

A Study on Young Tourist Preferences towards Heritage Attraction: Case Study of Agra and Delhi

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Abstract - India is a country which is synonym for variety and acquires rich heritage. The country is a perfect mixture of religions, culture, customs, languages and traditions is reflected in the prosperous heritage of the nation. The country is also a treasury of art, philosophy, architecture, classical dances, music and much more. The heritage sites of one of the oldest civilizations make it a must visit place for enthusiastic travelers.

Heritage tourism is an important component of the tourism industry. It is a personal encounter with traditions, history and culture. Being widely prevalent in India and bearing testimony to a rich cultural and historical past, this study has unraveled the importance of heritage tourism and marketing in a more systematic and organised manner. The study of the monuments of Delhi and Agra has brought out the importance of the world heritage sites and has attempted to give new dimensions to the monuments vis-à-vis product enhancement and marketing by reviewing the existing state of affairs prevalent at the various sites in both the cities and at the same time suggesting corrective measures for better promotion.

This paper attempts to study that which of the two cities that is Agra or Delhi is preferred more by the young tourists on various factors and also summarizes what all things can be done for further promoting these sites which is analyzed by how Agra and Delhi have gone under in terms of its promotional strategies and also explores various opportunities that can be taken into consideration for marketing Agra and Delhi as a young tourist destination. The aim of this research paper is to understand that how the modern generation is getting affected by the world heritage sites in the selection of tourist destination especially in metropolitan city like Delhi and NCR. This research work primarily focuses on selection patterns of tourist destination among young customers. Research study will also put light on evolving trends in selection of tourist destination of young generation. To attain the research objective, the study made use of self structured questionnaires. The data was collected from 440 post graduate students of reputed universities located in Delhi and Agra in 2018. The data collected was analyzed, using descriptive statistics and inferential statistical tools.

Keywords: -Heritage, Heritage tourism, Promotion, Marketing, World Heritage Sites

I. INTRODUCTION

The world is not only becoming progressive but is also developing at a faster pace and is entering into a competitive market and it is a known truth that in today's time India is one of the world's most sought-after destination for the tourists because of many factors and most important of all its heritage and rich culture. The prominence in this study is on Delhi and Agra's tourism promotion and how the contribution of Mughal heritage is being utilized for the promotion of Agra and Delhi's culture. India's heritage is being promoted across the world with the help of information, texts, books, brochures, website, maps and tourist guides that are being provided by the Delhi and UP Tourism

The Tourism sector is growing rapidly world over and has its boom in the Indian economy as well. The increase is not only in the arrival of foreign tourists, but the domestic tourists' also. To this effect, the present study focuses on marketing the world heritage sites of two major cities for attracting more tourists as there is enough scope for the same. In accordance with this aim, the present study has been done on the bases of laid down objectives and hypotheses. For the said purpose both the primary and secondary data were collected using various methods and techniques. The primary data were collected from the tourists as well as officials through structured questionnaire, observation and interview. The questionnaire for tourists was shared with 900 respondents out of which views of such 400 respondents have been

taken up for detailed analysis. These 400 comprised 200 such respondents each from Delhi and Agra who have visited all the three WHS of each city. The data garnered through questionnaire pertain to various aspects and parameters. In the succeeding text, the said data have been tabulated and tabulated and presented.

Heritage is nothing less than a gold mine in today's scenario and is taken as an important economic resource. Basically, it is being used as a commodity which is continuously bought and sold in the market. Heritage is a vigorous cultural entity which keeps on changing to make it relevant to the contemporary times in accordance to the needs and tastes of people.

Delhi's culture has been influenced by its long-lasting history and historic association as the capital of India. This is illustrated by the many monuments of significance found in the city. Delhi is always referred to as a "City of Period Pieces" and in contemporary times this definition has been incorporated by the Delhi Tourism as "The City of Cities" to publicize the heritage of Delhi to the Indians and to the World and it is the key theme of Delhi Tourism's Ishq-e-Dilli, light and sound show at Purana Qila and also the city-wide initiative of marking and incorporating several Islamic Historical Sites as remnants of our shared Heritage through the sign posts of "Delhi: A City of Cities" at several key sites.

