ORIGINAL RESEARCH PAPER

Tourism

Heritage Tourism Management in Pattadakal – A Study on Disabled Tourist Perspective.

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ABSTRACT

Participating in tourism activities is the right of every human being irrespective of cast, creed, religion, nationality, physical disability etc. This study is concerned heritage tourism management with issues faced by physically challenged people at tourism destination. India there are about 2, 68,14,994 (Census 2011) people with disabilities, which is a significant potential market for tourism industry. However people with limited mobility, have their special needs regarding participation in tourism, but also they have the same motivation of travelling. This still unexplored field of tourism for people with disabilities is a recent trend and many initiatives are taken in this direction. As an example it could be heritage site of Pattadakal. This has recognised the potential destination for disabled tourists and took initiative for developing heritage tourism. Management with disable tourist perspective to enable people with access requirements, including mobility, vision, hearing and cognitive dimension of access, to function independently and with equity and dignity through the delivery of universally designed heritage tourism resources, services and environments.

Introduction

In the globalisation era tourism for disabled people is a trend that is strongly growing. Many national and international organisations of tourism giving more preference to the promotion of travel and tourism activities of the disabled people. However, despite its development still to some extent is rare. This is majorly due to the lack of knowledge of the market of tourist with special needs, the lack of dialogue, coordination and exchange of valuable information between different levels of government, businesses, and tourism industry.

The dimensions disable tourists of access discussion provide a focus for enabling social participation through the provision of access requirements (e.g. ramps, tactile ground surface indicators, way finding signage). The complexities associated with such a construct include recognising that to facilitate citizenship; an individual with a multiple dimensions of access problem will require multiple levels of access provision. A tiny proportion of travellers with distinctive needs and disabilities explore the Pattadakal; spend money to explore destinations that boost barrier-free travel. Though there is still far away before Pattadakal becomes a seamless destination for disabled tourist.

Literature Review

The Convention of Rights of Persons with Disabilities and the Biwako Millennium Framework for Action and Biwako Plus Five (ESCAP 2003) reflects about a shift from a medical to social model of disability. In that medical model, individuals with certain physical, intellectual, psychological and mental conditions (impairment) are regarded as pathologic or abnormal; it is simply the abnormality conditions themselves that are the cause of all restrictions of activities.

Simon Darcy and Dimitros Buhali defining Accessible tourism as a form of tourism that involves collaborative processes between stakeholders that enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products, services and environments.

Burns N, Paterson K and Watson N in their article entitled, An inclusive outdoors? Disabled people's experiences of countryside leisure services describes about the concept of affordance and combining this with a social barrier approach to disability, they also explained about disabled people attitudes towards country side leisure.

Research Gap

Previous studies made only on tourism for disabled and utilization of the tourism resources for the betterment of the disable people

and development of tourism accessibility. The studies are emphasizing on how to provide accessibility for the disabled people. But studies are not throwing light on the Accessible tourism in heritage sites. This study is emphasizing on the need of disabled tourists heritage destination to ensure that Pattadakal as a heritage destination for all.

Statement of Problem

The glorious past of Pattadakal has ensured that the present and subsequent generations have plenty of historical monuments to be proud of. As one passes through the ages of might Badami Chalukyan era, the splendid heritage of Pattadakal comes alive with all its fragrance and colour which are still breathing in the Culture, tradition and historical monuments fringed in each and every corner of this multi facet village of Pattadakal. The following researchable issues are identified after a thorough literature review.

1. What is the present position of heritage tourism in Pattadakal?
2. Is there any sort of tourism System existing in Heritage Tourism Destinations of Pattadakal for disabled tourists?
3. What is the concept of travel with special needs?
4. What are the components of accessible tourism and what is the role of each component in developing accessible tourism in heritage tourism destinations?

Objective of the study

The objectives of this study are the following:-

1. To assess the present status of heritage tourism in Pattadakal
2. To evaluate the tourism system existing in Pattadakal for disabled tourists.
3. To study the conceptual frame of Accessible Tourism with reference to disabled tourists.
4. To analyse and evaluate the role of accessible tourism towards the development of heritage tourism in Pattadakal.

Research Design and Methodology

Research is designed on the basis of descriptive method and the study investigates heritage tourism management in Pattadakal for disabled tourists. Since the research area is very nascent, getting detailed information is a difficult task. So the study is more focused and based on available secondary data source. The researcher has collected chunk of information used for the research work through observation and site visit.

