



Underestimated and Overlooked Built Heritage Tourism Products: A Case Study of Gwalior City

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Abstract:

Madhya Pradesh is known as the Heart of India, and within this heart, Gwalior is one of the arteries through which tourism flows like blood through the state. Gwalior is one such destination that can cater to the needs of all kinds of tourists, whether domestic or international. Though Gwalior was awarded the title of “City of Music” by UNESCO, it also offers several tangible tourism products, among which its architectural uniqueness is the most popular, especially its magnificent fort and Jai Vilas Palace.

Heritage is a part of and a legacy in every city’s history around the world. Gwalior City has a long and varied cultural history, as many dynasties have ruled it. Several types of architectural styles have been used here for the construction. Unfortunately, the Heritage structures and Sites have remained unrecognised and overlooked. This paper will explore the prospects of those underrated and overlooked architectural resources as tourism products of Gwalior city. This study uses secondary data and descriptive analysis. Promotion and marketing of these underrated sites can boost motivation. They can serve as a pull factor for tourists, helping the government generate tourism revenue, increase awareness of culture and heritage, and motivate locals to preserve and conserve these special sites.

Keywords: *Heritage, Tourism, Architecture, Tourism Product, Culture*

1. Introduction

Culture, heritage, and tourism are kinds of words that are most of the time taken together; however, these have their own identity and meaning, but are very much interrelated to each other. The existence of culture is dependent on the heritage, as it is the only means through which any place or society showcases its culture, because culture consists of both tangible and intangible heritage. Culture and heritage are an inseparable part of tourism. If we look in the past, we find that culture and heritage are the foundation stone of the phenomenon of tourism, although during the times it has changed tremendously, but still, for most of the tourists, culture is one major aspect behind their travelling, which creates maximum tourism demand. Many of the foreign countries have lost their cultural heritage because of the migration of their residents on the other hand, India



is one of the countries which has managed to retain its culture during these challenging times, this make India a potential destination for cultural and heritage tourism but this does not mean that all the cultural or heritage sites and monuments are getting significant attention.

The Success or failure of any destination depends on its efficient planning and road map of development. Gwalior city has huge tourism potential, but unfortunately, it is yet to be explored. Because of the intrinsic architectural characteristics, many monuments in Gwalior have great potential to lure different types of tourists. They can mainly be developed globally as a resource for generating revenue and fostering community development. Tourists visit Gwalior for various purposes like education/research, socialisation, adventure, and science. Gwalior can play a significant role in the development of the state and national tourism industry if properly harnessed, as this will boost the local community's social and economic well-being. Yet, it has been overlooked for so long because of its slanderous image and other important factors that have been overlooked so far. Gwalior has many sites of historical, archaeological, religious, wildlife, and ecological importance; despite that, tourist footfall is very low. The Gwalior region has been underestimated by potential international tourists because of the insufficient tourism infrastructure.

It has been noticed that after the pandemic, most of the tourists are looking for nearby places or domestic tourist sites, and in such a scenario, if Gwalior can offer them new and more interesting sites along with other tourists' facilities, it will lure more tourists.

2. Review of Literature

Heritage means something that is inherited by the people of society or community through the ages, so, in simple words, we can say that heritage is our legacy, which should be cherished and celebrated. There are two types of heritage: cultural and natural heritage. Cultural heritage can further be classified into tangible and intangible heritage. In this paper, we will discuss the tangible heritage of Gwalior concerning the heritage monuments.

Erickson, Valeria A. (2001), in her paper titled Heritage Tourism: A case study of Laura Ingalls Wilder site at Pepin, Wisconsin, discussed measures and considerations to be taken while developing a heritage tourism site. David Batchelor (2004), in his paper New Approaches to Heritage Presentation and Interpretation of Archaeological Sites, discusses the external constraints in presenting and interpreting heritage sites. Vakharia R.S. & Bhagat S.S. (2020) in their paper titled Proposal for a day tourist circuit in Orchha: Heritage Tourism have proposed a systematic way to have the best experience of the heritage of Orchha, preservation of national heritage, and the surrounding environment to maintain and promote sustainable tourism and how it can be useful in generating employment and revenue for the local community. Mishra S.K. (2006), Director INTACH, in a presidential lecture on 'Heritage challenges', focused on the problems of heritage sites,



