HERITAGE AS A RESOURCE FOR DEVELOPMENT – A CASE OF ISLAM NAGAR, BHOPAL

[1]Ar. Vishal Chettry,
[1]Assistant Professor,
[1]Amity School of Architecture and Planning,
[1]Amity University Rajasthan, Jaipur, India

Abstract— Heritage tourism has grown into one of the world's major industries and has thus also become increasingly important. Islamnagar, a fortified city was once a capital of Bhopal princely state for a brief period. It consists of rich heritage structures which has profound amalgamation of Mughal, Malwa and Rajput styles. Ijitima, a three-day religious congregation of Muslim community is held in Islamnagar village. Despite having strong potential for tourism, very little attention has been paid by the government authorities. This research aims to identify the issues in the existing tourism scenario with the help of primary survey of tourists and identify potential tourist spots like unexplored heritage structures and other untapped natural resource like Halali river. Finally, conclusions shall be drawn for the improvement of the tourism infrastructure. Further detailing can be done to prepare a detail tourism management plan for Islamnagar.

IndexTerms— Heritage, Islamnagar, Tourism, Tourist Spot

I. INTRODUCTION

Heritage tourism has fast become an enduring trend with travelers today. It benefits people living around them, in the form of employment generation. The handicraft industry has got a fillip, also it promotes rural tourism as most properties are located in rural areas. (Singh, 2002) Goa government has set up schemes (low interest finance) to persuade local people to take up heritage tourism in their ancestral homes. These are self-sustaining activity and a source of livelihood for people apart from providing financial support to preserve age-old heritage. (Kamat, 2004).

Islam Nagar was formerly a fortified city and capital of the Bhopal princely state for a brief period. The ruins of the palaces built by Bhopal's founder Dost Mohammad Khan still exist at the site. Several members of the royal family of Bhopal, including Shah Jahan Begum, were born in Islamnagar. It was once such a flourishing town, now it's in ruined condition and has been forgotten with the passage of time. Few Historic monuments are left i.e. Chaman Mahal and Rani Mahal that depicts the rich history of Bhopal. Only after the involvement of M.P Tourism the village has gained some importance. There are other historic monuments which needs to be preserved to save the history of Bhopal e.g. tomb, Baolli, fort etc. Hence to enhance the tourism further in the village there is a need to undertake adequate measures. (Saurabh, 2010)

II. LITERATURE REVIEW

Tourist places shall be developed in such a way that it attracts and serves the needs of all market segments. Locals need to be educated about the cultural and historical resources and it's up-keeping to keep it safe from deterioration. (Abdullah, 2011) Strong institutional framework needs to be developed for profitable tourism. Uncontrolled development in historic districts destroys the heritage assets and its tourist potential thereby lowering tourist inflow. The suggestions gained from the visitors through timely interviews can help further to develop the tourist spot. (Shamsuddoha & Nedelea, 2008) There are three important dimensions of tourist spots i.e. Attractiveness, Organization and Novelty. Diversity within a tourist- historic setting is important if it is absent it loses its fascination. Local festivals/fairs if upgraded can be a prominent tourist attraction. Strong marketing or advertisement of a tourist spot is necessary to attract higher tourist inflow. (Ernawati, 2011)

III. METHODOLOGY

The aim of the study is to enhance the tourism potential of Islamnagar by using heritage as resource. The objectives of the study are to study and analyse the existing tourism scenario of Islamnagar; to identify issues if any in the existing tourism scenario of Islamnagar; to identify the unexplored existing historical structures and finally to draw conclusions based on the study for the infrastructure development of Islamnagar as historical tourist spot. The scope of the study is to identify major tourist attractions within the village and look towards the development of Islamnagar through Tourism. The development of the village is done by enhancing tourist spots present only inside the village. A detail methodology is developed for the research work which is described below. First of all, a study of the village is necessary to know about the historic importance of the village. Also growth pattern is necessary to study as it will highlight the growth direction to limit/boost the growth whatever necessary. Then a study of existing tourism scenario is done with the help of primary survey of tourists. Tourist inflow, existing tourism scenario and infrastructure needs to be studied to identify issues if any. Along with that potential tourist spots needs to be identified like historical structures or other natural recreational spots if present any within the village. This shall be helpful because presently there are only two tourist spots in the village which reduces the potential for tourism development. Finally, recommendation shall be prepared based on the issue identification of the existing tourist spots and potential tourist spots which shall be helpful to boost the development of the village using heritage as a resource.
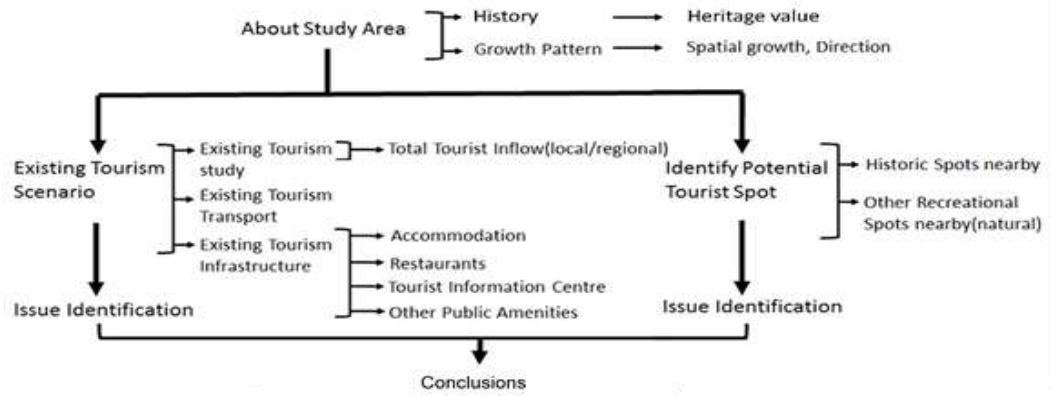
Fig. 1 Methodology Chart

