

Archaeological Tourism and Heritage Management: A Case Study of Taxila Valley

Owais Khan / Shakirullah

Abstract

Taxila valley is among the six World Heritage Sites of Pakistan. The present research was conducted at the Taxila World Heritage Site and observations were made to query about the current situation and related problems. The results of the research are taken as the base for the development of effective management policies and strategies for the conservation and protection of the heritage of Taxila valley. With a growing emphasis on tourism and development in Taxila, it is important for local people to understand the value of heritage of the area, and to contribute in its preservation. However, the management of heritage tourism of Taxila Valley lacks standard professional skills. The study highlights issues about Archaeological tourism & heritage management and provides guidelines for the best management of heritage tourism to minimize the threats to the valley, because of tourist influx.

Key Words: Khyber Pakhtunkhwa, Pakistan, Taxila valley, World Heritage, Archaeological Tourism

1. Introduction

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism includes the travelling of people to places that are outside their environment, not more than a year. According to WTO (World Tourism Organization), tourism is the growing industry of the world and it is an important factor in determining the country's economy. In Pakistan domestic and foreign tourism is comparatively at a small scale.

Tourism can be very helpful for the economic development of many countries as it is a growing industry with different opportunities for an economy like employment and business opportunities. It does not only

supports uplifting the economy of a country but also helps in promoting the culture, which makes the residents of the area feel proud in owning their norms, traditions and also protect, preserve the practices and traditions of a culture. Tourism also acts as a connection among different cultures and transfer ideas, ethics, and creativity from one culture to another. On the other hand, if tourism is not planned or managed wisely it can be harmful to both culture and environment (Smith, 2004: 33-35).

The local governments of developing countries usually pay attention to the sites and their maintenance for the development of tourism; they encourage investments for improving sites. Their main objective is to strengthen the economy rather to pay attention to the measures required for the prevention of environmental and cultural damage by tourism. It is the job of concerned authorities i.e. managers of heritage sites, members of the development department, and officials of local governments to work united to form effective policies that can minimize the harm to environment and culture by tourism.

Taxila is the most significant Buddhist locales in Pakistan lodging around 50 Archeological stays from the second century BC to sixth century AD. Taxila was found in 1911 - 1922 by Sir Joh Marshal who has been viewed as the pioneer of numerous other Archeological destinations including the Indus Civilization's Moen Jo Daro and Harrappa. Taxila is arranged 40 Kilometers from Islamabad and Rawalpindi. As one drives to Peshawar on amazing Trunk roads soon after Margala go there is an indication of Taxila Remains on the right. The Archeological destinations of Taxila incorporate structures and Buddhist stupas from fifth century to sixth century AD. The principle vestiges of Taxila are isolated into three significant urban communities, each having a place with a particular timeframe. The most established of these is the Hathial territory, which yielded surface shards like shined red products (or 'lathery red products') recouped from beginning stages at Charsadda, and may date between the sixth century BC and the late second thousand years BC. Bhir Mound dates from the sixth century BC. The second city of Taxila is situated at Sirkap and was worked by Greco-Bactrian lords in the second century BC. The third and last city of Taxila is at Sirsukh and identifies with the Kushan rulers.

Heritage or cultural tourism is an ambiguous term, according to some of the researchers; it is heritage tourism while others call it cultural and heritage tourism (Cultural & Heritage Tourism Alliance, 2002) CTHA. Culture consists of various aspects of society including material and emotional too whereas, the art, ways of living, literature, and traditions are its main components (UNESCO, 2001). The definition of cultural heritage presented by Nation trust is “traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural, and natural resources” (Cultural Heritage Tourism, 2005).



Fig. 1 - 1979 Map of Taxila Valley (Courtesy of UNESCO).

