



RESEARCH PAPER

Sustainable Tourism through Community Participation in Heritage Conservation: A Case Study of Chauburji Lahore

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PAPER INFO	ABSTRACT
<p>Received: March 26, 2022</p> <p>Accepted: June 25, 2022</p> <p>Online: June 27, 2022</p> <p>Keywords: Chauburji, Community, Heritage Participation, Sustainable, Tourism,</p> <p>*Corresponding Author: f2016228002@ umt.edu.pk</p>	<p>The objective of this particular research is to investigate the scope of community participation of the residents around the selected historic monument site of Chauburji, Lahore for sustainable tourism. The city of Lahore in Pakistan like other third world country cities is facing the adverse impacts of urbanization and infrastructure development. This process of new development and remodeling of the city excluding the historicity of the city is generating the chaotic situations in the city as seen in the case of Chauburji historic monument. The visual and questionnaire survey was conducted for the collection of data. The results showed that encouragement from the government is needed to initiate the active participation of the community. Moreover, the recommendations are made for the public and private partnerships. A participatory plan was also devised indicating the proposed recommendations for sustainable tourism and historic monuments being part of the integrated planning processes.</p>

Introduction

Sustainable tourism is gradually attaining attention as an approach to the economic solution for third world countries. It promises to pay compensation for vanished activities and yielding “uniqueness” in a busy commercial market.

As a name Heritage tourism explains a form of tourism with specified gains, in which the heritage site performs a vital role in determining the enthusiasm and experience of the travelers. The visit of historical sites or to more casually engaging in the culture, arts & crafts and hereditary rituals (Timothy and Boyd, 2006) synergy regardless of their harmonious potential, heritage and tourism are mostly seen as a conflicting in nature that results in negative socio-cultural influences like ruining of historic monuments, unwanted cultural alteration, unnecessary modification in the conservations principles for the monetary benefits.

The previous unsuccessful attempts in the heritage and tourism symbiosis influenced to consider the relevance to the field of sustainable tourism. (Huang et al., 2012; Su and Wall, 2014; Timothy & Nyaupane, 2009). Sustainable heritage tourism is considered as a perfect way of tourism activity that equates the protection of monuments and carried the capability to understand the community needs in an economic, cultural and social symmetry.

In the appraisal of the related background study on the topic, one can see the rising consensus that sustainable heritage tourism needs to be planned in collaboration with

communities (Hattab, 2013, Waligo et. al. 2013). Furthermore one sees rising harmony that the sustainable heritage tourism should take place in the collaboration with the community. Such partnerships are called as communities of place or fortune-driven teamwork such as destination locals, voluntary councils and vendors (Atalay, 2010; Selman, 2004). The previous work shows the contribution of these stakeholders in the up-gradation of heritage tourism is very important to attain equality, consensus on mutual interests, and formulation of framework and maintenance of commitment for the future (Chirikure et al., 2010). Therefore community participation is a fundamental principle of sustainable heritage tourism.

Regardless the hypothetical agreement over community attachment, in reality, top-down mechanism of decision making are in customary in heritage tourism planning, as the government departments and designated officials are taking the leads in the policymaking and announcing the final verdict. Besides, the heritage sites that go embark on shared projects normally try to find out how to develop a partnership with key government institutions and NGO's, without including the informal citizens' group (Landorf, 2009) as a result, a community-based contribution is either absent or limited to the basic discussion. This approach reflects the least community participation where the citizens have little authority to influence policy efficiently (Marzuki, 2012; Spncer 2010). In an effort of community- based planning, the difficulties occur in the employment of the procedures and it changes the face of the administration, as a result, the participation becomes distasteful for both decision-makers and heritage planners. In turn, the problem between an unsuccessful participatory effort and none leads to the prevention of public contribution in both governance and heritage tourism verdict (Lovan, 2017). Thus the concept of community participation, as an approach to joint tourism planning, continues to be unfulfilled. It is to be noted, notional suggestions for community participation have been very feeble to control the policies that are essential to progress towards more autonomous planning.

Even though elaborated research is done in the theoretical base of community participation, in reality, there is very small amount of knowledge of how top-down administration can employ citizen with least expertise in successful decision-making (Ashley, 2015) significantly, there is a research gap in the review of the participatory strength of heritage sites or similarity of the effectiveness and result of participatory versus non-participatory planning actions. (Byrd 2007. Spencer 2010). For that reason, advance research is important for investigating un-explored key questions, such as the motives and mechanism of participation and the path through which the important heritage sites can prompt participation in heritage tourism planning as a way to attain sustainability. this information gap is important to inform the pattern of a participatory line of action among destinations with no previous knowledge of joint planning.

