

Community Participation in Tourism Development in Emerging Countries

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Role of Local Community in Heritage Management for Sustainable Cultural Tourism Development: A Study on Lalbagh Region, Murshidabad, West Bengal

Rupa Sinha¹, M.A. Sofique² and Arnab Gantait³

ABSTRACT—In recent times, a growing movement has been observed on the involvement of local community for the conservation of heritages with an aim of sustainable use of natural and cultural resources. Social science research on community participation in any kind of development has been conducted in several fields and tourism discipline is also not an exception. Generally, community can engage in tourism business directly through having some control i.e. in planning & management and/or providing services to the tourists. Host regions and available cultural resources both are used and respected by local community as well as tourists, whose primary goal is tourism development retaining the cultural sustainability. Moreover, cultural tourism development would not be able to achieve its success unless the host community contributes in development process in any way. In this connection, the Lalbagh region in Murshidabad, West Bengal possesses a large number of cultural heritage resources which give a tremendous opportunity for cultural heritage tourism development. This paper aims to examine the level of participation of community in heritage conservation, role of local people in sustainable cultural heritage tourism development and also study the perceived participation benefits on the development of cultural tourism. A mixed methodology (both qualitative and quantitative) has been used in this study, based on the primary and secondary data collected. The study concludes that heritage resources in Lalbagh are well maintained but the role of community is marginalized. Hence this study can be a vital proposition to commence an initiative for the communities to vigorously contribute in heritage resources conservation for sustainable cultural tourism development.

Keywords: Heritage Conservation, Sustainable, Cultural Heritage, Tourism, Lalbagh Region, Community Participation

INTRODUCTION

As we know tourism is a labour-intensive industry and largely relies on local institutions and community participation, the community or public support is essential in case of the cultural tourism development, where community itself is a part of tourism product (Cole, 2007). Community play a crucial role in sustainable cultural tourism development that is consciously planned as it brings more socio-economic and cultural benefits, and at the same time, helps in respecting the local culture, preserving the natural and cultural resources, and educating both the locals and the tourists. It is also to be noted that the community should be consistent in playing their roles with 'Triple Bottom Line' (otherwise noted as TBL or 3BL) approach, which is the base of any sustainable development that suggests that all the activities and practices should be linked with three aspects—(1) economic, (2) social and (3) environmental (Elkington, 1998).

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If development would be sustainable, it will minimize the chances of destruction of resources or any kind of harm to the local community. Hence, the involvement of local people should be elevated as they will be directly or indirectly benefitted from different aspects rather than be marginalized. Tourism has the potentiality to boost the local economy. Moreover, community participation in tourism planning, development, and operation also boost their quality of life and makes heritage conservation program more viable (GDRC, 1995). Gursoy et al. (2002); McCool & Martin (1994); Tosun (2002) confirm that the involvement of local people in heritage conservation expands the sense of belongingness, social network, and inculcates a greater appreciation and understanding of the local area. Swanson & De Vereaux (2017) report that cultural tourism often offers the host community and the Heritage Management Committees their much needed financial support that can be helpful in preserving local, indigenous, and cultural heritages. Blank (1989) considers that tourism has a close connection with the host community and therefore, the community participation is the fundamental to any kind of sustainable tourism development. In this context, we have to understand how sustainable cultural tourism can facilitate the host community, and at what extent the local community can participate in planning, decision making and tourism implementation process. Finally, we can say that a sustainable cultural tourism development will help to preserve heritage resources but to make cultural tourism more sustainable, the community participation and their positive attitude towards heritage management and conservation is utmost needed.

The researchers observe that most of the heritage elements in Lalbagh region, Murshidabad, are managing by Archeological Survey of India (ASI) and the State Government, whereas the role of local community is nominal. Though, the trend is moving forward in a slow pace in the positive direction. Few tourism stakeholders and local NGOs, who have significant role in cultural tourism development in this region, also inform the researchers that even though they are managing few heritage monuments privately, they are lacking the expected acknowledgement from the Government side. It is also observed that the overall participation and the involvement of the local community in heritage management and preservation in this region are negligible and the citizens of Lalbagh region are not conscious in the sustainable cultural tourism development.

OBJECTIVES

This paper deals with three primary objectives. These are as follow:

1. The first and foremost objective is to examine the level of participation of community in heritage management and conservation.
2. The second objective deals with the role of the local people in sustainable cultural heritage tourism development in Lalbagh region - the study area.
3. The third objective is an attempt to understand the participation benefits on the development of cultural tourism in this region.

The result of this research will help in understanding (a) the current role of community in heritage management in Lalbagh region, Murshidabad in case of the sustainable cultural tourism development, and (b) the participation benefits achieved.

