

Archaeo-Tourism and Heritage Management

A Case Study of Taxila Valley

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Abstract

Taxila is the most famous World Heritage site in Pakistan. It is facing different problems from its executive departments as well as there are issues of tourists visits in the adjoining areas of Taxila. It is crucial to analyze the current situation and solve the problems at the management level and save "World Heritage Site." New strategies are designed to regulate further, the data and the implementation plans. The findings of present research are based on effective management plans for the development of heritage sites. The study has given guidelines to the department of heritage and tourism as how to manage tourism effectively to decrease the damage done to these sites after the tourists' visits. The tourists from Pakistan and abroad mostly pay a visit to cultural heritage sites of Taxila, as a result, the places suffer from irrecoverable damages.

Keywords: Archaea-Tourism, Khyber Pakhtunkhwa, Taxila valley, World Heritage.

Introduction

Tourism is a developing industry with rich prospects for any country, like provision of business and employment chances. It helps to grow the country's economy and promote the culture. It also makes the people of that place feel proud of having their culture and traditions. It encourages them to preserves and protects the norms and culture's tradition. Tourism also links various cultures and shifts thinking patterns, morals and innovations from one culture to other. According to Smith, (2004: 33-35) if tourism is not well organized or managed carefully, it can be dangerous for both culture and environment.

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In order to improve the country's travel industry a survey has been made. It has been observed that there are financial pros, decomposition of the old sites is hazardous to mark as archaeological sites for the foreign tourists (Baloch, 2007: 45). The research discloses the observations and presents some practical strategies to achieve reasonable improvement in the travel industry, though gradually. Tourism requires regulating the tourists' visits; tourists should travel one cultural site once a year. As per WTO world tourism organization, tourism is one of the world's most important and rapidly growing industries, and it is the most prominent factor in determining a country's economy. Although the sites for tourism are few due to limited required facilities for the tourists, Satpara Lake, Skardu Rakaposhi, and Lahore Fort are some of the places for International tourism in Pakistan. Provision of more tourists' destinations with management of required facilities i.e. health, security, accommodation etc. can develop tourism industry in Pakistan.

Archaeological tourism is a form of cultural tourism that focuses on elevating people's interest in the archaeological sites and their protection. It is the extended-term which includes a product's diversity linked with the elevation of understanding public archaeology, which provides for museums visit, different sites of archaeological, analysis centres, renovations of historical existences, and rediscovery of ancient products, festivals and theatres. There is a thin line among the heritage cultural area and archaeological sites, which harms them, resulting in gratifying invasive tourism. The Archaeologists are bothered that tourism has inspired the community and people in specific techniques of perceiving and expressing the past (Isherwood, 2014: 89). The archaeological site is prioritized by ticket fee, tourist board and souvenir revenues. However, there is still a question about whether the historical site should open for public or keep it close to make the site out of danger.

Pakistan was marked as the 'next popular thing' which is more likely to be remembered in the tourism sector. Pakistan has the world's top destinations for travelling and visiting according to British backpacker society classification done in the year 2018. Grappi and Montanari, (2011: 1128-1140) describing Pakistan as the number one country has unbelievable mountain sceneries, and it is beyond travelers expectations. After the earthquake of 2005 in Kashmir, (The Guardian, 2007:33) post about the top five Pakistan tourist sites, this promotes the country's tourism industry. These sites included city Karimabad, city Lahore, Saiful Muluk

Lake and the Karakoram Highway. A specific period of the year contains events like religious festivals, sports, arts and crafts, historic forts, museums, and folk festivals. It is stated by a report in 2009, Pakistan has one of the top 25 tourist destination for its sites. Pakistan has places extended to Indus Valley Civilization nearly 5000 years ancient, including Harappa and Mohenjodaro (Pl. I-III). The choicest destinations by tourists are Lahore, Rawalpindi, Khyber Pass, Karachi and Peshawar.

