

Chapter 10:

Opportunity of Heritage Walk as a Tourism Product in Jaipur

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According to UNESCO World Heritage sites, India comes under top 10 in terms of heritage sites. Forts like Kumbalgarh fort, Amber fort, Jaisalmer fort, Ranthambore fort, Gagron fort, Chittorgarh fort were declared as UNESCO world heritage sites. This chapter aimed to know the tendency of tourists toward heritage and cultural sites who visit Jaipur. In India Rajasthan (Jaipur) plays a vital role in terms of culture, heritage, arts, scenic view and so on. Heritage tourism boosts maximum revenue in Rajasthan compared to other forms of tourism. Heritage & culture tourism attracts tourists and generates revenue for the city and also generates local employment. Government of India also plays a vital role in protecting and maintaining these heritage & culture sites like forts, mahal, museum, lake, temples, galleries etc. for future age groups. Apart from this Rajasthan state comes under top 5 in India in terms of foreign tourists. If we talk about Jaipur city then Jaipur is a paradise and is the soul of Indian culture. Blending of old and present, serene welcoming and warm hospitality of Jaipur is the beating heart of Jaipur tourism. Heritage walk as a tourism product in Jaipur definitely has many scope for attracting tourists, generating revenue and uplifting local employment.

1 Introduction

Culture and heritage constitute vital resources for tourism development, and tourism in turn makes an important contribution to cultural development (Richards, 2014). Culture & heritage tourism focus on history, arts, lifestyle, heritage, traditions, events, festivals, music, dance, local products, monuments, famous people. There are many forms of tourism which boost tourism like adventure, medical, sports, religious, pilgrimage, dark, eco, wildlife, ethnic, responsible, accessible, space tourism and so on but in Rajasthan (culture & heritage tourism) boost the tourism and revenue very much and considered as boost tourism. (Sinha, & Varshney, 2017). In Cultural Heritage tourism tourists look for an authentic experience like history, traditions, arts, culture, music, dance, food and so on. Community who are living there has a story to tell about king and their kingdoms, and these stories and tales attract tourists to visit culture & heritage destinations (UNESCO, 2019).

Being an ancient civilization, almost all parts of the country has a rich cultural heritage in tangible and intangible form, which has become a tourist attraction as well. India is highly chosen by the foreign tourists (Bhatia & Malhotra, 2012). Jaipur has its exquisite past and rich culture which attracts thousands of inbound and outbound tourists every year to its rich culture & heritage destinations, Jaipur is famous for various famous attractions like forts, temples, monuments, lake, museum, hall, mahal, bazaar and so on.

2 Heritage Walk in Rajasthan

Rajasthan is one of the famous tourist destinations in the world in terms of forts, palace, mahal, desert, lake, temples, museum, culture, dance, music, food and so on. Behind each fort there is a story about its king and their kingdom. Forts like Kumbalgarh fort, Amber fort, Jaisalmer fort, Ranthambore fort, Gagron fort were declared as UNESCO WORLD HERITAGE SITES IN 2013. Rajasthan also attracts tourists



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from all over the world in consisting of its fair, festivals, handicraft item, stone and marbles articles (Sinha, & Varshney, 2017).

There are some heritage walks which are conducting in Rajasthan like:

- Ahar Museum, Udaipur
- The Heritage Walk, Jodhpur
- Jantar Mantar, Jaipur
- Karni Mata Temple, Bikaner
- Amber fort, Jaipur
- Jal Mahal, Jaipur
- Delwara Temple, Delwara
- The Heritage Walk, Nawalgarh
- Albert Hall Museum, Jaipur
- Chittor fort, Chittorgarh
- Jaswant Thada, Jodhpur
- Bhangarh fort, Alwar
- Patwon ki Haveli, Jaisalmer
- Abhaneri Step Well, Jaipur
- Junagarh Fort, Bikaner
- Neemrana Fort, Alwar
- Monsoon Palace, Udaipur
- Kumbhalgarh fort, Kumbhalgarh

3 Heritage Walk in Jaipur

Jaipur also known as the 'Pink City' is one of the most aesthetic and culture rich city in Rajasthan, founded by Maharaja Sawai Jai Singh II in 1727 and got its name from brave ruler. Jaipur is famous for forts, culture, hospitality, folk music, dance, museum, mahal. Instruments such as Jhalar, ektara, sarangi are famous in Jaipur used for traditional folk songs. There are some heritages walks which can be considered in Jaipur, which can become a tourism product.

The National Trust for Historic Preservation defines heritage tourism as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present." The Rajasthan state of India is having number of culture tourism destinations including famous pink city 'Jaipur' which enriched with its handicraft, fairs, folk dances, music forts, palaces, museums and people of different religions. It is an enthralling and memorable experience to one and all. India is also a tourist paradise and has all unique features of modernity and traditional hospitality. Due to rich cultural resources, Jaipur has registered phenomenal growth and projected as ultimate culture tourism spot (Singh, 2020).