RESEARCH SETTING

STRUCTURE OF THE STUDY

The current research article is divided into few sub-sections. The literature review section focuses on the literature of role of community in heritage management, their attitude, awareness and understanding level towards the sustainable cultural heritage tourism development. The Data Analysis and Interpretation section has explained in detail the survey process. A number of quantitative tools also have been used in this section to accomplish the objectives of the study. Finally in the conclusion section, few suggestions or recommendations are also given to ensure to achieve the sustainable development of cultural tourism in the study area, Lalbagh zone in Murshidabad District, West Bengal.

SITE PROFILE

DISTRICT MURSHIDABAD



Fig. 1: Location of West Bengal in India Map



Fig. 2: Murshidabad in West Bengal Map

The District Murshidabad covers an area of approx. 5,324Sq. Kms. and is divided into two parts by the River Bhagirathi that is the ancient channel of the River Ganges. In the Mughal period Murshidabad was the capital of Bengal. Later on, it became a town and district of the British India, in the Bengal Presidency. Murshidabad is named after Murshid Quli Khan, who was the 'Diwan' of Bengal in the reign of Mughal Emperor Aurangzeb. He transferred the capital from Dacca (presently Dhaka, Bangladesh) to this place. The town Murshidabad is situated on the

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left bank of the River Hooghly - the main channel of the Ganges. The city Murshidabad is the 7th largest city in the West Bengal. The last census for Murshidabad district was done in the year of 2011 and next census will be in 2021. The Demography of Murshidabad District, as per the 2011 census report is displayed in the Table 1 below:

Table 1

Demography of Murshidabad District	
Description	2011
Population	71.04 Lakhs
Actual Population	71,03,807
Male	36,27,564
Female	34,76,243
Population Growth	21.09%
Area Sq. Km	5,324
Density/km ²	1,334
Proportion to West Bengal Population	7.78%
Sex Ratio (Per 1000)	958
Child Sex Ratio (0-6 Age)	968
Average Literacy	66.59
Male Literacy	69.95
Female Literacy	63.09
Total Child Population (0-6 Age)	10,13,392
Male Population (0-6 Age)	5,14,876
Female Population (0-6 Age)	4,98,516
Literates	40,55,834
Male Literates	21,77,187
Female Literates	18,78,647
Child Proportion (0-6 Age)	14.27%
Boys Proportion (0-6 Age)	14.19%
Girls Proportion (0-6 Age)	14.34%

Source: <https://www.census2011.co.in/census/district/7-murshidabad.html>

LALBAGH ZONE

Lalbagh is the part of the town Murshidabad and the subdivision of Murshidabad District. It is bounded on the north by the Jangipur Subdivision, on the east by the Sadar Subdivision, on the south by the Sadar and Kandi Subdivision, and on the west by Birbhum District. The River Padma located at the eastern side of Lalbagh, and separates it from the Rajshahi district of Rajshahi Division, Bangladesh. History says that, when the son of Azim-ush-Shan (the second son of Emperor Bahadur Shah II), Prince Farruksiyyar (whose real name is Abu'l Muzaffar Muin ud-din Muhammad Shah Farrukh-siyar Alim Akbar Sani Wala Shan Padshah-i-bahr-u-bar) came to Murshidabad from Decca, Murshid Quli Khan assigned him a palace at Lalbagh though at present there is no trace of this. The Lalbagh zone has a rich history to boast of. Therefore,

tourists flock to this place to visit the places of historical interest. The prominent heritage sites/ places to visit in Lalbagh Zone are Hazarduari Palace, Nimak Haram Deorhi, Madina of Siraj, Zurud Mosque, Hazarduari Museum, Bachchawali Tope, Clock Tower, Wasif Manzil, Nizmat Imbambara, Moti Jheel, Katra Mosque, Jahan Kosha Canon, Chowk mosque, Nasipur Palace, Kathgola Palace, Adinath Jain Temple, Khosh Bagh, and many more.

