

SWOC Analysis of Heritage Tourism Marketing in Pune City: An Exploratory Study

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Abstract: *India has been famous for its rich culture and ancient heritage. In the last few years, heritage tourism has registered an immense growth ever since additional initiatives were taken by the government of India to boost India's image as a destination for heritage tourism. Heritage tourism marketing plays a significant role to attract tourists to heritage destinations. Pune city is endowed with historical and archaeological sites. Pune has all the potential to be an important heritage destination in India. Well planned and aggressive marketing of the heritage sites is required to attract domestic and foreign tourists. This study identifies important heritage tourism products in Pune city. The purpose of this paper is to investigate the present status of heritage tourism marketing and to develop SWOC analysis of heritage tourism in Pune city.*

Keywords: Heritage Tourism, Heritage Tourism marketing, Heritage Tourism Products, Destinations, cultural tourism

1. Introduction

Heritage include both tangible and intangible elements and therefore it includes archeological sites, historic buildings, and monuments, traditional landscapes, literature, music, art, traditional events and folklore practices. Whatever we inherent from the past can be termed as heritage. There are two types of heritage sites; cultural heritage and natural heritage. Cultural heritage includes historic buildings, monuments and collection of information on how people lived such as photos, paintings, stories and books. Natural heritage includes mountains, rivers and landscape. The National Trust of Historic Preservation in United States defines heritage tourism as "Travelling to experience the places, artefacts and activities that authentically represent the stories and the people of the past" and "heritage tourism can include cultural, historic and natural resources."

Tourist visit countries and cities not only for pleasure but also for understanding and exploring the cultural diversity and heritage (Ramakrishna Naltathiga, 2016). Visiting historic and archaeological sites is a popular tourist activity among tourists in the world. Some tourists visit historical sites for the purpose of acquiring knowledge. The cultural tourism satisfies the cultural curiosity of tourists. This involves visit to ancient monuments, places of historic and religious importance. It helps in protecting, preserving and promoting cultural heritage of country. 'The conservation of historic buildings enables it to be displayed and attract more tourists' (Timothy & Boyd 2003). Heritage tourism is an expanding market and therefore its importance for tourism development cannot be ignored. Heritage tourism provides economic opportunities for many cultural- rich destinations.

Heritage tourism is very important segment of Indian tourism industry, as domestic tourists and foreign tourists visits archeological sites as well as heritage monuments. Heritage tourism of India has registered immense growth in the last few years ever since additional initiatives were taken by the Government of India to boost India's image as a destination for heritage tourism. The government of India and the Ministry of Tourism and Culture encourage heritage

tourism in India by offering several benefits for Indian states. India's rich heritage is amply reflected in the various temples, mosques, palaces, caves, historical buildings, monuments and forts that can be found in different parts of our country (Arunmozhi T, Panneerselvam A, 2013). Pune is the second largest city of Maharashtra after Mumbai and is an important city in terms of its economical and industrial growth. The former capital of Peshwas, Pune has also been one of the most important cultural centers in Maharashtra. Pune has a great potential to become an important "Heritage City" of India. A well-planned marketing program is essential to develop Pune as a Heritage city so as to attract more heritage tourists.

2. Literature Review

Existing literature is always like a guiding light in any research. Heritage tourism is commonly regarded as activity by tourists in a space where historic artifacts are presented (Garrod and Fyall, 2001). Cultural heritage tourism is any kind of tourism related to historic buildings, art works, beautiful scenery as well as other similar aspects (Yale, 1991). Heritage places are those which help an understanding of the past, enrich the present and which will be of value to the future generations. For the places of archeological and architectural values it is the people and the activities that form the cultural heritage (Ahmed, 2006). Sharma & Sharma (2017) in their study analyzed role of various stakeholders for the success of heritage tourism promotion.