pollution, lack of sensitivity to admire the beauty of traditional architecture, lack of funds & improper management and planning. Several foreign authors have also shown their concern about heritage and tourism. Timothy D.J. & S.W. Boyed (2003) have focused on Heritage tourism & studied the heritage tourism supply and demand. They have raised the issues of conservation, management, interpretation, and politics of heritage sites. Szubert M., Warcholik W. & Zemla M. (2021) in their paper ‘The influence of elements of cultural heritage on the image of the destination, using four Polish cities as an example’ have proposed that the positive image of the destination is the key role player for the growth of tourism, in which two of the major factors are the historical and cultural heritage of the place.

Table 01: List of Recognised Heritage Buildings in Gwalior

S. No	Name	Facts
1.	Gwalior Fort	The exact period of construction is not known, but as per local legends, it was constructed during 3CE. Mughal Emperor Akbar turned this fort into a prison in 1858.
2.	Man Singh Mahal	It was built by Raja Man Singh of the Tomar dynasty between 1486 and 1517. It is a beautiful portrayal of the Hindu architectural style.
3.	Gujari Mahal	This palace was built by Raja Man Singh for his beloved wife, Queen Mrignayani. Since she was a Gujar princess, this palace was named Gujari Mahal.
4.	Saas-Bahu Temple	It is located in the Gwalior fort premises. It was named as Saas-Bahu as this temple was built by a Kushwaha ruler for Saas (mother-in-law) and bahu (daughter-in-law). The main deity of this temple is Padmanabham (God Vishnu) as per the inscription available at the site.
5.	Teli Ka Mandir	It is also known as Telika Mandir and is dedicated to God Shiva, Vishnu, and Matrikas. This temple shows the architectural features of the Nagara style and Valabhi Prasada.
6.	Chaturbhuj Temple	It is a rock-cut temple built by the Gurjara-Pratihara dynasty. It has the earliest known inscription of the symbol ‘0’, zero.
7.	Jai Vilas Palace	This palace belongs to the Scindia dynasty. It is a beautiful blend of Tuscan, Italian, and Corinthian architectural styles. This palace was built to welcome Prince George and Princess Mary of Wales. Not to any kind of surprise, the interior of Durbar Hall is ornamented with 560 kg of gold,



		and icing on the cake is that it has one of the largest chandeliers in the world, which is also considered the heaviest in Asia.
8.	Moti Mahal	It was constructed in the 19 th century and is furnished with mosaic work of colored glass and murals which render ragas and raginis. Nowadays, it is being used as the secretariat of the Madhya Pradesh Government.
9.	Sun Temple	It is also known as the Vivaswan temple and Birla Surya Mandir and is believed to be a replica of the famous UNESCO heritage Konark Sun Temple. It is built in red sandstone, and the interiors in mesmerizing white marble make the visitors spellbound. The temple walls are ornamented with 373 idols of various Gods.
10	Tomb of Mohammed Ghaus & Tansen	It is built in the typical Mughal architectural style. It is adorned with intricate carving and latticework. It is a living cultural heritage where, every year in December, a music festival is held known as Tansen Samahroh or Tansen Music Festival.

The above-listed heritage buildings are some of the popular tourist spots of Gwalior, but this list does not tell us enough about Gwalior, as Gwalior has a lot more to offer to its visitors.

3. Objectives:

1. To explore the underestimated architectural heritage of Gwalior.
2. To discuss the potential of underestimated and overlooked architectural heritage in the city of Gwalior.

4. Research Methodology

The research techniques used in the study that is being presented include a critical evaluation of the literature, including secondary sources that are accessible, such as online documents, published research papers, articles, textbooks, etc.

5. The Study Area

Gwalior is a historical city that contains both tangible and intangible heritage and some of the magnificent cultural and historical sites of the country, and is an access point for the majority of domestic and international tourists. It has the locational advantage because of the close proximity to the Golden Triangle (Delhi-Agra-Jaipur) and major tourist circuits connected to Gwalior. It has been attracting tourists for varied purposes such



as commercial, political, educational, social, and for learning and interpersonal relations. Gwalior enjoys a variety of attractions, from heritage to ultra-modern malls. Gwalior is located in proximity to the capital of India, i.e., New Delhi. New Delhi is a hub or access point for the majority of domestic and international tourists. It has a location advantage as close to the Golden Triangle (Agra-Delhi-Jaipur).