Heritage tourism resources of Pattadakal.

Pattadakal is the land of rich heritage; Pattadakal is the destination of countless stories that are narrated through its historical monuments Pattadakal, situated on the banks of the Malaprabha

River, declared as World heritage site in 1987 by UNESCO. This represents the high point of temple architecture under the Chalukya dynasty. Earlier called Kisuvolal or Pattada Kisuvolal that literally translates to City of Crown Rubies. All the Hindu temples in the city are dedicated to Lord Shiva and are noteworthy for their craftsmanship and architectural brilliance. While four of the temples in Pattadakal are built in the Dravidian architectural style, the other four reflect Nagara style.

NUMBER OF VISITORS TO CENTRALLY PROTECTED TICKETED MONUMENTS, 2012 – 2014 (Bangalore and Dharwad Circle)

Sl. No	Name of the Monuments	2012 Domestic	Foreign	2013 Domestic	Foreign	2014 Domestic	Foreign
1	Gol-Gumbaz, Bijapur	1045718	2992	1064265	2978	1083474	2869
2	Daria Daaulat Bagh, Srirangapatna	863665	25888	933385	25519	950224	23784
3	World Heritage Site, Hampi	502014	38173	487995	39473	511533	40362
4	Chitradurga Fort, Chitradurga	376665	764	378629	911	440877	1067
5	Keshava Temple, Somnathpur	154500	13396	180490	12236	175273	11139
6	Tippu Palace, Bangalore	136769	6432	132423	4974	215357	8192
7	Bellary Fort, Bellary	7477	49	8806	91	7235	64
8	Jaina VaishnaCaves at Badami	458785	7507	463994	7437	479240	7396
9	Group of Monuments (WH),Pattadakal	345021	6263	339319	6266	347252	6104
10	Durga Temple complex, Aihole	245862	5024	232560	5209	247014	5251
11	Ibrahim Rouza, Bijapur	231219	2370	237486	2405	207081	2260
12	Temple & Sculpture Shed, Lakkundi	14644	339	13538	214	14382	309
	Total	**4382339**	**109197**	**4472890**	**107713**	**4678942**	**108797**

Source: ASI ticketed monument Report.

Accessibility Tourism in Heritage site of Pattadakal

Pattadakal, the coronation place of the great Chalukyan Empire is something very remarkable. It is situated in picturesque surroundings amidst striking and beautiful scenery depicting nature at its wildest and best. The magnificent temples, religious canters lively and colossal images of gods and goddesses Pattadakal is having several positive factors for developing heritage tourism for disabled tourists which include:

Initial travel planning information

People with disabilities need to make a substantially greater amount of pre-planning to undertake travel than the non-disabled. Information providing about barrier-free tourism would lead to increased travel. However, poor information dissemination has been identified as a major weakness of tourism for people with disabilities.

The major prospectus about travel planning and information for people with disabilities towards Pattadakal is the travel information they can access through the official web site of the Bagalkot district official web site (http://bagalkot.nic.in/). Alsohttp://www.templenet.com provides information about the temples of Pattadakal.

Transportation accessibility

Pattadakal has good access by rail and road transportation for disabled persons from Badami all the KSRTC buses will have reservation of seats for the disabled and Trains are having separate coaches with 75% concession for disabled persons at the destinations wheel chairs are also available for the site seeing.

Accommodation accessibility

Badami is having quality accommodation access to the visitors, accommodations varies from budget to high profiled services which is situated 25 KM away from Pattadakal. Even supplementary accommodations are available to the tourists with several ancillary services like rental car, Multi linguistic guides, on request F&B service, etc.

Attraction Accessibility

Disabled tourist can get wheel chairs to view the monuments on request and also they exempted by standing in the Q for getting entry tickets for the heritage monuments.

Amenities Accessibility

Heritage site of Pattadakal providing access to all by facilitating pure drinking water, proper sign boards for temples, audio visuals, multi linguistic guides, guide map, safety and security etc.

Heritage Tourism Management in Pattadakal for Disabled Tourists (Proposed)

Travel information Management

Disabled people needs greater amount of preplanning to travel towards heritage destinations to secure their travel experience throughout their journey. Travel information management will provide an opportunity to analyse their needs and wants to facilitate them for barrier free travel.

