

The Interlinkage of Infrastructure, Authenticity, and Community: Unpacking the Challenges and Opportunities of Heritage Tourism in Punjab

Dr. Sunil Kumar¹, Mr. Akha Kaihrii Mao², Mr. Akash Negi³

¹Assistant Professor, Kanya Maha Vidyalaya, Jalandhar, Punjab, India

²Associate Professor, School of Vocational Studies, Dr. B. R. Ambedkar University, Delhi, India.

³Research Scholar, Maharaja Agrasen University, Baddi, Himachal Pradesh, India.

Abstract

Purpose: Heritage tourism serves as a vital catalyst for cultural preservation, peacebuilding, and sustainable socio-economic development. Despite Punjab's rich historical legacy, empirical research addressing the efficacy of its heritage tourism infrastructure remains limited. This study aims to evaluate the perceptions of domestic tourists regarding tourism infrastructure, promotional strategies, and community participation in the heritage cities of Punjab, India.

Methodology: An exploratory cross-sectional research design was employed. Primary data was collected through a structured questionnaire administered to 150 domestic tourists visiting major heritage sites in Amritsar, Kapurthala, and Patiala. The study utilized descriptive statistics to analyze demographic profiles, tourist behavior, and perceptions of destination infrastructure, authenticity, and preservation efforts.

Findings: The findings reveal that Punjab's heritage tourism market is predominantly driven by young (25–34 years) and educated (graduate-level) travelers. While tourists favorably rated core infrastructure elements—such as accommodation, local cuisine, banking, and transportation—there is a distinct reliance on commercial hotels over culturally immersive homestays. Additionally, while the internet emerged as the primary source of information, overall awareness of official government tourism advertisements remained low. Tourists also expressed strong support for community participation in heritage conservation and reported high perceived authenticity of the local culture.

Practical Implications: The study highlights a critical need for policymakers and tourism boards to pivot toward targeted digital marketing campaigns aimed at younger demographics. Furthermore, incentivizing homestay-based accommodations can enhance cultural authenticity for visitors while directly stimulating the local economy and empowering host communities.

Keywords: Heritage tourism, tourism infrastructure, sustainable development, homestay, community participation, Punjab.

1. Introduction

After years of sustained and consistent growth, tourism has become one of the fastest growing economic sectors in the world. At the same time, tourism has become one of the major players in international commerce and represents one of the main income sources for many developing countries, with resulting

socio-economic benefits for the local people. Modern day tourism is characterized by inclusive and sustainable economic growth; social inclusion; employment generation and poverty alleviation; resource efficiency; environmental preservation and climate change; cultural values, diversity, and heritage; and mutual understanding, peace, and security, UNWTO (2013). In addition, Swiss Professor Hunziker and Krapf (1941) asserts tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents, so far as they do not lead to permanent residence and are not connected with any earning activity. Tourism scholars also added, tourism's conception as a new human activity with multiple consequences grew gradually, with the first attempts to define it occurring during the nineteenth and twentieth centuries. According to WTTC Annual Reports, In the year 2019, the tourism sector supported 334 million jobs (10.6% of all jobs) and was responsible for creating 1 in 4 of all net new jobs across the world between 2014-2019. The diverse temples, palaces, monuments, and forts that can be found all around India illustrate the country's rich heritage. This has resulted in a rise in heritage tourism in India. Heritage tourism, on the other hand, has been a common practice in the northern Indian subcontinent since the beginning of the Vedic period (Bronze age - Iron age). People used to travel to various religious sites for Tirth Yatra, Padyatra, holy temples, holy processions, holy deities, holy mountains and holy rivers to celebrate festivals. According to MacLean (2003), the ancient Magha Mela was rebranded and remobilized as the contemporary era Kumbh Mela as a result of socio-political developments during the colonial era and a reaction to Orientalism, particularly after the Indian Rebellion of 1857.