As heritage or cultural tourism is not a precise term, some people call it heritage tourism, and others call it cultural heritage tourism (Cultural and Heritage Tourism Alliance, 2002). Material and emotional aspects of society are a part of a culture which including the art, how to live, literature, customs or rituals are highlighted components (UNESCO, 2001). There is a plethora variety of languages and culture in the world. Nation trust represents the definition of cultural heritage: "travelling to get some know-how about the places and activities that represent the actual stories and people of a different time. It mainly consists of historical, cultural and natural resources (Cultural Heritage Tourism, 2005)". First one does not cover every point, whereas the other one makes a sense and define tourism. Culture and nature come under the term heritage. It is a vast world and consists of ancient collections, different archaeological sites, folks, and many more things related to human civilizations. As it maintains the processes of growth and progression of culture, therefore it allows the generations to know and value the development.

During the archaeological exploration and revealing of Taxila heritage, a significant number of data is collected, perceptible and unreal. It (cultural heritage) plays an essential role in a country's good fortune and successful status. It should deal with genuine care, management, and resources to keep it notable among national and international standards.

- i. In what ways demographics and specific travelling plans have to affect the findings or ruling of referral groups?
- ii. What are the critical points of pride and prospects for tourists concerning Cultural Heritage sites?
- iii. Which type of arrangement should be applicable for maintaining Cultural Heritage sites?
- iv. What is the influence of archaeology and cultural tourism?

The Implications of Tourism

Tourism has so many advantages; it plays a vital role in boosting the economic state of a country, endorses culture, reduce unemployment, give benefits to natives in terms of provided that with excellent and right set-up, excellent health facilities and enhanced communication system, as the Government will going to give attention in investments making when tourism rate is high in the country. Tourism is defiantly changed the behavior and local's attitude; it elevates their way of living.

In Pakistan, there are some factors which discourage tourism like; violence, poverty and political uncertainty. Despite such factors, there are people from Pakistan and aboard who love to take risk exploring Pakistan. It will promote tourism and help create and maintain Pakistan's image internationally (Saleh & Ryan, 1993: 289-297). Since independence, Pakistan is using the guidelines for maintaining the archaeological sites given by Sir John Marshall. Still, they have to make some changes as the current requirements of sites' could not be carried with the help of old guidelines of Conservation Manual. People have massive damage to monuments and museums as they don't know how important heritage sites and cultural sites are. It is not a significant issue. Many other aspects are damaging monuments endlessly like a flawed management system and government uncertainty. Government of Pakistan made so much effort to preserve the monuments, but due to change in strategies and priorities given to personal interests, we cannot obtain satisfactory results. Public and Government both should make consistent effort to maintain sites. According to Pikkemaat and Peters, (2009: 237-253), other countries like China, India, and Thailand improves their heritage sites and cultural sites.

Tourism and Its Impact on Heritage

ICOMOS accepted the new International Cultural Tourism contract at General Assembly of Mexico in 1990 whereas in 1996 it was famed at Sofia by Cultural Tourism Committee. This contract's primary purpose was to make a robust positive relationship between tourism and preservation specialists. This relation had one main goal in the past, which was to decrease the injurious properties of tourism on historical sites to the deepest level. This new version of the contract will change the goal among industry and experts to advanced level. This contract

suggests making a goal to preserve the heritage site for both locals and tourist. It helps to maintain works that ensure heritage authenticity and transfer heritage to generations is protected and natural. The recent appointment of ICOMOS for understanding problems and challenges that heritage sites will face in future, has honour International Cultural Tourism Committee. By keeping the importance of tourism, people's movement on a large scale is the responsibility of an industry; it is noticeable that it has enormous pressure on cultural sites and heritage resources (Osti and Disegna, 2012: 31-42). Tourism, along with the development of economies is an utmost risk to heritage sites.

