To Study the Tourist Experience after visiting the World Heritage Sites of Delhi

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Abstract: Delhi has abundant heritage sites out of which three are featured on the UNSECO's World Heritage Sites list. Being the capital city, Delhi has reported the maximum percentage of international tourist arrivals as published by the Bureau of Immigration, Government of India. (India Tourism Statistics, 2018) To achieve tourist satisfaction and good word of mouth publicity, basic amenities are a must at the destination and heritage sites. The Indian government is also thinking on these lines by improving the amenities at the heritage sites. This is being done by introducing new schemes such as Adopt a Monument and Iconic Tourist Sites. The study focuses on the experiences of tourists after visiting the three World Heritage Sites in Delhi. Descriptive research design has been used in this study. The tourists who had planned their Delhi trip through travel agencies where personally contacted and asked to fill out a structured questionnaire. The study has reveals that majority of the tourists were satisfied with the cleanliness and washroom facilities at all three sites. Deficient is felt in the availability of audio guides in preferred language. Tourists were satisfied with the clarity of the labels and descriptors but the internal directional signs were a disappointment. Ramps and pathways for walking were at the satisfactory level for majority of the tourist but on the other hand resting and sit down places were unsatisfactory due to the less number of seating at the sites. The study has helped in identifying the areas which require immediate attention and can be an area of focus while the government implements the new schemes.

Keywords*: World Heritage Sites, Delhi, Tourist, Experience, Amenities*

I.   Introduction

India is known for the rich art and cultural heritage sites, it is used as a primary tool to attract the tourists. Delhi has abundant heritage sites out of which three are featured on the UNSECO's World Heritage Sites list. Heritage sites are of prime importance in itineraries of both the domestic as well as international tourists. (Li et al., 2008; Patuelli et al, 2013) The world heritage tag can be used as a helpful tool to position and place the country on the

world map. (Li et al., 2008; Csapó, 2012) Heritage tag has been used to attract potential tourist and also to rise above the problem of seasonality. (Poria, Butler & Airey, 2008)

Delhi when compared to other cities of India, has reported the maximum percentage of international tourist arrivals as published by the Bureau of Immigration, Government of India. The three World Heritage Site situated in Delhi have also been ranked in the top 10 sites visited by both domestic and international tourist in 2017-18. (India Tourism Statistics, 2018)

To attain a positive tourist experience, infrastructure at the heritage site should not be lacking in terms of standard which is the case in India as identified by Dwivedi (2009).The availability and type of services at the site are important for attaining an unforgettable experience. (Kariru and Aloo, 2014) As concluded by Dhankhar & Singh (2014) a joyful tourist experience would lead to a positive word of mouth and revisit to the destination.

To achieve a positive tourist experience at the heritage sites the Government of Indian is focusing on improve the basic infrastructure and making these sites more tourists friendly. New schemes such as "Adopt a Heritage" and " Iconic Tourist Sites" are being implemented. These initiatives are involving multiple stakeholders which not only includes the government but other local bodies and private sector. This will help to get a sense of belonging among the society at large. (MOT, 2019) This study is based on the experiences of tourist after they visited the three World Heritage Sites. The focus is on the facilities and amenities which are currently present for the tourists to use. The outcome of this research is to help the schemes which the government plans to implemented in order to enhance the tourist experience.

UNSECO World Heritage Sites

The protection of World Heritage Sites came into effect on 16th November 1972 in the General conference of UNESCO. The purpose was to preserve the cultural heritage and conserve natural heritage for the future generations. The main aim is to identify and protect the natural and cultural heritage sites. The UNESCO's World Heritage Sites list includes all the sites which have been recognized for universal importance and fulfills any of the ten criteria mentioned. The World Heritage Site Committee has a standard setting role of checking the heritage sites every 2 years to see if it is keeping up with the preservation and conservation work. (UNESCO, 2017)

UNESCO has defined heritage as an object, tangible or intangible, natural or manmade, which has been inherited, not created by present generation. They are further classified into 3 groups -

1. Natural Heritage- as defined by the world heritage convection, "outstanding physical, biological and geological feature, habitats of threatened plants or animal species and areas of value on scientific or aesthetic grounds of from point of view of conservation."

