts in developing heritage city.
- To evaluate the government efforts and the challenges in developing a heritage city.
- To provide a model for the policymakers and planners.

Research Methodology

To fulfill the objectives the researcher adopted the descriptive research design. The researcher follows a survey method of the residents of the study area which helps to know the social and cultural impact of tourism development on the residential society. On the other hand, the *overt observational method* opted for the stakeholders of the heritage tourism industry. Through this method, many ground realities could be exposed. This study took an interview of 180 people on random sampling including youth and senior citizens irrespective of gender or education. Hoteliers and tourist guides are questioned separately and present the prospects and challenging in developing a heritage town.

The researcher also used a secondary method to collect historical and geographical information about the city. This information is collected through books, journals, articles, reviews, etc.

Heritage Cities in India

India is experiencing a rapid economic development and profound changes which have had a significant effect on the land use: multiplication of road and industrial infrastructures, urban expansion etc. The conservation of historical centers is, therefore, an urgent issue. It was against this background that UNESCO planned to ascertain a Heritage Commission and to form a network of Indian historical cities. The Indian Heritage Cities Network (IHCN) was created so as to lift awareness among professionals and policy manufacturers.

Heritage might become a resource for development, it needs to be first documented, then protected, maintained, and finally utilized according to specific heritage guidelines and legislation (Singh Rana, 2016). In Sept 2006 a launch seminar passed off in Jaipur, Rajasthan, India, after which ten Indian cities signed a charter committing to create a network of heritage cities and cities of culture; the Indian Heritage Cities Network (IHCN). Other Indian cities were conjointly known as upon to require half within the initiative. It was an opportunity to present a series of case studies and to gather a diverse set of stakeholders: representatives of the federal government planning department – Ministry of Urbanism, Indian Ministry of Culture- of the State of Rajasthan, of the city of Jaipur; associations and foundations concerned within the protection and enhancement of the heritage (such because the Indian National Trust for Art and Cultural Heritage - INTACH, the Foundation Jaipur Virasat); representatives of Indian cities or World Heritage sites. The initiative showed the importance of developing the management of historic cities not as mere preservation of the past, but as a way of making the heritage contribute to local development, for the common good of the local population.

The impact of heritage tourism reflects three different methods of evaluation and interpretation of evaluation results. A pro-heritage approach seeks to highlight the negative effects of tourism on heritage and host communities and another approach calls for a cautious approach in embracing heritage tourism as an instrument for development. This approach assumes that it may be necessary to compromise heritage values for economic development. Most programs with the aim of reducing poverty through tourism prefer this approach. The third approach assumes that tourism and heritage can lead to mutually beneficial arrangements, mainly through partnerships and good management. It is therefore important that a cautious policy is adopted when embracing tourism as an instrument for development, especially because the exploitative nature of the industry and its strong economic power make it a risky partner for less-developed societies (Sharif Shams Imon, 2013).

Both the desire for modernity and the influence of the West challenged traditional Indian culture and destroyed its historic cities. Historical cities with high cultural value, if they wish to survive, must be considered as the cultural capital for urban conservation at the national level and as economic resources for heritage development at the local level. Without heritage planning and conservation study leads to the

application of authorized heritage protection and development at all levels of government has non-reversible socio-cultural impacts on local people, including displacement and elimination of local populations and public services. Often resulting in a 'debate over whose heritage?' and 'Restoration for whom?' local residents with limited access to heritage break away from their city (Shu-yi Pearl Wang, 2012).

The heritage status will trigger a dual sense of emotion; on one aspect, it carries a feeling that related to pride and recognition, on the other hand, it represents barriers to living and developing the city following current needs (Johansson, 2015). The community and heritage association are considered one, so it is a natural relationship that it hardly seeks justification or rationalization. Community and heritage are both obscure and elusive concepts, yet together they have gained admired worth and are used as the basis of many myths. Many understandings of the community will refer to the building blocks of heritage, as a means of defining a community by its customs, language, landscape, history, artifacts, and monuments. Therefore, these identities are considered as the heritage of nations and communities. It is a heritage that has been built and reconstructed according to time and place; on every occasion, the legacy is redefined according to the most expedient.

Both the idea of community and the plan of heritage are entangled with the lived experience and expression of the community. Community groups are defined and justified because of their heritage and that heritage is fostered and sustained by the creation of the community. Museums and heritage practitioners engaged in the creation, preservation, and interpretation of heritage experiences are part of this process. (Elizabeth Crooke, 2010). The purpose of this paper is to present practical methods for heritage conservation with sustainability, policy analysis, and to strike a balance between the need for sustainable development (an approach to environmental and cultural goods) and sound economic progress.