When tourists plan for a trip, they look for available information, services and facilities, tour operators, things to see and do, safety, security, accommodation and transportation and other necessary information about the location from different sources. Besides surfing on internet, people also visit travel agents, tour operators and other organizations to get reliable information. All these above tools which are used for publicity of tourism destinations are known as tourism marketing (Weiermair & Matheis, 2004). Kreg (2011) states that the increased interest of the tourists in to the culture and traditions of the local society also helps

to push demand for historical and cultural destinations and local tourism agencies will be pressured to step up preservation and conservation of possible endangered ancient sites, monuments and artifacts.

Marketing is the critical element of heritage tourism. Heritage tourism is very competitive and many heritage sites around the world place great emphasis on attracting and maintaining a viable market share. In tourism industry we find heritage tourism attracting high spending tourists. The domestic tourists are also found tempted to heritage tourism. The tourist organizations need to identify and develop their awareness of Indian heritage so that the available potentials are capitalized on in a profitable manner.

2.1 Identification of Research Problem

From above literature review it is understood that no specific research study has been undertaken in the area of Heritage Tourism Marketing of Pune city. In this regard, the study on SWOC analysis of heritage tourism marketing in Pune city is pioneer in nature.

2.2 Objectives of the study

The main objective of the study is to investigate present status and prospects of heritage tourism marketing of cultural city of Pune. However, the specific objectives are:

- 1) To identify important heritage tourism products in Pune.
- 2) To find out the present status of heritage tourism marketing of Pune city.
- 3) To develop SWOC analysis of heritage tourism in Pune.

2.3 Research Methodology

This paper is exploratory in nature. This research is based on secondary data. Data is collected from various national & international research articles. Official websites of Ministry of Tourism and Ministry of housing & Urban affairs, Government of India. Secondary data is also collected from websites of Pune Municipal Corporation (PMC) and Maharashtra Tourism Development Corporation (MTDC).

2.4 Heritage Tourism Marketing

Both cultural and heritage tourism are considered, according to WTO, very important segments of the total tourism demand and represents 37% of international tourism. Even if it is true that heritage tourism existed since the 19th century, it suffered decline in the late 1960's and 70's because of the increase in popularity of the packaged sun/sand/sea types of holidays. However nowadays, the increasing popularity of special interest holidays and rise in education levels has given renewed stimulus to heritage as a tourism option. All this has led to an increase in heritage tourism demand. Heritage tourism marketing means communicate and convince potential tourists so that they pay visit to heritage destination. Improving service quality and visitor's satisfaction is very important in heritage tourism marketing. Only advertisements and publicity on mass media and networking sites is not enough for heritage tourism

marketing. The marketer should try to provide an enriched experience for the tourists.

3. Heritage Tourism Products in Pune

From imposing forts and Palaces (Wadas) to intricately, carved rock temples there are numerous places to visit city of Pune for history. The former capital of the peshwas, Pune has also been one of the most important cultural centers in Maharashtra, India. Important heritage destinations of Pune are given below.

Shaniwar Wada.

Shaniwar wada is a prominent name among the heritage sites in Pune. The Palace dates back to 1732 and features a blend of Mughal and Maratha architectural styles. Shaniwar Wada stands as one of the finest architectural legacies and prime tourist attraction in the city of Pune.

This imposing Palace was built by the successor of Shivaji Maharaj. This palace is situated in the heart of the city near to Shivajinagar and Bajirao road, has become the symbol of the culture of Pune. Shaniwar Wada was built by Peshwa Bajirao- I, a general under Chhatrapati Shahu Maharaj of the Maratha Empire. Over the years after its construction, the peshwas made many additions to the mansion such as fortification walls with gateways and bastions, court halls and other structures. Destroyed by fierce fire in 1828, Shaniwar Wada is new landmark tourist attraction that comprises of huge courtyards, a fountain and lush gardens. The sound and light show hold every evening is also major attraction for tourists.