As the participatory line of action intends to take the will of the community to contribute voluntarily, the study on stakeholders' encouragement to be drawn in is neglected but is, on the other hand, worthy before embarking on community-based planning and engaging with the least expert public.

The hypothesis that citizens would be eager to play a role in policymaking and long procedures could be collided by the reality (Crooke,2008) adding, participation is seen as a time taking and cause of conflicts that also producing merely tentative results. Conversely, there is no detailed study of its efficacy compared to top-down management and our perception of joint dynamics will be of great significance in informing participatory plan and implementation

Literature Review

Participatory planning is considered as a vital idea to pacify diverse values, resolve conflicts and establish a relationship based on trust and respect for each other between conservation experts, tourism experts and locals (Byrd, 2007; Chirikure 2010; Yuksel 1999). Communities should be considered as partners who gives value to the conservation process (Bramwell & Lane, 2000; Cohen, 2002). It should be taken into consideration that communities are not effected by conservation process but communities effect the development of conservation process (March & Wilkinson, 2009; Scheyvens, 1999). Conservation process cannot neglect communities since the progress of work is heavily depend on their response and behavior (Okazaki, 2008). Interestingly, locals show more tolerance level towards government officials when are favored in the sustainability of conservation process. Keeping this perspective in mind, Participation always valued as it decrease opposition and receive positive response before making changes into heritage sites. (Bahaire & Elliott- white, 1999; Vargas-Sanchez , 2010; Vernon , 2005)

Decision-making concept is important in the understanding of sustainability, suggesting the active participation of the host communities in the design of conservation strategies (LI & Hunter 2015). Therefore community participation is a pluralist authority structure or more animatedly as a process of enablement of the wider public with the help of their inclusion in making decision.

Table 1

Incentives for the community participation in conservation work

IDEOLOGICAL MOTIVES	PRACTICAL MOTIVES
Uphold social equality	<ul style="list-style-type: none"> • accommodate the affected ones • bridge divergent interests
Defend equitability	<ul style="list-style-type: none"> • Inform heritage interpretation • Achieve favorable atmosphere for the conservation work
Build social & political funds	<ul style="list-style-type: none"> • Increase legitimacy • Inspire commitment

Current research suggests both hypothetical and pragmatic dialogues to favor for community-led approach in conservation (Table 2.1). More precisely, the idea of community’s engagement is to promote the democracy for those who are victim of the activities related to the conservation. Participation is also taken as a strategy to decrease inequalities related to social and economic factors and protect equal share of the benefits. Participatory management is also seen as a way to decrease socioeconomic inequalities and safeguard a more equitable share of the benefits acquired through conservation (Chirikure 2010).

Other than hypothetical side, there is a wide theoretical agreement that understanding of the local narratives we can successfully apply sustainable system (Hardy & Beeton 2001; Wall & Mathieson, 2006). This is an approach which proportionate and develop a consensus among diverse interests, lowers the conflicts and cement the trust, especially between the conservation professionals, authorities and local hosts (Chirikure 2010). As it is suggested, community-inclusive methods hold probability for building on local information and make the influential decisions. In this light the communities should be taken as partners who add value to the planning process.

Now involvement and consent by the locals can reduce opposition to new

developments made by the conservation process because this involvement also provides a chance to address the aspirations and fears of the locals (Reid 2003). This is particularly relevant to the conservation that often becomes a field of political and social fights as it is fundamentally connected to the image and clarification of the past (Smith, 2009). Heritage resources are made by the traditions, beliefs and values of the community, while customs and beliefs play a catalyst role in shaping unique experiences. Hence existing study argues that the intervention of the government into the heritage conservation management should take place with the input of the community (Greer 2010; Pacifico and Vogel 2012). It holds a place that host communities and their participation can make a productive base for taking into account the local viewpoints and local expressions. Community based ventures can allow experts to have different viewpoints and ideologies of local culture and hence, make improved conservation strategies that include a number of understandings and dimensions of heritage site therefore, heritage skill can be improved with native heritage data and specialized practices can be better combined with non-experts' need.