2. Cultural Heritage – "Monuments, groups of buildings or sites of historical, aesthetic, archaeological scientific, ethnological or anthropological value" as given by the world heritage convection

3. Mixed Heritage- A combination of natural and cultural heritage (UNESCO, 2017)

World Heritage Sites in Delhi

The UNESCO's World Heritage list has a total of 1121 sites. Out of this 38 are listed in India, 30 are grouped under cultural sites, 8 as natural sites and mixed category has 1 site. (UNESCO,2019) All these 38 sites are spread across India, while 3 of the cultural sites are concentrated in a relatively small area of Delhi.

The popularity of these three World Heritage Sites can be seen looking at the ranking of these sites based on the number of international and domestic tourist visiting them in 2017-18, Table 1 shows this ranking. (India Tourism Statistics, 2018)

Table 1: Ranking based on number of tourist visiting World Heritage Sites of Delhi

World Heritage Site of Delhi	Foreign Tourist Ranking	Domestic Tourist Ranking
Humayun's Tomb	5th	Doesn't rank in top 10 list
Red Fort Complex	7th	3rd
Qutab Minar	3rd	4th

A brief about the World Heritage Sites of Delhi:

1. Humayun's Tomb - Is one of the first garden Tomb of Mughal architecture in India. Built in AD 1570 by both Persian and Indian workers. In 1993 it was inscribed in the world heritage list and was selected as it fulfilled two of the ten criteria. It displays an important interchange of human values depicted in development of architecture and is an excellent example of a type of building. (UNESCO,2019)

2. The Red Fort Complex- It was inscribed in 2007, Shah Jahan built this is the 17th century. The structure is made of red sand stone. The complex includes the older fort of Salimgarh built by Islam Shah Suri (Red Fort Delhi). The site was selected as it fulfils three criteria of UNESCO. The site showcases the important interchange of human values depicted in development of architecture. It is a unique evidence of cultural tradition and an outstanding example of architecture. (UNESCO,2019)

3. The Qutab Minar and its Monuments- Situated in the area of Mehrauli, in South Delhi, the Qutab Minar and its monuments include the Alai-Darwaza Gate, two mosques, the Iron Pillar of Delhi, the Tomb of Imam Zamin, the Tomb of Iltutmish and Major Smith's Cupola (Archaeological Survey of India, 2019). Inscribed in 1993 on the UNESCO's World Heritage list. Illustrating an outstanding example of building architecture which shows the significant stages of human history. (UNESCO,2019)

Archaeological Survey of India (ASI)

Established in 1861 by Alexander Cunningham who was the first archaeological surveyor. This comes under the ministry of culture. It is guided by the Ancient monuments and archaeological sites and Remains Act, 1958 and regulates Antiques and Art Treasures Act 1972. The country has been divided into 29 circles for maintenance of ancient monuments.

The most important purpose of ASI is the maintenance, conservation and preservation of the monuments, excavations and explorations. It also looks after the museums in the country. Providing facilities of guides along with their regular training is undertaken by the ASI. They also provide the license to these guides. The ticketing facilities and the fee to be charged to visit the monuments are all regulated by the ASI. Horticultural operations in and around the monuments along with its overall maintenance. (ASI, 2019)

List of other roles taken up by ASI

a) They provide 3 type of signage's

1. Name of the monument

2. Protection Notice board
3. Cultural Notice Board

b) Site Interpretation Facilities (Guide) at the monuments- according to Ancient monuments and archaeological sites and Remains Act, 1958 ASI have to issue license to guides. The audio guides facilities in different languages also provided by the ASI.

c) Making publications available at the site-for better understanding of the monument such as maps, guidebooks and other informative material is made available at the site.

d) Site maps at the heritage sites for monuments, forts and caves.

e) According to the International Council of Monuments and Sites, all the heritage sites have to be made tourist friendly. ASI provides basic amenities which include drinking water facilities, toilets, wheelchairs, ramps, Braille signage boards and complaint register.