Aga Khan Palace

If you ask residents of this city to list the historical places in Pune city, Aga Khan Palace is sure to appear among the top names. Aga Khan Palace is an elegant mansion built in 1892 by Sultan Aga Khan III. The palace is closely linked to the Indian freedom movement, as it served as a prison to Mahatma Gandhi, his secretary Mahadev Desai and Sarojini Naidu. It is also the place where Kasturba Gandhi and Mahadev Desai died. In 2003, Archeological Survey of India (ASI) declared the site as a monument of national importance.

Vishrambaug Wada

Vishrambaug Wada is a luxurious mansion that spread over the area of 20000 sq.ft. Right in the heart of Pune city. Situated in Sadashiv Peth, this Wada although in neglect state, does display an excellence of architecture. It was built in 1807, Vishrambag Wada was the residence of Peshwa Bajirao-II. The entrance of Wada is magnificent with its carved pillars, still standing strong. Its cypress shaped columns, decorated ceilings, stone floor and teak gallery on both sides of entrance take you to glorious era of Bajirao. Currently a number of government offices operate from vishrambaug Wada. Wada presently houses post office on its ground floor, some offices of the Municipal corporation and small museum of Maratha artefacts.

Nana Wada

Brave Maratha leader, Nana Phadnavis, was the stalwart fighter for the Peshwa dynasty. Nana Wada built by this

brave chief administrative officer of the Peshwa. Located near Shaniwar Wada, this Wada is one of the oldest heritage sites in Pune city. It was built in 1780. As it is with the historic monuments, the Wada has suffered heavy architectural losses, but some restoration has been done by the government. Till this day, the Diwankhana or hall of audience in Nana Wada remains intact. The modern-day Wada houses Municipal school and office which stores old records.

Lal Mahal

Lal Mahal is one of the landmark monuments of Pune, constructed by Shahaji Bhosale, the father of Shivaji for his wife and son. This childhood residence of Chhatrapati Shivaji Maharaj is located at the heart of the city. Original structure was built in 1630, but after its destruction it was rebuilt in 1988. Made of red bricks this beautiful edifice exudes a matchless charm that has turned it in to a tourist hot spot. The Lal Mahal create and provide virtual experience of various facets of the glorious life of the great Shivaji Maharaj.

Shinde Chhatri

Shinde Chhatri is a memorial built to honor the Maratha leader Mahadji Shinde. It is 18th century memorial, that counts amongst the oldest monuments of the city. This magnificent monument that feature elaborate carving on the walls. Shinde Chhatri exhibits the Anglo- Rajasthani style of construction, a fine blending of two different cultures.

Mahatma Phule Museum

Mahatma Phule Museum situated on the Ghole road, Shivaji Nagar in Pune. It was founded in 1890. This museum was originally the residence of the Maratha social activist and prominent promoter of women's right Mahatma Jyotiba Phule. The museum contains pictures, charts & science models. Display are related to industry, geology, handicrafts, agriculture, history and armory. The armory has weapons of the Mughal and Maratha period. There are charts that details various forts in Pune district. This museum is one of the important heritage tourism attraction for tourists.

Raja Dinkar Kelkar Museum

It contains collection of Dr Dinkar Kelkar dedicated to the memory his only son Raja. The museum was established in 1962 and Dr Kelkar donated his collection to the government of Maharashtra in 1975. The three stored building houses various sculptures dating back to the 14th century. There are ornaments made of ivory, silver and gold, musical instruments, war weapons and vessels. Items are displayed among separate divisions within the museum. The gallery includes door gallery, images of god and goddesses, gallery of kitchen utensils, ornaments, musical instruments and paintings. One can also see nut crackers and lamps from various parts of the country such as West Bengal, Gujrat, Rajasthan & Tamil Nadu. These are from different historical periods belonging to dynasties of Mughals, Marathas & Peshwas.

Fire Brigade Museum

This museum is meant to increase awareness about importance of Fire brigades, old and new equipment and the techniques used in a fire disaster. The museum is spread

over the ground and the first floor. One will find all equipment used in fire management, like different suits, wireless sets, rescue belts-, emergency lights, special cameras and vintage fire engine of 1956. The museum has around 100 antique fire equipment that were used in various rescue operations.