4 Circuit of Jaipur Heritage Walk

4.1 Amber fort or Amer fort

This palace was residence of Rajput kings and their families Amer Fort is a UNESCO world heritage site as part of the group hill forts of Rajasthan (Pratap, 2013). Amer is a town with an area of 4 square kilometers located 11 kilometers from Jaipur, the capital of Rajasthan. The Amer town and Amer fort were originally built by Raja Man Singh and additions were late made by Sawai Jai Singh. It is located upper on hill. This is fascinating combination of Rajput and Mughal architecture. The stone used for construction of the fort was red sand stone and marble. Fort is laid out on four steps, each with a courtyard. It consists of the Diwan-e-Aam (Hall of Public Audience) the Diwan-e-Khas, (Hall of Private Audience), the Sheesh Mahal (mirror palace), or Jai Mandir, and the Sukh Niwas. On the entrance of the Amer fort/Palace there is an entrance gate name as a ganesha gate, where shila devi (goddesses of chaitanya cut) is situated. According to history Raja Man Singh build 12 rooms for his 12 queens. Raja Jai Singh had only one queen so he built up only one large room. Maota lake is main water source available on fort. Amer fort is the attractive tourist attraction for the tourist (Singla,2014).

4.2 Jal mahal

Jal mahal means the water palace. This lake is situated in centre of man sagar lake Jaipur. This palace is example of extraordinary engineering because it seems floating on water. This place represents the Rajput (Rajasthan) architecture style construction. It is five storied building in which four floors remains underwater when the lake is full and the top floor is exposed. It is made with red sand stone. This place was build originally in 1669 but it renovated by maharaja jai singh in 18th century. This Mahal was built as hunting lodge for the maharajas of Jaipur. This Mahal is a two-storeyed and squarely built building with arches, turzos, umbrellas and laddered genes, similar to medieval palaces. Jal mahal is now also developing as a bird practice. There are more than 1 lakh trees planted in the nursery where the tallest trees of Rajasthan are found. It is a complete treat for the tourist who loves the nature and historical places (Walled City 2020).

4.3 Nahargarh Fort

Nahargarh fort is built up by Maharaja Sawai Ram Singh in 1734. It is located on the Aravali range; it is situated on top on the mountains so we can easily see the entire spectacular view of jaipur city. The original name of this fort is Sudershangarh but later it known as Nahargarh. According to belief this fort gets its name from Nahar Singh bhomia whose spirit haunted the place and obstructed construction of the fort. Now days this place is prime tourist attraction of the Jaipur city and Rajasthan. Till 1994, jaipur state used to fire gunshot as a time signal for the Jaipur city people.

Recently in 2016 two more attractions were built in Nahargarh fort that are jaipur wax museum and Sheesh Mahal (palace of mirror), the wax museum features over 35 wax statues of famous personalities including cricket, politics, bollywood and so on.

4.4 Hawa Mahal

Hawa mahal is most beautiful and fascinating tourist attraction in Jaipur. This monument was built by Maharaja Sawai Pratap Singh in 1799. It is a five floor storied building which exterior looks like a honeycomb because of its 953 windows or Jharokas which was inspired by lattic art. The design of hawa mahal wad done by Ustad lal Chand. This jharokas are specially made for the royal ladies for see the outside views without being seen. The famous side of the Hawa mahal is actually the back side of the Mahal. The entire monument was built by using red and pink sandstone. It is a fusion of Hindu and Islamic architecture. The 953 windows are also helps to pass the cool air in mahal which helps to control the cool temperature

in every single room. The Hawa mahal is 50 feet in height (15m). Each five floor of mahal has temple inside it. First floor consists Sharad Mandir, second floor consists Ratan mandir, and vichitra mandir, prakash mandir, hawa mandir consist on top three floors. This place is every tourist first choice for visit in Jaipur (Chandel& Sharma, 2020).

4.5 Jaigarh fort

Jaigarh fort is also known as victory fort. Jaigarh fort is situated on the Aravali range. Maharaja jai singh(II) build this fort in 1726 to protect the Amer Fort and its palace. This fort gets his name by maharaja jai Singh as a Jai-garh fort. This fort is located above Amber fort. It is situated on top of fort; we can easily get scenic view of Aaravali range. The fort is 10 km (6.2 mi) away from Jaipur city. The Jaivana cannon is the world's largest cannon on wheels is also kept here from historical days. Jaigarh fort is architecturally similar to the Amer fort. The fort is built up with red sandstone and spread up to 3 km in lenth with 1 km width in range. The fort has well tended garden armory and museum. This fort is designed by architect vidyadhar. The Jaigarh fort was built to secure Jaipur city and amber fort from rivals.

4.6 City palace Jaipur

City palace Jaipur was built up by maharaja Sawai Jai Singh (II) in 1727 to 1729 because Maharaja Sawai Man Singh shifted his capital from Amer to Jaipur (Vibhuti & Sachdev, 2008). Now days this is house of Maharaja Man Singh. Palace is consisting of Chandra Mahal, Mubarak Mahal, Shri Govind Dev Temple, Diwan-i-aam, Diwan-i-khas, Bhaggi khana, Maharani Palace and the City Palace Museum. Architect of the city palace is Vidyadar bhattacahry & Sir Samuel Swinton Jacob. This palace is combination of mughal and rajput architectures styles. The city palace has three gates namely Tripolia gate, Udai pol, Virendra pol. It is one of the most attractive tourist places in old part of the Jaipur city.