The Tourism Industry in Pakistan

Over time, Pakistan's tourism industry is growing; Pakistan builds infrastructures and air channels with overseas funds and investments. The roads have been constructed from country North side to the port of Karachi. It will help to promote both travel and tourism. It has been witnessed that a minimal amount of organizations encouraging tourism are being made which results in low income produced from tourism and which has led to small investments to be made in this industry followed by fewer inventions in the industry. This thing has damaged many sites in following ways like their preservation and status being jeopardized and their conservation being harmed. Hussain, (2017: 54) said that fewer budgets are available for preserving sites is a severe issue. World Economic forum's ranked Pakistan in Travel and Tourism Competitiveness Report (TTCR) out of 136 countries Pakistan was 125th in 2017. We can improve its position by cultivating promotions and labelling of tourism and travel in the country.

Impacts of Tourism on Historical Places

According to the work of Ricardo Roura; "polar tourism footprints: the behaviour of tourist at heritage cultural sites in Antarctica and Svalbard" tourism is responsible for heritage site as it affects in many ways. Fieldwork covers the central part concerning about cultural heritage of Ny-London in Kongsfjorden and Ny-Ålesund. The main goal was to study the impact on heritage sites by tourism. Management work has also been reviewed, which tells us that management could play a vital role in handling and controlling the loss faced by heritage places.

The polar region was an area of study. The study marked sites' status as it tells about the past and enlightens management to monitor or causing damage to heritage sites. Tourism is increased with the increase in people's income, which raises extra demands that are important to file the entire hazard faced by cultural sites. Behavioural archaeology is the new side which came after examining the tourism from this study. This research includes methods like surveys, photography and scientific observations of human cultures. According to some research, host groups and tourists have interactions in various ways, like interacting with cultures, physical surroundings, and sites. Preservation of place could not be compromised by waking, and handling this includes in mechanical interactions. It could also damage the historical records site that could be on its surface or beneath the surface. The visual can interact, which gives effects like fascinating tourist toward or away from the place (Konecnik & Gartner, 2007: 400-421).

The condition of heritage sites or ancient site is changed by tourism, it will not thoroughly remove on-site record surface, but it will indeed modify the site's status. Tourism concerning natural phenomena can change the position of heritage sites. Due to tourism major or minor harm to place could be practised. The tourist should be monitored if the management would fail to do that; it will destroy the area already in poor condition (Papadimitriou & Kaplanidou, 2009: 90-102). By monitoring the check and balance of the system, implementations of rules and policies, management's role can be the reason to decrease the negative impact of tourism on site.

Research Methodology

In this part, we will come to know about some techniques to control different issues. The main point of this study is to highlight the problems inside and out, and afterwards, it tells us how to overcome these issues with proper approaches and leads us to a progressively flawless arrangement. Some strategies are used to get the required results of the inspection. The travel industry helps manage irrelevant characteristics, whereas we use some management elements to make mistakes. Therefore, quantitative strategies have been utilized.

Sampling Method

The study consists of some information, sample size and the devices used to figure the data. It has examined by a cross-sectional investigation which contributes an example of the total number of people at a definite time. The study is managed in Taxila Khyber Pakhtunkhwa. Crooked examining system is used for data gathering. By substantial the review, the population has been tested economically and hurriedly. Analyze the information poll review is used.

Population

Taxila valley of Khyber Pakhtunkhwa Pakistan was considered as a population of present study where several tourists were gone through examination process. To achieve the goal of calculating approximately link among Archaeo-Tourism and Heritage Management famous sites and Museums present in Taxila valley were selected.

Sample Size

Approximately 400 respondents were selected for the examination, and the formulae are utilized to satisfy different visitors. The poll should be at least 100, during dynamic review campaign to check from the executives of notable locales and drifted.

Sampling Techniques

The samples were selected using simple random sampling technique that provided assistance to the study and realize the data in an in efficient way. In simple words, it might agree retrieving the population openly. This phenomenon was used to collect data as it would not deliver equivalent chance to select. Social event data can get very useful from this and from the articles that were creditably manageable.

Pilot Reliability Test

This test shows that the data is valid and reliable; it also shows how much information is reliable for the study. The composed survey was categorized to choose whether the data accumulated will assistance the analyst attain the investigation objectives. At this point, the analyst tests the consequence. Cronbach's coefficient alpha helps to express the poll's validity and check the

consistency and compatibility of the respondents' responses. For a full-scale variety of data, Cronbach's coefficient of 0.7 was acceptable. Alpha on the four constructs.