Indian Government Schemes to Improve Amenities at the Heritage Sites

1) Adopt a Heritage

India to has taken the pattern which has been adopted by Scotland to get the people involved in the conservation and preservation of the heritage sites. The Archaeological Survey of India had identified Lucknow circle for the pilot study stating that it has more than 600 buildings which require immediate attention. A similar practice was carried out by Archaeological Survey of India in Goa which gave remarkable benefits to Arc of Conception, a protected building near Basilica of Bom Jesus.(   ) On the occasion of World Tourism Day, 27th September 2017 The President of India launched the Incredible India 2.0 campaign: "Adopt a Heritage" Project. The initiative was taken up by the Ministry of Tourism, Ministry of Culture and Archeological Survey of India. The project was introduced for the development of tourist friendly destinations in a systematic and planned manner. (MOT, 2019)

"Incredible India" promotional campaign which was started in 2003 has helped to place India on the 26th position for international tourist arrivals (India Tourism Statistics, 2018). To further improve the ranking the government of India has thought of developing the amenities at the heritage site to world class standards in order to enhance the tourist experience. The government has roped in private players both corporate and individuals to take an active part in this project. These private stakeholders would be called as 'Monument Mitras', who would operate and maintain these sites. Their performance would be reviewed over a period of 5 years. The "Monument Mitras" would be bidding for the heritage sites which they would like to maintain. The heritage sites have been divided into 3 categories and are colour coded. Green, blue and orange based on the footfalls and visibility. Higher weight age has been given to blue and orange categories as these are unpopular among the tourist.(MOT, 2019) For tourist to have a positive experience at the site, infrastructure is the vital. The infrastructure includes the amenities and facilities at the site. According to the Adopt a Heritage guidelines(2019) amenities at the sites have been divided into two broad groups-

i)   Basic Amenities - which are necessary and important for any heritage site.

Table No.2 List of Basic and Inter Alia Amenities

S.No.	Basic Amenities
1.	Public conveniences
2.	Ease of Access

3.	Aesthetics and cleanliness of site
4.	Illumination
5.	Backlit signage
S.No.	**Basic Amenities (Inter Alia)**
1.	Public conveniences of international standard
2.	Clean drinking water facilities
3.	Swachh Monument (Cleanliness of the monument, including complete polythene ban)
4.	Barrier Free Monuments/ Accessibility for All: differently-abled friendly toilets, ramps, wheelchair facility, Braille signage, monument models
5.	Information and Directional Signage
6.	Wi-Fi
7.	App based Multi lingual Audio-Guide
8.	Cloak room, shoe-racks/covers, washing facility etc.
9.	Point of Sale Terminal (PoS) machines at the Ticketing Counters to promote cashless transactions
10.	Canteen (with souvenir shop promoting local art and craftsmanship)
11.	Illumination

ii)   Advance Amenities – which would be constructed looking at the footfalls and financial availability.

Table No. 3 List of Advance Amenities

S.No.	**Advance Amenities**
1.	Cafeteria
2.	Facilitation of night visits to monuments under adaptive use within permissible guidelines of ASI
3.	Advanced surveillance system (Like PTZ based CCTV cameras)
4.	Digital Interactive Kiosk, Digital (LED) screening

5.	Light and Sound Shows with regular cultural shows
6.	Battery-operated vehicles
7.	Advanced tourist flow management system linked with carrying capacity of the monuments

2) Iconic Tourist Sites

Another initiative was announced by the Ministry of Tourism, where 17 sites have been identified which would be developed to world class standard. This scheme is not only limited to the site itself but is looking at the overall development of the entire destination. This would include infrastructure, accommodation, accessibility and connectivity. Ministry of Tourism would be the nodal agency other ministries would be a part of this initiative. The three World Heritage Sites of Delhi are also part of this list. (PIB, 2019)

Other countries which are following the adopt a monument scheme

1) Scotland

Scotland was the first country to think of Adopt-a- Monument Scheme and ran the pilot project between 1991 and 1998. It was overseen by the Council for Scottish Archaeology (CSA) in response to the societies which were willing to take responsibilities of heritage sites. The second phase was the pilot scheme which was implemented in 2006-2009 and funded by Historic Scotland. This has successfully change and made northern UK know for best preserved heritage. (https://archaeologyscotland.org.uk/adopt-a-monument/about/)

2) Finland

Looking at the success of Scotland Adopt-a- monument scheme, Finland started their own adopt a monument program. They promoted the scheme more like a hobby to encourage the locals to appreciate and preserve the cultural heritage sites. They encourage voluntary participation who are called as adopters. They help to maintain and monitor the site condition but don't become owners of the site. They are free to study the history of the site and organize variety of event at the site. Adopter can be a community, association or a public entity like a school. (http://www.abartaheritage.ie/adopt-a-monument-ireland/)

