



Revival of Culture and Traditions through Heritage Management in Rajasthan

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ABSTRACT

Rajasthan is one of the India's richest state in terms repository of heritage cultural courtesy its languages, , fairs ,festivals, music, architecture , painting, cuisine, art and religion spread through the state from sand dunes of "Tharp" desert to "Aravali" mountain ranges having diversified wild life sanctuaries. After the independence and the merger of Rajputana in India ,As a post-colonial state, the cultural diversity of Rajasthan owe a good deal of heritage collection of the Indian continent . However, the events leading to the state a new distinctly characteristic political, social, technical , behavioral and cultural setting. Various cultural activities, such as – Fairs, plays, folk dances, songs, paintings and cultural festivals reflect our society's harmony despite differences in religious beliefs and practices, language and ethnic diversities, ecological and regional variations.

KEYWORDS

Introduction

Attraction of Rajasthan heritage separates , it's from the whole country not now but since from decades, it was a Curiosity to know about the life style of the various emperor and their state was always a mystery for the common public.

Since the nation became a republic , a number Maharajas, Nawabs, and their successors were allowed to convert their palaces into hotel chains to manage their livelihood from their properties because they could not afford the upkeep their expenses towards the public offerings and to retain their royal life style , which was managed through the world turning royal properties into heritage and for tourist attractions.

Heritage is a collection of various range of our instinctive traditions or practices being developed in our society, memorials, ethnicity and objects being shaped by our forebears a long back. It is the basis of our foundations currently we are living, or feeling in our day today life towards our values which reflects in our life style, or old things or memories. One of Most crucial is , these are the action or activities having contemporary nature. Due to this nature they are more than collection , restitution, protection, excavation and perpetuation type of activities from intangible to tangible have a far reaching affect.

Activities can be an element of any sort of planning related to urban and regional planning. Heritage management is not only a contemporary issue but also a action activity with long term effects. It can be an element of far-sighted urban and regional planning. It can be the platform for political recognition, a medium for intercultural dialogue, a means of ethical reflection, and the probable basis for development of local economy. It starts with local and particular, when shared become global phenomena causes symbolize , sustainable and accountable Tourism activities .

The forts ,palaces and beautiful ancient Havelis of Rajasthan spreads throughout the state holds the great charm in the mindset of tourist, despite the new inventions of luxury star hotels with modern hospitality services. The state has excels the art of converting these various properties and pleasure pavilions into the luxury heritage hotels with all amenities without disturbing the original touch thus creating a new era of heritage tourism.

These well built heritage by Maharajas' of yesteryear are having the various bravery stories, instances of their bravery and short stories of valour, wars expeditions invasion provides locals and tourist a great interest and aspire , the feeling generated is beyond the expectations. Some of them belongings are being kept and preserved by their successors in good conditions and staying in

such royal places for a period of time gives an overwhelming experience, therefore the visitors are filled with a sense of royalty.

Many of them are preserved by their own having an attachment with ancestors and historic wealth or given a part of palace to conserve like shiv niwas palace, Fateh Prakash palace, Ajit Bhawan, Samod palace, Ummed bhawan, Ranbanka palace, Rambahh palace, jai Mahal palace, Rawla narlai, Fort Auwa, Gajner palace Devigarh Palace ,Nawal Garh, Sardargarh heritage palace, fort Neem Rana, Devgarh Palace, fort barli, Hotel Amet haveli, kankarwa Haveli, khimsar fort, Narayan niwas are few examples of early stages heritage properties cross the Indian continents and won international Accolades for their royal touch of hospitality being offered in royal style.

The existence of these legacy destinations has add lot to the tourism of Rajasthan and created a niche for this state in all the adverse conditions. At the same time the tourist traffic at these palaces are being increased due to the culture and Also, tourist traffic to in Country is primarily due to Indian diversity and cultural heritage, and Rajasthan is the perfect destination to feel an live experience to get an extra ordinary affair. These palaces are preserving a division of the past where visitors can discover the allure and dignity of India's rich cultural heritage and history. Therefore to have more the Tourism activities in this sector should be endorsed comprehensively in order to spawn more passage towards these heritage chattels.

