A Case Study on the Diminishing Tourist Attractions in the City of Nawabs, Lucknow

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ARTICLE DETAILS	ABSTRACT
Research Paper	Tourism emerges as a beloved activity across all age groups, exerting a profound influence on the development of infrastructure, economy, and society. It serves as a conduit for the promotion of handicrafts, culture, and heritage on a global scale while concurrently offering employment opportunities within the community. Within Uttar Pradesh, the tourism sector boasts immense potential for expansion, boasting a diverse array of destinations. As the capital of Uttar Pradesh, Lucknow stands out as a favoured destination among tourists. Employing both primary and secondary data, this research paper aims to elucidate the determinants of tourism potential within Lucknow and explore both renowned and lesser-known historical sites within the city. Lucknow's ability to captivate tourists stems from its rich heritage and vibrant culture, propelling both tourism and economic growth. Additionally, the paper will examine successful tourism revitalization strategies implemented in other cities and assess their applicability to Lucknow. By identifying key challenges and proposing actionable recommendations, this study seeks to provide valuable insights for policymakers, urban planners, tourism authorities, and other stakeholders involved in promoting
Keywords : Lucknow, Tourism, Tourist attractions, Cultural heritage, Revitalization, Urban development	

tourism in Lucknow.

Introduction:

Lucknow, known as the City of Nawabs, is a place where history, culture, and tradition weave together seamlessly. With its grand monuments, vibrant bazaars, and delectable cuisine, Lucknow has long been a magnet for tourists from around the world. However, in recent years, there has been a noticeable decline in the allure of Lucknow as a tourist destination. This trend is concerning and warrants exploration to understand its causes and potential solutions.

Once renowned for its architectural marvels such as the Bara Imambara, Chota Imambara, and Rumi Darwaza, Lucknow's historical landmarks now face neglect and deterioration. The lacks of proper maintenance, inadequate preservation efforts, and encroachment issues have contributed to the fading charm of these iconic structures. As a result, tourists may find themselves disappointed by the deteriorating condition of these once-majestic attractions. Furthermore, the traditional charm of Lucknow, which was once its unique selling point, is gradually being overshadowed by modernization. Rapid urbanization has led to the loss of heritage sites and traditional neighbourhoods, replacing them with generic malls and high-rise buildings. This transformation erodes the city's distinct identity and diminishes its appeal to those seeking an authentic cultural experience. The decline in tourist attractions also extends to Lucknow's cultural heritage. The city's rich legacy of music, poetry, and dance, which flourished during the era of the Nawabs, is now struggling to find recognition and support. Traditional art forms such as Kathak and Ghazals, once celebrated in Lucknow's cultural landscape, are now relegated to the sidelines, and overshadowed by mainstream entertainment. Moreover, the tourism infrastructure in Lucknow has failed to keep pace with the city's evolving needs. Inadequate transportation facilities, substandard accommodation options, and a lack of tourist-friendly amenities hinder the overall visitor experience. Without proper infrastructure and services, tourists may find it inconvenient or challenging to explore Lucknow's attractions, further deterring them from visiting the city. In light of these challenges, it is imperative for stakeholders, including government authorities, local communities, and tourism organizations, to take proactive measures to revitalize Lucknow's tourist attractions. This may involve comprehensive heritage conservation efforts, promotion of cultural initiatives, and investment in tourism infrastructure. By addressing these issues collectively, we can work towards preserving Lucknow's rich heritage and restoring its status as a premier tourist destination.

In conclusion, the diminishing tourist attractions in the City of Nawabs, Lucknow, underscore a pressing need for concerted action. While the challenges are significant, they also present an opportunity for stakeholders to come together and chart a course towards revitalizing Lucknow's cultural and historical treasures. Only through collaborative efforts can we ensure that Lucknow continues to enchant and captivate visitors for generations to come.

Objective

1.   To explore those tourist places in and nearby Lucknow which are getting ruined?

2.   To find out the reasons why these places are deteriorating.

3.   To bring forth the steps taken by the Government to restore these sites.

4.   Suggestions which can be implemented to protect these sites of tourist interest from further damage.

The following objectives have been framed keeping in mind the current scenario of the tourist places in Lucknow; the ignorance of the general public is playing a lead role in the deterioration of these places. The delay in release of funds by the government and sometimes lack of funds in the treasury is also another factor due to which timely repair work and preventive maintenance are not able to take place. Also a drastic shift in the interest of the youth from visiting these places to visiting shopping malls has been observed which has further made the scene bad. There is an urgent need to bring back the youth to their roots and make them aware of their rich culture and heritage which has been handed over to them by their forefathers. It is our responsibility to protect and conserve this rich cultural heritage for the future generations to come. It took centuries of hardship and pain to build these magnificent structures and pieces of art, but only takes minutes for them to get destroyed if not taken care of in a proper manner. These architectures tell the story of or existence and belonging. Man is also not sparing the natural flora and the fauna, the number of plant and animal species are also declining day by day .The natural resources are facing the biggest threat these days of extinction .Though several laws and legislation have been framed but the results have not been so fruitful.