The community play a main part in the shaping of sightseeing experiences and the warm atmosphere of the heritage site. Remarkably it is maintained that when local residents take benefits from the heritage site, they demonstrate a higher tolerance level towards the conservation activities and a favorable attitude towards the changes coming through the heritage conservation (Nunkoo and Ramkinsson 2011; Su and Wall 2014). In this particular view point participation is taken as a way to reduce opposition and attain public consent for conservation policies as the verdicts that involve community traditions and viewpoints will be more authentic. Additionally the supporters of community participation says that meeting the local wishes and ambitions in conservation planning can enhance the mutual responsibility over the decisions made and improve community assurance to policy goals. By accepting a participatory approach to the sustainable heritage sites can give assurance that any development according to the local needs and the policies made as its result with contribute to the general socio economic progress of the area, will not be reckless in the long run.

Chauburji the Monument: Chauburji is the Mughal era heritage monument in Lahore Pakistan. . The culturally rich Lahore is home to the historical monuments and sites that serve as a visually aesthetical reminder of the glorious past. These monuments are responsible to bring the common man closer to the remnants of various dynasties.. the historical monuments are like safe leaps holding centuries and old covert assets, they also provide a better vision of where they belong to and how to relate themselves with their heritage in present time. Regrettably, most of these heritage sites in Lahore are under threat. due to human negligence aging and natural decay.

The Chauburji gate is the left over part of a Mughal Garden that was situated at the intersection of two roads, now known as Multan and Bahawalpur road



Fig 1 Chouburji in 1930(lahore.city-history.com)

The Chouburj's verbal meaning is Four towers and it was only a monumental entrance to the huge garden at the site in the Mughal dynasty. The monument has experienced flood, earth quake and natural decay over a period of three centuries. In the 1960's the archaeology department of Lahore district reconstructed the damaged tower of Chouburji. An inscription on the monument gives the date 1056 AH. According to the Historian Muhammad Latif the full inscription reads

“ this garden, in the pattern of the garden of paradise, has been bestowed on Mian Bai by the reard of Zebinda Begum, the lady of the age” (Lahore, Its History, Architectural Remains and Antiquities by Syed M Latif 1892 Imperial Press).

The word Chouburji is derived from two words where Chau means four and Burji pronounces the towers. With aesthetic beauty and eye-catching size and proportion, the gateway was once enameled and adorned with blue and green tiles. The mosaic work also called kasha kari in local language is one of the distinct aesthetic aspect of Chouburji. Its octagonal towers, fully ornamented with mosaic tiles have impressive height that once served an un-interpreted view of the surrounding area. The east and west façade of the structure have grand entrances that go up to two floors. Traveling south from the center of the city, Chouburji is sited at the middle of the roundabout at the junction of the Multan road and Bahawalpur road. It is directly connected to the four union councils and their residents. The monument is visible from all these four union councils residences. The union councils are UC 76 (New Chouburji park), UC 82(Islampura), UC 79 (Mozang), UC 64 (Rewaz Garden)

Present Condition of the Monument

Chouburji was already being neglected and later it got ill-treated by the OLM (Orange line Metro train) project, there was a time when it was the family place where people would gather at evenings to enjoy the weather and surroundings. Abandoned monument Chouburji Gateway is now being conserved and the budget allocated by the Archaeology department of Punjab is 43.834 Million PKR. The plan was scheduled to complete by June 2018. (Faizan Naqvi, May 7th, 2018)

The monument is in dire need of conservation because the flooring is fallen apart from the entrances and the side rooms are feeble as well. The front elevation is damaged due to the OLM (orange line Metro Train) project. The set has been turned into an addicts' hub after sunset and has lost its unique purpose. The monument is in a ruined condition because of aging, abandon and weather effects. Some parts are crashed and the fresco work is victim of corrosion resulting in the damage to the fresco work. The present structure is in poor form and needs to be conserved on the principles of conservation. The Line, glaze plaster and mosaic work are also decaying and needs attention. The conservation work has resumed in December 2019.



Fig 2 present situation of Chouburji (Rebirth of Chouburji, Pakistan today Tania Qureshi 2018)

Material and Methods

The research is both quantitative and qualitative type with the selection of four union councils touching the monument from all around and a particular questionnaire-based survey was conducted with a calculated sample size according to the respective population of the union councils. Chouburji served as a landmark and touch the three important roads I,e Multan road, lake road, and Bahawalpur road. The union councils *UC 76 (new chouburji park)*, *UC 82(Islampura)*, *UC 79 (Mozang)*, *UC 64 (Rewaz Garden)* are directly connected to the monument and people living across these union councils own this landmark and are seriously affected by the activities going on around the monument. Any event in the favor (restoration, up-gradation) or against the monument (natural calamity, environmental hazards, and manmade damages) of the monument has an impact on their lives. For this reason, a comprehensive questionnaire was made to understand the interest of the community in sustainable tourism planning in heritage conservation of the monument, what are their priorities, how they foresee the involvement of the locals in the up-gradation of tourism through conservation work. The general opinion about the mobilization and active participation of the community is assessed with the help of the survey.