3) Ireland

Ireland followed the successful Scotland's scheme of Adopt a Monument Scheme which encouraged the people to actively participate in the conservation and understanding of the heritage. The aim is to connect the communities with the monuments of cultural importance. (http://www.abartaheritage.ie/adopt-a-monument-ireland/)

II.   Literature Review

For the tourist to have positive and a memorable experience, the sites should be well planned and managed. (Su & Wall, 2011) According to Cheung (1999), a World Heritage Site must be systematically and properly managed in terms of the facilities provided to the tourist. A well managed World Heritage Site has a positive impact on the tourists' experiences. (Hussan and Iankova, 2012) A satisfied tourist would promote the heritage site visited by them and would be a loyal brand ambassador. (Hederson, 2009) They would be willing to share their experience with their family or friends and revisit the site themselves.(J. Lee & Beeler, 2009; Kim &

Brown, 2012) A tourist friendly site is one which is well equipped with all the facilities which would enhance the tourist experience. (Hussan and Iankova, 2012)

To attain a positive tourist experience, infrastructure at the heritage site should not be lacking in terms of standard which is the case in India as identified by Dwivedi (2009). As the tourists will increase so will the demand for the tourist facilities at the site.(Hussan and Iankova, 2012) Understanding the opinion of tourists would facilitate in better planning and management of the facilities at the heritage site. (Poria, Butler, and Airey 2004) A positive tourist experience can only be guaranteed by well managed facilities services at the heritage site.(Shiang, Gin and Shih, 2011; Kariru and Aloo, 2014) As global competition is on the rise and international standards are being maintained at heritage sites worldwide, research becomes important to find out the current tourist experience and areas of requires immediate attention. (Debes, 2011; OECD, 2009) Henderson (2011) states that lack of proper infrastructure results in negative image of the destination in a research study conducted in Philippines.

Research is necessary as tourists' satisfaction varies from one country to another depending on the type of facilities available. (Shiang et al., 2011) This study is based on the experiences of tourists after visiting the three World Heritage Sites. The objective of the study is to find out the level of satisfaction with regard to the amenities which are currently present at these sites. As tourist satisfaction is significant for management of a heritage site and leads the tourists to stay longer at the site. (Kempiak, Hollywood, Bolan & Beattie, 2017)

III.   Research Methodology

For this study a descriptive research design has been used. The target population for the study is all the tourists who are visiting Delhi. To select sample from the population, all those who had booked their trip using a travel agency were chosen. Non- probability sample design in which convenience sampling was selected. A structured questionnaire is ideal for a study of this nature. (Huh, 2002; Poria, Butler & Airey, 2004; Hussan. & Iankova, 2012; Rahman, 2012) A total of 150 questionnaires were distributed among the respondents. All the respondents were personally contacted at the hotel where they were staying.

The questionnaire was divide such that the initial questions focused on the satisfaction levels at all the World Heritage Sites in Delhi and later parts dealt with the demographic profile of the tourists. The questions relating to the amenities had to be marked on a 5 point likert scale. The scale was coded as 1 being "Very Unsatisfied", 2 being "Unsatisfied", 3 being " Neither satisfied nor unsatisfied", 4 being "Satisfied" , 5 being "Very Satisfied". To enable the tourist to recall the World Heritage Sites a picture of the same was printed on top of the list of questions.

Table No.5 List of Amenities at the World Heritage Sites in Delhi

S.No.	Statements
1.	Duration of the visit at the site
2.	Clear internal directional signs
3.	Clear descriptors and labels
4.	Audio guides in preferred language
5.	Places for resting and sitting down
6.	Paved ramps and pathways
7.	Cleanliness of the site premises

8.	Dustbins and washrooms
9.	Clean drinking water
10.	Internet signal at the site premises

IV.   Data Analysis

After the screening of the questionnaires it was found that out of the total 150 questionnaire distributed 148 were usable. 57 percent were part of the "Group Tours" and 43 percent had opted for "Customized Tour Package". On the basis of gender the sample was divided into 56 percent as males and 44 percent as females. 56 percent were Indian tourists while 44 percent were foreigners. It was observed that "36 to 55years" age bracket had maximum respondents with 44 percent, "Above 55 years" and "16 to 35 years" age bracket had 29 percent and 27 percent respectively. It was noticed that 5o percent of the respondents fell in the category of "Employed/Self employed/ Working at home" category. "Students" category comprised of 21 percent and "Retired" were 29 percent of the total respondents.