6. An overview of underestimated and overlooked Heritage Buildings in Gwalior

Table 02: Underestimated and Overlooked Heritage Buildings in Gwalior

S. No	Name	Location	Facts
1.	Town Hall	Maharaj Bada, Gwalior	Located on Jayaji Chowk is a great specimen of French architecture. Earlier it was an Opera, but now it is popular as Town Hall.
2.	SBI ATM	Maharaj Bada, Gwalior	It is built in the Roman Tuscan architectural style. The written evidence hints that it was earlier built in the Italian architectural style, which was preceded by the Greek Doric and Ionic architectural styles.
3.	Victoria Market	Maharaj Bada, Gwalior	It is a very beautiful example of Indo-Saracenic architecture with features of British Architecture
4.	Government Post Office	Maharaj Bada, Gwalior	This building is constructed in the Greek architectural style.
5.	State Bank of India Building	Maharaj Bada, Gwalior	It has beautiful features of British architecture, with a blend of Indian architectural style too.
6.	Government Printing Press	Maharaj Bada, Gwalior	This building is the flagship of the Mughal architectural style, with a combination of Persian and Indian architectural styles.
7.	Dev-Ghar Mandir	Gorkhi, Gwalior	It is built in the typical Indian Rajputana architectural style with a huge and lavish entrance, beautiful balconies, lattice work, etc.
8.	Jayaji Rao Scindia Statue	Maharaj Bada, Gwalior	It is a combination of Russian, Rajputana, Maratha, and a little bit of English architectural style.



9.	Sarod Ghar	Jiwaji Ganj, Gwalior	As the name suggests, it is the place for music lovers, also known as Kala Vithika. It is the house of the famous Sarod player Ustad Amjad Ali Khan.
10.	Gurudwara Data Bandi Chod	Gwalior Fort	A beautiful white marble, astonishing building within the premises of the fort is not only eye-catching but has deep roots in the history of Gwalior and Sikhism.
11.	Chhatris of the Scindia Dynasty	Katora Tal, Gwalior	These are typically built in Maratha architecture in the memory of early Scindia rulers.
12.	Italian Garden	Near Jai Vilas Palace, Gwalior	This garden is built in Italian style, which has many beautiful fountains.
13.	Jauhar Kund	Gwalior Fort	It is a big water tank built in a medieval architectural style. At the time of Muslim attack numerous Rajput women committed suicide to avoid capture and rape from Muslim army.
14.	Radha Krishna Temple	Phool Bagh, Gwalior	It is one of the luxuriously built temples of Radha Krishna in Gwalior, where the deities wear ornaments worth Rs. Eight crores under the tight security on the occasion of Janmashtami.
15.	Gopachal Parvat Rock- cut Jain Temples	Urwahi gate side of Gwalior Fort	There are around 1500 Idols of Jain Tirthankaras, which include 18 colossal statues, some of them up to 10m tall, but many more from 2m – 5m tall. The largest statue is of Tirthankar Parsvanatha, seated on a Lotus is approximately seventeen meters in height.
16.	Siddhachal Rock-cut Jain Caves	Urwahi Valley of Gwalior Fort	The statues in these caves show all 24 Jain Tirthankaras. The tallest of all is the statue of Rishabh Nath (Adinatha), which is 57 feet high.
17.	Chhatris of Scindias	Chhatri Bagh (near Lashkar) and Katora Taal	The majority of these chhatris resemble north Indian Hindu temples with a large mandapa decorated with murals on its inner walls, a garbhagriha with a Shiva lingam and a seated statue of the ruler or queen it is dedicated to and a massive shikhara atop the garbhagriha. The practice of placing an

			almost life-size figure of the king or queen in the garbhagriha of the chhatra makes the Scindia chhatris distinctive.
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I. Town Hall, Maharaj Bada

It is located to the east of the Jayaji Chowk, built in French architectural style, adorned with pointed arches, ribbed vaults, and buttresses, making it a Gothic architecture marvel. It was constructed as an Opera, which was later converted into a Town Hall. This building at Maharaj Bada is rich in Corinthian Capitals, is the last developed of the three principal classical orders (Ancient Greek and Roman architecture) of ancient Greek and Roman architecture. one has to look closely at a **Corinthian capital** to see the Ionic volutes ("helices"), at the corners, scrolling out above the two ranks of stylized acanthus leaves and stalks ("caliculi" or caulicoles), eight in all, and to notice that smaller volutes scroll inwards to meet each other on each side.