HRIDAYA Scheme of India

India is a diverse land of languages and religions and we need to preserve all kinds of heritage. The National Heritage Development and Promotion Scheme (HRIDAY) is to preserve and rejuvenate the rich cultural heritage of the country. HRIDAY is a step towards reviving the soul of cities hosting a rich heritage. The government's plan seeks to promote integrated, inclusive and sustainable development of heritage sites, focusing on the maintenance of monuments and the advancement of the entire ecosystem, including its citizens, tourists and local businesses. The involvement of non-governmental organizations, spiritual organizations and the private sector and the local community is also essential for effective implementation of the plan. It aims to combine nature and culture for a better future. All 12 selected cities made brief presentations on the tangible and intangible cultural assets of the respective cities and their development plans under HRIDAY. The 12 identified cities are Ajmer, Amravati, Amritsar, Badami, Dwarka, Gaya, Kanchipuram, Mathura, Puri, Varanasi, Velankanni and Warangal.

Bundi: Heritage: Cultural and Natural

Like a small oasis, situated in the south-eastern region in a narrow valley within the Aravalli hills, Bundi is known as the blue city of eastern Rajasthan. It is mainly famous for its tourist attractions such as havelis, forts, paintings, step wells and palaces. All these places together make Bundi an ideal tourist destination of Rajasthan. It is a fascinating city silhouette that can be mentioned in the literary and cinematic works of many veteran writers and filmmakers, such as Rudyard Kipling in the novel 'Kim', 'False Fort (Nakalgarh poem), and Rabindranath Tagore in Satyajit Ray and his film 'Sonar Banana'. Bundi is a city located in the Hadoti region of the state of Rajasthan in northwest India, surrounded by lush green pastures, forests, cave paintings, waterfalls, ancient temples and tribes in its natural habitat. Bundi is particularly known for 'Boris' (step well).

The Bundi landscape is dominated by many forts and the grandest of them is the Taragarh fort witnessing the grand heritage of Rajgarh. Located in the narrow valley of Bundi, close to the Taragarh Fort, is the Bundi Fort. While enjoying the cityscape from the Bundi Fort, one will notice in the distance of the mist's purple hills and its performance on the Jait-Sagar Lake. There are more than 50 sacks or stairs among which Rani ji's bauri remains the best and it is seen that there is Dabhai's pool there. Other attractions are Naval and Jait Sagar; Sukh Mahal & Museum; the 84-pillared cenotaph and some other monuments such as Phool Sagar, Kshar Bagh and Shikhar Burj which are the personal property of the descendants of the royal family are thus excluded from the tourist area.

From the gate, it was a steep climb up to the Hathi Pol (Elephant Gate). Inside the fort is a small palace named Dudh Mahal which has beautiful frescoes. A portion of the palace moreover changed into a Rang Shala (art gallery). For centuries, Bundi remained an important school of the Rajasthani style of miniature paintings. Bhimtal Falls is fast finding its way around Bundi for its wetlands, canyons, waterfalls and cave rock paintings. Hadoti is a second home for migratory birds from China, Russia, Ladakh, and other European countries. The site is one of the rock art sites discovered in the Bundi-Bhilwara-Tonk region of Rajasthan. Rock paintings discovered are from various eras such as the Mesolithic, Chalcolithic, Metal Age and even prehistoric.

The Challenges

Unfortunately, unlike many other famous forts in Rajasthan, Taragarh has remained neglected, having lost to the rugged several times. Most of the fort has been revived and the remaining remains due to inaccessible vandalism. One of the possible reasons for the deterioration of the fort is that it is still under the control of the royal family (private hands) of the place and unlike its counterparts in other cities like Jaipur and Udaipur, they lack either money or power for the maintenance of the memorial. Bundi is a small urban area where residents are proud of their city's heritage but, unfortunately, lacks professionalism and catering for their guests in low government and community involvement. PPT (Public Private Partnership) can help them

understand the economic and social benefits of developing tourism. The harsh fact of Indian small urban cities is that they are developed in an unplanned manner and stakeholders have to plan accordingly so that the residents can be persuaded for new changes, which will become a challenge for them.

Heritage City

This study contributes to the debate on the tourism and local development by evaluating an ambitious case of traditional festival revival and tourism development in Bundi. Cultural heritage tourism in developing regions suffers from the problem of authenticity. In commercial marketing of a local place, for its cultural tradition, artifacts, architecture, people and objects, the inevitability of cultural authenticity is often emphasized by speed and cost-effectiveness. Additionally, inhumane cultural products are manufactured to attract the largest number of tourists to consume the culture of the local people. This may inadvertently, directly and indirectly, undermine the heritage of a locality; It displaces authentic heritage tradition, misinforms tourists, and explains cultural differences.

