



Monumental Heritage in Lucknow: Is Host Population Aware of Monumental Heritage ?

KEYWORDS

Monuments of Lucknow, tourism product, tourism development etc.

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ABSTRACT Monumental heritage constitutes a great opportunity for many countries, so that they can develop strategy to convert this heritage into "a tourism Product". Host population plays very important role in development of tourism activity at any destination. Host population is an important stake holder of the tourism. The level of tolerance, friendly behaviour is of paramount importance in flourishing of the tourism at a destination. The product knowledge is imperative for the all stake holder. The local people's awareness about the destination's monumental heritage, will surely be affecting the growth of the tourism at the destination. The present paper attempts to find the local host populations awareness about the heritage of their location. The study shows there is significant lack in the awareness of the tourism product in host population. The government and non-government organisations must participate in awareness campaign so that local population may actively participate in development of tourism at destination.

Introduction: India has a glorious history and great traditions. We Indians can boast of our more than 4000 years of civilized life. Our civilization is ranked one of the greatest civilizations of the world and is, moreover, a living civilization whose traditions arise directly from the past. All forms of tourism in India involves at least an aspect of cultural contact and therefore it has a great potencies for development of cultural and heritage tourism (F.R. Allchin, 1969) in India. Most of the foreign visitors, particularly from Europe and America, visit India with cultural-historical interests. India's rich and varied monuments offer a great potential for development of heritage and monumental tourism. The rich and vivid monumental heritage may be broadly grouped as monuments of Indian Buddhism, Hindu monuments, Indo-Islamic monuments and monuments of European and British associations with India (F.R. Allchin, 1969).

Oudh is claimed to be among the most ancient of Hindu states. Lucknow is city famous for its rich culture and grand heritage, popularly known city of "Tameez and Tehzeeb". Though no one knows definitely when Lucknow first became populated, but According to popular legend, Ramchandra of Ayodhya, gifted the territory of Lucknow to his devoted brother Lakshman after he had conquered Sri Lanka and completed his term of exile in the jungle. Lakshman developed this city and was named as Lakshmanpuri which later known as Lucknow. The city has populations of all cast and religion. Lucknow is also known as "the Golden City of East" and regarded as one of the finest cities in India. The city is famous for manner and etiquettes, a high degree of sophistication, emotional warmth and love for gracious living. In 1540, when King Humayun was defeated by Sher Shah at Jaunpur, he fled from there and paused for rest for four hours at Lucknow, people of the city gifted him 10000 rupees and 50 horses (Abdul Haleem Sharar p.36-37), purely from feeling of sympathy and hospitality shows the generosity of the ancient city.

An account of Monumental Heritage in Lucknow: The city of Lucknow can boast of its rich cultural heritage and legendary monuments. The development of languages like Urdu and significant contribution to Persian language, art of combat and self-defense, animal combats, bird-fighting, pigeon -flying, parrot an kite flying, origin of north Indian music, kathak school, gastronomy, dress, building of houses, water cooling technology etc. are the essential part of the rich cultural heritage of city. Lucknow is the capital of Uttar Pradesh. It is well-known for its charm and aristocratic sophistication. The city is famous for a number of magnificent monuments of historical import. Lucknow is popularly known for its beautiful

parks, gardens and other magnificent structures such as Bara Imambara, Roomi Darwaza, Chota Imambara, Chatter Manzil, Vidhan Shabha Bhawan(Council House)Tomb of Saadat Ali Khan, Residency, La Martiniere, Clock Tower, Kaisebagh Palace, Shah Najaf Imambara etc.