Image source: Google

II. SBI ATM Building, Maharaj Bada

The SBI ATM Building is a building with a Roman Tuscan architectural style. Giant pillars make it a picturesque building. These columns are known as architectural orders of ancient classical architecture, distinguished by their proportions, and form one of the most solid structures and least ornate among all other pillars. The secondary resources tell us that this is a primitive Italic architectural style, which came into existence before the Greek Doric style.

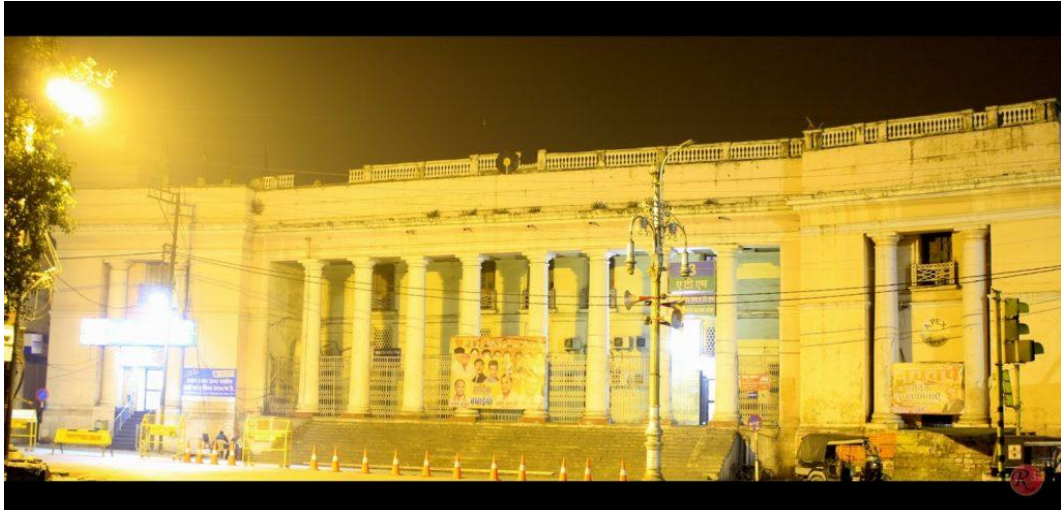


Image source: Google

III. Victoria Market

The Victoria market is forsaken as half of it was collapsed in a fire accident, which is now under renovation by INTACH, ASI and Madhya Pradesh Government, it is on the conservation list of heritage sites is a beautiful specimen of Indo-Saracenic architecture with a clock tower a popular feature of English architecture, Indian Gateways, Brackets, ornate structures, columned domes and parapet slabs. The clock tower of Victoria Market is visible from a distance and gives you a feeling of older times.

IV. Government Post Office, Maharaj Bada

This Building can catch anyone's attention, built in white & red, the General Post Office is a magnificent building. Its grandeur lies in its style of construction. The long steps leading to its entrance are followed by tall pillars on which rests the triangular architrave, an important feature of Greek architecture. The general post office demonstrates the core characteristics of Greek architecture – the post and lintel (also called prop & lintel or trabeated) system, in which **strong horizontal elements are held up by strong vertical elements with large spaces between them.**



Image source: Google

V. State Bank of India, Maharaj Bada

The State Bank of India has with enormous triumphal arch, a unique feature of British architecture. An arch traverses two massive piers. The Arch is extended by a flat entablature, a superstructure above columns resting on capitals. This type of architectural building bears ornamentation and commemorative inscriptions, but to one's surprise, the State Bank of India building is plain with no such work. The main feature of Indian architecture is Lotus flower which is carved on both the sides of the arch.