The term contemporary always includes commercialization and modification in local tourism development. Anything can be done to create local cultural heritage, services, local places, community relations and economic benefits that become the target of commercialization. In the few years since the Bundi Festival was targeted as the focus of tourism development, commercialization has already become very strong and the coding process is already re-shaping the content of the festival. The study analyzes these processes and assesses the local economic impacts of commercialization and modification. From the point of view of residents affected by festival and heritage tourism, cultural authenticity and commercialization may not be the most relevant or immediately problematic (Hampton, 2005). Instead, they may care more about whether tourism development is empowering or neutralizing them (Cole, 2007). However, because the empowerment encompasses many dimensions including economic, social, political, and self, it is often not easy to measure the local empowerment effects of tourism development. Using the results of secondary sources from various consumer surveys conducted by the researcher and interviews with heritage site managers, the paper delimits the challenges inherent in cultural tourism development. The heritage appeal within the sites is capturing the interest of a more mature and discerning market.

Analysis and Interpretation of Data

A specific analysis is performed to develop a heritage attraction located in an inner city, multi-ethnic neighborhood. Issues that are discussed include: how to develop a heritage tourism product that strikes a balance between economic and social goals; How to develop heritage tourism that is socially inclusive and recognizes the needs of ethnic groups. The role of heritage in post-modern tourism is examined, especially the built heritage, which is at the heart of cultural tourism. Four challenging issues in linking the heritage and tourism are analyzed: interpretation, marketing built heritage,

heritage planning, and interdependence between heritage tourism and the local community. The difference in approach to the four issues implies that heritage tourism for developing countries outweighs issues of planning and management; they are fundamentally developmental problems. The study is based on the survey and observation of direct and indirect stakeholders of permanent city developers. These stakeholders provide different questionnaires for tourists, tourist-guides, residents, government officials, historians and different people. Their attitudes towards tourism development and its prospects were recorded and analyzed. According to the Tourism officer, circle office, Kota, Bundi has immense potential to explore which is completely ignored by the state government as 70% of the tourist coming to this region are coming for Bundi only (Tables 1 and 2).

Table 1: Tourists arrival to Bundi (Source: Tourism Department, Bundi Office)

Year	Indian	Foreigner	Total
2012	50788	16524	73537
2013	50539	15740	66279
2014	50521	15085	65606
2015	54909	15360	70269
2016	59884	15420	75304

Table 2: Tourists arrival to Bundi in 2017 (Source: Tourism Department, Bundi Office)

Months	Indian	Foreigner	Total
January	4818	1690	6508
February	5428	2098	7526
March	5842	2203	8045
April	3697	897	4594
Total	19785	6888	26673

The above figures showed that for the last three years, Bundi welcomes the increase in the number of tourists. It has also been observed that the year 2012 is the period when the number of foreign tourists has declined. Tourism officials and tour operators spoke to us during the study and clarified that the year 2012–13 was a global marked period when the whole of India suffered this decline, but domestic tourist arrivals are the same. Their number has not decreased. The second thing is that when we look at the foreign arrivals month-wise, the seasonality indicates the number of tourist arrivals.

The researcher met various stakeholders of the tourism industry in Bundi and concluded with almost similar reactions and reasons for not developing heritage tourism in the city. People are simple and innocent. They are not greatly affected by the technology and economic benefits of tourism. They love their city and its heritage and try to preserve it by the government or any private organizations. Some elders formed several NGOs to preserve their legacy (Table 3). As the researcher followed the Overt Observation methodology, which looks at the perspectives of its variables, residents, as well as stakeholders and was free to share their opinions about heritage tourism

development. Most of the residents were not aware of the economic benefits of tourism. They just wanted to preserve their tangible heritage. They felt proud about their culture and architecture of forts and palaces, pictures of Bundi and the top of the natural surroundings.