2. Heritage Management in Pakistan

Management of heritage includes the managing of an area's cultural, natural, and artificial surroundings. As far as the policy for this is concerned, this concept or idea is being approved by several tourism departments globally. The focus is on the development of sites in a way that they seem appealing destinations to tourists. Keeping in view the competitive tourism market; like every other industry, the customer is the boss in tourism too, so the interests of visitors can't be denied. Cultural tourism is tourism with purpose; this purpose is exploring places through the activities and traditions of the past and by studying the art and culture of ancient times. Heritage tourism increases the money generated in the country which can be used as an investment on the same sites as well as for other projects like the betterment of living standards of the host society.

3. Archaeological Tourism and its Importance

Archaeological tourism can also be considered as the form of cultural tourism, which targets the promotion of the public's interest in Archaeological sites and their conservation. Archaeological tourism is a broad term that includes a variety of products that are associated with the promotion of public Archaeology knowledge, like visits to museums, Archaeological sites, interpretation centers, re-establishment of historical occurrences, and the indigenous products rediscovery, theatres or festivals etc.

The Archaeological tourism treads amidst a narrow line between the cultural heritage area and Archaeological sites promotion producing more damage to them, thus flattering invasive tourism. The Archaeologists are concerned that tourism inspires the community and people in certain ways of observing and articulating the past. It has been observed that tourist board, souvenir revenues as well as ticket fees make the Archaeological site a priority, still, the unanswered question is whether the historical site should be kept opened to the public or closed as protective measure? "The poorly planned indirect development result of tourism amenities, like shops, roads restaurants, and hotels can change the environment extremely in means that are capable of causing landslides, flooding, or undermining the ancient

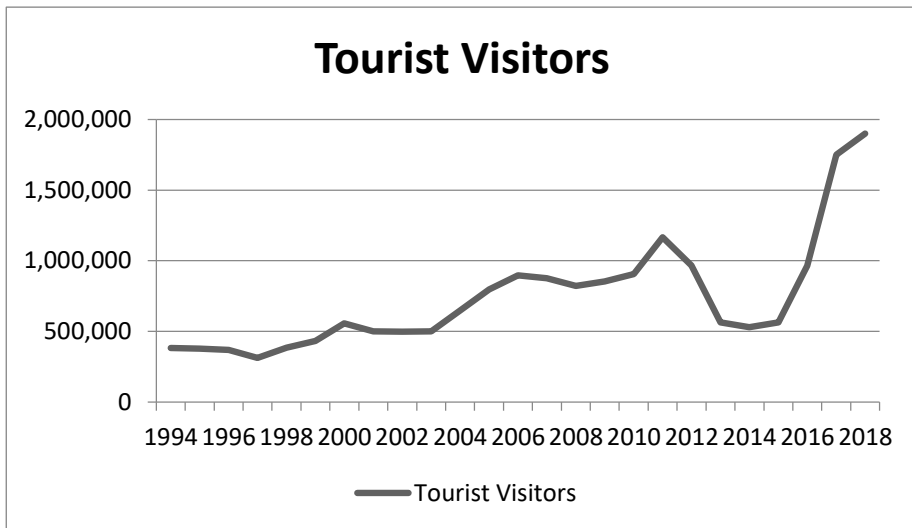
structures” (Isherwood, 2014: 89).

In 2018, the British Backpacker Society has classified Pakistan as the adventure, the world's top destination for traveling, defining Pakistan as "the number one country has incredible mountain sceneries and it is beyond travelers' expectations" (Grappi&Montanari, 2011: 1128–1140).

As per the 2017 Travel and Tourism Competitiveness Report discharged by the World Economic Forum, the unswerving commitment of movement and the travel industry to Pakistan's GDP in 2015 was US\$328.3 million, comprising 2.8% of the all-out GDP (UNESCO, 2017: 14).

4. Tourism Industry of Pakistan

According to the current statistical information, about 80 million people in Pakistan visit to the local tourists' spots as domestic tourists. This high ratio of domestic tourists is due to easy accessibility of the tourist spots/comfort zones and reasonable expenses. However, tourists, other than those of domestic face various problems because of the inefficient management of PTDC.