IV. CASE STUDY

Hauz khas village in Delhi and Chanderi in Madhya Pradesh is studied which helped to understand how heritage can be utilized for the development of an area.

Table 1. Case study Comparison

S no.	Domain	Hauz Khas Village, Delhi	Chanderi, MadhyaPradesh
1	Historic Timeline	1296–1316	10th -12th Century
2	Description	Named after water reservoir, built by Allauddin Khilji to supply water tolocals of Siri Fort. Now a Urban Village	Town of historic importance which lies on the edge of Malwa Plateau and Bundelkhand region
3	Heritage value	Hauz Khas Lake, Neeli Masjid and Chor Minar	Chanderi Fort, Katighati, Koshak Mahal, Jama Masjid, handlooms & handicrafts
4	Key features Introduced later	Deer Park and Rose Garden; sophisticated "gentrified" market(boutiques, cafes, pubs), light & sound show	Lodging facilities, Road connectivity, Upgradation of handloom industry,Conservation of heritage strs. by ASI
5	Outcome	Visited by tourists all-round the year, one of the most affluent neighborhoods	Increase in tourist inflow all-round the year, socio economic upgradation of villagers
6	Upcoming events	India's first night bazaar at Hauz Khas to be called the "Eco Night Bazaar"; open air theatre for cultural fests, folk dances and plays	Rural tourism at Pranpur, rural heritage resort, restaurant, interpretation centre, natural amphitheatre
7	Areas of Improvement	No rules followed while construction, prone to fire Hazards, narrow roads leads to traffic nuisance, waste/water treatment plants	Need for preservation & protection of heritage sites, Lack of proper connectivity to heritage sites, lack of banking facilities, Lack of app. tourist promotion strategies

Hence it can be interpreted that along with heritage conservation some allied activities are also necessary to boost the tourism of the place. This increases the tourist inflow in the area.

Fig. 2 Hauz Khas

Fig. 3 Chanderi fort

V. STUDY AREA

Islamnagar is a small village(Panchayat) located 16 km from Bhopal. It is located in the Huzur tehsil and the Phanda block. Formerly a fortified city, Islamnagar was the capital of the Bhopal princely state for a brief period. The existing tourist spots present in the village are shown in the map below. The rich history and heritage value of the Islamnagar is described below.
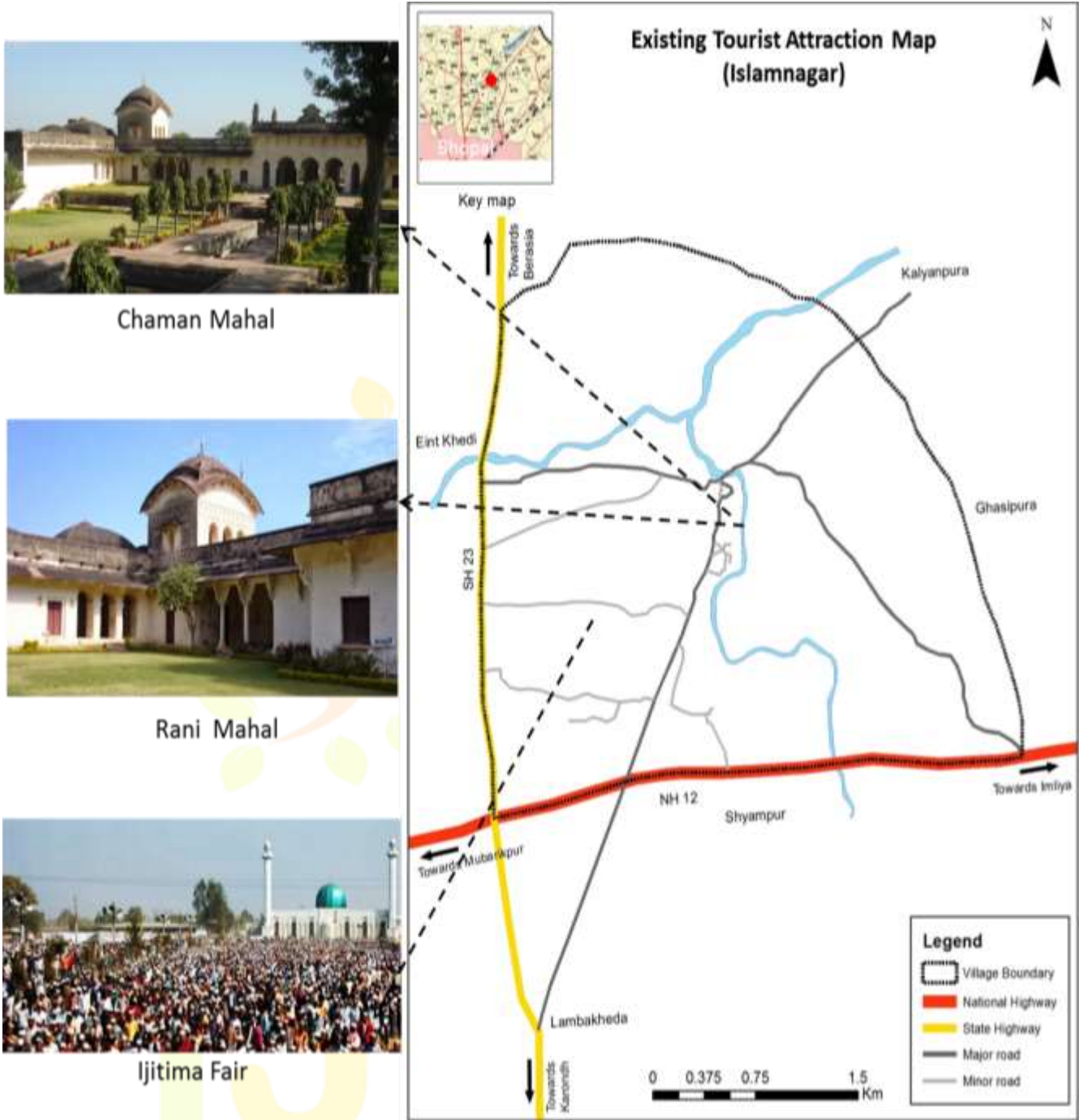