1.1. Heritage and Tourism in Punjab

The National Trust for Historic Preservation in the United States defines heritage tourism as, “*travelling to experience the places, artifacts and activities that authentically represent the stories and people of the past*” and “*heritage tourism can include cultural, historical and natural resources.*”. Scholars also asserted that Heritage tourism is the relationship between UNESCO World Heritage Sites and tourism has been described as a two-edged sword, with tourism's benefits outweighed by its negative consequences. The loss of World Heritage status, to the degree that tourism-related livelihoods are reliant on it, might have serious consequences, especially for the poor (Srijuntrapun et al. 2018). In addition, Heritage tourism is a broad field of specialty travel, based on nostalgia for the past and the desire to experience diverse cultural landscapes and forms. It includes travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art of pilgrimages (Hall, 1992). Heritage tourism typically relies on living and built elements of culture and refers to the use of the tangible and intangible past as a tourism resource. It encompasses existing cultures and traditions of today, for they too are inheritances from the past; other immaterial heritage elements, such as music, dance, language, religion, foodways and cuisine, artistic traditions, and festivals; and material vestiges of the built cultural environment, including monuments, historic public buildings and homes, farms, castles and cathedrals, museums, and archeological ruins and relics. According to UNESCO (2020) there are 38 World Heritage Sites in India. According to Archaeological Survey of India (ASI) there are 61 state protected heritage sites and 33 Monuments of National Importance in Punjab (ASI, 2020). The Indian State of Punjab was created in 1947, when the partition of India split the former Raj province of Punjab between India and Pakistan. The first mention of the Sanskrit equivalent of 'Punjab' occurs in the great epic, the Mahabharata, where it is described as pancha-nada, which means 'country of five rivers'. The term "Punjab" first appeared in the works of Ibn Batuta, a fourteenth-century traveler who visited the region. In the second part of the sixteenth century, the word was popularized by the book Tarikh-e-Sher Shah Suri, which narrates the construction of a fort by 'Sher Khan of Punjab.' 'Punjab' is also mentioned in volume one of Abul Fazal's

‘Ain-e-Akbari’, where it depicts the land that can be divided into the provinces of Lahore and Multan. In 2017 Travel & Tourism directly supported 26,148,000 jobs (5.0% of total employment) and indirectly supported 41,622,500 jobs. With profits of \$29.962 billion from January to December 2019, the tourism business in India has become one of the country's major foreign exchange earners, representing a 4.8 percent increase over the previous year. On November 27, 2014, the Indian government introduced the e-Visa program which has been expanded to include 166 countries and territories. In Punjab tourism is mainly of religious type and major tourist destinations are having good flow of pilgrims and spiritual tourists, as Amritsar is visited by every Sikh for Golden Temple which is the holiest place for Sikhs and Anandpur sahib for famous takht sri kesgarh sahib gurdwara so is the case with other major cities having tourist flow. Apart from pilgrims, the following are the major tourism resources of Punjab: Forts, Archaeological Sites, Palaces, Wetlands, Cultural Resources and many others.

1.2. Heritage Tourism Promotion in Punjab

With the inception of Punjab Tourism Development Corporation (PTDC) in the year 1979, the department came in separate existence with a view to assist the tourism structure in the State, to coordinate and control, and to introduce special measures to ensure the safety and security of the tourists and provide services and facilities for tourism, to expedite clearance of sanction of various approvals under different rules and regulations. Providing a single-window concept through the Industries Department. This Punjab Heritage & Tourism Promotion Board (PHTPB) has been constituted by the Govt. notification dated 14.08.2002 which has been registered as a Public Charitable Trust on 05.12.2002. The objective of the Board is to take all necessary steps for planning, coordination, implementation and propagation of all activities, events, projects and other matters connected with the conservation, preservation, dissemination and documentation of the cultural heritage of Punjab in all its forms and for the development of Tourism in the State. The table-1 shows that there is continuum growth in tourist arrival in Punjab which is 785 % (total), 898 % (foreigners) and 782 % (domestic) tourists increase since 2009.

Table-1: Tourist arrival in Punjab (2009-2019)

Sr. NO	Year	Domestic	Foreign	Total
1	2009	53,69,995	1,10,404	54,80,399
2	2010	1,05,83,509	1,37,122	1,07,20,631
3	2011	1,64,16,638	1,50,958	1,65,67,596
4	2012	1,90,56,143	1,43,805	1,91,19,948
5	2013	2,13,40,888	2,04,074	2,15,44,962
6	2014	2,42,71,302	2,55,449	2,45,26,751
7	2015	2,57,96,361	2,42,367	2,60,38,728
8	2016	3,87,03,325	6,59,736	3,93,63,061
9	2017	4,02,93,352	11,08,635	4,14,01,987
10	2018	4,45,95,061	12,00,969	4,57,96,030
11	2019	4,73,85,387	11,01,343	4,84,86,730

Source – Punjab Heritage and Tourism Promotion Board

Notwithstanding the expanding fiscal influence of the travel sector in Punjab, a significant scarcity of scholarly inquiry exists concerning the distinct hurdles and prospects inherent to heritage-based tourism.

In an effort to address this academic void, the present investigation seeks to fulfill the subsequent primary objectives:

1. To examine the socio-demographic characteristics and behavioral patterns of domestic travelers engaging with the historical landmarks of Punjab.
2. To gauge visitor sentiments regarding the effectiveness of current tourism facilities and the efficacy of marketing efforts in the region.
3. To investigate how local involvement and the preservation of genuine culture contribute to the longevity of the heritage industry.