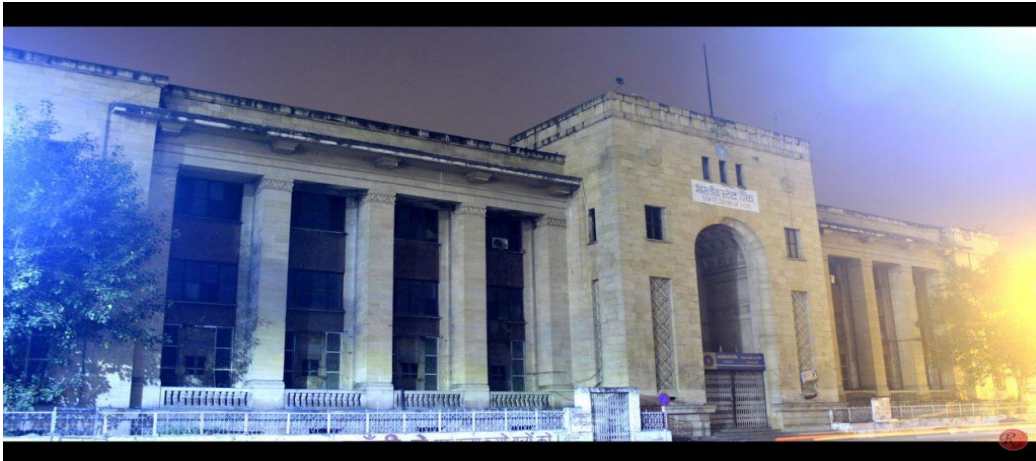


Image source: Google

VI. Government Printing Press, Maharaj Bada

The Government press exhibits the flagship features of Mughal Architecture, which is a combination of Islamic, Persian, and Indian architectural styles. The Government Press Building has a uniform pattern of structure and character with large bulbous domes and small minarets at the corners above the roof. This style usually has gateways with a compartment at the entrance with an arch.

VII. Jayaji Rao Scindia Statue, Maharaj Bada

The grand statue of Jayaji Rao Scindia Ji is a fusion of Various architectural styles like Russian, Rajputana, and Marathi. The tower and finials of this structure resemble the Spasskaya Tower of Moscow in Russia. The projected roof of this construction is of the Rajputana style. Scindias belong to the Maratha Warrior Clan, so there is a touch of it in this complex; the guards standing on the plinth are fine examples. It also showcases English architectural features like angels, finials, and adornment of the Indian architectural style. Notable western feature in the Statue of Jiwaji Rao Scindia Ji is the "Dressing Robe".



Image source: Google

VIII. Sarod Ghar

It is also known as Kala Vithika is located at Jiawaji Ganj, has been the ancestral house of Ustad Amjad Ali Khan, a famous Sarod player. This museum exhibits various traditional classical musical instruments belonging to various famous musicians such as Hafiz Ali Khan, Nanne Khan, Asgar Ali Khan, and many more. The building is built in traditional Gwalior culture style with beautiful latticework, balconies, and jharokhas.

IX. Gurudwara Data Bandi Chod

A white marble eye-catching structure located within the premises of Gwalior fort has its deep roots in the history of Gwalior and Sikhism as well. It is associated with the sixth guru of the Sikh community, Guru Har Govind Singh, when Jahangir captured him, and after the intervention of his court men, he decided to release Guru Har Govind Saheb, but the Guru refused the offer until the other 52 kings were released. This is the reason it is famous as Bandi Chor Gurudwara. Bandi means “prisoner”, and Chor means “release”.

X. Chhatris of the Scindia Dynasty

It is located at Chhatra Bagh (Lashkar) and Katora Tal complex, which itself is worth watching for visitors, as the construction has been made with red sandstone and wall paintings under the project of Gwalior Smart City. As far as chhatris are concerned, as per Maratha culture, it is the place where dead bodies are cremated. These chhatris are built in the typical Maratha architecture style, surrounded by lavish green gardens, which is worth visiting and spending some peaceful moments.

XI. Italian Garden

The name itself tells us that this garden is built in Italian architectural style, with magnificent fountains that could be projected as a beautiful picnic spot or a recreational place.



Image source: Google

XII. Jauhar Kund

It is a huge water tank built in a medieval architectural style. In 1232, when Muslims invaded Gwalior, that time many Rajput ladies committed Jauhar to save them being captured or raped by enemies. Earlier this kund was used to supply water, but after this Jauhar, it was called Jauhar Kund.