Fig. 4 Existing Tourist Attraction Map

This village was earlier known as Jagadishpur, which was later renamed to Islamnagar by Dost Mohammed Khan. Dost Mohammed Khan was a commander in the Mughal Army and later acquired Islamnagar after the death of Aurangzeb in 1707. Gond queen, Kamalapati, came to him and sought his help to recapture her kingdom after the murder of her husband. Dost Mohammed helped queen in getting her kingdom back and in return got princely sum and a village from the grateful queen. After her death, Dost Mohammed usurped her kingdom and established his capital at Jagadishpur in 1708. With Dost Mohammed came Mughal culture and architecture influence, and he renamed Jagadishpur to Islamnagar.

He later on shifts the capital to Bhopal in 1727. (Dhanna, 2014) His descendants ruled over Bhopal till India's independence. These heritage structures are built in Malwa. Mughal and Rajputana styles. It has garden in Charbagh pattern inside the Chaman Mahal. The fortification wall belongs to the 15th century. The Chaman Mahal was built by Dost Mohd. Khan in 1712. These structures have high historical value as well as architectural value. The growth of the village is predominantly towards Lambakheda. Linear growth can be seen along SH 23 can be seen. Construction of group housing projects/ apartments at the entrance of village can be seen.
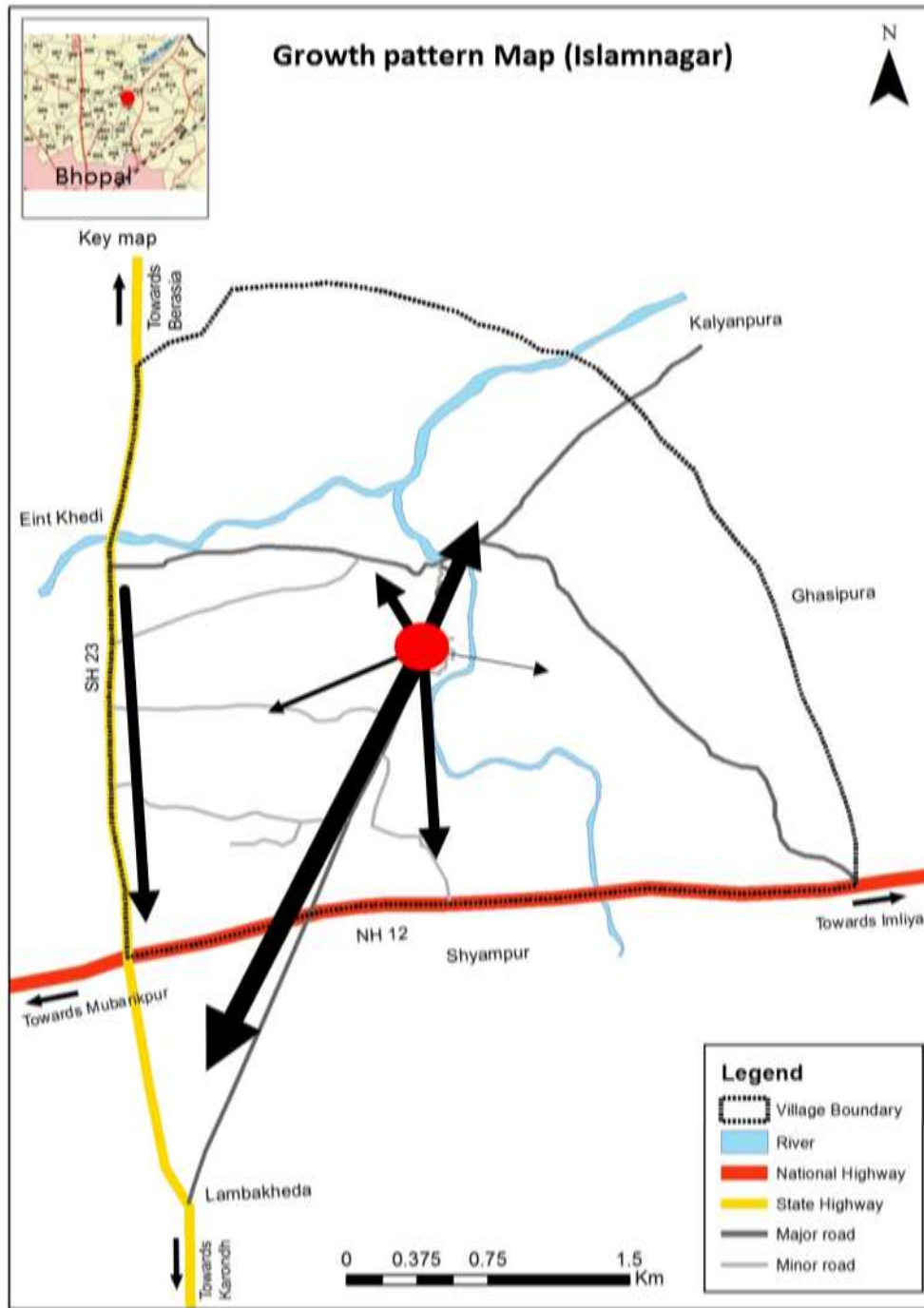
Fig. 5 Growth Pattern Map

VI. DATA ANALYSIS

The total sample collected for the study is 100 through random sample survey. The target sample was Tourists/Visitors. The sample comprises of 15%(15) <15 years, 40%(40) 15-30 year, 30%(30) 30-60 year and 15%(15) >60 years. It was seen that 35% of the visitors were
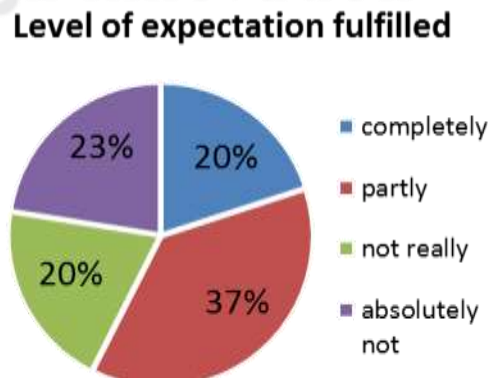

Fig. 6 Number of Visit

Fig. 7 Level of expectation fulfilled

student, 40% employed, 55 unemployed and 20% were retired persons. Most of the visitors were from Bhopal city (48%), nearby villagers were 17%, 20% were from different parts of M.P. Only 15% were from other states. 50% visitors got the information about Islamnagar from tourism agency, 30% people from internet and 20% from family/friends. 45% of visitors were visiting the place for first time. The major purpose of the visit is picnic/relax and heritage walk. 90% visitors stayed in Islamnagar for 4-5 hour only.

Only 20% were willing to visit the place again, 60% were not willing to visit again. The major mode of transport used by visitors while visiting the spot is two wheelers i.e. 53%, 30% visited by public transport and 17% visited by private four wheelers. The overall cost of the trip for 25% of visitors is< 50 Rs., 50 -20 Rs. for 32% visitors, 200-500 Rs. for 23% and >500 Rs. for 20% visitors.
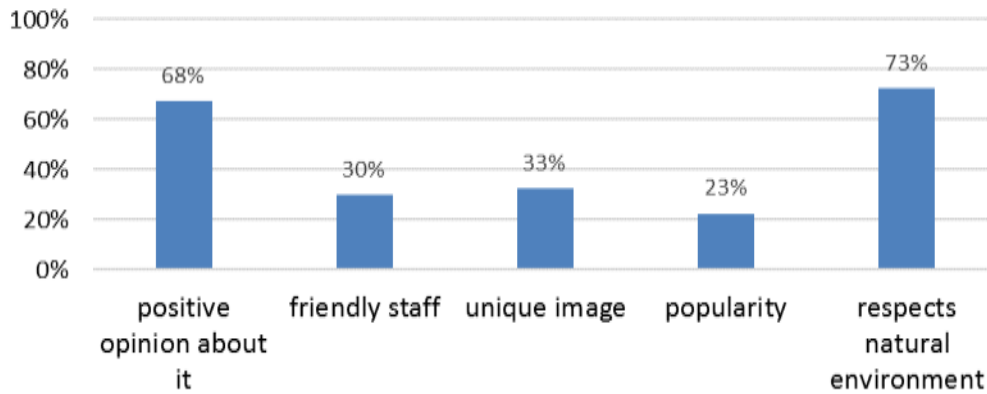