Present Status of Heritage Tourism Marketing of Pune city

Heritage tourism is important for its positive economic and social impact. Economically, heritage tourism can be a source of revenue that is capable of creating jobs, providing new business opportunities and strengthening local economies. Socially, heritage tourism can establish and reinforce identity, it can also preserve the cultural heritage. The tourism marketing for heritage destinations in Pune city is mainly conducted by Pune Municipal Corporation (PMC) and private tour operators.

PMC participate in various National and International Tourism exhibitions along with (MTDC) Maharashtra Tourism Development Corporation to promote and sell tourism packages to tour operators and individual visitors. PMC also inform the tourists about the heritage sites in Pune through their websites. PMC also publishes advertisements on newspaper, magazine and outdoor medias.

This historical and cultural city saw the Municipal Corporation being set up in 1950. PMC besides providing basic civic services: it has also taken efforts to conserve and preserve city's rich historical legacy. PMC has set up 'Heritage Cell' to promote heritage tourism in Pune city. Setting up of Heritage Cell is an important step of PMC towards promotion of heritage sites. Considering the importance of preserving heritage and tourism potential of the city, the civic body has undertaken several important projects. Some of these are listed below.

- PMC has established a Heritage Committee to enlist heritage properties in the city and to prepare guidelines for the same.
- A light and sound show was started in the year 2000 at the historical Shaniwar Wada. The show has been revamped integrating a laser show and sound & light show.
- 20-year-old ongoing project of Shaniwar Wada as a joint venture of Archaeological Survey of India (ASI), Pune Municipal Corporation and Maharashtra Tourism Development Corporation (MTDC) which has achieved success in preserving and maintaining this structure.
- PMC have prepared Master Plan to develop Lal Mahal as the main tourist attraction and inspiration to the new generation.
- For past many years PMC conduct Pune Darshan Tour for tourists every day. This tour of entire day covers various heritage sites and other destinations within the city.
- Pune Municipal Corporation in collaboration with NGO called Janwani conducted Pune Heritage Walk for tourists. Pune Heritage walk was unique walk designed to provide fascinating experience of Pune city. During the walk, Guide was providing detailed history and information of each heritage monument. During the walk

participants were given an information brochure. Presently these heritage walks are conducted by NGOs and private tour operators.

- Recently PMC has identified seven heritage walk routes for tourists. These, routes are at least 8 to 10km long, while the largest route is up to 30km. The tours which are walkable would be covered through guide who will walk through the lanes and vehicles would be organized for lengthy stretches.

Maharashtra Tourism Development Corporation (MTDC) has planned a special addition of its quarterly magazine "Maharashtra Unlimited" on the city that is circulated in various countries to attract foreign tourists. Places of historical significance will find place in the special issues of the magazine.

According to the survey of digital travel company booking. Com, top destinations booked by Indians travelling within the country in 2019 includes Hyderabad, Pune, Jaipur, Kochi and Mysore.

The overall performance of PMC and other stakeholders in tourism marketing is not adequate. Marketing initiatives of the PMC are not well planned and creative. There is no proper coordination between PMC and private tour operators, which is very essential to get a positive result. There are many heritage sites in an around Pune that need the immediate attention of the Pune Municipal Corporation and other bodies for conservation.

SWOC Analysis of Heritage Tourism in Pune

Strengths

- 1) Unique history and culture. Pune has been one of the most important cultural centers in Maharashtra, possessing very rich heritage.
- 2) Significant historical and cultural heritage tourism products.
- 3) Easy accessibility by Air, road and railway.
- 4) Availability of accommodation, food and other tourism amenities and facilities.
- 5) PMC and many private tour operators offering heritage walks and tours within city.