4.7 Rambagh palace Jaipur

Rambagh palace is also known as the jewel of Jaipur. The Ram bagh palace was built on 1835 for saffron bardon, queen favourite maid, it was later refurbished in guesthouse and hunting lodge. The mansion was named Rmbagh Palace after Prince Sawai Man Singh (II). In 1925 Rambagh Palace jaipur became permanent residence of the Maharaja of princely state. This palace is spread around 47 acres of land. This palace is decorated with its amazing interior which has rich texture and hand carved marbles lattice work, and courtyards are elaborated Mughal gardens. The Rambagh palace is made with sandstone and marble. Rambagh palace has been home of several royalties. After independence, Maharaja Sawai Man Singh convert this palace into governor's house and in 1957 they converted it into luxury hotel and after some time they handover management to Taj group of hotels, you can easily saw peacocks in garden. No wonder now it is among one of the luxurious and expensive hotel in the world.

4.8 Govind Dev ji temple

Lord Govind ji temple is the temple of lord Krishna, it is located in city palace complex jaipur. The idol of Govind Ji was originally kept in the temple of Vrindavan in Uttar Pradesh and was later brought to Jaipur by Raja Sawai Jai Singh, a staunch devotee of Lord Krishna. The place of the temple allowed Maharaja to see direct view from his Chandra Mahal. The temple is surrounded with very beautiful gardens. Gokul ashtmi is the most celebrated festival in Jaipur.

4.9 Chandpole (Moon gate)

Chandpole is the market place of Jaipur city. Chandpole is the best example of Rajput architecture and it represents the culture of Rajasthan. Chandpole bazar is situated at centre of Jaipur old and walled city, It

provides guest one of the most wide variety of items like Marble sculpture, Wood and stone sculptures wall hangings, Jewellery box, furniture and so on. Chandpole is one of the oldest markets of Jaipur dating back over three centuries. So market has traditional touch. Shopping is among the top things to do in Jaipur.

4.10 Moti Dungri Ganesh Mandir

Lord Ganesh holds special place in every devotee all over the world. Moti dungri temple is among the most famous temple of Jaipur. According to story this temple built by king of Mewar and was completed in year 1761. This temple premises is very large its covers span of 2 km and temple has three domes. This temple is made up with marble and temple is curved in stone. There are two ledges on both side of the entrance to the temple for the devotees to sit after they have offered prayers at the temple. Right adjacent there are three other temples and devotees also visit there as well when they visit Ganesh Mandir, adjacent temples are Birla temple, Hanuman and Goddess Durga temple and God Shiva temple. Most Hindu devotees and tourist love to visit these temples.

4.11 Albert hall museum

The Albert hall was built as concert hall in 1876. The museum gets its name from Victoria and Albert museum of London, because of its same architecture. Initially this building was used as a town hall in 1880. But later they started to use it as museum for industrial arts, later it became famous for the handcrafts and art work with masterpieces. However building was under construction up to 1887. This museum is famous for its architecture. The corridors and museum hold numerous mural painting, Persian paintings and other masterpieces. There are 16 galleries inside museum they are Metal art, Arms and armor, Pottery, sculptures, Miniature paintings, Clay work, Marble art, International art, Ivory, Jewelry, Wood work and furniture, Coins, Musical instruments, Garments, Carpet and so on.

4.12 Jantar Mantar

Jantar mantar is an observatory comprising of 19 instruments to measure the position and distance of celestial bodies. These 19 instruments are structured carved out of stone, they are Vrihant smarat Yantra, Laghu smarat Yantra, Ram Yantra, Jaya Prakash Yantra, Chakra Yantra, Digamsa, Nadivalya, and Karnti Vritya. Jantar mantar is oldest Atronomical observatory featuring the world's largest sundial, located in jaipur it helps to calculate the local time UNESCO declared it as World heritage site, Jantar mantar attracts tourists, historians, astronomers, architects, mathematicians, and geographers. This monument was completed in 1734. Maharaja Sawai jai singh (second) was interested in astronomy. In Sanskrit Jantar means Yantra or in English it's means machine and Mantar means to calculate. In 1948 it was declared as national monument and it was restored in 2006. This monument is spread over about 18,700 sq meter Jantar Mantar features the world's largest stone sundial. It is an ideal place for the educational students, Scientist, Astrologers and tourist from all over the world.

5 Conclusion

Heritage walks in Rajasthan especially Jaipur attracts many tourists from all over the world who loves to visit forts, lakes, Mahal, Museum, Arts, Galleries, Temples and so on, Jaipur is a blend of many attractions like culture, heritage which every tourists wants to see. Heritage walk in Jaipur can generate employments activity, revenue; raise the economy of the city and keeps rich history of Jaipur alive for future age groups.

6 Declarations

6.1 Competing Interests

No potential conflict of interest was reported by the authors.

6.2 Publisher's Note

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