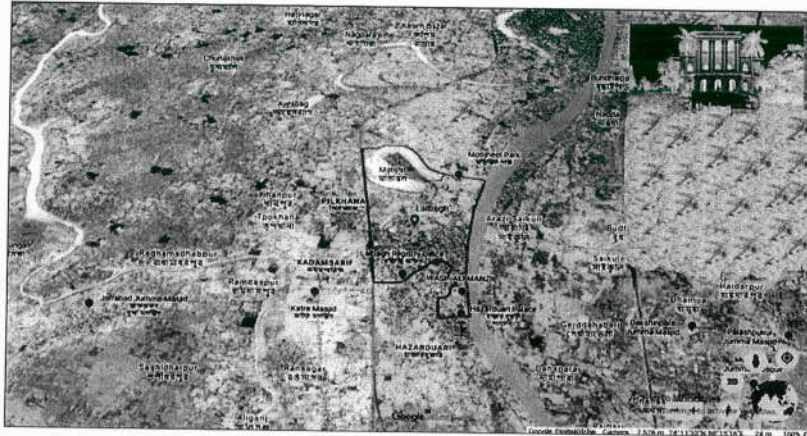


Fig. 3: Location of Lalbagh Zone (Study Area) in Murshidabad

Source: Google Earth

METHODOLOGY

In order to accomplish the mentioned objectives, data have been collected from the community of the study area. The Face to face interview with the local community was conducted on October, 2018. The survey process is based on random selection of respondents; total 42 questionnaires were collected but out of them 33 were useful. Moreover, in the field out of 33, 11 questionnaires were filled by community, directly involved in tourism business (Guide, Museum curator, employee of Hazarduari Museum, transport, performer in folk art etc.). The opinion regarding the participation in cultural based tourism development were measured by using 3 point Likert scale (3= Agree, 2 = Neutral, 1 = Disagree). The research instrument (Cronbach's alpha) is used to examine the validity and the reliability of the questionnaire. The results are adequately completed and verified the value of the instrument (Aref, 2010). Chi square Test, Pearson Correlation, One tailed t- test have been used to interpret the data in this current study.

LITERATURE REVIEW

COMMUNITY—THE CONCEPT

The concept of 'Community' is not easy to explain. One of the earliest definitions of 'community' was made by the German theorist Ferdinand Tonnies (2012), who argues that "traditional

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forms of living were characterized by the formation of communities". "Generally it is agreed that the communities occur when people get together and form groups out of both self-interest and the interest of the wider group" (J. Paul Getty Trust, 2009). Halim & Ishak (2017) in their article "Examining Community Engagement In Heritage Conservation Through Geopark Experiences From The Asia Pacific Region", refer the term 'community' as the members of the entire society that includes local individuals, Government authorities, Private Sectors, NGOs etc. all engaging in heritage management and conservation "bearing in mind the geographical, social and cultural elements". Though in this study, the term 'Community' means the host people.

HERITAGE—AN IMPORTANT COMMUNITY ASSET

UNESCO (United Nations Educational, Scientific and Cultural Organization) defines 'Heritage' as "our legacy from the past, what we live with today, and what we pass on to our future generations." Widodo (2000) thinks the Heritages both in the form of physical and non-physical are nothing but sources of knowledge. Gantait, Mohanty & Swamy (2018) also have a similar view as they consider Heritage as "the historical records and understanding of the spirit of people in terms of their values, works and actions." Indrawati (2008) reports that Heritage elements are closely attached with the history of a place, and therefore, heritages reflect the story of the past, life planning, culture, and civilizations of the society in that particular region. *The Commissioner for Heritage's Office, Development Bureau, Hong Kong* (2010) says that through the appreciation of the heritage elements, the viewers can understand the living conditions of people from different walks of life in different periods. Supriharjo *et al.* (2011) thinks that Heritage resources can even improve a region's image. Therefore, Mulyadi (2009) advocates for conservation of these resources properly so that the cultural sustainability of a place can be achieved.

HERITAGE MANAGEMENT AND CULTURAL SUSTAINABILITY

Heritages transform values, practices and overall behavior towards the sustainability (Halim & Ishak, 2017). Srinivas (2015) observes that people often give less priority to the conservation of heritages compared to the other burning issues like poverty eradication, employment generation etc. although, in the long run, the effective heritage conservation not only helps in strengthening the local economies by safeguarding the destination resources but also brings about a sense of identity, pride and belongingness to the local residents that lead towards the cultural sustainability of a place (Tuan, 1977; Relph, 1979). Zerai (2018) in his article "Community Involvement in Cultural Heritage Conservation" affirms that conservation of the cultural properties be it a historical monument, or a site with immense archaeological value or any religious shrine is always crucial to sustaining the cultural values of a historic environment and while dealing with these places one should not only pay attention to conserving the materiality in them but also equal focus should be given on the maintenance of the social components embedded in them. Therefore, he argues for involving the society in the conservation process particularly the local community, who are closely attached to these local heritages. Halim, Salleh, & Omar (2011) also advocate for "engaging the local community in heritage management and conservation collaboratively with other stakeholders as it has the potential to transform values, practices and overall behavior towards sustainability". The 'UNESCO Declaration concerning the Intentional Destruction of Cultural Heritage', adopted on 17th October, 2003, gives a clear view of the

connection between the 'Heritage Management' and Cultural Sustainability' as it says that "cultural heritage is an important component of the cultural identity of communities, groups, and individuals, and... Its intentional destruction may have adverse consequences, not just related to buildings and the physical landscape, but also to the members of a community and their cultural traditions and values."

