



## “A Study of Heritage Tourism in Madhya Pradesh”

**Dr. Kavita Dive**, Assistant Professor- Indore Institute of Law

**Dr. Archana Dubey**, Assistant Professor- Indore Institute of Law

**Abstract:** Heritage tourism involves services to tourist with the occasion to understand, and contentment from uniqueness of natural and heritage features. Cultural legacy, environment, accessibility and facilities are important features of heritage tourism places. Heritage tourism involves services to tourists with the Significant difference is current among demographics of domestic tourists and features of heritage tourism places. Cultural inheritance, traditional values, nature and environment and facilities have significant impact on return intention of domestic tourists. In order to improve revisit intention of domestic tourists, heritage tourism places should arrange cultural programs and they must give traditional hospitality. Additionally, places should maintain well and they must have recreational activities.

**Keywords:** Domestic tourists; Features; Heritage tourism; Return intention

### I. INTRODUCTION

Tourism Industry has been renowned as one of the fastest growing industries with huge potentiality in economic development and economic reformation especially in developing countries. Tourism in a straight line involvement in the economy not only by earning foreign exchange, but also through the dimensional effect. Apart from that it also involved in social culture and environmental development. Tourism development in Madhya Pradesh encourages both employment opportunities and entrepreneurs practices. . Multi-dimensional approach of tourism invites new innovations and practices to make available versatile demand of tourists from both domestic and international market. Entrepreneurship is always recognised practice in tourism industry as it encourages in creative freedom and accepting challenges. Madhya Pradesh is a land, where tourism creates opportunities for both tourists and the entrepreneurs. It offers multiplicity of destinations covering almost all type of tourist attractions and explores opportunities to earn from tourism too. The state carries immense potentials in women entrepreneurial Practices like other industry. The research had been conducted to understand the opportunities of entrepreneurship in tourism Industry in Madhya Pradesh. It is also to understand its application area and the limitations.

#### Madhya Pradesh – India

Madhya Pradesh is located in the centre which is known as “heart of the India” sets as a major example helpful in promoting a secular state as it homes to many divine temples, mosques, forts and palaces of great historical background. Though Madhya Pradesh was awarded as the Best Tourism State Award in the year 2012 as per the data but yet to be more publicised and less informational channel because the strengths are less exploited. Due to this it becomes important and rational to promote MP tourism. MP is developing its tourism in a public private partnership that to in a sustainable way. Culture of Madhya Pradesh is a pleasant combination of Hindus, Jains, Christians, Muslims, Buddhists, and Sikhs. Languages are also commonly spoken here thanks to the mix of people. Hindi is the main and the official language of Madhya Pradesh. The culture of Madhya Pradesh, in true sense, is extensively recognised for its musical performance and dancing rhythms. Cooking in Madhya Pradesh has a small touch of Rajasthani and Gujrati cooking Previously, Jowar was the principal cereal here. But now, Wheat is the staple food of Madhya Pradesh.

### II. REVIEW OF LITERATURE

S.no	Topic	Author Name	Methods /Objective	Year
1	A study on prospects and problems of heritage tourism in Karnataka	Anitha KP and Dr.B Chandrashekara	<b>Secondary Data used</b> enhance employability and result in community development. The	2017
2.	A Study On Women Entrepreneurial	Supriya Sikari	<b>Primary &amp; Secondary Data</b>	2018

	Opportunities In Tourism Industry Of West Bengal		<b>used</b> Multi-dimensional approach of tourism invites new innovations and practices to cater versatile demand of tourists from both domestic and international market.	
3	Heritage Tourism in South Tamil Nadu - India	Rehmata Jahan	<b>Primary &amp; Secondary Data used</b> Heritage tourism involves services to tourists with the occasion to understand, and pleasure from uniqueness of natural and heritage features	2019
4	Affect and performance in ancestral tourism: stories of everyday life, personal heritage, and the family	<b>Solene Prince</b>	<b>Secondary Data Used</b> These affective entanglements occur at different locations, not all directly connected to the personal past.	<b>2021</b>
5	Historical and geographical context in festival tourism development	Ling ma & Alan	<b>Secondary Data Used</b> Festivals have increasingly become a significant tool for economic development through both tourism and the re-imaging and re-branding of cities and regions as modern cultural centers.	2011
6	Heritage tourism in India: a stakeholder's perspective	Arun Sharma Suman Sharma	<b>Primary &amp; Secondary Data used</b> The study provides ample scope and opportunities towards heritage tourism development in India as per stakes of local community	<b>2017</b>
7	Impact of Heritage Tourism in India -A Case Study	S.Shankar	<b>Primary &amp; Secondary Data used</b> This paper attempts to probe the scope of heritage tourism in India, which can help in shaping our society. Heritage Tourism is considered as one sector that shall propel growth, contribute foreign exchange, enhance employability and result in community development	<b>2015</b>
8	Tourist Satisfaction and Management of Heritage Sites in Amritsar	Manjula Chaudhary & Abhishek Aggarwal	<b>Primary &amp; Secondary Data used</b> the heritage destination planners to provide maximum satisfaction to the visitors so that they are the repeat visitors	<b>2012</b>
9	A Study on Young Tourist	Dr. Stuti Sahni,	<b>Primary &amp; Secondary Data</b>	<b>2019</b>