Graph showing Tourists during 1994-2018

With its rich cultural and natural resources, Pakistan has the potential to attract tourists, especially foreign tourists. But due to the instability of peace in the country, people are not able to explore Pakistan. The negative image of the country promoted by international media also causes low number of tourist's in-country (Khan, 2016: 111-112). Due to the risk of political violence, foreign visitors are required to travel with armed escorts. To cope with such a scenario, both public and the government must work together to portray the soft image of the country to attract international tourists. Media can also play a vital role in this regard (Khan, 2016: 22-23).

The current Government has focused on the improvement of tourist facilities in the country. It has started constructing roads and air networks according to the requirements of international standards; this can be a new marketing technique to enhance tourism. Human resources of the country can also play an important role in developing the tourism industry. Ministry of Tourism was established in September 2004, it was formed to develop policies for tourism, recreation activities, sports, and promotion of tourism. The promotion of tourism included attracting tourists, providing facilities to them, it is important to note that the focus was given on attracting both international and domestic tourists. The Ministry failed to achieve its major goals and was therefore abolished in 2011, as per requirements of the constitution of the country; provinces were given the responsibility to promote tourism and recreational activities in their respective provinces. Until now provinces of Pakistan are independent in promoting potential sites for tourism. Taxila, one of the richest regions in terms of Archaeological heritage sites has the potential to attract tourists at local, national, and international levels. The region is partially administered by the Punjab and Khyber Pakhtunkhwa provinces. The present research focuses on the Archaeological sites in Taxila shows that many of the potential sites are constantly losing their authenticity due to lack of awareness, mismanagement, and under financing.

5. Research Methodology

The following methods were adopted:

Sampling Method: it consists of data, sample population, and sample size to analyze the relationship between Archeological tourism and heritage management concerning tourist patterns. It was conducted in the Punjab region and a simple random sampling technique was used to analyze the data.

Population: The population of the study is tourists paying visits to the heritage culture of Taxila. It includes Taxila's museums and their heritage sites. The study of the population is Khyber-Pakhtunkhwa.

Sample Size: in this study 120 questionnaires were distributed among different tourists and 100 respondents have fairly contributed towards study.

Data Collection Techniques: The study has focused on primary data to collect relevant information from its respondents and primary data has focused on observations and questionnaire methods to analyze the study. Secondary data is used for this study which comprises journals, articles, and literature. The primary data in this research study is questionnaire method; it is analyzed through questionnaire analysis on Likert scale. The questionnaire consists of items in the variables, as tourist pattern is measured by (Alexandrov&Babakus, 2013: 531–546) and it has 7 items, tourist satisfaction has 14 items and it is measured by(Angelis, Bonezzi, Peluso, Rucker, Costabile, 2012: 551–563), Reason for visiting sites is measured by (Eid, 2015: 249–260)and it has 6 items in the study, management of sites measured by (Ballantyne, Packera, and Axelsena, 2009: 149-152) has 12 items in the study and impact of locals from tourist view has 3 items in this research and measured by(Brida, Disegna, &Osti, 2013: 266–285). The last variable marketing segment is measured by (Gegory, 2009: 79-83) and it has 12 items.

Research Tool: the researchers have used the adopted tool, questionnaire method to analyze the data and it measures the

relationship between Archeological tourism and heritage management of Taxila. Likert scale 5 is used to take respondents' views. It is one side is focusing on strongly disagree and the other side strongly agrees.

Reliability analysis: It measures the internal consistency of items that are used in the study. It gives information about every single item in the study. It generates the accuracy of the data and tells about the validity of the data. It shows Cronbach's alpha values with test the reliability and internal consistency of the data. Its value should be greater than 0.6 and 0.7 tells about the accuracy and consistency of the data.

Table 1

Variables	Items	Cronbach's Alpha
Tourist Pattern	7	0.823
Satisfaction	14	0.813
Reasons for Visiting Site	6	0.838
Management of Sites	12	0.826
Impact on locals from Tourist View	3	0.759
Marketing Segment	12	0.820

6. Analysis

Descriptive Statistics: It shows mean, the standard deviation of the variables, basic descriptive statistics shows the central tendency of the data and it calculates averages of the data.