Scope of the Study

The findings of the study can be applied towards the up gradation and maintenance of the other historical sites throughout INDIA. Indian History is fall and rise of many kingdoms. Monuments, built by different kings, throw light on the past history of India. All these monuments are visited by millions of tourists, across the globe, thought out the year. These are significant parts of India's rich cultural

heritage. These monuments tell the tale of past but will shine forever. The dissertation work throws a light on the darker side of the picture by bringing forward the reasons of ruining of these monuments .Keeping in mind the various reasons; the government officials might be able to apply a pan India policy with more strict legislation for the conservation of the places of the historical importance.

The tourists places covered during the course of the study are as follows-

1. Bara Imambara

2. Kaiserbagh Palace

3. Hussainabad Clock tower

4. State museum

5. Zoological garden

6. Kukrail Crocodile sanctuary

7. Nawabganj bird sanctuary

Efforts were made to cover both the historical monuments and the natural parks and sanctuaries so that an overall view of the current condition of both these places can be derived and accordingly a shape can be given to further research. It was evident that excessive pollution was also playing a major role in destruction of the natural parks and the wildlife present in them .Tourist who came for enjoyment littered the places with garbage which spoilt the beauty of these tourist places. This problem is prevalent at all the tourist places in India so a common law or a policy needs to be framed.

Research Methodology

The general intent of this descriptive study was to achieve the objective laid down in the beginning of this dissertation. Therefore a systematic and organized methodology was obtained for the research study. A survey design was used to obtain the required information. The population for this study comprised of residents of Lucknow, tourists who were visiting the tourist places and the contractual staff on duty who were present on those places. Simple random sampling technique was used to gather data from the respondents. But were restricted to the literate lot who had a better understanding of the topic. The questionnaire was intricately designed to tap the information about the factors responsible for deterioration and degrading of the tourist places in and nearby Lucknow. Also the secondary data has been collected from various sources like books, journals, magazines, and websites. Primary data was collected from 100 respondents which consisted of tourists, official on duty at these places and general public residing in Lucknow. The respondents were in the age group of 18-45 years. They were asked to give their views on the following questionnaire by ticking on the five options given to them which were as follows-

SA-Strongly Agree

A-Agree

I-Indifferent

D-Disagree

SD-Strongly Disagree

Based upon the feedback, graphical representation of the data collected was done which is further displayed in the coming chapter.

Data analysis and Interpretation

S.No.	Questions	SA	A	I	D	SD
1	Do you agree that the tourist places need a revamp	72	13	7	8	0
2	Is there a need to promote Lucknow Tourism	65	30	5	0	0
3	If yes, how can tourism best be promoted					
	a) Advertisement by (print / verbal medium)	83	15	2	0	0
	b) Web Sites	62	20	4	0	14
	c) Organizing fair and festivals	71	12	7	1	9
4	Do you agree that if entry fees are increased it will earn revenue for the upkeep of the monuments?	25	55	8	12	0
5	Are the monuments maintained and kept clean by the local authorities	12	28	0	17	43
6	Is there a significant increase in the flow of tourists since past 5 years?	20	15	25	11	29
7	Does the Infrastructure have state of the art facility	10	35	7	42	6
8	Is Government taking any measures to protect the culture and natural resources of Lucknow	9	17	4	28	42
9	What are the possible reasons for tourist places getting diminished:					
	a) Lack of Government Initiative	53	22	3	10	12
	b) Urbanisation	47	29	6	5	13

		SA	A	I	D	SD
	c) People Ignorance	67	17	13	0	3
	d) No promotion	37	21	23	0	19
	e) Illegal Encroachment	76	12	0	4	8
10	Do you think Lucknow has the potential to attract mass tourists?	23	24	9	20	24
11	What are the major reasons for tourist attractions in Lucknow					
	a) Culture	72	13	13	2	0
	b) Cuisine	83	13	4	0	0
	c) Monuments	39	28	12	3	18
	d) Museums	14	20	17	26	23
	e) Wildlife Sanctuaries	2	8	16	39	35