	Preferences towards Heritage Attraction: Case Study of Agra and Delhi	Dr.Farhat Mohsin	<b>used</b> 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.	
10	Cultural and Heritage Tourism: A Tool for Sustainable Development	Dr.Alok Kumar	<b>Primary &amp; Secondary Data used</b> Tourism is based on interaction, interaction prompts dialogue and dialogue builds mutual understanding and peace. Thus, we can look forward to nourishing the balance of universe through tourism and culture	2017

### Objectives of the Study:

1. To Understanding the Entrepreneurial Opportunities in Tourism Industry
2. To Focusing on empowerment in tourism industry through Entrepreneurship
3. To Analysis features of heritages tourism in MP
4. To understand the challenges in the Heritage site.
5. To find out suggestions of the local people to improve the heritage site.

### III. DATA ANALYSIS AND METHODOLOGY

**Data Source:** Secondary sources of data have been used for the study. **Secondary Data Sources:** Books, Journals, Annual Report etc.

#### Methodology:

1. Qualitative
2. Quantitative

#### Features of heritage tourism places

1. **Cultural legacy:** The domestic tourists are agreed with heritage tourism places platform distinguishing culture, and belongingness while they are natural with heritage tourism places have cultural programmes. Madhya Pradesh treasure of culture, traditions monuments, is a must see state of India.
2. **Nature and environment:** Madhya Pradesh in India preciously is renewed for its temple, towns and heritages sites national park, hill station, wild life and natural environment. The Domestic tourism are agreed with heritage tourism places have nice looking landscape, sceneries and heritage tourism places is pleasant atmosphere.
3. **Education:** Tourists travelling to a particular place in Madhya Pradesh, further study in order to improve his or her educational qualification are termed as education tourist. There are also group of people, who travel to attend workshops to upgrade skills. Hospitality.
4. **Religious :** History and culture, and immersed in spirituality, Madhya Pradesh is premises to a number of exceptional pilgrimage centers, holy to not just Hindus, but Jains and Buddhists as well. Begin a spiritual journey with this list of remarkable religious sites in the sacred heart of India.Ujjain, omkareshwar, Maheshwar,Amarkantak, Chitrakoot,

### **Visited Heritages Tourist Destinations of Madhya Pradesh**

Monumental heritages in Madhya Pradesh are so beautiful, pleasant and ecstatic that it pulls tourists from across the world to visit here. From the erotic sculptures of Khajuraho to the great Stupas at Sanchi, there are many antique ruins and architectural marvel within the boundary of Madhya Pradesh. Learn about Madhya Pradesh historical heritage, traditions and wealthy culture by paying a visit to these exciting monuments.

Sanchi Stupa  
Temple in Khajuraho  
Jain Temple at Bodoh Pathari  
Orrcha Temple  
Devi jagadambi Temple

Scattered ruins on the towering hills to the restored masterpieces-Forts of Madhya Pradesh are incredible sites to look at and a perfect venue to go for a heritage walk. Castles, fort and fortress of Madhya Pradesh are epitomes of the rulers struggle to conquer the state. They are the witness of the bloodbath the kingdom has gone through to save its people. These are the art from the past and depicts about the cultural history of the state. There is no doubt that forts are the best tourist attractions of Madhya Pradesh. Many of these forts are the symbol of courage as great kings and battles are associated with them. Forts of Madhya Pradesh are more than 2000 years, in fact, no record remains when these forts existed. Forts of Madhya Pradesh invoke the senses of the past. From the steep mass sandstone of Gwalior fort to the rectangular hillock of Dhar Fort, Madhya Pradesh is the home of picturesque as well as impressive historical sites.

Vijayraghavgarh Fort Jabalpur  
Dhar Fort  
Asigarh Fort Burhanpur  
Garhkundar Fort  
Gulganj Fort Chhatarpur  
Chauragarh Fort Jabalpur  
Gwalior Fort

### **Famous palaces in Madhya Pradesh:**

Experience rich royal legacy of Madhya Pradesh through its, Gupta, Mughals, Rajput and Marathas palaces. Madhya Pradesh is a land of cultural diversity that draws millions of tourists to visit the state. Beautiful places that can be seen here act as a testament to this fact. The marvellous palaces of the Madhya Pradesh make to the list of the famous heritage sites in India. All these places that were once the residences of king and emperors, nowadays act as a major tourist attractions of Madhya Pradesh.