Table 2

	Variables	N	Mean	Std. Deviation
Tourists Questionnaire	Tourist Pattern	100	2.3886	0.53494
	Satisfaction	100	2.4057	0.44484
	Reasons for Visiting Site	100	2.3700	0.61800
	Management	100	2.4125	0.59320
	Impact on locals from Tourist View	100	2.440	1.02809
	Marketing Segment	100	2.4100	0.51180
	Valid N (list wise)		100	

The above table shows that the mean and standard deviation of Variables which shows central tendency of the data and mean deviation. Average mean of Tourist Pattern is 2.3886 and standard deviation is S.d = 0.53494), Mean and standard deviation of Satisfaction is 2.4057 (S.d = 0.61800), Mean and Standard deviation of Reasons for Visiting Site is 2.3700 (S.d = 0.61800) and Mean and Standard deviation of Management is 2.4125 (S.d = 0.53920). Mean and Standard deviation of Impact on local people from Tourist View is 2.440 (S.d = 1.02809) and Mean and Standard deviation of Management Segment is 2.4100 (S.d = 0.51180). In the above-mentioned table, all the values are measured on a Likert scale. All the values of the above-mentioned study variables are closer to each other. As all values show average means which tells about their variation and tendency of the data in research study. These results are consistent with previous studies.

Correlation Analysis: Correlation analysis enables us to know about the relationship as well as the level of relationship between variables.

Table 3

Variables	Tourist Pattern	Satisfaction	Reasons for Visiting	Management	Impact on locals	Marketing Segment
Tourist Pattern	1					
Satisfaction	.786**	1				
Reasons for Visiting Site	.499**	.695**	1			
Management	.635**	.853**	.516**	1		
Impact on locals from Tourist View	.137**	.698**	.736**	.687**	1	
Marketing Segment	.709**	.792**	.713**	.694**	.739**	1

Correlation value between Tourist Pattern and the Marketing segment is found (0.709, $p < 0.01$). It shows a strong relationship between them and which shows significant positive relationship between them. The

correlation value between the Satisfaction and Marketing segment is found (0.792, $p < 0.01$). It shows a strong positive and significant relationship between them. Correlation value between Reasons for Visiting and Marketing segment is found (0.713, $p < 0.01$) and shows a positive and significant relationship between them. Correlation value between Management and Marketing segment is found (0.694, $p < 0.01$) has shown strong positive and significant relationship between them. The value between Impact on locals and Marketing segment is found (0.739, $p < 0.01$). It shows positive and significant relationship between them.

Regression Analysis: Regression Analysis is utilized to evaluate the causal relationship between autonomous factors and ward variable. Along these lines, we can see to what degree subordinate variable is needy upon autonomous factors, and how much significant they are.

Table 4

	B	T	Sig.
Tourist Pattern	.355	0.350	.000
Satisfaction	.575	0.100	.000
Reasons for Visiting Site	.317	0.350	.000
Management	.178	0.620	.000
Impact on locals from Tourist View	.530	0.280	.000

Dependent Variable: Marketing Segment

N=400, $R^2=.618$, F=69.108

In table No 4, with the assistance of regression investigation, the relation between Tourist Pattern with Marketing Segment has been analyzed. Strong and positive relationship exist between Tourist Pattern with Marketing Segment ($\beta = 0.355$, $t = 0.355$, $p = .000$). In table No: 4.3, with the assistance of regression analysis, the relation between Satisfactions with Marketing Segment has been analyzed. Strong and positive relationship exist between Satisfaction with Marketing

Segment ($\beta = 0.575$, $t = 0.100$, $p = .000$). With the assistance of regression analysis, the relation between Reasons for visiting destinations with Marketing Segment has been analyzed. Strong and positive relationship exist between Reasons for visiting destinations with Marketing Segment ($\beta = 0.317$, $t = 0.350$, $p = .000$). The relation between Management with Marketing Segment has been inspected. Strong and positive relationship exist between Management with Marketing Segment ($\beta = 0.178$, $t = 0.620$, $p = .000$). The relation between Impacts on local people from tourist view with marketing segment has been analyzed. Strong and positive relationship exist between Impacts on local people from Tourist with Marketing Segment ($\beta = .530$, $t = 0.280$, $p = .000$). The regression results are consistent with previous study which shows positive and significant relationship between them.