Global tourism occasions have further been organized to advance Delhi as a tourism spot and to exhibit tourism exercises of Delhi Tourism on national and worldwide level. The involvement in these occasions helps in understanding the developing trends in the tourism business and to associate with the influential people of the tourism business from different parts of the nation and additionally from different nations in national and worldwide occasions separately. The interest in these events has likewise helped in creation of a sustained, positive image of tourism development and advancement in the capital through the dispersion of information for travelers in these fairs and festivals every now and again. The Archaeological Survey of India recognizes 1200 heritage buildings and 175 monuments in Delhi as national heritage sites.

Keeping in mind importance of Delhi as a sought-after historical site, the study of WHS at Delhi namely the Red Fort, which is otherwise called the Lal Qila, was developed by one of the most eminent and well-known Mughal rulers, Shah Jahan. Made on the banks of the Yamuna river, the fortress was designed by the architect Ustad Ahmad Lahauri. It took 8 years and 10 months to construct the grand fortification, Humayuns Tomb this magnificent garden tomb is the first substantial example of **Mughal architecture** in India. It was built in 1565 A.D. nine years after the death of Humayun, by his senior widow Bega Begam. Inside the walled enclosure the most

notable features are the garden squares (chaharbagh) with pathways water channels, centrally located well proportional mausoleum topped by double dome. There are several graves of Mughal rulers located inside the walled enclosure and from here in 1857 A.D; Lieutenant Hudson had captured the last Mughal emperor **Bahadur Shah II.** and Qutab Minar which is a soaring, 73 m-high towers of victory, built in 1193 by Qutab-ud-din Aibak immediately after the defeat of Delhi's last Hindu kingdom. The tower has five distinct storey, each marked by a projecting balcony and tapers from a 15 m diameter at the base to just 2.5 m at the top.

The research study has focused on the historical relevance of the three WHS chronologically focusing on the various rulers their dynasties and the architectural marvels which have been looked into as a product of relevance for attracting tourists.

Similarly, the about the monuments of the city of Agra, which had been the capital of the Mughals for quite some time. The objective of this chapter is to study the WHS of Agra namely Agra Fort was begun by Akbar between 1565 and 1573. It is situated on the west bank of the Jumna River, about 2km upstream from the Taj Mahal. Akbar built the fort of sandstone; his grandson Shah Jahan, the builder of the Taj Mahal, constructed palaces of white marble within the fort itself. Shah Jahan was imprisoned in Agra Fort following the coup of his son, Aurangzeb, and died here in 1657.

Agra Fort is entered today at the south end, through a low outer wall and gate (shown here) built by Aurangzeb. Visitors then pass in succession through two of Akbar's gates, the Amar Singh and the Akbari, before finally gaining admittance to the fort proper. The original entrance to the fort was through the grander Delhi Gate in the west wall.

Fatehpur Sikri is located in Agra District in the State of Uttar Pradesh in the North East of India. It was constructed at south-east of an artificial lake, on the slopping levels of the outcrops of the Vindhyan hill ranges. Known as the "city of victory", it was made the capital by the Mughal emperor Akbar (1556-1605 AD) and constructed between 1571 and 1573 AD after his military victories over Chittor and Ranthambore, Akbar decided to shift his capital from Agra to a new location 23 miles (37 km) west south-west, to honor the Sufi saint Salim Chishti. Here, he commenced the construction of a planned walled city, which took the next fifteen years in planning and construction, with a series of royal palaces, harem, courts, a mosque, private quarters and other utility buildings. He named the city Fatehabad, with *Fateh*, a word of Arabic origin in Persian, meaning "victorious." It was later called Fatehpur Sikri. It is at Fatehpur Sikri that the legends of Akbar and his famed courtiers, the *nine jewels* or Navaratnas, were born. Fatehpur Sikri is one of