The system includes the major issues about travel information in initial stages for people with disabilities are:

- Identifying the various dynamics of access (physical; vision; hearing and cognitive);
- Getting accurate access information;
- Getting the right level of detail about the access information;
- Clarity of the availability of information;
- Proper format for the information;
- Appropriate presentation of the information;
- Identify distribution channels (mainstream and disability specific).
- Services to and from Bus stand, Railway station and Airports.
- Convenient drop-off points near main entrances of the monuments.
- Adequate auxiliary services within Bus Stands, Railway station and Airports (accessible toilets/change rooms, phones, etc.).
- Extra cost of travelling with an attendant;
- Staff training in the physical handling of people with mobility disabilities;
- Availability of seats with retractable arms;
- Health-related issues during journey and impairment differences;

If the above stated are taken in consideration while providing information about the heritage destination it will be easy for the

disabled to travel towards the destination.

Accommodation Management
Accommodation plays a vital role in selecting the destination and for people with disabilities accommodation is a critical factor to stay in the destination. If they cannot find proper accommodation at the destination it will impact on their travel decision.

The system describes major issues about accommodation for people with disabilities are:
- Accommodation should have sufficient number of rooms for the disable people which they can use without using the services of the companion.
- Emergency exits should be available.
- Wheel Chair track and rail facility
- Steps should not be there in the room
- Accessible toilet
- Height of the cupboard, working table & dining table should be accessible
- Width of the door should be adequate and should be comfortable for the accessible people (Movement of the wheel chair, stratus etc.)
- Menu should be flexible and it must contain additional option which can serve different needs like dietary meal.
- Audio induction loop facility for hearing impairment peoples.
- Doctor on Call
- MICE facilities for accessible people etc.

Attraction Management
Heritage attraction experience involves multitude interactions and socio-cultural relationship at the site. Public transport, the environment, hospitality, sightseeing, full day/half day trips availability and tourist service attitude all plays crucial role to attract disable tourist towards heritage destination of Pattadakal.

The system includes major attractions issues identified are:
- Separate path way.
- Hearing augmented system.
- Sign boards (including Brail Script for Visually challenged people).
- Accessible toilets, wash basin and maintenance of hygiene factors.
- Recreation Facilities like Spa, indoor games etc.
- Parking facility etc.

Safety and Security Management
When making services available to the accessible people safety and security consideration for tourist will be the prior subject to facilitate them at the destination. Many of the accessible tourists are suffering from the safety and security issues and most of the heritage sites are not having the guidelines for the disabled tourists.

The system includes major safety and security issues identified are:
- Assistance for safety and comfortable tour.
- Policy Provision of service animals.
- Green Tourist police
- First aid box as a complimentary service, etc.

Facility Planning and Management
People with disabilities are requiring greater amount of facilities and services at the destination to get maximum satisfaction and novel experience at the site of attraction.
The system includes major issues identified are:
- Audio visuals representations
- Trained staff to handle people with special needs.
- 24/7 Help line exclusively for disabled people.
- Trained service animals.
- Concession in the service price.
- Audible and visual signals/ warning signals.
- Recreational facilities
- Destination information loaded tabs, smart phones etc.
- Free entry to the attractions
- Public utilities- gateways, checkout, mobile currency, cyber

centre, ATM etc.

Free Movements and Transfers Management
Disable tourists always expect free movement in the destination to get pleasure of their trip. Free movements will help them to find their own way to get enjoyable movements which also helps in the development of their health condition.

The system includes major issues identified are:
- Separate/ direct entry to the monuments.
- Wheel chairs, stretcher, brail script and other essential equipment's.
- Separate path ways.

Conclusion
Accessible tourism can be enhanced by creating an inclusive society for all. To achieve the goal of Accessible tourism, persons with disabilities should recommend to the government, and those who are responsible for tourism promotion of Pattadakal, to introduce accessibility as criteria in validating/ accrediting the Hospitality and Travel Industry. The government can also consider providing economic and other types of incentives to promote heritage tourism from disability tourist perspective in Pattadakal.

To conclude it will be right to say that the need for accessible tourism is growing. To gear for and tap business from travellers with special needs is an opportunity that all should try and a vail whether it is at a national level where the country is mandating accessible tourism in their action plan, state level where regionally accessible tourism is encouraged or even at an individual level where individual service providers decide and ensure that their facility is accessible in Pattadakal.

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