Here, the .618 is the R square. This shows 38.2% of the fluctuation in the subordinate variable has been significantly clarified by the autonomous factors and the rest of the variety is because of different elements not considered in this examination. The F-measurement is utilized to test the significance of the regression model overall and if the estimation of F is most extreme and it reflects the significance of the factors model of the examination. The estimation of F measurement in this model is 69.108, which is significant.

7. Discussion

Taxila is one of the most seasoned living urban areas in the sub-landmass. Taxila was recorded on the World Heritage List in 1980 under social criteria (UNESCO World Heritage Center 2017: 65-66). Its history goes back to the Neolithic time frame (mid-fourth thousand years BC). The Taxila Valley came into the center when proof of its Harappan stage (BC 3100-2500) was found at Sari Kala and afterward Jhang, PindNauseri, Khada, and Hathial. These revelations built up that the Taxila Valley has a great contribution in the formation of Harappan civilization.

Division of Archaeology and Museums, Ministry of Culture, Government of Pakistan is answerable for the executives of the site. A management plan can be characterized as a composed, flowed and endorsed a report which depicts the site or zone and the issues and open

doors for the executives of its temperament protection, land structure or scene highlights, empowering targets dependent on this data to be met through important work over an expressed timeframe (Eurosite, 1999: 45).

The Department of Archaeology and Museums gather assets through various means, for example, the Gate Money/Tickets and different assets as national spending which are used for insurance of the property. There are two kinds of Budget under which the protection of destinations and landmarks is done by the Department of Archaeology and Museums Government of Pakistan which is the Normal Budget and Annual Development Program. The primary wellspring of assets for the Department of Archaeology and Museums for the preservation and assurance of Cultural Heritage is a distribution from the National Budget. A typical spending plan is given yearly which is utilized to the preservation, the executives, and the fix of the locales.

Pakistan is in desperate need of approaches that are successful enough to be pursued for the executives of locales profitably. Approaches are required for both unearthed and unexplored locales of the nation. The issues of Archaeological destinations are diverse in contrast with the issues of landmarks that are standing tall. Instances of Mohnejo Daro and Taxila can be taken for this reason; these destinations can be contemplated as a contextual investigation of the executive's approaches in principle, in functional and just as in rehearsing old techniques.

The impediment of the Antiquities Act of 1975 is that it does not clarify rules for the preservation of site in the nation because of which the limits of doing unearthing are not clear. The demonstration likewise does not announce authority forces to manage individuals who cause mischief to social properties or legacy destinations.

8. Conclusions

It is accepted, the Archaeological and legacy hands-on work that has been done in Punjab as a component of the present undertaking so far has been truly important and enabled us to start to address the principle venture points and destinations. We trust that our legacy study and its fundamental outcomes will nourish thought for those engaged with

basic leadership concerning Punjab, and the individuals who are doing scholarly investigations inside Khyber Pakhtunkhwa.

Through our Archaeological hands-on work, we are accomplishing our point of giving additional data about Khyber Pakhtunkhwa and is in the past to Khyber Pakhtunkhwa is in the present, and they would then be able to pick what they do with this data, on the off chance that anything. We know this is principally a scholastic task with expected scholarly results and are quick to accomplish these results for an assortment of reasons (government college rankings; fulfilling award suppliers; scholarly notoriety, etc.).

A basic explanation of the issues identified with World Heritage Sites is the absence of legitimate execution of the board plan. The successful requirement of the executive's plan is fundamental for the administration of the region as indicated by global principles. Also, a participatory and all-encompassing way to deal with get ready Management plans for World Heritage Site is important to bargain the related issues even more proficiently.