Fig. 8 General image of Islamnagar

It was seen that 68% visitors were having positive opinion about the place. 30% of visitors said staff is friendly. 33% visitors find Islamnagar as a unique place. 73% visitors feel that the place respects natural environment. 30% of visitor find the quality of the place as low, 25% find it medium and 45% find it good. 47% visitors have low satisfaction level after visiting the place, 23% medium and only 30% were satisfied with the tourist spot. All the visitors find the ticket price of the tourist spot very reasonable.
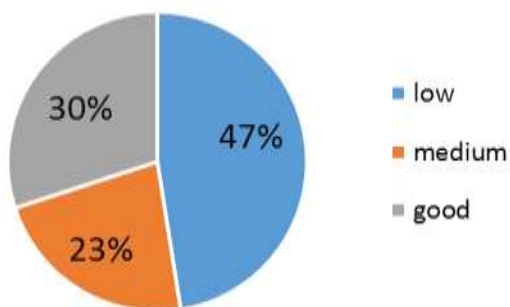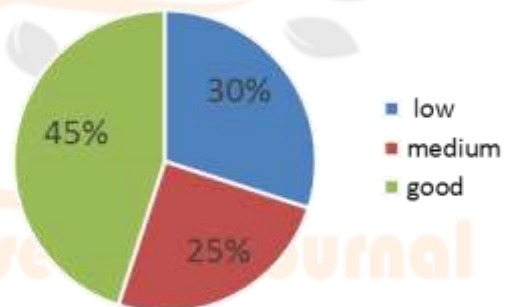

Fig. 9 Satisfaction level

Fig. 10 General quality of place

The ranking of the elements from 1-5 at any tourist destination is found out from the survey. The same has been done for Islam Nagar. It can be seen that the diversity of tourist attraction, safety and security, accommodation and refreshment facilities, cleanliness and provision for facilities like water, toilets are the important elements. In Islam Nagar, the presence of accommodation and refreshment facilities, local shops, diversity of attraction, offer of cultural events, friendliness of locals, facilities and cleanliness were ranked low i.e. 1-2. Only local transportation facilities were ranked high i.e. 4-5.
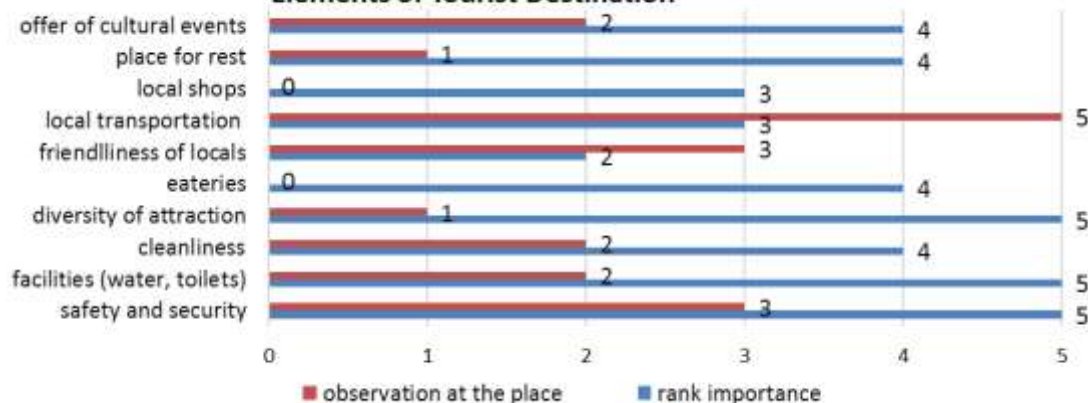

Fig. 11 Elements of Tourist Destination

It was observed that 47% of visitors filed the complaint about the lack of facilities and poor satisfaction level. 85% of visitors were interested to visit some nearby historical monuments in Islam Nagar as well.
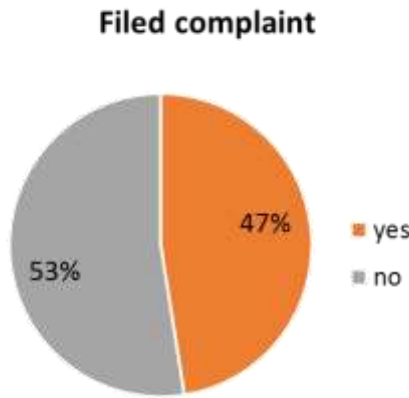