the best-preserved examples of Mughal architecture in India

The Taj Mahal attracts a large number of tourists. UNESCO documented more than 2 million visitors in 2001, which had increased to about 7–8 million in 2014. A two-tier pricing system is in place, with a significantly lower entrance fee for Indian citizens and a more expensive one for foreigners. Most tourists visit in the cooler months of October, November and February. Polluting traffic is not allowed near the complex and tourists must either walk from parking lots or catch an electric bus. The Khawasspuras (northern courtyards) are currently being restored for use as a new visitor centre.

If one looks in the past one learns that from centuries, Agra as the city signifies royalty and heritage of Mughals in the Indian history. The Agra city was founded by Sikandar Lodi it is situated on the banks of river Yamuna in Uttar Pradesh. Agra has been a very glorious city from the time of Mahabharata. From the the kingdom of Babur to Aurangzeb it has been the capital of many great royals in the Indian history. All generations of Mughals have had Agra as their capital.

The city of Agra is full of endearing and incalculable architecture and historical monuments which showcases the dignity of Mughals. Agra as a city is traditional and marketable for many tourists; it is a tasteful blend of 180 tourist destinations along with variety of hotels, motels, and restaurants.

II. LITERATURE REVIEW

Ahmad and Habitués (2014) in their study mentioned that Investigating tourism consumption within Borde's empirical paradigm, this article explores the development of a model of sociological choice in tourism consumption. By operationalizing habitus as sociological choices tourists make in the realm of tourism consumption, this article proposes that oppositional choices tourists make in the realm of tourism consumption are produced and reproduced by and in conformity with their respective class habitus, structured by cultural capital. A questionnaire-based study of Western tourists in Indian setting, using factor analysis and regression analysis, identifies three categories of tourism consumption lifestyles shaped by habitus and capital composition. The "tourists" consume tourism as a mass cultural activity finding "virtue in the necessity"; the "travellers" (with middlebrow taste) rely on off-the-beaten-track "travel" experiences and "intellectualize" tourism; and the "virtuosos" (with highbrow aesthetic taste) consume luxury tourism services taking privilege in appreciating what they see and consume, often with authority and arrogance.

Jamal and Kim (2005) draw upon recent learning's of the dynamic context of travel, tourism and touristic practices

to propose an interdisciplinary framework for heritage tourism research. Interdisciplinary barriers and interdisciplinary 'prejudices' have instilled fragmented, dualistic either/or approaches to heritage tourism research that perpetuate a micro-macro divide. Studies that decontextualize the individual (micro-level) from social structures (macro-level) belie the complexity of heritage and tourism. Production-consumption, local-global and economic supply-demand binaries are pointed out in the article, and theoretical attempts to bridge the binaries are discussed. It is argued that viewing heritage and tourism as per formative practices involving relational forms of power, agency and dialogue helps bridge the micro-macro divide. The research challenges are illustrated using the example of a festival representing a medieval heritage: the Texas Renaissance Festival, USA. This case illustrates the importance of identifying the global, historical and postcolonial context in which the local festival and the individual tourist are situated. Directions are offered for developing an integrated knowledge base of the socio-political context, structures and practices that constitute heritage tourism.

Woodside (2010) has created valid indices to measure the effectiveness of tourism advertising and the usefulness of destination marketing websites. This paper gives a thick description of the dynamics of the government's role in shaping China's domestic, inbound, and outbound tourism industry and contributes to building a behavioural theory of government-firm relationships.

This report "Heritage conservation and research in India: 60 years of Indo-Australian collaboration" is a special volume to celebrate the 60th anniversary of the diplomatic relations of the Republic of India and the Republic of Austria.

Krist and Bayerova (2010) document the successful and intensive cooperation of both countries in the fields of the research and conservation of cultural heritage reflected in numerous research and conservation projects.