It is important to create and actualize a productive visitor management plan for the valley. With a legitimate guest, the board plan guests are compelled to go in a limited way by improving their insight, mentalities, and social variety towards the ensured status of the territory. In this manner, numerous chronicled remains and characteristic qualities can be shielded from destructive impacts because of the expanded number of guests. Strong endeavors ought to be made to build the attention to the neighborhood populace living in the region of World Heritage Site about the hugeness of the site. For this reason, data in regard to esteems and advantages of the locales must be promoted in compelling mode.

Support of applicable foundations, offices, and associations to organize open preparing programs on preservation exercises can contribute a great deal in this worry. The accompanying explicit activities to adjust to environmental change may be fundamental at a local or neighborhood level to guarantee a nonstop redefinition of adjustment procedures as atmosphere projections are refined: Enhancement of fitting instruction and customary aptitudes; thorough continuous observing and upkeep; research to help national/provincial basic leadership; getting ready for crisis readiness; re-assessment of the board needs in light of atmospheric change; preparing on the different

issues and potential reactions to environmental change in all parts of preservation movement specifically, improvement of conventional abilities, checking, the executives and crisis readiness (Collete, 2007: 65).

References

Alexandrov, A., B. Lilly, E. Babakus (2013) The effects of social-and self-motives on the intentions to share positive and negative word of mouth. *J. Acad. Mark. Sci.*, 41, 531–546.

Angelis, M.D., A. Bonezzi, A.M. Peluso, D.D. Rucker, M. Costabile (2012) On braggarts and gossips: A self-enhancement account of word-of-mouth generation and transmission. *J. Mark. Res.*, 49, 551–563.

Ballantyne, R., J. Packera, M. Axelsena (2009) Trends in Tourism Research. *Annals of Tourism Research*, 36(1), 149-152.

Brida, J.G., M. Disegna, L. Osti (2013) The effect of authenticity on visitors' expenditure at cultural events. *Curr. Issues Tour.* 16, 266–285.

Collete, D. and A. Fleischer (2007) Local festivals and tourism promotion: The role of public assistance and visitor expenditure. *Journal of Travel Research*: 41, 65.

Cultural and Heritage Tourism Alliance (2002) CTHA: About the CTHA, <http://chtalliance.com/about.html>, (Accessed October 20, 2016)

Cultural Heritage Tourism (2005) *Getting Started: How to Succeed in Cultural Heritage*.

Eid, R. (2015) Integrating Muslim customer perceived value, satisfaction, loyalty and retention in the tourism industry: An empirical study. *Int. J. Tour. Res.* 17, 249–260.

Eurosite (1999) *Toolkit: Management Planning*, Euro site, Lille, France. Retrieved from www.eurosite.org

Gegory A. (2009) Do tourists destroy the heritage they have come to experience? *Tourism Recreation Research*, 34(1) 79-83.

Grappi, S.F. Montanari (2011) The role of social identification and hedonism in affecting tourist re-patronizing behaviours. The case of an Italian festival. *Journal of Hospitality and Tourism Management*.32: 1128–1140.<https://www.americansforthearts.org>

Isherwood, R. (2014) Rediscovering, Preserving and Making Memories at Community Archaeology Projects. *Archaeology, the Public and the Recent Past*. California: 89.

Khan, A.W. (2016, December 27) Tourism in Pakistan. Accessed on 9th April 2019: 111-112 .

Khan, A.S. Lee, L. Tang, L. Chiang (2016) The experience economy approach to festival marketing: Vivid memory and attendee loyalty, 28: 22–23.

Smith, S. (2004) The Measurement of global tourism: old debates, new consensus, and continuing challenges. In A. Lew, C. Hall, and A. Williams, eds. *A companion to tourism*; 33-35. Blackwell Publishing, USA.

UNESCO (2001) The Effects of Tourism on Culture and the Environment in Asia and the Pacific: *Tourism and Heritage Site Management*, Luang Prabang; 40-44.

UNESCO (2017) *Taxila*. Accessed on 28th April from <http://whc.unesco.org>.