2. Literature Review

2.1. Understanding Heritage

Heritage can refer to tangible or intangible forms or inheritance (Zeppel & Hall, 1992; Nuryanti, 1996). Heritage is not a luxury; it is a priceless thing that we acquired from our forefathers and must pass on to future generations intact. Heritage tourism has grown in importance in the worldwide tourism business, especially in countries seeking to diversify away from the sea, sand, and sun (Park 2013). Heritage tourism can help to preserve heritage as tourism frequently offers critical financial resources (UNWTO 2013) and can help in economic development of a nation (Sharma, 2018). Browne and Fladmark (1994) defines heritage tourism as visits to historical or industrial sites such as old canals, railways, battlegrounds. The Coles & Timothy (2004) connected heritage tourism with diaspora in which people from different backgrounds travel to their homelands in search of their roots, to celebrate religious or ethnic festivals, to visit distant or close relatives, or to learn more about themselves. Culinary heritage is an important component of heritage tourism (Hall, 1992). The previous studies have covered heritage tourism attractions (Yale, 1991); carrying capacity and heritage attractions (Garrod & Fyall, 2000). Poria and Ashworth (2009) explored heritage preservation and conservation & characteristics of heritage attraction.

Demographics and heritage tourism

Kerstetter et al. (2001), studied the tourists at heritage sites in the context of socio demographics characteristics, visitor behavior, motivations and perceptions. Mishra (2001) studied the demographic characteristics and behavioral patterns of the French community in Puducherry with respect to heritage tourism. Nyaupane et al. (2006) divided heritage visitors into three categories: culture-focused, culture-attentive, and culture-appreciative. According to Bandopadhyay et al. (2008), India's heritage was built around six themes: 1) India's glorious past and current modernity; 2) India's blend of religions and cultures; 3) Muslim emperor atrocities; 4) colonial ruler atrocities; 5) resistance to oppression; and 6) India's colonial heritage. Researcher contributed to the literature that there is a need to promote historical tourism in the region in India and Government, non-governmental organizations, and other private-sector efforts can help to develop heritage tourism destinations. According to Surebankar and Hadli (2010), heritage tourism is expected to grow rapidly in India and is a significant part of tourism that impacts the country's historic and cultural depictions. Heritage tourism in Turkey is well explored in context of its contribution for betterment of the quality of life of society (Gunlu et al. 2009). It is helpful to restore the heritage value of a destination and promotes sustainable tourism (Singh, 1996). The Indian tourism industry can also improve its performance through heritage tourism, and it is an untapped dimension (Mamun & Mitra, 2012). The media have an important role to highlight the issues related to heritage (Silverstone, 2005).

2.2. Understanding heritage tourism destination and heritage tourism

Researchers have explored that Heritage tourism has two types of tourists, experiential (vertical form of heritage tourism) and leisure or sightseeing. Heritage sites have cultural, economic, educational, social, and political values. Also, Poria (2001) heritage tourists hold special characteristics e.g. knowledge of the site's history. Another researcher, Apostolakis (2003) found that heritage tourism is known for authenticity, and it can be a tool to measure the satisfaction of a tourist. Chhabra et al., (2003) looked at the role of perceived authenticity as a factor of tourist satisfaction and as a measure of product quality. But according to Kerstetter et al. (2001), heritage sites attract two types of visitors i.e. general travelers and specialized tourists. Hancock (2002) socio-religious events are part of heritage tourism and its dominant among natives of the Indian subcontinent. Heritage tourism development rejuvenates the heritage character of a heritage attraction, food heritage (Kumar, 2017), and historical cuisines have a significant impact on socioeconomic factors, customer satisfaction (Sharma, 2018). The construction of new buildings at par with the city's historical value can help to sustain the heritage value of the city and involvement of local artisans and small firms is essential for heritage conservation.

2.3. Community participation and heritage tourism

According to Binoy (2011), the primary goal of heritage tourism development is to strengthen the local economy and raise the standard of living of the host community by attracting tourists and disseminating heritage knowledge to them. Tourism plays a critical role in the preservation of heritage sites. In this context, heritage management professionals and specialists can make strategies to preserve both tangible and intangible heritage assets through community participation techniques. A researcher advocated seminars, workshops, and artist conferences to tourists in local cultural heritage (Gonzalez, 2008). The cultural heritage is the backbone for indigenous economies and enables local communities to be self-sufficient (Moscardo, 1996). Millar (1989) heritage tourism can diversify the tourism products, recognize community identity, source of education and foundation for economic regeneration. Hence, heritage tourism can have multiple impacts on the host community. Heritage tourism can lead to community revitalization, increased and sustainable tourism, economic development, and community-based tourism (Shankar, 2015). Heritage tourism is amalgamation of modernization and heritage (Hewison, 1987). In order to support heritage tourism, Doganer (2013) discussed that heritage tourism has apparent impacts on economic, historical, social, and cultural dimensions of tourism with sustainable development practices among the host community. Heritage tourism involves the appreciation of heritage and cultural resources (Moulin, 1990). It acts as a window to look into the souls of culture and traditions.