Cultural Heritage and Tourism in the Developing World looks into global and regional problems, challenges, and practices associated with cultural heritage and tourism, especially in under-developed and developing nations. It discourses the vitality of preservation and administration of cultural heritage that has been appreciated since there is an increasing number of tourists who are going to see heritage attractions.

III. OBJECTIVES OF THE STUDY

1. To study which city is preferred more by the young tourist.
2. To study how these cities are depicted by young tourists in tourism promotions.

3. To find out what other promotional activities can be undertaken for increasing the young tourist flow in these WHS.

IV. RESEARCH METHODOLOGY

The present study is primarily an exploratory one, which is qualitative in nature and focuses on the assessment of attitudes, perceptions, opinions and behaviors. For the purpose of data collection and analysis, qualitative inquiry techniques have been used because it serves as a suitable mechanism for collecting varied and prevailing information about tourists' perceptions and attitudes of prominent stakeholders.

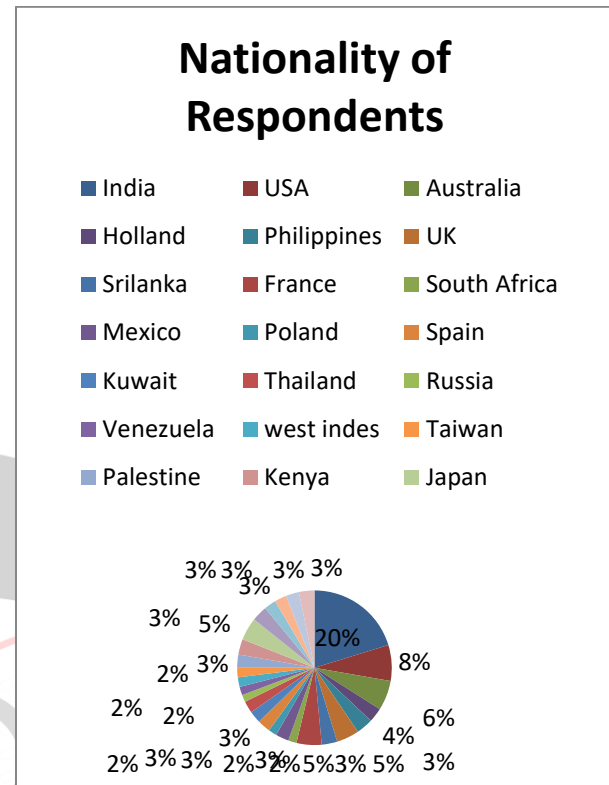
Various tools were used for the purpose of data collection. Secondary data have been collected from books, journals, newspapers, published reports, websites, social media, etc., from various libraries, museums, office of Archaeological Survey of India, Archives, etc. The primary data for this study were garnered from firsthand experience by way of structured questionnaire. The questionnaire for the tourists was administered on tourists selected randomly from each of the six World Heritage Sites covered under the study. Thus, data were collected from a total of 445 tourists. Based on the data obtained from the tourists, responses of such 400 tourists (200 each from Delhi and Agra who had visited all the 3 WHS in both the cities respectively) were identified for an in-depth analysis. Besides, through semi-structured schedule, the views of employees at World Heritage Sites were collected. Observation method was also used, during the visits to each site, based on which the attitudes and behaviours of the tourists, staff, guides and shop owners were assessed and noted for analysis.

The collection of data serves no purpose unless it is analysed. Its presentation, tabulation and analysis require certain methods for its systematic conversion into knowledge. Data collected are interpreted through data analysis. Thus, it is a stage where sense is made out of what has been discovered. For the present study, various data analysis tools have been used, which also include Chi-Square Test. The data were analysed using Chi-square test to establish the relationship, if any, between various attributes of a World Heritage Site and decision to visit that site.