As a major tourist destination of the country where every fourth tourist want to come down to Rajasthan, where the guest is treated as God, and land of Kings ,it is the culture and the life which attracts people towards tourism only, it is treated as a land of color festivals that s why it has a colorful impact in tourist mindset, being they are part of local culture, folks, language and past . These increase the immersive experience, every property had a unique ambience blend with modern taste associated with its past history.

These heritage properties have been playing the role of catalyst in the travel and tourism development sector of Rajasthan

The task performed by heritage hotels in this background is amazing for tourism sector and especially Rajasthan tourism. This conversion of this inactivate not only benefited In fact, the concept of converting royal palaces, havelis, and forts into somewhere to stay units evolved from the royal state " Rajasthan" and boomed over the years. This helped in development of new tourist destination as well as new development center of heritage .

But what about the others places which was not taken care of or

being far away from the heart of the cities , the number is very big, over the time passes some of the forts , palaces and havelies are in not good condition .

To overcome these the state government started the public private partnership model in state to overcome and preserve these properties in state . The response for that was overwhelming. The changes of old structures in new one is become a revenue model is which is helping in conservation of their paintings, furniture, valuable furnishings, art work, marble , sand and granite architectural work on miniature painting on walls in natural colors available in castles, forts and havelis. Preservation of these also provide farming community an additional earning source locally. at the same time lot of care should be taken in this process of maintaining such properties so that the original charm should be alive .

These days due to the social media and internet present these properties are now in reach of everybody but due to rise in modern hospitality hotel they are getting tough challenges in common services. The uniqueness of royal touch made these properties a Hi End wedding destinations in bollywood, holly wood and the corporate giants are the key customers of such weddings. The product appeal in terms of offerings are being displayed starting from Unique ambience to local cuisines with heritage taste in different color and combination.

Today's youth or royal youth wants more energetic with things in their control as well as they wants to involve themselves in tourism and catering business which was not available earlier. The number of such professionals and families are taking charge of business in their hands to mug up with current opportunities and converting these small heritage building into restaurants and hotels , in last 5 years the number grows to more than 50. Creation of USP of these palaces is done by illustrious names of Forts and havelis into brands taking the reins at palace and hotels to inspire generations and future gereations. The whole family members or few of them sit together with tourist in royal dress, or a elephant salute, fireworks just to create a ambience in real time in royal manner as started by some of the early emperor in their early stage with foreign tourist.

All these efforts are individual efforts ,but for overall impact a serious concern is being required work initiated in this regard is by government Rajasthan . The initiation of the heritage conversation and development board of Rajasthan is a major step taken by government to work effectively and to monitor all the activities are going on.

This authority should conduct different levels of heritage management trainings programmers, workshops, seminars for every person involved directly or indirectly the not only for staff starting from anthropologists , archaeologists, managers of inheritance sites, , folklorists and general public , which can create awareness . it should not stop here only but also to the universities students and special focus to social sciences. Universities should start courses in this regard, they media should share the success stories in this regard from every aspect.

Database of digital heritage should be created for protection of rare places and their history, at the same time the fund should be provided for awareness programmers in general public. Therefore the old and traditional way of conservation should be converted into digital by using modern tools and techniques like GIS technology so that the protection of these can be avoided from prowling ,demolition and pretense. Therefore all the agencies like NGOS, govt. agencies civil societies, universities should be brought under single umbrella for success of operational frame work to achieve the objectives of heritage management. This frame work should have integral approach towards objective, , concepts, actions , policies coordination to manage all stake holders of public and private historic sites. at the same time they can manage develop, attract and manage the heritage works.

Conclusion: Protection of regional and global culture , bio

diversity , artistic, architectural resources in terms of conserving the and natural and heritage resources are necessary for the future generations to build the sustainable and integrated cultural heritage .with the help of technical and financial support and thus by awareness creation the current generation will be able to know the glorious past of our ancestors values and belief.