2.4. Heritage tourism development and sustainable tourism development

The World Assets Convention guidebook (2012), bridging the destination cultural information with future tourists can help in heritage protection and sustainable social and economic development. The guidebook stressed tourism's potential as a major source of long-term sustainability. Tourism may play a critical role in promoting peace by recognizing cultural diversity and promoting tolerance and respect. Another researcher asserted that historical buildings have a contribution in economic value as it provides authentic lodging but its restoration, operation and transportation in heritage cities is a challenge (Dincer & Ertugral, 2003) and an issue in sustainable development. Also, the relationship between cultural heritage management and tourism explored that there is only one chance for sustainable tourism when cultural heritage tourism and management work together (Mckercher & Cros, 2002). The promotion of tourism based on museums and heritage can lead to the development of cultural tourism in an area. Also, tourism, museums and heritage can be a tool for the sustainable development of an area. Heritage tourism can be promoted through heritage sensitization and interpretation, heritage education and potential heritage

opportunities which can be harnessed in the form of employment and economic development. Shama (2017) opined that community participation in heritage tourism is essential for its promotion as tourism attraction and employment creation.

2.5.Challenges for heritage tourism development

Each country faces a significant problem in preserving cultural heritage while also presenting it to tourists and allowing more people to learn about its uniqueness (Vesaite 2014). The World Assets Convention guidebook (2012) emphasized the need to begin communication about a destination's culture and cultural heritage well before the tourist arrives. The globalization of tourism destination creates conflicts and spoil heritage (Prentice, 1993) and Cross-cultural collaboration is important aspect to promote heritage tourism (Gravari-Barbas et al, 2016)

2.6. Existing studies on Heritage tourism and future aspects in Punjab

Singh (2004) discussed the social, ecclesiastical, and political circumstances in Punjab that contributed to the establishment of the Sikh faith in the fifteenth century. Also, Bhardwaj (2015) worked on heritage tourism in Punjab and a study was conducted through a survey which found, there is no positive correlation between cultural heritage resources and tourism in Punjab. The researcher advocated traditional folk-art forms and the government can renew its tourism promotion policy to place more emphasis on heritage promotion while resolving infrastructure and marketing issues and decentralizing tourist flow. From the review of related literature, it is concluded that many researchers worked on heritage tourism and various aspects related to it at global and regional levels. The scholars work specifically on historical sites of Punjab, Hotels and the hospitality industry of Punjab and policies for tourism development in Punjab were also cited in these studies but work related to heritage tourism of Punjab has been done by Bhardwaj (2015) on the topic of 'Cultural heritage tourism and development in Punjab.' As a result, it can be concluded that lesser work has been done on the notion of heritage tourism in Punjab and challenges and opportunities associated with it, with prior studies focusing solely on the current situation of heritage tourism and religious sites in Sikh tourist circuits. The researchers have investigated that tourist business in India faces a number of challenges, including a lack of high-quality infrastructure, global concerns about visitor health and safety, differing passenger and road tax regimes between states, and a paucity of adequately qualified and skilled workers (Subhash, 2015). It can be inferred from the above discussion that there is a dearth of research work focused on heritage tourism and its relation among opportunities and challenges need to be explored.

3. Research Methodology

The questionnaire was used for data collection has questions on gender, age/age group, educational status, place/city, category of tourism professionals, marital status, occupation, residential status, type of accommodation stayed, frequency of visiting Punjab, and income group (Nuryanti, 1996; Bhardwaj, 2015). The pilot study was conducted among 30 tourists in each heritage city under study. The data was collected through google form and offline mode in 2019. The respondents were approached at popular heritage sites of Amritsar, Kapurthala and Patiala. Respondents were approached at Guru Amar Dass international airport and Railway stations of Amritsar, Kapurthala and Patiala. In all, 155 questionnaires were filled thoroughly. The data analysis is carried out in various steps using IBM SPSS version 25.