Reliability Table

	Variables	Cronbach's Alpha
Management Questionnaire	Demographics	0.804
	Facilities Provided	0.789
	Management of Sites	0.764
	Locals	0.896

Instrument reliability checked in the above table with SPSS 20 assistance. From 400 visitors, the information is collected, and 100 representatives are respondent for this test of reliability. Eight things are involved in the demographic test when compile the reliability test its Cronbach's Alpha. There are 804 qualities which are more important than the authority. It tells that this instrument is valid for my investigation. When we run the dependability test, its Cronbach's Alpha provides facilities to sightseer instrument. We got 789 superior qualities than an edge, which indicate that this instrument is considerable for my analysis. Fourteen things were involved by the Management of Sites instrument when run the reliability test its Cronbach's Alpha. It got 764 superior qualities than the limit which demonstrate that this instrument is genuine for my analysis. For Locals the reliability tests of Cronbach's Alpha. The 896 rates are noticeable than the limit which indicate this instrument is right for the research.

Results

Descriptive Statistics

The descriptive statistic has shown the data's central tendency. It also calculates the standard deviation, and it can show the least and extreme range of the data. It displays a large amount of data and figures the average means of the study.

	Variables	N	Mean	Std. Deviation
Management Questionnaire	Demographics	100	3.6722	.12074
	Facilities Provided	100	3.6969	.19846
	Management of Sites	100	3.6045	.13325
	Locals	100	3.6720	.16345
	Valid N (listwise)	100		

This table shows the Variables mean and standard derivation. The Demographics Mean and Standard deviation is 3.6722 (S.d = 0.12074), Mean, and standard deviation for Facilities is 3.6969 (S.d = 0.19846) for Management of Sites mean and the standard deviation is 3.6045 (S.d = 0.13325) Mean and standard deviation for Locals is 3.6720 (S.d = 0.16345).

Correlation Analysis

The relationship among two values has been exposed by correlation analysis. It specifies how the relationship between the two variables is weak and healthy in the study. The range of correlation is from -1 to +1, and it shows only positive, negative or zeroes relationship among two variables. The perfect positive relationship among two variables is indicated by +1 while variables opposed to each other are shown by -1, negatively affecting study.

Correlation Analysis

It tells us about the relationship and the level of the relationship among variables.

Management Questionnaire

Variables	Demographics	Facilities Provided	Management of Sites	Locals
Demographics	1			
Facilities Provided	.706**	1		
Management of Sites	.734**	.790**	1	
Locals	.726**	.729**	.765**	1

- Correlation value among Demographics and Facilities is (0.706 $p < 0.01$). It has shown that the relationship is strong among them.
- Correlation value among Demographics and Management of sites is (0.734, $p < 0.01$). It has shown that the relationship is strong among them.
- Correlation value among Demographics and Locals is (0.726, $p < 0.01$). It has shown that the relationship is strong among them.
- Correlation value among Facilities and Management of sites is (0.790, $p < 0.01$). It has shown that the relationship is strong among them.
- Correlation value among Facilities and Locals is (0.729, $p < 0.01$). It has shown that the relationship is strong among them.
- Correlation value among the management of sites and Local is (0.765, $p < 0.01$). It has shown that the relationship is strong among them.

Regression Analysis

To calculate the contributory relation among separate factors and ward variable regression Analysis has been used. It helps, how much secondary variable depends upon independent factors and how much they are significant. R-squared also gives the estimations of ward variable, which are inside the example. The required variable is the extent of variety which has been cleared by the regression model. The range from 0 to 1 is estimations of R squared. Little research shows that the model doesn't go with the good information. Explained change is actual the R squared.

	Regression		
	B	T	Sig.
Demographics	.563	4.074	.000
Facilities Provided	.096	16.094	.000
Management of Sites	.367	12.274	.000

Dependent Variable: Impact on Locals

As

$N=100$ whereas $R^2=.486$ and $F=43.229$

The regression analysis indicates the relationship among Demographics with Impact on Locals has been examined. A positive and Solid relationship occurs

between Demographics with Impact on Locals ($\beta = .563$, $t = 4.074$, $p = .000$) as in table No: 4.3.