The sample of 400 respondents who had visited heritage sites comprises nationals of 26 different countries as depicted in the pie chart above. Besides 81 out of those from India, there were 30 from USA, 25 from Australia, 21 from France, 19 from Japan and UK, 14 from Philippines; the respondents were also from Ireland, Germany, Mexico, Spain, Holland, Sri Lanka, Palestine, Sweden, Thailand, South Africa, Kuwait, Kenya, Switzerland, West Indies, Colombia, Poland, Venezuela, Taiwan, Russia. It proves that there is interest in India's

history, culture and heritage among variety of people staying in India as well as different parts of the world. The number of tourists can further be increased in case more integrated and concerted efforts are made towards promotion of these sites.

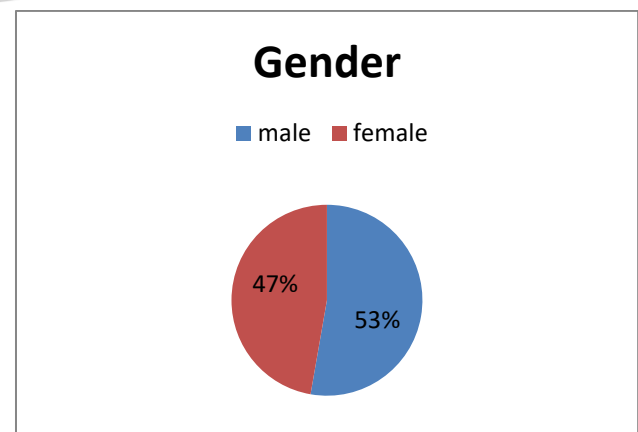
Figure 1.1



As per Figure 1.2, both males and female tourists visit the sites. Out of the data of 400

respondents, 53% were males and 47% were females. It further establishes that the liking for the heritage sites is almost the same amongst the males and females

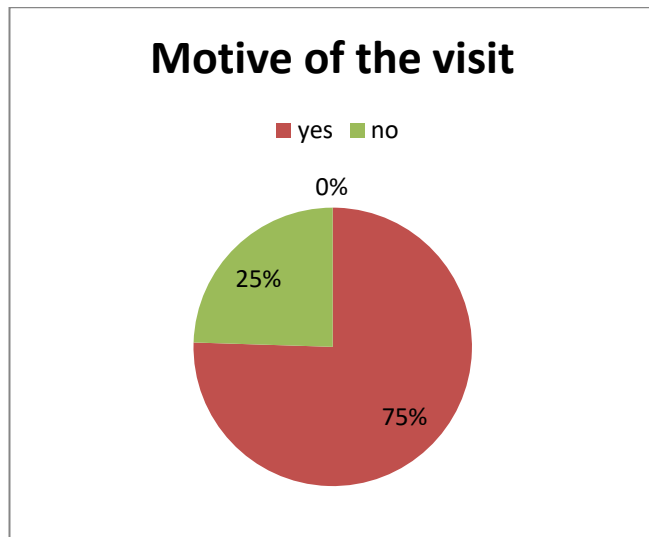
Figure 1.2: Male & Female Tourist Ratio



To the question whether visit to the sites was their prime purpose or they came for some other work, but did make it possible to visit the heritage sites, 73% of the respondents said that they had come primarily to visit the heritage sites. Thus, having such a vast majority having prime purpose of visiting the sites, speaks a lot about the interest of people

in Indian history, culture and heritage even the remaining 23% who had come for some other purpose were attracted to visit the sites. The date is represented in Figure 1.3.

Figure 1.3: Motive of Visit



This study seeks to test the hypothesis— “whether the number of tourists visiting a WHS depends upon its perceived popularity?” This supposition in turn will be examined through exploring and testing the relationship between visit to a WHS and consideration to presence of an attribute at that site.

V. HYPOTHESIS TESTING

H_0 = There is no association between number of tourists visiting a WHS and its perceived popularity.

H_1 = There is an association between number of tourists visiting a WHS and its perceived popularity.

There are various attributes which play an important role in forming a perceived degree of popularity about a world heritage site in the minds of tourist. Here the intention is to establish the relationship if any in these attributes and the decision of the tourists to visit that WHS. Such a relationship is established and tested with the help of Pearson Chi-square Test of Association.