In Figure 1 clear internal directional signs at the three World Heritage Sites has been rated based on the level of satisfaction the respondents experienced. It can be seen that 22 percent, 18 percent and 20 percent were satisfied with the signs whereas 27 percent, 24 percent and 28 percent were unsatisfied at Humayun's Tomb, Red fort and Qutab Minar respectively.

Fig. 1 Clear Internal Directional Signs
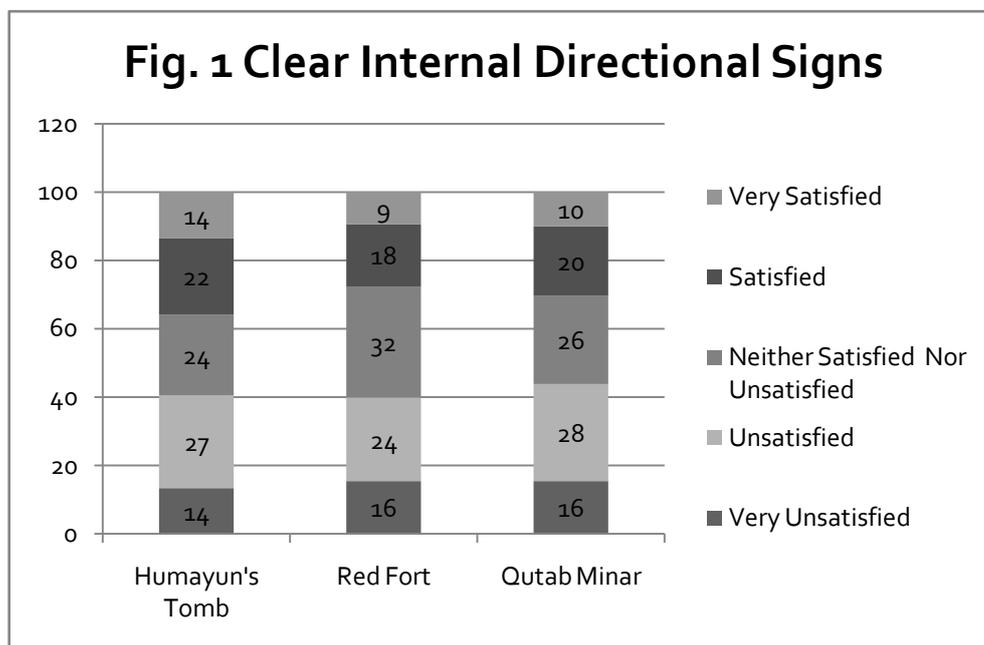
Majority of the respondents with 32 percent, 36 percent and 38 percent were satisfied with the clear descriptor and labels at the three heritage sites as shown in figure 2. 22 percent, 18 percent and 15 percent respondents were unsatisfied.
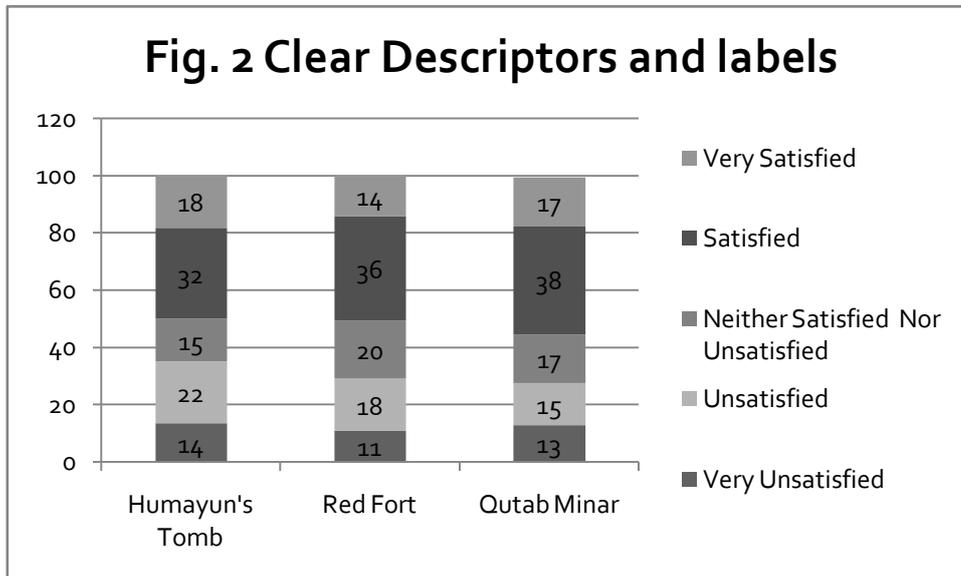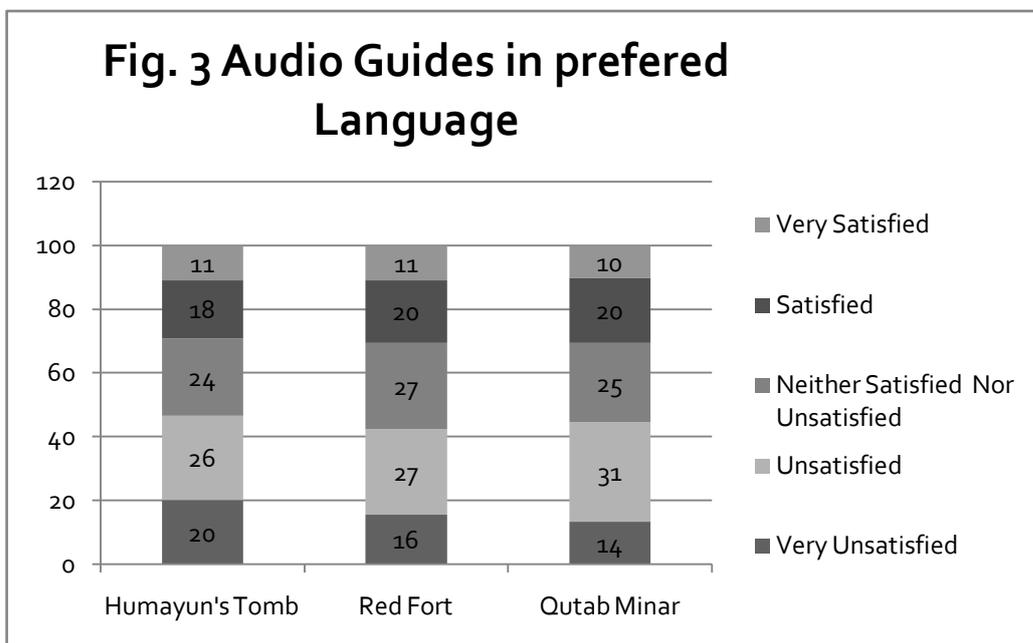
Fig. 2 Clear Descriptors and labels