COMMUNITY PARTICIPATION IN HERITAGE MANAGEMENT & CONSERVATION

Rahmawati *et al.* (2014) express deep concern in the context of heritage management and conservation, as the researchers observe that the things those deserve to be recognized as cultural elements are not always properly managed due to the stakeholder factors and therefore, these neglected cultural resources often face a high level of threat to be damaged or be destroyed. Therefore, they suggest that "full participation of various stakeholders is necessary for the heritage conservation." Srinivas (2015) also advocates for broader community participation and involvement in the process of heritage preservation and conservation as he believes that it will ultimately lead to the wellbeing and security of the local people themselves. Scholars like Su *et al.* (1996); McKhann (2001); Yin (2002) finds that the financial benefits for the locals from participating in tourism don't always lead towards the long term success as the rapid development of tourism many a time brings unfavorable changes in some of the host societies. Therefore, they propose one possible solution to mitigate this problem and that is nothing but the 'involvement of host community in managing their own cultural heritage'.

The concept of 'Management and Conservation of Cultural Heritages' evolved over the last centuries. Presently it emphasizes the significance of local people associated to a specific heritage property (Zeri, 2018). The 'Empowerment Movements' have made words like 'Participation', 'Bottom-Up Approach', 'Indigenous Voice' etc. in the worlds of 'Development and Heritage Management' (Henkel & Stirrat 2001). The Australia ICOMOS Charter for the Conservation of Places of Cultural Significance, which was given the short title of 'Burra Charter', was adopted in the year of 1979, at Burra—the historic South Australian town. The Burra Charter emphasizes on the Community Participation in heritage conservation as according to it, otherwise the process of heritage conservation will become unsustainable (Halu & Küçükkaya, 2016). The World Bank (1992) also supports the concept of 'Public Participation' as according to it, through Public Participation, "*people can exercise influence over policy formulation, design alternatives, management and monitoring of development interventions in the communities*". Halu & Küçükkaya (2016) suggest that 'Community Participation' will be more effective if participation relates to five factors such as: (1) Informing, (2) Consulting, (3) Involving, (4) Collaborating, and (5) Empowering. Xu (2007) in his scholarly article "Community participation in ethnic minority cultural heritage management in China: a case study of Xianrendong ethnic cultural and ecological village", argues that "well-planned and well-informed community participation, with realistic control, contributes to restoring friendly relationship between tourism and cultural heritage conservation." Srinivas (2015) also supports the above view as he opines "A good heritage conservation strategy always requires the active participation and involvement of local community in all aspects of its development and implementation. People should participate in planning, implementing, and managing heritage assets. The honest inclusion of a community's representative as partners in decision making makes for successful citizen's participation.... Establishing a network where training and awareness building can take place also essential

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for the comprehensive participation of local community in heritage preservation". According to Rahmawati *et al.* (2014), the community involvement should not aim not only at how the community people will be benefited from the development programme, but also at how their creativity would be useful to the development. "*Well-planned and well-informed community participation with genuine power-sharing may contribute to ethnic dignity and cultural pride and lead to a commitment to sustainable cultural conservation.... If power and control is balanced between the local community and the government authorities as well as outside economic interests, tourists' demands, and the ethnic society, community participation will work more efficiently*" (Xu, 2007).

Perier-D'ieteren (2000) observes that heritages are more often exploited rather than protected. Halu & Küçükkaya (2016) highlight that the active participation of youth is vital to raise awareness for heritage conservation. Kucukkaya (2002) in his article "The Role of History in the Training to Canalize High School Students into Science Education" also takes attention towards the 'awareness of students' in their historic environment. The Université libre de Bruxelles in Brussels, Belgium launched an awareness raising initiative—"Raising Public Awareness of the Need to Safeguard the Heritage", in which eleven institutions from six different countries took part and the purpose of this campaign was to make the public conscious of fragility of heritage, and make them aware of the fact that Heritage elements cannot be replaced and therefore, it is the responsibility of every citizen is to ensure its protection (Perier-D'ieteren, 2000). Salsela *et al.* (2015) suggest to increase the local communities' sense of belongingness towards their heritage resources because according to Halim & Ishak (2017), the shared values among the host communities form "*an important component to ensure an effective utilization of sustainable resources*".