XIII. Radha Krishna Mandir

It is one of the most beautiful and lavish temples in the premises of Gwalior, built in Phool Bagh, which was mainly worshipped by the Scindia clan and wore ornaments offered by them. The idols of Lord Radha-Krishna are adorned with heavy ornaments of gold and precious stones every year on the occasion of Janmashtami.

XIV. Gopachal Rock-cut Jain temples

This is one of the most beautiful and eye-catching sites in Gwalior, which has religious importance for the Jain community as it has around 1500 rock-cut idols of Jain Tirthankaras. Some of which belong to the 7th century, and some belong to the 15th century. Unfortunately, during the invasion of Muslims, many of them were destroyed, which needs attention from the Madhya Pradesh Tourism board and the ASI for preservation and recreation. Most of the idols are either in a standing or sitting position, and the tallest of all is Tirthankar Prashanth's idol, which is 17 meters long.

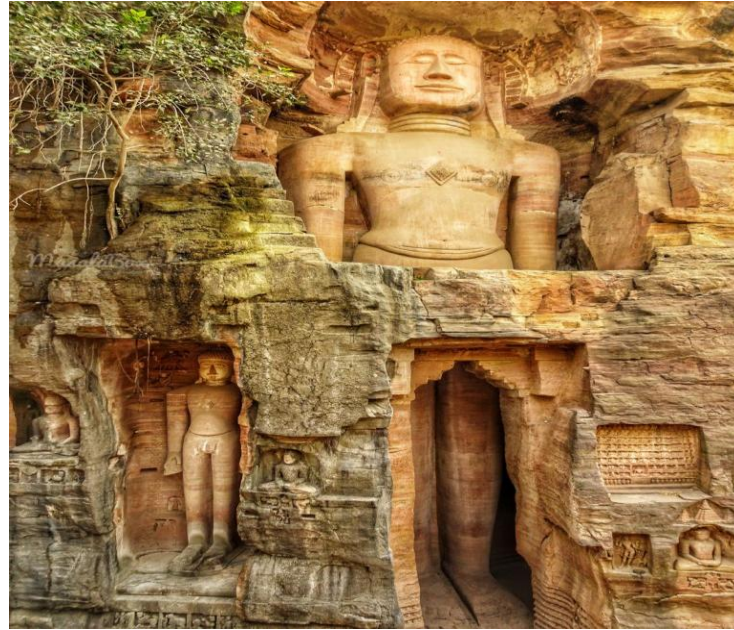


Image source: Google

XV. Siddhachal Rock-cut Jain Caves

Siddhachal caves has 31 Jain temple including caves, small reliefs on the wall and 22 giant statues and the tallest and largest of all is Tirthankar Rishabh Nath's idol with height of 17-meter one can identify it with the carving of bull emblem on the pedestal under his foot, other giant idols are of Neminath in seating position, Parshavnath having serpent over his head and Mahavir with carving of lion on his pedestal.



Image source: Google

7. Employing the heritage resources of Gwalior for tourism development

According to The National Trust for Historic Preservation in the United States, heritage tourism is travelling to experience the places and activities that authentically represent the stories and people of the



past. This means all the sites having a connection with history, or if they represent the stories of people in the past, are considered heritage sites or monuments. Monuments in Gwalior have excellent architectural features, intricacies, and stories associated with them, which can lure many tourists. Residents can be educated to manage the site and can be told about the potential of these heritage monuments when it is sold as a tourism product to the visitors. This can also increase their concern about the area's economy and social growth, which can be seen as an opportunity to develop tourism in the city.

8. SWOT analysis of Heritage monuments of Gwalior city

Strength: 1. A significant number of heritage monuments are in the city, which can be used as a tool to boost tourism. 2. Most of the monuments are ornamented with beautiful intricacies and have a deep root in the history of India, which can lure cultural and heritage tourists as well.	Weakness: 1. Most of the heritage monuments are not paid attention to in comparison to the Gwalior fort and Jai Vilas Palace. 2. Moreover, locals are not even completely aware and are not well-informed about the heritage monuments. They are completely unaware of the significance of their own heritage and heritage monuments. This results in a lack of information being passed on to tourists.
Opportunities: 1. These underrated heritage monuments can be introduced as a new tourism product to tourists, which can attract more tourists to Gwalior. 2. Local community gets new and diverse job or earning opportunities. 3. Infrastructure development will also take place.	Threats: 1. Competition with other nearby cities such as Agra, Orchha, Khajuraho, etc, especially those cities which provide heritage monuments as major tourism products and have preserved and conserved them in better condition or in other words, their monuments are protected from vandalism. 2. Increased footfall of tourists can leave a socio-cultural impact on the local community.