Figure 3 shows the satisfaction level of respondent in relation to the audio guides availability in preferred language. 26 percent, 27 percent and 31 percent were unsatisfied and 18 percent, 20 percent and 20 percent were satisfied with audio guides.

Fig. 3 Audio Guides in prefered Language

The rating for places to rest and sit down at the three World Heritage sites is displayed in figure 4. 18 percent, 11 percent and 20 percent were satisfied and 30 percent, 24 percent and 25 percent were unsatisfied with the seating places within the heritage site premises.
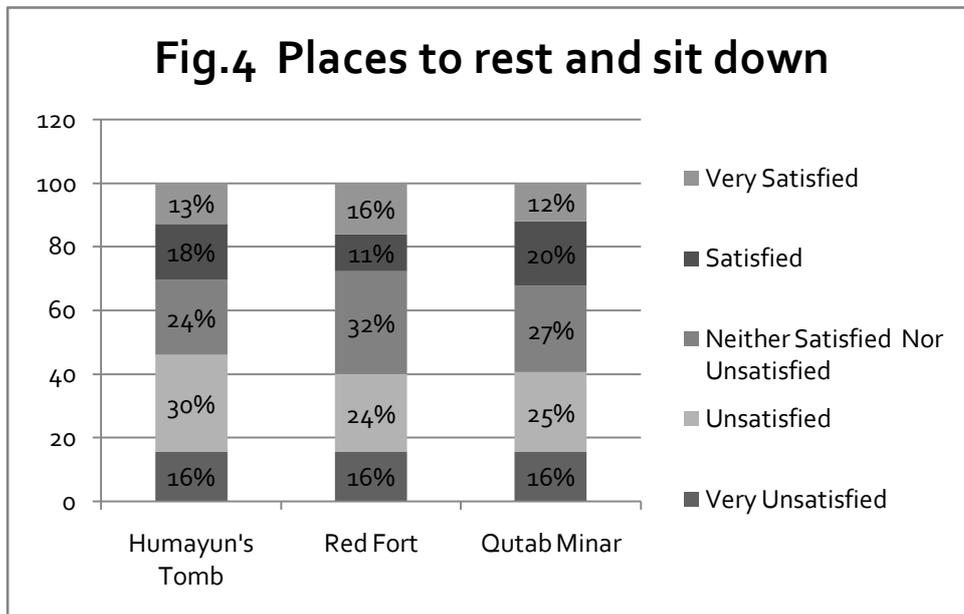
Fig.4 Places to rest and sit down