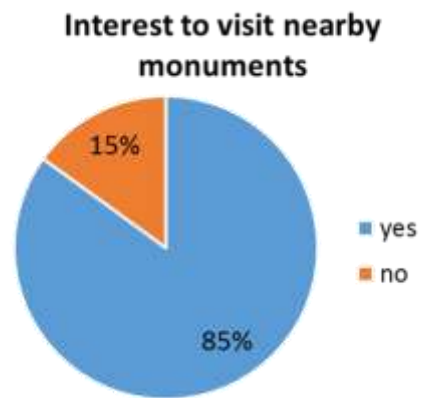Fig. 12 Number of people filed complaint

Fig. 13 Interest to visit nearby monuments

The perception of the visitors about the changes they would prefer to see in the next visit are: 65% of the visitors wish to see nearby monuments, 33% want accommodation facilities, 70% want improved cleanliness, 85% want improved infrastructure, 30% people want more n of open space, 95% want refreshments, 88% want souvenir shops, 80% want a tourist information center.

In Ijitima fair, there were some problems faced by the visitors. The visitors complained about the lack of infrastructure provision in the site. There is lack of proper drinking water facilities, toilets, eateries and place for stay. There is a need for immediate attention to cater the needs of the visitors.
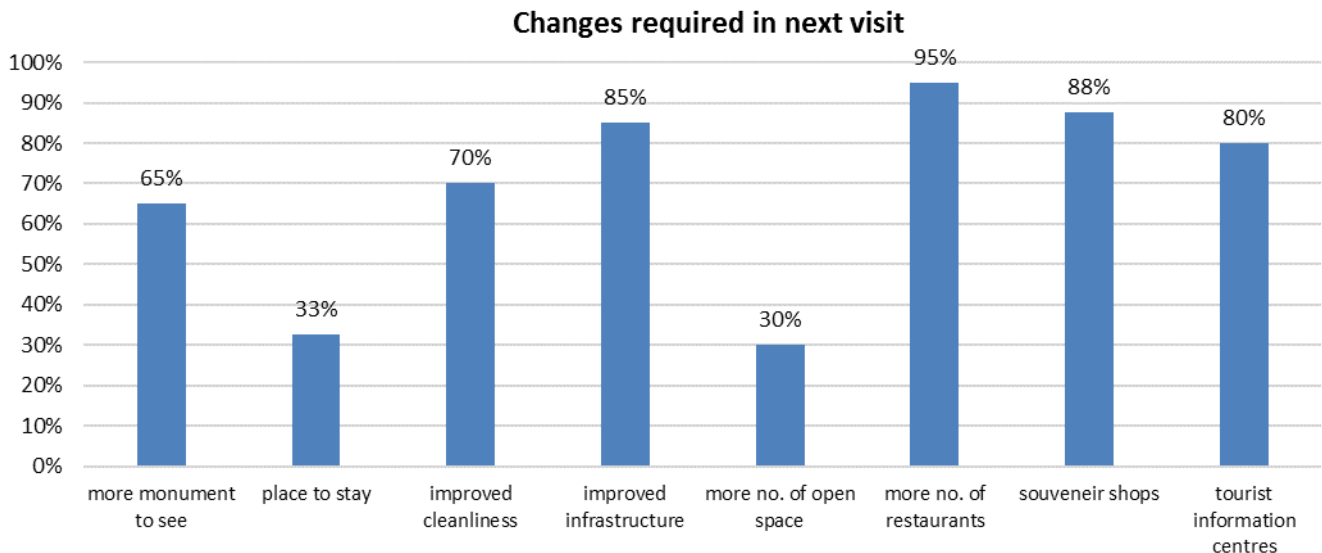

Fig. 14 Changes required in next visit

VII. POTENTIAL TOURIST SPOTS

There were heritage structures as well as natural elements nearby Islamnagar that had potential to attract tourists. If these spots are paid due attention and maintained properly with little infrastructure development, then it would add the tourist inflow to the village. Below are some of the identified potential tourist spots within a range of 400-600 meter and within Islamnagar village.