With the continuously increasing and changing demand of tourists, it is very important that every city and state work on new product development that can fully satisfy these demands. With numerous heritage monuments in the city, most of which have roots in Indian history, various rock cut sculptures, paintings,



inscriptions, temples, various foreign architectural styles and elements used in construction, these monuments can attract heritage and cultural tourists. Proper advertisement and marketing should be done to make people aware of these new and fascinating tourist attractions as well, and they should be included in the itinerary of Gwalior by travel agents and tour operators. These monuments should be given a fair chance of being visited by tourists, and it would not be a surprise if these can change the whole face of Gwalior as a heritage tourist destination. Increased footfall of tourists will create job opportunities for local communities. However, at the same time, it should be kept under consideration that an increased number of tourists can cause vandalism at the site; hence, proper dos and don'ts signs should be put at the site. Both tourists and locals should be educated to take care of tourism activities at the site. DMOs should give proper attention to these sites, especially those that are already suffering vandalism; either preservation should initiate there, or recreation of such sites should be taken into consideration. We can overcome these challenges with meticulously planned action plans.

9. Suggestions & Recommendations

At the end of the study, we can suggest the following points so that Gwalior can no longer be under-estimated and the heritage of Gwalior can lead with the legacy which it deserves:

- i) Local community awareness can play vital role in the promotion and growth of Gwalior's heritage monuments, for this the local destination development authorities, state tourism board and Ministry of tourism are advised to run awareness programs such as heritage walks, awareness camp for school and college students something through which students will also learn while doing, heritage events showcasing the legacy of these monuments and so on.
- ii) Stake holders' involvement is necessary to achieve the desired results, especially the travel agents and tour operators unless they will not modify the itinerary of Gwalior and consider it as a potential tourist place nothing will change, this can be done by adding Gwalior into different tourist circuits such as Golden Triangle (Delhi-Jaipur-Agra), Khajuraho circuit or by developing new circuit including Gwalior-Orchha-Khajuraho and can be many more.
- iii) Local authorities should avail themselves of the ongoing schemes for heritage preservation and promotion.
- iv) There is a need to explore innovative partnerships between local, state, and national agencies. Action and development plan for a structured framework of strategies.
- v) Upgrading and enhancing cultural heritage sites.
- vi) Funding for cultural tourism development should be given priority for innovative work to be done at sites.
- vii) Reinterpretation and recreation of vandalised heritage monuments through digitalisation.



- viii) Campaigns like Aas-Pass dekho and Dekho Apna Desh should be used for the promotion of heritage sites in Gwalior.

10. Conclusion

The development of Gwalior's heritage monuments would result in the enhancement of the community's economic structure and would be a major source of capital and income for local people, if tourism is properly planned, developed, and managed, keeping in mind all heritage resources. The promotion and marketing of these heritage sites will generate job opportunities, earn foreign exchange, yield returns on investment for developing economies, bring infrastructural growth, and boost the local people's living standards. The main aim of this paper is to disseminate information about the uniqueness of heritage monuments existing within the Gwalior city to the local community, foreign tourists, and all the stakeholders involved in the destination management of Gwalior and local tourism as well. The exceptional characteristics or uniqueness of these monuments can become the foundation to elevate them as the city's major tourism product. It is expected that with the help of this paper, public awareness can be increased, and they will be able to understand the significance of these heritage sites, which could result in preservation and protection of the sites of great significance by the involvement of the local community. Unfortunately, Gwalior city, with such a treasure of heritage tourism products not able to attract many tourists as a result of ignorance by the local community and stakeholders. This is the reason why many significant heritage sites are not able to secure their place on the tourism map and itineraries; Gwalior is more considered as a transit destination. Hence, with the help of this paper, we are looking forward to overcoming all such issues.

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