Figure 5 shows the paved ramps and pathways at heritage sites visited by respondents in Delhi. 34 percent, 32 percent and 32 percent were satisfied and 15 percent, 20 percent and 18 percent were unsatisfied with this particular facility.
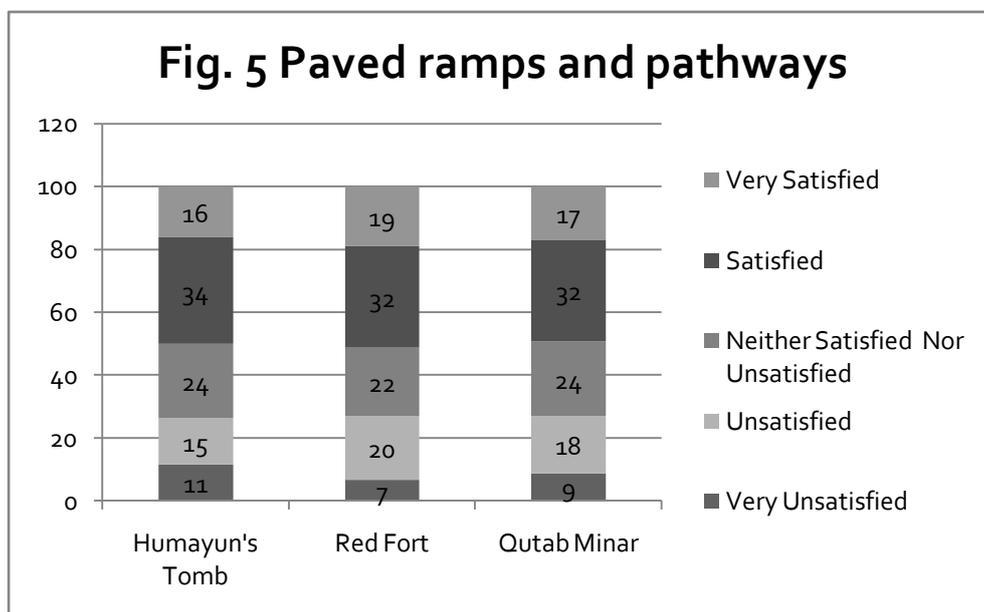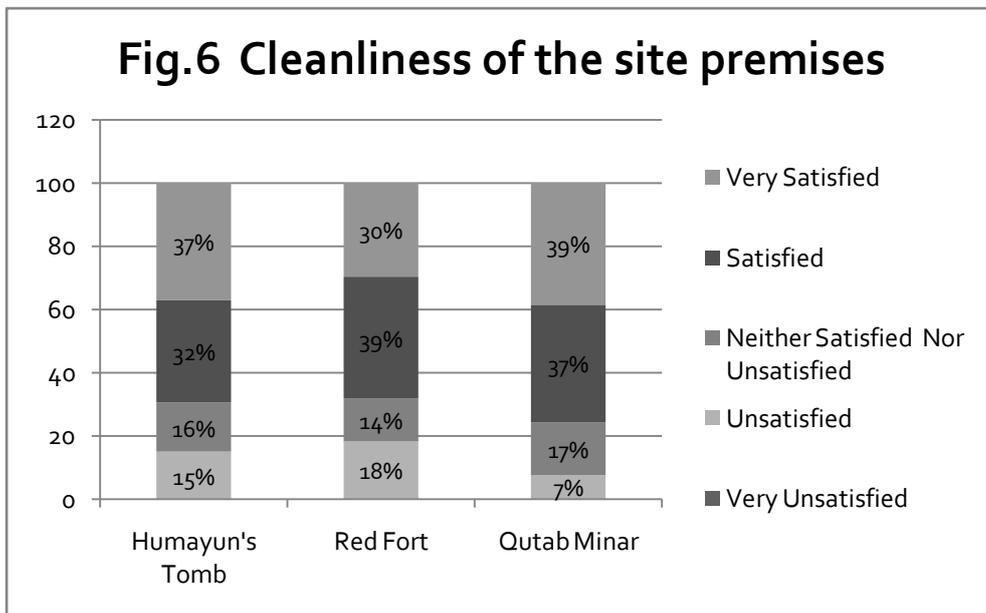