Graphical representation of the data

Tourist places need a revamp

Legend: SA, A, I, D, SD

Values: 72, 13, 7, 8, 0

Fig-1

Out of 100 respondents 72% strongly believe that that the historical monuments need a revamp, they pointed that the tourist places are in a bad condition and they need a makeover so as to attract the attention of the general public.
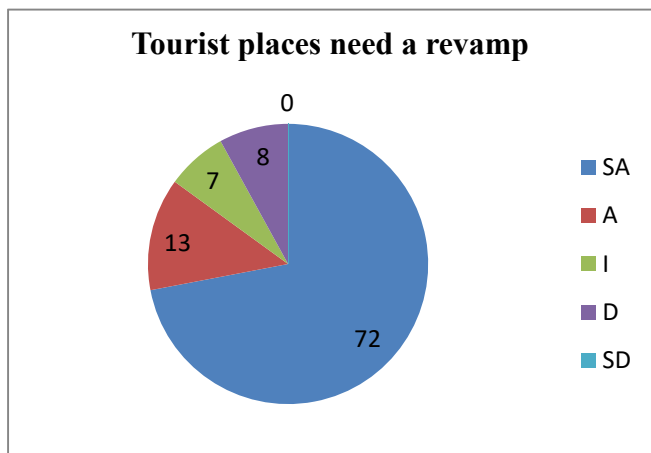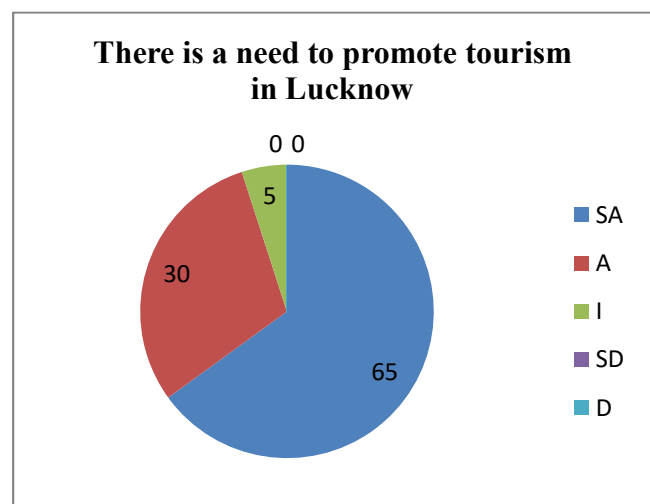
Fig-2

65% of the respondents strongly agreed while 30% agreed to the fact that lack of advertisement are another reason for the down fall in the number of tourist coming to these places. If a person is not aware about a particular place then how will he/she visit that places, here proper advertising

There is a need to promote tourism in Lucknow

Legend: SA, A, I, SD, D

Values: 65, 30, 5, 0, 0

plays an important role in drawing the attention of the crowd.

Increase in entry fees will earn revenue for the upkeep of the monuments

SA — 25
A — 55
I — 8
SD — 12
D — 0

Fig-3

25% of the respondents strongly agreed that if the entry fees at the tourist places are increased then it will help in generating more revenue which can be utilized for the maintenance and upkeep of these monuments.
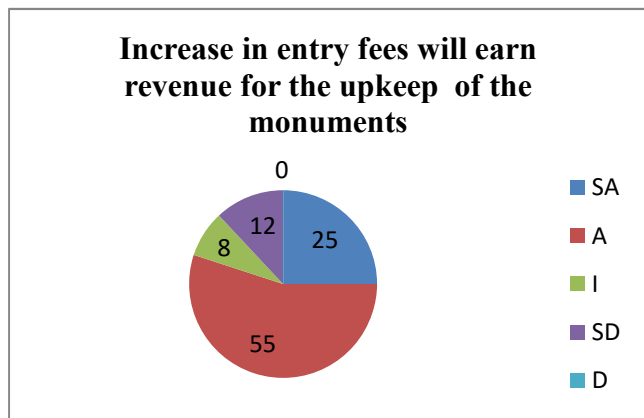
Fig-4

43% of the respondents disagreed with the fact that monument are kept clean and maintained by the local authorities, 17% of the people strongly opposed the statement.