4. Data analysis

4.1. Demographic profile

The table 2 shows that majority of the respondents belongs to the age group of 25–34 years (almost 28%); 53.33 % male; 60.67 % graduates, 59.33 % unmarried; 25% working in private sector and 44.67 % spends 6-10 days during their tour to Punjab. It was also found that the majority (53.33) of the tourists were staying in hotels during the tour to Punjab.

Table-2: Demographic profile of tourists

Dimensions	Item	Frequency	Percent
Age	15 - 24	40	26.67
	25 - 34	42	28.00
	35 - 44	30	20.00
	45 - 54	27	18.00
	55 - 64	11	7.33
Gender	Male	80	53.33
	Female	70	46.67
Education	10+2	11	7.33
	Graduate	91	60.67
	Post-Graduate	40	26.67
	Ph.D.	8	5.33
Marital Status	Unmarried	89	59.33
	Married	61	40.67
Occupation	Business	25	16.67
	Govt. Job	28	18.67
	Housewife	2	1.33
	Pvt. Job	38	25.33
	Student	33	22.00
	Other	24	16.00
No. of days staying in Punjab	Upto 5 days	64	42.67
	6-10 days	67	44.67
	11-15 days	19	12.67
	Hotel	80	53.33
Accommodation	Homestay	9	6.0
	Resort	61	40.67

Source: researcher

4.2. Opinions of tourists on tourism infrastructure of Punjab.

Table-3 shows responses of 150 visitors, ranging from very poor (1) to very good (5). In terms of ranking tourism infrastructure, *entry fees* to tourist attractions had the greatest mean value of 4.68, while shopping experiences had the lowest mean value of 3.3. It can be stated that respondents were of higher agreement to similar opinion on entry fee to tourist attractions and least agreement on shopping experiences. Highest response for the tourist facility received was for the Food as Punjab has a variety of delicious offerings in comparison to other neighboring states in the northern region of India. Accommodation recorded the

slightly highest responses for the very poor, but it is because the majority of tourists stayed in hotels and resorts and had higher expectations at their ends. In addition, it can be stated that tourists visiting Punjab or experiencing heritage tourism in Punjab were expecting vintage touch to their stay, but commercial resorts and hotels are unable to fulfill the expectations which led to the slightly higher negative opinion in comparison to other tourist facilities and infrastructure.

Table-3: Tourism infrastructure

Tourist Facilities/ Infrastructure	Very Poor	Poor	Uncertain	Good	Very Good	Mean
Accommodation	25	5	10	95	15	4.17
Banking	10	0	17	80	41	4.18
Entry fees	15	16	32	70	15	4.68
Food	20	5	10	25	90	3.61
Health services	10	15	30	59	36	4.12
Operational Hours	10	10	20	75	35	3.91
Recreational facilities	10	20	25	60	35	4.09
Sanitary facilities	15	5	50	60	20	3.37
Shopping	15	10	15	64	46	3.3
Tour Guides	10	10	45	49	36	3.76
Transportation	10	20	15	69	36	3.67
Travel Agents	10	10	30	60	40	3.53

Source: researcher

4.3. Opinions of tourists on promotional strategies

Table-4 illustrates the average values of 150 replies from tourists, ranging from extremely poor (1) to very good (5) on a five-point Likert scale. The greatest mean value was 3.61 for “Internet ads”, while the lowest mean value was 2.85 for “Travel guidebooks”.

Table-4: Promotional strategies

Modes of Promotion	Very Poor	Poor	Uncertain	Good	Very Good	Mean
Hoardings boards	10	30	35	45	30	3.2
Travel Fairs	10	40	25	35	40	2.88
Travel guidebooks	10	20	40	45	35	2.85
Magazines	10	25	45	35	35	3.02
TV Commercials	10	30	35	45	30	3.44
Internet ads	15	45	20	40	30	3.61
Travel Brochure	10	20	50	45	25	3.31

Source: Researcher

4.4. Opinions of Tourists on seeing an advertisement on Punjab Tourism.

Table-5 shows that out of 150 responses on the statement “How many times have you seen an advertisement on Punjab Tourism?” 46.67 % of respondents “Rarely” came across any official advertisement from the government.

Table-5: Punjab Tourism advertisement

How many times have you seen an advertisement on Punjab Tourism?	Frequency	Percent
Not at all	65	43.33
Rarely	70	46.67
Frequently	15	10
More frequently	0	0
Total	150	100

Source: Researcher

4.5. Opinion about preservation and protection of heritage tourism of Punjab.

As per the interpretation of Table 6 data, tourists feel that the local community can have a strong role in the preservation of heritage sites in Punjab. Besides that, 63 respondents agreed that “Community participation can help in preservation of such sites.”. In another question i.e. “Preservation of Heritage and Culture is an important issue.” 74 respondents strongly agreed.