The regression analysis indicates the relationship among Facilities gave and Impact on Locals has been examined. A positive and stable relationship occurs between Facilities and Impacts on Locals ($\beta = .096$, $t = 8.094$, $p = .000$) as in table No: 4.3.

The regression analysis indicates the relationship among Management of destinations and the Impact on Locals have been examined. A positive and solid relationship occurs between Management of destinations and Impact on Locals ($\beta = .467$, $t = 36.274$, $p = .000$) as in table No: 4.3.

Here, the R square is .486. The autonomous factors clarified the change in subordinate variables which is 5.4% and the rest of the variation is due to different components eliminated in this investigation. To examine the significance of the regression model, F-measurement is used if the estimated F is high, and it shows the significance of the factors model of the investigation. This model, the estimated F measurement is 43.229, which shows that it is considerable.

Discussion

In Pakistan, six legacy destinations have been engraved on UNESCO's World Heritage list since its confirmation of the World Heritage Convention in 1976 including Taxila. Additionally, a speculative rundown of 18 new locales has likewise been submitted to the World Heritage Centre. The entirety of the World Heritage Sites in Pakistan is of the social legacy type according to (UNESCO World Heritage Centre, 2010: 2-4). As we know, World Heritage Sites (WHS) in Pakistan faces many issues due to the lack of powerful administration. It also has conservation issues like basically all other countries of the world. Some locales have issues of their nature compared to simple problems like bad administrations and preparation plan. After combining these areas' administrators, it is vital to control different kinds of issues on need premises without proper procedures, lack of funds, low social mindfulness and irrelevant advancement and ad.

Under their consideration of management, the zone supervisor has been able to characterize, and after that, it achieved the orders of a protective zone. According (Eurosite, 1999: 45), the site and the problems have been shown. It also allows the administrators to protect their temperament, structure of land or scene, and objectives must achieve through significant work within a specific time. The Management Plan consist of the ordering process or plans, to get administration methodology, the choices made, the purpose for these, and the track for administration in future. The management plan should cover the whole territory. It must contain data on what is to be achieved by the board and the reasons behind the administration choices (Alexandrov and Lilly 2013: 531-546).

A Deputy Director headed some specialized staff that has been taking care of Taxila. The site's administration plan has been increased; however, it isn't represented in a certain way it should supposed to be. The property management plan covers some set up for its protection, conservation, and assurance as it is marked as a protected enlisted landmark. (UNESCO World Heritage Centre, 2010: 54) as per this, the current administration plan does not take care of whole Taxila complex. International Morals should be imposed over some such problems.

The Department of Archaeology and Museums has collected the money through different resources, such as the Tickets on the entrance and other assets utilized for property insurance. It gives spending plan yearly, used for the safeguarding, the administrators, and locales fixations. Besides, critical issues and issues worried about the preservation of the destinations are additionally managed. Under the Annual Development Program, the Government gave the assets to the Department of Archaeology and Museums on the effectively endorsed plans and presented every year as per the project's endorsement staging. Under the specialized co-activity program the World Heritage Fund has given an aggregate of \$28,000 in 996 for (execution in 999-2000) to control vegetation at Taxila.

They can re-establish, secure and recreate destinations of present or nearly fewer old dates however cannot oversee landmarks. Investigation of writing has demonstrated that 400 years of age landmarks have been harmed during being protected. It occurred because of futile complaints and spontaneous reproductions at verifiable locales. These developments had no association with landmarks and

their preservation. As indicated by the standards of protection acquaintance of new building materials with the site isn't permitted, however, they were acquainted with locales that supported the destruction of landmarks. Helping offices should check these plans to; keep up the standard required to preserve destinations and keep up the validity of landmarks without relinquishing their creativity. There are different difficult issues, notwithstanding understanding the preservation models and its definition (Crompton & Crompton, 2000: 785–804).