Table 3: Heritage Properties Conserved and Protected by Different Organizations
(Source: Tourism Department, Bundi Office)

S. No.	Property	Organisation
1	84 Pillared Cenotaph	Archaeological Survey of India
2	Sukh Mahal	Archaeological Survey of India
3	Dhabhai Kund	Archaeological Survey of India
4	Raniji Ki Baori	Archaeological Survey of India
5	Chitrashala	Archaeological Survey of India
6	Garh Palace	Private Property
7	Kshar Bagh	Private Property
8	Shikar Burj	Private Property
9	Tiagra Hills	Forest Department
10	Bhimlat	Forest Department
11	Rameshwaram	Archaeology, Kota Circle
12	Chauth Mata mandir	Archaeology, Kota Circle
13	Sukh Mahal	Archaeology, Kota Circle
14	Jait Sagar Lake	Archaeology, Kota Circle
15	Rock Painting area	Archaeology, Kota Circle
16	Baoris(Kaliji ki, Naruji ki)	Archaeology, Kota Circle

Nature is the biggest boon for Bundi. The natural surroundings with rich flora and fauna make Bundi a perfect destination. The only need is to brand and promote this untapped and unexplained tourist destination. It is also a place where many prehistoric rock paintings of ancient times were found, especially from the Neolithic Age. Local inexperienced explorers found these sites, but still needed more conservation and enrichment. Indians and foreigners like to visit that area as it was surrounded by untouched natural beauty. Young people are not showing much interest in knowing about their glorious past while experienced or mature people were worried about their manipulation. They wanted to save and protect their legs. Havelis, who met the owner of the researcher, Heritage turned to hotels to learn more about the ground realities. These hotels are in poor condition but presented in good shape. They sell their rooms at a reasonable rate and earn their livelihood. The general public is not associating itself with tourists. They were happy with the high number of tourists and never felt insecure with them. They do not understand their benefits with tourists. When the researcher tries to understand them, they feel surprised and agree with him. Employment was the biggest issue for his youth and employment at his doorstep is the most attractive issue for him. Elderly people have felt and understood and are ready to support tourism development.