Weaknesses

- 1) No proper preservation and maintenance of monuments and heritage sites.
- 2) Lack of sufficient funding and lack of investment in tourism marketing.
- 3) Lack of tourism marketing skills & expert and inadequate efforts from private tour operators in promoting heritage products.
- 4) Unaggressive marketing and promotion of Heritage tourism Products.
- 5) Despite of having glorious past, Pune has not been able to showcase itself in the global tourism map.

Opportunities

- 1) Promotion of heritage tourism can help in conserving the tangible and intangible heritage of the city.
- 2) Increase in tourists, due to special interest holidays and interest of foreign tourists in heritage tourism.

- 3) Development of underutilized historic resources.
- 4) Growth in heritage tourism will provide locals with jobs and extra income, unlocking economic potential of heritage tourism.
- 5) Planning and development of heritage sensitive infrastructure.

Challenges

- 1) Too much competition in heritage tourism industry. Competition from other heritage cities of India.
- 2) Lack of awareness among stakeholders about the potential of heritage tourism.
- 3) Lack of synergy/ coordination among the stakeholders in marketing heritage tourism.
- 4) The main city areas are showing signs of mutations which may result in losing the heritage value of city.
- 5) There is need to improve fundamental amenities at all heritage sites to enhance overall tourism experience.

4. Recommendations

The Success of heritage tourism marketing in city of Pune depends on all the stakeholders. All the stakeholders need to play a different but coordinator role for successful heritage tourism marketing.

- 1) Protection and conservation of historical monuments and archaeological resources is important. PMC, MTDC, ASI and other government bodies should work together for protection and conservation of historical monuments in Pune city. Presently Shaniwar Wada, Aga Khan Palace and Pataleshwar cave Temple are recognized by ASI as protected sites. There is need to identify and register more heritage monuments at state level and national level, especially with ASI.
- 2) Promotion is critical for successful marketing of heritage tourism. PMC and private tour operators should strive to publish brochure concretely about the cultural heritage of the city, which should be simple and easy to understand and practical for tourists. This brochure should include an adumbration map of Pune city, together with information relating to the history, places of interest and activities that can be done by tourists. Brochures, leaflets and information packages about heritage destinations should be distributed to key areas such as hotels, airports and tourism offices. Emphasis should be also given for internet marketing.
- 3) Heritage sites are overcrowded and there is inadequate basic facilities and heritage sensitive infrastructure such as water supply, roads, sanitation, toilets etc. Providing quality services and amenities to the tourists is an important part of heritage marketing. Planning and development of heritage sensitive infrastructure is important.
- 4) To make heritage tourism marketing successful, all stakeholders of heritage tourism should be involved in the process of developing and implementing marketing program. PMC along with private tour operator should involve representatives from local residents in every marketing projects, because they have knowledge about the site. The participation and understanding between policy makers, local community representatives, tour operators, property owners and those preparing national

development plan is important for the success of heritage tourism marketing.

- 5) Weak financial capacity of urban local bodies has created major challenge for managing heritage sites. It is time to invest in heritage destination's potential as tourist destinations with infrastructure and other facilities that meet need of tourists. Both government and private sector investment is not sufficient for heritage tourism marketing in Pune. Therefore, funds should be raised and efficient use of these funds is important for effective heritage tourism marketing. In order to implement heritage tourism marketing plan, experts on destination marketing and professionals should be appointed.

5. Conclusion

Pune with its rich history and culture has all the potential ingredients of heritage tourism development. There are many historical and archaeological sites in Pune that need attention of the PMC and other bodies for conservation and development. Without taking along our heritage and history, the progress of any city is incomplete. Effective tourism marketing plan for heritage tourism sites of Pune city is required to attract both domestic and foreign tourists. For successful marketing of heritage tourism, there is need of coordinated efforts among all the stakeholders, protection & conservation of heritage monuments, heritage sensitive infrastructural development and aggressive promotional program. There is also need of participation from representatives of local residents. Both government and private sector should come together to make heritage tourism marketing successful in Pune.

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