The monuments are maintained and kept clean by the local authorities

SA — 12
A — 28
I — 0
SD — 17
D — 43

Possible reasons for tourist places getting diminished:

Lack of Government Initiative

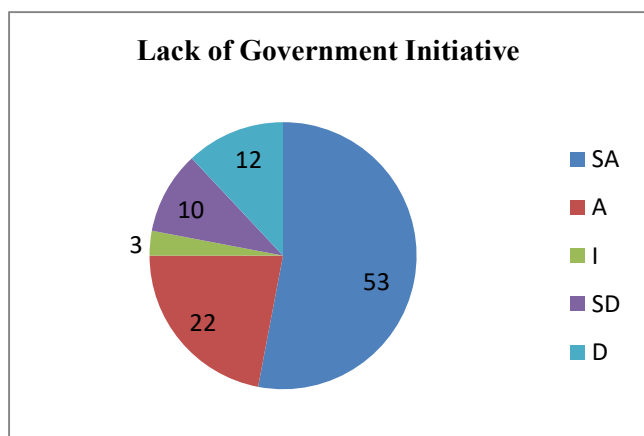SA — 53
A — 22
I — 3
SD — 10
D — 12
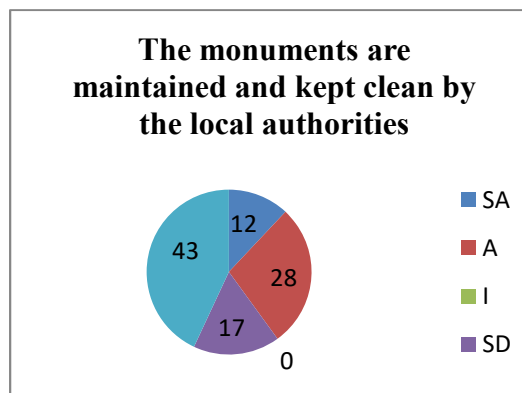
Fig 5

53% of the respondents strongly agreed while 22% agreed to the fact that lack of maintenance of these places and no initiative taken by the government are further making the situation bad to worse.
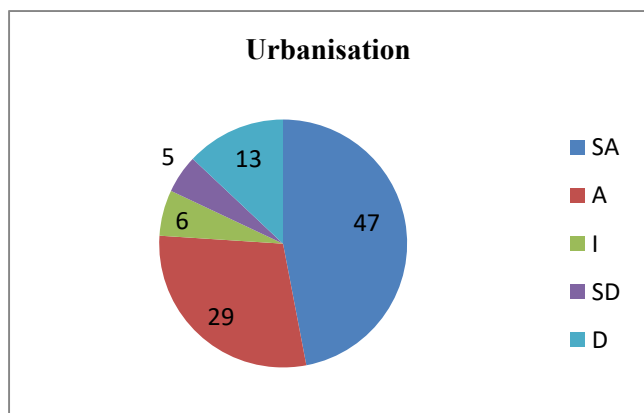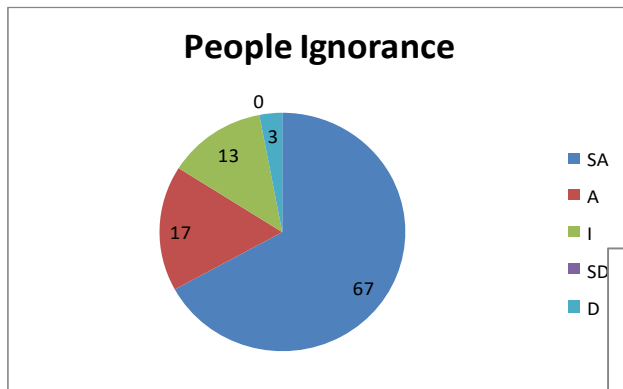
Fig 6

47% of the respondents strongly agreed while 29% agreed to the fact that rapid urbanization of Lucknow city has led to the degradation of these tourist places.

Urbanisation

SA — 47
A — 29
I — 6
SD — 5
D — 13

Fig 7

People Ignorance

67% of the respondents strongly believed that public ignorance is the major cause for the deterioration of the tourist places, 17% of the respondents agreed to the statement.13% had no clue about the statement.