ROLE OF OTHER STAKEHOLDERS IN PROMOTING PUBLIC PARTICIPATION IN HERITAGE MANAGEMENT

Encouraging community engagement in heritage conservation is pertinent and therefore, it has been acknowledged in the scholarly articles of many eminent scholars such as Turner & Tomer (2013); Head (2007). Without understanding the needs and expectations of the local community and effective mechanisms to motivate community to be actively involved in any process, the participatory forms of democracy can only be realized on a formal institutional level (Hailey 2001). According to Hildebrand (1997), for the sustainable resource management, the government should shift from the 'Command-and-Control' approach to the 'Partner with the Community' approach. Halim & Ishak (2017) thinks that the local communities, in particular the community leaders, the youths, the women and various gender groups should be motivated to participate in heritage management and conservation. Arnstein (1969) in his "Ladder of participation Model" explains eight different ways in which any organization responsible for any activity (e.g. the authority body) can involve the responsible citizens and these ways are: (1) Manipulation, (2) Therapy/Education, (3) Informing, (4) Consultation, (5) Placation/involvement, (6) Partnership, (7) Delegated power, and (8) Citizen control. According to Eyben (2003), community participation based on Right Based Approaches should ensure (1) Participatory Rights, (2) Cultural Rights, (c) Social Rights, (d) Economic Rights, (e) Civil and Political Rights, and (f) Instrumental Participation. Whereas, Wilcox (1994), in his community participation model based on collaborative effort includes (1) Supporting Individual Initiatives, (2) Acting Together, (3) Deciding Together, (4) Consultation, and finally (5) Information Dissemination (See Fig. 4).



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been used. Furthermore, chi square test has been done to understand the relationship between the occupations of residents and whether they have any direct/indirect association in heritage management and protection, one sampled t-test has been used to examine the role of local people in sustainable cultural heritage tourism development. Descriptive statistics has been used to identify the level of community participation in culture based tourism development, and lastly Pearson correlation has been used to understand the relationship between the awareness/sense of community and perceived participation benefits. Demographical profile of the residents has been analyzed by generating frequency analysis.

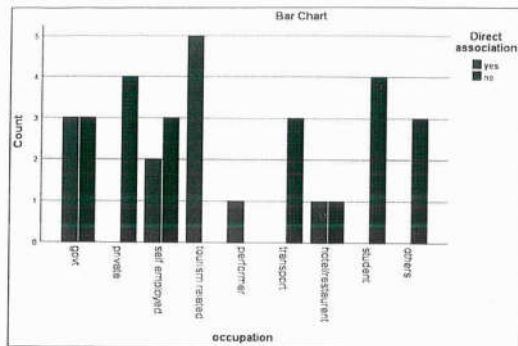
RESULT & DISCUSSION

The Schedule method with a set of structured questionnaire is used to acquire the primary data through a survey of 33 respondents in Lalbagh. The socio - demographic characteristics of the local community are also analyzed. Out of 33 respondents, 20 (60.60%) are male and 13 (39.39%) are Female. The average age group is between 31 yrs to 45 yrs. Out of all respondents, 36.36% hold higher secondary degree, 21.21% are graduated followed by 9.09% respondents passed the primary education level and post graduate degree. As far occupation concerned, 33.33% respondents are directly involved in tourism related business, followed by 18.1% Govt. workers, 12.1% Private Employees, 15.15% self-employed, and 12.12% & 9.09% students and others respectively. Major number of respondents (54.5%) live since their birth in Lalbagh. Only 3.03% respondents informed that they are living in Lalbagh, Murshidabad area less than 5 years. While asked whether the respondents have any contact directly or indirectly with the tourist, 45.4% respondents have informed that they contact frequently with the tourist, and 30.03% respondents have said that they have less contact with the tourists. Even though enquired if the respondents directly or indirectly associated with the heritage management and protection, 62.6% have answered that they are directly associated with the heritage management and conservation activities in this area, whereas, 36.3% have informed that they have no association with heritage management and protection in Lalbagh.

A chi square test has been used to examine the relationship between the occupation and involvement (directly/indirectly) in heritage management and protection. Result shows people who are involved in tourism industry, they are highly associated, and others are not really bothered about the significance of heritage conservation in sustainable way we can state.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.171 ^a	8	.014
Likelihood Ratio	25.441	8	.001
Linear-by-Linear Association	2.403	1	.121
N. of Valid Cases	33		

18 cells (100.0%) have expected count less than 5. The minimum expected count is .36



The Role of Local Govt., NGOs and Local Clubs Towards the Heritage, Management and Conservation

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Local govt. encourages the community to involve and invest in cultural heritage tourism	33	1.73	.719	.125
Govt. offer loans and grants to local communities to help establish their businesses	33	1.76	.614	.107
Govt. allocates part of the heritage tourism revenue to local community livelihood	33	2.12	.650	.113
Encourage community to maintain their, traditional culture.	33	2.42	.751	.131
Local Govt. / NGOs/ Clubs organizes workshops, seminar, training, others for community that makes a sense of awareness regarding heritage, management and preservation	33	1.70	.770	.134

One-Sample Test						
	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Local govt encourages	-2.179	32	0.037	-0.273	-0.53	-0.02
Govt offer loans	-2.268	32	0.03	-0.242	-0.46	-0.02
Govt allocates	1.071	32	0.292	0.121	-0.11	0.35
Encourages to participate	3.244	32	0.003	0.424	0.16	0.69
workshop seminar	-2.261	32	0.031	-0.303	-0.58	-0.03

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To understand the role of local people in sustainable cultural heritage tourism development, the support from local Govt. / NGOs to involve more community in the process of tourism development and the attitude of local residents towards heritage management and protection has been analyzed by using one tailed t-test.