- Gond Mahal - This is the oldest palace at site, which was under possession of Gond Rulers till the beginning of 18th century. At that time this place was known as Jagdishpur. The last ruler of this place was Narsingh Devara.
- Fort – The fortification wall was built by the Gond rulers in about 15th century A.D. when this place was known as Jagdishpur. This fortification wall served the purpose of the protection of the fort as well as of the city.
- Tomb - The three tombs lie in the farmland outside the fortification. These tombs have the same architectural features as that in Chaman and Rani Mahal. It is the tombs of the successors of Sardar Dost Mohammad Khan.
- Jama Masjid - The Masjid is still in use and is of 1700's as it was built by Dost Mohammad khan.
- Raja's Baithak - This heritage structure lies in the farmlands. It is the structure when Rajputs ruled the place.
- Step well/ Baoli - The Baoli exists near Gond Mahal which was used to serve the residents of Gond Mahal and the other people living in the premises.
- Halali river – A small river flows through the village. It has potential for river front development due to its scenic value. But the river water is severely polluted which needs an attention.
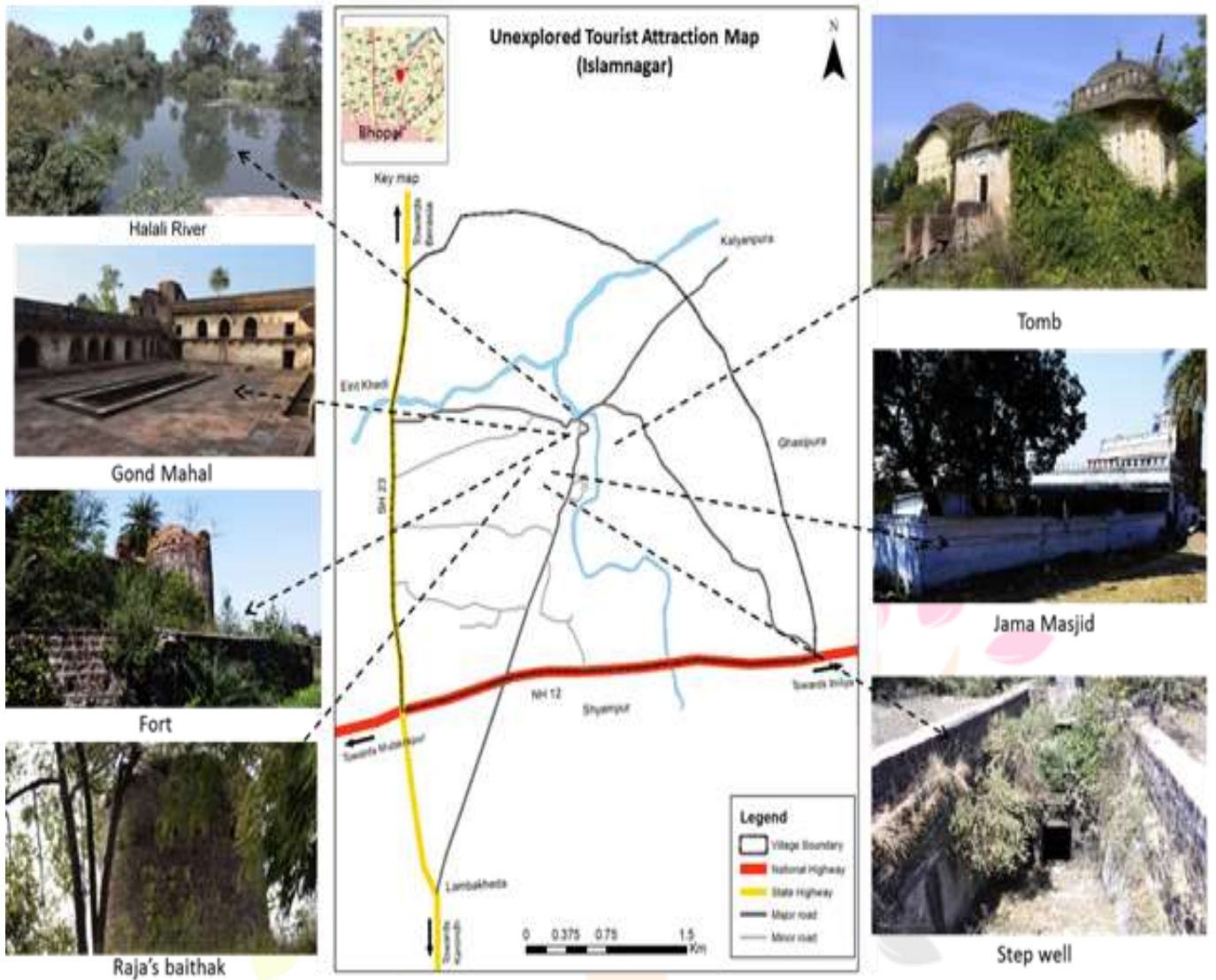
Fig. 15 Unexplored Tourist Attraction Map

VIII. ISSUE IDENTIFICATION

Following is the SWOT analysis of the tourism scenario of Islamnagar. It helps to understand the key areas for Intervention. It is a study which helps to identify strength, weakness, opportunities and threat associated with any project or study area or an object.

Strength
Rich heritage and history
Location of the tourist spot
Good connectivity
High environmental quality
Ijitima, yearly fair is held here
Minimal charges for visit
Positive opinion about spot

Weakness
Lack of adequate infrastructure
Low level of satisfaction
Lack of attention towards historical structures
Lack of promotion of spot
Lack of proper SWM
Lack of holistic development approach
Lack of tourism plan

Opportunities
Interest of MP govt to boost Tourism
Skill development of local people to meet tourist expectation
Exploring nearby historical/natural tourist spot
Integrate villagers with tourism.
Improvement in infrastructure and cleanliness
Scope for agriculture/rural tourism

Threat
Lack of diversity in tourism
Dissatisfaction and inconvenience among tourists
Mixing of nearby water body with city sewer
Lack of involvement of local people in tourism activities
Rising real estate market nearby