After running the Pearson Chi-Square Test of Association in SPSS, the resulting output table is given by the following

S.no	Attribute X (Considered/will consider)	City	Value	Df	Asymp. Sig. (2-sided)
1	Popular tourist attraction	Delhi	201.000 ^a	3	0.000
		Agra	201.000 ^a	2	0.000
2	Advanced online	Delhi	201.000 ^a	5	0.000

	ticket purchasing	Agra	201.000 ^a	4	0.000
		Delhi	201.000 ^a	3	0.000
3	Entertainment	Agra	200.000 ^a	3	0.000
		Delhi	201.000 ^a	3	0.000
4	Lack of Marketing	Agra	200.000 ^a	3	0.000
		Delhi	201.000 ^a	2	0.000
5	Pollution	Agra	201.000 ^a	3	0.000
		Delhi	201.000 ^a	4	0.000
6	Authentic Exhibits	Agra	201.000 ^a	4	0.000
		Delhi	201.000 ^a	4	0.000
7	Value for Money	Agra	201.000 ^a	3	0.000
		Delhi	201.000 ^a	4	0.000

Considering the above table, along with the value of the test statistics which, SPSS has determined the actual p-value, otherwise known as the asymptotic significance level of this chi square test, here 0.000. This value determines the statistical significance of the relationship between the categorical variables tested. Comparison of our p-value and the chosen significance level (denoted as α) will indicate whether to accept or reject the null hypothesis (H_0). Note that significance level (α) is the probability of rejecting the null hypothesis when it is true, which in other words is also termed as committing Type I error. In hypothesis testing, only tests producing a p-value smaller than α suggest rejecting the null hypothesis. The most commonly used α -value of 0.05 would mean that there exist only 5% chance of incorrectly claiming that a significant association exists between the compared values. Hence, in this case also, the null hypothesis can be rejected only if p value < 0.05. A p-value > 0.05 indicates too large a possibility of making a Type I error and, thus, leads to acceptance of the null hypothesis on the grounds of insufficiency to reject it.

The chi-square test result has proved that null hypothesis is rejected in favor of the alternate hypothesis stating existence of association between the underlying variables. Needless to say that the various attributes like famous tourist attraction, advance online ticket purchasing, Entertainment, Lack of marketing, Pollution, Security Concern and Insufficient Infrastructure are important components which have an impact on tourists perceived degree of popularity of a WHS.

VI. CONCLUSION

The Delhi Tourism authority is responsible for promoting Delhi as an ideal tourist destination. There are a lot of considerations that go into the portrayal of image of Delhi to tourists. The image is portrayed in a manner so that it is alluring, attractive and welcoming. This image is the initial step in the selling of Delhi as a product. The images in succeeding chapter portray which Mughal monuments are

selected and portrayed. This is the beginning of the process of commoditization. The publicity and promotion play a major role and with the change in time to help tourism and hospitality industry in Delhi to reach its height advance technologies and consumer favorable services are devised. Sitting at home a customer can reserve his/ her airline tickets and hotel rooms. This facility in the hospitality industry has surely brought revolutionary change.

While designing the promotional marketing of heritage products of India, the Government of India and the tour operators must analyze the following before positioning their product in the international market (for this is rarely done by the Indian tourism industry):

- Which are the rival destinations in relation to heritage product?
- What are the strengths and weaknesses of the products?
- What are the ways in which they are promoting their products?
- What is the cost they are charging for the products offered?
- How are the products being received in the markets they are catering to?
- Doing the competitive analysis by keeping their product in mind?
- How to deal with this completion? and
- Accordingly developing strategies for competitive marketing.

It goes without saying that whereas promoting heritage tourism showcases the rich heritage of Delhi on one hand, it gives a boost to local economy on the other. Thus, there is a much felt need to work out appropriate marketing strategies for heritage tourism promotion in Delhi in order to attract more tourists from within India as well as from other countries.

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