From the above table it can be addressed that local Govt. / NGOs have very minimal role in involving community in tourism development process. Although from the statement 'Encourage community to maintain their traditional culture' and 'Govt. allocates part of the heritage tourism revenue to local community livelihood' it could be understood that up to some extent govt. plays role in heritage conservation as both receives highest mean score =2.42 & 2.12. But other statements received very low mean score, since respondents were disagreed with these statements. Moreover apart from the statement 'Govt. allocates part of the heritage tourism revenue to local community livelihood' all the statements are significant, as all statement's p value is less than 0.5 where our hypothesis value =2, we usually reject null hypothesis based on $p > .05$, thus it can be concluded that in these way local govt. can compose their role in involving more community towards cultural heritage tourism development in a sustainable manner.

ATTITUDE OF LOCAL RESIDENTS TOWARDS HERITAGE MANAGEMENT & PROTECTION

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Historical buildings in my local area are an important part of the area's character and identity and it is, worth saving	33	2.88	.415	.072
We voluntarily protect the true landscape and architecture of our locality	33	1.91	.765	.133
We voluntarily protect our living and authentic culture	33	2.15	.906	.158
We educate our children how to protect, heritage buildings.	33	1.94	.827	1.44
We participate in workshops, seminar, training, others that makes a sense of awareness regarding heritage management and preservation	33	1.42	.751	.131
We do cleanliness campaign in our area to reduce negative impacts of environment and/or ensure responsible travel to the tourist	33	1.61	.747	.130
We try to encourage tourist to become more responsible and conscious about the locality	33	2.03	.770	.134

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One- Sample Test

	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Heritage buildings important	12.16	32	0	0.879	0.73	1.03
Voluntarily protect	-0.683	32	0.5	-0.091	-0.36	0.18
Voluntarily protect authentic culture	0.961	32	0.344	0.152	-0.17	0.47
Educate people	-0.421	32	0.677	-0.061	-0.35	0.23
Participate in workshop	-4.403	32	0	-0.576	-0.84	-0.31
Cleanliness campaign	-3.028	32	0.005	-0.394	-0.66	-0.13
Encourage tourist	0.226	32	0.823	0.03	-0.24	0.3

To measure the attitude of local people towards heritage protection, one tailed t test was conducted with the test value=2, to understand the role of local people in sustainable cultural heritage tourism development. From the above table it can be addressed that residents have positive attitude towards the heritage buildings protection, as the statement 'Historical buildings in my local area are an important part of the area's character and identity and it is worth saving' received highest mean score=2.88, followed by the statement 'We voluntarily protect our living and authentic culture' received mean score= 2.15 also the statement ' We try to encourage tourist to become more responsible and conscious about the locality' received mean score=2.03, other statements received very low mean score, hence they are disagreed with these statements like cleanliness campaign, they used to educate people, participate in workshop or seminar. Furthermore, apart from the variables like local community voluntarily protect the true landscape and architecture ,voluntarily protect their living and authentic culture and educate their children how to protect heritage buildings ,all other variables are significant as $p > 0.05$, hence it can be concluded that if regularly workshop, seminar conducted and participate , cleanliness campaign can be arranged and encourage tourist to become more responsible, available heritage resources in Lalbagh can be conserved in a sustainable manner, henceforth, undoubtedly that will lead sustainable cultural heritage tourism development .

Examining the level of participation in cultural based tourism development, descriptive statistics has been used.

In addition following criteria is used for analysis the community participation in culture based tourism development:

The mean score from 0.67 – 1.67 = **Disagree**

The mean score from 1.68 – 2.35 = **Neutral**,

The mean score from 2.34 – 3.00 = **Agree**

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t test was used to examine the level of participation of community in heritage management 6 variables was used. First variable was about the decision making, from this statement it can be understood that community have marginal role as it received very low mean score= 1.33, i.e. according to the scale their opinion falls under the category of 'disagree', again they have disagreed the statements like they don't spent any single penny as donation in local heritage management and protection, and they didn't used to organize/participate in different local cultural tourism events, festivals that help them to build a stronger cultural atmosphere in their locality, so it can be indicated they don't have any active participation in local heritage management .Whereas the statement 'Many of us worked as a tour guide' received highest mean score=2.79, also they agreed with the statements like local producers sells handicrafts & souvenirs to tourists (Mean=2.76) , they maintain cooperation among each other (Mean= 2.61), thus it can be stated that community of Murshidabad are not really conscious about the heritage management and protection but unknowingly they have participation in cultural tourism development , they are more interested to do so as the Lalbagh region possesses several number of cultural resources . thus there is a chance to get economic benefits from these sector. Moreover overall mean score was 2.04 and SD was .551, denotes 'neutral 'opinion and their opinions were not so spackled with each other.