Fig. 16 SWOT Analysis

The issues which were identified in the existing and potential tourist spot are as follows:

- The water system i.e. Hamam in the Gond Mahal and Chaman Mahal are deteriorated which leads to the loss of technology.
- There is a lack of proper infrastructure in Ijitima fair i.e. absence of proper drinking water facilities, toilets, refreshments and accommodation facilities.
- There is a lack of security provision in Gond Mahal as no gates are present.
- The fortification wall is broken at many places and also it leads to anti-social activities at those unfrequented corners which leads to loss of heritage value.
- There is no proper access to Gond Mahal which leads to the loss of architectural value.
- There is a lack of proper water supply system, electrification, toilets, refreshment & accommodation facilities for the visitors which affects the development of a heritage tourism.
- Houses are constructed close to these heritage structures destroying its heritage value and creating visual obstruction from the main road.
- There is encroachment of the houses in these heritage properties which is a danger to the historic structures.
- Baolis or step-wells are not in use and have become a garbage dumping spots by the villagers and some are filled as it created a danger for children.
- Raja ki Baithak is covered with vegetation which affects the heritage structure and may destroy it in due time.
- The access to the tombs is in poor condition as they are located in farmlands and covered with creepers.
- The Jama Masjid is in deteriorating condition and requires proper conservation and infrastructure upgradation.
- There is lack of proper advertisement of this spot despite its high heritage and historical value.
- The Halali river is also very polluted as it gets mixed with the city sewer which may destroy the scenic value of Islamnagar.

IX. CONCLUSION

Madhya Pradesh Panchayati Raj act 1993 mandates the local governing bodies in rural areas of Madhya Pradesh to undertake planning and development as per local requirement. Hence an institutional structure can be developed comprising of elected village members and M.P Tourism officials for heritage management of the Islamnagar and using it as a resource for development. The institutional structure shall address following issues in a holistic manner:

- Infrastructure upgradation and development needs to be given immediate priority to attract tourists and increase the satisfaction level of tourists e.g. toilets, accommodation and refreshment facilities, souvenir shops, water taps, medical shops, well maintained open spaces etc.
- Ijitima fair shall be provided with proper facilities like proper drinking water facilities, toilets, accommodation facilities and refreshments.
- In order to develop diversity of tourist spots rural/agro tourism, lake front development, yearly fair can be potential areas of interventions.
- Recreate the image of Islamnagar as a fort by conserving the fort walls/entrance gates/structures and determining permissible land uses within the fort area to maintain the character.
- There is a need for archaeological management which shall help to maintain and conserve the heritage structures present in the village.
- PPP can be encouraged for the development of accommodation facilities, booking facilities, site operations etc.
- Organize events, exhibitions, shows, cultural fests/nights to promote the place and attract tourists all around the year.
- Strong marketing strategies need to be developed to highlight the tourism potential of Islamnagar to the Tourist at city, state and national level.
- Tourism incentive packages need to be proposed like reduction in VAT charges, luxury tax on hotels etc.
- Training and skill development for villagers to engage them in the tourism services to upgrade the economy of the village.
- Traditional arts and crafts, cuisine should be incorporated to maintain the interest of the visitors.
- Prepare a heritage walk plan through the historic areas with the involvement of local people which shall add value to the tourist spot.
- Increase community participation to enhance sensitization towards tourists and maintenance of tourists sorts.
- Concerns of local communities should be addressed while heritage protection, relocations and fencing of heritage structures.

X. REFERENCES

[1] Abdullah, F. Z. (2011, June). Academia. Retrieved from academia.edu: https://www.academia.edu/1559330/CULTURAL_HERITAGE_TOURISM_DEVELOPMENT_IN_KOTA_LAMA_KANAN_K UALA_KANGSAR_PERAK

[2] Bhopal, D. &. (2016, February). Retrieved from Bhopal city of lakes: http://bhopal.nic.in/

[3] Dhanna, S. (2014). Islamnagar, Bhopal Artists in Residence-A Concept. Bhopal: Centre for Cultural Knowledge Systems, SPA Bhopal.

[4] Ernawati, J. (2011, September). Retrieved from The American Institute of Architects: www.aia.org/aiaucmp/groups/aia/documents/pdf/aiab087164.pdf

[5] Kamat, P. (2004, August 6). Retrieved from The Economic Times: http://articles.economictimes.indiatimes.com/2004-08-06/news/27373262_1_heritage-tourism-heritage-houses-indian-heritage-hotels-association

[6] Shamsuddoha, M., & Nedelea, M.-O. (2008, March). Retrieved from Revistadeturism: http://www.revistadeturism.ro/rdt

[7] Singh, R. A. (2002, October 3). The Economic Times. Retrieved from http://articles.economictimes.indiatimes.com/2002-10-03/news/27338676_1_heritage-tourism-heritage-hotels-association-rural-tourism

[8] Saurabh. (2010, May 29). Retrieved from puratattva.in/: http://puratattva.in/2010/05/29/islamnagar-muhgal-heritage-of-a-hindu-town-51