Table-6: preservation and protection of heritage tourism of Punjab

Indicator of Preservation and Protection of Heritage Tourism Punjab	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
Community participation can help in preservation of such sites.	31	31	3	63	22
Preservation of Heritage and Culture is an important issue.	33	4	0	39	74

Source: Researcher

4.6. Preferred heritage to visit by tourists.

Table 7 clearly shows that the most demanded heritage sites to visit, among tourists are historical sites and fairs & festivals. 37.33% preferred to visit “Historical Sites” in Punjab, followed by “Fairs and Shows”, “Food and Culinary Heritage” and “Museums”, respectively, with 30.67%, 22% and 10% responses. So, it can be stated that due to long association with historical events and availability of numerous heritage sites in Punjab, tourists preferred Historical sites most among the rest options available.

Table-7: Preferred heritage

What would you prefer to visit in Punjab?	Frequency	Percent
Museums (Built Heritage)	15	10
Historical Sites	56	37.33
Fairs and Shows	46	30.67

Food / Culinary Heritage	33	22
Total	150	100

Source: Researchers

4.7. Revisit, city walk, souvenir and travel motivations.

Table 8 shows opinions of 150 responses from the tourists ranging between "no" and "yes," the highest response to "yes." 56.67% were reported for the statement related to visiting Punjab again in the future, and 53.33% accepted that heritage attractions were major motivators behind selecting Punjab as a destination. On the other hand, 54.36% of respondents haven't bought any souvenirs from Punjab and 52.03% of the respondents were not offered a heritage walk of the city. While a negligible 1% of respondents haven't answered half of these statements.

Table-8: Tourist behavior

Item	No	Yes	N. A.
Would you like to visit Punjab again?	65	85	0
Did your Travel Agent offer you a Heritage Walk of the City?	77	71	0
Have you bought any souvenirs from Punjab?	81	67	1
Heritage attractions are major motivators for selecting a destination in Punjab.	68	80	2

Source: Researcher

4.8. Host community in heritage tourism of Punjab

According to 56 % tourists' Local community gets an opportunity to promote local activities through art and crafts. In addition, 55.33% tourists strongly agreed that the Government sponsored heritage tourism awareness program can promote heritage tourism in Punjab.

Table-9: Host community

Indicators for role of Local Community in Heritage Tourism	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
The local community gets an opportunity to promote local activities through art and crafts.	0	34	0	32	84
Awareness programs for tourists and locals should be aided by the Government to promote heritage tourism	17	17	0	33	83

Source: Researcher

4.9. Authenticity of heritage tourism of Punjab

Table 10 shows that foods and drinks at heritage sites are authentic and nearly 31.33% strongly agree. On the other hand, events and shows are programmed with the utmost authenticity, as 43.63% of respondents strongly agree. However, foods and drinks at heritage sites are authentic; nearly 34% of people voted to agree. On the statements related to the indicators of authenticity of tourism in Punjab, the majority of people strongly agree with all three aspects.

Table-10: Authenticity

Indicators of Authenticity	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
Heritage sites represent the authenticity of the particular localities.	0	17	34	51	48
Events and shows are programmed with utmost authenticity.	0	32	2	50	65
Foods and drinks at heritage sites are authentic.	16	31	18	38	47

Source: Researcher

5. Conclusion and recommendations

This is an exploratory case study of heritage cities Amritsar, Kapurthala, and Patiala, as well as a descriptive analysis of the challenges and opportunities for history tourism in Punjab, based on the perceptions of stakeholders, local residents and tourists. It includes the conclusion drawn on the basis of the primary data collected through the survey for fulfillment of the objectives of the study. Later in this chapter, suggestions to overcome the challenges in the area of Heritage Tourism in Punjab are mentioned on the basis of data analysis and conclusions.

From the detailed findings of the data analysis the following conclusions can be drawn:

1. The majority of tourists are found to be young, with around 54 percent being under the age of 35. The stakeholders are similarly youthful, with 55 percent being under the age of 35.
2. Genders male and female gave nearly equal responses, indicating that there is no lack of equality in genders at heritage cities. The ratio of tourists and stakeholders is also nearly equal.
3. Sixty percent of the tourists are graduates, owing to the fact that educated tourists prefer to visit heritage sites and learn about the past of the Punjab. However, the majority of stakeholders had postgraduate degrees.
4. In this study, married and unmarried tourists participated in the survey, and it was found that Heritage places are preferred by both kinds of tourists.
5. It has been observed that tourists from almost every occupational status, such as students, government employees, private sector employees, housewives, and businessmen, visited the heritage places of Punjab.
6. This study indicates that in Punjab, there is a lack of homestays available near the heritage attractions. Due to this, most tourists stayed in hotels and resorts.
7. According to the findings, the average length of stay in Punjab is more than 5 days. The reason for this is that the lockdowns and travel restrictions encouraged tourists to remain longer in the state.
8. According to the analysis of data collected on the tourism infrastructure of Punjab, in comparison to sanitary facilities, tour guides, health services, recreational facilities, and entry fees to tourist attractions, the majority of tourist and stakeholder respondents rated accommodation, food, banking, transportation, and operational hours of tourist attractions as good or very good most of the time.
9. It can be concluded that travel fairs are rated as very good by every kind of respondents. Tourists responded favorably to Travel guidebooks, TV commercials, Hoarding boards and Travel fairs, in comparison to Internet marketing and Travel brochures. The majority of tourists and stakeholders have

rarely seen advertisements for Punjab tourism, and half of those responded believe that advertisements are irrelevant to heritage tourism.

10. To summarize tourist behavior, it can be stated that the majority of tourists wish to return to Punjab and prefer to buy souvenirs from the state. It is also found that heritage attractions work as a motivation factor for tourists to visit Punjab. As most of the tourists prefer to visit historical sites.
11. To summarize the study and overall findings, it is discovered that the government uses modern promotional tools. The tourism infrastructure of the state is already developed, as Punjab is a well-developed state in comparison to the neighboring states. There are numerous obstacles to the long-term growth and development of heritage tourism in Punjab, yet there are numerous opportunities. According to certain authors (Ashworth and Tunbridge 1990; Henderson 2002; Light and Prentice 1994; Shackley 2001; Timothy and Boyd 2003), the notion of heritage tourism market planning is usually developed inside the public sector or in a public-private partnership. From the findings of the tourist behavior, it can be concluded that there has been a dynamic and strong relationship between heritage sites and tourism. The reason for this is that these locations are regarded as some of the world's most valuable and famous destinations by the international community. According to the International tourism seminar of UNWTO (Tourism at World Heritage Sites – Challenges and Opportunities International tourism seminar 2013), People have been visiting natural and cultural heritage sites since the beginning of time. They capture the people and their tales; they serve as a window into their souls, allowing tourists to gain a better understanding of various places and periods. It can be concluded that Punjab can expand the area of tourism in the state and make tourists visit many more cities, just as they prefer to visit Amritsar, but other heritage cities like Kapurthala and Patiala can also contribute equally.

5.1. Suggestion and recommendations

5.1.1. Managerial implication

Heritage tourism products can be promoted among youth and educated potential tourism markets. The tour manager needs to promote a one week tour package for Punjab.

5.1.2. Suggestions for Policy maker

There is a need to enhance community participation in heritage conservation. Also, heritage tourism needs to be promoted among foreign tourists as secondary data has shown that there has been strong growth in foreign tourism arrivals in the last decade. The study also suggests enhancing the basic tourism infrastructure at historical sites as they are most in demand among the tourists and need to make contingent plans for the same.

5.1.3 Limitation of the study

The study was limited to domestic tourists who visited three major heritage tourism destinations in Punjab. The future research can be conducted at pan India level.

References

1. Al Mamun, A., & Mitra, S. (2012). A methodology for assessing tourism potential: Case study Murshidabad District, West Bengal, India. *International Journal of Scientific and Research Publications*, 2(9), 1–8.
2. Apostolakis, A. (2003). The convergence process in heritage tourism. *Annals of Tourism Research*, 30(4), 795–812.