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Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Decision making (In heritage management & protection , local community's opinion gives priority	33	1	3	1.33	.540
We maintain co-operation among us	33	1	3	2.61	.556
We regularly organize / participate in different local cultural tourism events, festivals that help us to build a stronger cultural atmosphere in our locality	33	1	3	1.55	.794
We spend part of our eaming as donation in local heritage management and protection	33	1	3	1.24	.502
Local producers sell the crafts and souvenirs to tourists	33	1	3	2.76	.502
Many of us work as local tour guide	33	2	3	2.79	.415
Overall score				2.04	.551

To examine the level of participation of community in heritage management 6 variables was used. First variable was about the decision making, from this statement it can be understood that community have marginal role as it received very low mean score= 1.33, i.e. according to the scale their opinion falls under the category of 'disagree', again they have disagreed the statements like they don't spent any single penny as donation in local heritage management and protection, and they didn't used to organize/participate in different local cultural tourism events, festivals that help them to build a stronger cultural atmosphere in their locality, so it can be indicated they don't have any active participation in local heritage management .Whereas the statement 'Many of us worked as a tour guide' received highest mean score=2.79, also they agreed with the statements like local producers sells handicrafts & souvenirs to tourists (Mean=2.76) , they maintain cooperation among each other (Mean= 2.61), thus it can be stated that community of Murshidabad are not really conscious about the heritage management and protection but unknowingly they have participation in cultural tourism development , they are more interested to do so as the Lalbagh region possesses several number of cultural resources . thus there is a chance to get economic benefits from these sector. Moreover overall mean score was 2.04 and SD was .551, denotes 'neutral 'opinion and their opinions were not so spackled with each other.

TO UNDERSTAND THE PERCEIVED PARTICIPATION BENEFITS ON THE DEVELOPMENT OF CULTURAL TOURISM

Heritage tourism can be a means of diversification of the tourism experience beyond the traditional thing; also it can enhance destination imaging and promotes conservation of natural, built heritage resources as well as it can bring several economic benefits of local community and sociological upliftment. To understand the participation benefits on cultural tourism development, a Pearson correlation has been used to examine the relationship between the awareness & participation benefits.

	N	Minimum	Maximum	Mean	Std. Deviation
We do believe that heritages are the part of our identity	33	2	3	2.97	.174
We have good understanding regarding management of heritage place or properties in our locality	33	1	3	1.91	.805
We do believe that it is important to protect our heritage for future generations	33	2	3	2.97	.174
Valid N (list wise)	33				

To understand the local community's awareness level about the heritage management and protection 3 variables were used, from the above table it can be understood that community have good sense about the heritage resources and the need of the conservation in sustainable way. As they believe heritage resources are part of their identity and it is important to preserve for their future generations. Furthermore, for better understanding of the significance of awareness and the relationship between the sense of community in heritage management and perceived participation benefits correlation has been applied.

		Correlations									
		We do Believe	Good Understanding	Believe It Is Important	Created Jobs	Generated Additional Income	Increases Sale Handicrafts	Exchanging Culture	Improved Personality	Sustainability	Easier To Preserve Heritage
We do believe	Pearson Correlation	1	-.243	-.031	-.130	-.125	.250	-.202	.036	-.130	.136
	Sig. (2-tailed)		.172	.863	.469	.488	.161	.260	.842	.471	.451
	N	33	33	33	33	33	33	33	33	33	33
Good understanding	Pearson Correlation	-.243	1	.203	.556**	.487**	.406*	.466**	.383*	.431*	.504**
	Sig. (2-tailed)	.172		.258	.001	.004	.019	.006	.028	.012	.003
	N	33	33	33	33	33	33	33	33	33	33
Believe It is important	Pearson Correlation	-.031	.203	1	.408*	.250	.250	.258	.274	.346*	.136
	Sig. (2-tailed)	.863	.258		.019	.161	.161	.148	.123	.048	.451
	N	33	33	33	33	33	33	33	33	33	33

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

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The Pearson Correlation Coefficient, *r* will be used to measure the degree of relationship; the value of *r* will be always between -1 and +1. The correlation addressed the relationship between the sense of community (3 variables) and participation benefits (7 variables). As they believe they have good understanding regarding management of heritage resources, they believe so cultural tourism development can create jobs ($p = .556^{**}$); create additional income ($p = .487^{**}$); increase sale of handicrafts ($p = .406^{**}$); exchange culture ($p = .466^{**}$); improved personality ($p = .383^{**}$) and also it helps to preserve in easier way ($p = .431^{**}$) in a sustainable manner ($p = .431^{**}$). As well as they believe it is important to protect their heritage resources for future generation, they also understand that cultural tourism development can help to create jobs ($p = .408$) and their active participation can enhance the sustainability of heritage resources ($p = .346$). For an alpha level of .05 and .01 the correlation between awareness of community and perceived participation benefits was found to be significant.