Kharbuja Mahal, Dhar  
Baz Bahadur's Palace, Mandu  
Dinman Hardol's Palace, Orchha  
Gauhar Mahal, Bhopal  
Jahangir Mahal, Orchha  
Jahaz Mahal, Gwalior  
Moti Mahal, Gwalior  
Lal Bagh Palace, Indore  
Koshak Mahal, Chanderi  
Rai Praveen, Orchha

### **IV. SUGGESTION**

1. Heritage tourism is major tourist attractions of Madhya Pradesh this places and promotions and aware programme for visitors.
2. Some good beautiful monuments in Madhya Pradesh that is very remembers memory for past always maintain and traditional events promotions in international level.
3. Big fairs and local culture promotes in national and International level.
4. Permit sponsorship for monuments and Heritage Buildings.

5. Build good roads and approach points to a certain tourist destination.
6. Campaigns abroad, holding tourism seminars or offering Madhya Pradesh locations with facilities to promote foreign film productions in the country. Aggressive marketing is absolutely essential to be seen and heard well.
7. India is currently in a position where it can make a cash scare out of selling customized experiences rare animal sanctuaries, religious pilgrimage tours and extreme Heritage Places .

## V. CONCLUSION

The Finding of this research disclose that Cultural, Traditional, Natural and Educational environment, facilities are features are important features of heritage tourism places. Significance different is established among demographics of domestic tourist and features of heritages tourism places. Cultural, traditional, pilgrim centers and heritages places natural environment has positive impact on return intentions of domestic tourism, Heritages tourism place conduct cultural programme promote local events and must provide hospitality in area.

Eventually heritage tourism maintain well clean and sustain fro entertaining activity.

Madhya Pradesh department is now focus on growth of sustainable tourism and in resembling Well plan and tourism model and involve in various activities and expansion methods and development process and recreationally activities.

The Madhya Pradesh department is now concentrating on growth and development in tourism and in resembling days there are well plans and tourism model are there. There are sustainable development and expansion in natural, heritage and cultural development in Madhya Pradesh. Heritage tourism is based for other sector and develops in Madhya Pradesh.

All tourism sectors now days create recreational activities, eco tourism, heritages, and pilgrims centres in MP. Tourism is one of the high revenue generator and more revenue generator in GDP and more foreign visitors in every year. The importance of research is social and heritage creational activity promote in Madhya Pradesh. The growing rates of tourism can be improve in and success for Madhya Pradesh and also economic development.

## REFERENCE:

1. Anitha, K. P., and B. Chandrasekhar. "A study on prospects and problems of heritage tourism in Karnataka." *International Journal of Applied Research* 3, no. 5 (2017): 107-109.
2. Ray, Nilanjana, Dillip Kumar Dash, Partha Pratim Sengupta, and Sukanya Ghosh. "Rural tourism and it's impact on socioeconomic condition: Evidence from West Bengal, India." *Global Journal of Business Research* 6, no. 2 (2012): 11-22.
3. Jørgensen, Helle. "Postcolonial perspectives on colonial heritage tourism: The domestic tourist consumption of French heritage in Puducherry, India." *Annals of Tourism Research* 77 (2019): 117-127.
4. Affect and performance in ancestral tourism: stories of everyday life, personal heritage, and the family
5. Ma, Ling, and Alan A. Lew. "Historical and geographical context in festival tourism development." *Journal of Heritage Tourism* 7, no. 1 (2012): 13-31.
6. Sharma, Arun, and Suman Sharma. "Heritage tourism in India: A stakeholder's perspective." *Tourism and Travelling* 1, no. 1 (2017): 20-33.
7. Shankar, S. "Impact of Heritage Tourism in India: A Case Study." *International Journal of Innovative Research in Information Security* 6, no. 2 (2015): 59-61.
8. Chaudhary, Manjula, and Abhishek Aggarwal. "Tourist satisfaction and management of heritage sites in Amritsar." *South Asian Journal of Tourism and Heritage* 5, no. 2 (2012): 47-61.
9. Timothy, Dallen J. *Cultural heritage and tourism: An introduction*. Vol. 4. Channel View Publications, 2011.
10. Kumar, Alok. "Cultural and heritage tourism: A tool for sustainable development." *Global Journal of Commerce & Management Perspective* 6, no. 6 (2017): p56-59.
11. [www.google](http://www.google)
12. [www.tourism](http://www.tourism) report