3. Bandyopadhyay, R., Morais, D. B., & Chick, G. (2008). Religion and identity in India's heritage tourism. *Annals of Tourism Research*, 35(3), 790–808.
4. Bhardwaj, S. (2015). *Cultural heritage tourism and development in Punjab*.
5. Binoy, T. A. (2011). Archaeological and heritage tourism interpretation: A study. *South Asian Journal of Tourism and Heritage*, 4(1), 100–105.
6. Browne, S., & Fladmark, J. M. (1994). Heritage in Ireland's tourism recovery. *Cultural Tourism*, 13–25.
7. Chhabra, D., Healy, R., & Sills, E. (2003). Staged authenticity and heritage tourism. *Annals of Tourism Research*, 30(3), 702–719.
8. Coles, T., & Timothy, D. J. (Eds.). (2004). *Tourism, diasporas and space* (Vol. 6). Routledge.
9. Doganer, S. (2013). Cultural heritage tourism research: A sustainable community-based design project for the San Antonio Mission Historic District. *WIT Transactions on Ecology and the Environment*, 173, 219–230.
10. Ertugral, S. M., & Dincer, F. I. (2003). Economic impact of heritage tourism hotels in Istanbul. *Journal of Tourism Studies*, 14(2), 23–34.
11. Garrod, B., & Fyall, A. (2000). Managing heritage tourism. *Annals of Tourism Research*, 27(3), 682–708.
12. Gonzalez, M. V. (2008). Intangible heritage tourism and identity. *Tourism Management*, 29(4), 807–810.
13. Gravari-Barbas, M., Bourdeau, L., & Robinson, M. (2016). World Heritage and tourism: From opposition to co-production. In *World Heritage, tourism and identity* (pp. 1–24). Routledge.
14. Hancock, P. (2002). *A guide to starting a tourism enterprise in Botswana* (Vol. 9). IUCN/SNV CBNRM.
15. Hewison, R. (1987). Heritage: An interpretation. *Heritage Interpretation*, 1, 15–23.
16. Hunziker, W., & Krapf, K. (1941). *Tourism as the sum of the phenomena and relationships arising from the travel and stay of non-residents*. Publications AIEST Association International expert scientific tourism.
17. Kerstetter, D. L., Confer, J. J., & Graefe, A. R. (2001). An exploration of the specialization concept within the context of heritage tourism. *Journal of Travel Research*, 39(3), 267–274.
18. Kumar, N. (2017). *The artisans of Banaras: Popular culture and identity, 1880–1986* (Vol. 5001). Princeton University Press.
19. Maclean, K. (2008). *Pilgrimage and power: The Kumbh Mela in Allahabad, 1765–1954*. Oxford University Press.
20. McKercher, B., & Du Cros, H. (2002). *Cultural tourism: The partnership between tourism and cultural heritage management*. Routledge.
21. Millar, S. (1989). Heritage management for heritage tourism. *Tourism Management*, 10(1), 9–14.
22. Misra, V. N. (2001). Prehistoric human colonization of India. *Journal of Biosciences*, 26(4), 491–531.
23. Moscardo, G. (1996). Mindful visitors: Heritage and tourism. *Annals of Tourism Research*, 23(2), 376–397.
24. Moulin, C. (1990). Cultural heritage and tourism evolution. *Historic Environment*, 7(3/4), 3–9.
25. Nuryanti, W. (1996). Heritage and postmodern tourism. *Annals of Tourism Research*, 23(2), 249–260.

26. Nyaupane, G. P., White, D. D., & Budruk, M. (2006). Motive-based tourist market segmentation: An application to Native American cultural heritage sites in Arizona, USA. *Journal of Heritage Tourism*, 1(2), 81–99.
27. Park, H. Y. (2013). *Heritage tourism*. Routledge.
28. Poria, Y., & Ashworth, G. (2009). Heritage tourism—Current resource for conflict. *Annals of Tourism Research*, 36(3), 522–525.
29. Prentice, R. (1993). *Tourism and heritage attractions*. Routledge.
30. Shankar, S. (2015). Impact of heritage tourism in India: A case study. *International Journal of Innovative Research in Information Security (IJIRIS)*, 6(2), 59–61.
31. Sharma, N. (2018). Tourism led growth hypothesis: Empirical evidence from India. *African Journal of Hospitality, Tourism and Leisure*, 7(2), 1–11.
32. Silverstone, R. (2005). The sociology of mediation and communication. In *The SAGE handbook of sociology* (pp. 188–207).
33. Singh, K. (2004). *A history of the Sikhs: 1839–2004* (Vol. 2). Oxford University Press.
34. Singh, S. (1996). *Profiles in Indian tourism*. APH Publishing.
35. Srijuntrapun, P., Fisher, D., & Rennie, H. G. (2018). Assessing the sustainability of tourism-related livelihoods in an urban World Heritage Site. *Journal of Heritage Tourism*, 13(5), 395–410.
36. Subhash, T. (2015). Tourism in India: Potentials, challenges and opportunities. *IJRAR-International Journal of Research and Analytical Reviews*, 2(4), 8–18.
37. Surebankar, S., & Hadli, M. (2010). Heritage tourism in information age: Need of historians' active participation. *South Asian Journal of Tourism and Heritage*, 3(2), 116–121.
38. Vesaite, R. (2014). *FDI from European Union to Western Balkan countries: Is the economic development being intensified in the region?*
39. Yale, P. (1991). *From tourist attractions to heritage tourism*. ELM Publications.
40. Zeppel, H., & Hall, C. M. (1992). Arts and heritage tourism. In *Arts and heritage tourism* (pp. 47–68).