The Bara Imambara in Lucknow is also known as "the Asafai Imambara". It is among the one of the most popular monuments in Lucknow. It was built by Nawab Asaf-ud-Daulla as a part of the famine relief programme. It has an amazing maze of corridors and labyrinthine passages hidden in between the walls. The upper floor, popularly known as the Bhulbhulaiya, is one of the major attractions for the tourist. The Tombs of Saadat Ali Khan and the Begum is located near the Begum Hazrat Mahal Park. It is one of the most prominent and beautiful sites. These are famous twin maqbaras, dedicated to Saadat Ali Khan and Khurshid Zadi. It is one of the very refined sites to see the brilliant architectural designs that are the quintessential examples of symmetrical measures. The First War of Indian Independence' or the "Sepoy Mutiny" took place in 1857. Lucknow too became one of the seats of that uprising. The Residency was one of the main places of battlement during the siege of Lucknow. The mutineers laid the siege on The Residency in June that year. Almost every Europeans who resided in the city of Awadh took shelter in Residency. Residency in Lucknow is essentially a group of buildings that were built in 1800 A.D by the then Nawab of Oudh, Nawab Saadat Ali Khan. It was mainly built in order to serve as the residence for the British Resident General who was a representative in the court of Nawab. One of the worth visiting attraction is the Clock tower in Lucknow. Nearby many other tourist spots can be visited like the Rumi Darwaza and the Hussainbad Imambara and Satkhand mahal etc. Clock tower in Lucknow is 67 metre high. The clock tower in Lucknow was built between 1880 and 1887. The tower features European style artwork. Kaiserbagh Palace in Lucknow is one of the most popular memorials in Lucknow. The construction of Kaiserbagh Palace is credited to Wajid Ali Shah, the successor of Muhammad Ali. Wazid Ali, known to be a connoisseur of art and architecture was known more for his pleasure pursuits than for his administrative capabilities. The Kaiserbagh Palace in Lucknow was built between 1848 and 1850. At the centre of the palace is the white stone structure named Baradari. Initially this structure was entirely covered with silver. The appeal of the palace is enhanced manifold by the usage of gilt crowns, Mughal style pavilions and European style statues. There are the three yellow buildings flanking the quadrangle. These buildings housed the royal ladies. The Shah Najaf Imambara, Lucknow a wonderful piece of architecture is located at a convenient distance

from the various points of transit. Shah Najaf is the title which was given to Maula Ali, the supposed son in law of Prophet Muhammad, who made his sincerest efforts to protect the emerging religion of Islam. It is located near the Chariton Hotel, Shah Najaf Imambara is in the shape of a dome and on the bank of the river Gomti on the right side. It was built by Nawab Ghazi-ud-Din Haider to serve as his mausoleum.

Objective of study: The study was undertaken with an objective of finding the level of awareness about the rich cultural and monumental heritage of the Lucknow in the local host population. The result obtained from the data collected will be analyzed and suggestions to improve the shortcomings found in the study.

Methodology, Analysis and Result: A profile of the survey respondents from tourist area of Lucknow is presented in Table 1. Two hundred and fifty questionnaires were distributed and one hundred seventy nine were returned. One hundred seventy five responses were deemed valid for data analysis for a total response rate of 70%. The demographic profile of respondents were 68.57% male and 31.43% female, the 28.57% respondent were aged up to 20 years, 54.28% were in range of 20-40 years and 17.15% were above 40 years of age, 22.86% respondents were single and 77.14% married, the respondent's annual income group was 25.14% less than Rs 1,00,000, 52.57% in range of Rs 1,00,000- 5,00,000, 8% above Rs 5,00,000 and 14.29% were dependents. The demographic profiling of respondent is represented in table 1 below:

Table no. 1 about here

Sr. No.	Description	N= 175	
		No. of Respondents	Response Percentage
1	Gender <ul style="list-style-type: none"> • Male • Female 	120 55	68.57% 31.43%
2	Age <ul style="list-style-type: none"> • < 20 Years • 20-40 Years • Above 40 Years 	50 95 30	28.57% 54.28% 17.15%
3	Marital Status <ul style="list-style-type: none"> • Married • Un-married 	135 40	77.14% 22.86%
4	Income (in Indian Rs.) per annum <ul style="list-style-type: none"> • <1,00,000/- • 1,00,000- 5,00,000 • Above 5,00,000 • Dependent 	44 92 14 25	25.14% 52.57% 8.00% 14.29%

Table 1 Demographic segmentation of respondents

Findings and Suggestions: A well structured questionnaire was developed comprising questions about awareness of monuments located in Lucknow. The questions regarding the history, location, and architectural beauty of monument were framed. The answer from the respondents were analysed and it was found that maximum respondents were not aware of the total number of heritage monuments in Lucknow, history behind construction of many monument built, organisation responsible for maintenance of these heritage monuments. Further investigation reveals that a large chunk of respondents are aware that monuments of Lucknow attract tourists and contribute in revenue generation from tourism activity. The local community needs to be sensitised about the importance of these monuments. The NGO's and government can play a pivotal role in the same to spread the awareness amongst the locals by build up the mechanism and produce text related to the history and monuments which can be done with the help of electronic & print media. The public-private partnership research programmes needs to be developed for evaluating the various cultural practices during the era so that it can reach the masses in simplest possible manner.

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