For this study, the Solvin’s formulae is employed.it is applied to calculate the sample size (n) when the population size(N) is known. This formulae estimates the sample size in a random sampling technique is employed. It is computed as $n=N/(1+Ne^2)$. E represent the margin of error. total population of each UC was obtained from the office of the respective union councils and the sample size of each union council was calculated using Solvin’s formulae.



Fig 3 UC 79 (Mozang)



Fig 5 UC 64 (Rewaz Garden)

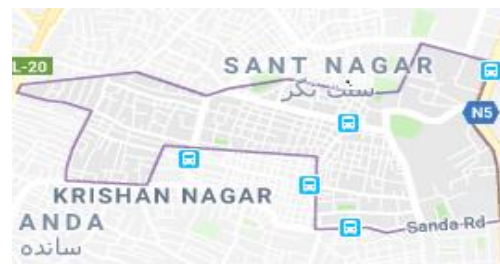


Fig 4 UC 82(Islampura)



Fig 6 UC 76 (New Chouburji park)

Results and Discussion

The questionnaire was focused to investigate the population disparity and the attachment of the people with the historic monument presided in their neighborhood. The result clearly showed that the people who have been living in these union councils were living there pre-independence and were not ready to shift to another part of the city due to the deep connection with the locality, however, they lack the enthusiasm to actively participate in the sustainable tourism planning through heritage conservation, the reason behind is mainly the physical challenges due to age. But a noticeable enthusiasm is

observed of the youth towards this community-led approach. Some informal citizen groups are working voluntarily for the betterment of the locality such as the installation of water filtration plants or installation of manholes lids. But the active participation of the locals in the heritage conservation leading to sustainable tourism is heavily missing. No government representative has approached them for participation in the subject. The age group of sample size (25-40) is the maximum with 43 % with 65% male and 35% females. More than 60 % of sample size is living in the area before partition. A huge portion of the sample size 47% are self-employed and are connected with the business activities or vendors.

More than 60 % welcomed the idea conservation work of the monument Chouburji with the participation of the community (mainly youth below age 40). Less than 30% anticipate the conservation work as a breach in privacy and a hindrance in daily routine or commute or they find conservation as a least valuable effort. Those who welcome the community-led approach also agree that a community is responsible for sustainable development because if the community owns the heritage it will have a long-term impact on the maintenance of the monument and ultimately strengthen the tourism activity in the area. Among the youth, there is a desire for some kind of benefits associated with their active roles such as economic benefits (job opportunity, business possibilities), leadership opportunity and recognition of the community as the owner of their heritage site. To summarize the result it is to be defined that communities are aware of the importance of their rich cultural heritage and they are willing to be part of the sustainable tourism planning with the up gradation and conservation of their rich heritage. As a return, they want some progression in their economic and social status by the government Institutions.

Conclusion

The result indicates that the community is aware of the importance a rich heritage holds and how, in present time it can benefit society in several ways. The youth is particularly interested in an active participation but the role of government is less encouraging. There is a need to develop a bottom-up approach where the community is first educated then consulted and the last step is a partnership (*ladder of citizen participation from Arnstein 1969, p. 217*). The community also needs some Motivation most likely in the form of the monetary benefits or business opportunity, hence the community's involvement should take place in a way that the people should be paid for their time and energy they put in the heritage conservation. To get the job opportunity through protection of the associated monument the community will work to the best of their ability. The better shape of a monument after conservation will make it a worth-seeing destination for the visitors, since the community is given a chance to participate in the betterment of the heritage site they will own the monument, moreover if they are generating income with this active role, the level of protection will increase from the community. This community-based approach in the conservation will eventually result in the sustainable development of tourism in the area. To conclude, this study proposes a participatory plan where the community is first encouraged to participate through incentives, in the second step they are educated to understand the expertise of heritage conservation and in the last, they are made partners in both decision-making and sharing of responsibility towards a heritage site. This meaningful participation will help in drawing a roadmap in the future for the development of sustainable tourism of which historic monument is an integral part.

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