Findings

As indicated by the Charter for Protection and the Management of the archaeological Heritage, legacy locales should be moderated as the remaining parts of engineering. It exhibited the rundown of duties regarding presenting inventories, doing reviews, investigation of areas; look into for destinations and research for receiving methodologies and measures to preserve places. Some methodologies must achieve for preventing the destruction to sites and ensure protection. It gives documentation of locales to the progression of assets and undertaking required for knowing the importance of place (Mason & Nassivera, 2013: 162–182). It fears the team up working of concerned divisions, other staff, and government authorities to limit suspensions in unearthing's, seeing, protective sites and revealing results just to open in the type of productions.

Pakistan needs methodologies which give advantage to the executives of locales in a cost-effective manner. Uncovered and uncultivated areas of the country should use these methodologies. The problems of archaeological destinations are various as compared with the issue of landmarks that are still there. The example can be Mohnejo Daro and Taxila; these places are considered to investigate the standard methodologies and just rehearse old techniques. Some rules of protection of sites in a country are not mentioned due to which limits of unearthing are not exact according to the Antiquities Act of 1975. The authority forces are not announced by demonstration to manage individuals responsible for harming social properties or legacy sites. It does not have the data about punishment on people who damage old pieces.

Pakistan has numerous destinations with solid associations with the historical backdrop of world, wars, human development, and substantially more identified

past. These destinations have consistently been the focal point of fascination for conservators and approach creators as they could set up an association among at various times through rationing these locales. Such locales' eventual fate is not secured because of a few issues looked by conservators and organizers. Protection of material legacy is a challenging assignment in nations that are not created, and it is the troublesome objective to achieve, particularly in Pakistan.

Conclusion

It is accepted that archaeological and legacy hands have been done in Punjab as a factor of the current responsibility, so it has been essential and allows us to start to report the principle venture points and places. The study of legacy and outcomes of its fundamentals will provide them nourishment to get an idea about those who get involved with simple guidance about Punjab, and the people who perform investigations inside Khyber Pakhtunkhwa. The work of archaeological hands gives additional data of Taxila about its past and the present, and afterwards, they would know how to use this data on the off chance. It's a task with expected scholarly outcomes. It could quickly accomplish the results for various reasons like to rank Government College, fulfil award suppliers; to intellectual notoriety, etc.

From inside and outside Punjab field colleagues are drawn (counting at any rate one Taxila), prehistoric studies are well understood by the people who live in Punjab from colleges crosswise over Pakistan. The points and results do not fulfil Khyber Pakhtunkhwa individuals, whether these points are clear or not. Here, training is a primary factor and observes Punjab's palaeontology and expertise near-by with legacy and ancient exploration. Although the current undertaking takes more than three years, some individuals' limited project will keep working in the future in Punjab. Some fascinating reactions have been given by legacy review and elevate some primary problems; though there is a lot of future work for examination and understanding. Some places need an investigation about dispositions and reactions. The Government, Non-government organizations, and private businesses should be a part of assembling practices, and this should also include conventional neighbourhood individuals. Punjab is socially uncommon of losing things which is due to lack of connectivity's and perspectives. Legacy is the primary example in Khyber Pakhtunkhwa's history. Training is observed as having

critical job instruction and training about how different assets may be seen and preserved.

Recommendations

During this study, some recommendations and suggestions have been made with the help of findings.

- The problems faced with World Heritage Sites are due to the negligence of the board plan in execution. As per global principles, the administration is responsible for the requirement of projects. The best way to deal with Management plans for World Heritage Site is to snip the related problems with skilfully.
- On World Heritage List it has been recorded that cradle zone development is an essential device for properties protection. Maintenance and safety measures could be stimulated by familiar proof of support zones for development exercises in the adjoining zones to Heritage Sites of the World. As to reduce the site pressure, it is vital to building cushion zones.
- Visitor Management Plan for the site should be created, which is very important. The board plan guests must go in a certain way to improve their insight, mind-set and social variation in the territory's status. Due to an increase in guests' number, from the destructive impact quality plan could achieve.

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