Illegal Encroachment

Fig 8

A major portion of the respondents i.e. 76% strongly agreed that unchecked illegal encroachment is the major reason for the spoilage of the tourist places in Lucknow.
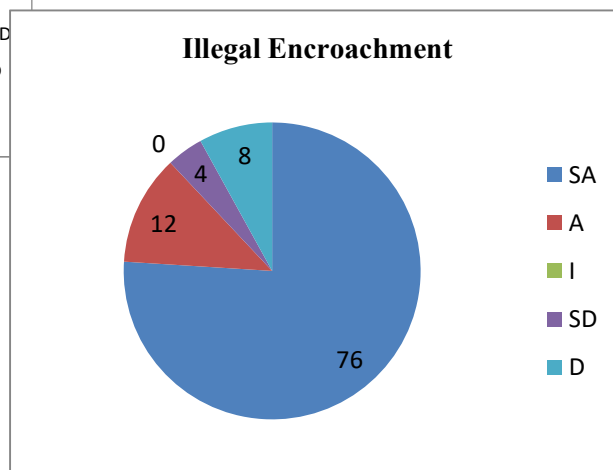
Limitations of the Study

The research study is limited in several aspects. Firstly, it has only considered a limited number of variables when assessing the spoilage, deterioration, and decline of tourist places. The response of the respondents for certain points was completely one sided whereas for some points it was a mixed response. "Although great care was taken for precision, there may still be certain gaps that need to be rectified." At some places clarity of thought was not visible among the respondents .Also the amount of written literature on this topic is not widely and readily available It should be noted that the study was conducted in the State capital region of Uttar Pradesh. Further research can be conducted by incorporating additional facets into the study. The study can be replicated at other tourist destinations facing similar common issues. Many other factors like impact of weather conditions was also a major problem as when this study was conducted the during the month of April the temperature was very hot because of which the sample size was restricted to 100 only .Another issue faced was of gender biasness that since this study was conducted by a female candidate, whenever respondents were approached

many of them didn't take the matter seriously. Some even passed derogatory remarks but many were helpful also. Time boundation was also a point which cannot be ignored as within a limited time frame only few selected places could be visited which were in the vicinity .There was tremendous scope of visiting a number of places but it could not be possible because of limited time. Financial constraints should also be taken into consideration, as a lot of money was required to travel to Lucknow and collect the data.

Suggestions and Recommendations

Our heritage monuments are our proud possessions and needs to be preserved with great care and on long term storage basis. The following steps can be taken to protect and conserve the tourist places from further damage.

1. Differentiate sturdy/fragile and sensitive items like forts, buildings (sturdy), glass-ware, paintings (fragile) and rare books, manuscripts (sensitive).

2. Differentiate indoor and outdoor heritage. Improve surroundings for out-door items, while improve lay-out of display of indoor items. This will ease out cleaning and improve display. For manuscripts, we can think of glass boxes with nitrogen circulation to retard unnatural decay.

3. Study pollution hazards, wind directions and rain intensity and such other natural parameters and chalk out a scientific way to retard deterioration

4. External painting, rust removing coatings etc should be deployed. , a proposal to carry out Teflon coating of Taj-Mahal to maintain its whiteness.

5. Encourage public awareness to good upkeep. This will reduce spoiling and dirtying of monuments by visitors.

6. In the age of terrorism, security system needs to be thoroughly reviewed. There are many monuments where escaping in case of emergency is extremely difficult.

7. Use of infra red cameras, direct intimation to police and fire brigade, self initiating automated security systems, etc may be used extensively.

8. Encouragement is always better than enforcement. All rules are susceptible to loop-holes. Dept. can create public awareness as well as support by organizing participative competition /suggestions in local public and tourists to strengthen our heritage further.

9. Extend visiting hours to reduce visitor's density. This will help security.

10.   Wherever possible, a barricade should be installed so that visitors will not touch, scratch or write on the monument.

Conclusion

"While modernization is current demand, traditional culture that bases its entity on the past is not dead and gone, It is still Practiced and living,, it is a continuous process, open to adjustment and thus if development is to be achieved it should be the development based on the conservation model". In India, the current legal landscape concerning historic structures reflects the budgetary constraints faced by the central government and its associated agencies tasked with their protection and maintenance. Unfortunately, this leaves hundreds of thousands of architectural sites and monuments without adequate government protection, rendering them highly vulnerable to neglect and exploitation. It is evident that existing legislation in this realm is either insufficiently robust or poorly formulated.

Compounding this issue, Indian cities grapple with challenges such as burgeoning urban populations, limited infrastructure, and budgetary resources, alongside increasing decay within urban cores. This exacerbates the vulnerability of architectural and cultural heritage, making them susceptible to encroachment and the detrimental effects of haphazard urban planning policies.

In this context, public-private partnerships present a potential solution. Such collaborations could facilitate the preservation and upkeep of cultural properties. Moreover, fostering coordination among governmental agencies and private entities involved in

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