Findings through Pearson Correlation identified that community awareness and perceived participation benefits are positively correlated with each other. Result also reveals that community of Lalbagh have good awareness about the importance of heritage preservation for the sake of cultural based tourism development, but their role is marginalized, it is due to lack of traditional knowledge of the community, absence of strong local authority, lack of strategic plan and heritage conservation policy. Participation and awareness are the main factors which can effect in the process of sustainable heritage management, without these factors cultural tourism development cannot be possible and without community participation heritage preservation can be unsustainable. In provision with the findings of the study, David & Wandersman (1990) states that awareness of community can act as a radical stimulus on local action such a community involvement by affecting the sensitivity of the environment, & social relations. Levi & Litwin (1986) also states that Community participation offers a sense of community to take obligation for oneself and others, and a willingness to share and interact.

CONCLUSION

The study has shown that local community of Lalbagh region have good awareness about the heritage management and but such awareness are not sufficient for active participation in sustainable cultural heritage tourism development. The success of community involvement in the conservation of heritage resources highly relies on the empowerment of decision making. But community of Lalbagh don't have any decision making power in the process of planning and tourism development, there are various factors that needs to be addressed to ensure the community to play their role in the decision making process, there should have opportunities to share the community's view point, enables to function the community. Moreover, the process of the community's participation should include numerous stages: informing, consulting, suggesting and decision making (Vukelić, 2009). But in regards to the role of Lalbagh community, seems nominal, they do not feel that they could be part of the process and influence too in the outcome, thus may not have any willpower to be involved in planning exercise, however, the effective community participation in any development process depends on the comprehensive legislation and more transparency in heritage conservation laws of the local governments. The study also reveals that there is a lack of sustainable heritage planning and management in Lalbagh region, thus there is an immediate need to make participatory framework in the process of cultural tourism development by implementing plan and policy and improving existing rules and regulations, in order to achieve sustainable heritage management. In order to

increase level of community participation in heritage management process some actions should take into consideration, suggestion & recommendation has been made to achieve sustainable development of cultural tourism in Lalbagh area, Murshidabad, West Bengal.

- There is a need to change the position of Government authority, local government should be more responsible, more active towards the preservation of heritage resources that will ensure to achieve sustainable cultural tourism. More inter collaboration needed among inter- stakeholders, that will help to build an institutional power for involving more host community in decision making too. [1]
- There is a need to involve more stakeholders i.e. tour operators, NGOs who will provide more specific recommendation to the community on how local community can involve in the heritage management process. Also need to develop proper regularity body and managing committee. [2]
- There is an extreme need to develop strong legislation on heritage conservation, so that local community can follow, that will help preservation process easier. [3]
- Apart from Government authority's financial support there is a supreme need to structure a managing committee who will be responsible to collect a token of donation for maintaining heritage resources from the local community that too should be given by local community spontaneously. [4]
- An integrated model can be developed with the collaboration with local authority, by creating motivation, empowerment, involvement among host community for sustainable use of heritage resources. [5]
- The research has shown that communities of Lalbagh region are aware about the importance of preservation of heritage resources, but they are not so active in this case. So there is a supreme need to organize capacity building programme, skill development programme, educational workshop, seminar on monthly basis, that too should be ensure by local regulatory body that from each family at least one member have to participate, so that they can feel personally that they are personally responsible for the conservation at a same time educate themselves and others too that how to use heritage building in a sustainable manner. [6]
- Extreme need of voluntarism, to arrange cleanliness campaign in their locality to reduce negative environment impacts of tourism that will ensure responsible travel to the tourist too. [7]
- Continuous survey should be conducted by local institution for a better communication between local governments, stakeholders and host communities, will outcome active participation. [8]
- More number of niche cultural tourism projects should be implement to increase attractiveness of the place and more long term strategies should be implement for the promotion of cultural tourism. [9]

Therefore, understanding the local community' state of mind and creating a stable relationship that will enable communities to involve in more active way in the conservation process. Conducting seminar, workshop, and community consultation are the good way of allowing local community to become more involved. [10]

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