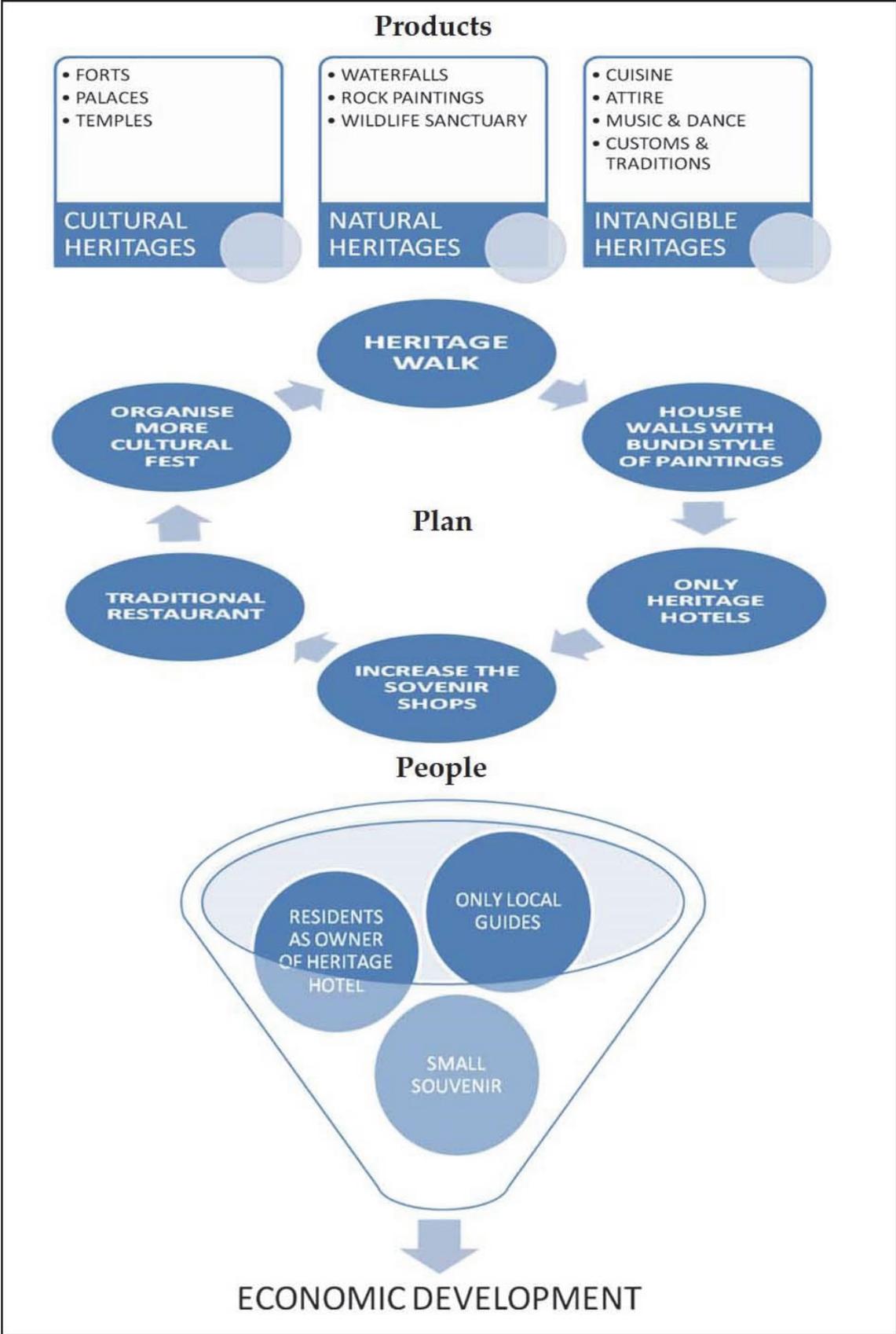


Figure 1: A Model to Develop Heritage City

Facts and Figures about Bundi Tourism Development

- There are 46 hotels out of which 13 paying guest houses, 4 government hotels (RTDC rest house), and 29 hotels are under private hands.
- 60 Baoaries (stepwell) is located in the city which itself are precious heritages.
- There is a total of 35 Hawalies; out of which 15 are developed as guest houses for heritage tourist.
- Around Rs. 75 lakhs were allocated for the beautification and lightening of Raniji ki Bawari during the budget year 2015-16 (Table 4).
- *Bundi Mahotsav* is celebrated every year organized by the Rajasthan tourism department. It is a cultural event complete with traditional music, folk dance, kabaddi, horse riding and camel races, fireworks and a mustache as well as a turban-tying competition that brings the streets alive and draws locals from surrounding villages.

Table 4: Government Efforts in 2015-16 to Heritage Preservation and Tourism Promotion in Bundi (Source: Rajasthan Tourism Department, Jaipur)

Sl. No.	Scheme	Organisation	Investment (in Lakhs)
1.	Complete Tourism development, Bundi	A and M	58.78
		RRTDC	389.64
		Forest	35
		Consultant	9.67
2.	Rural tourism development at Bheemlat, Bundi	Forest	50
3.	Raniji ki Bawari	A and M	75

Suggestions

The city of Bundi known as Bauri city i.e. the stepfamily, is neither fully explored by tourists, tourism stakeholders nor residents. The people of Bundi are ordinary. They like the stuff of their ancestors. They live a traditional and slow life which becomes a beauty for many travelers. It can become a boon for residents if tourism development will be sustainable and community oriented. Heritage city can only succeed when its residents are fully involved. Infrastructure development alone is not enough.

During the field survey, it was clear that college students, NGO activists, elderly residents are ready to welcome more and more tourists, but it is not yet clear where and how. They only need guidance to begin with. They just have to lead their own regular lives and with this how they can make money, these are still need to understand. The heritage city is the best solution for the development of any small city. The researcher discusses the issue of dealing with the souvenir with tour operators, local guides, residents, shopkeepers and finally draws a model to develop the city of Heritage (Figure 1).

Conclusion

The research study focuses solely on the development of the city of Heritage. It sheds light on all aspects of a small city. The researcher had taken the views of ordinary residents and people who are directly or indirectly involved with the tourism industry. The study area is rich in cultural and natural wealth. Sustainable heritage tourism development is the biggest and easiest way to protect and conserve these assets. During the study, the researcher observed that most of the tourists visiting the city are heritage lovers or nature lovers. After the Pushkar festival of Rajasthan, young travellers prefer Bundi, which is about 4 hours travel by road. Tourists who love meditation or Indian religious and cultural traditions will love to visit and enjoy Bundi. These tourists are not very rich people; as they have spent less in hotels with fewer heritages. Bundi already has palaces and other resorts for elite travellers, but there is a need to improve the condition of smaller and cheaper heritage hotels. As developers / planners and residents have to understand that there is a property for every tourist destination. Each tourist brings some economic benefit to the locals and upon their return gives a grand response to their countrymen who will decide our next year's guests.

The planning treatment of heritage has sought to protect the wider areas of the architecture of historical, aesthetic, scientific interest, rather than focusing on individual monuments. Finally, the need for a multilevel approach is discussed, as inheritance planning faces a diversity of new institutional and social challenges. We argue that the key to contemporary heritage planning practice is the ability to realistically assess the potential of a historic building, site, or landscape. (Janssen et al., 2017). It is not possible to preserve and preserve every object considered as a part of the heritage, but we must remember the less attractive backstage that has led to the development of urban areas or entire areas in a more important way than a picturesque palace triggered. Therefore, it should be our duty to try and preserve the memory of these places by at least basic photographic documentation and written descriptions.

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