Fig. 5 Paved ramps and pathways

Figure 6 displays satisfaction in relation to the cleanliness of the premises at the three the heritage sites. It can be noticed that 37 percent, 30 percent and 39 percent of the respondents were very satisfied with the cleaning and 15 percent, 18 percent and 7 percent were very unsatisfied.

Fig.6 Cleanliness of the site premises

Satisfaction rating with placement of dustbins and availability of washrooms at three World Heritage Site is shown in bar chart displayed in figure 7. 25 percent, 27 percent and 22 percent were satisfied.15 percent, 16 percent and 18 percent were unsatisfied with these facilities after visiting the site.

Fig. 7 Dustbins and Washrooms
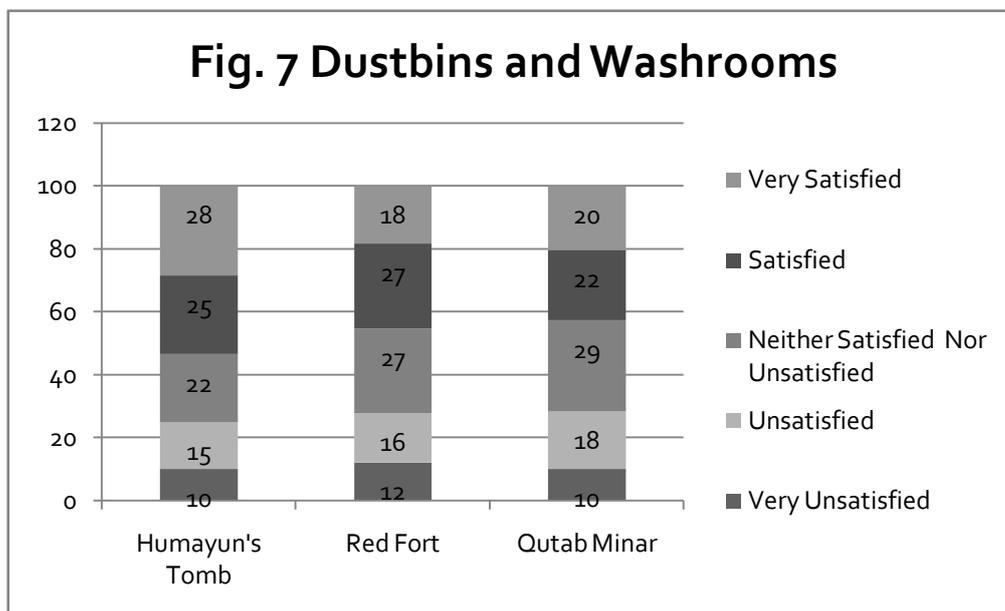
Conclusion

From the analysis of the data it can be interpreted that the majority of the tourists were satisfied with the cleanliness of the heritage premises as well as the washroom facilities at all the three World Heritage Sites. Deficient of audio guides in terms of availability in preferred language can be clearly seen at all the sites. Tourists were satisfied with the clarity of the labels and descriptors within the premises but the internal

directional signs were a disappointment for them. Ramps and pathways for walking were at the satisfactory level for majority of the tourist. On the other hand resting and sit down places were unsatisfactory due to the less number of seating at all the sites. Improvement in sanitation, resting places and directional signage are also observed by Hussan and Iankova (2012) in their study and they concluded that improvements related to the facilities at the sites must be made without disturbing the natural and architectural structure. On site experience is an important factor which influences the tourist satisfaction and in turn help in getting repeat tourist and a good word of mouth publicity. (Cooper et all, 2005) Prentice (1993) compared the heritage sites as the 'supply side' of tourism and to balance Poria et al. (2004) equated it to tourist experience at the heritage site the 'demand side'. To keep the supply side up to date the demand side needs to enhance the level of the amenities at the heritage sites. This would be successfully done after the successful implementation of the various schemes by the Ministry of Tourism.

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